

Bloomtools Shopping Cart Checklist

How to attract more leads,
convert more sales and
generate greater repeat
business with your online
shopping cart



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A helpful checklist for today's businesses

Ecommerce is big, and the businesses that know the formula for ecommerce are finding a lot of success with it. But for your **shopping cart** to succeed online, you need to know the steps to take to ensure that your online shop is going to work.

In this handbook, we'll provide you with a checklist of activities you can use to maximise the power of your Shopping Cart. The sections are based on the notion of the Bloomtools 5Ps:

- ☐ **Purpose** - What you want to achieve with your Shopping Cart.
- ☐ **Promotion** - How you get noticed.
- ☐ **Persuasion** - Why a customer should do business with you and helping them to take the next step.
- ☐ **Productivity** - Streamline your sales and customer processes, increase sales and conversions, and save yourself time.
- ☐ **Persistence** - How you can stay top-of-mind and keep customers returning.



You should also use this checklist as an initial evaluation of your online presence. Don't worry if you aren't utilising most of the techniques we'll cover - this simply means that when you **do** start using them, you're going to see some massive results. If you ever have difficulty with any of these techniques, don't forget that your nearest Bloomtools consultant is available to give you a helping hand.

Purpose

Purpose is what you hope to achieve from your online presence.

Target Market

- ☐ Who are they? (Do this exercise by product group or type.)
- ☐ What do they want or need? What are their motivations to buy?
- ☐ What are their fears or concerns?
- ☐ Where do you find them in their greatest concentrations?

- ☐ What other businesses do they deal with?

Objectives

- ☐ To sell products online.
- ☐ To build a database.
- ☐ To generate repeat sales.
- ☐ To facilitate referrals.

Promotion

Promotion is how you let people know about your shopping cart and encourage them to visit.

- ☐ **Use your keywords to do Search Engine Optimisation (SEO)**
Keywords are the words people may type into search engines (eg. Google) to find your products or services on the Internet. Put these keywords in key locations within your website and shopping cart (page names, titles, headings, links etc) as well as in your backlinks. This tells Google that these are the words they should rank you high for, getting you to appear higher in the search results for those words, eg. Page 1 of Google. If you are in a highly competitive industry, you should consider investing in **professional SEO services**.
- ☐ **Pay Per Click**
Pay Per Click advertising on Google is great for when you are waiting for your SEO to start getting results.
- ☐ **Use your Social Media Accounts to promote your shopping cart.**
Trial paid ads on social media. Feed content into them automatically from your website. Insert teasers with links back to your website.
- ☐ **Use third party business listings and online directories.**
Make sure you add your website address to the profile, as well as a short, keyword rich description of what you do. Some of these directories require a fee so make sure you include that into your marketing budget.
- ☐ **Make use of multimedia.**
The Internet has fueled a boom in using multimedia to promote business. If you have some great images, articles or videos that could help promote your shopping cart, make sure you upload them to the Internet. Sites like YouTube and Flickr are great.
- ☐ **Alliances**
Develop relationships with other business and companies that your target market frequent and turn them into alliances. Have them contact their database announcing your specials offers and products.
- ☐ **Affiliate Marketing**
Get involved with affiliate marketing by sourcing good affiliates and providing them with content they can use to bring more visitors to your shopping cart.
- ☐ **eBay and Gumtree**
Get more exposure for your shopping cart by selling teaser products on other ecommerce sites like Ebay and Gumtree then market you other products to build a targeted database.

- ☐ **Your Own Database**
(We'll cover this later)
- ☐ **QR Codes in Print Media**
Your shopping cart can create QR codes that can be added to all your print and physical materials. Those who have a QR code reader on their phone can scan the code and go directly to the link embedded in the code. This means you could send people straight to the relevant category on your website, making it easier for them to find what they want.

Persuasion

Persuasion is all about getting people to take action.

