ecom SOLID

The killer guide to

10X

Your Conversion Rate

on Shopify *with better web design*

In this guide, you'll learn:

1. Starting a successful
one product store

2. Avoiding 5 huge mistakes everyone
makes when set up Shopify stores

3. 7 must-know statistics to
make sales with Shopify in 2021

Introduction

Forgot what you believe about web design.

Because the most important thing that makes a website highly converting isn't the technology nor the design skill.

It boils down to your **mindset** and approach.

That is the one thing we have learned from helping **dozens of thousands** of people set up and optimize Shopify stores.

And that was in 2020 alone.

The pandemic has accelerated everything for e-commerce. There are more customers and more sellers than ever.

It takes something special to stand out among that crowd.

That something starts and ends with the very website you're using to convert customers. If it sucks, no hacks, tips, or tricks will help you.

That's the reason we made this guide.

We are giving you a **roadmap** to design an effective Shopify website.

All that requires of you is the willingness to follow us on this path.

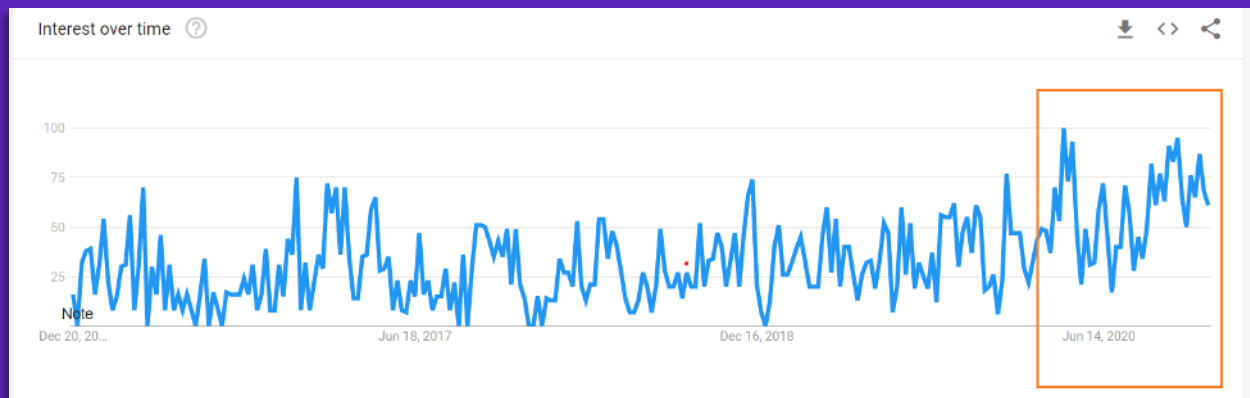# Starting a successful one product store:

- Picking a winning product
- Perfecting visuals
- Writing compelling descriptions
- Building trust
- Choosing a next-level theme

One Product Store and Why It Matters

According to Google Trends, worldwide interests for "one product store" reached its absolute peak from April to October 2020.

Google Trends interest for "one product store" rose quickly from April to October

Sellers worldwide were scrambling to set up one product stores before Black Friday & Cyber Monday. And there's a reason for that.

"One product store" is an online store dedicated to a single product. One store, one website, one product.

It's a clear shift away from the classic ecommerce stores chock full of products and promotions. With those classic stores, sellers, especially those new to the game, can easily fall into the trap of wasting their efforts on several mediocre products.

Instead, let's focus on one great product and do it exceptionally well.

That way, you can target the right customers and optimize the website to significantly boost your conversion rate. So far so good?

Issue is, not many are doing it right.

By observing some of our successful partners and by designing one product stores ourselves, we've identified some important aspects that make one successful. And here they all are for you to start being successful yourself.

Outstanding Flagship Product

To put in simply, your flagship is the one product that you are hoping to sell a lot of. If you were Apple, your flagship would be the iPhone 12.

You can see why it is critical to carefully choose that one product before moving on to the next steps. It has to be a special thing.

There are many ways to determine the flagship product. The most obvious way is to go by your own experience.

Some of our users choose to start with a product they would use themselves, but they know is hard to find.

Oberlo – a dropshipping tool that allows you to find trending online products, listed out 4 criteria of a good flagship product:

- **Hard to find:** You wouldn't want to compete with the local Walmart, so avoid things that can be found easily elsewhere.
- **Interesting enough:** You have limited opportunities to attract customers, so your product needs to be appealing. Customers should feel impressed when they see the product in action.
- **Purchasable without research:** Its features shouldn't be too complicated so that visitors will get the idea of the product from first sight.
- **Affordable:** If you can provide a special item at a reasonable price, your chance to get conversion will be high. But remember each customer group has a different definition of "affordable". So, research & see how much they're currently paying for similar or related products and decide from there.

Let's dive deeper and check out a real winning product as an example.

The personal coffee press brand PalmPress is selling hundreds of coffeemakers a month. It completely follows this direction:

> You can easily find a coffee press anywhere, but it's quite hard to find one that is small, simple to use, and portable.

> The product is very enticing because of its convenience. You can make your own coffee everywhere without a heavy and complicated coffee machine.

