Get Your Website Ready for the Holidays

Best Practices for Website Merchandising

December 6, 2022

Agenda

1. Importance of having an easily shoppable website
2. Include best sellers on your home page
3. Using CTA buttons
4. Include local products that are available
5. Include various price points
6. Custom Add-Ons
7. Q+A

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shopify plus

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Importance of having an easily shoppable website

IMPORTANCE OF A SHOPPABLE WEBSITE - THE STATS

88%

Of shoppers will not return to a website after a poor first experience

35%

Revenue increase gained by sites with good user experience

2.6

The number of seconds you have to grab the users attention on site

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IMPORTANCE OF A SHOPPABLE WEBSITE - 3 KEY METRICS

Conversion Rate

Average Order Value

Retention Rate

IMPORTANCE OF A SHOPPABLE WEBSITE

Brick & mortar principles apply online

- Window Display = Website Homepage
- Store Layout = Website Layout
- In Store Signage = Site Navigation (Menus)
- Checkout Line Merchandising = Online In Cart Up-Sells

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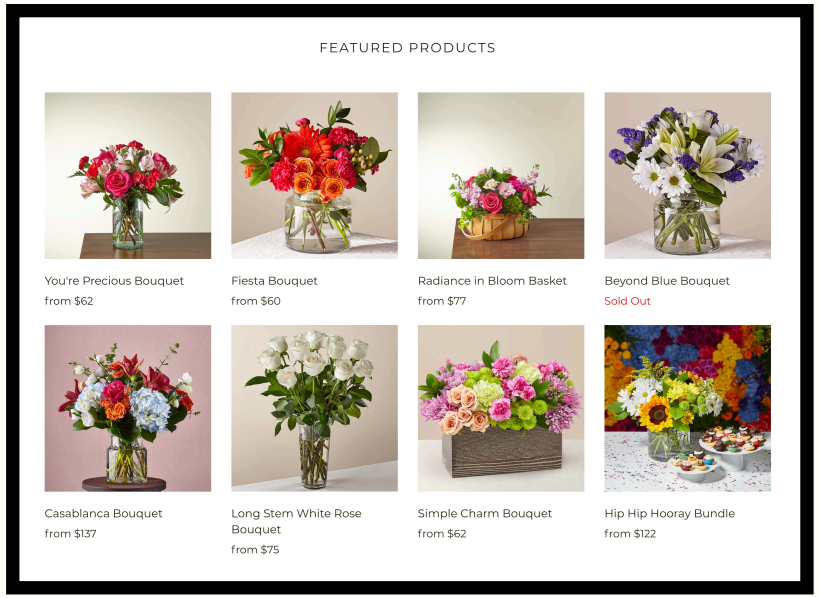
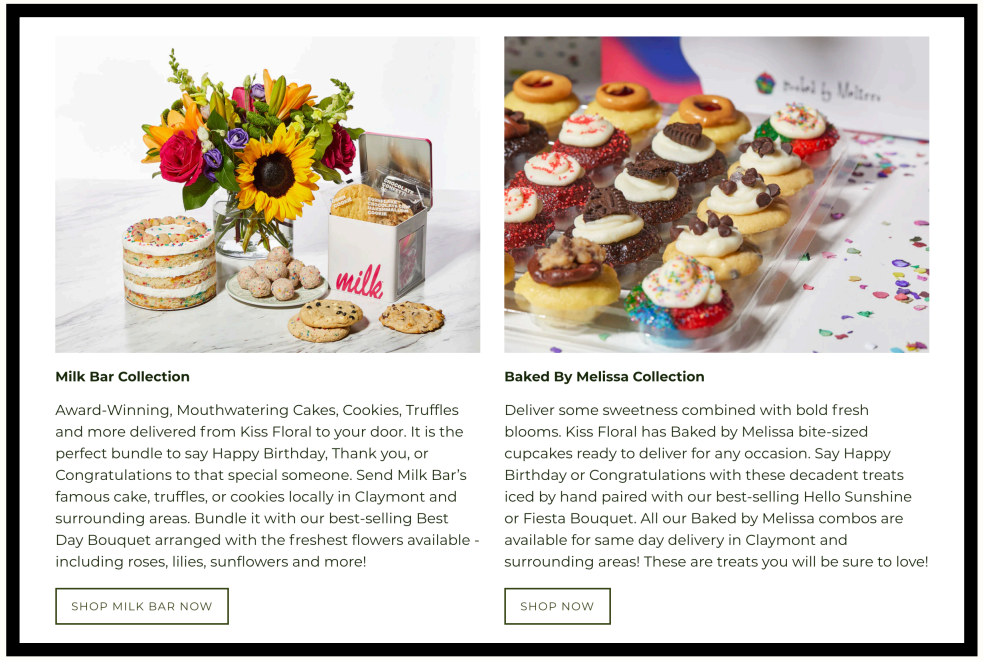
Include best sellers on your homepage

INCLUDE YOUR BEST SELLERS ON THE HOMEPAGE

Maximizing conversion from your ‘Featured Products’ by;

