



10 Ways to Boost Your WooCommerce Product Page Conversions

KINSTA



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Published by **KINSTA**

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Introduction

You've [set up your WooCommerce shop](#), you're attracting massive amounts of traffic, but your conversions remain low. What gives?

It's every online store's dream to receive heavy traffic but if these visitors aren't making purchases, all your efforts to attract them in the first place are wasted.

Your online store's conversion rate is an essential metric in measuring the success of your work and improving your WooCommerce store's performance.

In this ebook, you'll learn 10 ways to improve your conversion rate by optimizing your product pages and removing some of the pain points that may be detracting from a conversion.

Understanding Conversion Rates

A conversion rate is the percentage of visits that resulted in your desired ecommerce action.

A lot of the time, we think of them as sales, but a conversion can be many things. Typical ecommerce actions include:

- Email subscriptions
- Social media shares
- Shopping cart additions
- Form submissions
- Product purchases

While all of these are important, this ebook will focus directly on boosting sale conversions.

Measuring Conversion Rates

Your conversion rate represents the percentage of your site visitors who have turned into buyers. Here's the formula:

CONVERSION RATE FORMULA

$$\frac{\text{Total Number of Conversions}}{\text{Total Number of Unique Visitors}} \times 100 = \text{Conversion Rate}$$

EXAMPLE

$$\frac{10 \text{ Product Orders}}{1000 \text{ Unique Visitors}} \times 100 = 1\% \text{ Conversion Rate}$$

You can use [Google Analytics](#) and most other ecommerce analytics tools to easily measure your conversion rates. If you haven't already, be sure to integrate your WooCommerce store into your Google Analytics through a plugin such as [WooCommerce Google Analytics](#).

With Google Analytics, you can dig deep into your historical data to discover why your product page is ineffective as well as understand the areas that need improvement.

For instance, let's say your data tells you that your monthly visitors are up by 10% but product purchases are down by 50%. This tells you that there's something wrong. It could be that you're attracting the wrong customers or that they're not persuaded by your product pages.

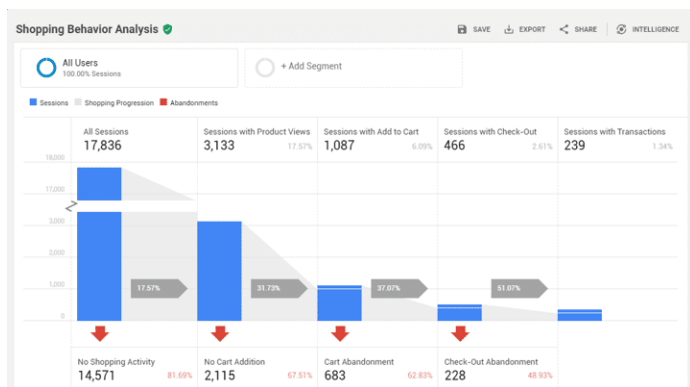
To help you evaluate your conversion performance, check out these three ecommerce conversion reports in Google Analytics. Note: you will need to turn on [Enhanced Ecommerce](#) to see these reports.

Shopping Behavior Analysis

This report shows the number of sessions at each stage of your sales funnel. You can see how many sessions continued through your funnel and how many abandoned the funnel at different transactional stages.

What's a session?

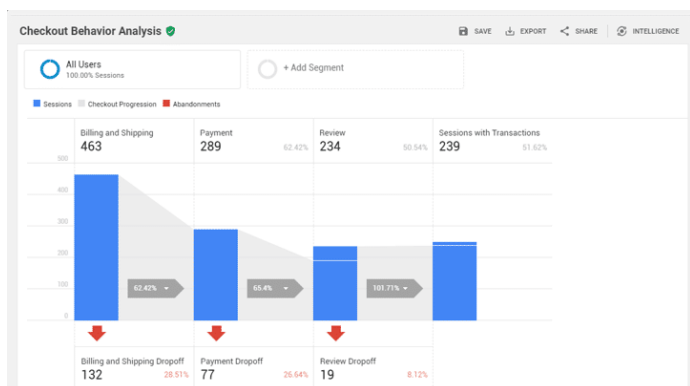
A session is a group of user interactions that took place within a given time frame.



Audience overview inside Google Analytics

Checkout Behavior Analysis

This report breaks down the number of users who move through your checkout process. As the standard checkout process typically has several steps, you can also see who leaves at the different checkpoints, like when it comes time to providing billing and shipping info.



Checkout behavior analysis in Google Analytics

Product Performance

If you're wondering how your products are performing in terms of revenue, price, quantity, and user engagement, this is the report you should look at.