> Then, you can find several step-by-step tutorials on how to use this product. It's easier for visitors to visualize how the product works.

> Lastly, PalmPress also did the math for you to show how this product saves you money.
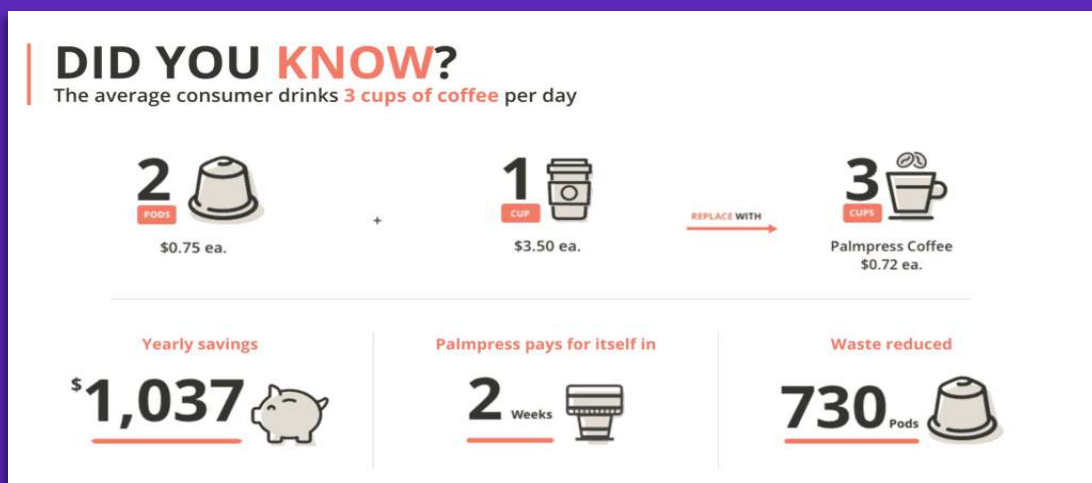
PalmPress sells hundreds of coffeemakers a month.

Now you know what makes a winning product for a one product store, let's give it a try.

Next, you would want to provide your flagship product with all the attention it deserves. This is where your store designs shines.

Product Visualization

With a one product store, you can totally focus on your flagship product.

You'll have a number of pages dedicated to show and explore its unique features in-depth.

However, to catch customer's eyes and become a viral hit, uniqueness is not enough.

Because your website is the only way to interact with customers, you have to make use of all its properties.

We're not just talking about beautiful banners; we want you to take things one step further by thinking in terms of *product visualization* and *visual language*.

So, what are those scary-sounding terms? Don't worry, it will all makes sense.

1. Product visualization: The act of using images or artworks to communicate to customers.

Because images are processed **60,000 times faster than text**, product visualization is a vital tool that attracts your customers immediately.

Every time you want to use words to describe your product's features, configurations, or benefits, think about whether you can accompany the words with fitting images or videos. Basically, show, don't tell.
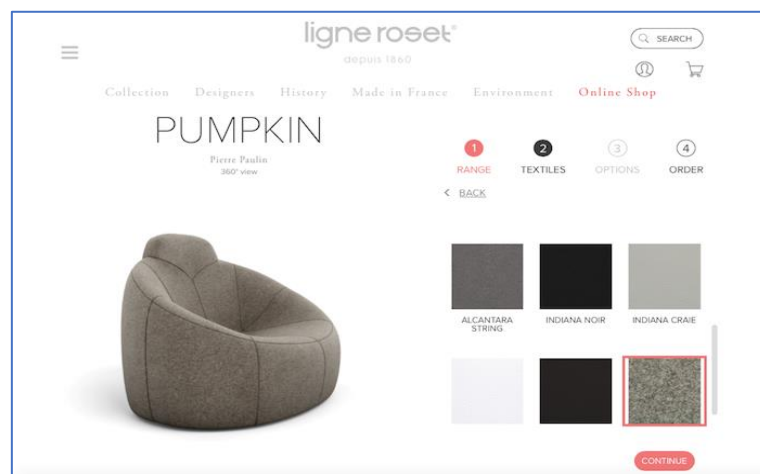
Using visualization to let customers see different configurations of a product
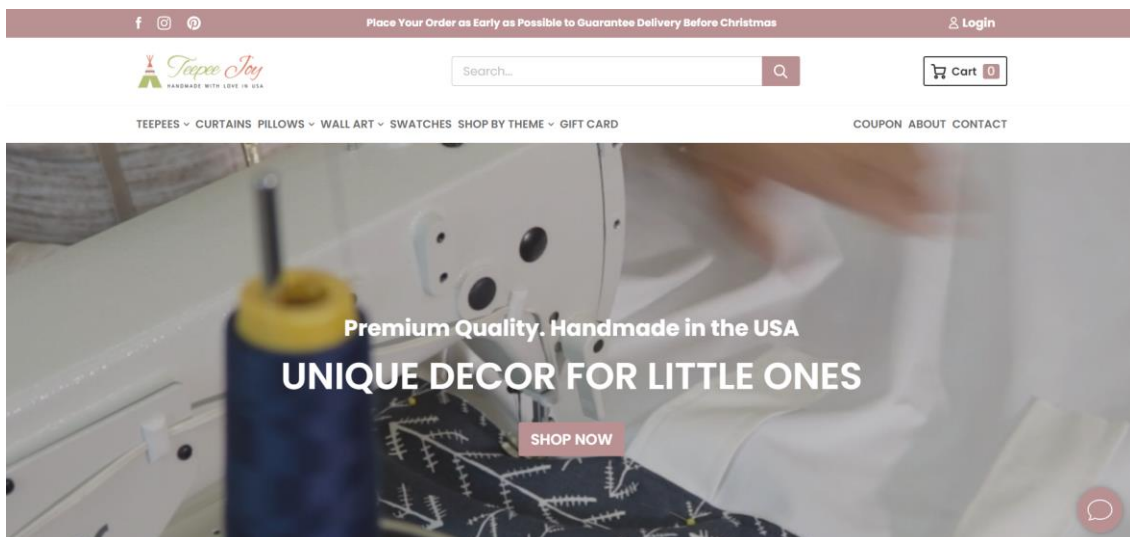
*EcomSolid user **Teepee Joy** utilizes video well to show how their products are made*

