

Turn More Browsers into Buyers.

32 E-COMMERCE WEBSITE
OPTIMIZATION IDEAS TO TRY



Introduction

In e-commerce, your product *is* your website. A poor performing website equals a poor performing business.

Each customer is unique and therefore deserves a unique experience. It's imperative that the website experience is optimized and relevant for each and every visitor in order to compel them to stay on-site, keep clicking through, and ultimately take the desired action. When the experience isn't personalized or falls short of meeting their needs, customers tend to go elsewhere – and you don't want that.

That's why we created this eBook.

Whether you're just getting started with optimizing your e-commerce site, or you're looking for new found inspiration, you'll find something here for you.

This eBook shares 32 e-commerce website optimization ideas to help you maximize performance and drive the conversion metrics that matter most to growing revenue for your business, from increased average order value, to repeat purchases, to brand loyalty, to customer retention.

Happy optimizing!

Optimization Idea #1

Above-the-fold image

Test smaller images above-the-fold, so that other valuable content is immediately visible

The goal of the homepage is to move visitors along the buyer journey. The best way to do this? Get them to click on a product or service they're interested in right away.

Test a smaller version of any above-the-fold image, to enable visitors to immediately see and click on your products below, without having to scroll or search.

Large Image



Small Image



Products are now visible above the fold

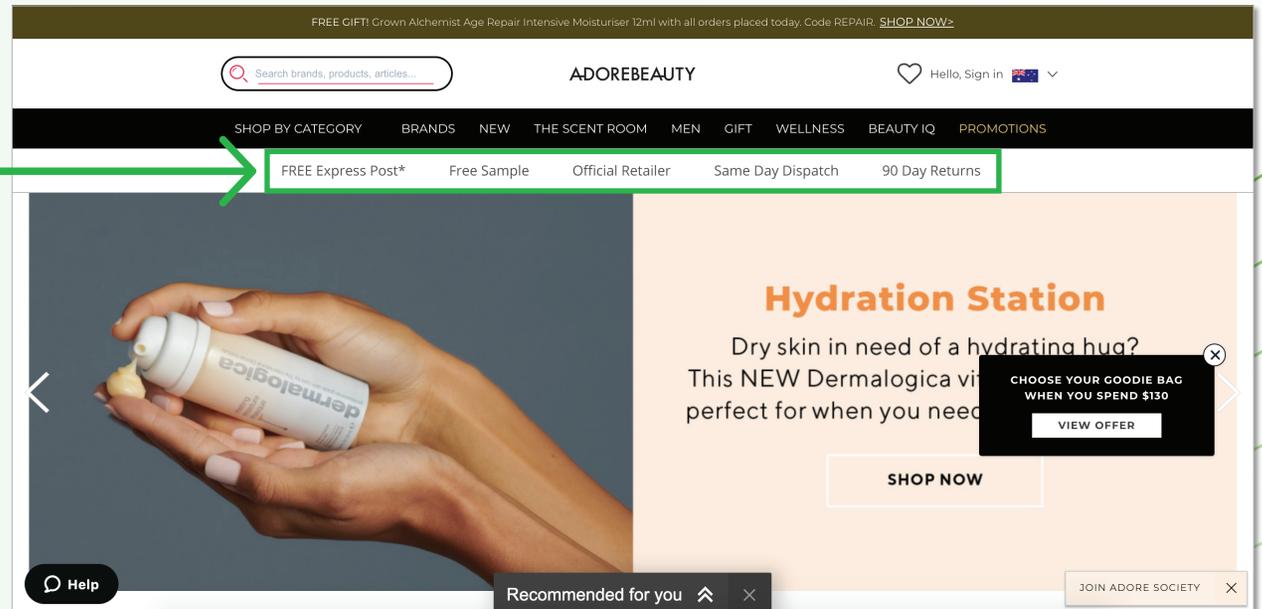
Optimization Idea #2

Benefits bar

Test different value propositions or unique selling points

With so many options of where to buy, you need to provide clear reasons why a customer should choose you over others.

Test different messages in a site-wide benefits bar, to identify which messages or unique selling points (USPs) resonate most with your customers.



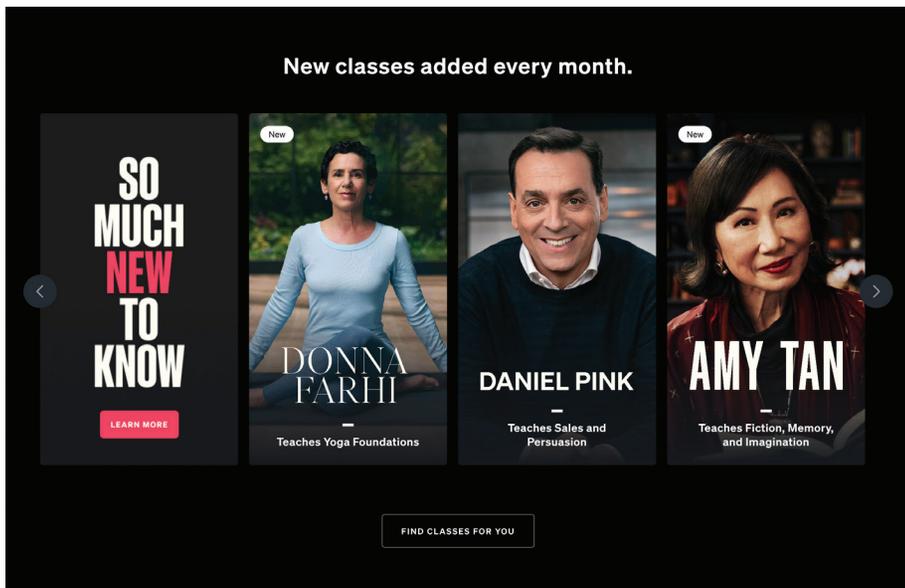
Optimization Idea #3

Interest-focused landing pages

Test continuity of your ad messaging through to your landing page

Compel visitors from paid ads to convert once they reach your site, by using the same imagery, keywords, phrases, and special offers from the ad.

For example, a Facebook video ad features former World Chess Champion Garry Kasparov promoting a class on how to play chess. Clicking the ad opens a landing page where there's an image of Garry showcasing the chess class. This offers a tailored experience that focuses on the visitor's interest in chess, rather than the base landing page that doesn't even include the chess class.



Base landing page



Personalized landing page

Optimization Idea #4

Image carousels

Experiment with static images vs. carousels

Carousels may enable you to fit a lot of images and messages into one space, but they're not necessarily better at converting than a static image.

