

# 10 Ways To Maximize Ecommerce Sales

Every business involved in ecommerce should be working towards increasing their sales. Without an increase in sales, businesses stagnate, growth stops, and the competition takes over. However, what are the best strategies for improving your online sales? How do you make sense of the overcrowded list of options to find the plans and initiatives that will get you the best, most sustainable results in the shortest period of time?

In the following sections, we outline 10 of the best ways to Maximize your ecommerce sales. They are varied and cover a wide range of topics, but each one is used by the best ecommerce businesses on the web, so they are proven to get real-world results.

## 1. Go Mobile or Go Nowhere

Statistics about mobile usage are becoming almost meaningless. All those billions of devices, the estimated time spent, and app store downloads are all examples of measurements where the numbers have become too big to be relevant. It is far more important to look at what is happening around you, and what is happening in ecommerce.

It doesn't take a statistician to prove that mobile use has exploded in recent years. Smartphones are everywhere and they have rapidly become an essential accessory for every part of our lives. This includes work, health, entertainment, learning, shopping, and more.



The world's biggest online brands recognised this imminent trend many years ago. Facebook, for example, has applied a mobile-first approach to its technical development for several years now. This means that it optimises the experience of any function or feature for mobile users before moving to the desktop experience. Google has also become an active cheerleader for mobile, to the point that it penalises websites that don't work well on mobile devices whenever a search is conducted on mobile.

### It's About Sales... and more

Sales from ecommerce stores have been growing significantly, and now account for about 30% of all sales online. [Research](#) indicates that this will grow to 45% over the next few years, with sales completed on mobile devices being responsible for over \$280 billion of transactions.

That being said, there is more to it than just looking at transactions on mobile devices. Consumers no longer use just one device when making a purchase. In fact, over 75% of people start their research on one device before moving to another. Therefore, mobile devices can be part of the process, even when the transaction is not completed on a mobile device.

For ecommerce retailers, the case for mobile use is compelling:

- Consumers use mobile devices as part of the buying process
- Consumers also use mobile devices to actually complete transactions

Therefore, your business needs a specific mobile strategy to ensure that you are maximising sales.

## Responsive Website, Mobile Website, or App



When looking at your mobile strategy, you have three options:

1. **Responsive website** - a website that dynamically adjusts depending on the size of the user's screen
2. **Mobile website** - a separate website that is displayed to users on mobile
3. **App** - a standalone application that users install on their devices

So, which is the best option? Firstly, responsive websites are used more frequently than mobile websites, and are strongly recommended by Google. This is mostly because they are easier for Google to index, but there are also some benefits to users and businesses. Users only need one link with a responsive website, whereas they need two if they have a desktop site and a mobile site.

In terms of your business, you only have one website to maintain with the responsive option. If you go for mobile, you have two.

Clearly, you need to have a responsive website, but should you also have an app? That answer will depend on your business. Also, you have to consider the expense involved in developing and maintaining an app. That being said, an app can complement your responsive website and will enhance the experience of users who prefer using apps.

## Mobile Commerce Tips

- Ensure that your shopping cart is fully mobile responsive. AbleCommerce Gold, for example, has a range of templates that work across all devices.
- Make sure the navigation is simple and intuitive. Also, make sure that buttons and links are easy to tap, even with big or clumsy fingers. This means having big buttons and plenty of space between your links.
- Focus on the content by removing any distractions, clutter or quirky features
- Ensure your website loads as fast as possible
- Check your fonts to ensure that they look good and are easy to read on smaller screens
- Continuous scrolling is better than users having to tap through multiple screens
- Include all your products, and make sure that all the features of your desktop website work on mobile. You will quickly frustrate your users if they cannot complete a particular task on mobile, or cannot buy certain items.
- Make the transaction as simple to complete as possible

## 2. Get the Basics Right - Speed and SEO

The basics of website design are important for all businesses, but they are particularly important in ecommerce due to the competitive landscape. You will have competition in whatever industry or sector you participate in, and you have to work hard to make your voice heard, build brand recognition, and win customer loyalty. The basics of SEO and website speed are crucial to each of these objectives.

