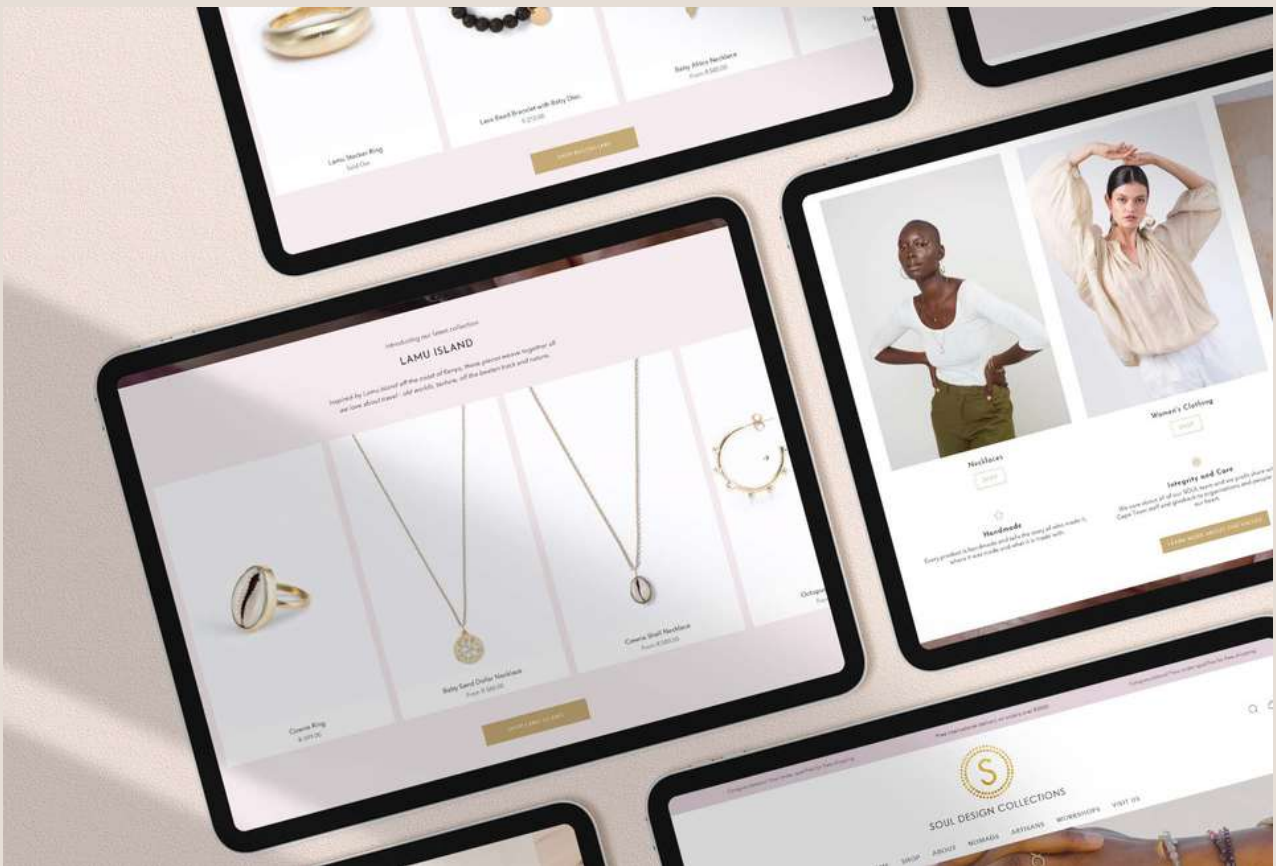


*9 website must-haves to*  
**Turn more visitors into**  
*customers*



NUTMEGSTUDIO.CO.ZA

*By Meg Hodson*



# Welcome

Getting more sales from your website is hard. You're competing against hundreds, thousands, sometimes hundreds of thousands of other businesses selling similar products or services. The internet is an overwhelming space; when people don't understand a website, or it frustrates them, they'll leave.

This guide is an essential starting point for the ambitious business owner who wants to optimise their website for sales. It goes through the foundations each website must have in order to turn more visitors into customers.



*Meg Hodson*

*Web designer specialising in  
eCommerce and User  
Experience design*

*Website Must Have #1*

## Your website must have an abandoned cart reminder sequence

People leave their shopping carts before checking out for all sorts of reasons. Some of them intend to come back later (especially mobile phone visitors), but forget. By creating an abandoned cart reminder email you get more sales from people who are ready to buy, but for whatever reason had to leave your website before completing their purchase. Abandoned cart reminders can be created inside Shopify or by using an email marketing tool like Klaviyo, Omnisend, MailChimp and MailerLite (these are just some of the many tools out there).



*Website Must Have #2*

## Real customer or client reviews, preferably with photos

A mistake new eCommerce businesses often make: not collecting customer reviews from the beginning. Customer reviews are like gold dust sprinkled on your website. They're a magical way to build trust and persuade visitors that your products and/or services are amazing.

Social proof helps your website turn more visitors into customers.