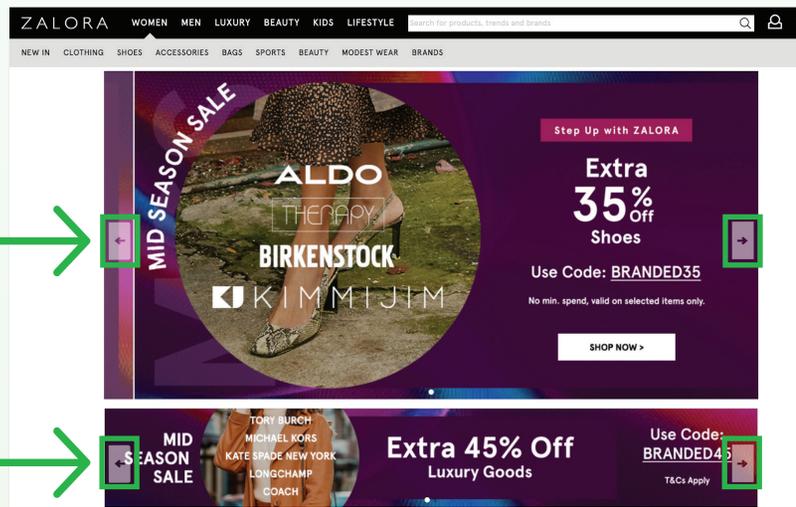
Why?

The human eye reacts to movement, possibly distracting visitors from the CTA.

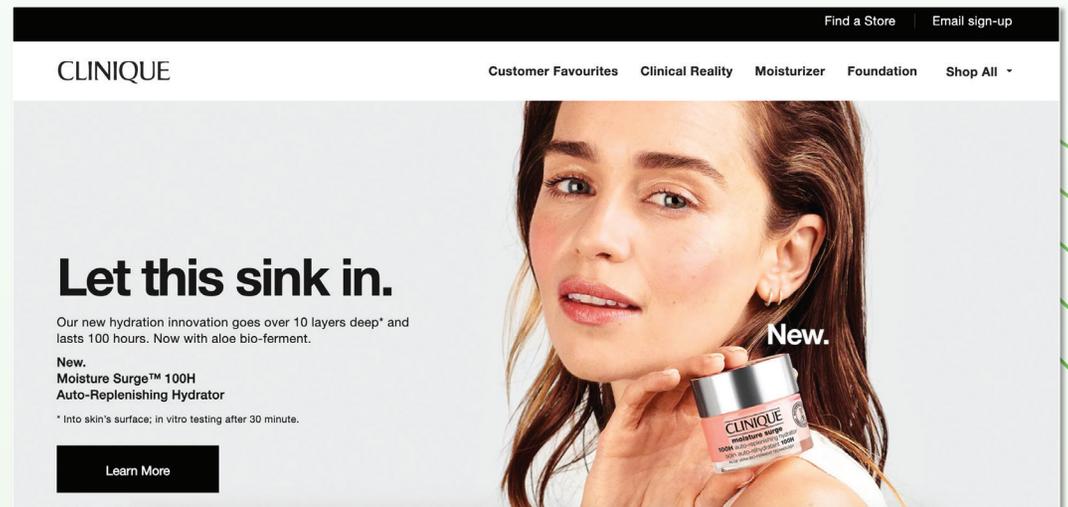
Too many messages equals no message and leads to the "clutter effect."

They look like banners, which people ignore because they mistake them for ads, aka banner blindness.

Test replacing your carousel with a simple, static image that has a strong statement or value proposition.



Carousel



Static

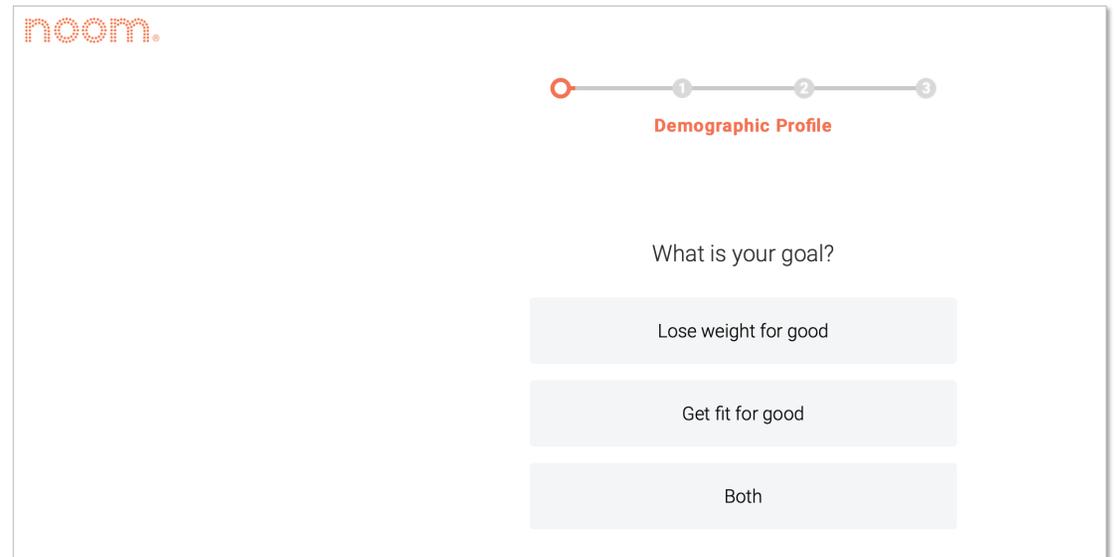
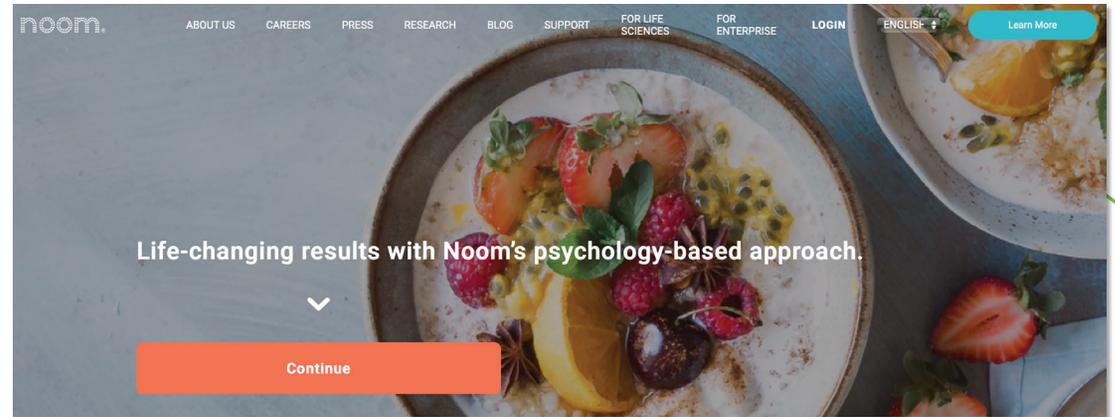
Optimization Idea #5

Onboarding questions

Experiment with asking onboarding questions before a user has even signed up

Test subtly bringing the onboarding flow into the initial user journey, before the user has even signed up.

