The Ultimate Guide On How To Increase eCommerce / Online Store Sales

By Christopher Davies

Are you selling products online and looking to boost sales on shopify, woocommerce, magento or any other ecommerce platform? Follow This 4 step strategy to build a sustainable online empire.

Struggling to get more sales (if any)? Here's an easy 4 step strategy to troubleshoot your lackluster sales. Move through each step in order, if you feel like you have enough traffic, move onto step #2 etc.

1. Increase Website Traffic

The highest level in this funnel is the traffic, it's pretty easy to imagine that the more traffic you bring into your website the more likely it is you will convert. You most certainly want to start here, if you have no traffic coming into your website it's pretty hard to optimise in the other areas as you would not be getting any feedback.By far the easiest way to get this started will be to advertise on Facebook or Google.

Organic Traffic – SEO (Free)

- Blog Posting / More Content
  - News
  - How To's
  - Stories
  - Tips & Tricks
  - Reports
  - Case Studies
- Create more products
- Backlinks (Improves domain authority and visibility)

Referral Traffic (Free)

- Backlinks (links on other websites)
- Social media
- Email marketing
- Integrations
  - eBay
  - Amazon
  - Etsy
  - Niche Marketplaces

Advertising (Fast & Easy)

- Google (Well worth the investment – Intent Driven Advertising)
  - Search Campaigns
  - Display Campaigns
  - Shopping Campaigns

- Remarketing
- Affinity Audiences

- Facebook (Well worth the investment – Passionate / Emotive Advertising)
  - Catalogue Sales
  - News Feed Ads (and all other placements)
  - Lookalike Audiences
  - Remarketing
  - Email List Audiences

- Instagram (Similar to Facebook)
- Linkedin
- Twitter
- Reddit

2. Increase Conversion Rate

Your next move if you think you have enough traffic coming into your website will be to improve the conversion rate.This will mean that a higher percentage of people will end up making a purchase, resulting in increased revenue.

Apperance

- High Quality Imagery/Photos (Important)
- Clean, Modern Design
- Add To Cart Clearly Visible
- Progress bar on checkout
- Show Inventory Status

Offerings

- Discounted Products
- Discounted / Free Shipping
- Coupons
- Strong and Visible Refunds Policy

- Offer Guarantees / Warranty's
- Price Match Guarantee

Website

- Limit Checkout Fields
- Automated Abandoned Cart Email
- Live Chat Software / Easy question Troubleshooting
- SSL Security Certificate (required)
- Multiple Checkout Options
- Easy Navigation
- Effective Search Functionality
- Deatiled Product Descriptions
- Product Reviews
- Fast Loading Times

3. Increase Average Order Value

The objective here is to increase the amount of money being spent at the checkout on average.

- Upsells
- Cross Sells
- Bundle Deals – Buy one get X Free
- Free Shipping Threshold (spend x get free shipping)
- X dollars off when you spend Y
- Buy in bulk discounts
- Highly relevant product recommendations
- Product Bundle Packages

4. Increase Customer Lifetime Value

The idea here is that you focus on getting previous purchasing customers to return to your store.Often the most expensive part of marketing is acquiring the customer. Now you've

achieved that, it's going to be a lot cheaper and far more profitable to get them back to your website.

- Run Promotions More Often
- Automated Email marketing
  - Birthday Give Away
  - Haven't seen you in a while email
  - General Sales Emails
  - Product recommendations based on previous purchases
  - Abandoned Cart
  - Exclusive offers
  - Show your appreciation
- Customer Loyalty Programs
  - Earn points/rewards for purchasing
  - Earn points/rewards for referring a friend

If you need a hand, don't hesitate to reach out to me 🙂

I'm always happy to offer free advice!

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