There are many tools and apps that will help you collect customer reviews on autopilot. Some offer a discount to customers who send a review with a photo of them using or wearing your product. These are great conversion boosters. Show reviews on your homepage and product pages.



*Website Must Have #3*

## Make it crystal clear what you sell as soon as someone arrives on your site

The internet is a huge place jam-packed with websites crying out for our attention. The person who arrives on your website has probably already visited quite a few. They don't have patience for sticking around if: 1. your website is hard to use; 2. it's not clear what you're selling; 3. your website overwhelms with too many options. User experience design is mostly about creating an easy-to-use website that makes it crystal clear what's on offer (and why someone should buy from you).



*Website Must Have #4*

## Beautiful, high-quality imagery

I can't stress the importance of this one enough. The truth is if you're not willing to invest in beautiful, high-quality imagery that shows off your products in the most gorgeous way, then you're really not going to grow as a business.

Product-based businesses simply must invest in photography.



*Website Must Have #5*

## A simple and thoughtful navigation system

Create a user-friendly and clear menu navigation system so people can easily understand what you sell and find what they're looking for. Don't overwhelm with too many options. Keep non-essential links in your footer (bottom of your website).

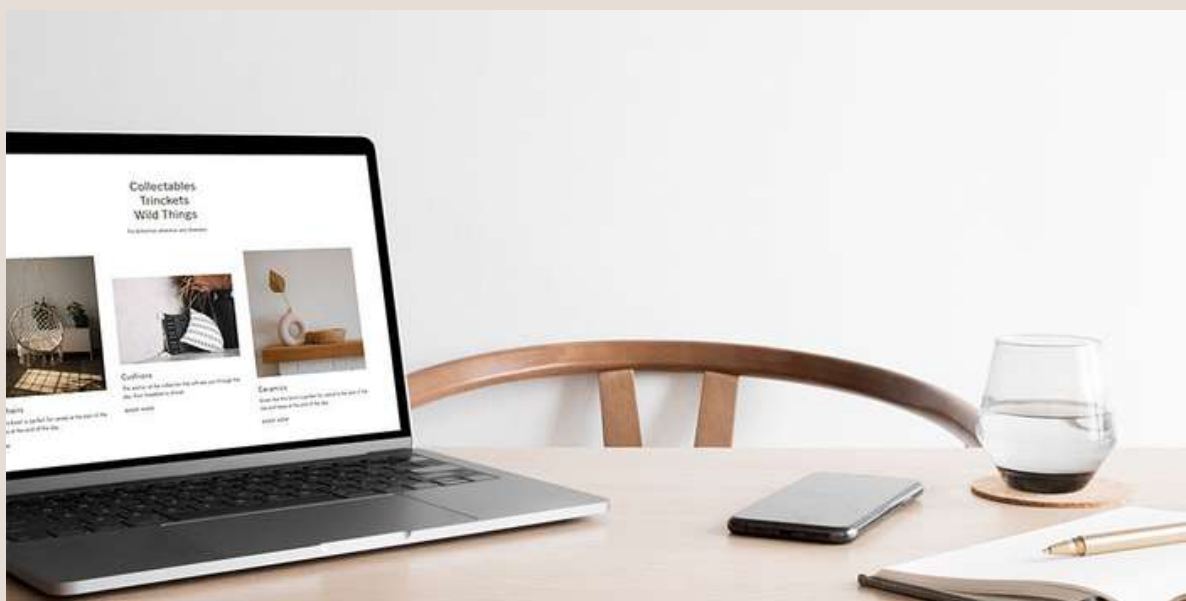


*Website Must Have #6*

## Low or even free shipping rates

Did you know that one of the top reasons people abandon their carts is because of unexpected or high shipping costs?

Keep shipping rates as low as possible. Keep them appealing. If you can squeeze it in, offer free shipping (does wonders for your conversion rate). A great strategy is to offer free shipping when the order amount reaches a particular threshold. For example: *free shipping when you spend \$40 or more*. This also increases the average order amount.





*Website Must Have #7*

## Offer different ways to pay

Offering more ways to pay can improve successful checkout rates. Pay by installment and Buy Now Pay Later are also great payment options to offer eligible customers.