For example, Noom initiates onboarding on the home page with one click leading to a questionnaire. The answers to which help convince the visitor that Noom is right for them – but also works to fill out any potential profile information required to use the service itself.



Optimization Idea #6

Swear words

Experiment with the persuasiveness of swear words

Studies have shown that customer testimonials and taglines with profanity are considered more believable and persuasive.

The amygdala, which is the part of the brain closely connected to memory and association, lights up when a swear word is heard or read.

This test idea isn't right for every brand. But if it's something within the remit of your brand voice, then see how it works. Experiment with key messages or headlines using swear words, against those without, to determine whether swearing positively influences your customers in terms of recall, awareness, or purchase decisions.



DOLLAR SHAVE CLUB

A bit about the Club.

We disrupted the shaving industry in 2011 by delivering "F*cking Great Blades" at an awesome price, right to your door. We've been listening to our Members' needs ever since, and now have you covered from hair to toe with a growing list of top-shelf grooming products. We spend our days focused on helping you look, feel, and smell your best (with the occasional office dog in our lap).

DSC

Help Center Original Content Privacy
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United States

Accepted Payments

AMERICAN EXPRESS MFC VISA PAYCOM

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f i t y p

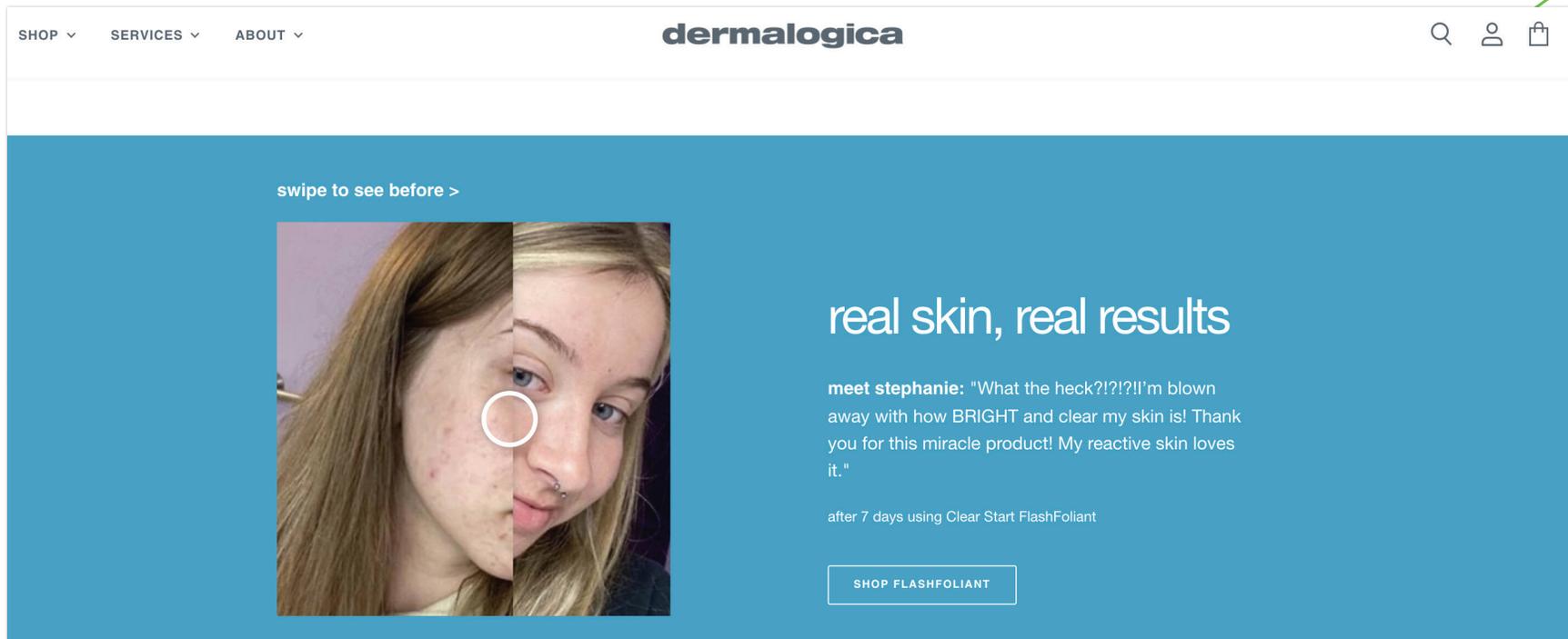
Optimization Idea #7

Belief bias

Test believable claims about your product

Belief bias is where you evaluate the strength of a claim on how much you believe or how plausible you feel it is based on your own worldview, rather than based on the evidence or a logical argument to support it. This effect tends to present itself in customer research when users say “it sounds too good to be true.”

Conduct user research on your product and brand messaging, asking customers to rate how much they believe in different claims or statements you make. Based on the research, present more relatable claims and benefits that your customer base believe in, and then test different ways of messaging this to see what resonates.



The screenshot shows the Dermalogica website header with navigation links for SHOP, SERVICES, and ABOUT. The main content area features a testimonial for Clear Start FlashFoliant. It includes a before-and-after photo of a woman's face, with a white circle highlighting the skin improvement. The text reads: "real skin, real results", "meet stephanie: 'What the heck?!?!?!'m blown away with how BRIGHT and clear my skin is! Thank you for this miracle product! My reactive skin loves it.", and "after 7 days using Clear Start FlashFoliant". A button labeled "SHOP FLASHFOLIANT" is positioned below the text.

Optimization Idea #8

Guarantees

Make your customers feel safe and secure

Do you guarantee users will save time using your product or service, or you'll give them their money back? Or do you offer insurance, price matching, or something similar?

If so, test the wording and placement of these guarantees, at points of user hesitation in the journey. Consider testing different "seals" or badge-type graphics so users quickly perceive the message as being related to a guarantee or protection.

You could also test the creation of your own branded guarantee, helping to tie the certainty of success with your brand name, in the mind of your customers.

BOMBAS

WOMEN

MEN

KIDS

BOMBAS › HAPPINESS GUARANTEE › HAPPINESS GUARANTEE

WHAT IS THE HAPPINESS GUARANTEE?

The Happiness Guarantee ensures that we will do what it takes for you to be satisfied with your Bombas, whatever it takes. If your socks don't fit, we'll help you return or exchange. If your shirt develops a hole, we'll replace it. Dog chewed up your socks, we'll replace them.

