

HACKS

25 Shopify Hacks To Improve Your Ecommerce Conversion Rate

Increase Conversions On Your Shopify Store

Shopify is a popular ecommerce platform as it is both simple and easy to use. You can set up a shop, upload your products and be making sales all within the same day.

While many Shopify stores have the same functionality due to the prebuilt themes often used, there are some things you can do on your Shopify store to increase your conversions.

In this guide, we'll be sharing 25 Shopify hacks that ecommerce stores can use to improve their conversion rate. These hacks are the very things we do with our clients that have Shopify stores.

We have split this guide into five sections; user experience (UX), products, search engine optimisation (SEO), PPC, and social media. That means that you can concentrate your efforts on an individual area of your choice, or implement hacks from all five sections.

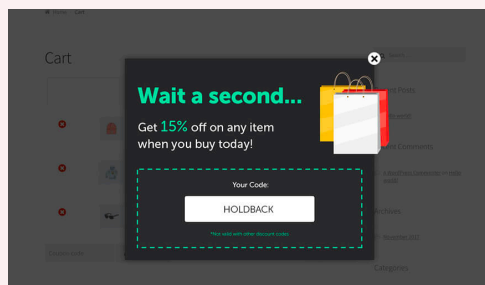
If you have any questions about this process or would like to talk to us about managing your Shopify store, please feel free to contact us on hello@factorypattern.co.uk.

User Experience (UX)

The experience a customer has with your site has a massive effect on its success or failure. Neglecting UX is like forgetting about good 'ol customer experience. UX implementations are proven to have a measurable impact on your bottom line.

1. Use Exit Intent Pop-Ups

The abandoned cart rate is ever increasing so being able to get back in contact with a potential customer is a must. Exit intent pop-ups are a great way to capture the attention of a user that was otherwise about to leave your website.



2. Accept More Payment Options

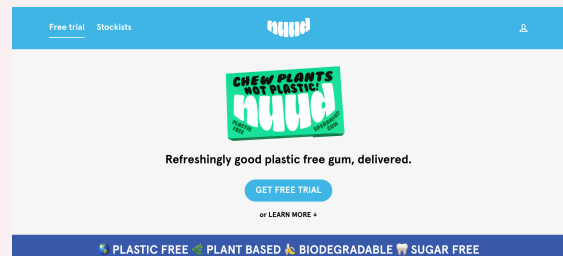
In 2021, the main players of payment methods are well-known; think PayPal and Stripe. Both of these options are great, but consider adding further options for customers. We've found that having different payment options - such as the Fast payment option - is a great way to increase conversion rates as you are providing less obstacles in the user journey.

3. Use Videos Whenever Possible

People love to watch videos. They are engaging and showcase more information about products in a way users are able to process quickly. You should look to use videos on your product pages whenever possible.

4. Offer A Sample Or Free Trial

When you have a new product, it can be difficult to convince users to buy it for the first time. The solution is to offer an incentive that's hard to resist - such as a free trial or sample option. Nuud Gum - a plant-based, plastic free chewing gum - does this very well. They offer a starter pack for £1. It's an offer you cannot refuse.



5. Create A Subscription Service

Subscription services are a great way to increase your repeat custom. They're super easy for customers to use - you just checkout as you would with a normal product, but get the product delivered every four weeks, for example.

Products

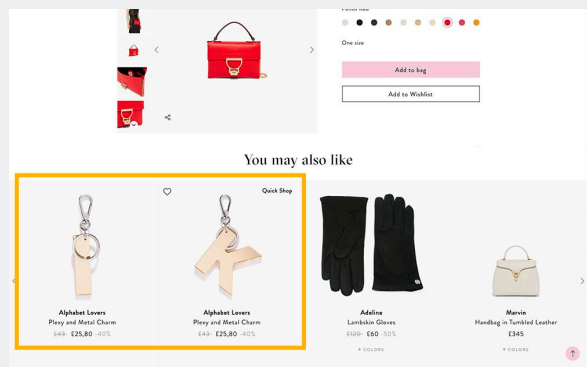
Your product page is your most important page. This is where you are going to make a difference in your sales. But how do you optimise your product page for ecommerce conversions?

1. Test Your Product Price

This one may sound weird, but many times we have found weird pricing numbers result in a better conversion rate. We have also found that sometimes increasing a product's price increases the perceived value resulting in higher conversions.

2. Cross-Sell Related Products

On every product page you should suggest related products to the customer. While the current product may not be enough to get a sale out of the customer, you may grab their attention with a product you cross-sell.



3. Invest in Quality Product Imagery

We would definitely recommend you invest in the best quality product images possible. You would be surprised at the different good photography makes to your conversion rate.

