

12 Tactics to Boost Checkout Page Conversion Rates

MOBILE-OPTIMIZED

Make sure that your sales page and checkout process have a seamless mobile experience.

AESTHETICS

Your order form should look clean, professional, and trustworthy. A company with a beautiful website and checkout process, will instantly have more credibility.

RE-ESTABLISH VALUE

Be sure that you re-state what they are buying on the order form. People want to be confident that they understand what they are buying. Don't leave the value of your offer solely up to the memory of your customer.

HIGH-VALUE GUARANTEE

Always have a very customer-centric guarantee. At a minimum, you should offer a 30-day, 100% money-back guarantee. More people will buy because of it, than they will take advantage of you for it. Make sure your refund policy is clearly stated on your checkout page.

INDICATE SECURE TRANSACTION

People want to be confident that their credit card information is secure. Explicitly state that their transaction is encrypted. We do this automatically on Spiffy Checkouts.

REDUCE FRICTION

The checkout process should have as few fields and steps as possible. Streamline the checkout process and make buying easy.

TESTIMONIALS, STATS, AWARDS

People tend to hesitate just before clicking that checkout button. Something as simple as 2-3 testimonials can be the final push someone needs to buy your product or service. If you don't have social proof on you're leaving money on the table. It could be testimonials, reviews, performance satisfies, industry awards, anything type of 3rd party validation that adds credibility.

TERMS, CONDITIONS & PRIVACY POLICY

You must have a link to your contact information and Terms & Conditions on your checkout page. Without it, your order forms aren't FTC compliant. Having your customers agree to your Terms & Conditions makes it easier to fight chargebacks.

SEAMLESS TRANSITION

Make sure that you have a professional header and footer on your checkout page. This will make your checkout page looks like your website. You want your checkout experience to be seamless, and not throw up any red flags that could lose the sale.

MULTIPLE PAYMENT OPTIONS

Take as many different credit card types as possible as well as providing payment plans, checkout via PayPal, PayPal Credit, etc.

BROWSER ICON & TITLE

Small things like having a browser image and a browser title, add indicators that the page is a trustworthy page. Not having a browser image and title, can indicate an unsafe page that could create doubt in the consumer.

EASY-TO-FIND CONTACT INFORMATION

People want to know that if something goes wrong with the order, they can get a hold of you. And, people often have questions that they want answered before they complete their purchase, so make it easy for people to reach out and get their questions answered so they make the purchase.

12 Tactics to Boost Checkout Page Conversion Rates

MOBILE-OPTIMIZED

Make sure that your sales page and checkout process have a seamless mobile experience.

AESTHETICS

Your order form should look clean, professional, and trustworthy. A company with a beautiful website and checkout process, will instantly have more credibility.

RE-ESTABLISH VALUE

Be sure that you re-state what they are buying on the order form. People want to be confident that they understand what they are buying. Don't leave the value of your offer solely up to the memory of your customer.

HIGH-VALUE GUARANTEE

Always have a very customer-centric guarantee. At a minimum, you should offer a 30-day, 100% money-back guarantee. More people will buy because of it, than they will take advantage of you for it. Make sure your refund policy is clearly stated on your checkout page.

INDICATE SECURE TRANSACTION

People want to be confident that their credit card information is secure. Explicitly state that their transaction is encrypted. We do this automatically on Spiffy Checkouts.

REDUCE FRICTION

The checkout process should have as few fields and steps as possible. Streamline the checkout process and make buying easy.

TESTIMONIALS, STATS, AWARDS

People tend to hesitate just before clicking that checkout button. Something as simple as 2-3 testimonials can be the final push someone needs to buy your product or service. If you don't have social proof on you're leaving money on the table. It could be testimonials, reviews, performance satisfies, industry awards, anything type of 3rd party validation that adds credibility.

TERMS, CONDITIONS & PRIVACY POLICY

You must have a link to your contact information and Terms & Conditions on your checkout page. Without it, your order forms aren't FTC compliant. Having your customers agree to your Terms & Conditions makes it easier to fight chargebacks.

SEAMLESS TRANSITION

Make sure that you have a professional header and footer on your checkout page. This will make your checkout page looks like your website. You want your checkout experience to be seamless, and not throw up any red flags that could lose the sale.

MULTIPLE PAYMENT OPTIONS

Take as many different credit card types as possible as well as providing payment plans, checkout via PayPal, PayPal Credit, etc.

BROWSER ICON & TITLE

Small things like having a browser image and a browser title, add indicators that the page is a trustworthy page. Not having a browser image and title, can indicate an unsafe page that could create doubt in the consumer.

EASY-TO-FIND CONTACT INFORMATION

People want to know that if something goes wrong with the order, they can get a hold of you. And, people often have questions that they want answered before they complete their purchase, so make it easy for people to reach out and get their questions answered so they make the purchase.