Think your request is too out there to be covered by the Happiness Guarantee? [Just try us.](#)

Optimization Idea #9

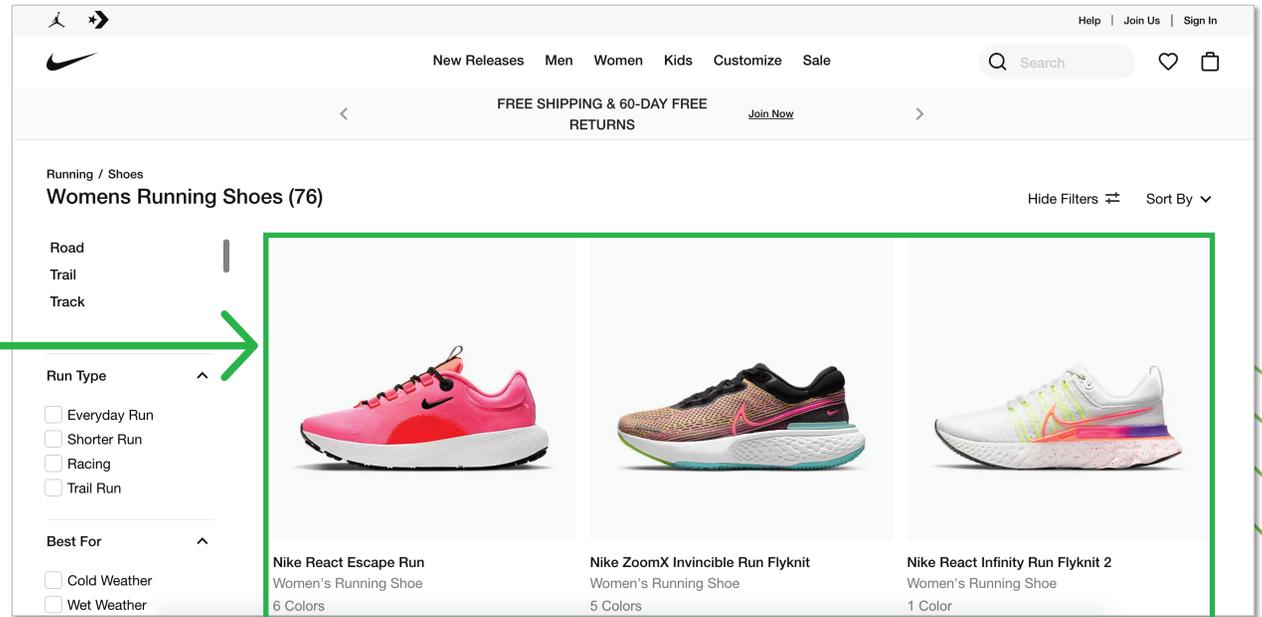
Product displays

Test placing products into visual “tiles”

A visual tile format allows you to show a family of products more easily, e.g. color ranges for a specific model.

Tiles give a clear and easy-to-navigate path for your visitors to explore the products that are right for them.

Avoid adding too much written content to the page, which can turn off those who just want quick and clear information. If written content is important, test having it appear while hovering (on desktop) or pressing/tapping (on mobile).



Product suggestions

Test features that show the items that are most relevant to the visitor

Guide your visitor towards your conversion goal by providing suggestions, reminders, or prompts.

Examples:

- **Suggest similar offerings to what's been viewed or purchased previously**
 - “Customers using product X have also found [benefit] by using product Z.”
 - “It’s that time of year again! Don’t miss this season’s special offer.”
- **Suggest up-sells for a product/service customers are interested in**
 - “Based on your interest in product X, we recommend these accessories.”
- **Remind the customer of offerings they’ve viewed previously**
 - “Buy today: Only 8 of these remaining!”
 - “Still curious about product X? We can answer any questions you have. Click to chat now.”

You recently viewed these items

 <p>Winco AXST-7 Super Aluminum Saute Pan 7/1/2 Qt.</p> <p>\$22.88</p>	 <p>ITI-International Tableware 377RT Rim Tempered Rocks Glass 10.75 oz.</p> <p>\$40.95</p>	 <p>GET Enterprises DP-909-MIX Diamond Mardi Gra Mix Round Plate 9" - 2 doz</p> <p>\$58.49</p>
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Optimization Idea #11

A sense of scarcity

Test limited offers to accelerate purchase decisions

Scarcity is the concept that buyers perceive things that have less availability as more valuable.

Test the impact of quantity-limited messaging on products or services, e.g. “only 3 items left.” Or, present offers at specific points in the user journey, e.g. “You have 1 hour to redeem this discount.”

The screenshot shows the Nordstrom website interface for a product page. The product is a "Thermal Long Sleeve Graphic Tee" by VOLCOM, priced at \$32.50 with free shipping. A promotional message offers a \$40 Bonus Note with a new Nordstrom credit card. The size selection dropdown is highlighted with a green box and a green arrow, showing "Medium - Only 1 left". The color selection dropdown is set to "Black".

NORDSTROM Sale Women Men Kids Activewear Home Gifts Beauty Designer Services Brands Search

[Back to results](#)

Thermal Long Sleeve Graphic Tee
VOLCOM

\$32.50 FREE SHIPPING

Get a \$40 Bonus Note when you use a new Nordstrom credit card.
[Apply now](#)

Logo graphics take center stage on a long-sleeve tee in a lightweight waffle knit.

Fit: True to size.

Medium - Only 1 left

[Volcom size guides](#)

Black

Optimization Idea #12

Product videos

Bring your products to life through video

Photos have their limitations when shopping online. You can't hear the product nor see how it moves.

Test adding product videos to see if it encourages add-to-cart. If so, you can determine the value that videos may have on your bottom line, and whether it's worth producing videos for all or just some of your products.

The screenshot shows a product page for Levi's Women's 311 Shaping Skinny Jeans. The page includes a navigation bar with the Macy's logo, a search bar, and a 'SHOP BY DEPARTMENT' dropdown. The product details section shows the product name, price, and a video player. A green arrow points to the video player, which is currently playing a video showing a person wearing the jeans. The video has a play button and a progress bar. The product details also include a color selection section with a 'See All Colors' dropdown, a size selection grid, and an 'Add To Bag' button.

10_Levis_2286442

Levi's
Women's 311 Shaping Skinny Jeans
★★★★★ 955 Reviews
\$59.50
4 interest-free payments of \$14.87 with Klarna. [Learn More](#)
Buy 1, get 2nd 50% off [Details](#)

Color: **Oahu Morning Dew**
\$59.50
See All Colors
\$34.99
See All Colors

Which Size Fits Me?
Size: **Please select** | [Size Chart](#)

24R	25	25R	26R	27R	28R	29R	30R
31R	32R	33R	34R	34x30			

Qty: 1

3,645 customers purchased

Add To Bag Add To List

Optimization Idea #13

Cross-sells

Test cross-sell features to drive up average order value

Cross-selling will boost your average order size. Apple knows this and immediately after adding an iPad to your cart, it tries to cross-sell you an iPad case. The general rule of thumb for cross-selling is this: you should offer products or services which are at least 60% cheaper than the product the customer just added to their shopping cart.