4. Use Customer Reviews As Social Proof

User reviews aren't just important, they are critical to users' purchasing decisions. During our large-scale usability testing, 95% of users relied on reviews to evaluate the product or learn more about products.

In some cases, users mainly used the product information contained in the reviews instead of the product descriptions or spec sheets.

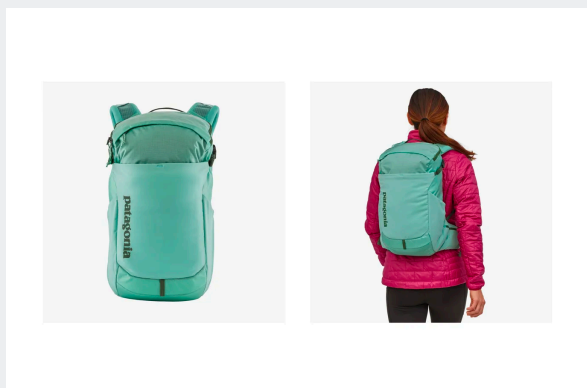


5. Include A Scaled Image

A scaled image allows users to immediately understand the real size of a product. If users wrongly interpret the real size of an image, they will likely abandon your site.

In bricks and mortar stores, it's easy for people to understand the size of a product, as they can physically pick it up. However, when shopping online that becomes more tricky.

"42% of users will attempt to gauge the scale and size of a product from its product images."



Search Engine Optimisation (SEO)

Search engine optimization is the process of optimising your website to acquire users organically via search engines. This is a really important stage for your website as organic traffic is free and users are showing purchase intent (i.e. they are search for products just like yours).

1. Take The Time To Understand Your Keywords

At the heart of SEO is keywords. A keyword is a phrase or term that users are likely to search for. You want each page to have a target keyword that you can optimise it for. For example, if you run a t-shirt store your keyword for a product category page could be 'green t-shirts for men'. You should always keep your keywords in mind when writing titles, descriptions and more.

2. Create Blog Content

While your product pages will be optimised for keywords, you'll want to create blog content to target long-tail keywords. A long-tail keyword is a more specific search term, such as a question. For example, "best green t-shirts for summer". You should create blog content to answer these long-tail keywords.

3. Include Your Keyword In Product Titles & Descriptions

On your product page, you should include your target keyword in product titles and descriptions. These will give search engines an indication of what your product page is about.

4. Create Internal Links To Your Product Pages

Internal links are good for both users and search engines as they help them discover new pages on your website. You should include internal links from different sections of your website to your product pages, but be careful to not include too many as this can appear spammy.

5. Use Structured Data to Markup Your Product Pages

In an SEO context, "structured data" is markup on a webpage, which provides additional detail around the page's content. It can benefit your ecommerce site's SEO by product rich results on the search engine results page. For a product page, your structured data should include price, brand, reviews and more.

All Over the Place: Adventures in Travel, True Love, and ... - Goodreads
<https://www.goodreads.com/book/show/31934609-all-over-the-place> **star rating**
★★★★★ Rating: 4.2 - 380 votes
All Over the Place has 380 ratings and 69 reviews. ... However, I do love a good travel book, and I've been an Everywhereist reader ever since I saw Geraldine ...

All Over the Place: Adventures in Travel, True Love ... - Barnes & Noble
<https://www.barnesandnoble.com/w/all-over-the-place-geraldine-/11214564367?i=1> **product markup**
\$14.99
May 2, 2017 - The NOOK Book (eBook) of the All Over the Place: Adventures in Travel, True ... Readers of her blog the Everywhereist will be familiar with the ...

Geraldine DeRuiter with Deanna Duff: All Over the Place - YouTube
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May 4 2017 - Uploaded by Town Hall Seattle
Geraldine DeRuiter with Deanna Duff: All Over the Place ... her blog, everywhereist.com, and now in her book ...

Pay-Per-Click Advertising (PPC)

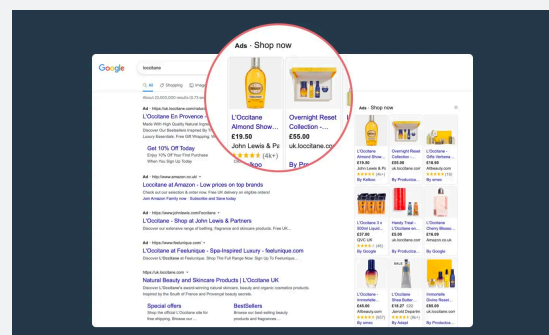
Pay-per-click advertising is the process of advertising your product on Google, Facebook or other advertising platforms. The benefit for advertisers is that you only get charged for the results you achieve meaning it is relatively low risk.

