



30 Reasons

Why People Leave Your Store Without Making a Purchase



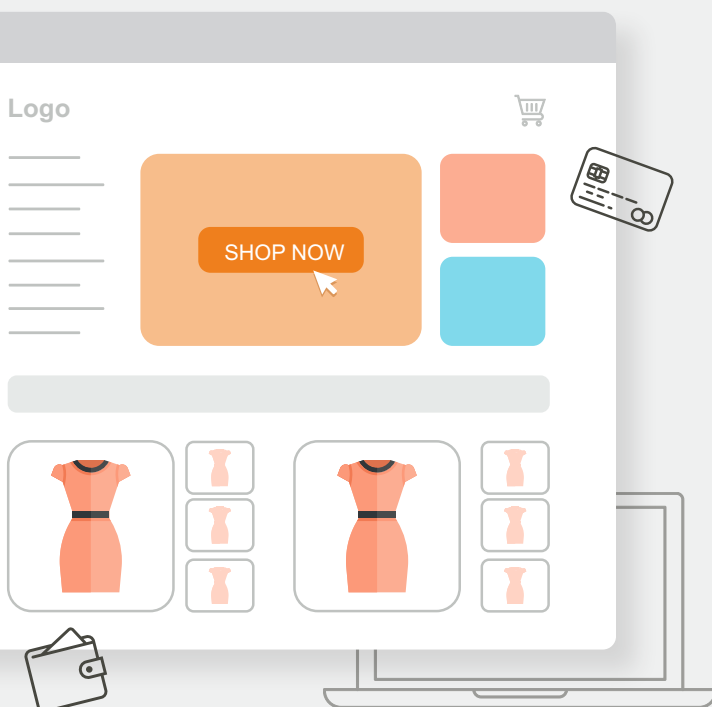
The Complete List of Mistakes That Kill Conversions in Drop Shipping Business



Fact: a low conversion rate means low profits.

That's definitely not the thing you want from your business, right?

Let's suppose you have created a drop shipping store. You obviously **spent some time** on filling it with products and certainly **invested money** in its promotion.



Of course you expect the store will start bringing you good profits soon – you've given so much **time and energy** to it!

But for some reason, this doesn't happen. Even though your store sees enough visitors, quite surprisingly, it generates little to no sales.

It means you have a **low conversion rate** - **people come to your store but leave without making a purchase.**

Why would they do that?

There may be lots of reasons for it, so let's look at the process with the eyes of a customer. **That's how we will define the most common mistakes that hurt your conversion rates – and learn how to fix them!**

Website issues



1. Your site is slow

The loading speed of your store means a lot.

Imagine a person clicking a link and waiting a whole minute until something happens.

That's just ridiculous, and no one will actually WASTE their time on this. Even if your store is brilliantly designed, and even if it offers one-of-the kind items that can't be found anywhere else, people are not ready to make such a sacrifice.

Time is a precious asset, so if they can't browse your store quickly and conveniently, they will decide to save their nerves and leave.

According to the Kissmetric research, **40%** of the surveyed Internet users leave a website if it loads for more than 3 seconds. What's more, a **1 second delay** in a page response can lead to a **7% reduction** in conversions!

A case study by Hubspot, in turn, shows that a **page load slowdown of only 1 second** could cost Amazon **\$1.6 billion** in sales each year.

Time is money, right?

HOW TO FIX: first, check your webstore – there are lots of online tools helping you estimate the website's loading speed.

If it is too slow, don't worry – there is a number of ways to increase the loading speed; for example, you can start with **optimizing size and format** of all the images.



LOADING...

CLOSE UP



2. Your website's purpose is unclear



An Internet user opens your website, and gets confused:

What's that?

Is that a store?

Does it sell something?

What am I supposed to do with it?

What's that, for heaven's sake?!

If your website visitors can't understand **what they can get here and how they can benefit** from your store, they are likely to quickly close the page and never come back.