"Product visualization
is intrinsic to the buyer's journey
for a multitude of reasons"
- Philipp Krambeer

2. Visual language: A strong and coherent personality of your store created using visuals. Such personality allows it to stand out in this overcrowded market.

Just like how Shopify associates themselves with shades of green and makes them prominent everywhere.

To develop your own visual language for business, you should:

- **Choose a color palette:** Pick the colors that you feel suit your brand the most. Apply the same palette on your website, logo, or any other types of content.
- **Develop typography hierarchy:** Basically, the fonts used on your website. If you have text in your logo, pick a distinct font. Besides that, set rules about what font to use on the website — headlines, sub-headlines, body — and its size, weight, alignment.
- **Define an image style:** The style of the images also helps to strengthen your brand identity. Try to apply similar characteristics — shapes, design, backgrounds — to different images.
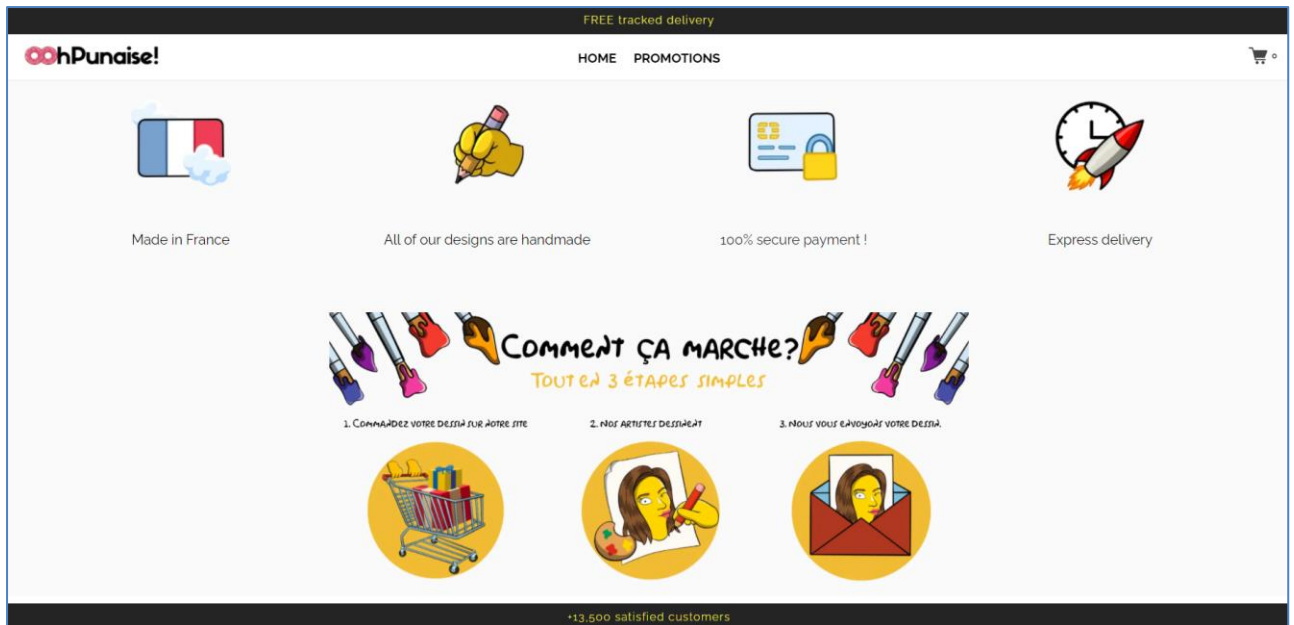
*EcomSolid user **Oohpunaise** employs the same style of illustrations across their website*

Brand colors – an important part of visual language.

Compelling Product Description

The product description tells customers important information such as features, specifications, pricing, shipping details, variants, etc.

A compelling description covers all necessary information in one place, but more than that, it helps generate a sale.

It is the ultimate tool to convince potential customers to make a move. Therefore, it is vital that you get it right.

