



ONLINE  
RETAILER  
*where the* FUTURE  
MEETS RETAIL

eChic

# Conversion

Kim Carruthers  
eChic.com.au

 /ONLINERETAILERAUS

 /ONLINE-RETAILER-AUSTRALASIA

 /ERTAILER #OR16

## The world is an ambiguous place

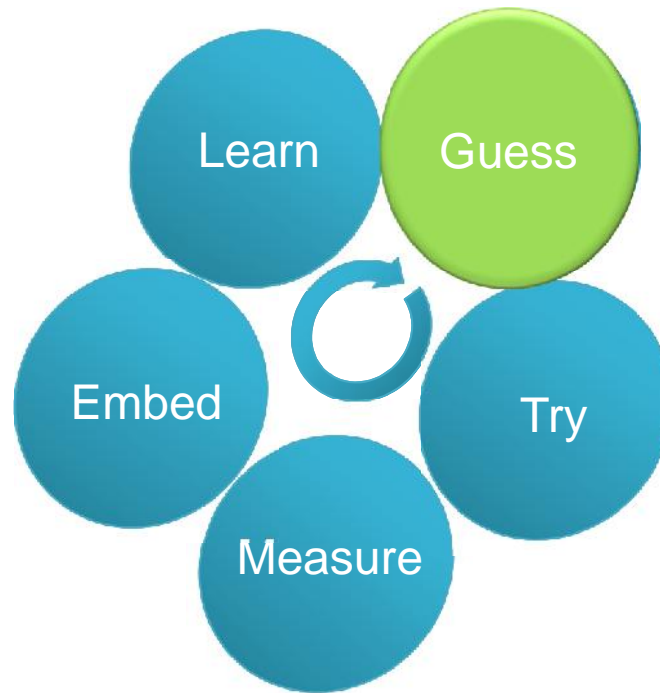
There are known knowns

There are known unknowns

There are unknown unknowns



## Guess, Try, Measure, Embed, Learn



## Guess

- Don't just throw a dart
- Acknowledge ambiguity
- Prepare to let go if it doesn't work
- Extrapolate

Four approaches to inform your guesses....

How to guess about your website in the most profitable way

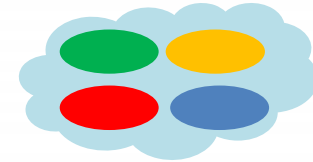
1  
Anxiety

**Guess  
Try  
Measure  
Embed  
Learn**

2  
Distraction

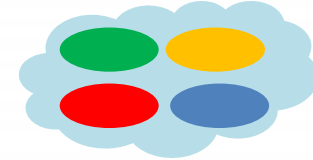
4  
Persuasion

3  
Mindset



## But before we go into that - SPEED

- Both users and Google have now become a LOT more picky about speed
- Use this tool to assess your website  
<https://developers.google.com/speed/pagespeed/insights/>
- Or screamingfrog.co.uk tool (makes it easier to check the whole site)

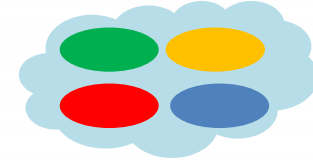


## My second biggest guess - DEVICES

- Does your website work on iMac, laptop, tablet, mobile?
- Does it work WELL?
- Use this tool to check  
<https://www.google.com/webmasters/tools/mobile-friendly/>



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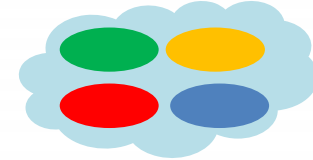
## Your customer's anxieties

- Website
  - Product
- 





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## Your customer's anxieties

- Website
  - Product
- 

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## Customer anxiety - Legitimacy