HOW TO FIX: you need to design your main page store in a **clear** and **understandable** way. Your visitors will then easily get what kind of a store it is, and what types of products they can buy here.

3. You didn't state the competitive advantage

How exactly are you **different** from your competitors?

What makes you **better** than any other similar store?

What makes buying from you **THE BEST IDEA** that has **EVER** occurred to your store visitors?

If the main page of your drop shipping store doesn't answer these questions, you are likely to lose a bunch of potential customers.

HOW TO FIX: Think about it carefully, and make sure that the answers to these questions can be immediately **seen and understood** by your store visitor.

4. Your webstore has bugs

Any technical error is a disaster, in fact.

If such a bug just makes your webstore look messy, it's bad. But if a bug makes it impossible for a client to **contact you**, or to **search items**, or to **place an order**, or to **make a payment**, it's just an **epic fail**.

HOW TO FIX: test your website – try clicking every link and make sure that **all the actions can be completed** properly.

Also, check the **visual part**: make sure that everything looks clear and professional.

Don't forget to test your website in multiple browsers (Google Chrome, Opera, etc.), and check how it looks on various devices (PC, laptops, tablets, mobile phones).

5. The usability is poor

When Internet users visit your store, they want to easily **look through** your product offers, effortlessly **contact** you, and **make** secure **payments**.

Basically, that's exactly what you want, too.

But what if the navigation is all messed up? What if it is inconvenient for a user to make an action? What if every action takes too many clicks?

A potential customer unable to locate the necessary product and find the shopping cart is a lost customer. Always remember that.

HOW TO FIX: imagine you've never seen your own webstore before. Act like an ordinary Internet user: go on the website and pretend you're going to buy stuff. Can you easily find what is located where?

6. The design is unprofessional

There are stores overloaded with low quality **banners, images, links**, etc.

Browsing such websites and going through **shiny animation** and **tricky design elements**, you can't even understand what's going on and what the seller wants from you.

Poorly chosen colors negatively affect readability, and multiple heavy design elements make it hard for a store visitor to focus.

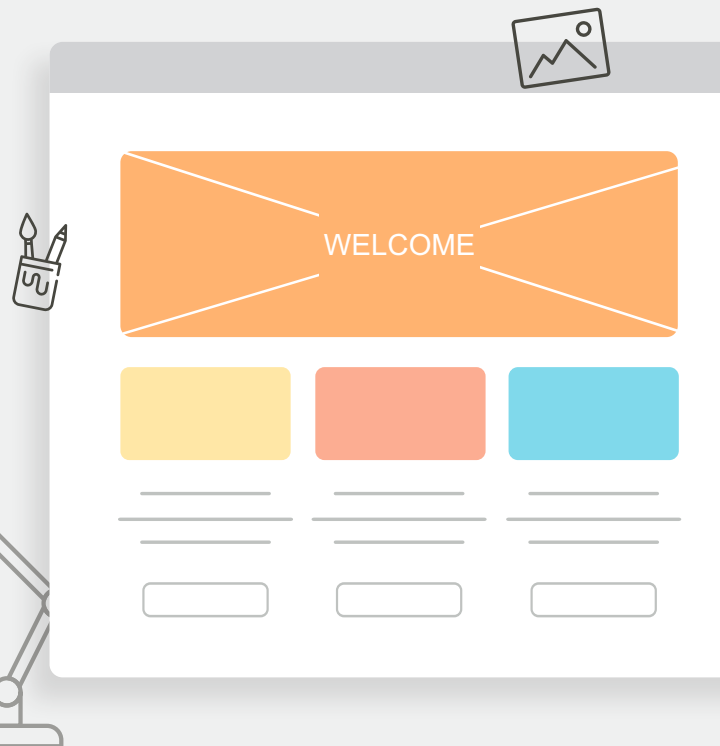
You surely won't purchase anything from a website that makes you feel lost and confused, right?

HOW TO FIX: keep your website design clean and simple.