- Regularly review your top-selling products report in the analytics section
- Update based on the season / holiday selling period
- Include special deals you have on offer

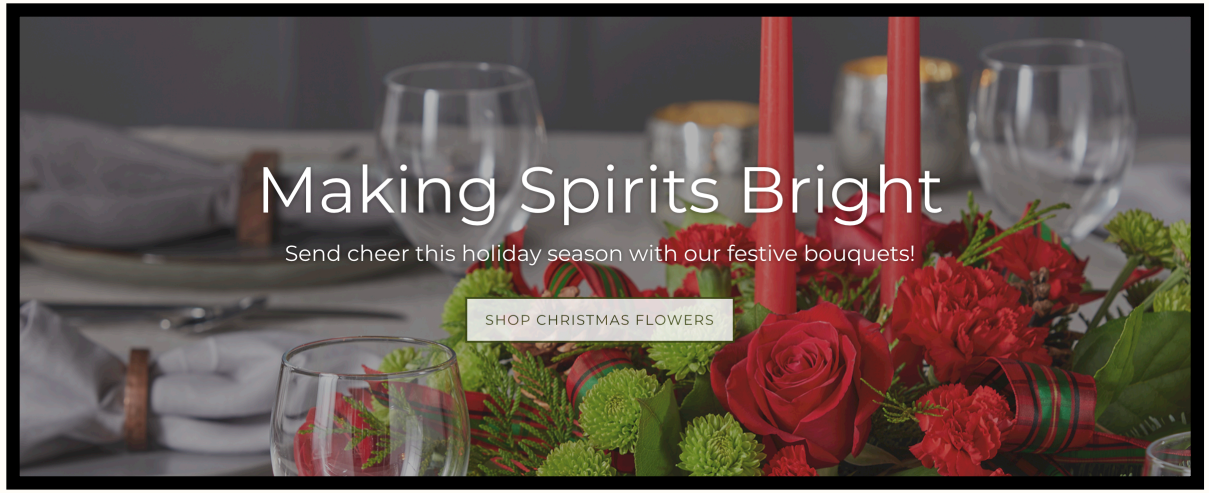


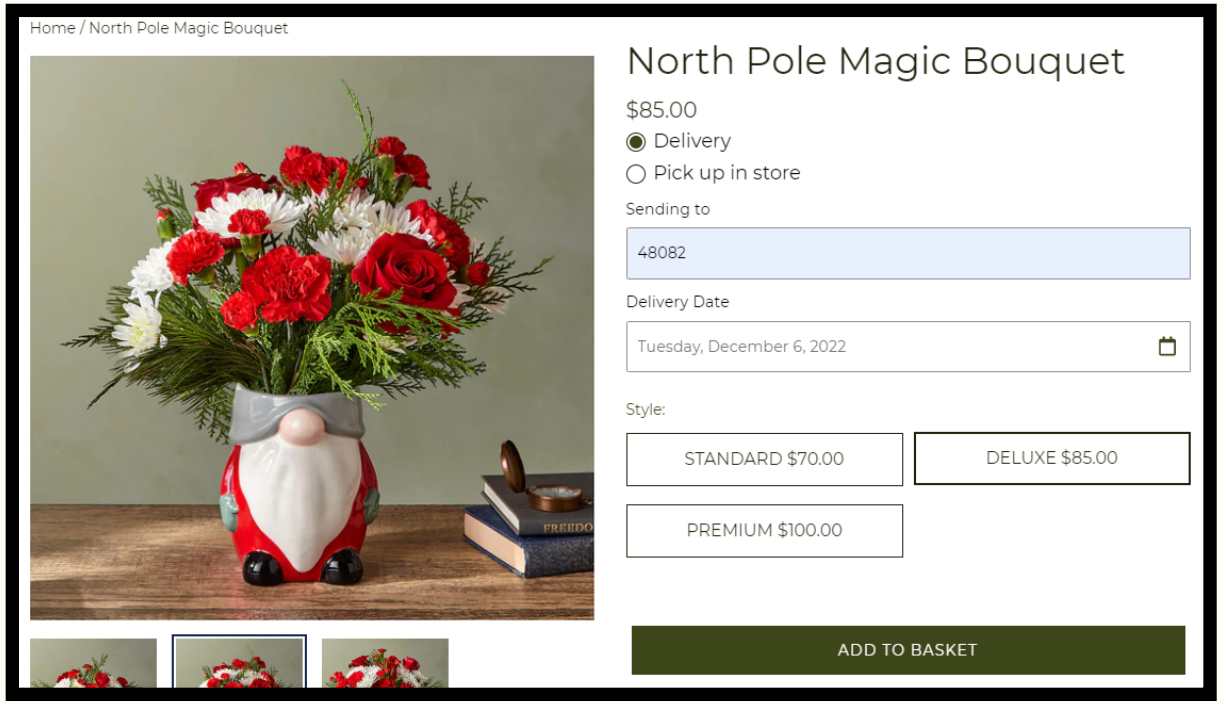


Using CTA Buttons

CTA Best Practices

- Make the next step in the journey obvious
- Use ‘Action’ related words / psychological cues
- Bold colors that contrast the background
- Get creative with your CTA’s and test different options





