What would you do to your website to improve the situation?

1) KNOWING YOUR COMPETITORS     Visit the competitors’ websites and buy their products. If possible try to clone them.

2) ADVERT     Verify having well written name and description of your activities to optimize the search engines results and move your site on the top.

3) SITE FLOW      Make sure you build a clearly labeled step-by-step process that guides users through their purchases. Consumers define good online experiences as “quick and easy”. They love websites with few screens and fields. The most successful sites limit the amount of customer information required to only the most essential. Web users also need to understand at all times where they are in the checkout process.

4) PRICING STRATEGY     Study the possibility to offer new discounts or to start a “special bargain” campaign. Make the total price tag of the shopping cart clear upfront and always before requiring financial information. This helps build trust. Many users abandon checkout because they get surprised in the process by shipping, taxes, or other expenses.

5) REMODELING, REVIEWING, RENOVATING WEBSITE     Make more clear and attractive both the layout of the pages and the presentation of the products or services using 3D effects, light sound and natural colours.

6) CATCH CUSTOMERS’ EYES     Set your main offer/news in a prominent position of the home page, possibly on the top left corner because is where visitors’ eyes are often drawn first.