Did you know that an ample white space around texts (especially titles) **can increase the user attention by 20%?**

Make sure that the design elements leading to making a purchase are made **in the same style** and are different from the rest of the page.

Also, try to use [professionally designed themes](#) – as a rule, they are made with user convenience in mind, and they look good on any device.



Trust issues



7. No business contacts given

It is important for your potential customers to be able to **get in touch** with you.

Plus, **contact information** such as physical address, phone number, etc., is a proof that you ACTUALLY exist. And why would anyone buy stuff from you if they doubt you're real?

HOW TO FIX: make sure that the contacts are listed **on Homepage** AND they are **clearly visible**. If you can handle a, surely integrate it into your store.

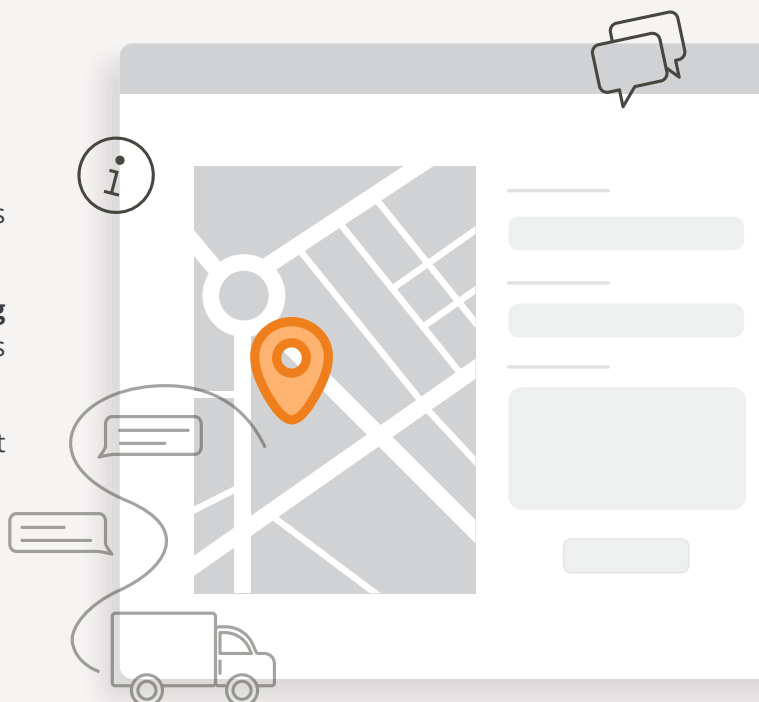
8. No terms and conditions provided

Buying something online, we all want to be sure that this item CAN be delivered **to our doorstep**.

Also, we need some basic information like **shipping rates and times**, available **payment types**, possibilities of making a return or **getting a refund**, etc.

Seriously, would you buy anything from a store that hasn't specified any of these details?

HOW TO FIX: make sure that a) all these details are written on **dedicated store pages**, b) the **links** to these pages are ALWAYS visible and can be accessed from ANY page.



9. No testimonials shown

'If no one else ever bought stuff from this store, why would I **risk my money?**'

That's what people mostly think, and they are right.

Reviews left by other people are also highly important for your **image and reputation**.

According to a BrightLocal survey, **88% of customers trust online reviews as much as they would trust personal recommendations**. Also, **72%** of the respondents mentioned that they **trust businesses more if they can find positive reviews** about them.

HOW TO FIX: There are three types of reviews you can use for your store's benefit: **feedback** posted **on your website** itself, **comments** and stories **in social networks**, and also item **reviews** left **on single product pages** (we will talk about them a bit later). So, think carefully how you can put all these together, and ask your clients to leave their feedback whenever and wherever possible.

10. No social accounts

A store doesn't have **an account in social network**? Maybe it doesn't exist at all?

We live in the era of rapidly evolving communicational technologies, and if your store has no social networks accounts at all, it will surely make people suspicious.

How on Earth can they **view more pictures** and **read comments** of other people if they can see no social proof at all?

