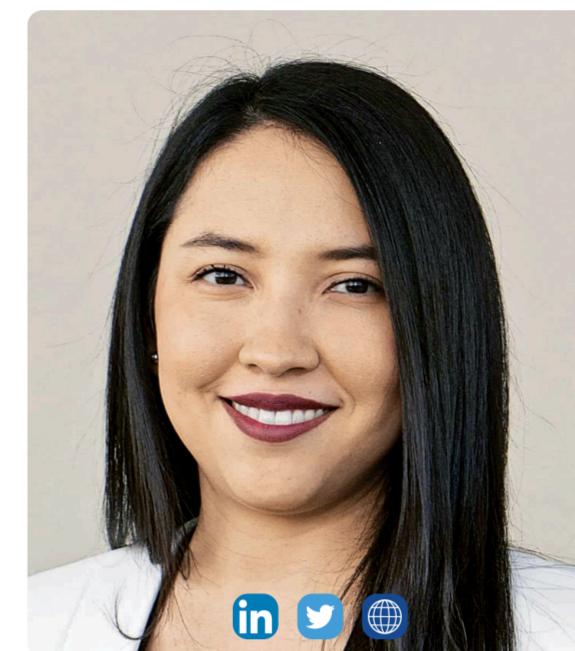


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Six Simple Strategies to Improve Your Online Sales

By Karen Herrera - Kueski PR and Editorial Manager

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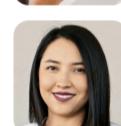
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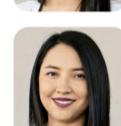
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By Karen Herrera | PR and Editorial Manager - Wed, 06/28/2023 - 11:00

Online shopping offers customers unparalleled convenience, and we've gone into overdrive post-pandemic. From buying doorstep-delivered groceries to doorstep-delivered cars, we're in our rest and relaxation era. As long as a smartphone has an internet connection, there's little need to leave our homes when nearly every service imaginable is available with a quick search and tap.

For customers, it's a no-brainer. Online shopping eliminates the limitations of in-store hours and reduces the need to travel, saving time and effort. For retailers, especially those losing out on in-store foot traffic and sales, you follow the customer wherever they may go. For some time now, consumers have been migrating online, and while they may not do all of their shopping digitally, an online search is how most customer journeys start today.

Retailers still questioning whether it's the right move for them should make the jump for a few reasons:

- A digital presence helps reach a broader customer base that defies geographical barriers, offering businesses more visibility and exposing them to more potential customers, which could lead to higher sales.
- It's a cost-effective expansion that doesn't necessarily require a significant investment compared to opening traditional brick-and-mortar stores. With proper planning and strategies, online sales can generate increased revenue.
- It's what customers want. Online shopping allows personalized recommendations, easy browsing, and convenient purchasing options. Customers can shop at their own pace, from home and on the go, avoiding nuisances like traffic and long queues. This convenience can lead to higher customer satisfaction and loyalty.

The building blocks for successful online sales hinge on creating an online store that's congruent with your brand identity; offers customers a seamless user experience for smooth navigation; provides compelling visuals; draws shoppers in with persuasive and informative product descriptions; and completes the customer journey with a secure and frictionless checkout process. But taking your e-commerce platform to the next level can involve a few extra steps that are well worth it.

User Reviews and Testimonials

Incorporate customer reviews and testimonials on your product pages. Positive reviews and ratings build trust and credibility, influencing potential customers to make purchases. Encourage satisfied customers to leave feedback and display it prominently on your website, but also leave negative reviews in place to demonstrate transparency and authenticity, which should also help boost credibility.

Limited-Time Offers and Promotions

Offer limited-time discounts, promotions, or flash sales through website promotions and newsletters. Highlight the savings or special deals customers can get by purchasing during the sales period. You can employ tactics to motivate subscriptions through limited-time offers like 10% off a customer's first order or providing discounted purchases on birthdays with a subscription.

Personalization and Segmentation

Leverage customer data to personalize the online shopping experience. Retailers can accomplish this by implementing recommendation systems that suggest products based on customers' browsing or purchase history, which improves the likelihood of conversions. Segmenting the audience allows for targeted marketing campaigns, enabling businesses to send personalized emails or offers based on customers' specific interests and buying behavior. This level of personalization fosters a sense of individual attention and encourages customer loyalty, ultimately driving higher online sales and repeat business.

Prioritize Search Engine Optimization (SEO)

Having a digital platform is no good if customers can't find it — you want to be visible to existing and potential customers who might stumble across your page with a simple search. By optimizing your website content through keywords and meta tags, you can improve your organic search rankings and attract more targeted traffic. Increased visibility leads to more store visitors and enhances brand recognition and credibility. Ultimately, effective SEO strategies contribute to higher online sales by driving relevant traffic, increasing conversions, and generating long-term sustainable growth.

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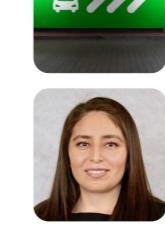
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Use social media platforms to engage with your audience, share updates, and run targeted advertising campaigns. Partner with influencers or industry experts who align with your brand and have a significant following. Their endorsements and recommendations can help increase brand visibility and attract new customers. Share user-generated content on social media platforms to showcase how others use and enjoy your products.

Secure and Diverse Payment Methods

Customers who can't pay for their purchases using their preferred methods will abandon their carts at checkout, and businesses will suffer from lost sales. Offering various payment options, such as credit/debit cards, digital wallets (e.g. PayPal, Apple Pay), bank transfers, or buy now, pay later options (e.g. Kueski Pay), allows customers to choose what's convenient and familiar and improves the chances of completed transactions, leading to higher conversion rates and increased revenue for retailers.

