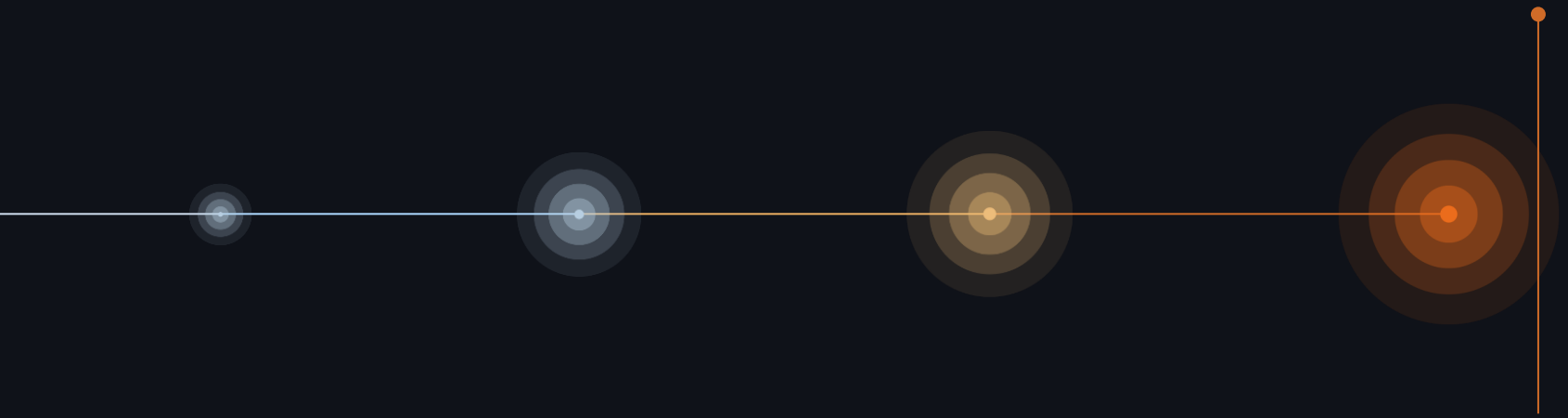
Conversion rate optimization essentials





Nikolaas De Geyndt

Managing partner

Ants Connect

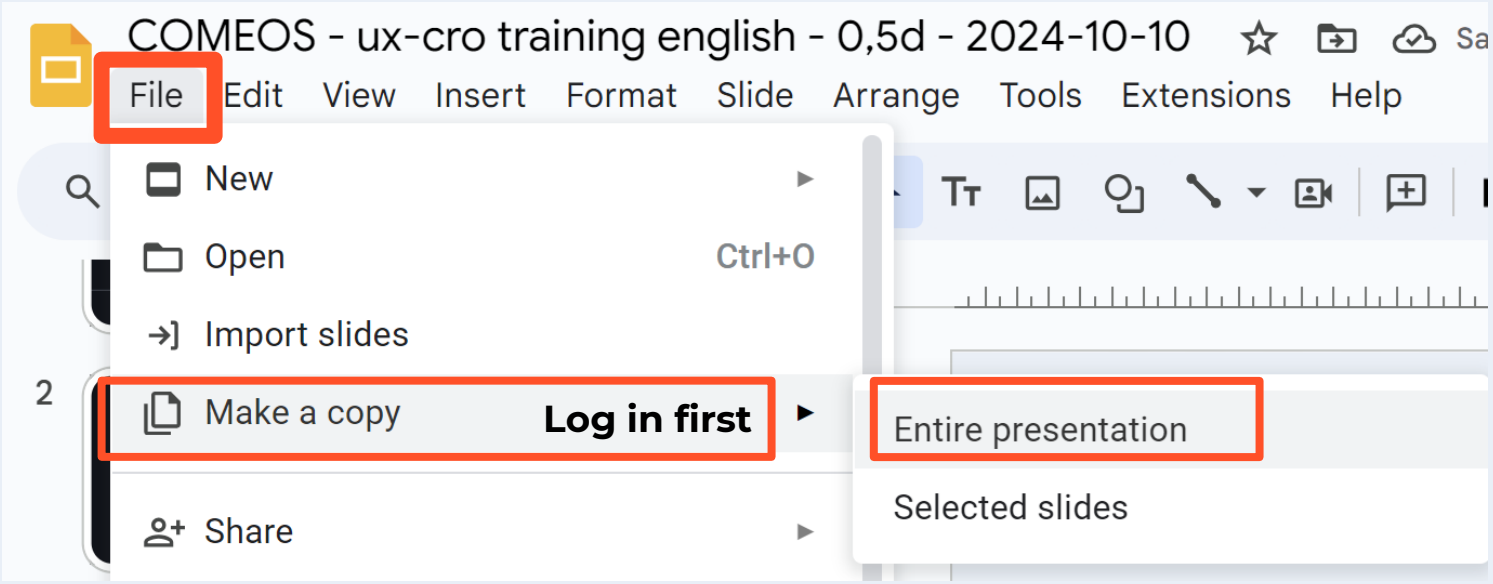
Digital performance marketing agency (Ghent / Antwerp)

0485 24 50 91

LinkedIn

Get the slides and make a copy

https://bit.ly/comeos_cro2025



I welcome your engagement!

1. I give examples good & bad. This is a safe space = we're here to learn, not point fingers
2. Questions = always welcome 👍
3. We'll take breaks

Trying to increase sales simply
by
driving more traffic to a website
with a

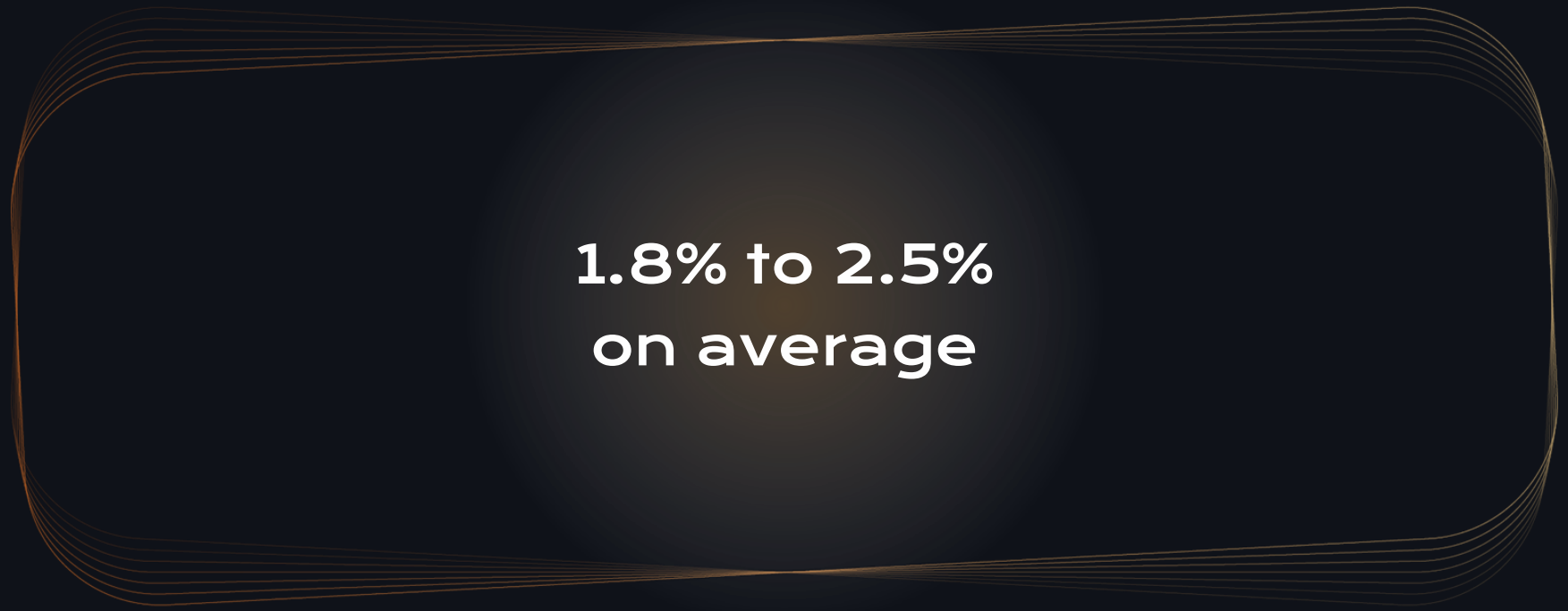
poor customer conversion rate

is like trying to keep a leaky
bucket full by adding more water
instead of plugging the holes.

So ... is
CRO/Experimentation
explicitly part of your job
function?

Did you do an A/B test recently?

What's a good e-commerce conversion rate (%) you think?


1.8% to 2.5%
on average

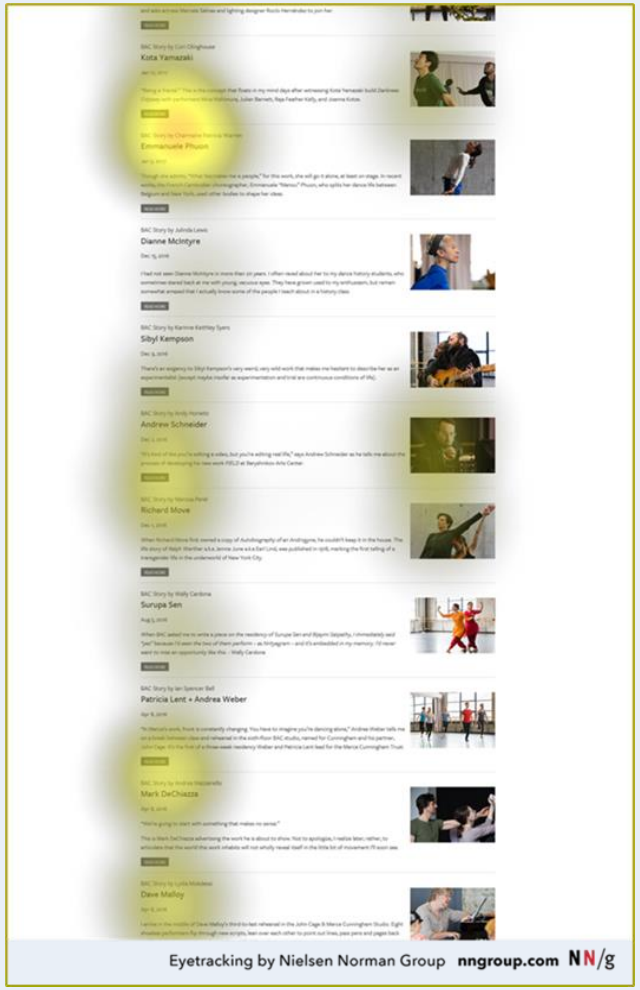
Agenda

1. How online attention works
2. Top task analysis. Your goal vs what users want
3. E-commerce CRO best practices
4. Tools & A/B testing

How online attention works
Part 1 of 4

4 out of 5 visitors (79%) scans first, reads afterwards

We’re continuously scanning



What are we scanning?