Include local products that are available

INCLUDE LOCAL PRODUCTS THAT ARE AVAILABLE

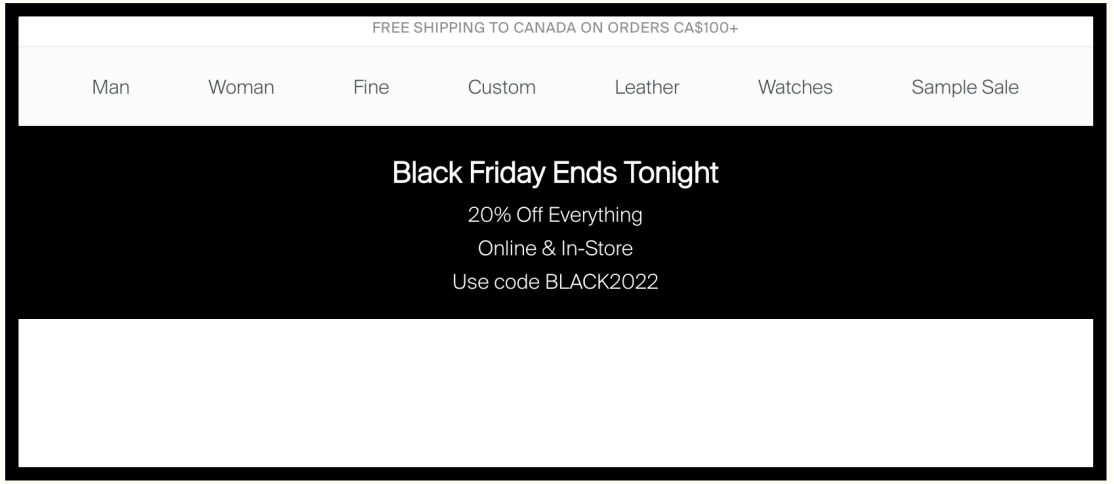
- Photograph and upload new local products and offers on site as soon as they're available
- Customers want access to the same experience online that they get in store
- Having products available for local delivery enhances the overall customer experience and leads to increased conversion and retention

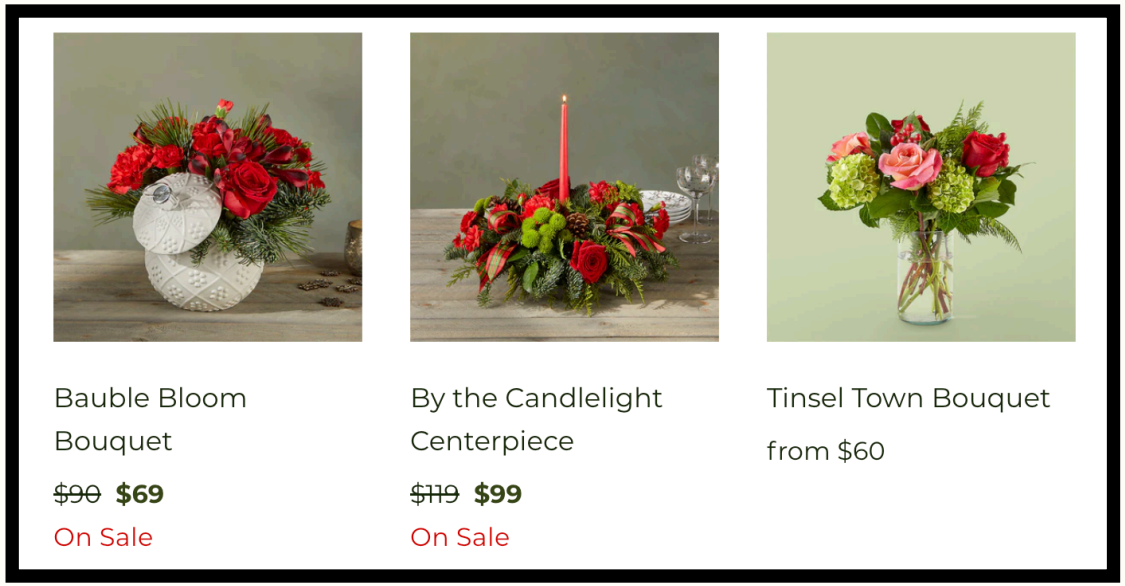
Include Various Price Points

INCLUDE VARIOUS PRICE POINTS

Best Practices

- Ensure both high price and low price items are visible in prominent areas
- Highlight available discount codes clearly on home page
- Use ‘Strike-Through’ pricing