Product	Sales Performance					Shopping Behavior		
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
	\$19,825.68 % of Total: 100.00% (\$19,825.68)	640 % of Total: 100.00% (640)	1,816 % of Total: 100.00% (1,816)	\$10.92 Avg For View: \$10.92 (0.00%)	2.84 Avg For View: 2.84 (0.00%)	\$0.00 % of Total: 0.00% (00.00)	29.96% Avg For View: 29.96% (0.00%)	8.02% Avg For View: 8.02% (0.00%)
1. Google Rucksack	\$2,367.65 (11.94%)	16 (2.50%)	35 (1.92%)	\$67.65	2.19	\$0.00 (0.00%)	17.30%	4.07%
2. Google Black Tee	\$1,556.76 (7.85%)	34 (5.31%)	84 (4.63%)	\$18.53	2.47	\$0.00 (0.00%)	77.78%	94.44%
3. Google Flex Journal Blue	\$1,239.96 (6.25%)	8 (1.25%)	164 (9.03%)	\$7.56	20.50	\$0.00 (0.00%)	66.42%	42.11%
4. Google Large Tote Canvas	\$1,044.36 (5.27%)	14 (2.19%)	84 (4.63%)	\$12.43	6.00	\$0.00 (0.00%)	38.74%	12.61%
5. Google Tee White	\$1,015.84 (5.12%)	30 (4.69%)	56 (3.08%)	\$18.14	1.87	\$0.00 (0.00%)	45.36%	10.71%
6. Android Large Trace Journal Black	\$959.25 (4.84%)	1 (0.16%)	75 (4.13%)	\$12.79	75.00	\$0.00 (0.00%)	6.67%	3.33%
7. Google Zip Hoodie Black	\$731.85 (3.69%)	11 (1.72%)	15 (0.83%)	\$48.79	1.36	\$0.00 (0.00%)	33.70%	2.03%
8. Google Tee Blue	\$725.65 (3.66%)	20 (3.12%)	35 (1.93%)	\$20.73	1.75	\$0.00 (0.00%)	94.12%	117.65%
9. Google Pullover Hoodie Grey	\$551.89 (2.78%)	10 (1.56%)	11 (0.61%)	\$50.17	1.10	\$0.00 (0.00%)	21.92%	3.00%
10. Google Trucker Hat Black	\$540.28 (2.73%)	3 (0.47%)	52 (2.86%)	\$10.39	17.33	\$0.00 (0.00%)	40.00%	7.50%

Product performance in Google Analytics

We have an [entire video dedicated to Google Analytics](#).

Learn how to use Google Analytics to its full potential:



Good Conversion Rates in WooCommerce

To know how your site compares against other WooCommerce sites, here are a few stats that Littledata put together in August 2021. Remember, conversion rates vary by industry and the specific niche you're serving. These numbers might not be representative of your situation.

Littledata surveyed the conversion rate of 235 WooCommerce stores. The results?

- Average conversion rate: 0.7%
- Conversion rate of the best 20%: 2.4%
- Conversion rate of the best 10%: 4.3%

Littledata also surveyed the add-to-cart rate of 110 WooCommerce stores and found:

- Average add-to-cart rate: 3.4%
- Add-to-cart rate of the best 20%: 5.8%
- Add-to-cart rate of the best 10%: 8.3%

In addition to these metrics, here are a few others to keep an eye on:

- **Cart abandonment:** When a shopper puts items in their cart but leaves your site before moving to checkout.
- **Checkout abandonment:** When a shopper has items in their cart and begins the checkout process, but leaves midway through.
- **Bounce:** When a session is triggered on your site, such as when a user opens a single page, but then exits without triggering additional requests in that session.
- **Exit:** When a visitor leaves after visiting more than one web page on your site.

There are also other aspects to consider including traffic sources, target market, and location. As you're probably now understanding, a lot of elements can impact your conversion rate and overall WooCommerce shop success.

Now, let's dive into 10 ways you can increase your product page conversions.

Tip 1: Choose High-Performance WordPress Hosting

After working so hard to get traffic to your WooCommerce store, it would be a shame to scare them away with a slow site. But the reality is, [47% of customers](#) expect a site to load in 2 seconds and [40% will abandon](#) it if it takes longer than 3 seconds.

A slow site speed will also impact your SEO. That's because search engines take user experience very seriously and, as you saw in the stats above, slow sites usually lead to a visitor bouncing. This will leave the top of search engine results pages open to competitors.

Luckily, there are many ways you can speed up your WordPress site, one of the most important being choosing a fast WordPress host.



Find 200+ additional performance tips in our **How to Speed Up Your WordPress Site** ebook.

[Download now](#)

Move Away From Shared WordPress Hosting

Shared WordPress Hosting providers like [SiteGround](#), [GoDaddy](#), and [Bluehost](#) offer extremely cheap hosting, but the trade-off is always performance. With shared hosting, you're sharing performance resources with every other site they host. Not only should slowness be expected, but so should site suspensions, [frequent 500 errors](#), and even worse, website downtime.