HOW TO FIX: give your store visitors the opportunity to **check out your social networks**. You can **either list the accounts on the contacts page**, or **show the relevant icons on the website pages**. For example, [AliDropship](#) has social networks widgets installed in its templates.

11. No SSL certificate installed

SSL is a specific technology that ensures **safe information transfer** between a web server and a browser. Internet users can easily see whether a website has SSL: there's a tiny green icon shown in your browser next to the website address.

Your store has no SSL? Well, it simply means that **your potential customers can't be sure that their financial and private information is kept safe and secure**. Would you leave your credit card number on a website that provides you no safety guarantees?

HOW TO FIX: [buy SSL certificate and follow the instructions](#) to install it on your website.

Please note: if you [order hosting services from AliDropship](#), the company provides you with an SSL certificate for free.

12. No trust seals present

Trust seals look like badges, icons, or logos. These seals mean that some other large and reliable companies assessed your webstore and found it **legitimate and secure**.

A survey by Actual Insights shows that **more than 75% of Internet users** trust a webstore more if it has some kind of a trust seal. **61% of respondents** also noted that the absence of a trust logo has stopped them from making a purchase on at least one occasion.

HOW TO FIX: contact a reputable company offering the trust seal service – the most famous of them are McAfee SECURE, Norton, Trust Guard, etc. You will need to register and to submit some details about your website.

After the company checks your data, they will provide you with a specific code – just add it to your site pages, and a verified icon will appear.



Products issues



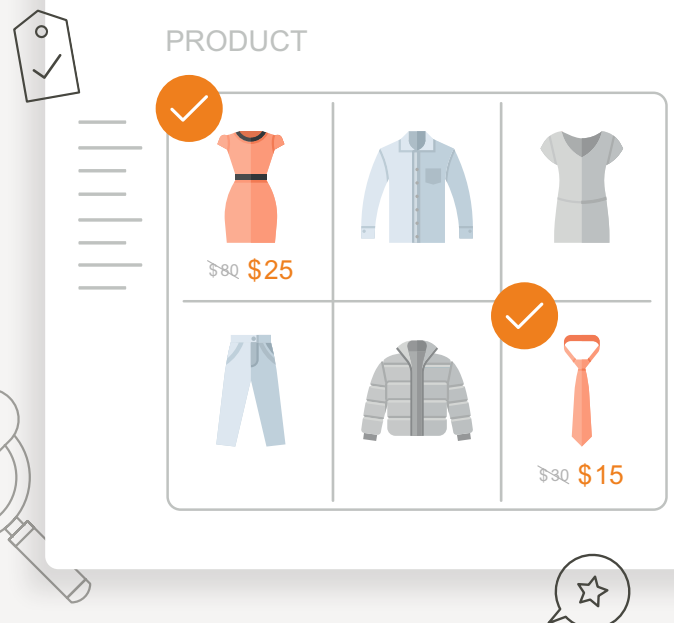
13. Your products are not appealing

What do your potential customers want?

You need to do a proper research on it, but most likely, they want **popular and highly demanded items** which they **can't easily source** in their own country – and they want them for some nice low prices!

So, things can go all wrong if your store only contains outdated and unpopular items with unreasonably high prices.

HOW TO FIX: go to [AliExpress](https://www.aliexpress.com) to find the **best selling items** in the chosen product category, and pay attention to the items with **the largest number of orders**. These are the most preferable products to import to your store.



14. You mostly have seasonal items

Christmas decorations are gorgeous, St. Valentine's gifts are cute, and Halloween costumes are adorable.

Still, it doesn't mean that you should solely rely on these or similar product categories.