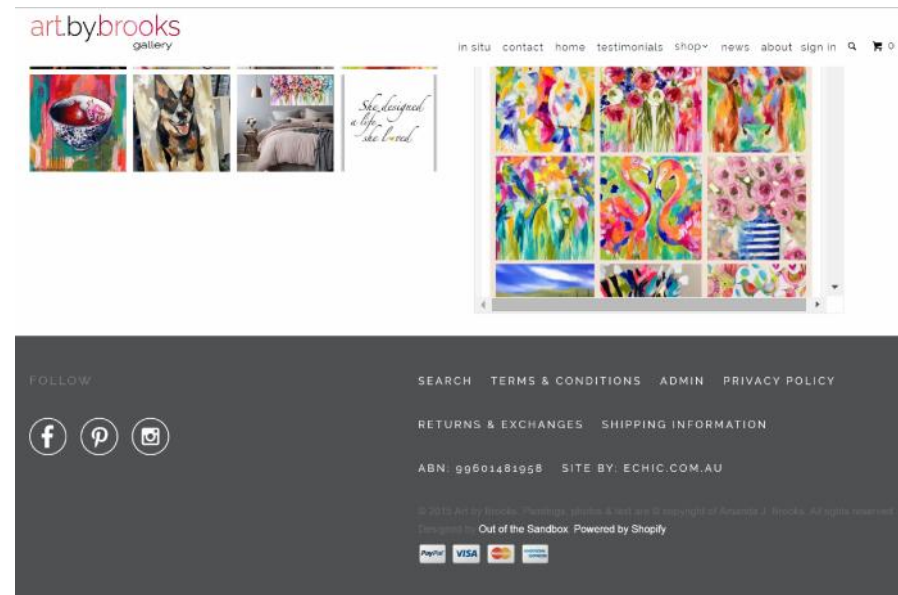
Non-delivery?  
Credit card number stolen?  
Hacked?



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## Customer anxiety - Legitimacy

- Information sold or shared
- Spam
- Knock offs



## Customer anxiety – shipping and hidden costs

🚚 FLAT RATE SAME DAY SHIPPING AUSTRALIA WIDE 🚚

### Get shipping estimates

Country

United States

State

Alabama

Zip/Postal Code

Calculate shipping

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## Customer anxiety – Trust

# BlackMilk

SHOP ▼

COLLECTIONS ▼

M

LATEST

**POPULAR**

LEGGINGS

SWIMSUITS

BODYSUITS

DRESSES

SKIRTS



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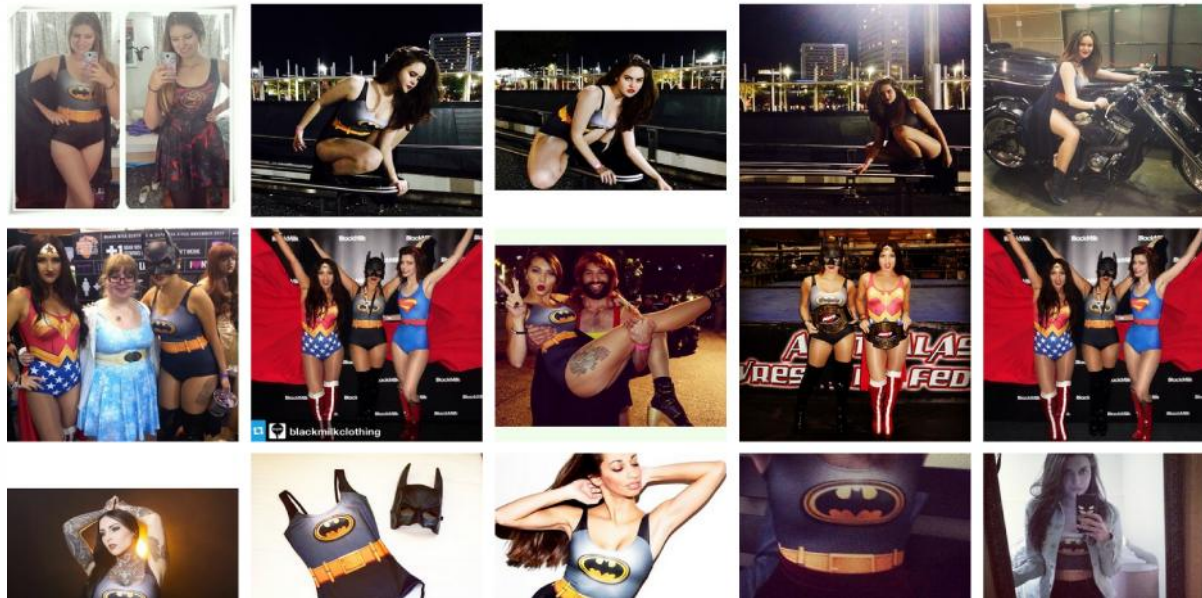