Kinsta's Managed WordPress Hosting

Instead, go for container-based hosting like we have here at Kinsta.

We host every site in an isolated software container with all of the resources required to run your site (Linux, NGINX, PHP, and MySQL). This means that the software that runs each site is completely isolated and is not shared even between your own sites.

We've built our infrastructure on Google Cloud Platform's premium tier network. We also use state-of-the-art technology like Nginx, [PHP 8.0](#), LXD software containers, MariaDB, and compute-optimized VMs to make sure your website loads in the blink of an eye.

With Kinsta, you'll never lose out on a potential sale due to website problems again.

[Explore WooCommerce Hosting at Kinsta](#)

Tip 2: Improve Product Navigation

What's the first step a user needs to take to begin the conversion process? They need to find the products they want to buy.

The moment a shopper visits your online store, you only have a short period of time to grab their attention. The more effort required by shoppers to find what they're looking for, the higher the chances they won't convert.

Here are a few features you should optimize to help guide customers to the product pages they're looking for:

Layered Product Navigation

Layered product navigation makes it easier to find a product based on category, price range, color, size, or any other available product attribute. One way to implement this is by using [Ajax-Enabled Enhanced Layered Navigation](#).

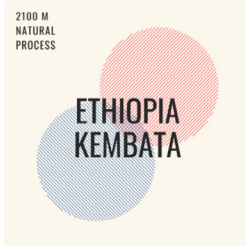
In the example below, online shoppers can sort [Hidden Grounds Coffee Co](#) products by category: all coffee, blends, decaf, most popular, and single origin.

COFFEE

WHOLE BEAN COFFEE SHIPS WITHIN 24 HOURS OF ROASTING.



- All Coffee
- Blends
- Decaf
- Most Popular
- Single Origin



COFFEE, MOST POPULAR, SINGLE ORIGIN

**ETHIOPIA KEMBATA
NATURAL**



MOST POPULAR, SINGLE ORIGIN

KENYA FULLY WASHED

CANE SUGAR, FLORAL, GRAPEFRUIT, PEACH

[Hidden Grounds Coffee Co](#) product categorizations

Onsite Search

If a quick browse through your site's navigation doesn't provide users with the information they're looking for, an onsite search is often the next step. If yours needs some assistance, take a look at our blog post [How to Improve WordPress Search \(and Speed It Up\)](#) for tips.

business card ×

Hi enter to search or ESC to close

Painted Edge Business Cards rounded or ground beveled coffee foam, minimum qty. 1000.	Letterpress Die Cut Business Cards luxury cards with intricate details	Letterpress Edge Painted Business Cards luxury cards with eye-catching detail	Letterpress Business Cards popular luxury card effect	Rose Gold Metal Business Cards beautiful metal cards
Order Now \$83.00 <small>(250)</small>	Order Now \$114 <small>(250)</small>	Order Now \$264 <small>(250)</small>	Order Now \$114 <small>(250)</small>	Order Now \$444 <small>(100)</small>

[Printing New York's](#) onsite search option

Live Chat

Be proactive - extend help to shoppers through a display chat window so that they can reach out with questions. [Beeketing for WooCommerce](#) is an example of a plugin that can help you implement a live chat feature.



[Chuckling Goat's live chat](#)

Product Comparison

A part of a customer's purchasing decision process is comparing products. This includes comparing features, benefits, and prices to better know which product is right for them. Use [Product Compare](#) to make this easier.

Tip 3: Use High-Quality-Product Images

In online shopping, customers rely heavily on product images as a point of reference. Low-quality images just won't cut it.

Here are some simple tips to improve your product images and overall [visual content strategy](#):

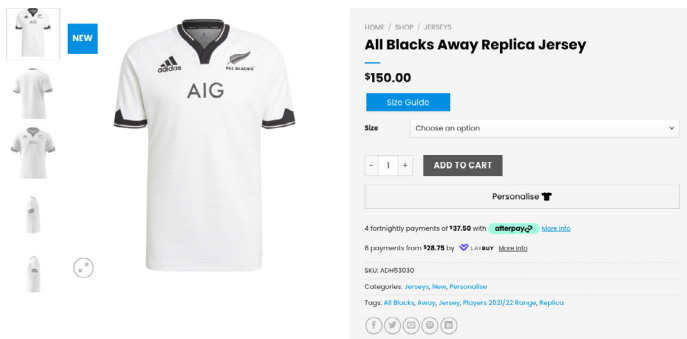
High-Resolution Images

Shoppers presented with high-quality product images are more likely to convert because they're able to examine your product more closely. Low-resolution images can also make your company seem amateurish and untrustworthy.

