20+ tips to reduce

Shopping Cart Abandonment

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On

average 75 percent of shoppers abandon their online shopping carts before completing the checkout process, according to industry research. Over the last decade shopping cart abandonment has remained a significant problem for the vast majority while the best optimized shopping carts would consider abandonment over 35% a crisis. Numerous factors (your brand, credibility, merchandising etc.) influence shopping cart abandonment rates, but we'll share with you some of the tips we've shared successfully with clients over the past 12 years to reduce shopping cart abandonment rates dramatically.
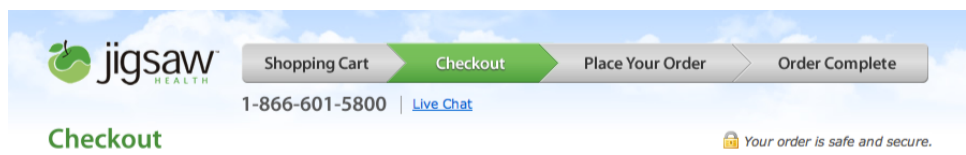
Here are

Bryan & Jeffrey Eisenberg's

Tips To Reduce Shopping Cart Abandonment.

1

Include a progress indicator and transaction status on each checkout page.

Include a progress indicator and transaction status on each checkout page. No matter how many steps are in your checkout process, let customers know where they are in the process.

- Number the steps, and label the task clearly for each step.
- Also, if you really want to make this powerful, give shoppers an opportunity to review what they did in previous steps and a way to return to the previous step if they need to go back to make a change.

2

Do Shoppers Really Need to Register?

No!!!!

Please make the checkout process even easier for new visitors than for registered customers. Offer them a "Guest Checkout". There is no need to register since you will be able to capture almost all the information required during the checkout process anyway. Acquiring new customers is much harder than selling to the loyal ones. Registered customers will find a way to sign in (if they don't have a cookie). Don't position registration and log-in as an obstacle between new visitors and checkout. If you need encouragement you can read about the case of the $300 million button.

## Select Checkout Method

Returning Customer?
If you already have an account, please sign in for faster checkout.

Reward Zone® program members: Sign in to earn points.

E-Mail Address   Update e-mail address.

Password   Forgot your password?

[SIGN IN]

New Customer?

You do not need to create an account to place an order. Just click Checkout As Guest to continue.

Reward Zone® program members: Create an account to earn points on your order.

[CREATE ACCOUNT] [CHECKOUT AS GUEST]

3

Display clear calls to action.

Always have one primary call-to-action. That call-to-action must be the most prominent button at every step of the checkout process. Prominence is achieved with size, color, shape & contrast; the button should convey the feeling of forward momentum. Duplicate your buttons above and below the fold so the shopper can find them. Also, to test your call-to-action button copy (Checkout Now vs Continue vs. start checkout, etc.). Keep your buttons consistent in terms of color and location. Make all additional links (guarantees, etc.) in cart open in pop-ups or separate new windows, to again, avoid the diversion of customer checkout completion.
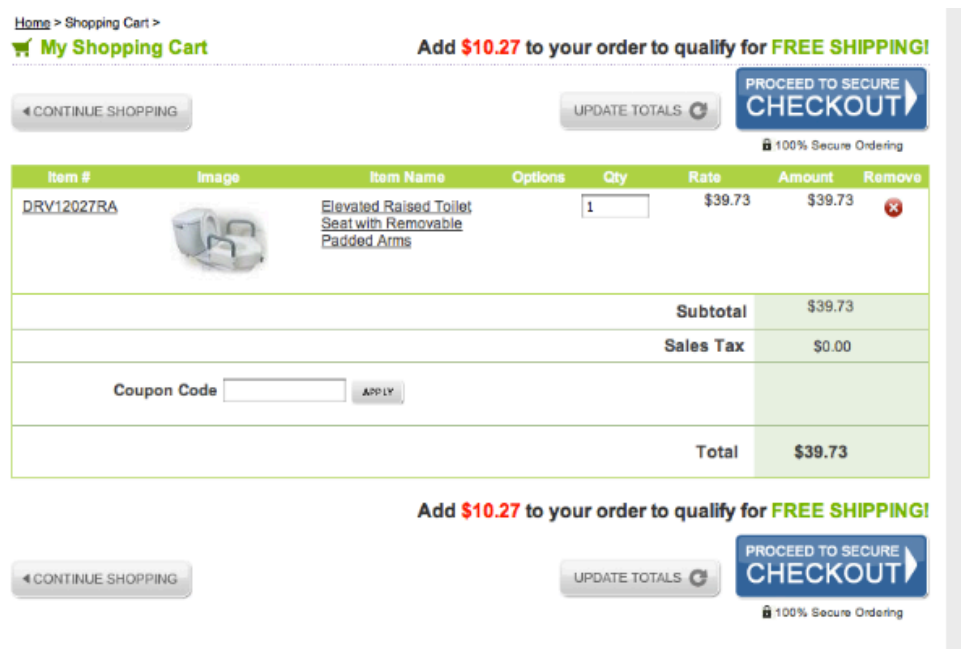
4

Provide a link back to the product.