- ☐ **Overcome fears**
Are you addressing your target market's potential fears or challenges towards buying from your store? You can do this easily with:
 - ☐ Guarantees
 - ☐ Warranties
 - ☐ Testimonials from happy clients
 - ☐ Return policies
 - ☐ Pictures of the physical business
 - ☐ Pictures of the team (not stock images)
 - ☐ Reviews from past buyers
 - ☐ Your Privacy Policy to reassure your shoppers that their personal information will not be divulged to third parties.
 - ☐ Payment Options
 - ☐ Security Images like the Verisign Secured logo.
 - ☐ FAQs that address popular questions like freight and payment options.
 - ☐ Case Studies from past clients, before and after photos, and demonstrations of the product in use.
 - ☐ Price Guarantee
 - ☐ Delivery time lines.
- ☐ **Facilitate Action**
To get the best results, your shopping cart needs to be easy to use. Does yours:
 - ☐ Allow your visitors to find what they want in 3 clicks?
 - ☐ Have good images of product categories on the home page?
 - ☐ Have a search bar that allows people to search for particular terms?
 - ☐ Have a shopping cart option that allows them to view the products they've shortlisted for purchase?

- ☐ Have breadcrumbs that allows people to see exactly where they are in your website? (This is available on some of our Shopping Cart layouts.)
- ☐ Have Quick links to the categories, shopping cart, checkout and FAQs in the website design?
- ☐ Have products listed by category and brand?
- ☐ Have time based offers that will encourage people to act now rather than later?
- ☐ Feature products on the home page or in the design?
- ☐ Have all the key elements in the design strategically placed to facilitate the next step?
- ☐ Have drawcards and main selling points displayed above "the fold" in the design? (ie. Do you need to scroll down to see the important information?)

- ☐ **Nurture**
For those that don't take action immediately, capture their details so that you can nurture the relationship to ensure a future purchase.
 - ☐ Capture their first name and email address by getting them to fill out an online form. This form might be to get a discount on their first purchase, VIP club membership, a competition, or a free report like "11 Tips to Look Younger."
 - ☐ Combat Shopping Cart Abandonment by sending a series of trigger emails to the shopping cart owner when the cart gets abandoned. In these emails offer assistance for completing the order, a discount on the entire purchase if they complete the order before a certain date, or even offer a special gift.
 - ☐ Offer trials, particularly if your product for sale is an online service.
 - ☐ Offer a money back guarantee to nurture the relationship.
 - ☐ If possible, have a phone number or online chat clearly displayed in the design.

Productivity

Productivity is about utilising technology to save you time, streamline your processes, improve your results and help your shopping cart become a finely tuned machine.

- ☐ **Convert**
Turn your visitors into customers by doing the following:
 - ☐ Use good, professional looking images of your products. Try watermarking these images with your logo for extra branding and protection.
 - ☐ Give as much information about the product as possible to make it easy for your shoppers to make a decision to buy the product. This includes sizing options (with measurements), material, wear and tear, available colours, pictures of the product on a model or in use, pictures of key details (seams, different angles, inside the product).
 - ☐ Offer multiple freight options.

- ☐ Include product reviews in the product description.
- ☐ Keep your visitors on the product page by providing all the information they need on the one page. If they do need to click away, for instance, to visit the Terms and Conditions page, ensure that this page opens in a new tab or window, not the same page.
- ☐ Cross selling. Have similar or related items displayed on the page to encourage them to spend more with you.
- ☐ Include links like “Keep Shopping” after they’ve added a new product to their cart.
- ☐ Include a “Save Cart” feature to allow people to come back to the cart later. Often people use their cart as a “wish list” so it is worth allowing them to do this so they keep coming back to your shopping cart rather than somebody elses.
- ☐ If you have specific buyers with their own pricing, set up a login area for them to purchase your goods at their own special rate.
- ☐ If you are selling outside of Australia, give the buyer an estimated calculation of what the good will cost in their currency, and set up shipping rates to accomodate shipping costs for overseas.
- ☐ Give them your phone number in case they’d rather make the purchase over the phone as many people still like to do.