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## Customer anxiety

Tag your photos using #bmbatmanapesult on our [Facebook](#) or [Instagram](#). How do I tag pics?



## Reviews

  
*Anna B.*  


**love my new t-shirt!**  
★★★★★

Fantastic fit, great quality, I've already ordered another :-)  
Love that they are completely Australian made.

2014-06-08

On **Waratah | women's short sleeve, ...** 

# Customer anxiety - Product quality

STYLE/CAPITAL

HOME HANDBAGS \* WALLETS \* LUGGAGE \* BUSINESS \* MAN \* CHILD \* CONTACT ABOUT



CART

Convertible Handbags

Shoulder Bag

Satchel

Clutch

Bridal Bags

Ipad Bag

Baby Bag

## WALLETS

Women's Wallet

Men's Wallets

RFID Privacy Protective Accessories

Colourful Leather Accessories



This practical soft leather bag boasts a secure zip top closure, outside zip pockets and useful inner pockets and is fully lined. The strap can be worn as a shoulder or pull through to wear as a cross body bag.

### PRODUCT DETAILS:

- o 100% Soft leather
- o Multiple compartments with zip fastening
- o Zip top closure
- o Outside zip pockets
- o Lined interior with inner zip pocket and multiple compartments
- o Adjustable strap for shoulder or cross body wear

### DIMENSIONS:



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## Customer anxiety – Commitment to quality



The screenshot shows the homepage of Vintage Venus. At the top left is the logo, a stylized 'V' with a woman's face. To the right of the logo is the text 'VINTAGE VENUS'. Below the logo and name is a navigation menu with the following items: HOME, MAIN CATEGORIES, MORE CATEGORIES, PRINTS BY THEMES, PRINTS BY STYLES, PRINTS BY COLOUR, PRINTS BY IDEA, NEW ARRIVALS, QUALITY COMES FIRST, and WISHLIST. Below the navigation menu is a tagline: 'The most luscious & desirable Vintage Poster Prints you'll ever see!'. Underneath the tagline is the phrase 'Quality comes first'. Below this is a paragraph: 'Vintage Venus specialises in high quality reprints of vintage images.' followed by the italicized text 'luscious, decadent, desirable.' Another paragraph follows: 'Vintage Venus prints are meticulously restored and digitally remastered from originals and are an exceptional yet more affordable high quality alternative. We pride ourselves on offering you stunning prints which are highly sought after and many of which are simply not available anywhere else in the world. Furthermore, our prints are produced using only the best state-of-the-art archival materials and technology currently available and will satisfy even the most discerning print lovers.' At the bottom of the page, there is a small line of text: 'We receive constant positive feedback from customers complimenting the quality, look, feel, and vibrancy of our prints.'

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## Customer anxiety – will it arrive in once piece?

Tell customers about your shipping methods, include photos

Tell customers about what you do when it goes wrong



## Customer anxiety – Will it fit?

- Help your customers get the right fit

### exchanges

We include a free return sticker in each parcel to allow for easy returns. If you need to exchange your t-shirt for a different size, design or colour please post it back using this sticker with a note telling us what you'd like us to do.

### SIZE CHARTS & INFORMATION

Size Charts

FAQ About Sizing

How To Measure Guide

- Reassure them about what will happen if they don't

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## Customer anxiety – value for money?

Price versus **value**

Call out **all** the features

Price match guarantee

Talk **benefits AND loses**

Wish-list

**LOWEST PRICE  
GUARANTEE**  
FIND AN IDENTICAL PROPOSED ITEM AT A LOWER PRICE AND  
**WE'LL  
BEAT  
IT BY 5%**  
EXCLUSIONS APPLY. SEE WEBSITE FOR TERMS AND CONDITIONS.