Zoom Feature

A zoom feature that provides interactive zoom or pan on product images is a favorite among shoppers. In fact, [38% of online shoppers](#) are more likely to purchase a product from an online store with a product zoom feature.

The [All Blacks shop](#) uses both high-resolution images and a zoom feature to give online shoppers as much visual information about their products as possible.



High-resolution images and a zoom feature on an All Black's jersey product page

360-Degree Product View

This feature provides shoppers with an opportunity to view your products at different dimensions, angles, and perspectives. Online stores have seen a [6% lift in sales](#) for the products that showcased 360-degree images over those with static images.

[Heal's](#) combines all of our image tips into one great customer experience. As seen in the example below, their high-resolution couch image has both zoom and rotation features.



< < Drag to Rotate. Click to Zoom > >

The 360-degree view of a couch sold on [Heal's](#)

With all that said, don't forget that high-quality images won't mean anything if your web page loads slowly.

[Optimize your images for performance](#). Remove unnecessary white space and information, use lossy compression when possible, use the proper file formats for faster load times, and implement a [WordPress CDN](#).

Kinsta CDN

A CDN (content delivery network) can take the load off your web server while speeding up the delivery of content to your visitors.

For no extra cost, Kinsta customers have access to a high-performance HTTP/3 CDN powered by Cloudflare's robust global network thanks to our [free Cloudflare integration](#).

The best part? During our performance benchmark tests, we found that enabling Kinsta CDN resulted in up to a 44% reduction in page load time.

Improve your page speed with [Kinsta CDN](#).

[Get WooCommerce hosting](#)

Tip 4: Optimize Your Product Page Description

Once you're done optimizing your product's visual content, it's time to move to your text.

Before you start, double-check that you have all of the standard product page text, including:

- Product name
- Product overview (price, features, customization options)
- Product description
- Reviews and ratings
- Call to action buttons

Once that's in place, it's time to think about style. Is your current content driving your customers to purchase?

Make your content easier to process by investing in product descriptions that forge an emotional connection with shoppers and narrows in on your value proposition. Don't use unnecessary jargon and stick to words that your customers use on a daily basis.

For instance, popular water bottle brand [Nalgene](#) knows that some of the biggest frustrations water bottle users have are leaks and breaks. Here's how they incorporated this into their product description:

THE ORIGINAL. THE TRAILBLAZER. THE SIR EDMUND OF WATER BOTTLES.

If you're looking for a water bottle that will keep you well hydrated, hold up against bangs, bumps, and drops, and not leak a single drop ever, then the iconic 32-ounce wide mouth is your water bottle. There's a reason why we haven't changed its design in decades—because it works (extremely well).



32oz Wide Mouth Tritan - Retro Seafoam

\$20.75

Shipping calculated at checkout.

Quantity

1

ADD TO CART

THE ORIGINAL. THE TRAILBLAZER. THE SIR EDMUND OF WATER BOTTLES.

If you're looking for a water bottle that will keep you well hydrated, hold up against bangs, bumps, and drops, and not leak a single drop ever, then the iconic 32-ounce wide mouth is your water bottle. There's a reason why we haven't changed its design in decades—because it works (extremely well).

[SHARE](#) [TWEET](#) [PIN IT](#)



Nalgene's unique water bottle product description

Of course, the type of product or service you're selling will impact how you talk about it. Socks will not have the same level of detail that a recently released cell phone would. Our best advice is to research how your target customers talk about the products you're selling and use A/B testing to find the best fit for your site.

WooCommerce Product Page SEO

Your product page descriptions also factor into your WordPress SEO. Here are a few items to focus on:

Structured Data

Use structured data to feed extra information about your products directly to Google, in a language that Google can easily understand.

This information can then show up in special search results, giving searchers more context about your offering, from review stars based on customer ratings to product pricing and availability. This added information can make your site stand out from the others, making it more likely to be clicked.

<https://www.amazon.ca> › Waterproof-Backpack-Trekki... ⋮

60L Waterproof Hiking Backpack for Camping, Travel, Fishing ...

60L Waterproof Hiking Backpack for Camping, Travel, Fishing, Hunting, Cycling Unisex Outdoor Sport with Rain Cover (Black) : Amazon.ca: Sports & Outdoors.

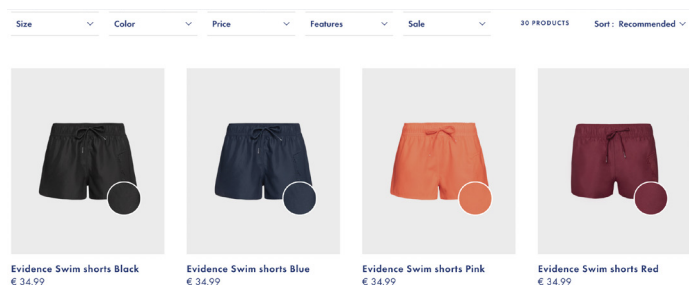
★★★★★ Rating: 4.6 · 131 reviews · \$49.99 to \$58.99 · Out of stock

The ratings, stock information, and pricing found in a Google result thanks to structured data

Find out more about the different types of structured data available in this [guide from Google](#).