1. Use Facebook Dynamic Ads

Facebook Dynamic Ads are powerful as they tailor the products they show to users. This could be based on products they've viewed on your website, or by their interests. To do this, you need to link your Shopify store with Facebook to create a catalogue.

2. Run Google Shopping Ads

Have you noticed the products that show on top of the search results page on Google? These are Google shopping ads and they're really powerful for ecommerce companies as they showcase your products on the search results.



3. Target High Converting Keywords

The first step for any Google Search Ads campaign is to do your keyword research. You want to get an idea of the search volume your keywords will generate in order to identify the potential market for your ads.

To take your campaign to the next level and to really generate sales via eCommerce PPC ads, you'll want to identify high converting keywords – or money keywords.

You can use Google's Keyword Planner to find new keyword ideas and to identify keywords that show purchase intent. These are the keywords that are most likely to convert.

4. Run Retargeting Adverts

If you're wondering why you're constantly seeing ads from websites you've visited or products you've left in your cart, it's because you're being retargeting with ads. Advertisers know that returning visitors are the most likely to generate sales. It really is that simple.

In fact, a study showed that people who see retargeted ads are up to 70% more likely to convert.

We'd recommend running a variety of retargeting ads. Start with retargeting of abandoned carts. Retargeting cart abandoners can increase the conversion rate up to 26%.

You can then expand your retargeting by showing ads to users that have previously purchased, visited certain products recently or engaged with other ads.

5. Consider Where To Run Your PPC Advertising Campaigns

While we wish we could tell you there was a one size fits all solution to generate sales via eCommerce PPC ads, every business is different.

Every business has different products or services, a different target audience and a different budget. That means that what works for company A won't necessarily work for company B.

The two main platforms when it comes to PPC Advertising are Facebook and Google. There are also other options to consider; including Twitter, TikTok and LinkedIn.

It's important to assess the pros and cons of advertising on each platform to find the right one for you.

Social Media

You'll know of all of the social media platforms and you probably already use them all for your business. But how do you make the most of your social media output as an ecommerce business?

1. Set Goals And Timeframes

Your social media strategy needs clearly defined goals that support measurably effective content. Of course, the ultimate aim is to get more traffic to your eCommerce site. However, that must be engaged and interested potential buyers. Not just random 'clickers'!

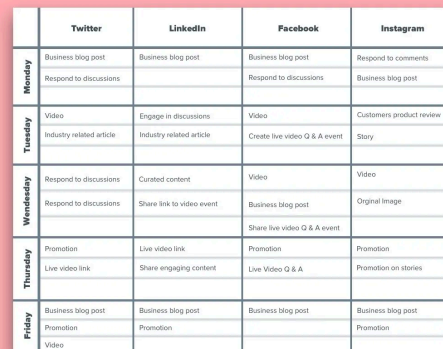
What do you need to achieve from social media? Set that in a monthly framework of what you are going to focus on, and the content needed to support that.

2. Create a Content plan

To get your levels of outreach and engagement up, your Content needs to be varied, vibrant and relevant. Posts can't all be product profiles and advertising speak!

This includes a good mix of types of posts – from industry news, and know-how tips, to special promotions and reviews of your products and service.

Having a social media strategy and content plan will help get you ready for specific promotions too, such as Easter, Mother's Day and Christmas.



	Twitter	LinkedIn	Facebook	Instagram
Monday	Business blog post Respond to discussions	Business blog post	Business blog post Respond to discussions	Respond to comments Business blog post
Tuesday	Video Industry related article	Engage in discussions Industry related article	Video Create live video Q & A event	Customers product review Story
Wednesday	Respond to discussions Respond to discussions	Curated content Share link to video event	Video Business blog post Share live video Q & A event	Video Original Image
Thursday	Promotion Live video link	Live video link Share engaging content	Promotion Live Video Q & A	Promotion Promotion on stories
Friday	Business blog post Promotion Video	Business blog post Promotion	Business blog post	Business blog post Promotion

3. Use Quality Imagery

Modern consumers love visual media – photos, videos, illustrations and infographics. Using imagery in your social media posts makes them more visible, but also increases the chances of customers reading the wording.

4. Use Influencers To Promote Your Products

While some influencers get a bad name for their promotions, they are still a powerful channel for ecommerce companies. It's modern day word-of-mouth marketing.

A study found that 6 in 10 YouTube subscribers would follow advice on what to buy from their favorite creator over their favorite TV or movie personality.

You should identify the right influencers for your niche (we would recommend using micro-influencers rather than big names) to promote your products.

5. Make It A Conversation

Social media as a dynamic, fluid and personal way to conduct digital marketing. You should connect on social media with relevant non-competitive companies, comment on other posts, re-post from other profiles and generally make your social media a conversation. This includes responding personally (and positively) to any comments and reviews.