We scan

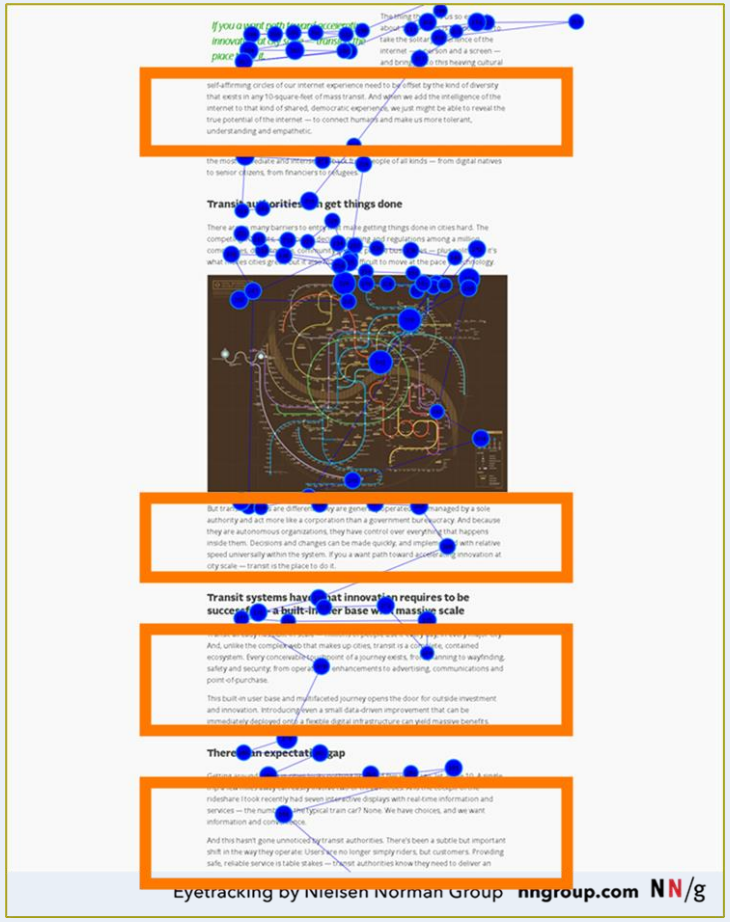
- Headers, Buttons and Images
- Bullets
- Quotes

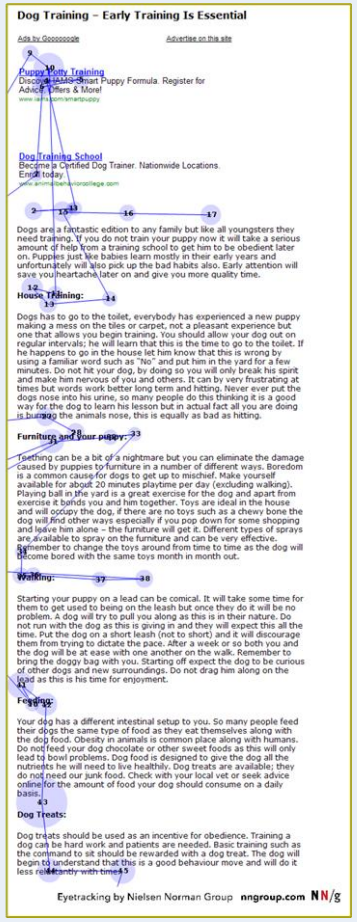
But also

- → Text above & below graphics
- → Start of sentences

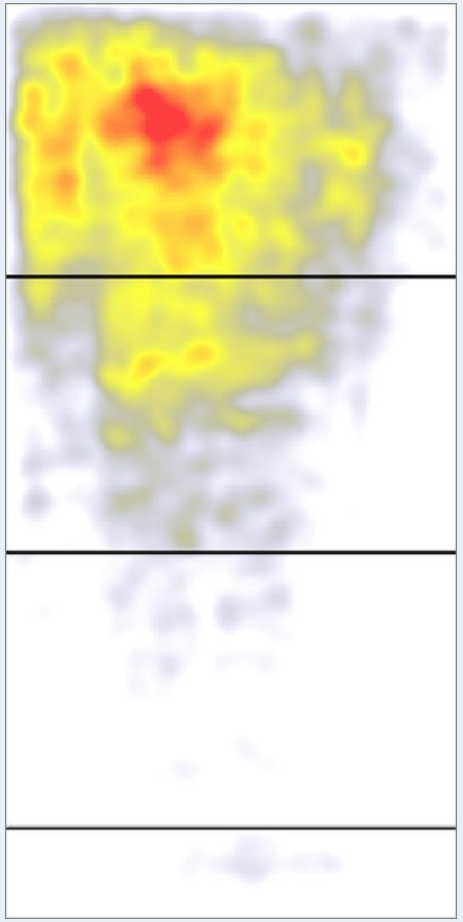
But not

- Long paragraphs (duh)





That scanning occurs primarily above the page fold



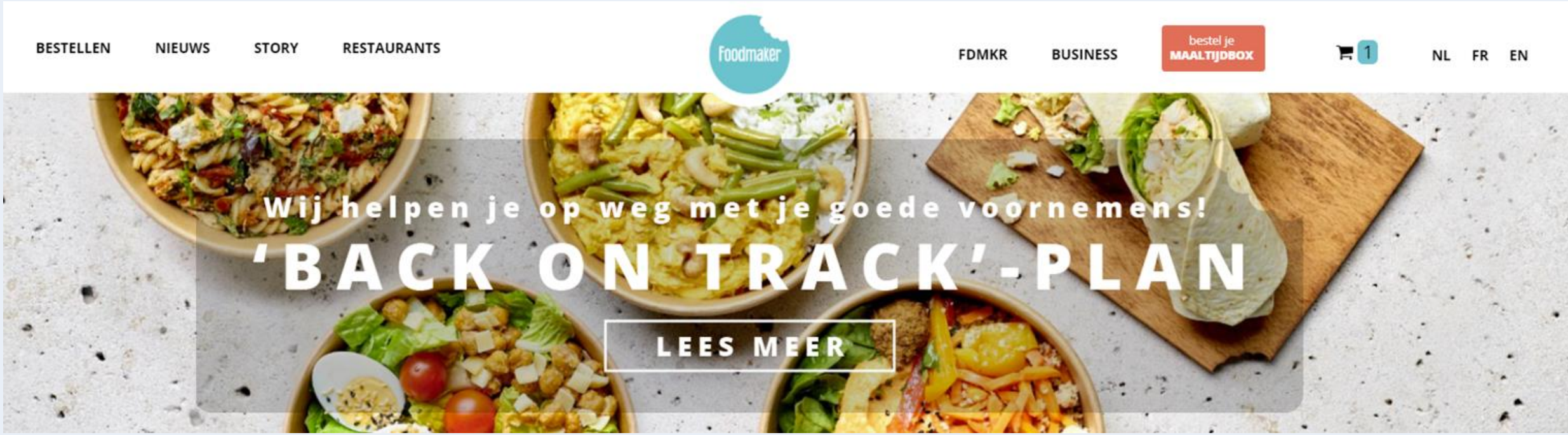
Based on 57,453 eyetracking fixations

1. Dramatic **drop in attention** below the page fold.
2. The 100 pixels just above the fold were **viewed 2x more** than the 100 pixels just below the fold.
3. Users do scroll, but only if what's above the fold is **promising** enough.

Source: https://www.nngroup.com/articles/page-fold-manifesto/

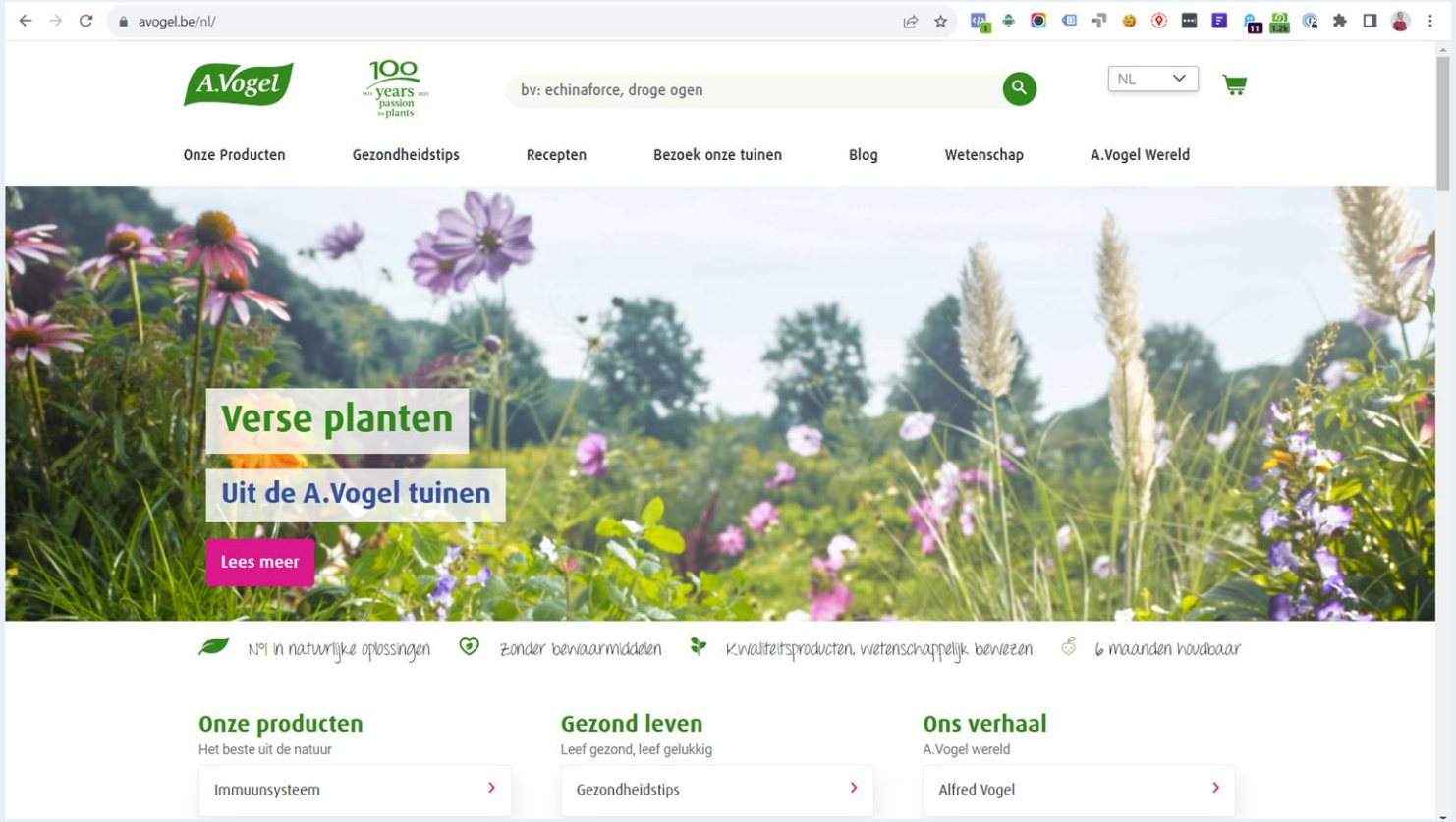
So what can I expect?