They are both interconnected, but there are different drivers for both:

- **Google and the other search engines** - SEO is all about making it easy for Google and other search engines to read and understand your website. By marketing your website well, the search engines will also learn how popular or relevant your site is to various search terms. This helps them match your site with user's search queries. Speed is also important for search engines too, primarily because users don't like slow sites. Given that Google only wants to send users to sites they will like; it prefers to send them to sites that load fast.
- **Consumers** - As already mentioned, users are impatient Internet browsers and demand sites that load fast, so speed is important. SEO helps users in numerous ways. Firstly, it ensures that they are sent to the right websites and don't waste their time on sites that don't feature what they're looking for. Also, the text you see on a search results page is essentially a pitch. When used correctly, it can help the user find the best deals, offers, or solutions to their needs.



### Getting SEO Right

- **Page titles and URLs** - The page title and URL should be as descriptive as possible. Google shows about 70 characters in its search results, so try to keep your page titles to that length. Use the name of the product or relevant keyword, and match the URL to the page title. AbleCommerce has tools that let you do all this.
- **Page descriptions** - There is a lot of debate in the world of SEO about the importance of page descriptions in terms of your ranking in a search – some think it is important while others don't. However, even when you remove rankings from the equation, descriptions are still important. Page descriptions produce the two lines of text that you see on each search result, so they are crucial for convincing the user to click to your website. Therefore, use the product name or another relevant keyword, keep the description to fewer than 120 characters, and give the user a good reason to click.
- **Alt tags** – Alt tags tell Google what an image is about. They should be concise but descriptive, and should also include relevant keywords.
- **Unique content** - This can be challenging, particularly if you have lots of products, but every product description should be unique. For the best results, do not copy and paste from the supplier or manufacturer, and don't use the same text on multiple pages of your website.

- **Sitemaps** - Sitemaps help Google understand the structure of your website. They also ensure that Google knows about every page. AbleCommerce allows users to create XML sitemaps that are perfect for Google.
- **Use rich snippets** - This is additional code - or data mark-up - on your website that helps Google understand even more about the content. Rich snippets are often displayed in search results, making your website stand out more.
- **Make sharing easy** - The reach of your website increases when it is shared, but sharing also helps with SEO.
- **Create a blog** - Blogs help attract new visitors to your website and build your brand. It can also help with SEO, particularly if your blog posts attract links and shares.

## Making Your Website As Fast As Possible

The first thing you should do is check the speed of your website by running it through Google's free [speed test](#). This will tell you instantly what Google thinks should be improved to make your website faster.



The things that affect page loading speed include:

- **Hosting** - If you are on cheap, shared hosting, you should consider upgrading.
- **Frequent or large HTTP requests** - The more a user's browser has to request from your host, the slower your site will be.
- **Optimize images** - Make them as small as possible without losing quality.
- **Minimize the use of external scripts** - A common example is the Facebook embed that shows the latest activity from the social platform on your website. However, this slows your site down.
- **Use caching** - Caching turns your web pages into static HTML files so they load faster.
- **Use a CDN** - A CDN is a content delivery network. A CDN features many different servers across multiple locations. Your website is delivered to users from the server closest to them, making load times quicker.
- **Make your design simpler** - Remove sliders, auto-playing videos, and other features that slow down your website

## 3. Optimize The User Experience

The way people use your website can affect your sales just as much as pricing, product range, and whether you can get enough people to visit your site. No one designs an ecommerce store intending

to give users a bad experience, but that's not enough. Assuming that you have a well-designed website, assuming people think your policies are fair, assuming the site is easy to use, and other such assumptions can lead to lost sales.

