

ABANDONED

SHOPPING CARTS TIPS FOR ONLINE SHOPKEEPERS

If you're an online retailer selling your products or services on the web, you should take note of these statistics.

Whilst only 2-3% of retail shoppers leave a shop without buying, approximately 70% of internet shoppers abandon their purchase before reaching the checkout. Why is this, and what can you do to minimise this loss? Read on to find out...

There are a number contributing factors, all of which can be summarised into one simple rule: make the buying process as quick and easy as possible. As you read this article, think back to times when you have abandoned a potential purchase online. What made you decide to give up? What about the successful transactions you've made – what set those apart from the rest?

Make delivery charges clear

If the delivery charges are not clearly stated, it may be necessary for shoppers to navigate through the whole shopping process just to find out what the total price will be. This will register as an 'abandoned cart'.

Keep the process short

If the process of buying online is too long and involves numerous steps, site visitors will be put off. Remember, the reason they are shopping online in the first place is usually to save time!

Don't try to 'upsell'

This is a very common problem with websites offering downloadable products like ebooks or software. In an effort to upsell the customer or persuade them to buy additional products, sellers make the mistake of confusing the sale by offering numerous 'add-ons'. This can scare people off – or simply make them feel they're being the victim of a hard sell.

Essentially, by ensuring your potential customers are clear about the total cost and keeping the purchase process as painless as possible you'll be minimising the number of abandoned sales.