(homepage)



Or this

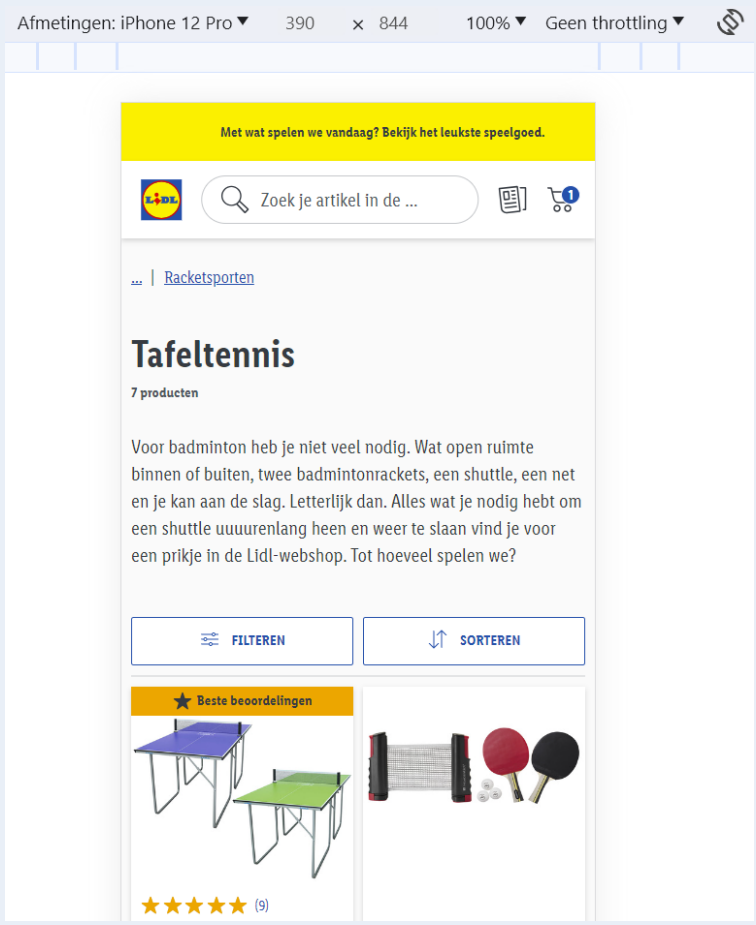
(homepage)

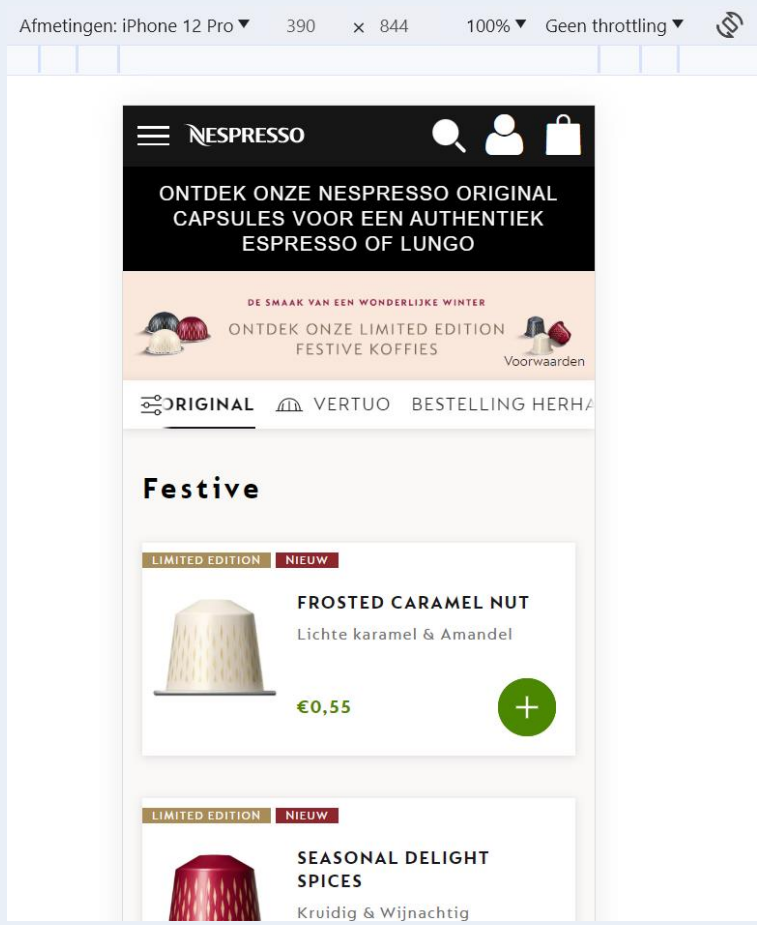


Category pages

Watch out with SEO texts → Wasting really precious real estate. Can decide if you want to scroll on or not







So when we do decide to scroll down, subtitles need to be very clear



Het lukt (nog) niet

Corona sloeg harder toe dan je had voorzien en je hebt misschien geen werk genoeg voor al je medewerkers. Je onderneming heeft nood aan maatregelen, maar je wil uiteraard te allen tijde voorkomen dat je een werknemer moet ontslaan. Gelukkig bestaan er een aantal (tijdelijke) oplossingen die je helpen om hiermee om te gaan. Wij lijsten ze voor je op.

Lees alles over

- Tijdelijke maatregelen
- Maatregelen op lange termijn
- Inkrimping personeelsbestand
- Whitepaper 'Je onderneming in moeilijkheden'
- Steunmaatregelen

Alles lezen

Add scannable subtitles + shorter paragraphs

DE MULTIFUNCTIONALITEIT VAN EEN ONDERDAKPLAAT.

Een onderdak zorgt ervoor dat eventueel vocht dat zich in de isolatie bevindt, kan verdampen. Denk aan insijpelend regenwater of stuifsneeuw. Opgelet, een onderdak wordt vaak foutief verward met een dampscherm. Een dampscherm houdt damp vanuit de binnenzijde van de woning tegen (de warme kant van de isolatie) terwijl een onderdak vocht vanaf de koude zijde van de woning tegenhoudt.

Naast Celit 4D-houtvezelplaten bevat ons assortiment tevens de Gutex Multiplex-top® houtvezelplaat. Beide onderdakplaten kunnen ook voor wandbescherming worden gebruikt, zijn dampopen, koudebrugonderbrekend en kunnen tot 3 maanden als nooddak dienen.

› ONDERDAKPLATEN OP VOORRAAD



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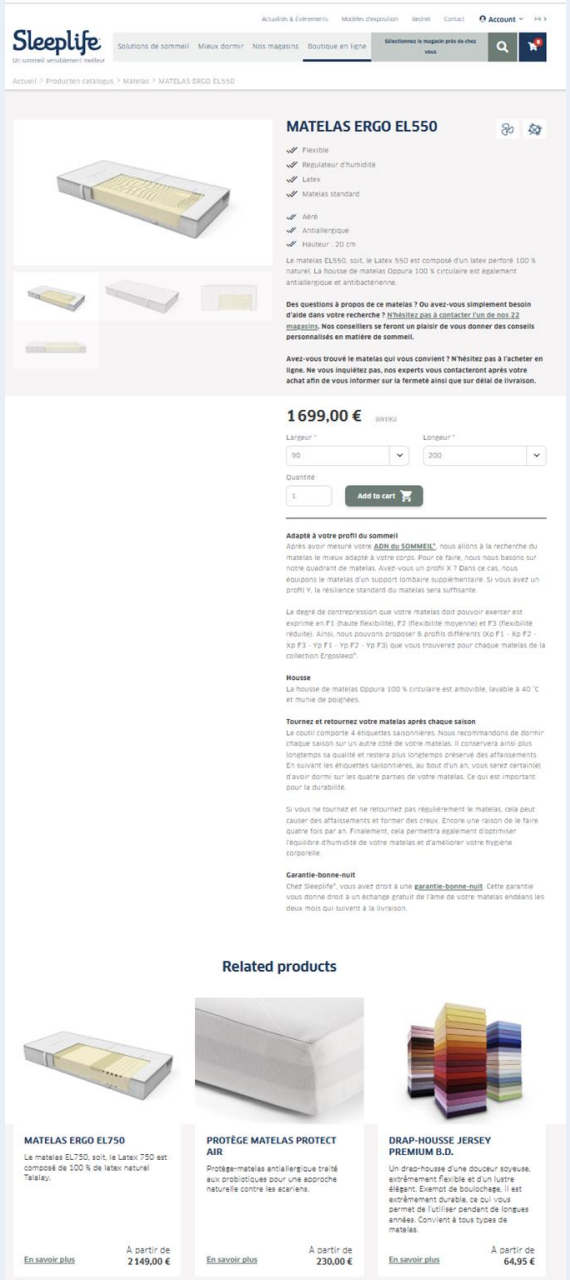
VOORDELEN ONDERDAKPLATEN

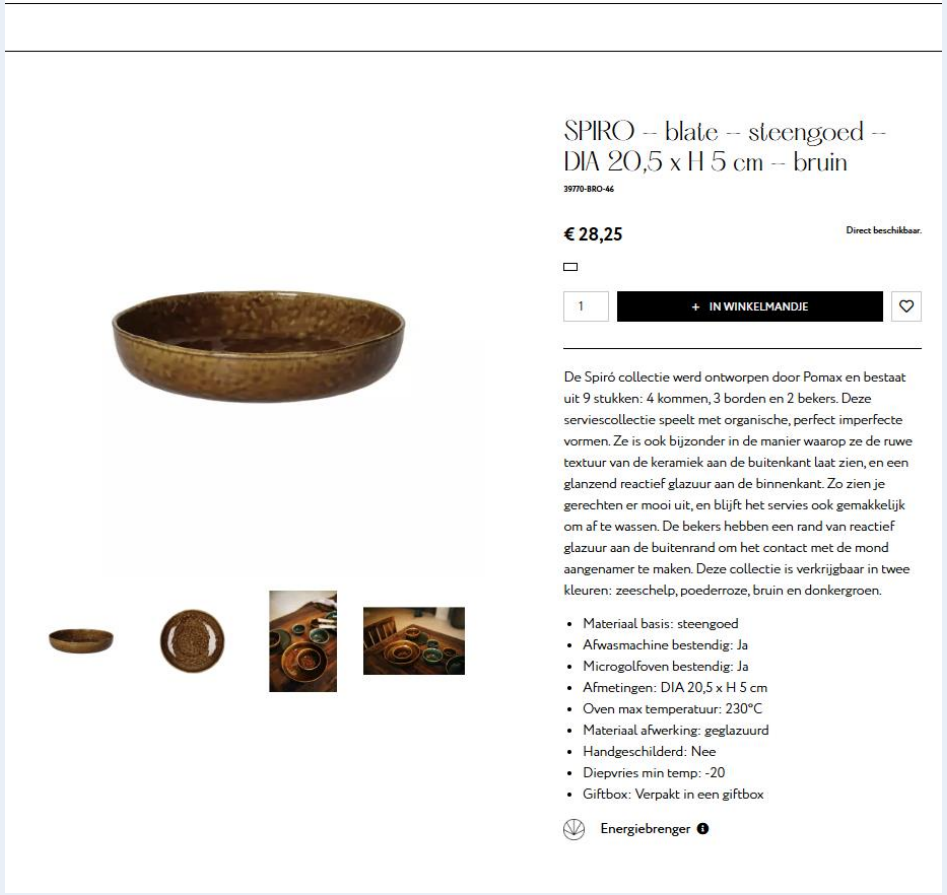
1. Wandbescherming
2. Dampopen
3. Koudebrugonderbrekend
4. Dienen tot 3 maanden als nooddak

