

## Featured Image:



## How Your Site Impacts Cart Abandonment

For the brick-and-mortar companies out there, shop presentation is half the battle. It's not that different for e-commerce brands, whose sites have to meet a client's expectations or risk cart abandonment.

So, what can your site do differently to make the shopping experience everything it can be? There's a handful of main concerns that are likely to cause a would-be customer to abandon their cart. Luckily, there are plenty of ways to address them and meet your sales goals.



## 1.) Offers

A study by Baymard Institute showed that more than half of customers turned back at checkout because the added costs were too high, and that's low-hanging fruit for a great deal of e-commerce businesses. Extra charges can be anything from taxes and fees you can't control to shipping costs, which most companies can control.

Free shipping offers can make a client reach for their wallet instead of the back arrow. For products that are unwieldy and expensive to ship, you may have more factors to consider. But for most household goods and apparel, offering free shipping is a great option.

Another choice is limited time offers based on the user. If they're lingering on the checkout screen, a time-sensitive offer to check out with a 10% off deal can be just what your customer needs to place an order. Some companies give a 15-minute window and others give a 72-hour window — keep in mind who your audience is and what you're selling when choosing a time frame for your offers.

## 2.) Convenience

In this tech-heavy age, convenience is a huge part of your clients' decision-making process. Collectively, 83% of people in the Baymard survey reported cart abandonment because of the following:

- They were required to make an account
- Checkout process was too long or complex

- Website had errors or kept crashing
- There were insufficient payment methods

If a customer has to work to make a purchase with you, they'll go somewhere else. Making sure clients can checkout as a guest is the first step to encouraging them to place an order. You'll also want a simplistic design that won't distract users from a clear step-by-step purchase process. Having features that work now is more important than adding new features, but you should definitely think about modern bells and whistles to streamline your checkout.



### **3.) Security**

Similarly, credit card security is a convenience-driven concern for online shoppers. Tossing in the logo of your secure checkout system is an excellent way to make browsers feel safe enough to close the deal. Adding in customer reviews and easy access to customer service with live chat, email, and a phone number also reassures customers that they can trust you. For the finishing touch, make a link to your return policy available so they know what to do if they aren't happy with their purchase.

### **4.) Personalization**

To go above and beyond, tailor your site to your customer's experience. Using browser cookies can help you customize your site for returning customers whether they have an account with

you or not. This could be product recommendations based on their travels across your site or it could be a welcome back banner.

For users with accounts, you can take this one step further by including their name on your site and encourage re-ordering based on their order history. These changes can cut back on cart abandonment and get your company extra revenue with enough time and resources. If you don't have much of either to spare or want the tools that an agency can offer, we're here to help you reach your sales goals.