10 top tips to gain more revenue from your e-commerce website

While your website may be delivering new and repeat business regularly, there's always room for improvement. Here are 10 suggestions to make it drive more revenue for your business:

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1. Review and revise your SEO (Search Engine Optimisation) regularly

Google and other search engines revise their algorithms regularly so make sure your SEO needs are constantly revised to stay relevant and keep you on the first page of search results

3. Optimise your SERP (Search Engine Results Page)

Help your customers to find exactly what they're looking for by adding 'did you mean' functionality and provide alternatives for items that have been mis-spelt or aren't in your portfolio. And make sure replacement options are always displayed for 'end of life' products

2. Use promotions to grab attention

Implement a 'lightbox', to promote an offer or to provide (or gather) information. People have to click or close the box, so you know when it is actioned

4. Help people place an order quickly

Add a 'quick order pad' where customers can simply add the required part number(s) and quantity for a fast track checkout

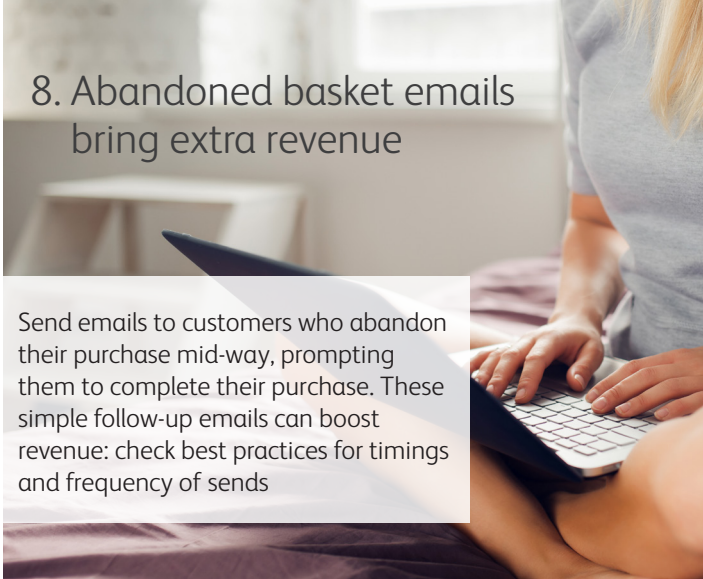## 5. Include a 're-order' section in account history

Add this functionality so, upon login, clients can quickly re-order items they regularly need from a list of previous purchases

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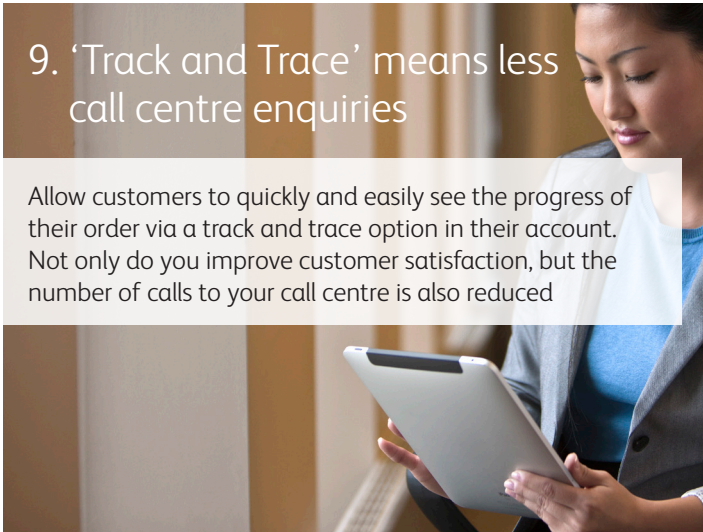
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6. Reduce the number of checkout steps for more completions

Simplify the purchase path to ensure someone can complete checkout in as few steps as possible. The less stages there are, the more likely the customer will complete their purchase

8. Abandoned basket emails bring extra revenue

Send emails to customers who abandon their purchase mid-way, prompting them to complete their purchase. These simple follow-up emails can boost revenue: check best practices for timings and frequency of sends

9. 'Track and Trace' means less call centre enquiries

Allow customers to quickly and easily see the progress of their order via a track and trace option in their account. Not only do you improve customer satisfaction, but the number of calls to your call centre is also reduced

7. Don't forget to cross sell

Use 'frequently bought together' lists, highlight items that you wish to promote and add specific customer offers or discounts. Make sure these are across all relevant website pages and follow up mails such as the order or shipping confirmation emails

10. Don't spam customers

Personalise your customer emails and ensure that:

a. You allow customers to specify email frequency
b. Offers are personalised
c. Promotions are relevant