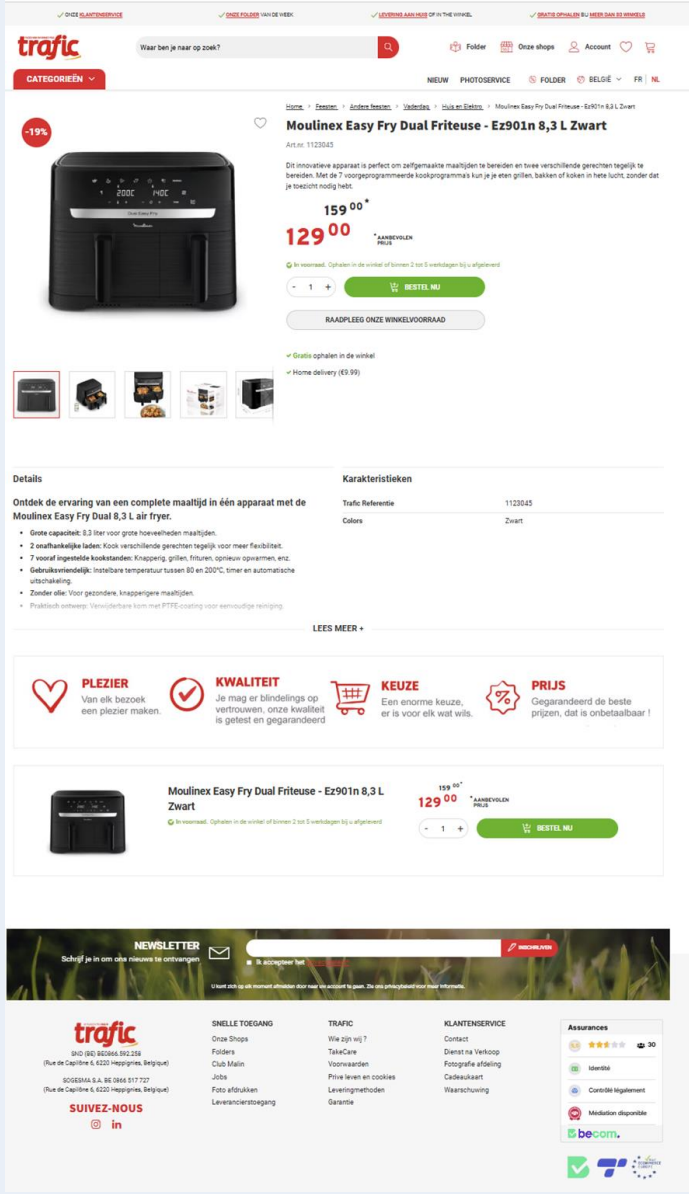
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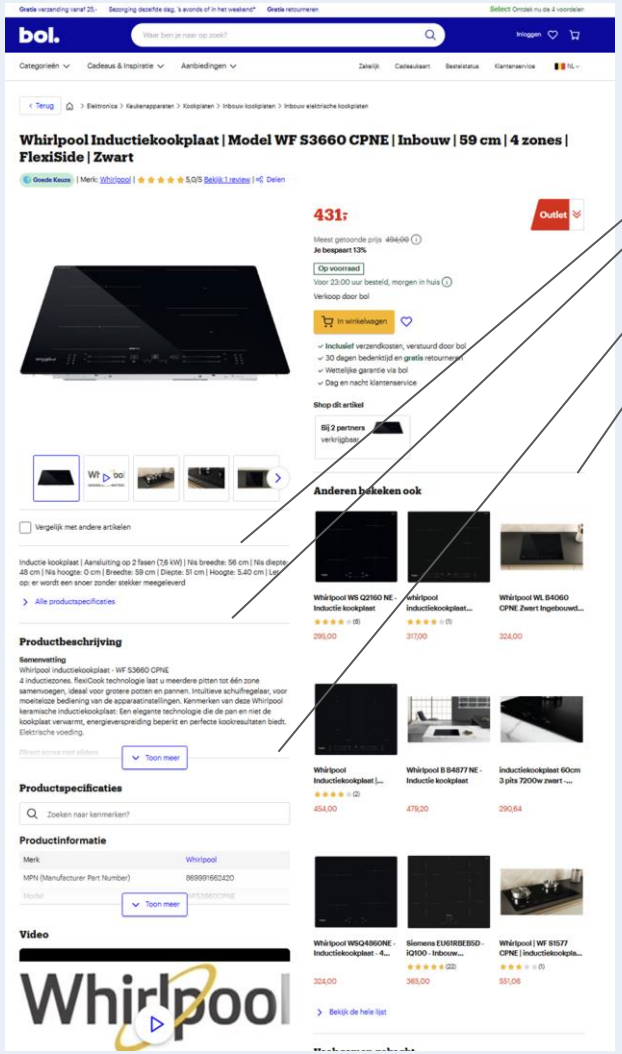


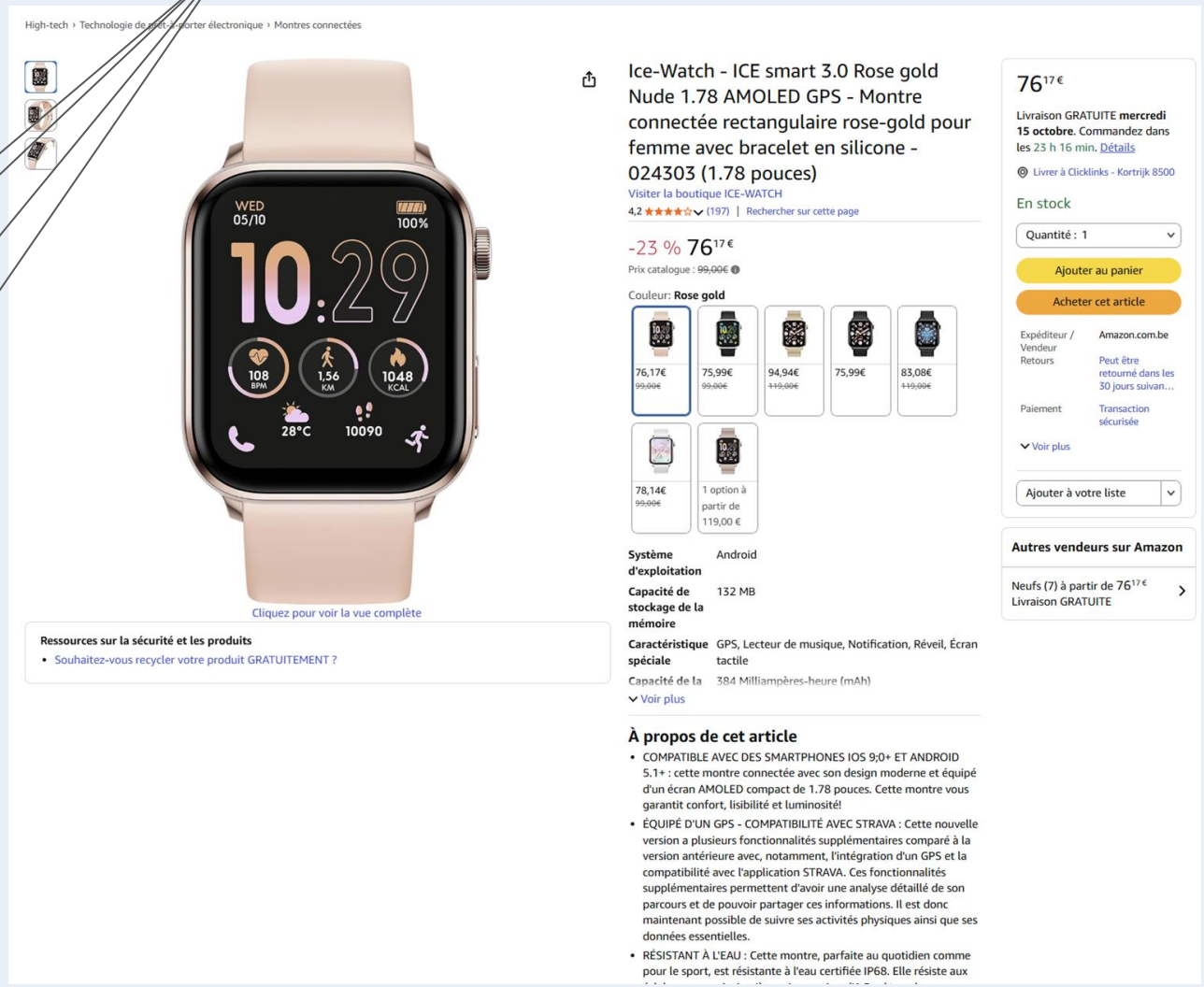




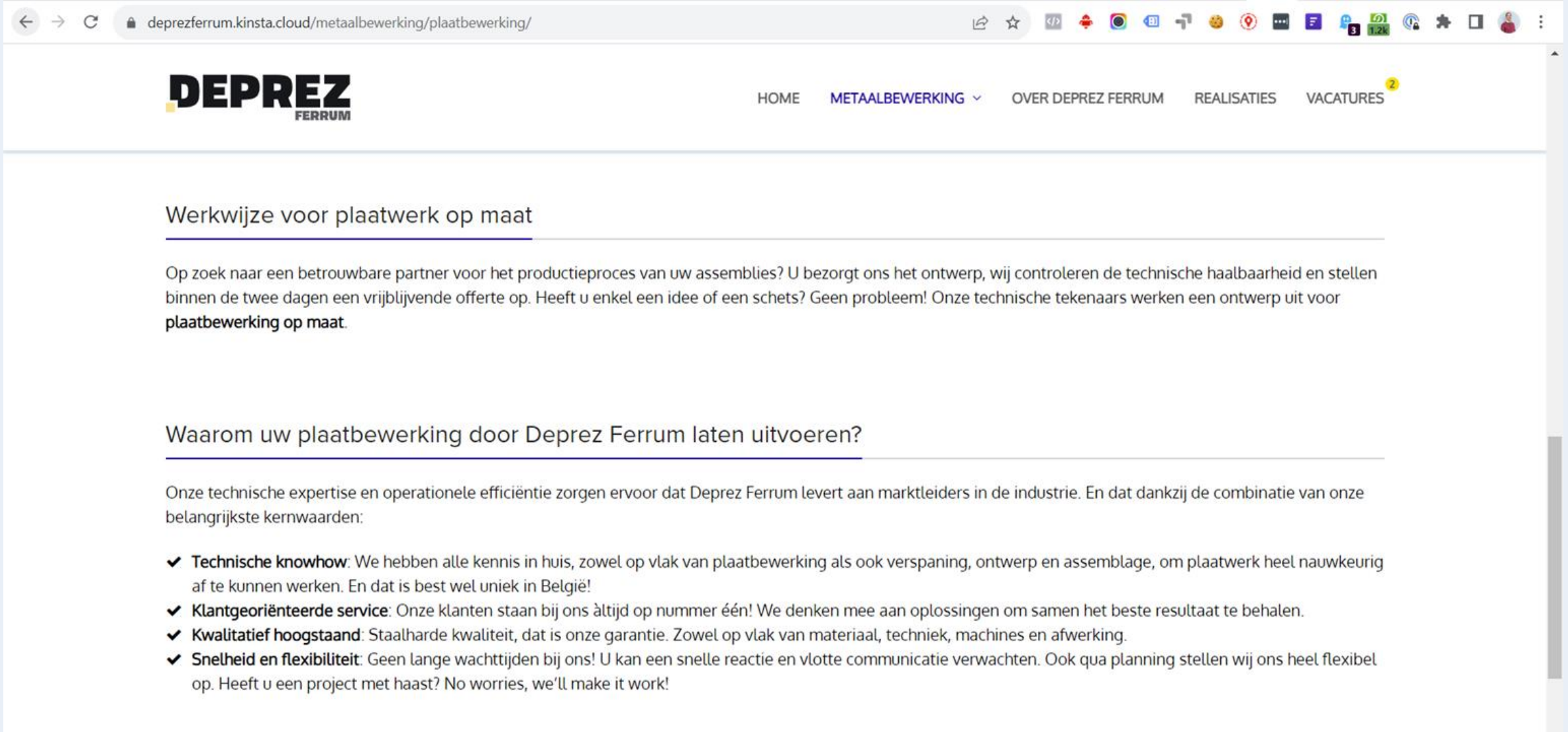
Zoom out to 25%

You can also use dividers (hor. lines)





Too broad width



Optimal content width = 550 to 600px
(75 characters)

550px

Waarom uw plaatbewerking door Deprez Ferrum laten uitvoeren?

