

12 Costly Mistakes That Kill Online Sales

Improve Your Online Store Page, Increase Conversions, Make it Easier for Customers to Buy Your Products & Place Repeat Orders

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After analyzing hundreds of online store pages and shopping carts and helping dozens of home-based business owners improve their sales conversions...I've discovered the 12 most common (and costly!) mistakes that KILL online sales. Read on!

Common Mistakes You Might Be Making on Your Online Store Page (BEFORE the Customer Has Placed an Order)

1. Product descriptions lack basic information the customer needs to know before ordering.
2. Too many product options to choose from.
3. Lack of a "trial package" or "starter kit" with an easy-to-order bundle of popular product options being offered.
4. Frequently Asked Questions (FAQs) are buried somewhere in the site, not easily accessible.
5. Convoluted FAQs that don't quickly get to the point.
6. Hidden fees, "minimum order requirements," or shipping restrictions are not mentioned until after customer has entered credit card info.
7. Convoluted website copy (confusing or difficult to read).
8. Website copy is generic, lacks personality, and doesn't instantly make it clear why visitors should choose to order YOUR company's products over another.

Common Mistakes You Might Be Making AFTER the Customer Has Placed an Order

9. Not adding customers to an automated email list that addresses FAQs about their order (this will reduce redundant customer service inquiries).
10. Not adding customers to your ongoing email list for regular promotional and educational emails (this will give them the opportunity to buy more products from you later).
11. Not including a simple 1-page info sheet with FAQs about their order, upon arrival.
12. Not including a simple 1-page product catalogue or order sheet with additional products.

If you're currently making any of these sales-killing mistakes and want my help in resolving them, fill out the short questionnaire at www.OrganicCEO.com/apply to get started.