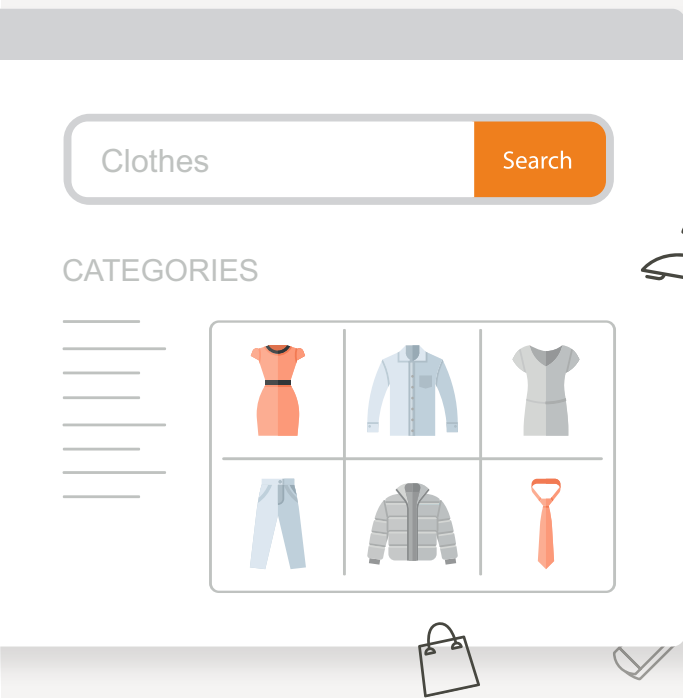
As you understand, **the demand for them is seasonal – people only need them during a short period of time**. Basically, **your store will almost see no sales during the rest of the year!**

HOW TO FIX: go to [Google Trends](https://trends.google.com) to check if the demand for the chosen product categories is seasonal. If it's the case, try to **diversify your store offer** and **include other items** that are in demand throughout the whole year.

15. Product categories are a mess

Imagine a store with all the items mixed together – will it be convenient for a visitor to look for something specific? Or, think of a store with 50 slightly different product categories containing only 1-2 items each – does it make any sense?

HOW TO FIX: plan the categories at the very early stages of the store development. This way, you will be sure that the **store structure is logical**, and it is easy for a potential customer to navigate the site.



16. No search forms and filters are integrated

As you already know, user convenience is the key to generating more sales.

Thus, if customers **can't choose any search parameters** to look through your store offers, they most likely won't waste their time on browsing all the 100 (or something) products listed.

HOW TO FIX: think carefully about the filters that would be the most relevant for the items you're going to add to your store.

Try to **cover as many of them as possible**, and don't forget to try them out to make sure everything is **working properly**.

Product page issues



17. Product titles are weird

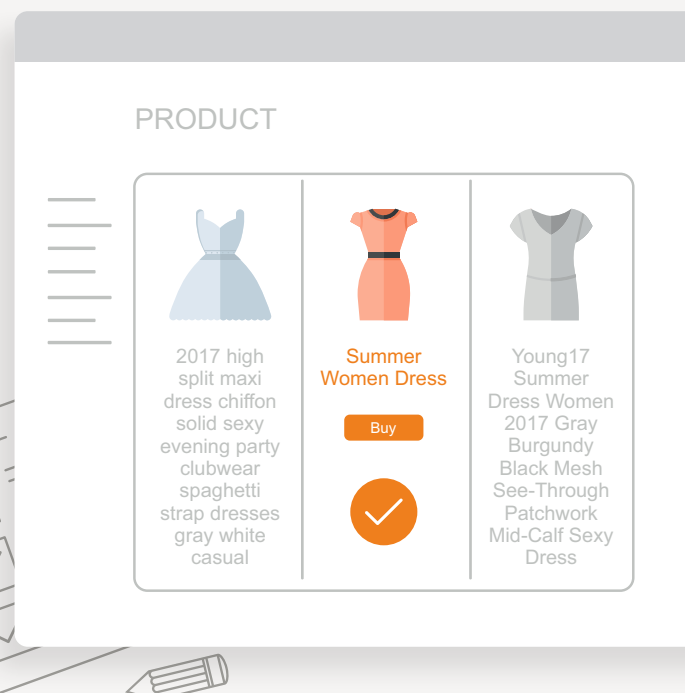
It obviously happens when you import items directly from AliExpress without **further editing**.

