

6 STEPS TO SELLING MORE

Properly written e-commerce copy can make a HUGE difference on your website. It's not uncommon to see proper copywriting increase search traffic by 50% and conversion rates by 30%. Below, we've presented 6 steps to selling more through e-commerce copywriting. Courtesy of @smashingmag.

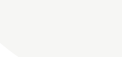
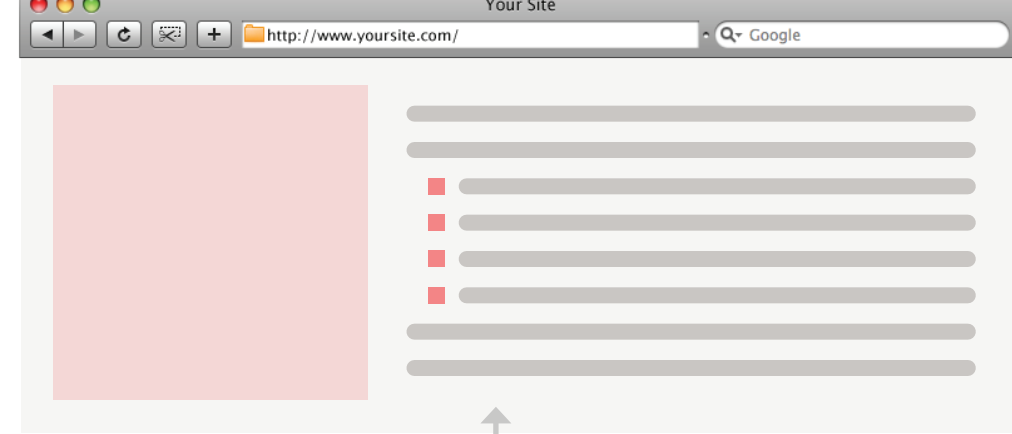
with Ecommerce copywriting

79% of people scan pages instead of reading every word.

1

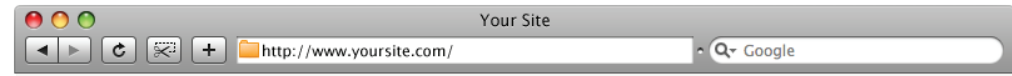
Pay Attention to FORMATTING

A good e-commerce website should use combination of bullets and paragraphs. Bullets do a great job in highlighting key product details, and paragraphs add color and texture to your product descriptions.



2

Use Crisp & Clear COPYWRITING



Avoid long sentences. Long, wordy sentences are difficult to digest and aren't good at persuading your audience to buy your product.



A barrel of laughs!! Lay the golden egg!!
Avoid clichés and jargon. Clarity should be your goal—not clever one-liners. Excessive use of clichés and jargon will only distract your readers. Leave out extraneous, flowery language that won't help customers choose your product.



ABC. 123.
Speak simply. You're not competing in a spelling bee—you're selling your wares. Your writing should be easy to understand. Using an advanced vocabulary will only lead to confusion.



This product is the best product available.
Write in an active voice. Your sentences should lead with the noun that is doing the action. Active voice is clearer and makes it easier to persuade your visitors to buy your products.



3

Avoid Copywriting MISTAKES



Be sure to write good copy for product pages. The most common mistake is to have no copy on product pages. Without copy, you lose a vital mode of expressing your product and building trust. The lift in conversion rates and search traffic are always palpable.



Establish a consistent tone sitewide. Every page across your site should have the same general tone. This gives users a sense of comfort and safety.



Don't exaggerate. Be honest when promoting your product. Failing to do so will cost your website authenticity and trust.



Don't reinvent the wheel. Consumers have developed shopping habits from their collective experience across thousands of websites. Instead of being creative, stick with standard naming conventions for labels like "contact us," "add to basket," etc.

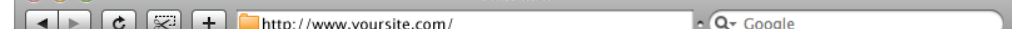


Localize your copy. Everyone has heard an example of an awkward translation. With cultural sensitivity in mind, try to localize your copy as much as possible—don't use robotic translation. If localized copy is not possible, write copy that is compatible for everyone.



4

Establish TRUST



Write impeccable copy. Grammar and spelling mistakes make you look careless and incompetent. If you won't invest the time to produce reasonably clean copy, there's a good chance that your visitors won't invest their time and money in your business.



State the obvious. Don't be afraid to hold your customer's hand and guide them through your website—paying special attention to the checkout process. Be clear when explaining payment, shipping and return processes. If a customer is uncertain about any of these details they won't buy your product.

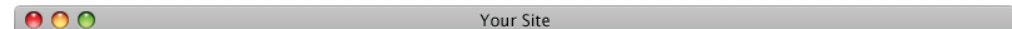


A Forrester study showed that 20% of people had abandoned a purchase because shipping costs were unclear

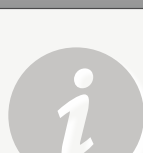


5

Go above and beyond THE BASICS



Keep product descriptions straightforward and informative. Product descriptions don't have to be boring—they should be positive and inspiring. However, be careful about how aggressive your copy sounds. You want to draw readers in, but you don't want to suffocate them.



Weave the informative in with the creative. Informative copy that's engaging will keep visitors on your site and persuade them to buy your product. Strong product images which support the copy also help give potential customers a favorable impression.



6

Outrank the COMPETITION



Intertwine SEO into your website structure. Category, brand and product pages all should have unique text. Work with your copywriter to craft a message around each page. If you have affiliates, provide them with alternative copy so that both you and your affiliates can rank for different keyword combinations.



Need to know if your copy is working or not?

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