Faceted Navigation

Faceted navigation is a common solution for ecommerce websites to help users easily filter product results based on their preferences. In the case of [Protest](#) below, shoppers can filter products by size, color, price, features, and sales.



The many filter options available on [Protest](#)

While this is great for users, it can be a nightmare for SEO, as every possible combination of filters generates a unique URL. If left untreated, this can result in a huge amount of duplicate content.

Duplicate content is bad for several reasons. It wastes Google's resources by allowing Googlebot to crawl and index irrelevant pages, instead of focusing on the pages that matter to you. It also dilutes the amount of value being passed through links, by sharing it with pages that shouldn't even show up in search results.

Find out more about how to fix this common issue by checking out Google's guide [Faceted navigation best \(and 5 of the worst\) practices](#).

Optimizing Similar Product Pages

It's very common to have a range of products that are almost identical, aside from a few subtle differences, like color or size. This can make it difficult to create unique content for every variation, as they are effectively the same product. And as we mentioned before, duplicate content in Google is never good.

While there are several viable solutions for this, the canonical tag is a great option. By adding canonical URLs to each of the products in the product range, you can highlight a single product page to represent the group and allow this to rank in the search results.

This could also be a generic product page that allows users to specify the color or size, catering to more specific searches related to color and size. This solution can also help all of the value built up across the range of product pages to be combined to a single page, making it more likely to rank higher in the search results.



Kinsta's Ultimate Guide to Improving SEO

Learn more about WordPress SEO, including analytics, site-wide tips, content keyword optimization and maintenance, on-page SEO, media, backlinks, and more.

[Download now](#)

Tip 5: Ensure Your Call to Action Button Is Clear

We've talked about high-quality images and impressive product descriptions. Now that your shoppers are intrigued by your product, make it easy for them to convert with a clear call to action (CTA).

Call to Action Text

Does your CTA button use clear text that encourages users to begin the transaction process?

Quality CTAs use strong action words. In the case of most ecommerce product pages, this generally looks like "Add to cart" or "Buy now."

Call to Action Design

Your CTA button is useless if it can't easily be found by shoppers. Ensure your button contrasts against your site's background and the other information on your page and that it isn't crowded with clutter.

Use the primary color of your brand to highlight actionable elements like buttons and links. When your page uses too much

of that, switch to your brand's secondary color or introduce a new color to ensure its visibility.

Home / BRAAIS / ELECTRIC / Q2400 Dark Grey Electric Braai



Q2400 DARK GREY ELECTRIC BRAAI

R4,599.00

The Q2400 Electric Braai has the ability to sear meats to seal in the juices and come as close to traditional grilling as possible. The Q2400 braai is fully featured, yet space-saving and portable.

99 in stock

1

Add to cart

SKU: 55020044 Categories: [BRAAIS](#), [ELECTRIC](#), [Q Series Electric](#), [SPECIALS](#)

A clear "Add to cart" call-to-action button on [Weber](#)

Call to Action Testing

A/B testing is the final step you can take to ensure your CTA is getting the engagement you want. A/B testing, also called split testing, pits two-page elements against each other in a head-to-head scenario that tells you which element readers respond to more.

In the case of CTAs on an ecommerce product page, you may want to test their text, design, size, or placement.

Here's how to run your own A/B test:

1. Choose which element you would like to evaluate.
2. Decide which KPI will measure the success of the test.
3. Choose a sample size, i.e. the number of tests needed to determine a winner.

4. Create two versions of your test, with the only difference being the test element.
5. Run your test.
6. Evaluate your results based on your pre-determined KPI.
7. Take note of any external factors that may have affected your test.

Take a look at our [10 Best WordPress A/B Testing Tools to Optimize Conversion Rate](#) for more.

Tip 6: Build Trust

In Tip 4, you learned that an optimized product page includes reviews and ratings. Now let's talk about why.

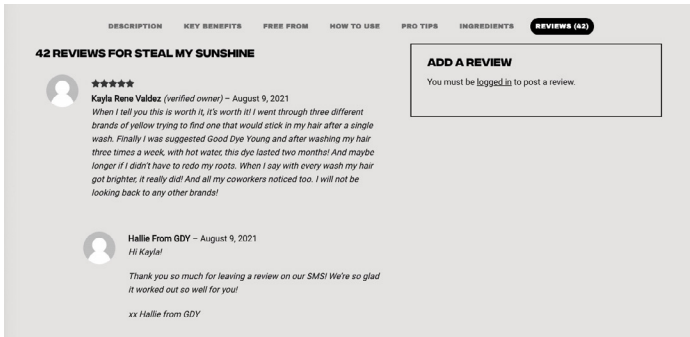
Trust is an essential ingredient to a successful conversion in an online store. In addition to the money exchange, online transactions require shoppers to provide a lot of personal identifying information like their name, mailing address, and credit card details.