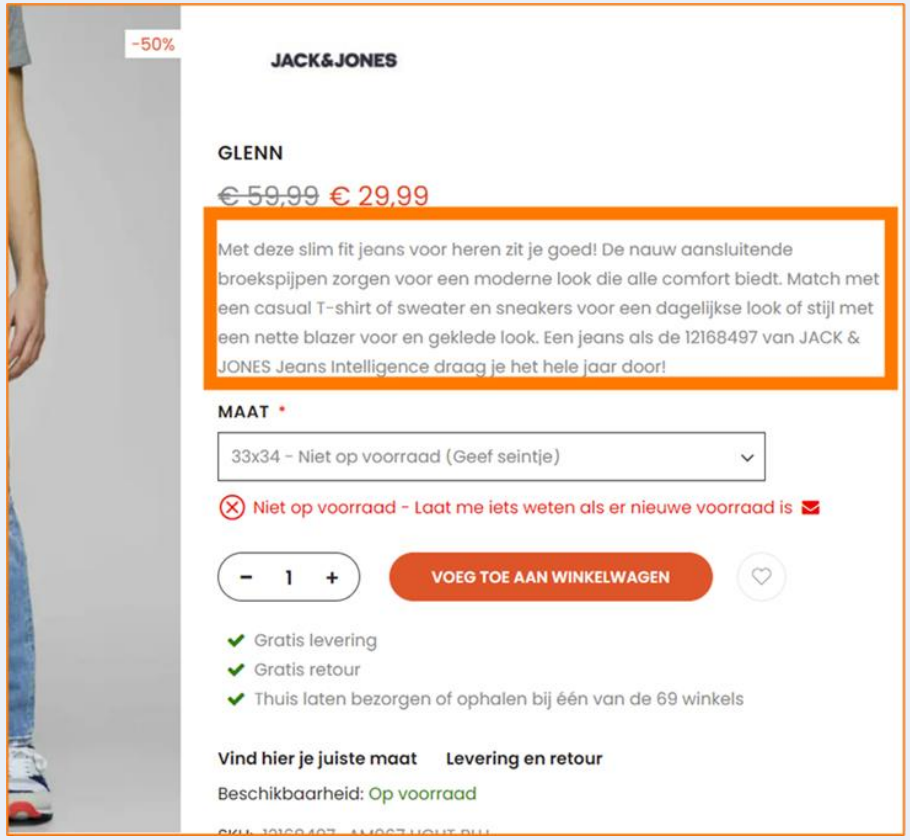
Onze technische expertise en operationele efficiëntie zorgen ervoor dat Deprez Ferrum levert aan marktleiders in de industrie. En dat dankzij de combinatie van onze belangrijkste kernwaarden:

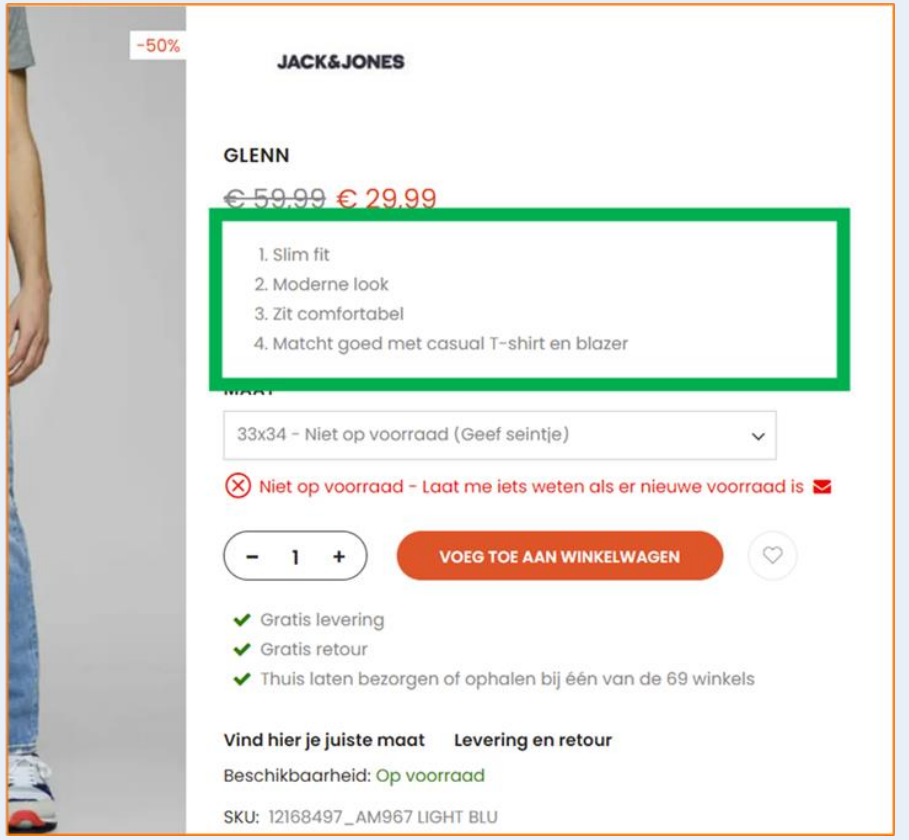
- ✔ **Technische knowhow**: We hebben alle kennis in huis, zowel op vlak van plaatbewerking als ook verspaning, ontwerp en assemblage, om plaatwerk heel nauwkeurig af te kunnen werken. En dat is best wel uniek in België!
- ✔ **Klantgeoriënteerde service**: Onze klanten staan bij ons àltijd op nummer één! We denken mee aan oplossingen om samen het beste resultaat te behalen.
- ✔ **Kwalitatief hoogstaand**: Staalharde kwaliteit, dat is onze garantie. Zowel op vlak van materiaal, techniek, machines en afwerking.
- ✔ **Snelheid en flexibiliteit**: Geen lange wachttijden bij ons! U kan een snelle reactie en vlotte communicatie verwachten. Ook qua planning stellen wij ons heel flexibel op. Heeft u een project met haast? No worries, we'll make it work!



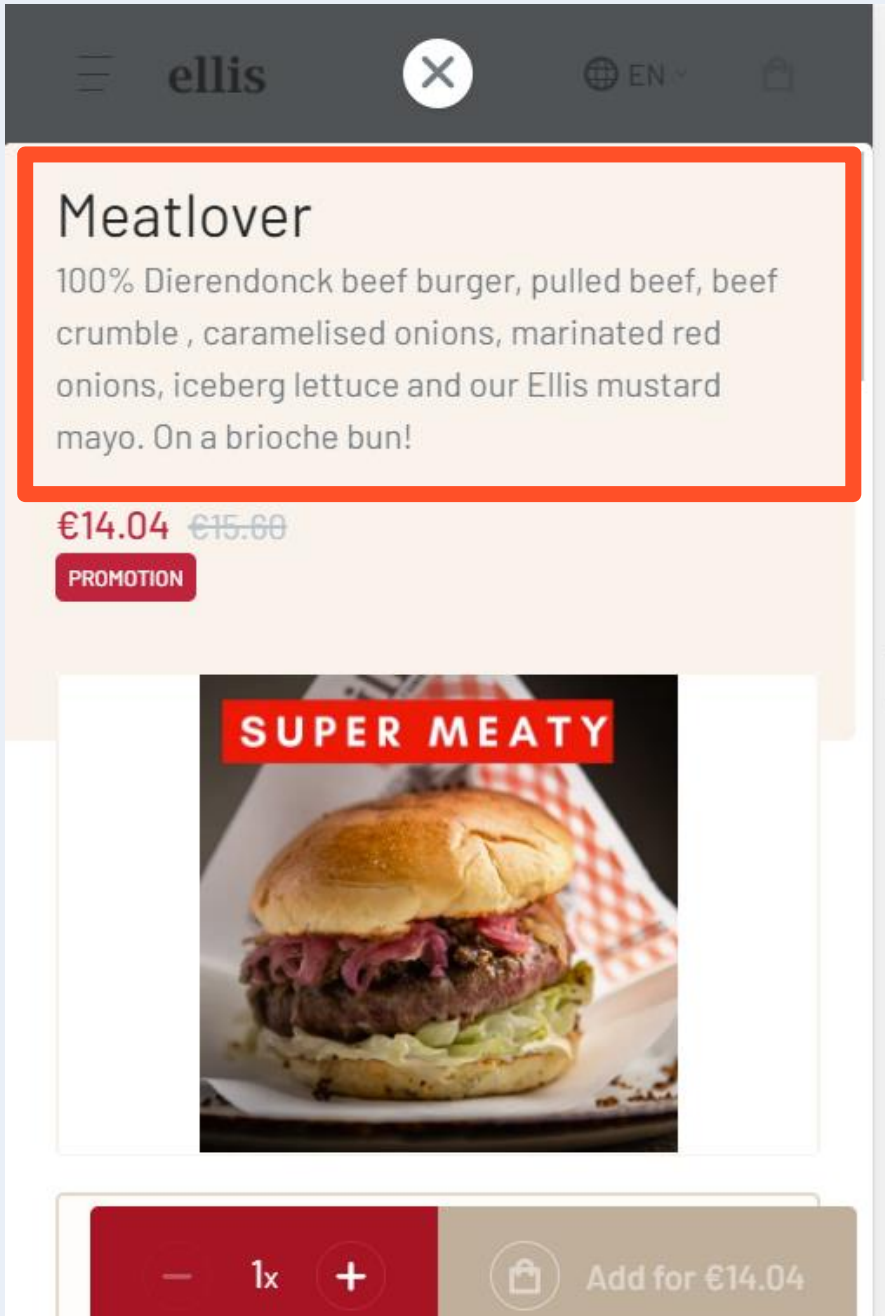
Use bullets for your product description

Test at small scale to see possible impact in SEO-traffic





Don’t make me read :)



Lists of max 5 items work very well

Wat kan Liantis preventie en welzijn voor jou betekenen?

Als erkende externe dienst voor preventie en bescherming op het werk (EDPBW) waakt Liantis preventie en welzijn mee over de gezondheid van jouw medewerkers. We doen dit via klassiek **medisch toezicht**, maar ook door je te helpen de **veiligheidsrisico's** in jouw organisatie te beheersen. Ten slotte bieden we je medewerkers de nodige **inhoudelijke ondersteuning** en **opleidingen** aan om hun job op een veilige manier uit te kunnen voeren.

Dankzij een geïntegreerde aanpak van deze verschillende aspecten, zorgen we ervoor dat je het vermijdbaar verzuim tot een minimum beperkt.

Wat kan Liantis preventie en welzijn voor jou betekenen?

