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CONVERSION- CENTRED DESIGN FOR YOUR ONLINE STORE

Modern shoppers aren't looking for products—they're [looking for experiences](#). And those experiences start the moment they click through to your website. So if you want to convert your incoming traffic into sales, every element of your online store's design needs to focus on that goal. Here's how.

CONVERSION-CENTRED DESIGN FOR YOUR STORE

1 DESIGN FOR YOUR CUSTOMERS' EYES

Their first impression is based on your ecommerce store's visual design, so start by asking yourself what message you want to send. Customers are likely to spend more time—and more money—on a site that's attractive, uncluttered and easy to use.

2 DESIGN FOR MOBILE SHOPPERS

Responsive design will ensure your online store looks good on small screens, but it's up to you to make sure the most important information is presented first. And don't give your customers any reason to leave your site—make sure they can complete their purchase right there and then.

3 DESIGN FOR YOUR CAMPAIGNS

Landing pages are a great way of guiding interested prospects and customers to respond to your call to action. Expand on the same text and images you've used in your linked advertising, so the page looks immediately familiar, and don't overwhelm your visitors with too many options.

4 DESIGN TO SELL THE BENEFITS OF YOUR PRODUCTS

By the time someone's viewing a product page, they've got a good idea of what they're looking for, so show them what you've got to offer. Make the most of images that highlight your products in use, and prominently display customer reviews and links to FAQs and shipping information.

5 DESIGN DYNAMICALLY

Use [A/B testing](#) and heatmaps to understand how shoppers use your site, so you can give them more of what they love and fix any friction points that have held them back from buying.

Following these five design tips will set you up to convert your site traffic into sales success.

Neto is a leading cloud-based commerce platform designed for growing retailers. We enable anyone to sell anything, anywhere—from web, mobile, eBay and social media, through to bricks-and-mortar stores. With features like inbuilt shipping labelling, inventory control, and native accounting integration, as well as customer management tools and a business dashboard, our powerful back-office capabilities take care of the details so you can concentrate on the big picture.

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Sell everywhere, manage everything

START YOUR 14-DAY TRIAL