First, the names themselves are **long and strange**, and they are overloaded with tons **of unnecessary words**.

Second, if these names are **automatically translated** into your store's language, they get even funnier.

Why make your customers confused? All they want to do is quickly find an item without any troubles and wonders.

HOW TO FIX: edit the titles and **leave only 2-4 words** in them. Make sure the new short titles contain the **necessary keyword**, and are clear and understandable.



18. Product pictures are not nice

Would you buy an item online if the store only has one picture of it?

Would you trust a **single picture of low quality**, with questionable **watermarks** and additional **writings** in Chinese or some other language that is unfamiliar to you?

So why do you think your store visitors will appreciate such photos?

HOW TO FIX: choose only **high quality photos** for your product page. Don't post too much, but make sure **that the item is shown from different angles** for customers' convenience.

19. Product description is not sufficient

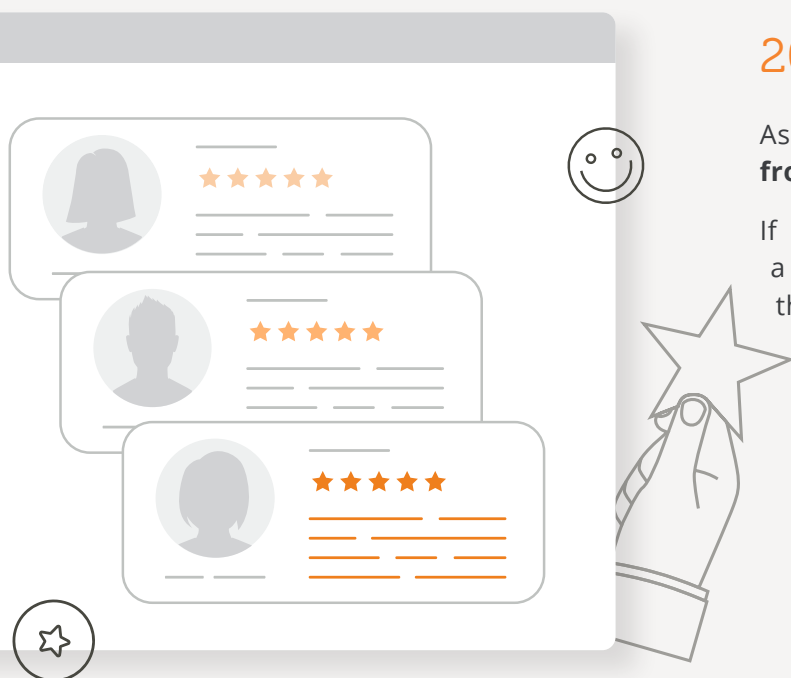
No matter how detailed your product description is, people will ask you stuff about your items anyway.

But if lots of customers ask you similar questions about one and the same product over and over again, it's time to think about the ways to [enhance the description](#).

HOW TO FIX: imagine you're the customer who sees this item for the first time in their life.

What would you like to know about it?

Include as many details as possible, but don't make the description too long, and definitely don't overload it with images – it's better to place them in the picture gallery.



20. There are no reviews

As we already mentioned before, **genuine feedback from real customers** can make a huge difference.

If your store has already been in operation for a long time, but no one else has previously bought this item, it definitely doesn't look good.

HOW TO FIX: use [AliDropship plugin](#) to **import customer reviews directly from AliExpress**. Make sure that these reviews are written in the suitable language (you can automatically translate them with the help of the plugin), and try to pick the ones that have real photos of the item in use.

21. No related products are offered

Okay, maybe your store visitors weren't able to find exactly what they were looking for.

But still, why should they leave your store empty-handed? **Offer them a suitable alternative!**

HOW TO FIX: prepare a set of **3-5 recommended products** for every item, and show it on every product page. If you can't do it manually (or don't want to), [use an automated solution](#).

22. Call to action is not obvious

Sometimes your store visitors simply can't figure out what to do next.

