ACID LABS

Boost your eCommerce Sales

with an Optimized Funnel

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A way to view the on-page sales funnel

In this document, we will explore the key stages of the on-page sales funnel, which include the home page, category page, product page, cart, and checkout process.

We will analyze how to optimize each stage to improve the user experience and increase conversions in your digital business.

Home Page

Product Listing Page (PLP)

Product Detail Page (PDP)

Cart

Checkout

Expert tips to increase retention and conversion rate in your digital business.

Category Page
(Product Listing Page or PLP)

> **Ensure smooth navigation**
>
> **49%** of users abandon a site after 2 clicks if they don't find what they're looking for.[1]

> **Optimize your filters**
>
> Ensure that filters and sorting options are appropriate for your users and make it easy for them to access them. You can try **additional enriched and specific filters** in a top bar to bring the user closer to what they are looking for.
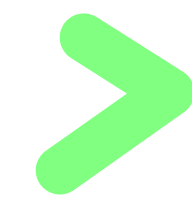
> **A picture speaks louder than words**
>
> Ensure that your product images are high quality, with attention to performance. There are various alternatives to achieve this, from pre-loading optimizations to caching strategies to ensure both quality and speed simultaneously.

1. Source: Forrester Research

Cart

> **Display total costs clearly**
> **56%** of consumers abandon the purchase process due to unexpected additional costs.[1]

> **Implement abandoned cart campaigns**
> These are highly effective in bringing back shoppers to the site and reminding them that they have pending items in their shopping cart.

> **Facilitate the checkout modification process**
> Allow users to easily modify the quantity, size, color, or other options of products in the cart, which can reduce frustration and decrease the abandonment rate at this stage.

1. Source: Baymard Institute

Enhance your search bar with Artificial Intelligence.

A visible and user-friendly search bar is a vital tool for enhancing the user experience in an e-Commerce platform.

Furthermore, by integrating artificial intelligence into search terms, precise and relevant results can be delivered to users, even when they use synonyms or imprecise terms

29% of e-commerce revenue is generated by search bars.[1]

30% of shoppers who use the search bar are more likely to make a purchase.[2]

There is a **20%** increase in the conversion rate with the adoption of AI technology in product search.[3]

*1. Source: Salesforce, 2. Source: eConsultancy, 3. Source: Deloitte*

Conversion Rate Optimization (CRO) is a crucial component for the success of any digital business.

By improving the sales funnel, you can **increase conversions, minimize user drop-offs, and maximize your revenue.**

In this document, you will learn about the stages of the sales funnel, how to identify and overcome obstacles to improve the shopping experience, as well as some effective ways to increase the conversion rate and revenue.

Join us on this journey to improve the sales flow of your eCommerce!
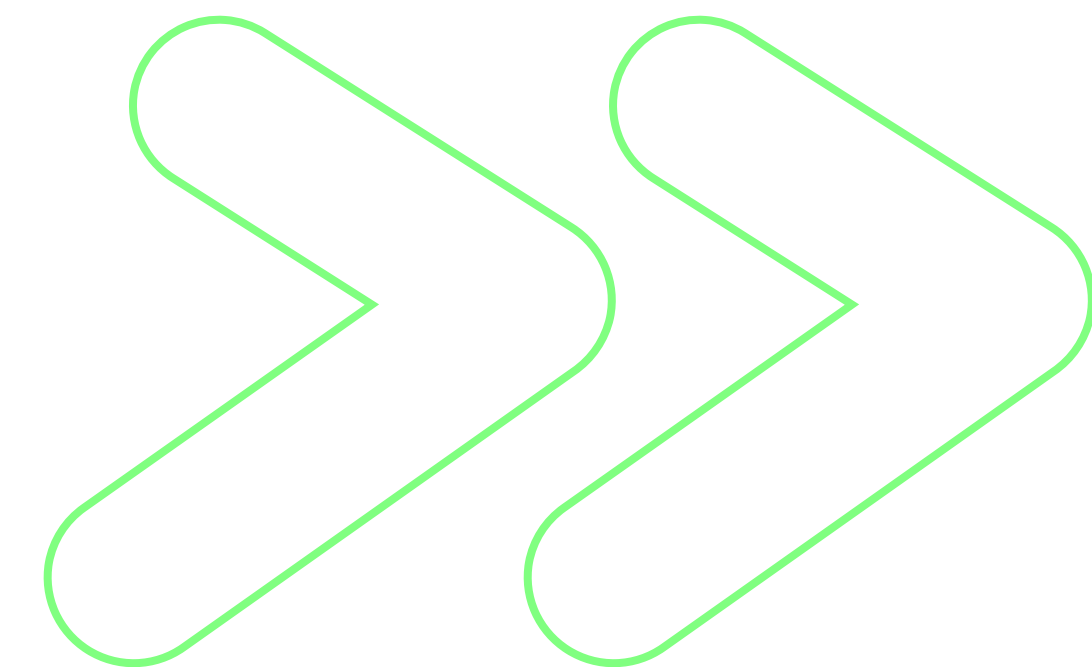
Key Definitions

