

Sharing Is Caring. If you enjoy this article, help us share with others.



4 Factors That Influence Online Conversion Rates

When it comes to online businesses or marketing, there are many reasons why people [start online businesses but all the same](#), the main purpose of setting up online businesses is to make money online. You need to know that, that money will not fall down from the sky.

PS: Are you a Nigerian resident abroad and you need to send money to your loved ones back home ? The stress is over now! Send money to Nigeria using the MonieWorld app. It's fast, easy and has great rates! MonieWorld is powered by Moniepoint. Sign up with my link <https://spoo.me/iy8taz>

You need to work at it until you realize your objectives. In this article, I want to talk about some of the factors that influence online conversion rates. Follow me as we will look at that in this article.

What are conversion rates...

Conversion rates can be seen as the number of visitors that visited a website divided by the total number of people that performs what you expected them to do.

When you are setting up an online business and you open a website for that purpose, there is a particular thing that you want your visitors to do. It might be to purchase products and services from your website or download your ebooks. So it has to do with the total number of people that visits the website knowingly or unknowingly divided by the number of people that makes actual purchases from the website.



Focus on sales...

The major aim of calculating conversion rates is to focus more attention on the sales of the organization. You are actually trying to know if your strategies are working. You want to know if you need to change tactics or not.

For example, if your conversion rate is low, you may need to take adequate action to shoot up your conversion techniques. Let's say for example you have placed a sign-up form on your website, you will want to analyse how many people visits your website as well as how many people actually signed up on your website.

PEOPLE ALSO READ: [Metrics To Monitor When Running Display Campaign](#)

Powered by [Inline Related Posts](#)

How...

We can actually measure conversion rates by gathering all the data that are available about users visiting the website. You have to do a month-by-month comparison of your traffic and determine whether you are making progress or you are retrogressing.

When you take the time to study this, it will give you an idea of what you need to do in order to boost your conversion rate.

Now the factors...

#1 Confidence and Intent

First and foremost, you need to understand that the confidence that customers have in your products and services as well the intention of your audience have a role to play when it comes to your conversion rates. This can fall under three categories:

There are some traffics that can be categorized as unqualified. That means there is some traffic that is not meant for you. Some of that traffic has arrived on your website by mistake. You should not bother yourself much about them.

Also, the intention of your visitors when they visit your website will also determine whether they are going to buy from your website or not. Some of those visiting your website do not have a plan of buying from your website. They just came for Window Shopping.

Also, the confidence that users have in your brand will also determine whether they are going to buy the product or not. If the customers have so much belief in your brand, definitely they are going to purchase your product.

#2 Personal Experience Factor

Also, the personal or individual experience that a customer has had with your

organisation will also determine whether a particular visitor will be willing to buy products from your website.

Under Personal Experience Factor, here are some of the factors that one needs to put into consideration:

PEOPLE ALSO READ: [Livestream Commerce: Amazing Facts To Know About Flash Sales](#)

Powered by [Inline Related Posts](#)

There is a need for you to consider website planning. You don't just wake up and create a website. A lot of planning has to go into it. You need to make sure that you carry all stakeholders along and get their input when you are creating a website for your online business.

Also, there is a need for you to agree on the structure of your website. You have to make sure that the website is designed in such a way that customers are able to easily find what they are looking for on your website. This will increase the retention rate of visitors coming to your website. It will also boost your sales as well.

In addition, when it comes to boosting online conversions, there is a need for you to ensure that your website has momentum built into it.

You have to make sure that your content is engaging enough. You should design your content in such a way that it can actually convince users to buy your products and services.

Also, when it comes to website design, communication is very important. You need to make sure that the website is designed in such a way that it is communicating the message that you want to pass across to your target audience.

If this message is not well received by your audience, you will notice that there will be a high rate of cart abandonment on your website. You need to guard against this.

In addition, in order to increase the conversion rate for your product generally, you need to make sure that the value is being communicated clearly.

In order to buy your product, your customer wants to know what your product has that is not available in other products. Once this can be communicated clearly and eloquently, it might convince your web visitors to consider your products or services.

Above all, your capability in terms of pre-sales and after-sales services will determine to a large extent how far you can go in converting prospects to customers.

PEOPLE ALSO READ: [Major Bloggers Outreach And Guest Blogging Platforms](#)

Powered by [Inline Related Posts](#)

If you have poor customer service, no matter how good your online presence is,

you will always find it difficult to convert leads to loyal customers. That is why your online marketing development efforts should be holistic in nature.

#3 Environmental And Conditional Factors

There is a need for you to consider environmental and conditional factors that will likely affect your online marketing efforts as well.

At times, the location of the person going through your website or what is happening around him will also determine whether he will buy your product or not. Here are the three main questions you should answer in this regard:

1. Does your product carry the promise that is promised to those that will use your products? [That means, are you fulfilling the brand promise.](#)
2. Is your site objective to sell products or services or to generate leads for you or other organisations?
3. How complex is the sales process?
4. Does the product need endorsements from other persons in addition to visitors?
5. How much time and effort can a visitor devote to the conversion process?

Do you enjoy this article, add [Our Posts to your Reading List.](#)

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

WhatsApp: @[CRMNuggets Community](#)

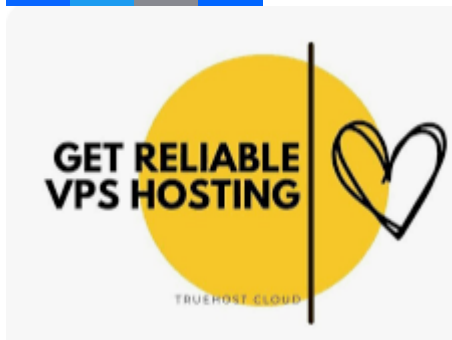
Follow Us on Facebook: [CRMNuggets](#)

Follow on [X Platform](#)

Follow on TikTok @[crm-nuggets](#)

Telegram: [Join Here](#)

Sharing Is Caring. If you enjoy this article, help us share with others.



Related posts:

1. [The Basic Importance Of Email Marketing](#)
2. [Best SEO Guide To Get Ranking on First Position](#)
3. [How To Reduce Cart Abandonment On Your Shopify Store](#)
4. [Stages Of Evolution Of E-Commerce: Understanding The Stages](#)