Als erkende externe dienst voor preventie en bescherming op het werk (EDPBW) waakt Liantis preventie en welzijn mee over de gezondheid van jouw medewerkers. We doen dit via

1. Klassiek **medisch toezicht**
2. Beheersing **veiligheidsrisico's** in jouw organisatie
3. Inhoudelijke ondersteuning en **opleidingen** om hun job veilig uit te voeren

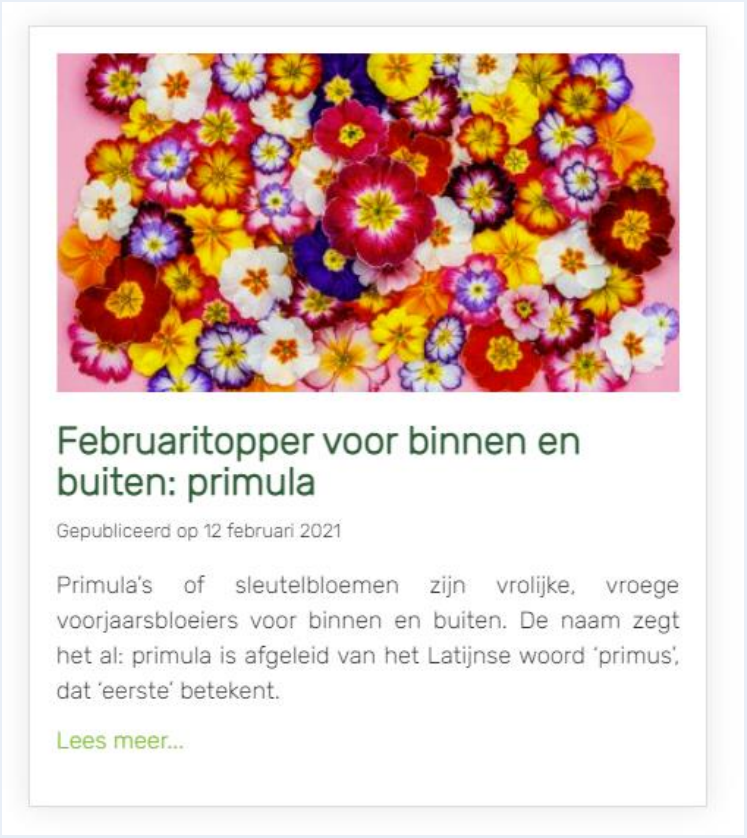
Dankzij een geïntegreerde aanpak van deze verschillende aspecten, zorgen we ervoor dat je het vermijdbaar verzuim tot een minimum beperkt.

Put your benefits at the front of the bullet & bold them if you have a longer explanation

Voordelen van een Sociaal VAPZ via Liantis

1. **Fiscale optimalisatie**: de premies die je stort, kan je als sociale bijdrage aftrekken van je belastbaar inkomen. Een lager netto belastbaar zorgt er op zijn beurt voor dat je minder sociale bijdragen moet betalen.
2. **Extra zekerheid**: je Sociaal VAPZ voorziet in een financiële bescherming en/of premievrijstelling bij arbeidsongeschiktheid, een extra vergoeding bij ernstige ziekte en geboortepremie bij de geboorte van een kindje.
3. **De ideale mix**: je Sociaal VAPZ kan je combineren met andere pensioenformules zoals Toppensioen-Pensioensparen, POZ of IPT om zo een maximaal fiscaal voordeel te realiseren.

Scanning concerns CTAs as well

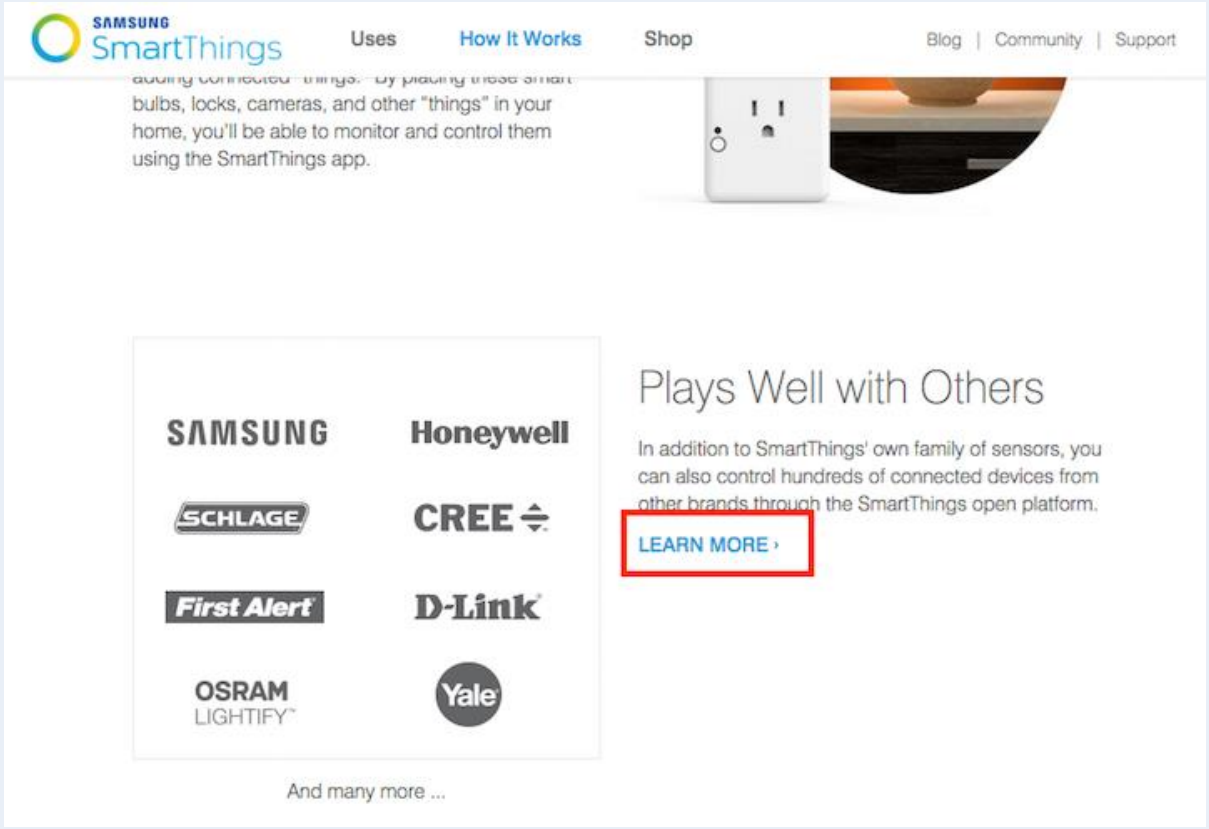


Februaritopper voor binnen en buiten: primula

Gepubliceerd op 12 februari 2021

Primula's of sleutelbloemen zijn vrolijke, vroege voorjaarsbloeiers voor binnen en buiten. De naam zegt het al: primula is afgeleid van het Latijnse woord 'primus', dat 'eerste' betekent.

Lees meer...



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Club

Que cherchez-vous ? Chercher

Magasins | Se connecter | Wishlist | Panier

Livres | Ebooks | Papeterie | Jeux | Cadeaux | Tous les produits

Dédicaces | Jobs | Articles

Rendez-vous dans le monde imaginaire de €lub

avec notre nouveau catalogue digital.

> Je plonge dans l'univers

Le nouveau Club mag est arrivé !