Pre-Stage

Before a user arrives at the website, stages such as brand awareness and attracting visitors through advertising, content marketing, and social networks take place.

Home Page

The first impression that users have of your website is a key point to maintain their interest and guide them towards the product pages.

Category Page (Product Listing Page or PLP)

Where users explore and filter products according to their interests and preferences. Smooth navigation and useful filters are crucial at this stage.

Product Page (Product Detail Page or PDP)

Here, product details, images, and reviews are presented. Attractive descriptions and loading speed are important aspects to maintain user interest.

Cart

The place where users review and modify their product selections before proceeding to payment. Showing total costs clearly and facilitating the modification of the purchase are fundamental to minimize abandonment.

Checkout Process

The final stage where users complete their purchase. Reducing the necessary steps, allowing payments by unregistered users, and offering multiple payment options are key practices to increase conversions.

Post-Stage

After the purchase, aspects such as order tracking, customer service, fostering loyalty and repeat purchases through email marketing and promotions are included.

Although there are stages before and after entering the site, in this document, we will focus on optimizing the 'On-page' stages (within the page) to enhance user experience and increase conversion rates.

Home Page

> **First impressions matter**
> A well-designed Home Page can reduce the bounce rate (average 25-40%) and maintain user engagement.

> **Personalize or strategically design**
> **37%** of users will leave a homepage if they don't find what they're looking for within 8 seconds.[1]

> **Prioritize attractive designs**
> **38%** of users will stop interacting with a site if the content or layout is unattractive.[2]

> **Focus on speed**
> A 1-second delay can lead to a 7% loss in conversions.[3]

1. Source: Nielsen, 2.Source: Adobe, 3. Source: Aberdeen Group

Product Page
(Product Detail Page or PDP)

High-quality images
67% of consumers consider the quality of product images "very important" when making a purchasing decision.[1]

Attractive and detailed descriptions
Detailed and attractive product descriptions can increase the conversion rate by up to 78%. Additionally, 36% of online shoppers abandon a purchase due to lack of product information.[2]

Speed is crucial
According to a study by Deloitte, improving the loading speed of a PDP by 0.1 seconds can increase the rate of customers continuing with the purchase process by up to 9.1%. This optimization is even more important than the Home Page or PLP.[3]

Muestra reseñas de clientes
63% of consumers are more likely to buy from a site that has customer reviews.[4]

1. Source: MDG Advertising, 2. Source: SaleCycle, 3. Source: Deloitte, 4. Source: iPerceptions

Checkout

> **Minimize steps in the checkout process**
> Reducing the steps required to complete a purchase can increase the conversion rate by up to 10%.[1]

> **Enable payments from unregistered users**
> **35%** of consumers leave the checkout process if they're forced to create an account.[2]

> **Provide multiple payment options**
> Offering various payment methods can increase the conversion rate by up to 30%.[3]

> **Optimize checkout for mobile devices**
> Between **40% and 60%** of online purchases are made via mobile devices, making it crucial to optimize the payment process for these users. You can look for a design that shortens the page or ensure that fields have autocomplete enabled to facilitate this experience.

> **Incorporate trust and security seals**
> **17%** of consumers abandon the checkout process due to concerns about security.[2]

1. Source: Invesp, 2. Source: Baymard Institute, 3. Source: BigCommerce

Now that you know some of the keys to improving the conversion rate of your digital business, **it's time to put these strategies into practice.** By optimizing the shopping experience and making the process easier for your customers, **you will increase user satisfaction and, ultimately, boost your revenue.**

If you want to delve deeper into these strategies or discover how to make the most of your digital business, contact us.

The best version of your business is just one step away!

Consult with an expert

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