Before sharing this information, shoppers want to be absolutely sure that they're buying products from a legitimate store.

Social Proof

Honest testimonials and reviews from your satisfied customers improve your site's legitimacy. In fact, [91% of people](#) read online reviews, and 84% trust them in the same way they would trust a personal recommendation.

Include reviews directly on your product pages so that viewers can browse the opinions of shoppers who have purchased products ahead of them. [Good Dye Young](#) includes their reviews next to their ingredients.

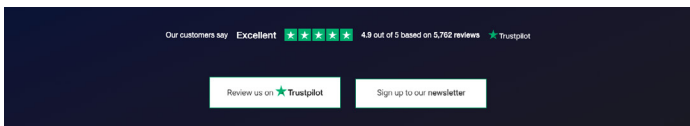


Product page reviews on [Good Dye Young](#)

Credibility Symbols

Visible trust signs, like McAfee or TrustPilot, are the [second biggest factor](#) for online shoppers to trust an unknown website.

[Chuckling Goat's](#) website promotes trust by displaying their Trustpilot 4.9/5 star rating and stamp of approval in their site's footer.



The Trustpilot rating in [Chuckling Goat's](#) footer

WooCommerce SSL

The “Not Secure” message that pops up in Chrome for HTTP websites is enough to make any online shopper bounce. It reads:

You should not enter any sensitive information on this site (for example, passwords or credit cards), because it could be stolen by attackers.

Your connection to this site is not secure



You should not enter any sensitive information on this site (for example, passwords or credit cards), because it could be stolen by attackers.

[Learn more](#)

A “Your connection to this site is not secure” message in Chrome

Enable HTTPS by installing an [SSL certificate on your WooCommerce store](#). This will increase your ecommerce store’s security and reduce the risk of customer data being accessed by anyone other than you and your users.

At Kinsta, all verified domains are automatically protected by our [Cloudflare integration](#), which includes free SSL certificates with wildcard support. So unless you have a specific reason to add a custom SSL, you won’t have to worry about manually configuring an SSL.

[Get WooCommerce hosting](#)

Tip 7: Use Promotions to Increase Urgency

Trust and excellent product descriptions will start you on your way to an uptick in conversions. Urgency could very well seal the deal.

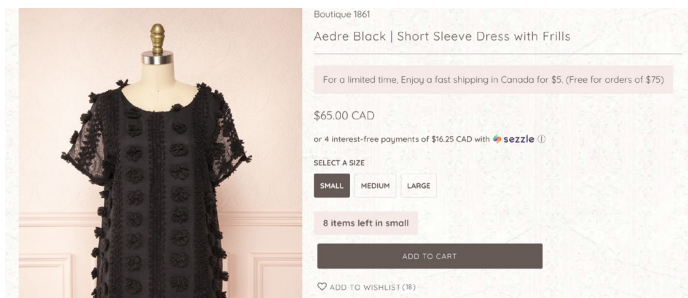
A sense of urgency is created when a shopper is given a time limit to buy a product.

You can increase urgency on your product page by triggering the law of supply and demand. There are two kinds of scarcity you can create:

- Quantity-related scarcity (Ex: Only two items left at this price)
- Time-related scarcity (Ex: Last hour to buy)

If the supply of your product is endless, you can give out time-sensitive bonuses, a free gift to the first X amount of buyers, or a discount if they complete the purchase within a certain time frame.

If your supply is limited, like the [boutique](#) below, you can use messages like “8 items left in small” to encourage conversions.



The scarcity strategy in motion on [1861's](#) product page.

Tip 8: Simplify Your Check Out Process

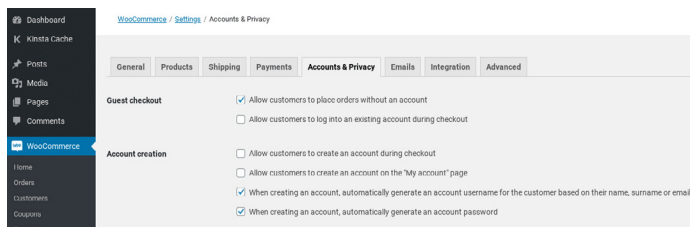
How many clicks and form fields do your customers need to fill out before they've made a purchase? We ask because [21% of online shoppers](#) will leave the check-out process if it's too long or complicated.

This is where your Checkout Behaviour Overview report in Google Analytics can come in handy.