Therefore, you have to do two things:

1. Think about your website from the perspective of the user. Go through the process of finding a product, adding it to the shopping cart, and completing a transaction. Was it as smooth and efficient as you expected? More importantly, was it as smooth and efficient as it could be?
2. You should test the website using as many real users as possible. There are a number of ways you can do this, although most research is done via surveys and focus groups. Both have their advantages: surveys are cheap, although the data is not 100% accurate. You will get better data through focus groups, but this type of testing and research is more costly.

### User Experience - Where to Start

Start by analysing the homepage of your website. Make sure you use a critical eye to see it as a customer would see it. Is there too much clutter, or is too much going on? Is it easy to find what to do next? Is the branding right, and does the site appeal to your target audience?



Make sure you go through the same process for the mobile version of your website, and then start thinking about the other entry points. Remember, not everyone will access your website through the front door, so you should think about the first impressions that a visitor might have when they initially arrive on a product or category page.

Next, look at your navigation setup. This can be a significant usability challenge for ecommerce stores, particularly for those that have many different products in many different categories. On these sorts of sites, the navigational structure can be complicated, with users having to go through multiple pages to get from their point of entry to the page with the product in which they are interested.

Despite the challenges, there are almost always refinements and improvements you can make. Can you alter or combine some categories, for example, or can you structure your menu differently? Again, check how the menu and navigational structure work when you are using a mobile device.

Next, look at your product pages. Is the information clear and transparent? Is the amount of information you have supplied sufficient? Are any special terms clearly outlined, such as return policies, shipping fees, and order processing times? You should ask three questions when considering this:

- Does the user have enough information on your page to make a decision?
- Is there anything on the page that will cause them to have second thoughts?
- Is it clear what the customer should do next?

At this stage, your customer will be in the shopping cart. Be sure to use a reputable shopping cart with a full list of features, such as AbleCommerce, so you can customize the experience. In particular, make sure the user requires as few clicks/taps as possible to complete the sale. Make sure that everything works as it should, and don't forget to test everything on the mobile side of things.

Trust is also a big issue with consumers, so make it clear that you are trustworthy. For example, use a reputable and well-known payment processor, and be sure to use an SSL certificate to encrypt communications between your server and the customer. Third-party validation of the security of your website, shopping cart and payment processor also helps. A good example is certification from the PCI Security Standards Council, which AbleCommerce has.



If possible, don't make users register in order to purchase, as this puts many off. If you think that registering is beneficial to your business, you can include it as an option, but don't make it a requirement.

Also, try to have as few fields on your checkout pages as possible. You will need some in order to fulfil the order, but, from a usability perspective, the fewer the better.

Finally, don't have any dead ends in the checkout process. This is commonly found after a user has completed a transaction. Once they have finished entering their payment information, they are taken to a thank you page with nothing else on it. This is a missed opportunity, so you should try to get the user to continue browsing your site, or visit a strategic partner. You can do this by presenting them with similar products in which they might be interested, or by giving them a special offer.

## Other Ways to Improve User Experience

There are three other things you can do to improve the shopping experience and increase conversion rates:

- **Minimise additional fees** - Additional fees, like shipping fees, are a big turn-off for customers. If possible, you should minimise or remove them.
- **Make shopping with you easy** - One-click ordering, next-day delivery, and the AbleCommerce auto-ship feature are all examples of strategies that make shopping easy for customers. This builds loyalty, increases sales, and strengthens word-of-mouth marketing.
- **Have customer friendly policies** - Try not to be too restrictive with your terms and policies. For example, some ecommerce companies achieve considerable success by having a money-back guarantee, or by paying for postage on returns.



## 4. Sell More By Cross Selling And/Or Upselling

When working on strategies to maximize sales in your business, increasing the volume of sales is important, i.e. five sales an hour is better than three sales an hour. It is also important to increase the value of each sale. The best ways to do that are upselling and cross-selling.

In fact, you can increase your sales significantly if you adopt the right upselling and cross-selling strategies. Some research shows that the increase in sales can be as much as 30%.

