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You've got your e-commerce website set up, and you know how to drive traffic to it, but are still stuck with low sales.

How do you fix that? By using online conversion techniques, also known as optimization techniques, you can increase your sales by focusing on the visitors coming to your site rather than the visitors leaving it. Here are some of the best online conversion techniques out there!

The Basics

When it comes to online sales, the conversion rate is key. In order to boost your sales and improve your conversion rate, there are a few techniques you can use.

First, make sure your website is user-friendly and easy to navigate.



Secondly, offer incentives like free shipping or discounts to encourage people to buy from you.

Finally, use strong calls to action on your website and in your marketing materials to encourage people to take the next step.

#1 Adding Trust Seals and Security Badges

One way to increase online sales is by adding trust seals and security badges to your website. This helps build trust with potential customers and show that you're a credible business.

Plus, it can help boost your search engine ranking. Here's how to do it:

1. Research which seals and badges are most trusted by your target market.
2. Apply for the seals and badges from the respective organizations.
3. Ensure they are displayed prominently on your site so they stand out.

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4. Keep in mind, that this will take time so don't expect results overnight!

The right seals and badges will only work if people know about them. Consider sending an email to current customers or running a promotion or sale as an incentive for people to visit your site.

#2 Getting Found in Google

If you want people to find your business when they search online, you need to make sure your website appears as high as possible in Google's search results. This process is called [Search Engine Optimization \(SEO\)](#).

There are many ways to improve your SEO and increase your rank on Google. Keyword research can help a lot because it will show you what words or phrases other people are using to search for businesses like yours.

You then need to optimize the content of your website so that it matches these

keywords as closely as possible.

#3 User Testimonials

When it comes to online sales, user testimonials can be extremely powerful. They provide social proof that your product or service is effective and can help increase conversion rates.

If you're not using testimonials on your website, you're missing out on a valuable opportunity to boost sales.

Find ways to collect customer reviews, the more the better!

Offer discounts or free products in exchange for reviews so people will have an incentive to give feedback.

These reviews should be displayed prominently throughout your site so they're easily visible when people are browsing around. You may also want to include them in your newsletters, emails, or ads as well.

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#4 The Right Call-to-Action

The first step to getting more conversions is having a strong call to action. This is what tells your visitors what you want them to do, and it should be clear, concise, and actionable.

[Once you have a strong CTA](#), make sure it's visible on your website. Place it above the fold so visitors will see it as soon as they land on your page. And finally, use persuasive language that urges visitors to take action.

Make every word count in order to convince people who are still undecided or need just one more push. You might even include an offer of some kind (discount, giveaway) in order to entice potential customers into purchasing your

product or service.

#5 Creating Urgency

[One of the most effective online conversion techniques](#) is creating a sense of urgency. This can be done in a number of ways, such as offering a limited-time discount or displaying how many items are left in stock.

Urgency encourages visitors to take action before it's too late, which can lead to more sales for your business.

If you're running an online sale, consider adding countdown timers that display how much time is left on the sale. If you want to encourage customers to buy now and not wait until later, include phrases like Hurry! or Only X Left!

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be thrilled to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria, and Phillips Consulting among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points raised in this article. You might disagree with some of the issues raised. Let me know your views about the topic discussed. We would appreciate it if you can drop your comment. Thanks in anticipation.

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