"The Ultimate Guide On Shopify Website Design To Help You **Get Sales**"

This ebook covers several approaches that can be taken to establish trust to your customers and optimize your website.

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Introduction

Your website is the heart of your digital marketing efforts, so crafting a professional web design is critical to helping your business succeed online.

The trend of doing business online has had a significant impact on the world of retail marketing.

However, building such a website from scratch requires expertise and a significant amount of time. A typical merchant who wishes to move from his traditional business to an ecommerce business may lack the necessary expertise to set up a website. This is where Shopify comes into play. Shopify is an ecommerce platform for creating and managing online stores.

The Shopify website design tools and templates can help in building an appealing appearance for their business. It automates all of the technical aspects, leaving shop owners with only the task of customizing the design of their website using simple drag and drop features.

So, what are the best ways to get the most of your Shopify store? We've got 9 Shopify website design tips to help you get started with your web design:

1. Create urgency in your products
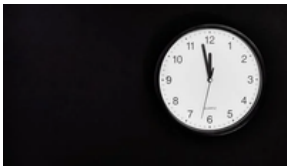
The fear of missing out can have a strong influence on potential clients. Creating a sense of urgency among your website visitors can lead to more sales and fewer "go home and think about it" visitors.

Visitors to your website may procrastinate and try to postpone their purchase decision. According to a study conducted by Centre De Recherche DMSP, consumers who were perceived as high procrastinators had a 73% chance of not making a purchase decision right away. Consumers who were determined to be low procrastinators had a 26% chance. When you introduce a product or a time constraint, your customers are less likely to postpone their purchasing decision.

1.1 Limited time sales and offers

Setting a time limit is one of the simplest and most effective ways to instill urgency and scarcity in your store. This is due to the fact that customers do not want to miss out on an opportunity to take advantage of an offer. Putting together an expiring sale or offer, for example, can force customers to make a decision faster than they would have otherwise.

When visitors land on your homepage, welcome them with an eye-catching pop-up about a limited time offer. On product pages, use countdown timers to highlight that sales are about to end. Animating the add to cart button will also encourage action. Include a cart reserved timer on cart pages, so that customers are less likely to second guess their decision before checkout.

> When visitors land on your homepage, welcome them with an eye-catching pop-up about a limited time offer.
>
> Alexandru Stanciu- Vitals

1.2 Limited quantity

You can take advantage of stock shortages. Instead of viewing limited quantities of your products as a barrier to sales, consider them a way to demonstrate scarcity to your customers and raise the perceived value of your products.

The primary function of perceived scarcity in your business is to encourage procrastinators to act, not to force people to buy things they don't want. When scarcity is used improperly, it can result in buyer's remorse.

2. Feature your products on the homepage

First impressions mean a lot. We, the shoppers and web surfers of the world, end up looking at a lot of websites and online stores as we peruse the wonderful world of the internet.

Users' first opportunity to learn about a brand and its products is typically the homepage, and many first-time users will form their initial understanding of the site's product range based on what they can glean as they scroll up and down the homepage.

Shopify website designers should feature a diverse selection of products on the homepage. A typical small catalog website should aim to feature at least half of the product catalog on the homepage, as well as at least one product from each product type.

Product links, in addition to providing an overview of the product catalog, allow users to quickly navigate to products of interest, resulting in an effective shortcut and efficient navigation path.

You can display a variety of their products, both on a diverse group of models and against a white background. The breadth of their products is highlighted by a grid of product collections, a grid of individual products, a 'best of' product slider, and a lifestyle photo.

In addition, the use of a slight zoom on certain product collection images, as well as a montage GIF for Best Sellers or New Arrivals collection, draws attention to these elements and encourages shoppers to click through.

3. Add product bundles

You can increase sales by bundling products together when you want to increase revenue but don't want to look for new customers. When two or more products are related, they are usually bundled together. Bundled products are frequently sold at a discount in order to persuade website visitors to spend more money.

Bundling products together can provide several benefits in addition to higher order values. For one thing, using bundles makes it easier to forecast product demand. It also allows you to sell more of all products, making it more cost effective to buy in products and, as a result, increasing profit margins.

But a bigger AOV isn't the only benefit of bundling.

Bundling also helps you shift slow-moving stock by pairing them up with more popular products.

Bundling can also positively impact price perception - for example a $3,000 carbon fiber gear stick sounds crazy expensive. But when added to the bundle for a $50,000 car, it doesn't seem so outlandish, right?

Bundled product options are also a good way to sell less popular items with high profit margins alongside more popular items with lower profit margins.

An upsell or a "gift with purchase" may be considered a type of product bundling.

"Buy these together and save!" - kind of thing.

It could also be a bonus that is only available with the bundle.