Upselling and cross-selling also have other benefits, including improved levels of customer satisfaction and loyalty. This is because the process of upselling and cross-selling actually helps the customer either get a product that is better suited to their needs, or additional products to fully complete their purchase. For example, a customer purchasing a battery-operated child's toy will appreciate being offered batteries, as it will save them the embarrassment of giving the child an incomplete present, or having to purchase the batteries at a later, less convenient time.

### The Difference between Upselling and Cross-Selling

Upselling usually takes place on product pages when the customer is still in the research phase of the buying process. It involves showing the customer a more expensive option than they are currently looking at. The more expensive option will have more features or other benefits that make it more relevant or appealing for the customer's needs.

Cross-selling can take place on product pages or checkout pages, although it works best on checkout pages. This is where customers are offered supplementary or complementary products to the one they have just selected. In other words, cross-selling helps the customer fully complete the purchase. Cross-selling examples include offering socks with shoes, phone covers with phones, printers with computers, and crackers with cheese.



### Upselling Tips

Here are three things you should do to make upselling work:

- **Price correctly** - You will not see much success if the upsell products that you show to customers are twice the price of the product that they are considering. You need a much more realistic price difference to increase the chances of the upsell product falling within the customer's budget. Also, you don't want to scare them away. A good number to work with is 25% - show upsell products that are up to 25% more expensive.
- **Don't confuse** - Make sure that the upsell products you offer are relevant and familiar to the customer. For example, if a customer is looking at a pair of Adidas cross trainers, don't show them a pair of running shoes as an upsell. Also, don't show them a brand of cross trainer that might be unfamiliar to them. Instead, the upsell should be instantly recognisable, so it should almost sell itself.

- **Demonstrate the benefit** - You also have to clearly show the benefits of choosing the upsell product. Is it more luxurious, durable, desirable, faster, bigger, smaller, or packed with more features?

## Cross-Selling Tips

Here are three things you should do to make cross-selling work:

- **Make the offer relevant** - If the products listed for cross-selling purposes are not highly relevant, you won't get many clicks, let alone conversions. The best approach is to make sure there is a clear and tangible link between the product the customer wants to buy and the additional products you are offering. Look at an example of a customer buying a set of garden furniture - a table and chairs. You will have more success offering a parasol as a cross-selling option than you will by offering an office chair or a computer desk.
- **Don't offer too many options** - Don't give consumers too much of a choice when presenting cross-selling options. It is better to offer products that are highly relevant than offering lots of options to choose from in the hopes that you get lucky.
- **It doesn't have to be products** - It is well known that Amazon is very good at cross-selling, but they don't simply offer additional products. You will also see Amazon offering services like gift-wrapping or Amazon credit cards. You can do the same thing, depending on your business.



## 5. Get Better At Pay-Per-Click (PPC) Advertising

So far in this guide, we have focused mostly on the user experience, and on making your website visible to Google and other search engines. For most ecommerce businesses, that won't be enough, because to Maximize sales, you need to get as much traffic to your website as possible.

SEO will help with increasing traffic levels, as will social media marketing, email marketing, offline marketing initiatives, and more. PPC advertising should be put in the mix too. If you don't currently do it, you should start. If you do have PPC campaigns running, you should optimise them.

### Why Should Ecommerce Stores Try PPC?

When PPC campaigns are set up properly, the process of deciding whether to run them or not is simple. There is no requirement for gut instinct, educated guesses, or estimated figures that are a feature of other advertising strategies. Instead, you can use fairly simple return on investment equations:



## For every dollar you spend, you get X dollars back

If "X" is in negative territory, or is not enough to justify the work involved in managing and optimizing a PPC campaign, you should drop it. After all, PPC advertising doesn't work in every industry or every business. However, if the "X" is positive and of a sufficient value, it would be foolish not to do it.

There is a caveat to this, though, which was mentioned at the start of the first sentence in the first paragraph of this section: "When PPC campaigns are set up properly..." In other words, it is possible to get a bad ROI on a PPC campaign if it is not set up well. Or, said another way, it is possible to improve your ROI by optimising a campaign.