These are the 3 golden rules to write a product description that sells:

- **Focus on your ideal buyer:** What words do they use? What types of content do they often read? Do they appreciate a bit of humor? What questions would they ask?

  Imagine you were speaking to them directly. Now use that language in your store.

- **Entice with benefits:** Don't sell just a product, sell an experience. Consider the benefit of each of your features. How would your product make customers feel happier, healthier, or more productive? Which problems does it solve?

  Most buyers are not interested in features and specifications. They want to know what's in it for them. So, highlight the benefits of each feature.

Method Home describes one of their hand washes gels.

- **Appeal to your readers' imagination:** <u>Science has proven</u> that holding a product in hands increases people's desire to own it.

  As online sellers, we cannot let customers physically hold the product, but we can help them imagine it. Large, crystal clear pictures or videos will help, but there's also a writing trick to increase desire: let your reader imagine what it would be like to own your product.

To practice this technique, start with the word imagine, and finish your sentence (or paragraph) by explaining how buyers will feel when owning and using your product.

smooth orange juice

This is our most popular recipe. No peel, no bits, just the smoothest and tastiest juice we've ever made, in a smart carafe. We hope it brightens up your breakfast.

✔ it's never concentrated

✔ there are 11 hand-picked oranges in every 900ml carafe

✔ 1 portion of fruit in every 150ml serving

An example of good product description from **_Innocent Drinks_**.

Brand Prestige (Trust Elements)

Brand prestige plays an important role in the customer's shopping behavior.

Powerful brands increase customer's trust and enables you to convert them much more easily.

There are some ways to build brand prestige but for an online store, we recommend two elements that highly help incorporate prestige into your brand:

1. A trust badge: It is a logo or a symbol that you display on your site to confirm that your business is legitimate.

To increase your conversion rate, add trust badges such as:

Safe Checkout Badges: This type of trust badge ensures that your checkout process is safe, your customer's personal information or their credit card code will not be stolen. They are usually placed near your "Add to Cart" or "Buy now" buttons on your checkout page.

Accepted Payment Badges: When you have payment badges from some recognizable brands like Mastercard, Visa, American Express, or PayPal, you make shoppers feel safe to buy from you.
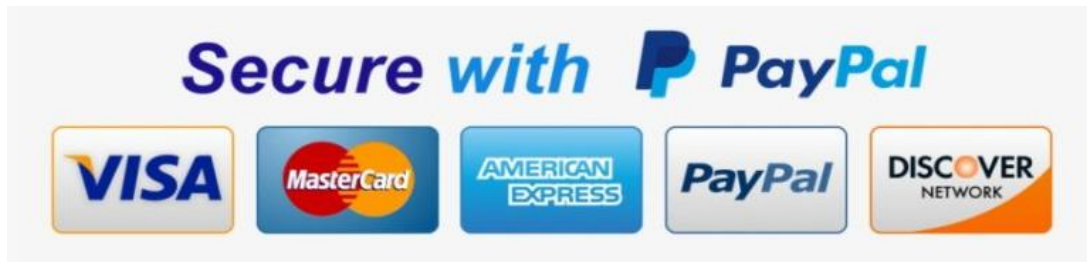
Trust badges from third-party companies: Third-party endorsements help instill trust by showing your visitors that you have credibility. To get this type of trust badge, you can apply to some common programs such as **Better Business Bureau, Google Trusted Store,** or **VeriSign**. They can be free, one-time paid, or subscription.

Money-Back Guarantee Badges: According to **VWO's experiment,** a "30-day money-back guarantee" boosted sales by 32% for online education service. Bring that much value, but this badge is completely free, you can make it yourself or download it online.

2. Customer review: Customer reviews build social proof, pushing customers who are on the fence about buying a product to make a purchase.

You can host the reviews on your own website, or to increase trust even further, here are the popular customer review sites used by online sellers:

- **Trustpilot**
- **TripAdvisor**
- **Yelp**
- **Google My Business**
- **Yahoo! Local Listings**
- **Better Business Bureau**
- **Facebook Ratings and Reviews**
- **Foursquare**
- **Angie's List**

The ideal scenario is customers would come and leave a review all by themselves. But that doesn't happen as much as we'd like. So, you have to ask them, politely. Here are some ways you can try:

Put together an email or a flyer asking for feedback that includes a handful of the sites you'd like to be reviewed on.
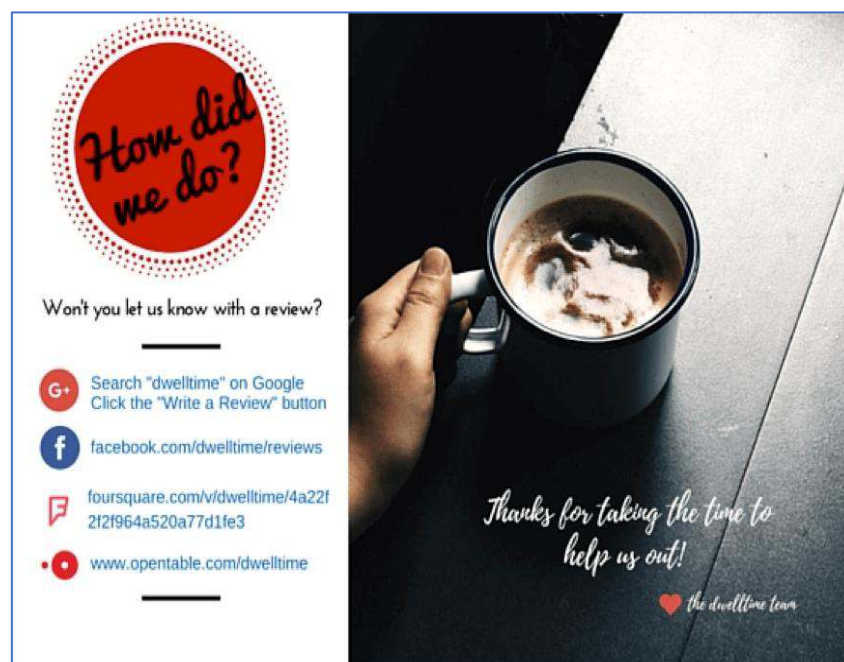
Make sure this email or flyer includes:

The link to your company profile, page, or listing where your reviews show up

Any helpful instructions that ensure the review process will be quick and straightforward

A "thank you!" Don't forget to thank your customers again for helping you out

Thank-you gift: A thank you note, a little care pamphlet, and possibly a small goodie can go a long way. And then slip your flyer asking for reviews in there.
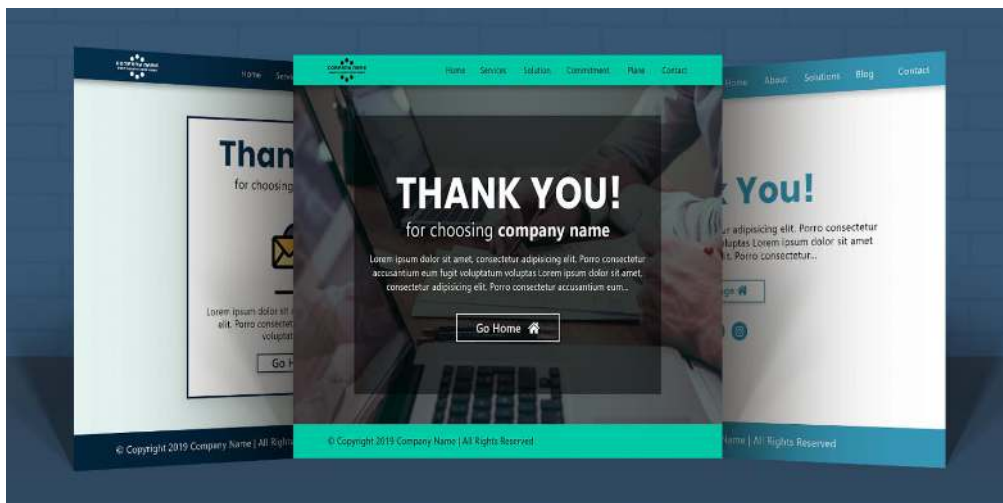
Customer Care Calls: You could opt to call your past customers once to ask them how their experience was and if they can offer any feedback.

This creates a chance for you to further build a relationship with customers, identify any issues, and ask for reviews from your most satisfied customers!

Perfect
Customizable Theme

A customized theme lets you dress in interactive and attractive apparel while everyone else is wearing a uniform.

With all of the above steps, the entire goal is to stand out, to look special enough that customers want to buy from you.

The traditional themes rarely allow you the freedom to achieve this. That's why a fully customized themes are best for building one product stores.

Here are some popular platforms for you to choose from, including:

Elementor: a drag-and-drop page builder plugin for WordPress. It allows you to take advantage of many content elements. You can then rearrange those elements and build custom page layouts that don't require any coding skills. It's free and easy to use. The con is that you would have to move away from Shopify and switch to WordPress, which has less support for online sellers.
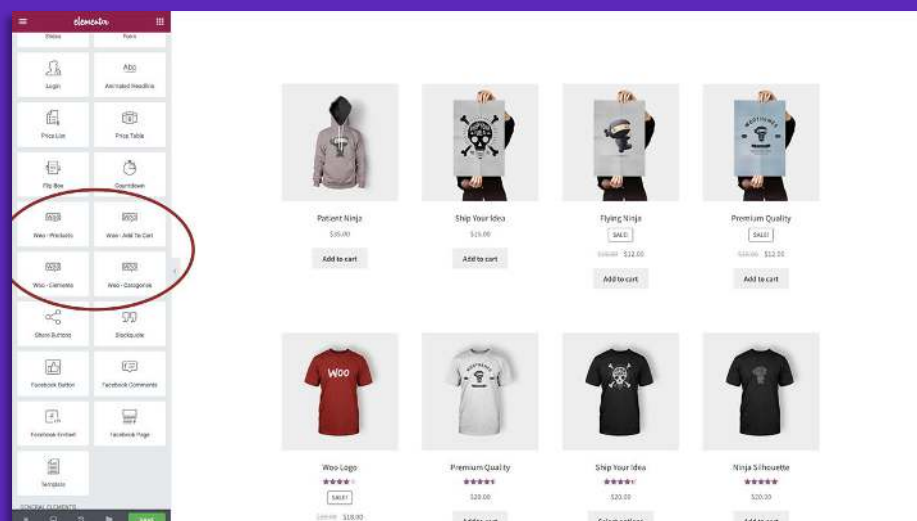
Elementor customizable theme.