Conduct analysis on your products or services to map out which products are relevant to one another and are in the ideal price range. Test the impact of these cross-sells on average order value.



The screenshot shows the Apple iPad Air product page. At the top, there's a navigation bar with links for Mac, iPad, iPhone, Watch, TV, Music, and Support. Below that, the product name 'iPad Air' is displayed along with 'Overview', 'Why iPad', and 'Tech Specs' links. The main product is a 10.9-inch iPad Air Wi-Fi 64GB - Space Gray, with a 'Review Bag' button. Below the product, a section titled 'All the essentials. And then some.' features three cross-sell items:

- Apple Pencil (2nd generation)**: Priced at \$129.00 or \$10.75/mo. for 12 mo.*. It includes a 'Free Engraving' option and a 'Personalize it for free' option. The 'Add to Bag' button is highlighted.
- Magic Keyboard for iPad Air (4th generation)**: Priced at \$299.00 or \$24.91/mo. for 12 mo.*. It includes a language dropdown menu set to 'US English'. The 'Add to Bag' button is highlighted.
- Smart Keyboard Folio for iPad Air (4th generation)**: Priced at \$179.00 or \$14.91/mo. for 12 mo.*. It includes a language dropdown menu set to 'US English'. The 'Add to Bag' button is highlighted.

Each item also shows delivery and pickup information. A large green bracket on the left side of the screenshot groups these three items, and a green arrow points from the text on the left towards this group.

Optimization Idea #14

Product comparison

Help your customer choose between multiple products

Help your buyers clearly see and select the right pricing plan or product for them, by testing a comparison table.

Test various criteria used in the table to determine which elements are most important to customers in the decision-making process.

Highlighting the value and benefits of longer-term plans or higher-priced products can also drive up-sells and increase customer lifetime value.



	PRO 2 2000	Smart 4 4000	Genius 8	Genius 9
Refills in box	1	2	3	3
ProTimer	✓	✓	✓	✓
Visible Pressure Sensor	✓	✓	✓	✓
Smart Coaching		✓	✓	✓
Position Detection			✓	✓
Modes	2-modes	3-modes	5-modes	6-modes
Travel Case			✓	✓
Personalised settings		SmartRing	SmartRing	SmartRing
Artificial Intelligence				

Closed check-out

Experiment with removing distractions from the check-out flow

There's a good chance that once your visitors have reached the check-out page, they have moved away from the "just browsing" phase and are seriously thinking about a purchase. Removing content that's not directly related to the purchase process keeps visitors in a buying mindset and reduces the risk of them getting distracted and clicking away to other pages.

Test removing top-level navigation or unnecessary footer info on check-out pages.

The screenshot shows a checkout page for 'NATIVE'. The top navigation area is highlighted with a green box. The page is divided into two main sections: contact and shipping information on the left, and a shopping cart on the right.

CONTACT INFORMATION

EMAIL

Email

SHIPPING ADDRESS

FIRST NAME **LAST NAME**

ADDRESS

Address

Shopping Cart:

- Charcoal (Fluoride Free) \$10.00
- Coconut & Vanilla \$12.00

GIFT CARD OR DISCOUNT CODE

Gift card or discount code **APPLY**

Subtotal \$22.00

Shipping Calculated at next step

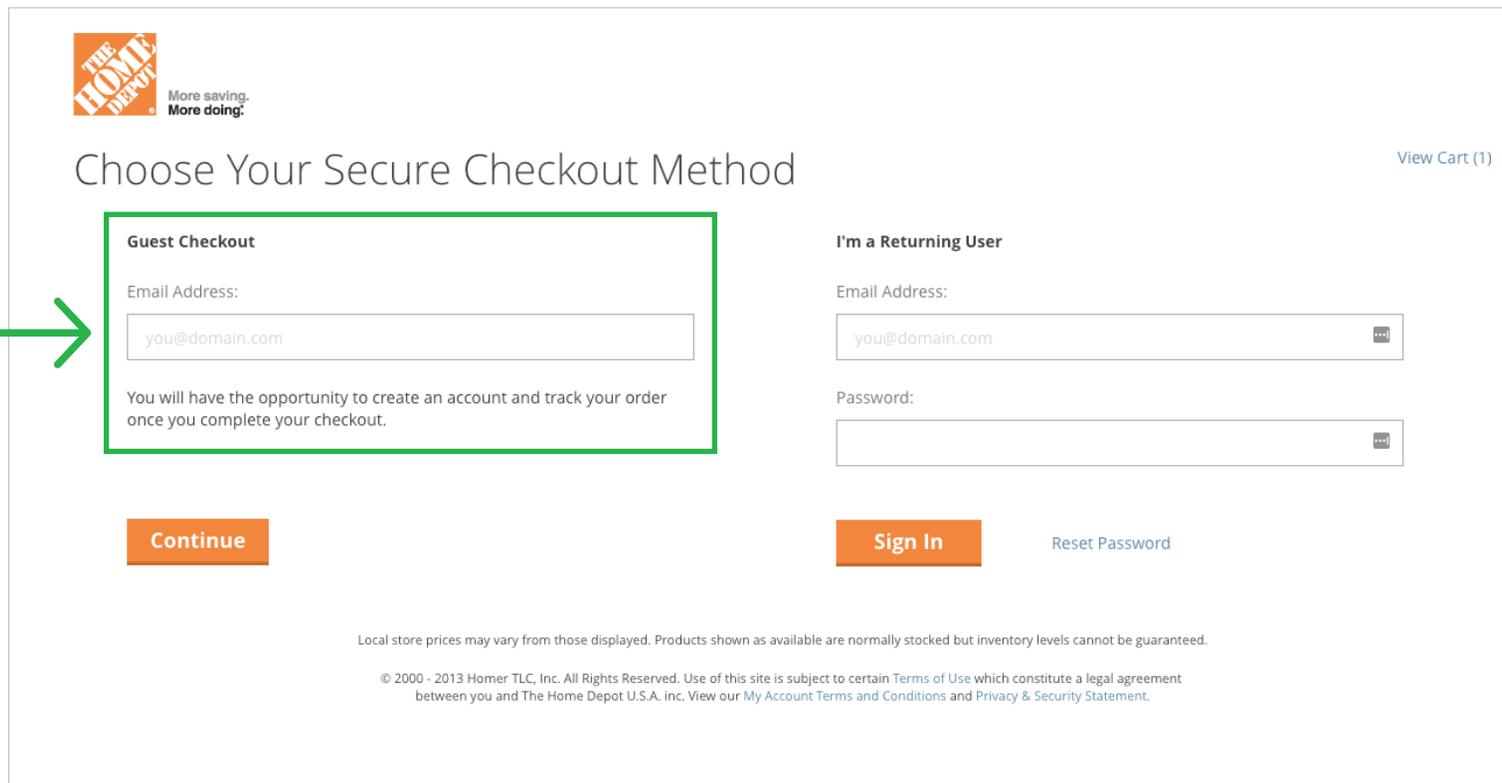
Total USD \$22.00

Optimization Idea #16

Guest check-out

Make it as easy as possible to purchase by enabling a guest check-out option

If users currently have to register or create an account before purchasing, test a guest check-out to see what it does to your conversions. You can still “create an account” after purchase, based on a customer’s guest check-out information, e.g. they will enter their name and email address anyway. You can then generate a password and email it to them once they complete their order.