Blue Topaz- Kellie Tiara Ring  
\$500.00 SGD

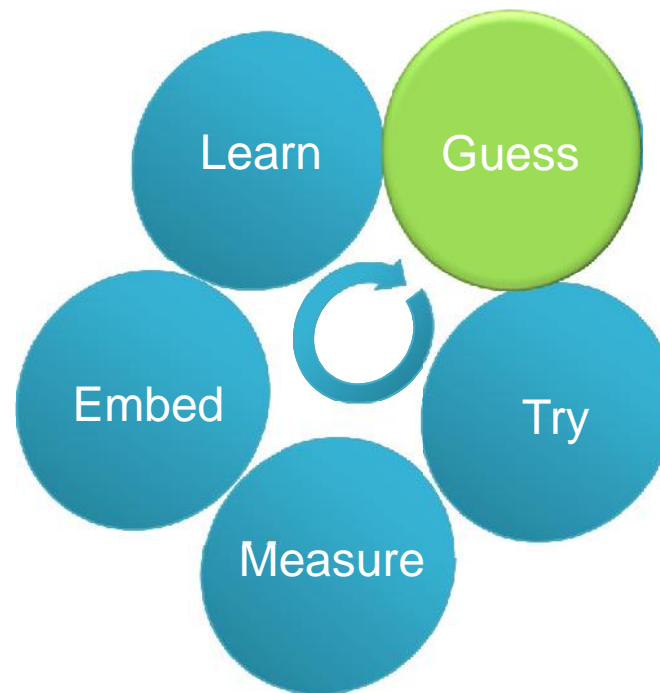
Quantity: -  +

Size:

ADD TO CART

ADD TO WISHLIST

## Guess, Try, Measure, Embed, Learn



## Guessing: Distraction

1  
Anxiety

**Guess**  
**Try**  
**Measure**  
**Embed**  
**Learn**

2  
Distraction

4  
Persuasion

3  
Mindset

## Audience: Just make it easy

- Avoid distractions
- Reduce friction

## Do I know enough?

Does the user have enough information to make a decision?

- Descriptions
- Materials and dimensions
- Colours
- Images






# Audience: Questions to ask..

HOME LUGGAGE & TRAVEL - HANDBAGS - WALLETS & ACCESSORIES - BUSINESS - BABY & CHILD - BRIDE CONTACT ABOUT

Home » LEATHER HANDBAG » LZ55900




Gabee  
**LZ55900**

\$179.00

Add to Cart

Customer Reviews  
☆☆☆☆☆ No reviews yet [Write a review](#)

[Tweet](#) 0 [Like](#) 0 [+1](#) [Pin it](#)

 Add a comment...  
 Also post on Facebook [Posting as Kim EChic \(Change\)](#) [Comment](#)

[Facebook social page](#)

## Audience: Chat options



Welcome! I'm here to help with any questions

Chat now

▶ **Limited Support Hours on**  
25.06.15

✕ Due to upcoming state holiday, you'll be able to contact us via p of every single request right a Cart2Cart Team

**Migration of CMS Pages -**  
17.06.15

They say that too many present from Cart2Cart - migration of C products, prices and "buy" butto got interesting blogs, curious " merchants had to create the CM decided to put a stop to that.

▶ **Amazon Webstore Migrati**  
16.06.15

Like a thunderclap out of clear s clients hard. The unfortunate m

1

From: Bigcommerc...  
To: Shopify ✓



## Is it Just too hard?

- Reduce amount of information or link to it
- Pitch language 2 years lower
- Side topics or issues? Link or concertina
- What is the worst that could happen if you remove each form field?

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## What do I do when and where?