## PPC Options

There are many different PPC options to choose from, but the most widely used are Google's AdWords and Facebook ads. You should consider running (or at least trying) both, since they reach your audience in two very different ways - Google through active search, and Facebook through the more passive and informal world of social media.



Both have benefits and both have downsides. With Google AdWords, you are able to reach people who are searching with buying intent. Reaching those people is a great way to improve ROI, and you can restrict your campaigns by changing the settings so that only those types of people click your ad. You cannot do this as effectively on Facebook.

A potential downside of this is that Google AdWords is generally more expensive than Facebook. However, that should not be considered a deal breaker. After all, it is better to get one click on AdWords that costs \$5 dollars and converts into a sale than to get 10 clicks at \$0.50 from Facebook with no consequent sales. You will only know these sorts of numbers in your business through testing.

One thing that Facebook does better than Google is audience segmentation. This makes targeting your ads easier. For example, if you are a BMW dealer, you can target your ads on Facebook at people who have shown an interest in BMW cars and/or other prestigious car manufacturers.

## Tips for PPC Success

- **Relevance is crucial** – The more relevant you can make your PPC ads, the more success you will have. For example, you will not be very successful if you target the keyword "ladies formal shoes" and then display an ad and landing page that includes boots, children's shoes, and men's slippers. Your campaign will be much more successful if it is specific to the customer's search.
- **On AdWords, do keyword research** – This means regularly reviewing campaigns to identify underperforming keywords, and to find new keywords that might improve your campaigns. [Remember to keep the number of keywords per ad low in order to make the ad as relevant as possible.](#)

- **Segment ads** – Following on from the previous two points, you should segment as much as possible. Some PPC experts go so far as to say you should have one ad per keyword. You probably don't have to go that far, but split your keywords and ads up as much as possible.
- **Narrow the target audience as much as possible** – The more targeted you can make the audience, the better your results will be.
- **Landing page** – The landing page is arguably the most important element to the success of a PPC campaign, particularly when considering conversion rate and ROI. The best landing pages are specifically created for the ad sending the traffic and have strong calls to action.
- **On Facebook, visuals are crucial** – Given that Facebook is a visual medium, you should ensure that your ads attract attention and/or look beautiful.
- **Use AdWords Goals and the Facebook Pixel** – They help track conversions, build your audience, and optimise your campaigns.
- **Optimize for mobile** – Create ads specifically for mobile users to Maximize the results
- **Test** – Finally, you should test everything repeatedly. This includes targeting, keyword selection, ad text, landing page, calls to action and more. Just make sure you only make small changes in each test so you can track what works and what doesn't.



## 6. Do Something About Abandoned Carts with Remarketing

Abandoned carts are a fact of life for ecommerce businesses. In fact, some research says that as many as 70% of carts are abandoned without the customer completing the purchase. You should take steps to mitigate this by implementing the tips given earlier in Section 3, but you will still inevitably lose sales to abandoned carts.

There are many reasons for people doing this, and not all of them are negative. It could be something as simple as their shopping being interrupted by a crying baby, or they decided they wanted a bit more information.

Ensuring that your checkout process is as efficient as possible, keeping your policies and fees fair, and being honest and transparent are the best ways to decrease cart abandonment rates. Remarketing ads, however, are the backup plan.

## What Is Remarketing and Why Does it Work?

You can run remarketing ads using Google AdWords or Facebook. With both options, a cookie is placed in the browser of every person who visits your website, provided they have cookies enabled. Your ads are then shown to that user as they continue using the Internet. With AdWords, your ads are shown to previous visitors when they visit other websites. With Facebook campaigns, previous visitors to your site see your ad on Facebook.

In other words, you are targeting people who have already shown an interest in your business and the products you sell. They are also familiar with your business, as they have already visited your website. Remarketing is one of the most highly targeted forms of advertising you can use.

