Twitter Thread by Nik Sharma



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With digital advertising getting tougher and too many choices for consumers, it's important to have a website that is:

• story-first
• easy-to-navigate
• made to convert

If your grandma can't use it, you've already lost.

Here are 11 tips to build a high-converting site ■

Have a compelling story and brand narrative on the homepage.

Your homepage should have a good balance of explaining WHO you are, WHY you exist, and WHAT you sell.

If someone doesn't go further, they should walk away with an understanding of all 3.

Focus on driving a customer journey.

Whether you're selling skincare or cookware, point the customer in the right direction with CTAs.

When merchandising, you should have a hierarchy of what you want your customer to buy. This helps reduce a customer's analysis/paralysis.

Incorporate social proof across the website & Google search results.

The latter: makes sure you stand apart in Google searches (search "non-toxic cookware" and you'll see)

The former: gives perspective from different POVs to potential customers.

Don't use full-bleed websites

From the data I've looked at, most people don't scroll when the website is full-bleed and you can't see the next section.

If you must, add a floating arrow or indicate there's another section to scroll into.

Always show there's more!

Use a variety of CTAs on your website.

Don't just always say "Shop Now" or "Choose Color"... switch it up!

For example, instead of "Choose Color", use:
• Pick my color
• Customize my set
• I'm ready, let's go →

You're allowed to be fun. You don't have to be a robot.

Make sure your site is usable.

If a drunk person, your grandma, or 5th grader can:

• understand your brand story
• know what you sell & why you exist
• add their desired product to the cart
• checkout with ease

Then you've got a winning site. If not, then fix it.

Use more icons, fewer big words.

Using icons is so underrated. We love using The Noun Project's library of icons to help describe more complicated benefits on websites.

Pictures are worth 1,000 words, even with eCommerce!

Design your website sections with a proper hierarchy.

Know what you want your site visitors to see first, second, and third.

Don't make everything the same size, color, shape, and format — you'll lose their eyes.

Focus on benefits in all your headlines.

Tired: Rapid Hydration Packets for Everyday People

Wired: Meet the Fastest Way to Rehydrate

Consumers want benefits & talking points to support their decision to buy. Arm them with the information!

Optimize your cart!

Here are my favorites:

• Gamify free shipping
• Gamify automatically applied discount
• Add up/cross-sells
• Give option to opt-into subscription
• Display recommended items for empty cart
• Display benefits-first quote from earned media for empty cart

Offer as many payment options as possible.

My recommended stack:
• ShopPay
• PayPal
• Amazon Pay
• Apple Pay
• Google Pay
• Affirm (Buy now, pay later)
• Coinbase (BTC, ETC)
• Facebook Pay

More options = more ways to convert.

That's all for this thread. If you found this helpful, I'll do another one soon.

Follow me ■@mrsharma■ to see when the next one drops!

I also send a weekly email with insights/tips/tactics like this, in detail ■ https://t.co/1Csy9kbmLd

If you found this thread useful, please consider retweeting the original tweet for others to see! https://t.co/mdhD2igyjG

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— Nik Sharma (@mrsharma) February 8, 2022