Gempages: an intuitive drag-and-drop page editor, with effective elements and a Library to build unique landing pages, home pages, product pages, collection pages, and blog posts. However, you should be an experienced Shopify seller when using Gempages because the platform is integrated with advanced optimization.

Gempages Theme for Shopify.

EcomSolid: The next-gen Shopify Theme. EcomSolid has multiple layout options and plenty of pre-designed templates for different niches. After applying one of the templates, EcomSolid allows you to customize it using an advanced theme builder, sales-booster add-ons, and 3rd-party apps like Oberlo, Product Reviews app, and GemPages.

EcomSolid also has active live chat support making it a great choice for Shopify newcomers.

An example from EcomSolid Theme

Step 2: Start customizing theme: After choosing a theme that defines the basic look and feel of your online store, you can customize the theme to suit your unique brand.

If your theme doesn't include settings for the changes that you want to make and you are comfortable with HTML, CSS, and Liquid, then you can **edit your theme code**. But using the above themes and page builders, you can drag-and-drop sections to your liking.

To learn about how to customize a theme, **see your theme's documentation**.

Avoiding 5 huge mistakes everyone makes when set up Shopify stores

Are you commiting these sins?
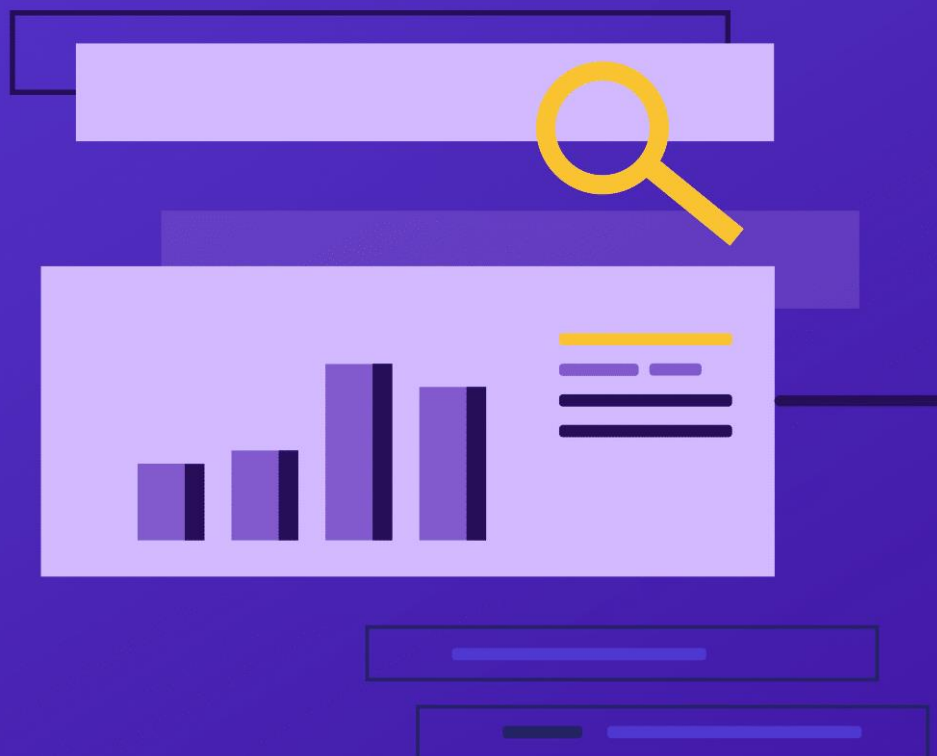
5 mistakes

everyone is making
while setting up Shopify stores

So, you've followed through with the first half of this guidebook. You've found your product, set up your store. You're getting some traffic.

But then you've still got no sales. And your average time on site is abysmal.

Simply put, your store isn't converting.

Don't panic. This is a position many new sellers found themselves in. And it's often caused by some basic mistakes that are fixable.

Here are the 5 most common mistakes we saw from beginners to help you start improving!

1. Not setting up a primary domain

We get it. You're still testing the waters. You don't fully know if you want a domain just yet.

But believe us, a customized primary domain will be the most valuable investment you can make in short term.

Try searching for Myshopify on Google, and you'll see some of the top results are people asking if it is a scam. Myshopify domains carry a bad reputation due to scammers or inexperienced sellers.

If you are serious about your business, your first step should be to distance yourself as far as possible from them. Setting up your own domain therefore is the logical thing to do.

See here to learn how to set up your own domain on Shopify.

2. Over-sized or poorly optimized images

This one is a cliché, but you'll be surprised how often we're still seeing it.

We talked at length about how important visuals are.

But ultimately beautiful visuals are useless if customers don't stick around until they finish loading. Over-sized or poorly optimized images are often the main culprit affecting page loading speed.