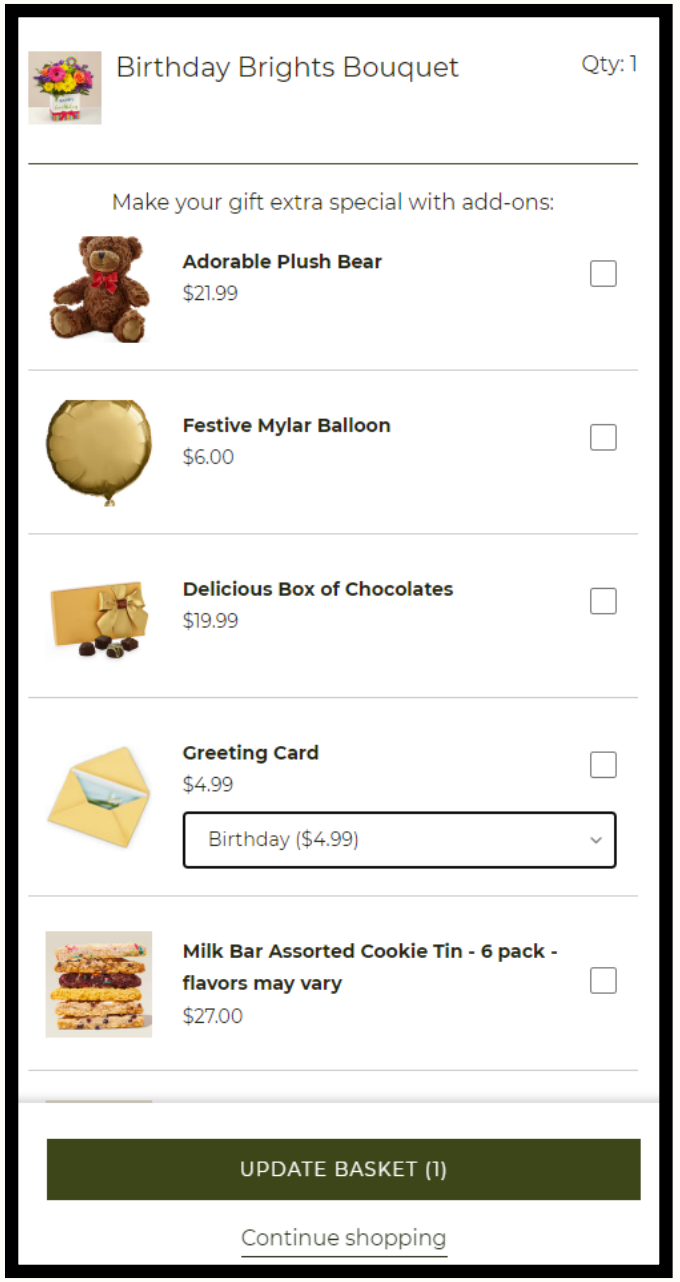




Custom Add-Ons

CUSTOM ADD ONS

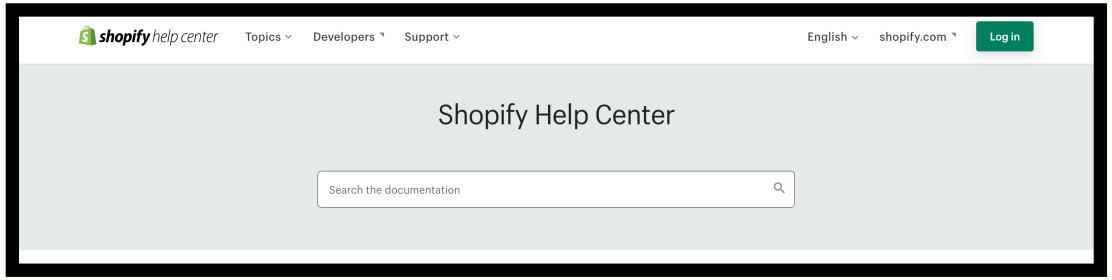
- Custom add-ons / up-selling can increase revenue up to 43%
- Boost customer retention by showing products they didn’t know they needed
- Create your own add-ons to supplement options
- Dictate what add-ons appear based on the items selected in cart. ‘Frequently bought together’