découvrez notre nouveau catalogue dès maintenant

> Je découvre





Rentrée littéraire 2023

Découvrez les titres de cette nouvelle sélection

> Vers les livres



Préparez votre mois d'octobre

avec notre sélection imaginaire

Magie | Créatures fantastiques | Onirisme et rêves

Aménagez votre espace de travail grâce à

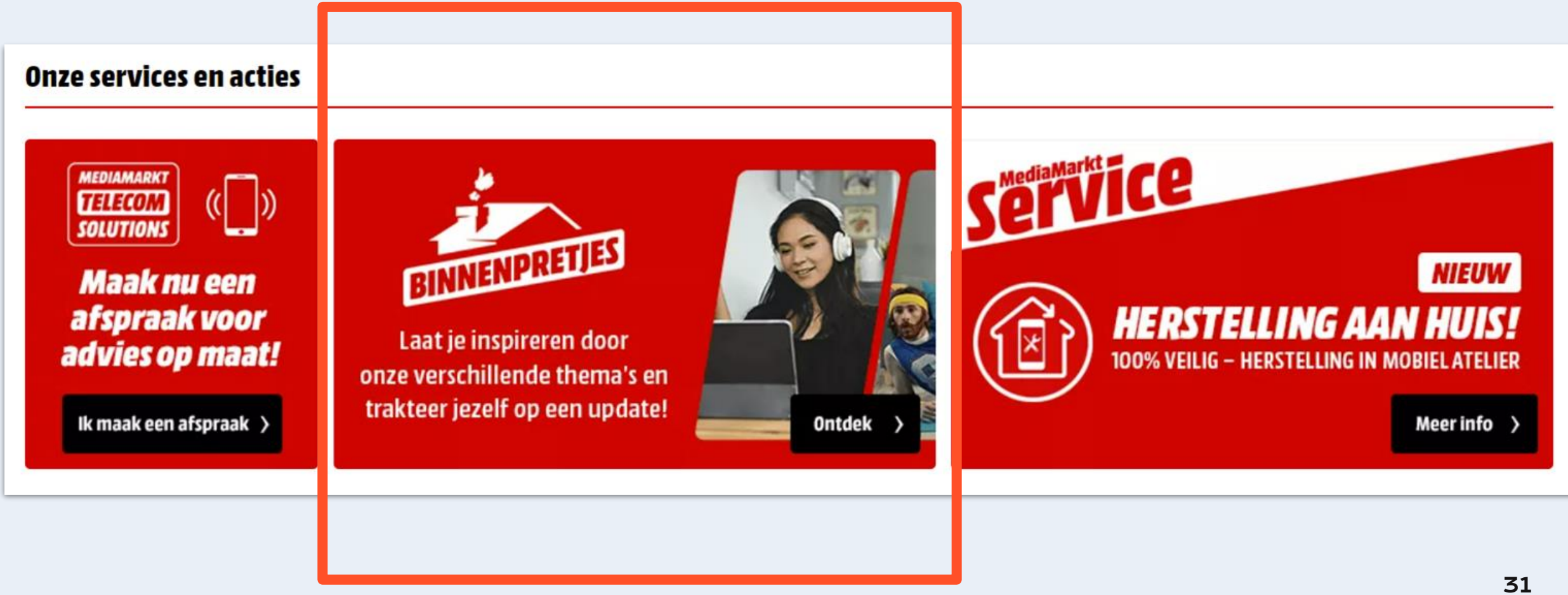
Post-it & Scotch



> Vers les produits

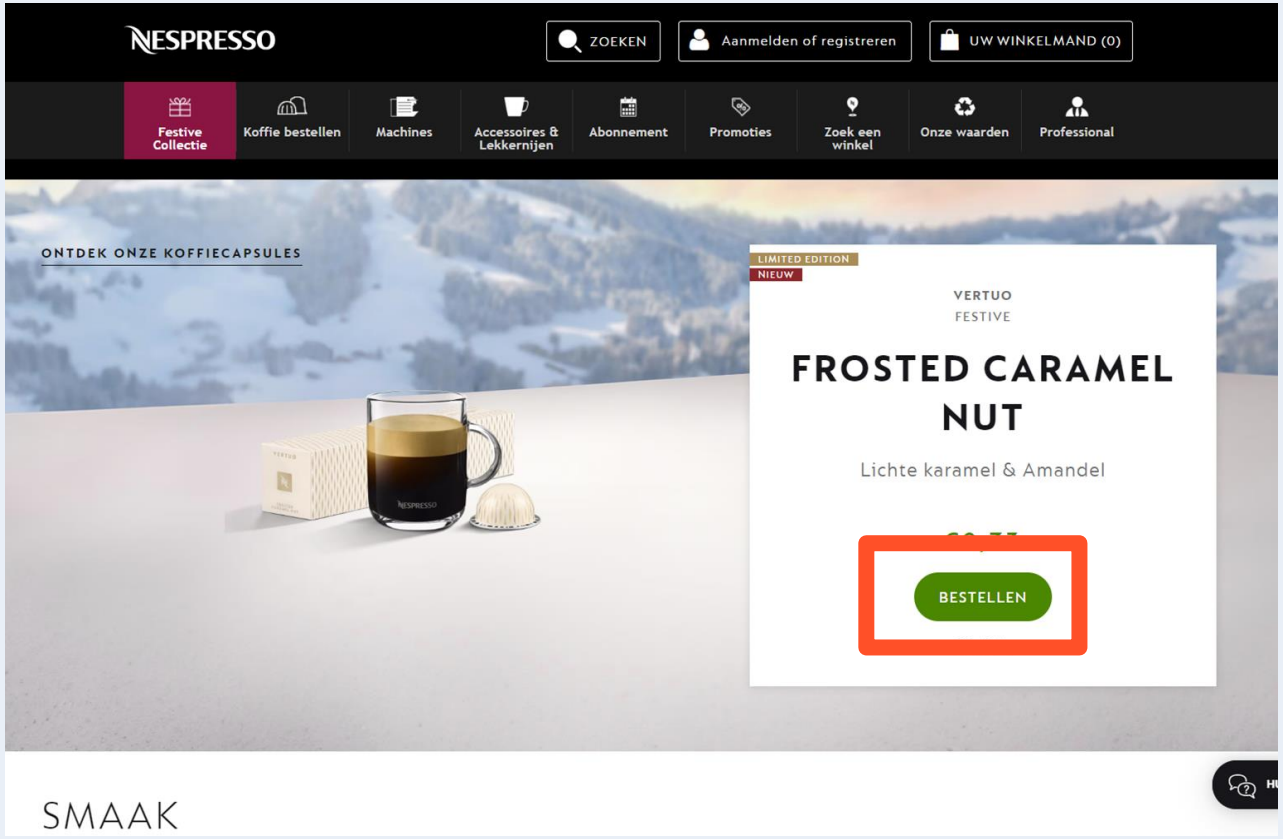
https://cataloguedigitalclub.be

Provide some context if needed

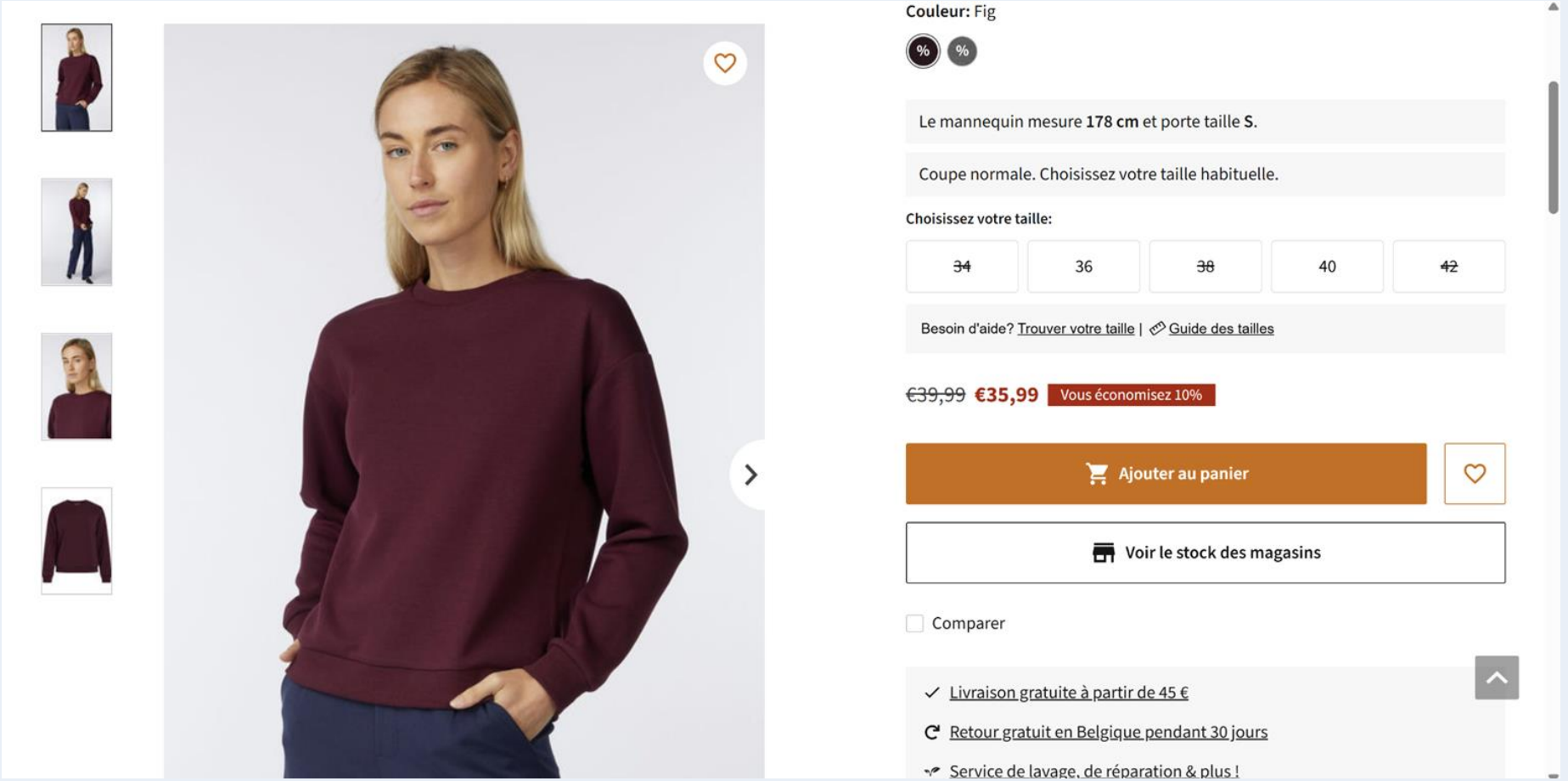


1 contrasting color for top task

In the brand color.



Use ghost buttons for secondary actions



Scanning also applies to microcopy

To remove friction and hesitation

Near the top task

1. Links
2. Buttons
3. Forms fields

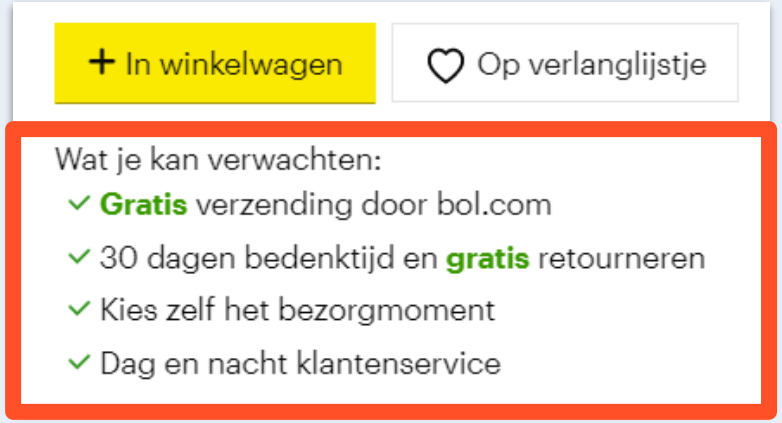




Variant	OBSERVED DATA: Experiment Sessions	Experiment Conversions	Calculated Conversion Rate	OPTIMIZE ANALYSIS: Probability to be Best	Modelled Conversion Rate	Modelled Improvement
Original 0 active visitors	272	19	6.99%	17%	4.4% – 11.0%	Baseline
Postcode microcopy 0 active visitors	321	30	9.35%	83%	6.4% – 13.5%	-26% to 143%

