Twitter Thread by Dylan Ander | CRO & SplitTesting

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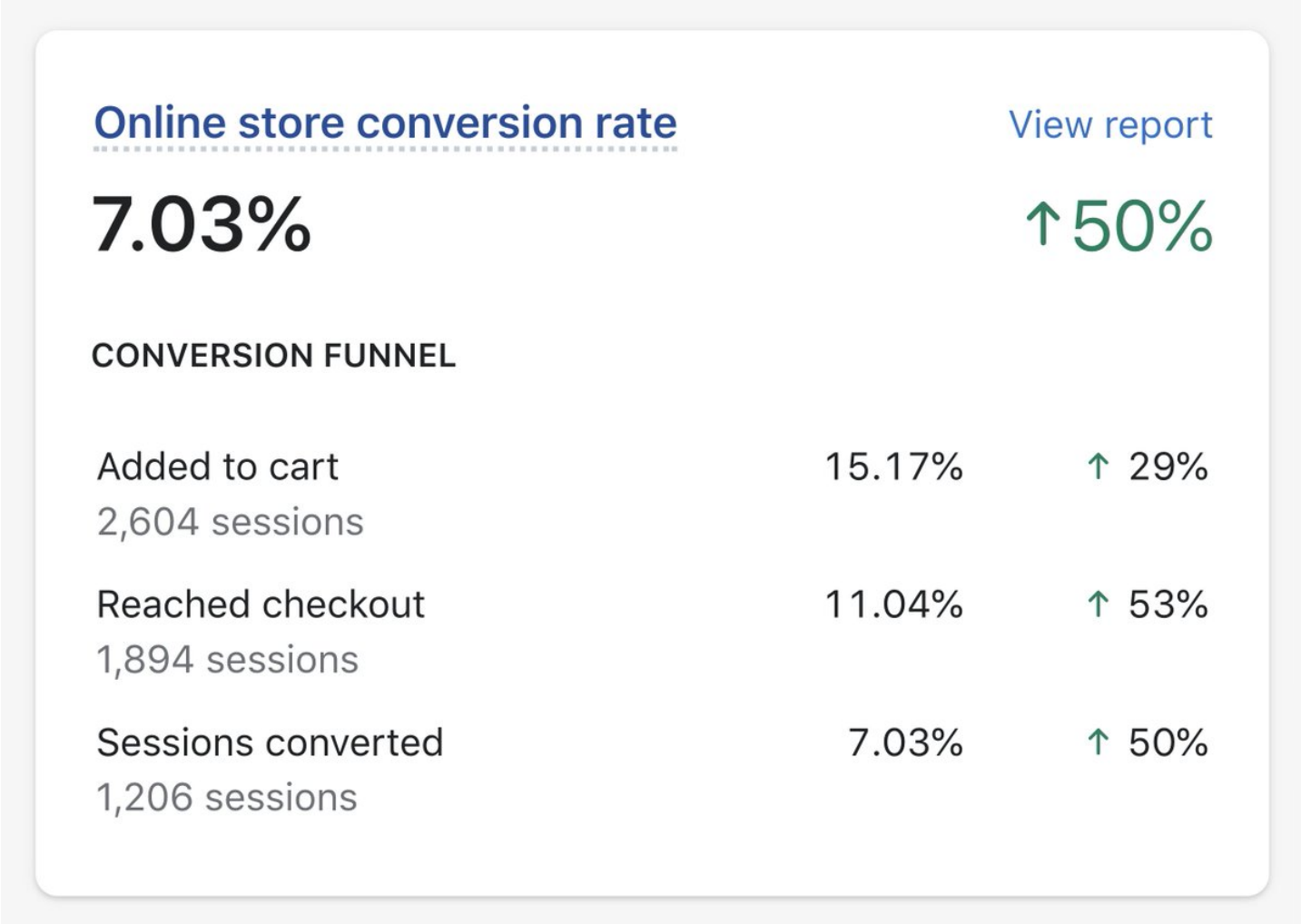
My supplement brand converted over 7% this month and I wanted to share some secret sauce.

Yes, that's 7% SITEWIDE!

Over 1,200 purchases in this screenshot. This is January 2022, .

There's 5 major hacks that do 80% of the heavy lifting:

// Crazy ■ right here //



1. After running almost 1,000 split tests, I've made a template of the best layout for the HOMEPAGE. Social proof, product carousel, standard stuff in the right order. Interesting split test result, above-the-fold button scrolls down the page, it doesn't redirect elsewhere

Web browser


HERO SECTION
"as seen on" or "featured in"
If they don't have, make this USPs
(optional) descriptive section, explaining the product
Featured product collections or product carousel
reviews / social proof
(optional) descriptive section or secondary carousel section
content bucket / soft CTA
small narrow footer

2. On the product page… DO NOT OVERSELL! If you promise too much, you will 100% lose the confidence of your customers. Lean on modest claims and storytelling to get you there. People love the community-facet and knowing they're part of many people. Story > overselling.

3. Product page SECRET SAUCE: when customers can buy bundles, make sure it is DYNAMIC. The image HAS TO change when they pick different options. The difficult part is that Shopify themes do NOT do this by default. You need to code it in liquid to make this happen. URL on next one

This is the product page: https://t.co/poMXn5csG9

4. Several payment options. Make them clear in the cart. On this store, you'll see we don't skip to cart. This is because I want people to get excited to pay with PayPal they don't even need to go to the cart. Suuuuuuper high cart > conversion rate from this.

5. Make your cart boring. All they can do is buy. Pick up your phone and make sure your email/SMS popups are disabled in the cart. A lot of stores forget to disable it there.

5a (bonus for reading this far)... MAJOR HACK: disable your footer in the cart. People click away and leave because of it. If you look at the main screenshot, add to cart > purchase rate is over 40%!

These are genuinely small things that make a huge difference. If you're doing less than $10m/yr, the name of the game is remove as much friction from your website as possible. Just make it easy, simple, and kind of un-exciting.

My only ask here, please tweet back with what you want me to tweet more about! At https://t.co/gbSsRLgVgd we run 30-50 split tests every single week, so we can tell you more about any facet of ecom.