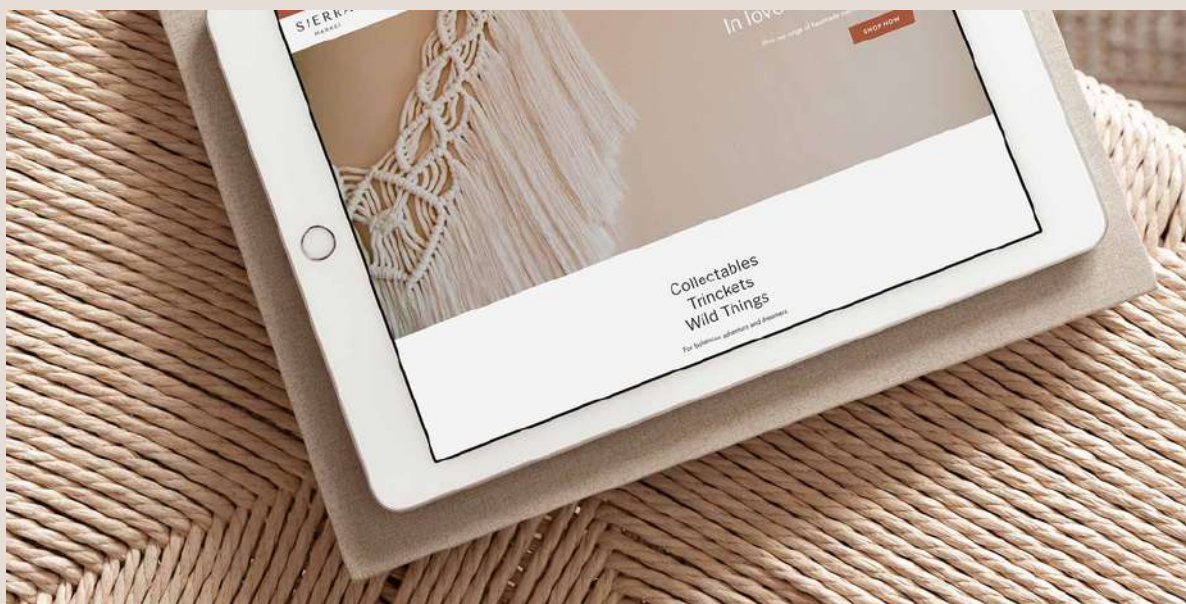


*Website Must Have #8*

## Give people a reason to join your mailing list and please create a welcome sequence

Email marketing is not dead. Did you know that it still offers the highest return on investment compared to every other marketing channel? But if you're going to do email marketing, do it properly.

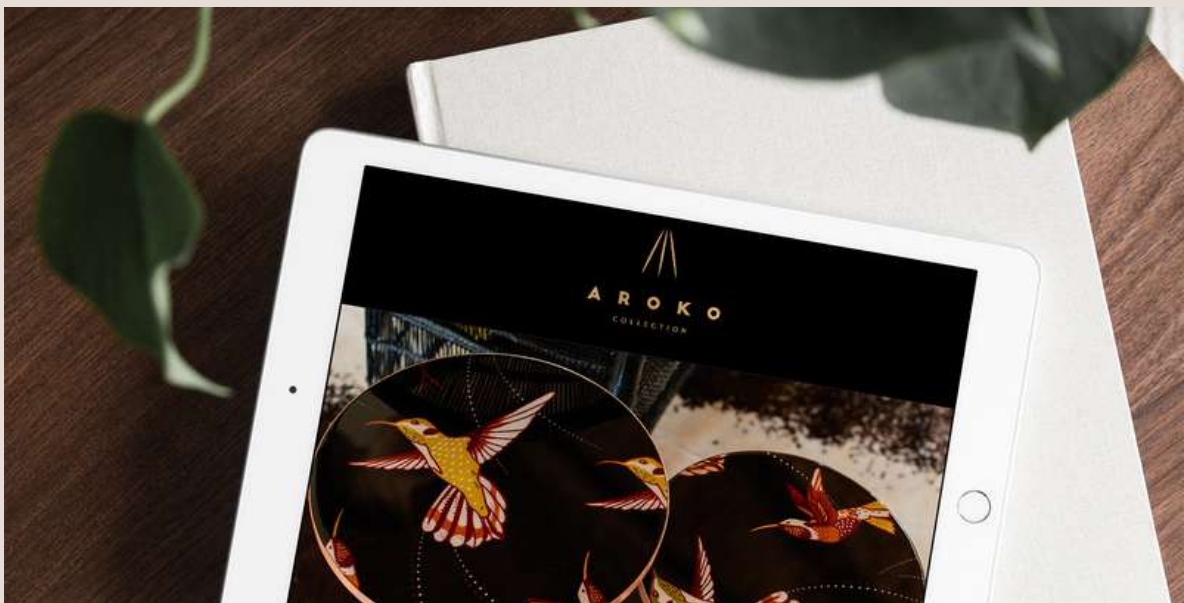
Otherwise it's just a waste of time. What do I mean by this? Well... people aren't just going to join your mailing list because you ask them to. You've got to give them something in return. Perhaps a discount off their first order or even a free piece of valuable and useful content that will help them. Then make sure to create a sequence of welcome emails that introduces them to your brand.



*Website Must Have #9*

## Clear and easy-to-find store policies

An online store owner don't overlook the importance of clear policies. These include shipping, returns and refunds policies. These must be in your website's footer. Language should be kept simple and your policies should be detailed enough to protect you and your customers. I'd really recommend also having a FAQs section to answer common questions.





*Book your complimentary strategy call*

## Need more insight and support?

I'm Meg, a web designer with over 12 years' experience in eCommerce, working with brands big and small, including the UK's biggest financial comparison website and one of South Africa's Big 4 car rental companies.

I offer a range of services including website audits (with a focus on User Experience), conversion rate optimisation, email marketing + SEO support and web design and development on both Shopify and WordPress.

Our first step towards working together is a discovery call where we can chat more about your project.

*[Book a call here](#)*