### Remarketing Tips

- Target properly** – One of the keys to success in remarketing campaigns is proper targeting. For example, you can target ads at every person who visits your website, but that might not be the best approach. For example, it might be best to remove people who spent less than 10 seconds on your site. You should also segment your campaigns, such as showing one ad to people who visited your site, but didn't make a purchase, and another ad to those who visited and bought something.
- Understand the sales process** – What is the typical sales cycle for people buying the products you sell? Are they impulse buys, or are they products that require a lot of research? Do people buy them frequently, or would you only expect repeat business once every six months? Understanding this, and structuring your campaigns accordingly, will increase your return on investment.
- Understand buying triggers** – You also have to think about why people don't buy when they first visit, as well as what will convince them to eventually make a purchase. This is important for a number of remarketing campaign elements, including targeting. For example, men might have different buying triggers than women, so you can segment your audience and show each a different ad. All your ads should appeal to a specific buying trigger.
- Don't be creepy** – This is one of the biggest criticisms associated with remarketing. When campaigns are not set up properly, potential customers can feel like you are hounding them by following them all over the Internet, continuously showing them your ads. You have to strike a balance between being visible and being annoying.
- Test** – Finally, you should test everything, repeatedly and consistently. Test your audience segmentation, ad copy, style of ad (image, text, or animated), landing page, duration, and more.



## 7. Improve Your Product Pages

Product pages are often one of the most neglected sections of an ecommerce store. This is usually because the focus of ecommerce stores is often on managing stock levels, processing orders, marketing, and customer service. Maintaining and improving product pages takes time, so it is a task that ends up low on the list of priorities.

However, spending time on your product pages can have a dramatic impact on the volume of sales you achieve. Just look at any product page on Amazon - the structure of those pages was not created by chance. In fact, Amazon's product pages went through (and probably continue to go through) rigorous testing to the most minute levels of detail.



### Tips for Improving Product Pages

- **Use beautiful images** - Images are incredibly important on ecommerce stores. You should use large and well-photographed images to really show off the product. Multiple images can also help. AbleCommerce, for example, displays multiple images in an attractive gallery.
- **Ensure your call to action is effective** - Your call to action, or buy button, should be highly visible, clear, and persuasive.
- **Tweak your product descriptions** - Product descriptions were mentioned earlier when talking about SEO, but they can also help with conversions. Your product descriptions should be unique, but they should not simply be lists of features. The best product descriptions are written from the perspective of the customer. They discuss benefits, not features, and they help the customer imagine using or owning the product.
- **Be upfront** - Make sure your terms, additional costs (such as shipping), and policies (such as returns) are clear and easy to find.
- **Use scarcity** - Scarcity is a popular buying motivator. You can use it by making your offers time limited or showing stock numbers when the availability is running low. This will increase conversions, as users know that they have to buy soon to ensure they get the product they want.
- **Add social proof, reviews or testimonials** - Consumers like to be on trend, but they don't like buying things that haven't been tried or approved. You can overcome this obstacle by including customer reviews and/or customer testimonials. You can even use celebrities. This doesn't mean spending loads of money getting a celebrity to promote your products. Instead, it can mean mentioning celebrities who use similar products to the ones you are selling. Examples include Novak Djokovic's comments on gluten-free diets for ecommerce stores selling gluten-free food, or a photo of a celebrity wearing an item of clothing that you sell.
- **Add videos** - Videos can make your website stand out from the competition. They can also add personality to your site, as well as help your customers get a better understanding of: a) how to use your products; and b) what it is like to use them.

## 8. Capitalise on Seasonal Upswings

Most businesses, including ecommerce stores, have seasons or periods of the year when they are busiest. For many, this is at the end of the year in the build-up to the holiday period. A significant proportion of yearly sales occur in these busy periods. Therefore, it makes sense to capitalise on them so you get as many sales as possible. After all, a 10% increase in sales on your busiest day of the year will be worth much more than a 10% increase on an average day.

To make the most of busy periods in your business, you first have to know when they are. Most businesses have one or two main busy periods, as well as a few secondary periods. Know when they are, and know what day and/or date they fall on in the coming year.