Guest Checkout

[34% of online shoppers](#) don't want to make or use an account when completing a transaction. Guest checkout is the best way to capture this traffic.

Turn this feature on by navigating to Accounts & Privacy in WooCommerce and toggling the "Allow customers to place orders without an account" option.



The "Accounts & Privacy" tab in WooCommerce settings

Customized Checkout Fields

When you first set up your WooCommerce store, the plugin automatically creates and assigns a check-out page. By default, it includes basic information like billing details, name, company name, address, phone number, email address, order notes, and a privacy policy statement.

Because the default option isn't always right for your business, we'd recommend you customize them. For instance, if you do not have a physical product, do you really need a customer's shipping address?

There are a few ways you can [change your WooCommerce check-out page](#) including using WooCommerce features, blocks, and shortcodes; plugins and extensions; page templates and themes; and custom code.

The screenshot displays a WooCommerce checkout page. At the top, there are navigation links: Cart > Information > Shipping > Payment. Below this, an 'Express checkout' section features buttons for Shop Pay, Amazon Pay, PayPal, and Google Pay. A 'OR' separator follows. The 'Contact information' section includes a text field for 'Email or mobile phone number', a checkbox for 'Keep me up to date on news and offers', and a link for 'Already have an account? Log in'. The 'Shipping address' section contains fields for 'First name', 'Last name', 'Company (optional)', 'Address', 'Apartment, suite, etc. (optional)', 'City', 'Country/region' (set to United States), 'State', 'ZIP code', and 'Phone (optional)'. At the bottom of this section are 'Continue to shipping' and 'Return to cart' buttons. On the right side, a cart summary lists three items: 'R.E.D.D. Salted Caramel Plant-Based Protein Bar 12 Pack' (\$35.88), 'R.E.D.D. Peanut Butter Plant-Based Protein Bar 12 Pack' (\$35.88), and 'R.E.D.D. Chocolate Plant-Based Protein Bar 12 Pack' (\$35.88). Below the items is a 'Discount code' field with an 'Apply' button. The summary shows a 'Subtotal' of \$107.64, 'Shipping' (calculated at next step), and a 'Total' of USD \$107.64.

R.E.D.D.'s online check-out page

Free Shipping

Shipping fees are almost unavoidable in the ecommerce space but how you deal with them as a WooCommerce shop owner makes all the difference. In fact, [53% of online shoppers](#) will abandon their cart if they encounter extra costs like shipping fees in checkout.

If your business is able to offer free shipping, make sure the online shopper is aware by adding this information to the product page. In the case of [Strandberg Guitars](#), the “Free shipping over \$100” mention is next to the price and the call to action button.



[Strandberg Guitars' product page](#)

Here's how to [trigger free shipping during the WooCommerce checkout process](#).

Major changes to your check-out process should be tested in a staging site before being pushed live. Each WordPress install at Kinsta comes with its own staging environment that can be created in a matter of seconds through the MyKinsta dashboard.

See for yourself how easy it is to switch between live and staging sites with the MyKinsta demo.

[Explore the MyKinsta demo](#)

Tip 9: Rescue Lost Conversions

Even with the optimizations listed in the previous chapter, you'll still see visitors abandoning the sales funnel. In fact, [98% of visitors](#) won't purchase from you on their first visit.

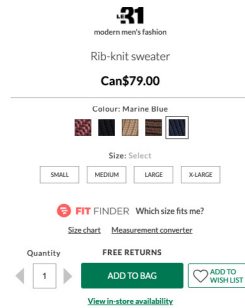
This is a challenging issue for many online stores, especially because traffic is already hard to obtain in the first place.

Luckily, there are a few ways you can reach shoppers who weren't ready to commit to a sale on their last visit.

Wishlist Feature

Sometimes shoppers just aren't ready to buy. Wishlist buttons on your product page can help your customers save the product for another day. With a wishlist feature, no potential conversion will go to waste.

On [Simons' website](#), the wishlist feature is right next to their main call-to-action.



Simons's product page

Cart Abandonment Emails

Cart abandonment represents a major gap in potential conversions. On average, [70% of potential customers abandon their carts](#). Some common reasons behind this include expensive shipping fees, the inability to check out as a guest, a complicated checkout process, or an untrustworthy site. Even if your site is flawless, customers won't always commit on their first visit.

You can gently remind your shoppers about their abandoned carts [by sending automated cart abandonment emails](#). These can be done through WordPress plugins and extensions (you can find a lot of options on [woocommerce.com](#)) or through email marketing software like MailChimp or MailerLite.

See an entire [abandoned cart email strategy](#) on our blog.

FREE Shipping Over \$50*



Furniture | Décor | Rugs | Lighting | **Sale**

Don't Forget!

This fantastic find is still waiting in your cart, so you can pick up right where you left off.