> A bigger AOV isn't the only benefit of bundling. Bundling also helps you shift slow-moving stock by pairing them up with more popular products.
>
> Ruth Even Haim- ReConvert

3.1 A bundle as its own product

If you're selling a bundle as a standalone product, you'll want it to have its own product pages.

3.2 Bundling products at checkout

If the goal is to increase AOV by encouraging customers to buy a larger number of products, you could offer a discount on the group of products.

This is more of a 'bundle and save' marketing message than the previous Shopify design example, where the bundle was a separate product with specific inclusions.

You can create a percentage, fixed amount, or buy X get Y automatic discounts on this ecommerce platform using this feature.

4. Highlight core products and brand features

In general, the homepage of a website serves as an important introduction to a brand and its product offerings. This is especially true for first-time users who are unfamiliar with the brand's distinctive products and overall value proposition.

When brand and product features are not immediately visible, users may conclude that the brand or its products are "nothing special," and they will be less likely to stay and explore the site's offerings.

To present products in the best light possible, it is critical to highlight not only key products, but also their unique selling points and qualities.

Gifs can convey critical information in an engaging and easy-to-digest format, in addition to general product images and brief product descriptions.

While it is important to highlight key product features to entice users to explore the site further, it's critical to just concentrate on the 2–5 core product attributes that the majority of users will be interested in.

These can be communicated using text, images, and gifs, as described above; in particular, consider combining text or graphics with images, as this allows for a lot of information to be communicated without taking up a lot of space.

Using short, easy-to-understand language and visual tactics such as subheadings or text treatment, bullet points, borders or shading, or icons can help catch users' attention and help them understand the information being delivered.

Since your product's features are significant selling points, they must be clear and compelling.

On the homepage, summarize and highlight key product and brand features, such as key product details and attributes, free shipping availability, and return policy information. The site is an excellent opportunity to explain such policies in a clear and understandable description.
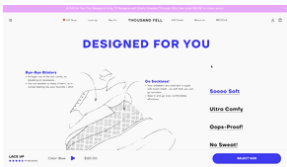
Without having to navigate to product detail pages for this level of information, learning essential product selling points right away helps entice users to stay.

Consumers are only interested in what makes your product unique. What matters to them is how it benefits them.

Videos require a little more effort, but they have the potential to be even more effective. Merchants could create an explainer video that highlights the most important features of the product, or a separate video for each detail.

5. Have a promotion in place

Successful businesses understand that sales promotions are one of the most effective ways to increase sales, improve customer satisfaction, and raise brand awareness. Sales promotions have been utilized with great success for decades, and there are sales promotion strategies that can work for you as well, regardless of your industry or the size of your brand.

A sales promotion is any activity undertaken by a company to enhance sales or encourage the use or trial of a product or service. Sales promotions can take many different shapes, but they all aim to persuade a specific audience to become consumers of a company.

Sales promotions help to increase sales in the short term and this is a goal that every brand wants to achieve when it starts its digital journey. If you have a good strategy for your paid media on the Internet and also taking into account the seasonal months and the content you should have for those seasons, you will be guaranteed fast and successful results.

Sales promotions can be advertised through free channels such as social media, email, or your website, or they can be the focus of paid advertising campaigns such as LinkedIn advertisements or Google Ads.

An effective sales promotion appeals to your target audience's needs, values, and emotions with imagery, effective copy, and logic, and invites them to purchase your products or services with an attractive offer.

Short-term deals create a sense of urgency and desire, which means your sales can skyrocket. In fact, you may end up making more money than you would if you continued to do business as usual.

There's no better way to pique someone's interest than with a tempting offer. Deals and discounts keep your clients interested and loyal.

> If you have a good strategy for your paid media on the Internet and also take into account of the seasonal months and the content you should have for those seasons, you will be guaranteed with fast and successful results.
>
> **Paola Castaño- CleverAds**

6. List view vs Grid view

The purpose of the product list is to allow the user to analyze the available products so that they may select which items are relevant to them and which they can ignore. It is critical to select the appropriate product list layout (i.e., "Grid View" vs. "List View") since the layout has a significant impact on the data presentation of each list item — and hence the user's ability to evaluate those items. In brief, when the suitable product list layout is applied, users are better equipped to review their selections.

While the applicability of a "List View" or "Grid View" is determined by a variety of criteria, the most crucial is whether the products presented are mostly spec driven or visually driven. In other words, the product vertical is the most important aspect in choosing which layout is best, though there may be exceptions in some circumstances. In general, a "Grid View" is preferable for visually driven industries, whereas a "List View" is better for spec-driven ones.

List View for Spec-Driven Product

A specification-driven purchase is one in which one or more specifications (other than price) are critical to the product selection, assessment, and purchasing process. Consumer electronics, household appliances, tools, vehicles, office supplies, and industrial equipment are examples of spec-driven product types — products where certain specs are critical and frequently have a direct correlation to pricing.