- Enlarge and highlight primary actions
- Explain
- Remove outgoing links
- Fade footers

*It's As Easy As:*



### 1. Upload

Upload your photo  
or image file



### 2. Tailor

Specify the size and  
tell us what you'd like  
changed



### 3. Check-out

Check-out then sit back and  
relax while we create a  
beautiful painting for you

**Zappos**  
com  
POWERED by SERVICE®

Shoes, Clothing, Bags, etc.

SEARCH 🔍

SEARCH BY: *Size, Narrow Shoes, Wide Shoes, Popular Searches*

**CLEARANCE**  
SHOP NOW »

== **FREE** ==  
SHIPPING & RETURNS

  
MY CART

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## Don't distract me

### Culprits:

- Passwords
- Discount vouchers
- Sizes / measurements
- Out of stock products
- Credit card

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## Blue Topaz- Kellie Tiara Ring

\$500.00 SGD

Quantity: - 1 +

Size:

12

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

ADD TO CART

...one of our best sellers! Why?  
...classically girly, and just like candy  
in all the colours we love! You will just love the way the stone  
colours dance and sparkle. This ring may also be stacked with  
one or more of our sparkly Eternity Bands for some extra  
pop.

- Round checkerboard hand-cut Sky Blue Topaz, approximately 7Ct. 12mmx12mm.
- Our Kellie Tiara Rings sparkles with no less than 40 Cubic Zirconia stones.



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## Style:

- Form follows function
- Interesting not distracting

would you buy a security camera from this website

**Or this website?**



## My eyes, my eyes

- Don't include graphics just for the sake of them
- Are the prices easy to see?
- Is the content readable?

**Would** you buy from this website?  
**Could** you buy from this website?



# Visual



Bella rouge - original on canvas 120 x120

cm  
POA



Blue wrens - in situ - 75 x150 cm

POA



Blush protea - original on linen 90 x90 cm

POA



Breeze - in situ 90 x120 cm

POA

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## Good or Bad ?

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## Speed

- Load time
- View, read, scroll time
- Form fields
- Hot-links

### Conversely...

- Too rushed?
- Are there too many/not enough pages

## Guess: Mindset

1  
Anxiety

4  
Persuasion

**Guess**  
**Try**  
**Measure**  
**Embed**  
**Learn**

2  
Distraction

3  
Mindset

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## Guess: Mindset



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Free Gift  
Wrapping



The  
man  
your  
man  
could  
smell  
like

## Guess: Persuasion

1  
Anxiety

**Guess**  
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**Measure**  
**Embed**  
**Learn**

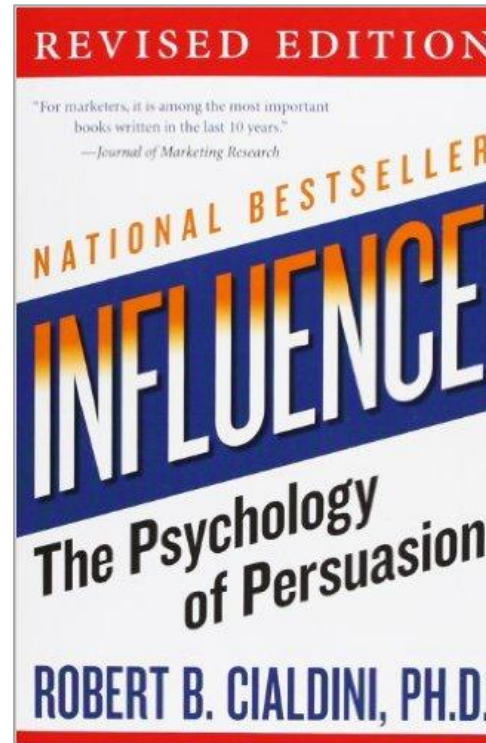
2  
Distraction

3  
Mindset

4 Persuasion

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## Persuasion



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## Persuasion

Overload  
Shortcuts  
Align with your  
customer's shortcuts

Reciprocity  
Social Proof  
Likeability  
Consistency  
Authority  
Scarcity / Competition



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## Reciprocation

We like to give to someone who has given us something in the past

**MICHAEL PORT**

Author, Professional Speaker, Entrepreneur

Let's talk: (414) FOR-PORT  
[questions@michaelport.com](mailto:questions@michaelport.com)