When an item is placed in the shopping cart, include a link back to the product page. Shoppers can then easily jump back to make sure they selected the right item. We recently observed a consumer shopping for a printer and she wanted to know how many and what color cartridges come with the printer. It wasn't obvious where she should click to review the product description. She had to navigate using the back button to get her questions answered.

Need Help? Customer Service Toll Free: 888 331-4362, 9-5 M-F, ET or send us an email.					Print cart | Save cart
Item#	Product		Qty	Price Each	Total Price
pk-01	3-Pack of Smoked Pimenton Paprika IN STOCK		1	$16.00	$16.00 Remove
				Subtotal	$16.00

Returning Customer? Save time. Enter your email address   CONTINUE SHOPPING   UPDATE CART   CHECKOUT

McAfee SECURE   VeriSign Trusted

TESTED   22-AUG   VERIFY▶

5

Add pictures inside the basket.

It seems trivial but placing a thumbnail image of the product in the shopping cart increases conversions by as much as 10 percent. We've tested this often enough to know that while it doesn't work every time it works for most shopping carts - even those offering digital goods.

6

Provide shipping costs early in the process.

Whenever possible, provide an estimated shipping cost while visitors browse. They may want to buy but they also want answers to all their questions now, when they want them. Total cost is one of those critical questions. Whenever possible offer free or flat rate shipping. Some merchants successfully geo-target visitors to offer different flat rates. Also, if the shipping information is the same as the billing information, include a checkbox toautomatically fill in the same information.

$10 Flat Rate Shipping & Free Shipping on orders over $150!*Details

SEE YOUR TOTAL COST (OPTIONAL)

Enter ZIP Code >   (Update)

Please enter a valid 5-digit U.S. ZIP code.

For International Shipping rates, click "Proceed to Checkout" and enter country information.

Subtotal:	$41.30
Tax:	$0.00
Shipping:	$0.00
Total:	$41.30

* Add $8.70 to qualify for free shipping!

Re-enforce your Free Gift / Free Shipping and other Threshold offers. Also remind them how much more they need to add or confirm they have already achieved the offer.
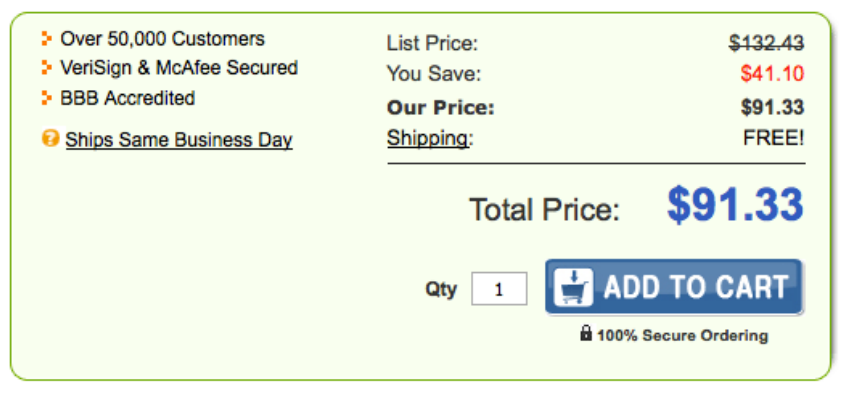
7

Show stock availability on the product page.

Shoppers should never have to wait until checkout to learn if a product is out of stock. This is not just bad programming it's disrespectful of the customer's time. Always provide an estimated delivery date. Customers have an "I want it now" mentality, so let them know when they should expect to get their products.

8

Make it obvious what to click next.

Include a prominent "Next Step" or "Continue With Checkout" button on each checkout page. Make the button you want them to click next the most prominent and obvious.

Don't make the mistake of one top 50 e-tailer that mistakenly placed its "remove from cart" and checkout buttons next to each other, so that neither stood out. They didn't believe that many people ended up clearing their carts accidentally. When shoppers went to check out, they found nothing in there and immediately abandoned the site in frustration. You can see how LandsEnd.com did this in this video:

http://www.youtube.com/embed/ckbDeA199I4
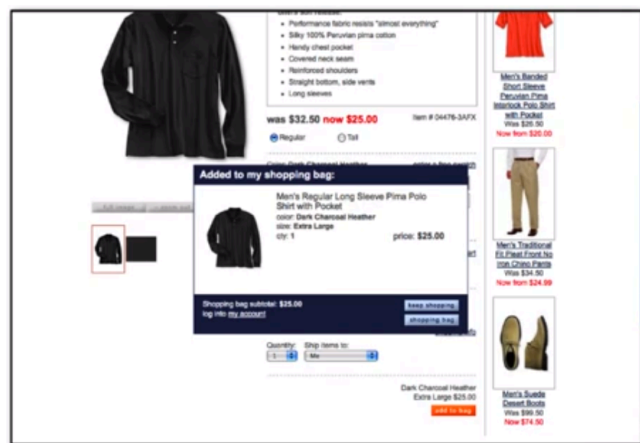
9

Make editing the shopping cart easy.