Competition is high in the digital space, but retailers who strategically market their brands and products, incorporate important SEO tools and streamline the checkout process will see a positive impact on their bottom lines.

Photo by: [Karen Herrera](#)

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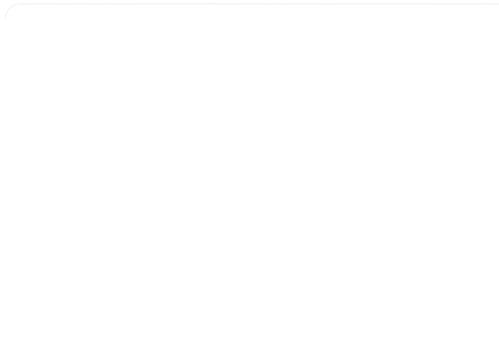
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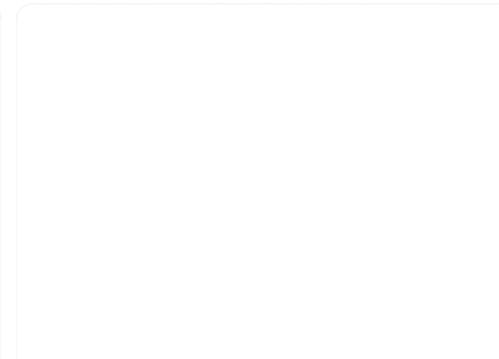
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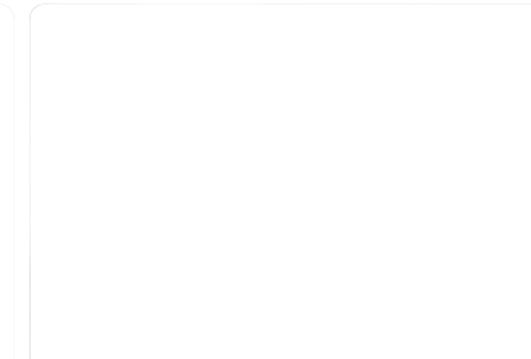
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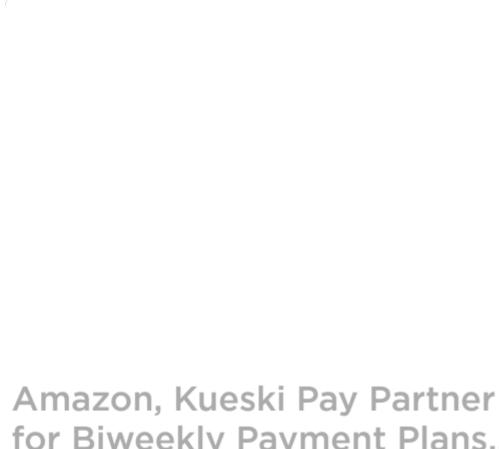
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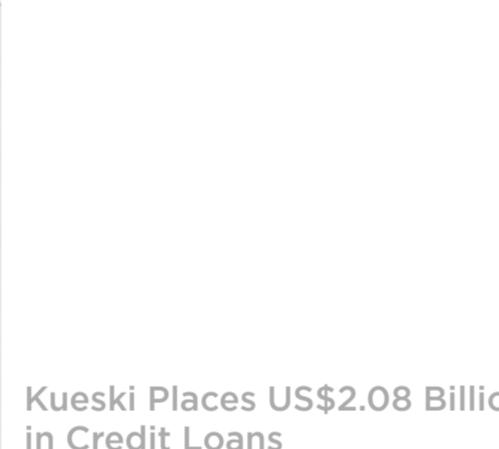
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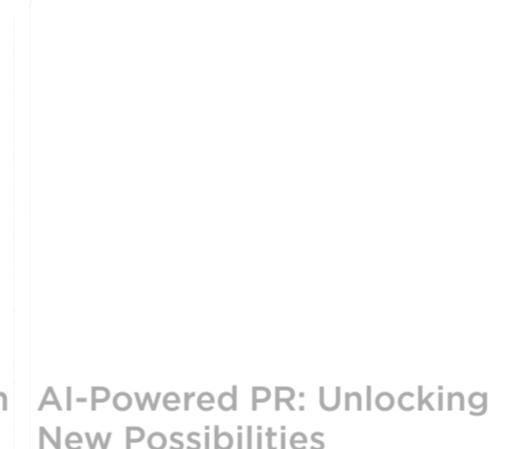
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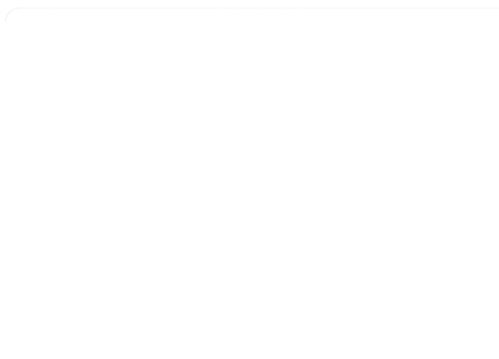
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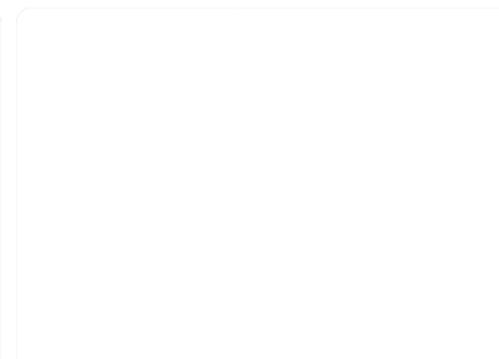
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