You need to allocate a sufficient marketing and advertising budget to take full advantage of busy periods, and you have to ensure that your offers and campaigns are set up in plenty of time. The last thing you want to do in the immediate lead-up to a busy trading period is finalising ad copy or craft an advert. Also, make the offers that you run time limited. People in busy periods are often in a buying frame of mind, so capitalise on that!

This pre-planning effort should also include creating content on your website that contains relevant seasonal keywords. These should be included on blog posts, product listings, and other relevant sections of your website.

Finally, make your offer stand out from the crowd. The simplest way to do this is by having the lowest price, but that's not always the best approach. In fact, the lowest price is not always what the customer wants. Instead, they might want gift-wrapping, next-day delivery, guaranteed delivery, or another personalised service or offer. If your competitors are not doing it, and you can, then you will have an advantage.



## 9. Optimise Buy Buttons

Buy buttons, or the call to action buttons on your product pages, have already been mentioned. However, they are important enough to have their own section. Buy buttons are essentially “the close” in a sales pitch. Even if you have the best product in the world, you will get limited sales if you don't have a good close. Similarly, even if you have the best products and product pages in the world, you will get minimal sales if your buy button is weak – or even worse, non-existent.

Here are some things you can do to optimise your buy buttons:

- **Use contrasting colours** – The buttons on your product pages should stand out. One way to achieve this is by using a contrasting colour. Don't make it garish or distracting, but it should clearly attract attention.
- **Make it big enough, but not too big** – As already stated, your button should draw the attention of customers. You can achieve this by making it big, although you shouldn't make it too big that it becomes a distraction.

- **Use positive language and tell the user exactly what to do** – You should always use action words like “Buy” or “Add” as the first words in the button text. Examples include “Buy Now” and “Add to Cart”. You don’t have to use those phrases exactly, but make sure your phrase is something equally positive, direct, and clear.
- **Make sure it is easy to find** – Your buy buttons should be easy to find. The best place is usually above the fold beside or below your price information.



Finally, you should test as many different button variations as possible. Be sure to track any changes you make, keep each individual change small, and monitor the results. Things you can test include the position of the call to action on the page, the colour, the size and the text.

## 10. Understand the Concept of Micro Moments - And Start Winning Them

[Micro Moments](#) is a marketing concept introduced by Google. It is interesting because it attempts to explain and understand the way consumer behaviour is changing as a result of new technologies and media. Everything from the Internet to social media to smartphones has changed the way people buy, do, learn, and find things.

The basic concept is that consumers go through a series of micro moments on their buying journey. Google estimates each consumer has about 150 per day, many of which take place on impulse using mobile devices. The crucial thing to remember with micro moments is that consumers are impatient and unforgiving. They want the information immediately, and they want it to be relevant and useful.

### The In-Store Example

One often-quoted example of a micro moment is when a person is in a physical store. Even though that person has the product in front of them and can touch it, feel it, try it, and read the box, they will still often look up more information about the product on their phone, while standing beside it in the store. Believe it or not, 82% of smartphones users do this.



## How Micro Moments Affect Your Ecommerce Store

The main principle to remember is that the customer's journey with your products and brand does not take place only on your website, and does not take place only when the customer is in a buying frame of mind.

The next step is to think about what micro moments your customers go through on their buying journey. Will they want more information about the product? Will they want a lot of social validation about the decision to buy? Will they want to learn how to use or make the most of the product? Is the time of year important, or are there financial considerations?



Once you know these things, you can create content and user experiences that address these micro moments. The more of them you can win (i.e. deliver on the consumer's needs), the greater chance you have of ultimately winning that person as a customer.

## Conclusion

There are many things you can do in an effort to increase sales in your ecommerce store. Other examples include social media marketing, email marketing, using coupons, and many more. There are truly too many to list. However, the 10 on this list represent key strategies that you can implement immediately and, if done correctly, should yield quick results.