It should be simple to change quantities or delete an item from the shopping cart. If a product comes in multiple sizes or colors, make it easy to select or change values in the shopping cart. See how easy Nordstrom.com makes it when you click on the edit link.

10

Add Quick Shop to cart products.

Adding that keeps your customer in the cart and closer to converting. Plus is a helpful benefit if they need to confirm sizing or other detail element.

11

Make it your fault.

Whenever information is missing or is filled out incorrectly during checkout, give a meaningful error message that's really obvious to see. The message should clearly tell visitors what needs to be corrected. The tone of the message should be that the system was unable to understand what was entered, never tell the visitor that they might have made a foolish mistake.

Forms should use inline correction and formatting like Google Checkout does when visitors are inputting their credit card numbers. Since transposing and input errors are most common in this field, you can make it much easier by automatically chunking the 16 digit credit card number in to 4 groups of 4 digits for them.

12

Show them you're a real company.

People's concerns start to flare up during checkout. Let them know you're a real company by giving full contact information during the checkout process. Are you surprised that one of our clients experienced less abandonment when they added their toll free phone number but hardly ever received a call?

13

Offer the option to call.

If visitors have a problem during checkout or feel uncomfortable using a credit card online, offer a phone number. Devote a dedicated toll-free line for tracking purposes. Also offer a printable order form so customers can complete orders by fax, if they prefer.

14

Make the most of cross- and up-sell.

It isn't always effective to up-sell on a product detail page; sometimes this is best left for checkout. Try interstitials or overlays to capture up- and cross-sell options.

Are your cros-sells based on the cart amount? They should be! Don't offer the $5.99 widget to the $300 cart, or conversely offer the $100 shoes to the cart with $9 in socks.

15

Add third-party reinforcement messages.

VeriSign, Better Business Bureau, Mcafee Secure and credit card logos either greatly boost conversions or at least keep them neutral. In other words, they can't hurt.

16

Add Customer Testimonials.

Use targeted testimonial banners in the cart and checkout flow. Customers love to hear that other customers loved their products/service.

17

Handle coupon codes with care.

You could decrease your conversion rate 90 percent, as my friend Brad did, but don't.

Think carefully about where you present the option to enter codes and how you label it. Your coupon/promo code box may be driving people away. Hide or convert to an expanding element link to minimize distraction.

18

Offer a price guarantee.

If you sell name-brand products and your store is price competitive or truly provides better value, try a "Lowest Price Match" guarantee.
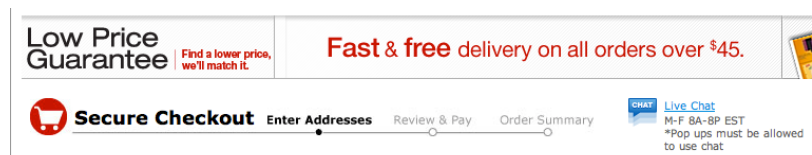
19

Provide multiple payment options.

Follow Wal-Mart's lead and add more payment options. Allow visitors to pay by credit card, check, PayPal, or any other means you can.

20

Reassure customers at the right time and place.

How often is critical information buried in tiny type at the bottom of the page or deep within a site? Way too often!

In a brick-and-mortar store, it's fairly easy to find product warranty information. Offer customers this same opportunity online, at the point of action, when their discomfort is at its peak. This is the time to link to product warranties, shipping costs, return policies, testimonials, even optional extended service plans. Or, provide the information in a pop-up. Make the best use of your assurances at the right time and place.

21

Track your mistakes.

Develop a system to keep you notified of errors during the checkout process. One client noticed a portion of his visitors had cookies turned off. He developed a cookie-free checkout option. His conversion rate and sales jumped. Tealeaf research shows that retailers lost a potential $44 billion due to transaction problems on their websites.

22

Use an exit survey.

If a visitor abandons checkout, offer an incentive to complete an exit survey. She may tell

you why she didn't complete that order.

23

Save the Cart for Later.

People often use their shopping cart as a placeholder when they evaluate purchase options, or they may want want to show it to someone else before they make the decision to purchase. Enable them to share it and return without having to do all the hard work of browsing for the products and adding them to their cart again. You can also then try to email the cart to them to save the sale a few days later.

Save Your Shopping Cart!

Enter your email so you can retrieve your cart from anywhere!

Email: [   ]   SAVE CART

Sample Email | Privacy Policy

Note: Shopping carts are saved for 30 days.

Now you have more than 20 different ways to reduce shopping cart abandonment. Every site is different, of course, with its own environment and issues. This is important but don't obsess over abandonment rates. Many people use shopping carts as place holders for considering items. Remember to help those who want to check out and may have questions, doubts, or obstacles holding them back.

NEXT STEPS:

Not all of these tips will result in dramatic improvements - but some will.

Nevertheless, do test each one that's appropriate. Improving your conversion rates is a one step at a time process. Let us know what you tried and how it worked.