**Bestselling Author**



**Get 6 free chapters from his books**

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SORT BY [SEE ALL](#) [RINGTONES](#) [SCREENSAVERS](#) [WALLPAPER](#)



### COME BACK TO BED RINGTONE

**DOWNLOAD**

FEBRUARY 20, 2010



### OLD SPICE COMIC WALLPAPER

**DOWNLOAD**

DECEMBER 20, 2011

## Social proof

- Celebrity endorsement
- 'People like me'
- Reviews



## Reviews:

- Automated
- Moderated
- Authenticated

### REVIEWS

★★★★★ based on 1 reviews

### REVIEWS (1)



Sarah C. Verified Reviewer



#### Where were these when I had my babies?

I bought these for a friend and am so glad I did. No more pegs that blow off, she can keep babe in the shade in style.

Share |

19/06/14

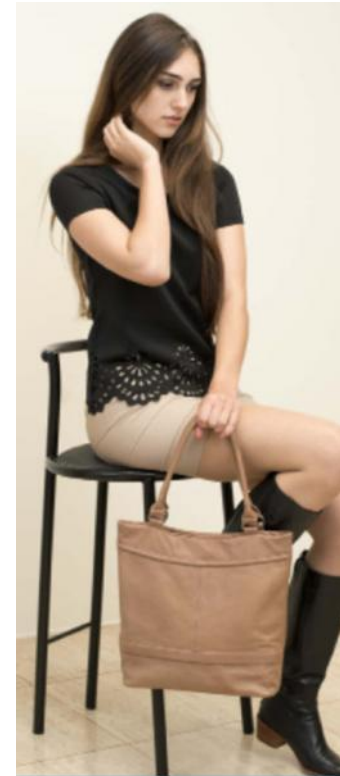
0 0

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## Likeability

People like people who **like** them

People like people who **are** like  
them (or who they want to be like)



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## Commitment and Consistency

# DO YOU WANT MORE TRAFFIC?

**LEARN THE NUMBER 1 REASON YOU ARE NOT GETTING ENOUGH  
TARGETED TRAFFIC TO YOUR WEBSITE!**

Enter your URL:

http://

SEARCH

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### Contact This Dealer

> Infiniti of Coconut Creek  
800-577-7300

> See All Dealer Inventory

First Name:

Last Name:

Street Address:

ZIP Code:

Email:

Phone:

Comments:

Yes, I'm interested in receiving news and special offers from Kelley Blue Book.

SEND

> Privacy Policy

- > Get your CARFAX report for this GMC
- > Calculate your monthly payment
- > Get your credit score now
- > Get a free insurance quote for this GMC

### I'm Interested

To:  **Lehmer's Buick Pontiac GMC**  
1-866-607-2809  
[... More Info](#)

From:

Your message:

Hello, my name is   and I'm writing you today to learn more about the **2009 CHEVROLET SILVERADO 1500 LT** listed for **\$20,995**. I live at  in the  area and I would like to hear back from you soon and learn more about this vehicle. Please call me back on  at your earliest convenience.

[personalize this message](#)

**Thank you.**

Yes, I'm interested in receiving news and special offers from Kelley Blue Book.

SEND THIS MESSAGE

> Privacy Policy

- > View the free CARFAX Report
- > Calculate your monthly payment
- > Get your credit score now
- > Get a free Progressive insurance quote



# Authority



People have a habit of doing as they are told

Especially by an authority figure

What shows authority?



Being honest about your **shortcomings** lends weight to descriptions of your **abilities**

I don't want to go on and on about myself, but if you pick me, I promise you won't be getting a vanilla sugar cookie. You'll get an honest, hard working, slightly irreverent, sometimes funny, provocative performer who hits his mark every time and has only fallen off the stage and into the orchestra pit once.





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## Scarcity and competition

- Auctions
- Only 3 left
- Sale ends Thursday



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1  
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Questions?

*e*Chic

Learn

Guess

Embed

Try

Measure

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