The screenshot shows the Home Depot checkout page titled "Choose Your Secure Checkout Method". The page features two main options: "Guest Checkout" and "I'm a Returning User". The "Guest Checkout" option is highlighted with a green box and a green arrow pointing to it. The "Guest Checkout" form includes an "Email Address:" field with the placeholder "you@domain.com" and a "Continue" button. Below the form, a note states: "You will have the opportunity to create an account and track your order once you complete your checkout." The "I'm a Returning User" form includes an "Email Address:" field with the placeholder "you@domain.com", a "Password:" field, a "Sign In" button, and a "Reset Password" link. A "View Cart (1)" link is located in the top right corner. The Home Depot logo and tagline "More saving. More doing." are in the top left. At the bottom, there is a disclaimer: "Local store prices may vary from those displayed. Products shown as available are normally stocked but inventory levels cannot be guaranteed." and a copyright notice: "© 2000 - 2013 Homer TLC, Inc. All Rights Reserved. Use of this site is subject to certain Terms of Use which constitute a legal agreement between you and The Home Depot U.S.A. inc. View our My Account Terms and Conditions and Privacy & Security Statement."

Shopping cart

Test different ways to optimize the shopping cart experience



Optimization Idea #17

Persistent shopping cart

Buyers inevitably comparison shop. A common behavior is that they add products to their cart, and then they return later after some consideration or further advertising touch points to convert. If upon their return they discover that the contents of the shopping cart have expired, they probably won't start again from scratch because it's too much hassle. If you see this behavior, test a persistent shopping cart and review the impact this has on purchase rates.

Optimization Idea #18

Cart abandonment messaging

If a user has failed to purchase but has items left in their cart (and you have a way to contact them), test a range of cart recovery promotions/reminders/added scarcity messaging via app notifications, emails, or website pop-ups and measure the impact it has on purchase completion.

Optimization Idea #19

Product recommendations

Test recommending products similar or related to the contents of the visitor's shopping cart on cart pages themselves. It reaches the customer in a favorable psychological state, where they most likely already decided to make a purchase. Therefore, they'll be more willing to say yes to further offers. Test this idea and measure the usage of the feature and compare the average order value of customers who see the test vs. those who don't.

Optimization Idea #20

Personalized cart

Test adding personalized benefit messaging during the check-out process

Reaffirm that a product or service the user has selected is right for them, by incorporating personalized messages about the product they selected into the summary information/cart page.



Base site



Personalized variation

Optimization Idea #21

Delivery fees

Test revealing the delivery fee earlier in the check-out process

Many websites only show delivery estimates, or don't show delivery pricing until the very last stage of the check-out process.

Remove such unexpected surprises in the check-out process by revealing your fees earlier in the check-out flow, such as the add-to-cart stage. Use the visitor's location to show the fee estimate, so that it's personalized to the individual shopper.



Review Your Order

	Bubble Bath Quantity 1 <i>Scent Perfectly Gentle - Sweet Orange Vanilla</i>	\$11.95
	Laundry Detergent Quantity 1 <i>Scent Free & Clear</i>	\$12.95
+ Have a promo code?		
Subtotal		\$24.90
Estimated Tax ⓘ		\$2.12
Shipping & Handling		\$6.95
<hr/>		
Total		\$33.97

[PLACE YOUR ORDER](#)

Free shipping

Experiment with offering free shipping and measure the value this adds to your business



Charging for shipping is usually a conversion killer. Today, the majority of companies offer some form of free shipping, and pretty much every e-commerce site competes with Amazon Prime.

Optimization Idea #22

Offer free shipping

If you're not offering free shipping, figure out a way you can. Test the impact of offering free shipping to help you convince internal stakeholders of the value to the business. To do this, establish a baseline: compare conversion with and without a free shipping offer.

Optimization Idea #23

Free shipping thresholds

Test different free shipping thresholds: increase the minimum order value required for free shipping, and measure the improvement to your margins.