▲ Defer offscreen images	━━━━━━━	56.88 s ⌄
▲ Serve images in next-gen formats	━━━━	26.52 s ⌄
▲ Properly size images	━━━━	24.09 s ⌄
▲ Efficiently encode images	━━━━	23.25 s ⌄

Improve image optimization can sometimes save up to a minute of loading time

Make sure to run all your images through optimizers such as **TinyPNG**, and also to make them the correct size you want to display.

3. Ingenuine-looking customer reviews

So, you read everywhere (including from this guide) that customer reviews help build trust and improve conversion rate.

But you don't have that many buyers yet, and you're also unsure how to ask for reviews. You decided to invent some temporary reviews to be placeholders.

The problem is, 9 out of 10 times, they look fake and cause you to lose any little trust potential buyers have for you.
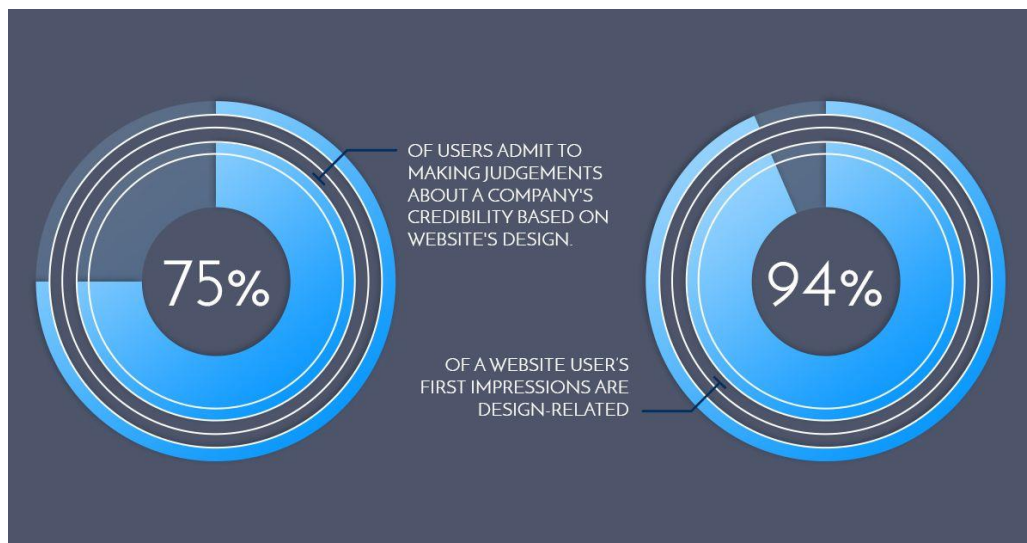
Don't do it!

Reread the part on *Brand Prestige (Trust elements)* in this guide and get to work on earning that trust honestly.

4. Applying a free theme and calling it a day

We cannot stress how important it is to have a good web design for your store.

75% of consumers admitted to judging a company's credibility purely based on their web design.

*Results from the **Stanford Guidelines for Web Credibility***

Meaning if your website is poor-looking, you're losing at least **75%** of your potential sales.

While functional, Shopify's free themes don't allow your store to stand out. They have been used again and again by hundreds of thousands of sellers.

Therefore, by applying a free theme without customization, you're simply robbing yourself of the opportunities you deserve.

Get yourself a more powerful theme, then reread the part on *Interactive Visualization* above, and you'll slowly but surely figure out what to do.

5. Not providing enough information about you

You want people to give you their money, but you're hesitant to let them know anything about who they're buying from.

That doesn't sound good, does it?

More than generating trust, genuine information about you might give you an edge over the big corporations.

> **Shopify's recent survey found that 65% of consumers now support small businesses.**

Time has changed. Being a small business is no longer needs to be hidden away.

Start building a social media presence, putting up an About Us page, and telling customers the true story of who you are and why you do what you do.

Trust us, they will appreciate it.

Hi! I'm Melanie, founder of the Leotard Boutique. We're an online shop that specializes in adorable, affordable leotards, skirts, and tights for your most precious little darlings. We're a woman-owned, small business that is 100% made in the USA.

We offer five essential and versatile leotard styles (short sleeve ruffle leotard, long sleeve ruffle leotard, short sleeve classic leotard, long sleeve classic leotard, and tank/camisole leotard) in 23 vibrant colors that are simple to mix and match. Your daughter will look so sweet in her leotard with a Leotard Boutique dance skirt, and a pair of our tights. That's a very popular look for our customers, but the outfits you can create with a leotard are endless and adorable.

We make our leotards and skirts for kids who twist and turn, jump and roll, move and groove! They are high quality and so very comfortable, made with 100% nylon fabric that stretches just enough (but not too much) and is the perfect thickness. They are colorfast and made to last!