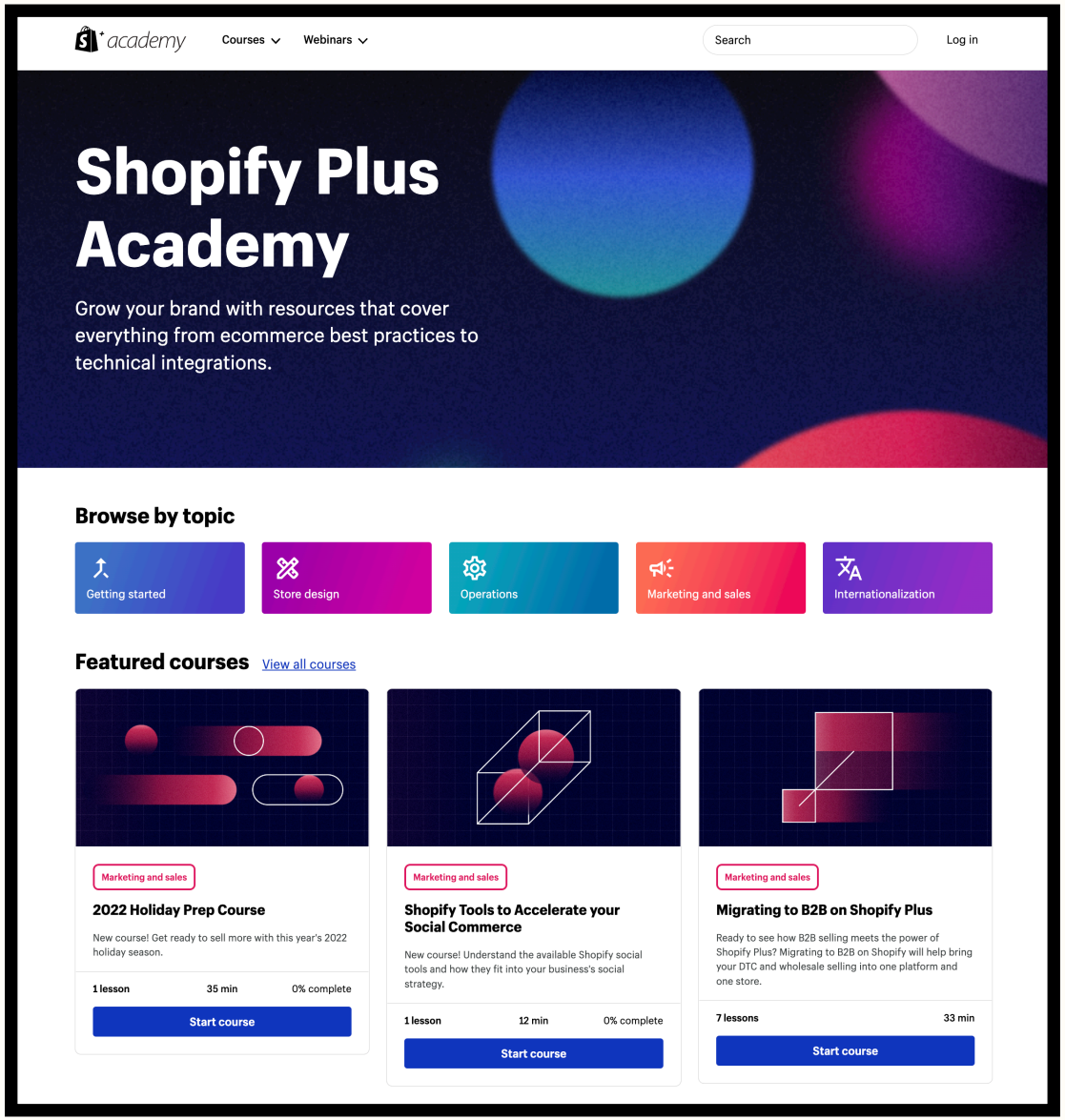


Questions?

Key Resources

- Shopify Plus Academy
  - https://plusacademy.shopify.com/
- Shopify Help Center
  - https://help.shopify.com/en