Grid View for Visually Driven Product

A visually driven purchase is one in which the appearance of the product is the key deciding factor for the user (besides price). Items in the fashion, furniture, and home décor industries, among others, are commonly included.

For visually driven purchases, the optimal list item view maximizes the size and quality of the product thumbnails. The goal here is to maximize the visual information of the products, which is accomplished by increasing the size and quality of the product thumbnails. This, in turn, improves the overview and scannability of the product list.

Use a "List View" for spec-driven product verticals and a "Grid View" for visually driven ones, ideally switching between the two views automatically based on the content.

Many textual elements, such as title, description, and reviews, can be displayed in list view. It enables users to make informed decisions based on detailed information.

Grid view, on the other hand, is all about images. Try to keep the textual and visual elements to a minimum. Users can typically scan 4-6 grid items at a time. Making some space around the grid can aid users in receiving information.

Both list and grid views can be viewed as a collection of decision-making elements such as image, title, reviews, location, and so on. The layout and combination of those elements make the difference.

Having Both Views

If a site's product catalog is primarily made up of spec-driven or visually driven products, implementing only a "List View" or "Grid View" will do. However, if the site's catalog contains a mix of product types, both view types should be implemented and switched automatically based on the user's current product scope.

7. Show how many people interested in your products

Social proof is a powerful psychological influence that causes us to mimic the actions of people around us.

"95 % of people are imitators and only 5% initiators...people are persuaded more by the actions of others than by any proof we can offer." - a guide to consumer behavior

You can quickly create urgency and promote your popular products to your consumers by displaying how popular your products are.

Displaying the products your consumers are interested in may also include recent add-to-carts, recent sales, and the number of live visitors on your website.

By displaying a small popup notification of real-time activity other users have taken while on your site, you can leverage social proof and build trust with visitors to your site.

When making purchasing decisions, clients are more likely to trust recommendations from other shoppers than advertisements (92% more likely!).

View pop-ups and social proof nudges can increase sales and minimize cart abandonment. Increase conversion rates by instilling trust and establishing a sense of urgency.

8. Use color swatches for your variants

Color variations play an important role in user-product selection in areas such as fashion, home furnishings, and beauty. Many various product types, from appliances to clothing, are available in a variety of colors.

If users are unaware of color variations for products in the product list, there is a chance that they will not discover a suitable item and will exit the site because a large percentage of the product range will simply be missed. Users are more likely to disregard color changes if they are not provided at all or if the variations are indicated with text. Even if users notice that there are color variations available, their ability to judge product suitability is limited without a visual representation of some colors and information of the number of colors not provided.

Color swatches are thumbnail images that are used to represent specific colors, patterns, and so on for product variants. Swatches are available as a variant display option on the product page, as well as on the collection page's product grid and tag filters.

When all color swatches are too large to fit on one line within a list item, the number of other colors available is clearly displayed (e.g., "+8"), giving users a good idea of the extent of the variations available.

Customers should be able to see all product variants at a glance. Save them time by making it easier for them to see all of the available product options.

On each product listing, the swatches on your collection pages, homepage, and search results will appear directly below the product image. They can be hovered over or clicked to see an image of a product variant.

9. Show what your customers are buying

Sales Pop demonstrates that you are a genuine store. It demonstrates that people believe in you. It demonstrates that your store is busy. Most importantly, it demonstrates that people are interested in your products. In a world where FOMO (fear of missing out) is at the forefront of the consumer's mind, allowing them to see in real-time what others have purchased encourages the customer to jump on board as well.

Visitors may be hesitant to buy from your new store if you do not have a well-established brand. This type of behavior may result in cart abandonment. This is where sales notifications come in handy to boost conversion and encourage visitors to buy by instilling a sense of urgency.

You can build trust by displaying recent sales notifications including their name, purchased product, and locations. Customers are more likely to trust your brand when they see that other consumers buy your products. If your store is new and you don't have much data about recent sales, you can use third-party applications to create your own order list. It helps you to get the first few orders easier and build more trust for your website.

Besides, let your customers know what your best-sellers are through a banner, pop-up, or email. You can use the recent sales notification popups to announce what everyone is buying and which product is trending!

> Customers are more likely to trust your brand when they see that other consumers are buying your products.
>
> Liz Pham- Qikify

Conclusion

This article also discussed the best practices for enriching your website with different Shopify web design examples.

Now that you've compiled a list of Shopify website design tips, it's time to get your Shopify store in order! You can increase revenue for your company by creating a custom Shopify store. PageFly, on the other hand, is here to help if you're feeling overwhelmed.

We can help you create a Shopify store that fits your business and allows you to increase your revenue with our Shopify web design services

SPECIAL THANKS TO

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