Sometimes they just can't understand how to proceed with placing an order.

They are like 'Um, there should be a link...or a button...somewhere...HOW CAN I ORDER THIS STUFF DAMMIT?!'

Yeah, it happens, and most typically the reason is the confusing design of your product page.

HOW TO FIX: make sure that **all the relevant buttons (Buy Now, Add to Cart, etc.) are clearly visible, bright, and designed in a similar way**.

23. There are pricing problems

What happens if you set a price that is way too low?

Well, obviously, you **lose a part of your potential profit**.

But what's more, you also **lose your customers' trust** – if this price is suspiciously low, your offers will probably be considered to be a fraud or something.

HOW TO FIX:

To set the most suitable price, check out your competitors and look at their pricing strategies.

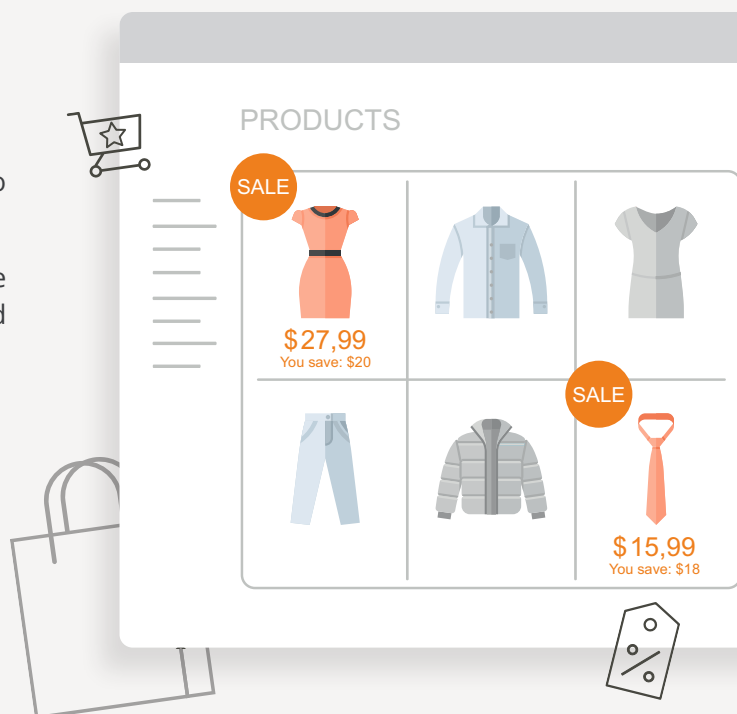
When you get an idea about the perfect prices, [use AliDropship's integrated markup formula](#) to automatically change all the prices of your store in any desired way.

24. You have no discounts and special offers

Sale announcements and other promotions can do magic to your store.

Even if nothing about this price is actually 'special', make it look like **an offer of a lifetime** – and you'll be surprised with the results.

HOW TO FIX: set a **special discounted** price for a number of your products. Start with the most popular products and change the offer from time to time to monitor your customers' reaction.



25. You charge too much for shipping

Is it fair to pay a \$30 shipping fee for a delivery of a \$10 item?

Where's the economy?

That's why people commonly reject the idea of buying something online – they simply don't want to pay extra for delivery.

HOW TO FIX: don't charge ANYTHING for shipping – instead, these extra costs should be included into the price of the product itself.

While importing items from AliExpress, [choose the products](#) that have the **ePacket** delivery option – it's quite inexpensive, quick, and convenient for your clients. It's also nice if an item has a **free shipping** option!

Shopping cart and checkout issues



26. The shopping cart is not responsive

Sometimes shopping carts don't react on your actions.

You click the 'Add to Cart' button, but nothing on the screen moves – you can't see where the cart is, and you don't understand if you have actually added something. Or maybe there was a glitch?

Are you sure your store visitors can **instantly notice** where the shopping cart is located? Can your customers **see their progress** on the site?

If a customer has any difficulties with **accessing** your shopping cart or **understanding how it works** – well, there simply will be **no purchases**.