Optimization Idea #24

Shipping restrictions

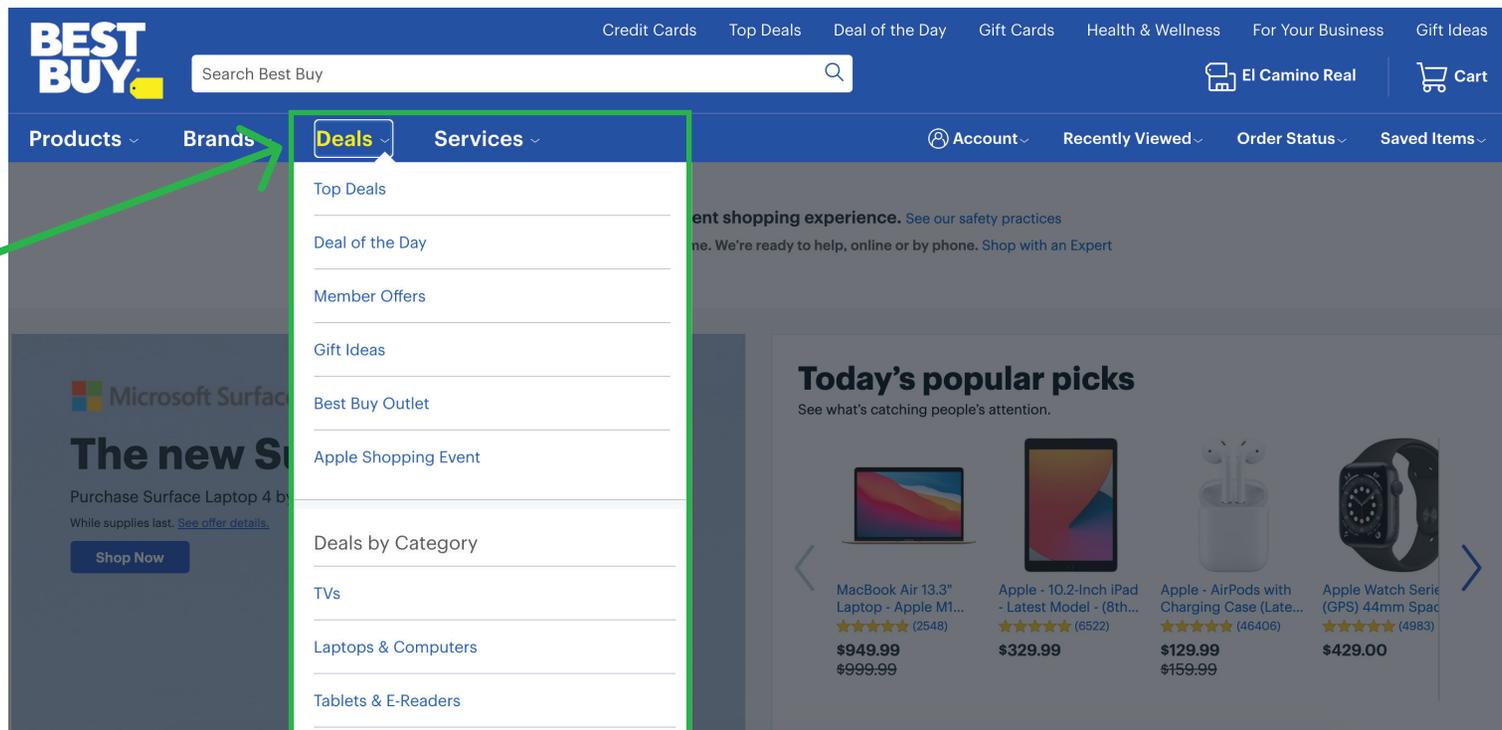
Test different restrictions for free shipping: see what kind of improvements you'll get by offering free shipping only on select products where it is profitable for you to do so.

Optimization Idea #25

Menu offers

Test offering promotions in your menu

Test “special offers”, “deals”, or “sales” as categories within your mega menu. You could also test adding specific promotions within the menu itself. Test the impact adding such elements has on overall sales and order value.



Optimization Idea #26

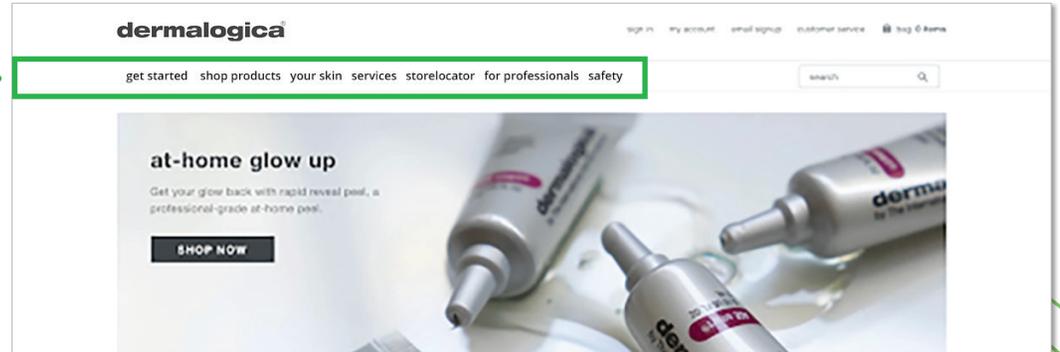
Alternative menus

Test adding a recent category bar to improve findability

Test using icons or images for your navigation menu instead of it being text-based.

Further, test menus that are intuitive and audience-centric by offering the exact categories or products that were recently viewed, recently searched for, or previously purchased.

Base site



Variation



Optimization Idea #27

Search bar

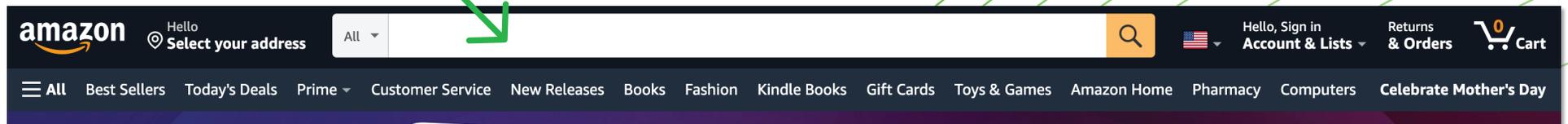
Test a sticky site-wide search bar

Using search data, session recordings, and user research, understand why and how often your search function is used on your website.

Customers may want a shortcut to finding what they are looking for, rather than navigating around mega-menus, which takes time.

If you see search behavior is high, especially across a range of products, test making the search feature a site-wide and prominent element to help customers find what they are looking for more quickly, as opposed to the search bar only being shown on certain pages or hidden behind a search icon.

Think Amazon-style search bar – the center of it all. Review the impact on search usage and time to add items to cart.



Interrupted journey

Test ways to salvage interrupted user journeys so that they don't end in exits

Optimization Idea #28

Extended search

A “zero search results” or a 404 page can often mark the end of a customer’s session. If your site couldn’t display results for a query due to filters the customer had set up, consider setting the search function so the system offers to perform an additional search on the complete product catalog (by removing any filters), and show them the matches.

Optimization Idea #29

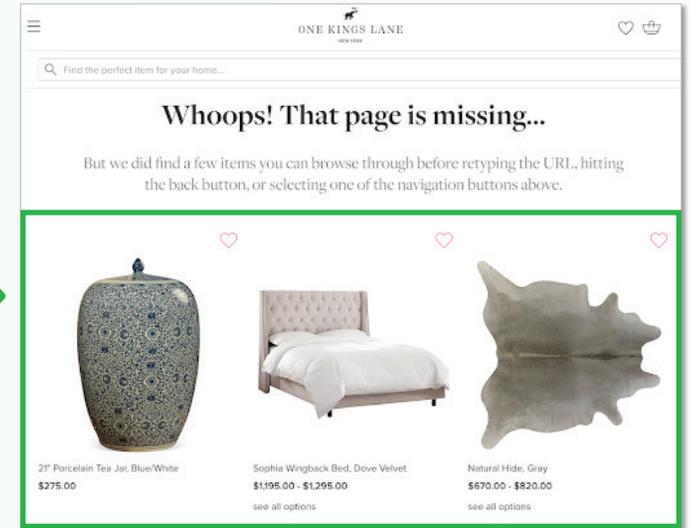
Search box

Test adding a search box on 404 pages to try to re-engage the user and send them back on their journey rather than exiting.

Optimization Idea #30

Product recommendations

For “zero search results” or 404 pages, test displaying personalized product recommendations with the aim of resuming the discovery thread that the error or no result query interrupted.