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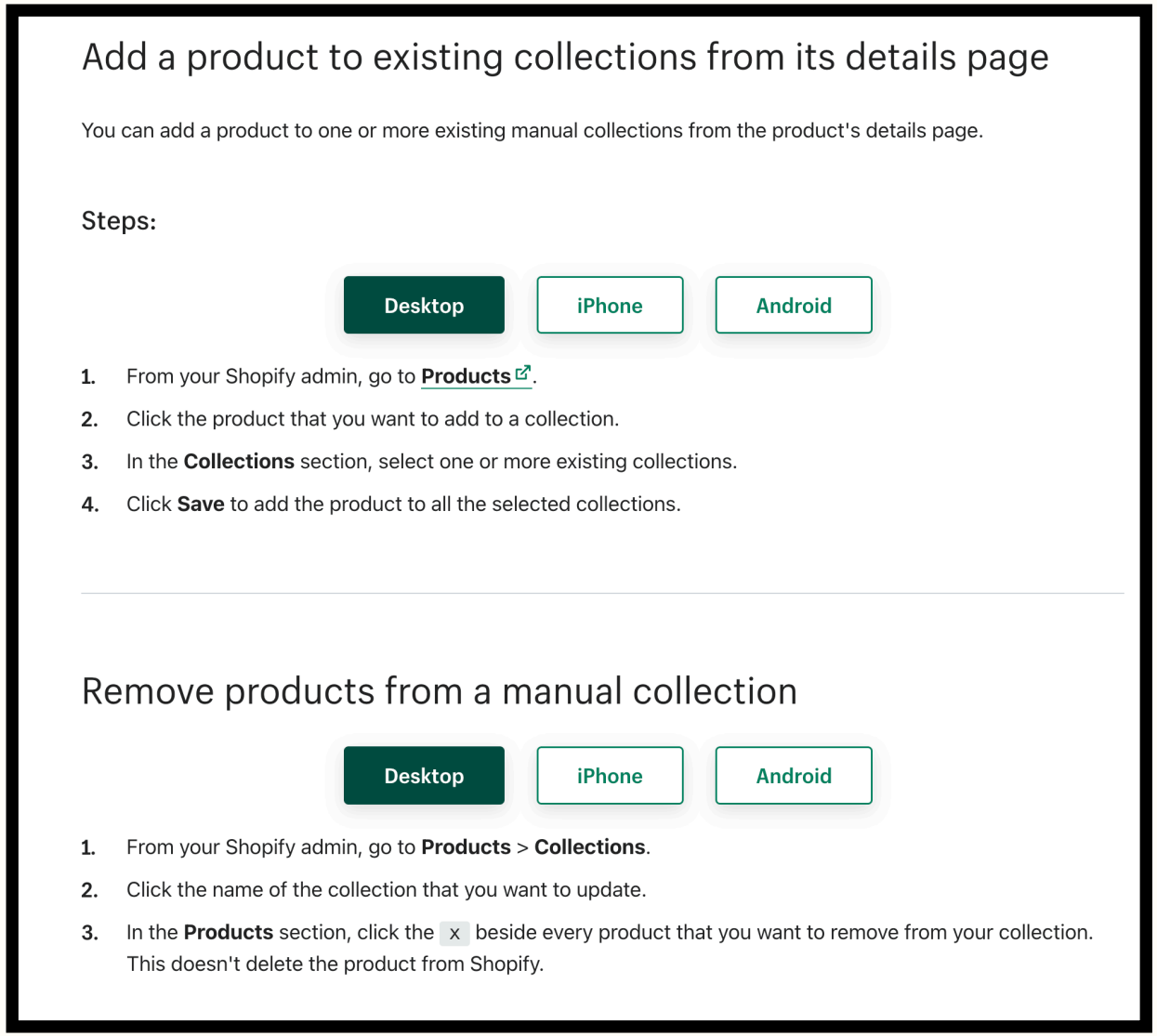
Appendix

How to update ‘Featured Products’ collection on the Home Page:

- See the step by step instruction to the right
- For further info on Collection and a video tutorial, visit the link below:
- https://help.shopify.com/en/manual/products/collections/manual-shopify-collection#create-a-manual-collection



Add a product to existing collections from its details page

You can add a product to one or more existing manual collections from the product's details page.

Steps:

Desktop | iPhone | Android

1. From your Shopify admin, go to **Products**.
2. Click the product that you want to add to a collection.
3. In the **Collections** section, select one or more existing collections.
4. Click **Save** to add the product to all the selected collections.

