

# 46 ECOMMERCE CONVERSION RATE OPTIMIZATION HACKS

**1** **IMPROVE YOUR PAGE SPEED**  
A faster page load time leads to higher conversion rates.

**2** **MAKE YOUR LINKS CLEAR**  
Clearer call-to-action buttons increase the likelihood of clicks.

**3** **KEEP YOUR MESSAGE SIMPLE**  
The Amazon.com conversion rate increased by 20% by simplifying the checkout process.

**4** **MAKE YOUR MESSAGEING MORE VISIBLY**  
The Amazon.com conversion rate increased by 7.74% by making the checkout process more visible.

**5** **USE A LANDING PAGE DESIGN**  
E-commerce websites that use a landing page design see a 20% increase in conversion rates.

**6** **USE AN ANCHOR**  
An anchor is a text link that is placed at the top of a page to help users find their way around the site.

**7** **90% FREE SHIPPING**  
Offering free shipping on orders over \$50 increases conversion rates by 20%.

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