Optimization Idea #31

Exit intent

Test triggered pop-ups when exit intent behavior is detected

Salvage more purchases before losing the visitor for good by tracking exit intent, e.g. when the visitor's mouse goes off the page. When this behavior occurs, test a triggered pop-up offering a discount or special offer. This also means you can avoid offering discounts to all visitors.

The image shows a product page for Jetson Immunity Probiotics. The page features a product image of a bottle, a 'BUY NOW' button, and a 'SELECT YOUR PURCHASE OPTION' section with radio buttons for 'One-Time Purchase' and 'Monthly Subscription'. A green arrow points from the text on the left to a triggered exit intent pop-up. The pop-up is titled 'TODAY ONLY!' and offers a '30% off on your one-time purchase of Immunity. Boost Your Immunity Today.' with the code 'IMMUNITY30'. It includes a 'SHOP IMMUNITY' button and a 'Maybe next time.' link. The background of the pop-up shows a bottle of Immunity Probiotics on a table next to a cup of coffee. The Jetson logo is visible in the top left corner of the page.

Optimization Idea #32

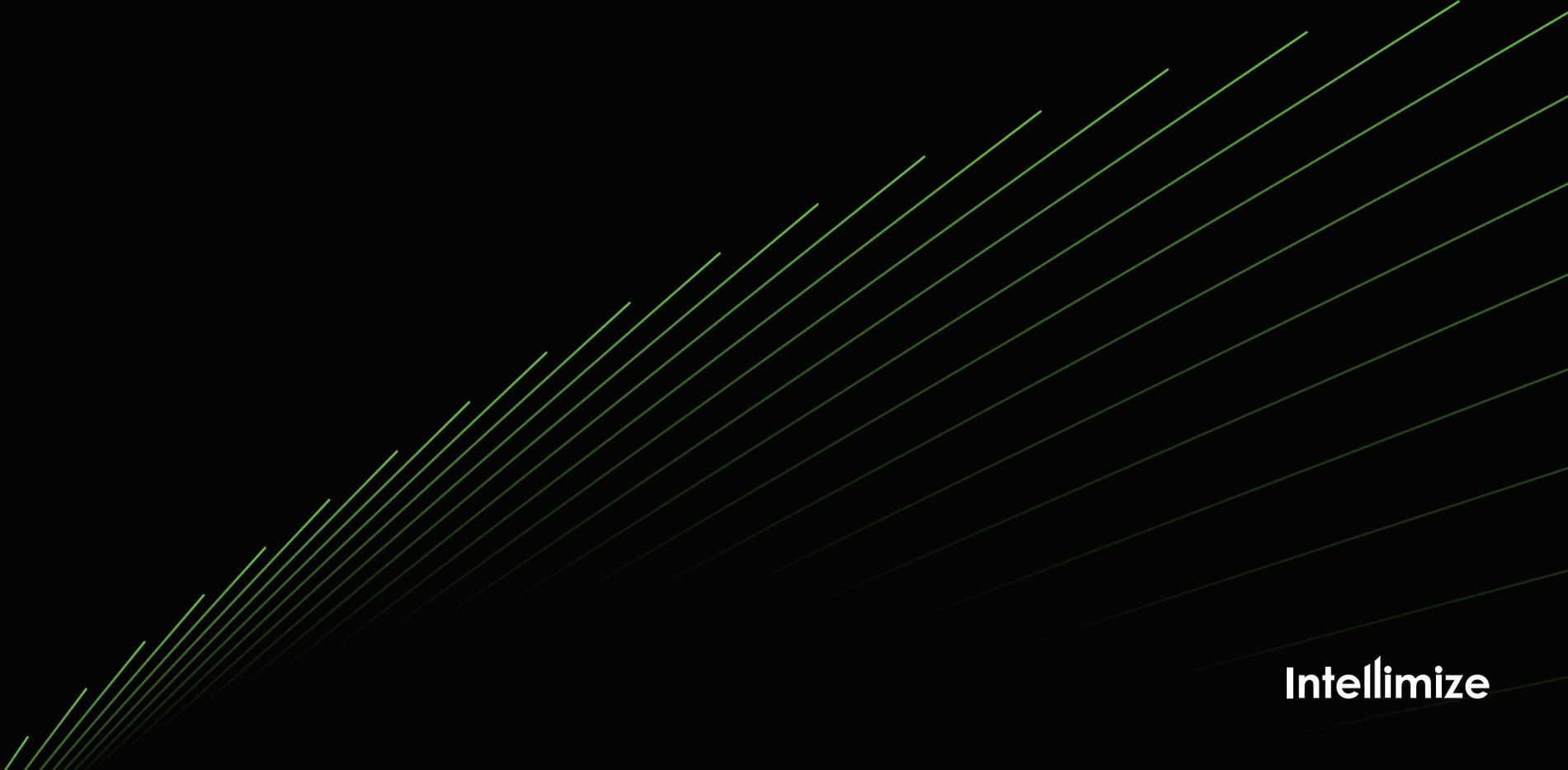
Loyalty programs

Measure the impact of loyalty programs through testing

A loyalty program might seem like a no-brainer, and, increasingly, companies are adopting them. But there's a lot of time and money involved in setting up and running them.

Before you invest, test the idea by offering the loyalty program information and sign up details to gauge the level of interest. You can also test offering different benefits of the loyalty program to discover which are the most persuasive, before you actually roll it out.

The screenshot shows the Starbucks Rewards website. At the top, there is a navigation bar with the Starbucks logo, 'MENU', 'REWARDS', and 'GIFT CARDS'. On the right side of the navigation bar, there are buttons for 'Find a store', 'Sign in', and 'Join now'. The 'Join now' button is highlighted with a green box and a green arrow pointing to it from the right. Below the navigation bar is a dark green header with 'STARBUCKS REWARDS' in white. The main content area is titled 'Endless Extras' and features a sub-header: 'Joining Starbucks® Rewards means unlocking access to exclusive benefits. Say hello to easy ordering, tasty Rewards and—yes, free coffee.' Below this are three benefit cards, each with an icon, a title, a description, and a 'Learn more' link. The first card is 'Fun freebies' with an icon of a coffee cup and a sandwich, and a description: 'Not only can you earn free coffee, look forward to a birthday treat plus coffee and tea refills.' The second card is 'Order & pay ahead' with an icon of a hand holding a smartphone, and a description: 'Enjoy the convenience of in-store, curbside or drive-thru pickup at select stores.' The third card is 'Get to free faster' with an icon of a coffee cup with a star, and a description: 'Earn Stars even quicker with Bonus Star challenges, Double Star Days and exciting games.' A green arrow points to the left side of the benefit cards area.



Intellimize