Remove products from a manual collection

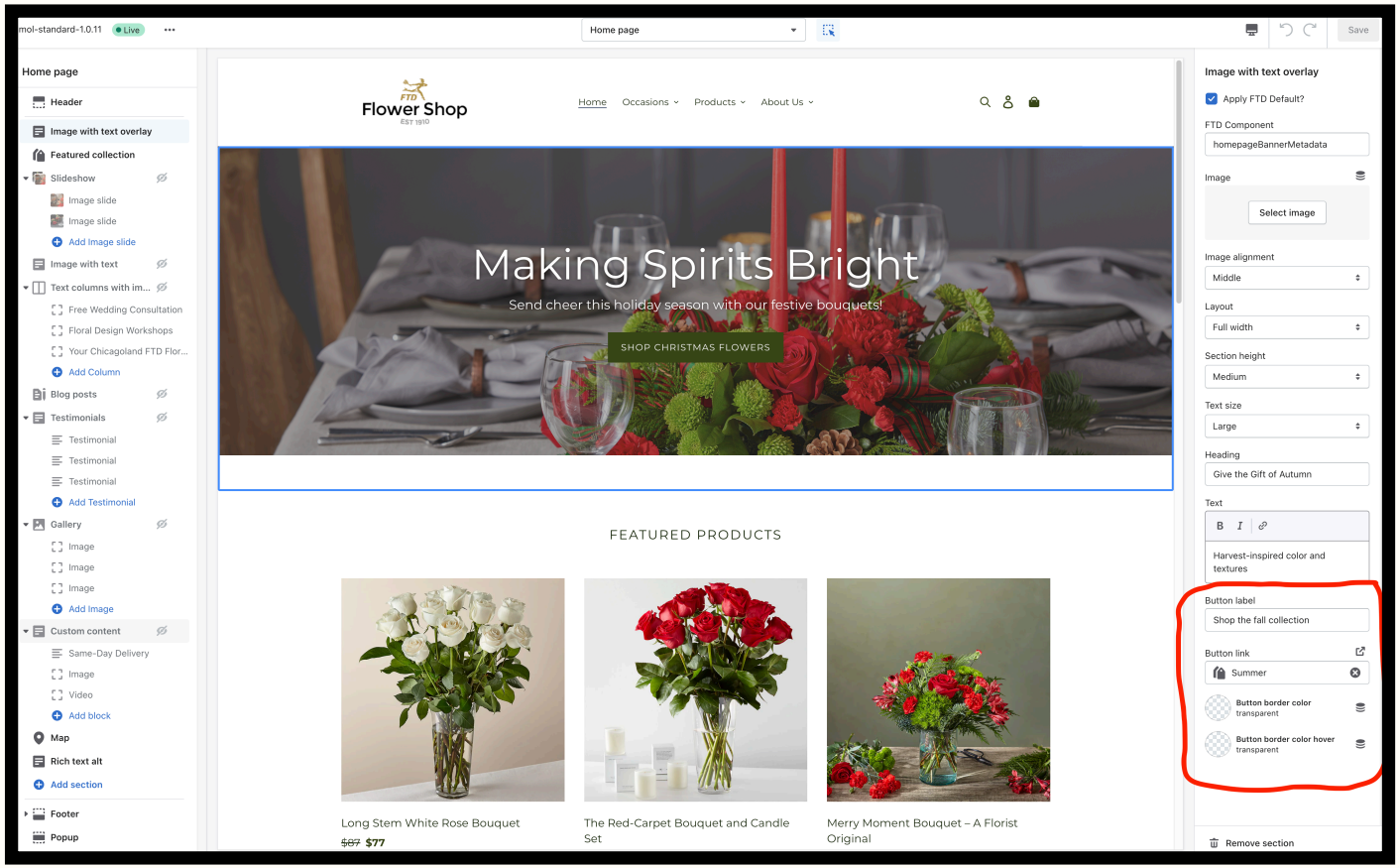
Desktop | iPhone | Android

1. From your Shopify admin, go to **Products** > **Collections**.
2. Click the name of the collection that you want to update.
3. In the **Products** section, click the `x` beside every product that you want to remove from your collection. This doesn't delete the product from Shopify.

How to edit CTA buttons

1. Go to Admin > Sales Channels
2. Click Online Store > Themes
3. Current Theme > Customize
4. Select the page you'd like to edit from the drop-down menu at the top middle of the screen
5. Click on the section of the page which houses the button you'd like to edit
6. On the right hand side menu you will see options to edit the button color, text, border and what it links to

(See screen shot to the right which shows an example of where to find this)