☐ **Additional Online Experiences**

Give your visitors an even better online shopping experience by including:

- ☐ Volume discounts
- ☐ Gift Vouchers for purchase
- ☐ Gift Wrapping options
- ☐ Gift Card Messages
- ☐ Discount codes (to your alliances, charities, repeat buyers, referral campaigns)

☐ **Deliver**

- ☐ Create a client invoice that looks professional.
- ☐ Use automated trigger emails to keep the buyer up-to-date with how their purchase and delivery is progressing.
- ☐ Trigger a customer satisfaction survey to go out 1 week after the product or service has been delivered. Keep the survey short and succinct, and let your customer know how long it will take them to complete it.
- ☐ Keep your stock levels up to date so you can easily address any urgent orders. This also prevents you from advertising stock that you do not have available.
- ☐ Provide an incentive for a client to give you a referral.
- ☐ Facilitate the next purchase by including your branded stickers on the

product or with the product, a gift card for their next purchase or to give to someone else, free samples of other products they may be interested in, and an incentive if they purchase from you again in the next # days. Also ensure that your product is packaged professionally.

☐ **Streamlining**

- ☐ Integrate your shopping cart with your Customer Relationship Manager (CRM) and **Database Marketing systems** to increase your conversion rate and encourage repeat business, raving fans, and referrals.
- ☐ Send orders directly to suppliers as part of the purchase process to increase the speed and efficiency of delivery.
- ☐ Print delivery dockets.
- ☐ Export orders for managing your own offline process to create further efficiencies.

Persistence

☐ **Create Loyalty/Raving Fans**

- ☐ As mentioned above, exceed the customer’s expectation with the delivery of the product.
- ☐ Deliver the product within a short time frame.
- ☐ Send a follow up email thanking them for their purchase with a free gift like an ebook of helpful advice.
- ☐ CNE - Use critical non-essentials like birthday messages and free samples to show you care.
- ☐ Send them videos which contain valuable information that will be of interest to them.

☐ **Generate more business**

- ☐ Referrals - Get more referred clients by offering competitions to your existing clients to refer their friends, educate your clients on the benefits of becoming an affiliate, and give them permission to forward your promotions and offers to others.
- ☐ Use your CRM to keep track of your individual customers and schedule regular online and offline communication with them.
- ☐ Send regular promotions to your database via email and SMS on a monthly, fortnightly or even seasonally schedule to encourage them to buy again.
- ☐ For perishable or limited use goods, send timed reminders to previous buyers to purchase more items.
- ☐ Ensure your database is aware of the full range of products you have available by having feature products that you promote on a rotating basis.
- ☐ Create package deals with offers and time based incentives to act.

- ☐ Don't use coupon codes unnecessarily. During the checkout process, if people see a coupon code field, they may go searching through the Internet for a coupon code they can use. When they don't find one, they may give up on the purchase. So, name the field "Do you have a promotion/coupon code?"
- ☐ Don't hide freight costs. Make it clear upfront what the postage will be on an item, as a surprise cost at the end will turn people off buying. Real time freight estimates by TNT, UPS and Australia Post are often a very good idea.
- ☐ Shop online yourself and make a list of the things you like, and don't like, about other shopping carts. For a good study, go through this entire checklist and see what other businesses are doing for each of the points we've addressed.
- ☐ Make use of trend or niche behaviour. There is a trend happening where websites are dedicated to one product range, rather than many. This allows you to target your SEO more effectively because you will be using very specific, niche terms which have a lower competition rather than general terms which have a lot of competition.

Supplement this checklist by watching the recording of our webinar "Take the mystery out of owning an online shopping cart", available from:

www.bloomtools.com/articles/take-the-mystery-out-of-owning-an-online-shopping-cart.html

Who is Bloomtools?

Bloomtools is a leading Australian developer of quality, results-focused websites and Internet marketing tools for small to medium businesses.

Our mission is to revolutionise the web presence of Australian small to medium businesses by producing Third Generation Websites, Internet marketing and business tools that are easy-to-use and generate measurable results.

When you choose Bloomtools as your online solutions provider, you benefit from our SaaS model which provides you with continual upgrades, our first class customer service and technical support, and software security that is second to none.

All our products are built by our team of award-winning programmers and graphic designers. Because of this, we are able to produce world class products at a very affordable rate that work well together saving you time, training, resources and costs. This combined with a simple-to-use interface, with one database and one login, makes it easy for you to update and manage any of our products you choose to use.

We are so certain that our products and services get results for our customers, that we have a Results Guarantee. Please ask your local Bloomtools consultant for more information regarding the Bloomtools Results Guarantee.

