

HOW TO

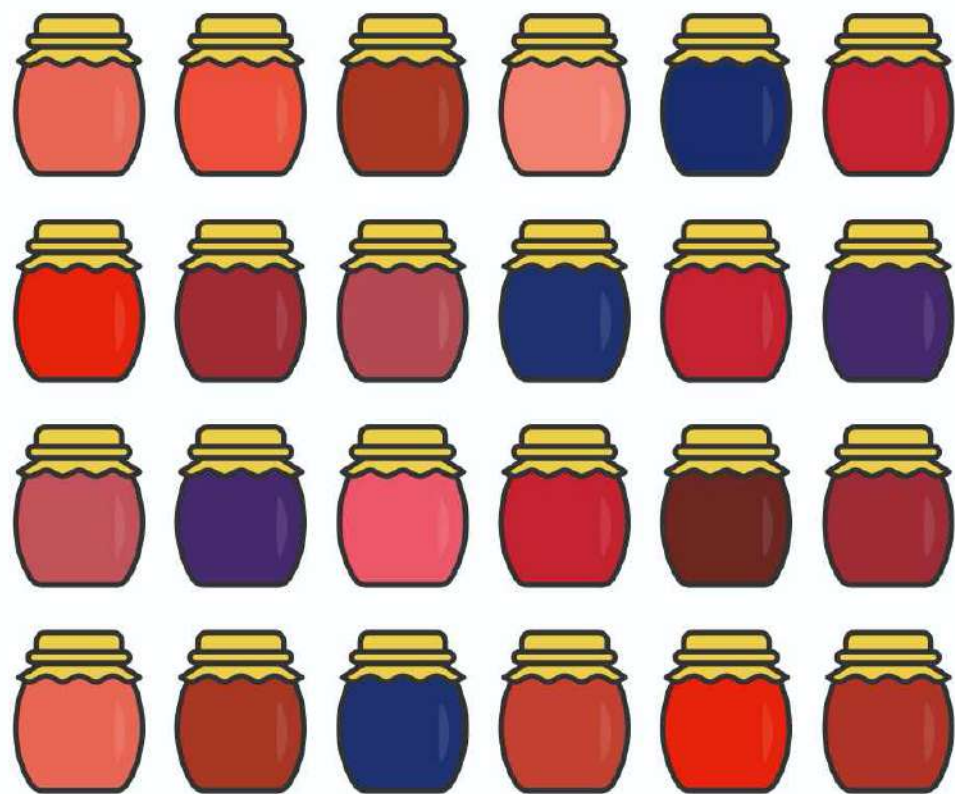
INCREASE

CONVERSION

OF YOUR

ONLINE STORE

FEWER OFFER ~~MORE~~ PRODUCTS PER PAGE



Sampled

1-2

Conversion

3%



Sampled

1-2

Conversion

30%

Based on research by Iyengar, S. S., & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing? *Journal of Personality and Social Psychology*, 79(6), 995-1006

**MAKE YOUR
PRODUCT IMAGES
HIGH QUALITY &
STAND OUT**

***MORE IMAGES =
BETTER***



**A *VIDEO* ON YOUR
PRODUCT PAGE
INCREASES YOUR
CHANCES TO SELL
*BY 1.81 TIMES***



4

PRODUCT TITLE

UNIQUE, BOLD &

EASY TO READ

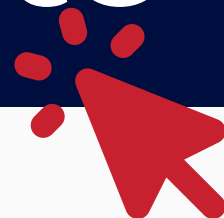
5

ADD TO CART

STAND OUT &

EASY TO REACH

Add to cart



6

OFFER *CLEAR*

SHIPPING COSTS &

TIMES



7

MAKE THE RETURN

PROCESS *EASY*



AVOID

**POP-UPS &
DISTRACTIONS**

REDUCE

**THE NUMBER OF
CALLS TO ACTION**



EMAIL USERS
THEIR SAVED-FOR-
LATER *CHOICES* &
A *REMINDER* FOR AN
ABANDONED CART



MAKE SHOPPING

FUN, EASY,

SMOOTH & QUICK

THE PURCHASE IS

ABOUT *EMOTIONS*

NOT FEATURES



**For more tips
on conversion &
tech stack
for your project**

→ itclub.com.au