Gerardi 5 Piece Dining Set



Shop Now

An automated cart abandonment email reminder from [Wayfair](#)

Retargeting Ads

[Retargeting ads](#) use website cookies or social media pixels to target past traffic with relevant information. Since it's likely that users won't purchase from your online store without a few more touchpoints, retargeting ads are a good way to remind them of their previous visit and interest in your store.

To run retargeting ads, it's important that your website contains the necessary pixels and tags to track site visitors. With these, you can set your targeting exclusively to past visitors. You can even test different retargeting audiences, such as visitors of a single page

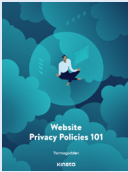
on your site or visitors who spent the most time on your site without converting.

You should note that Apple's iOS 14.5 update allows users to disable tracking on their phones, meaning your retargeting audiences may be smaller than they were before. To combat this, collect first-party data on your website and follow Facebook's [steps for updating event management](#) if you choose to run retargeting ads on Facebook.

The image shows a Facebook advertisement for 'La petite garçonne'. At the top left is the brand's profile picture and name, with 'Sponsored' and a globe icon below it. The main text reads 'Discover our Summer collection' followed by a flower icon, and 'New Arrivals every Friday at noon!' with a bell icon. Below this is a large image of clothing items: a black and white top, a black top, a pair of black shorts, a pair of white shorts, and a pair of white sneakers. The brand name 'la petite garçonne' is written in cursive across the clothing. To the right is a smaller image of a blue floral maxi dress on a mannequin. Below the clothing image is a 'Limited Quantities' badge and a 'Shop Now' button. Below the dress image is the text 'Octavie | Floral Maxi Dress' and 'This floral dress will brig...'. At the bottom are 'Like', 'Comment', and 'Share' interaction buttons.

A remarketing ad displayed on Facebook after visiting the [La petite garçonne](#) site

Website Privacy Policies 101



When tracking and using customer data in this way, you need a solid privacy policy in place. We teamed up with privacy expert Donata Stroink-Skillrud of Termageddon to help you determine which privacy laws you need to comply with and how to keep your privacy policy up to date on your WordPress site.

[Download now](#)

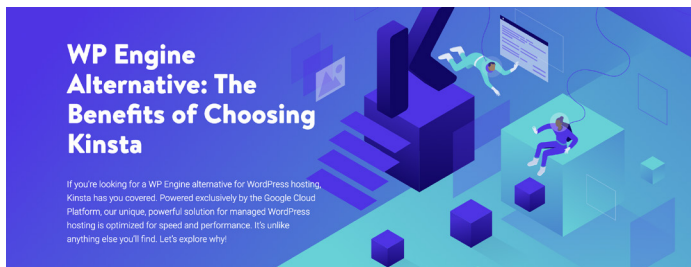
Tip 10: Compare Yourself With Your Competition Before Your Shoppers Do

Every product and service has its competition.

Research shows that [93% of consumers compare prices online](#) before settling on a purchase. Rather than having your prospective customers go back and forth between your site and your competitor's, manage the conversation with a comparison table.

Shoppers tend to look at the most important parts of a product: the price and its features. If your product is more expensive than your competitors, play up the features that make it worth the higher price.

At Kinsta, we have entire pages dedicated to this.



Kinsta's page comparing WP Engine's hosting with Kinsta's

Wrapping Things Up

Once you've implemented the advice in this ebook, don't stop there. Continue to look at your Google Analytics reports to find and improve pain points within your funnel. Remember, just like conversion rate benchmarks, all sites are unique. What works well on one site might not work as well on yours.

Lastly, we can't emphasize enough the impact of speed on your WooCommerce store. Time is money when it comes to ecommerce. Every [1-second delay in page load time decreases conversion rates by 7%](#).

At Kinsta, we've built our infrastructure on [Google Cloud Platform](#)'s premium tier network to make sure your sites load at lightning fast speeds.

Our WordPress team deals with optimizing high traffic WooCommerce sites on a daily basis. Here are just a few ways we go further to find the perfect balance between performance and functionality:

- Fast server-level caching in place with rules to ensure proper WooCommerce functionality.
- By default, certain WooCommerce pages like cart, my-account, and checkout, are excluded from caching.
- Users automatically bypass the cache when the "woocommerce_items_in_cart cookie" is detected to ensure a smooth and in-sync checkout process.

- Ability to programmatically purge individual URLs using the `kinsta-cache/purge_list` filter.
- Programmatic purging can also be done via cURL by calling a URL with a prefix provided by our support engineers.

Whether you're a small online shop just starting out or an established, high traffic store, you need a host that understands the unique requirements of your ecommerce business. Choose a WooCommerce host that prioritizes speed and ecommerce site performance.

[Get WooCommerce hosting](#)



KINSTA