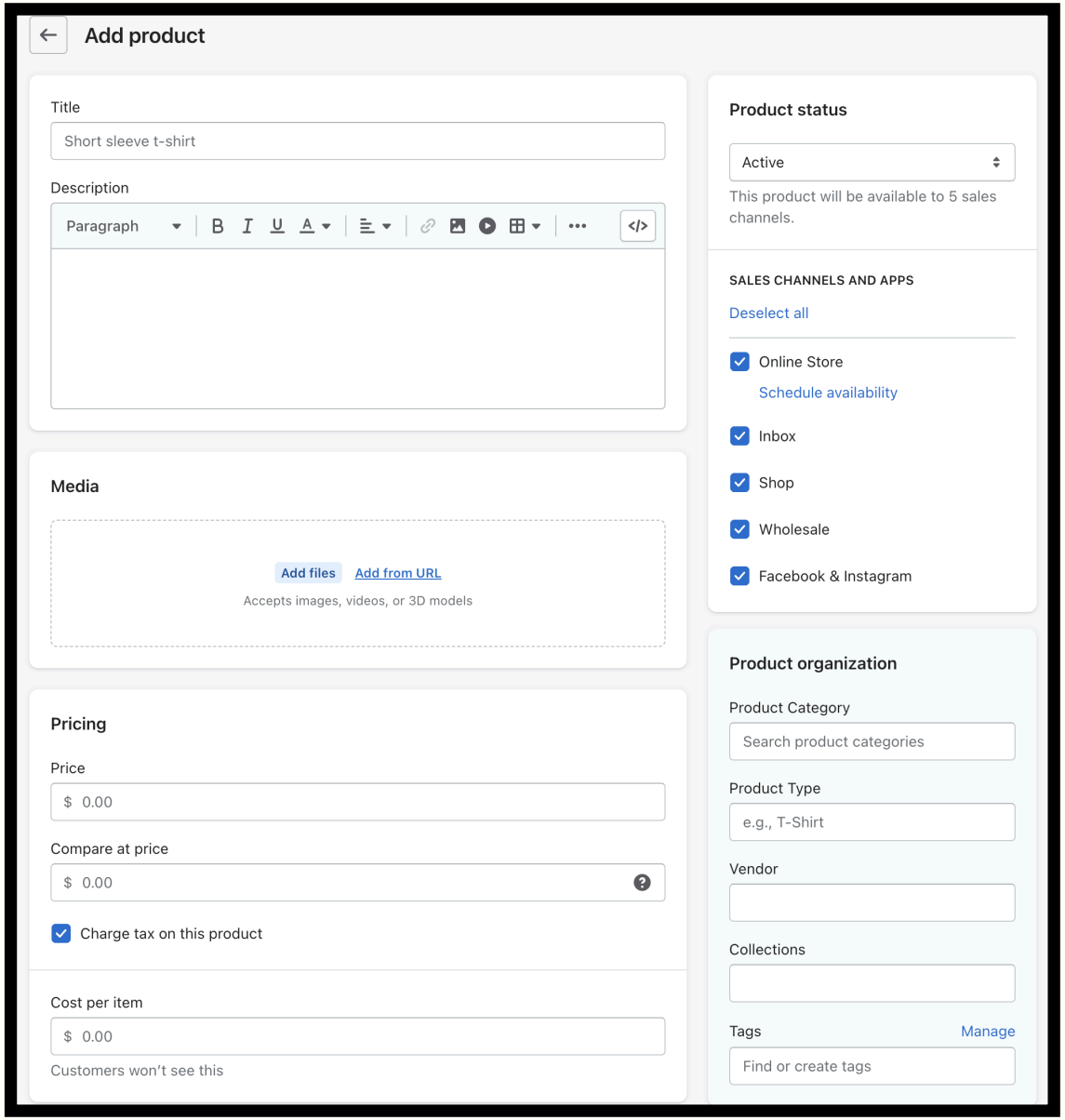


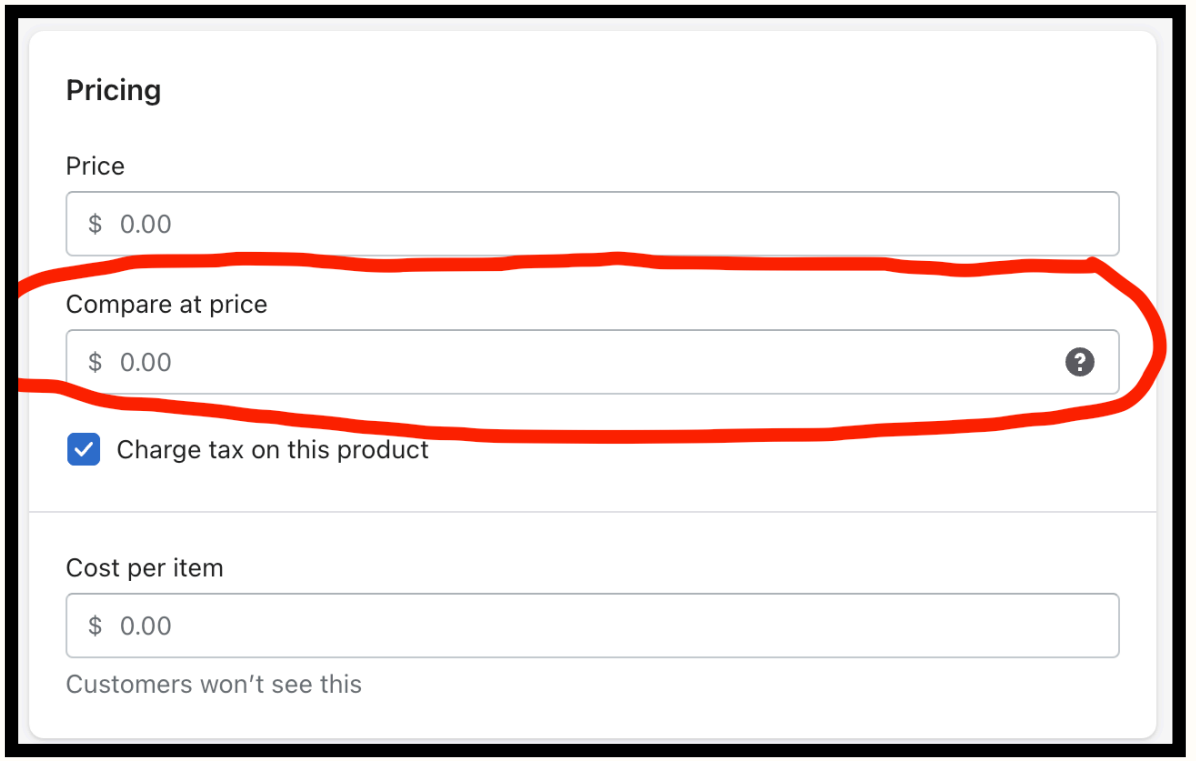
See this link for more info on using the theme editor:
https://help.shopify.com/en/manual/online-store/themes/customizing-themes/edit

How to create and upload your own local products:

- Photograph the product - here is a guide to take great photos:
  - https://www.shopify.com/ca/blog/12206313-the-ultimate-diy-guide-to-beautiful-product-photography

- Upload the product following these instructions (short video tutorial included):
  - https://help.shopify.com/en/manual/products/add-update-products#add-a-new-product



How to show strike through pricing on a product listing:

- Go to Admin > Products
- Click on the product(s) you'd like to update pricing for
- Scroll down to pricing
- Set the 'Compare at price' to the original (non-discounted) price
- Set the 'Price' as the new (discounted) price
- More info here in the link below:
- https://help.shopify.com/en/manual/discounts/sales#set-a-compare-at-price-for-a-product