__Leotard Boutique__ has an excellent About Us page on their website

7 must-know statistics to make sales with Shopify in 2021

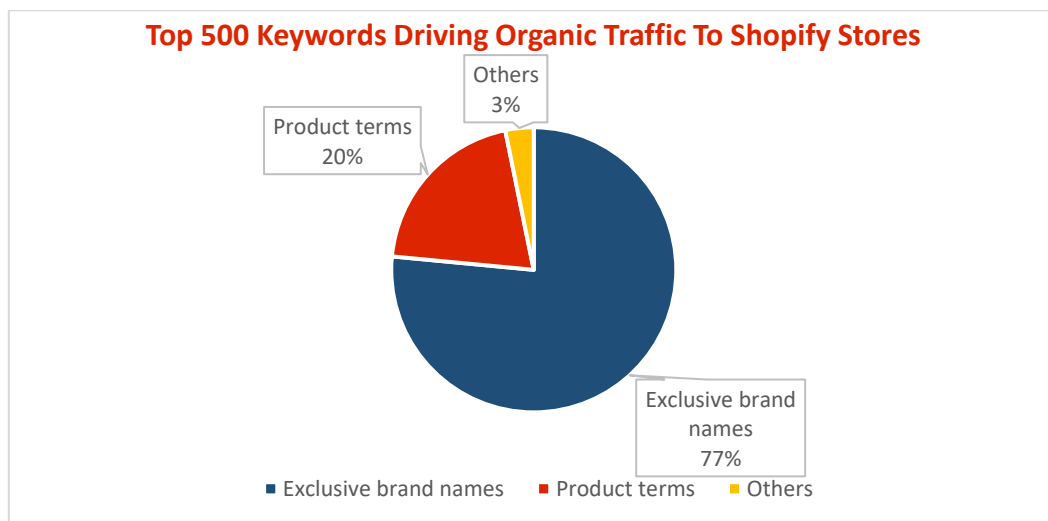From the most reliable sources in the industry.

7 must-know statistics

before optimizing your Shopify store in 2021

E-commerce is changing fast. Customers' demands are higher than ever. Simply optimizing images and CTA won't cut it anymore.

Here are 7 numbers for 2021 to give you a new perspective on your optimization journey.

Why you should care about building a brand

Top 500 Keywords Driving Organic Traffic To Shopify Stores

Others
3%

Product terms
20%

Exclusive brand
names
77%

■ Exclusive brand names   ■ Product terms   ■ Others

Out of the top 500 organic keywords driving traffic to Shopify stores, **77%** are names of branded stores or exclusive products.

- Having a strong brand help small businesses attract new customers and making them come back.

- Building your own brand starting with the content and visuals on your website brings a positive experience to customers, creates loyalty, and allows your business to grow.

(Data from Ahrefs as of 11 Nov 2020, measuring all stores using *.myshopify.com domains)

Are you meeting customers where they are?

Traffic to Shopify stores by country

Countries	% of All Traffic	Increase Month-over-Month
United States	38.80%	+9.59%
United Kingdom	7.31%	+15.90%
Canada	6.54%	+19.83%
Australia	5.05%	+12.77%
France	3.58%	+29.44%

- France and Canada quickly emerged in 2020 as huge opportunities for online businesses.

- You could be missing on customers if you're only targeting the United States and English-speaking customers.

Sources of Search Traffic to Shopify stores

- Organic searches are bringing the majority of traffic to Shopify stores.

- If you are truly serious with your online business, optimizing your website's on-page content for SEO is a must and would only benefit you in the long term.

(Data from SimilarWeb as of Nov 2020, measuring all stores using *.myshopify.com domains)

How good is good?

Average Engagements Statistics for Shopify stores:

- Avg. Visit Duration **00:12:36**
- Bounce Rate **36.83%**

- The longer a potential customer spends on your website, the more chances for them to convert.

- If your website's statistics are below average, time to be much more serious with optimization, focusing on page load time and content relevancy. Be relentless!

(Data from SimilarWeb as of Nov 2020, measuring all stores using *.myshopify.com domains)

If you're unsure how, take a look at EcomSolid's free theme. We have optimized it for lightning-fast page load time, helping you reduce your bounce rate.

- **+60%** more Shopify merchants have started offering ***buy now, pay later*** since the start of the pandemic in 2020.

- Are you behind the curve? Consider adding this payment option to your website. Don't make it difficult for customers to purchase from you.

(Data from Shopify's Future of E-commerce 2021 report)

Why it's crucial to show your true self front and center

- If you are an independent business owner, don't hesitate to tell customers about your independence, your differences, and the benefits of buying from you.

- Start with adding an *About Us page* and a *Benefits section* or even a *live chat app* to the website.

  - From March 16 to July 1, Sales attributed to chat increased by **185%**

- Fostering a human connection with your customers is becoming more and more important, especially with the pandemic going on.

The Facebook Messenger Live Chat addon and the Benefits Section are available for all users of EcomSolid Theme. Try applying them now and see how they may boost your conversion rate.

(Data from Shopify's Future of E-commerce 2021 report)

Thank you for reading. We wish you success in your journey with Shopify.

Looking for even more tips and directions to sell on Shopify?

We are available at:

EcomSolid Success Group   **Expert Knowledge Blog**   **EcomSolid Shopify Theme**

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He has spent the last 3 years researching the ecommerce industry and helping merchants launching their online businesses. He is obsessed with data and lets it drives how he does ecommerce and content creation.