



**Five tips to convert more customers.**

# Five tips to convert more customers

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If you've opened your e-commerce store and are ready to sell online, one of the biggest challenges is trying to convince site visitors to become customers. The internet is a browsing medium, allowing potential customers to flit from online store to online store, looking for the cheapest price or best bargain, until they decide to make a purchase. Therefore, it is important to provide an online store that recognises this.

Unlike the real world, where the presence of a helpful sales assistant can sometimes close a sale on a wavering store visitor, the internet has a back button that makes it far easier for your visitors to leave your store quickly and anonymously. So how do you close those sales?

## 1. Keep it simple

Most people shop online for convenience, so it is imperative that your online store has an easy purchasing process. Don't overcomplicate your online store by using forms, requiring registration or using complex navigation if you don't have to. Always ensure a customer can click a button at any time to go straight to a purchase.

## 2. Secure and easy payments

One of the biggest worries to internet shoppers is the security of their credit card details when buying their online bargains.

By ordering a dedicated or shared SSL certificate from Netregistry, you can show your customers their payment transactions are safely encrypted to protect their valuable information.

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## 3. Landing pages that sell

Visitors may arrive at your online store through a variety of routes, meaning they may land on different pages of your website.

Because of this, ensure each relevant landing page is focussed on closing that particular sale. The internet is about instant gratification, so reward a visitor searching for your bargains with a quick response to their needs. Each landing page should be designed to provide a simple 'one click sale' if at all possible, providing an instant solution to the visitor's request, whilst removing clutter. Take the visitor by the hand and lead them where you want them to go.

## 4. Make them an offer they can't refuse

That's what Domino Pizza did when they entered the competitive pizza home delivery market with their "30 minutes or it's free" campaign. What can your online store offer to encourage customers to buy from you instead of any of the other online stores fighting for their attention; cheap deals on fast delivery, a money-back guarantee, free upgrades?

The online shopping world is different to the local shopping centre, where your shop is only competing with sellers in the local area. Online, a customer can visit numerous stores in minutes to compare prices and deals (including those located outside Australia), increasing competition dramatically. Ensure your offer stands out from the rest.

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## 5. Have postage and shipping alternatives advertised up front

It is common for customers to abandon a purchase at the very last page of the payment process once the postage is factored into the overall price, catching them by surprise. By offering fair postage rates up front, you allow a customer to effectively assess the value of buying through your store.

Offer alternative methods of postage, where possible. Some online stores offer delivery only by courier, or other expensive methods, which can turn customers away. Courier costs can more than double the price of an item in some cases, immediately short-circuiting a sale. Ensure every product on your website has a cost-effective postage solution that makes the whole package attractive to the buyer.

### Online stores with Netregistry

Netregistry can help small businesses develop their online stores with the easy to use **StoreXpress** e-commerce package. Discuss your e-commerce ideas with a Netregistry consultant today on **1300 638 734** and start selling!

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