HOW TO FIX: make sure that your shopping cart button is **BRIGHT, EASY TO NOTICE, and PROFESSIONALLY DESIGNED**.



27. The order can't be modified

So let's suppose a client adds a t-shirt to the shopping cart, but then decides to choose another modification of size or color.

What will your client do if the order is already fixed in the cart, and there is no way to make any changes?

No, seriously?

Refresh the page and start all over again?

Not quite likely.

HOW TO FIX: make sure that your shopping cart is flexible enough to **allow changes** that a customer would like to make.

28. A customer **MUST** get registered

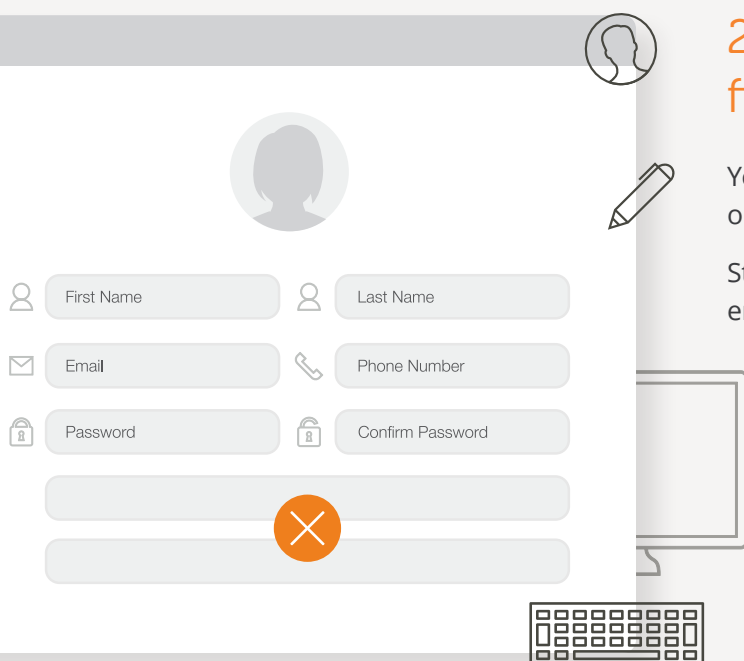
Some online stores give you 2 options of making a purchase: either through logging into your existing account, or through buying in a guest mode.

Unfortunately, there are websites that **OBLIGE you to get registered** in order to make a purchase.

And what if it was a spontaneous purchase?

The moment of the initial excitement is gone, and your client starts getting second thoughts – ‘Do I actually want this?’...

HOW TO FIX: introduce a very **simple checkout procedure** so that your clients could **fill in the order details** and **proceed with payment** without any extra effort.



29. There are too many fields to fill in

You will need a customer's data to accept and process the order, no doubts about that.

Still, you don't need much. Full name and shipping address, email and/or phone number, payment details – and that's it.

Are you sure you **NEED** to know the customer's occupation, education, height, weight, religion, ethnicity, and all that?

HOW TO FIX: be really careful about **the amount and the content of fields** that need to be filled in when placing an order. Remember that every extra field makes your conversion lower!

30. You don't support necessary payment gateways

As for our own experience, nearly 50% of customers prefer paying with credit cards, and the rest 50% mostly like PayPal.

It means that a drop shipping store should be adapted in a way that **accepts any of these payment types**.

HOW TO FIX: do a little research to learn a bit more about your target audience.

If you want to go global, you will definitely need both PayPal and credit cards terminals on your website.

But, if you're going to work with some narrowly defined region or a single country, you need to be aware of the most popular local ways of making an online payment.

Okay, here it is!

Nothing scary, in fact – you can surely handle all these steps.

So follow the list to check your store once again, make the necessary changes, and **enjoy your flourishing business!**

AliDropship plugin and themes were created, tested, and improved with all these aspects in mind. Therefore, using these solutions you can be sure that your conversions are in safe hands!