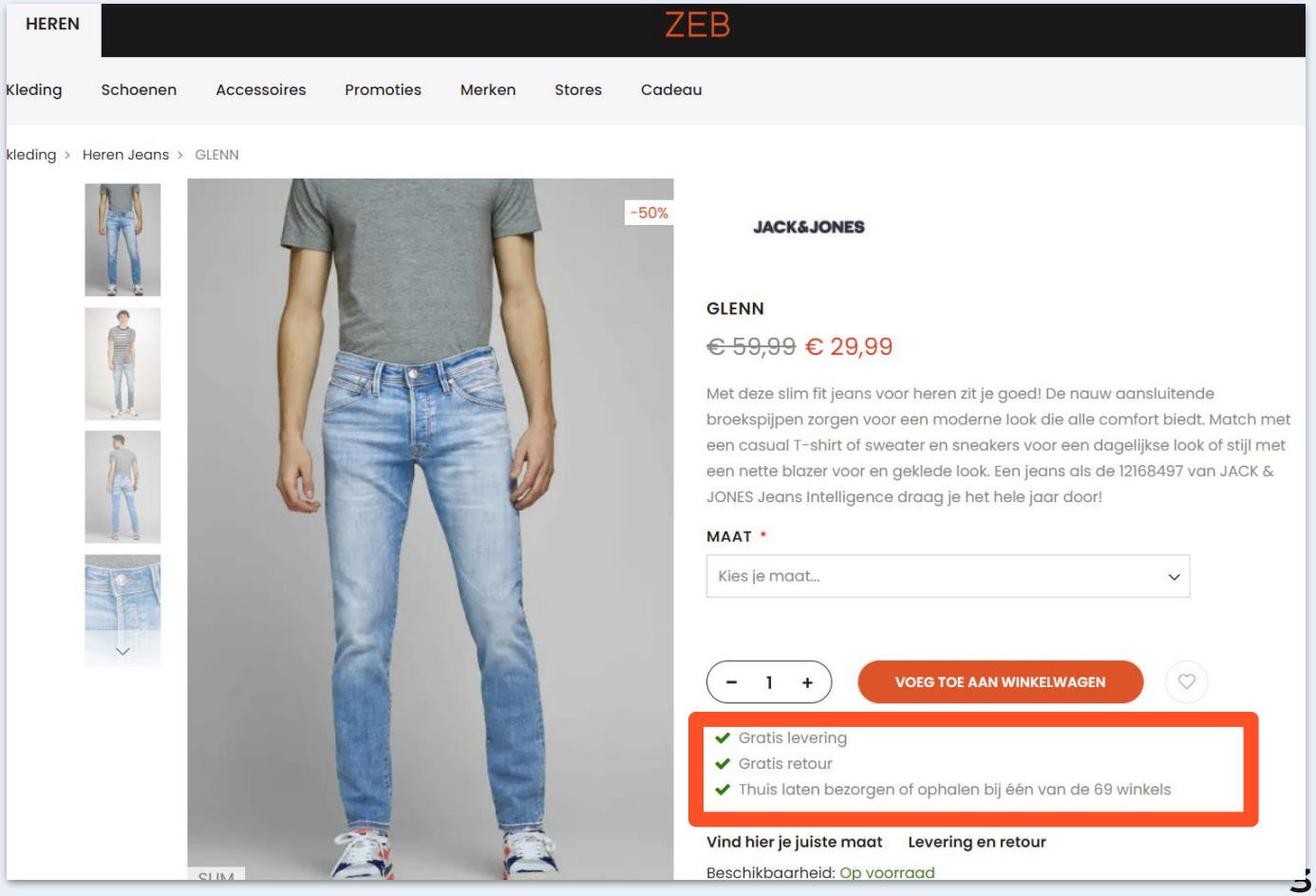
Near the top task

2023



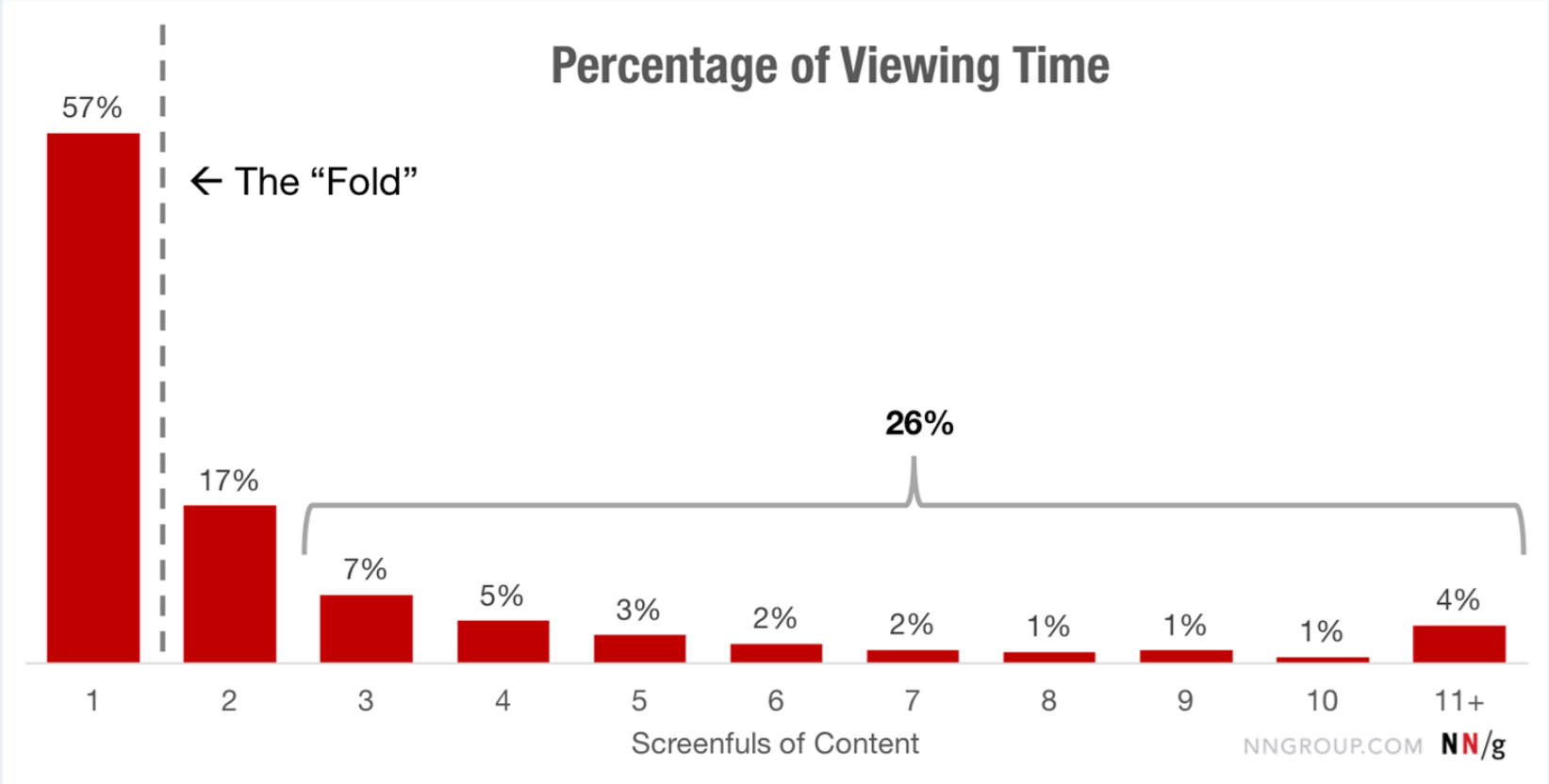
2024 & 2025



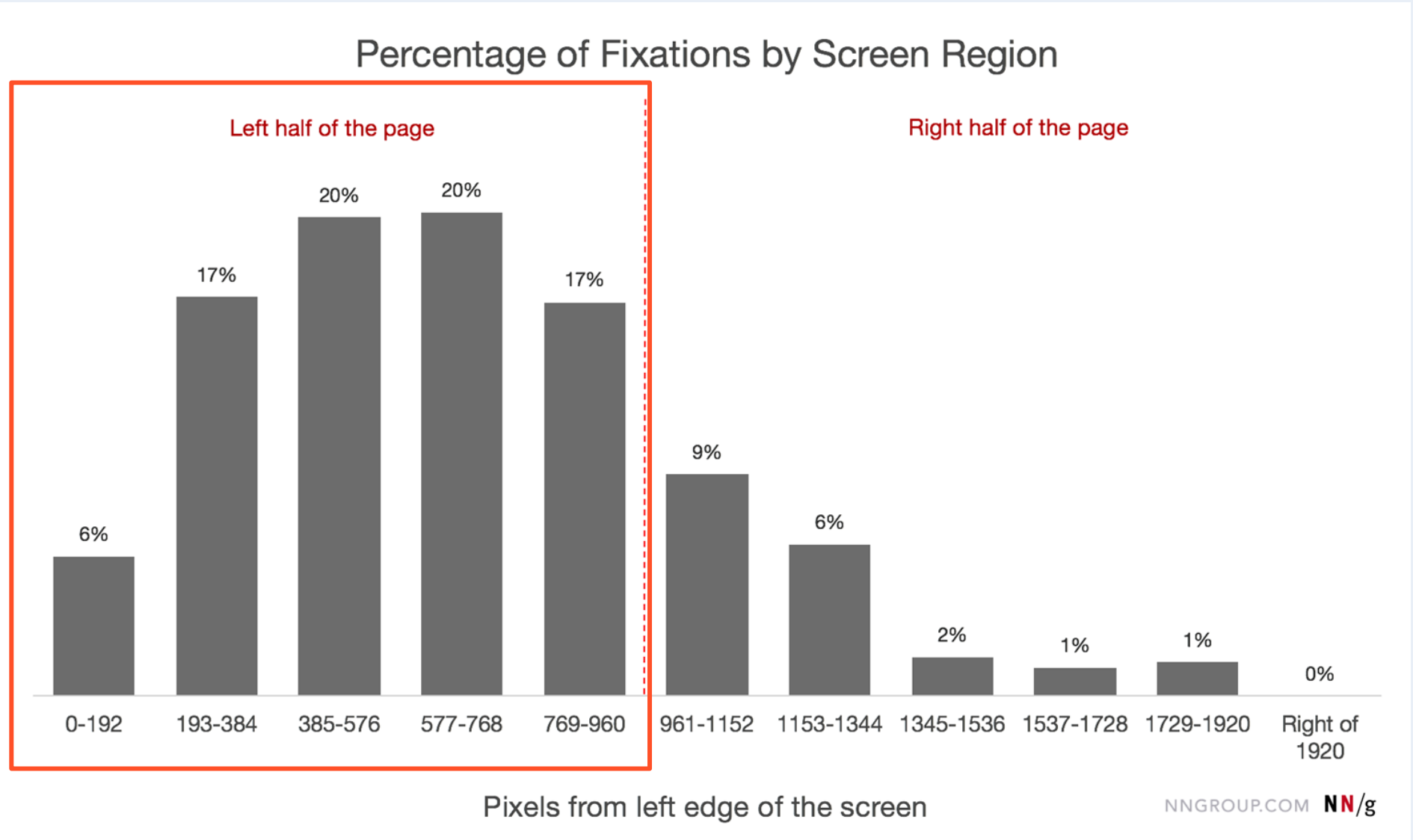


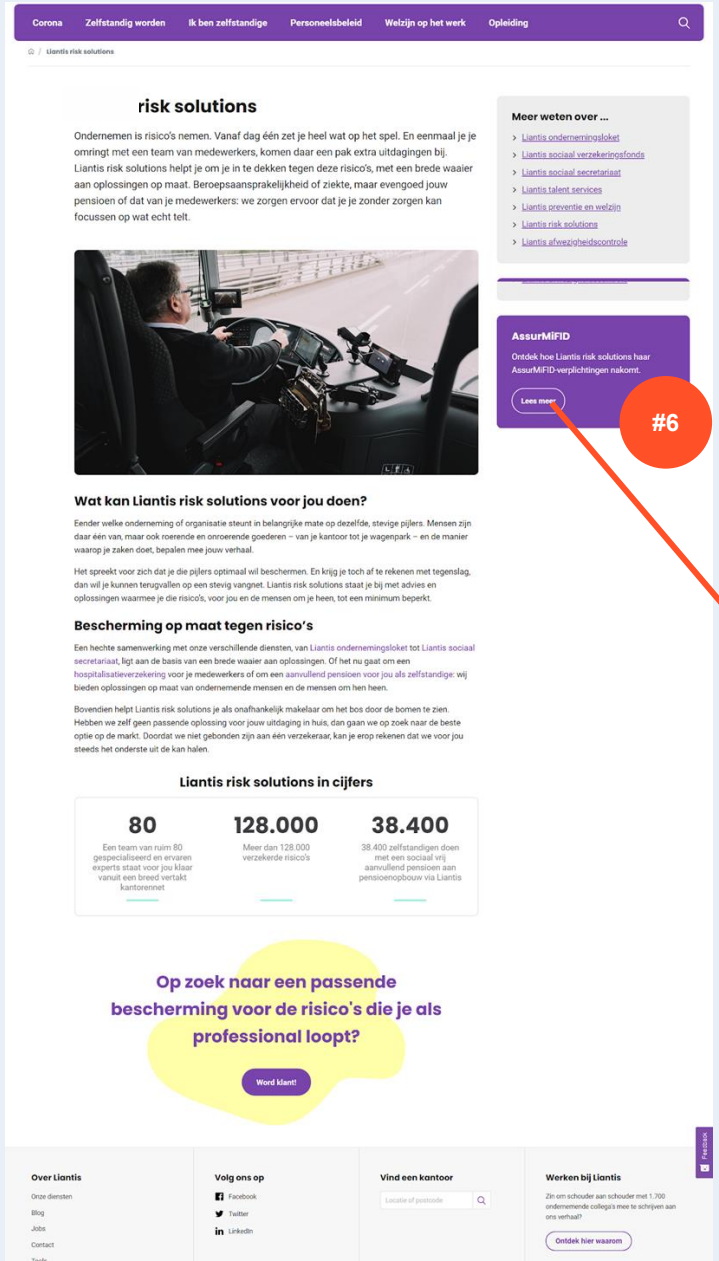
We spend more than half of our viewing time above the fold

Let this sink in



70% of attention goes to the left side of the page


Percentage of Fixations by Screen Region
Left half of the page
Right half of the page
6%
17%
20%
20%
17%
9%
6%
2%
1%
1%
0%
0-192
193-384
385-576
577-768
769-960
961-1152
1153-1344
1345-1536
1537-1728
1729-1920
Right of 1920
Pixels from left edge of the screen
NNGROUP.COM NN/g



Next Page Path	Page Views	% Page Views
/nl/contact	57	11.29%
/nl	40	7.92%
/nl/onze-diensten-maak-kennis-met-de-liantis-familie	39	7.72%
/nl/klant-worden	36	7.13%
/nl/over-liantis	36	7.13%
/nl/over-liantis/risk-solutions/assurmifid	26	5.15%
/nl/kantoren	23	4.55%
/nl/liantis-afwezigheidscontrole	21	4.16%
/nl/liantis-preventie-en-welzijn	20	3.96%
/nl/sociaal-verzekeringsfonds	14	2.77%

Top Task analysis
Part 2 of 4

Basic principle:

Is it clear for users what the main task per page is?

Mr.Bricolage

My Mr.Bricolage

0

ASSORTIMENT PROMOS CONSEILS MAGASINS SERVICES

Chercher un produit ...



OUVERTURE

Samedi 11 Novembre

Dimanche 12 Novembre

Consultez la liste de nos magasins ouverts

Peinture murs & plafonds

5 l + 1L GRATUIT

829877



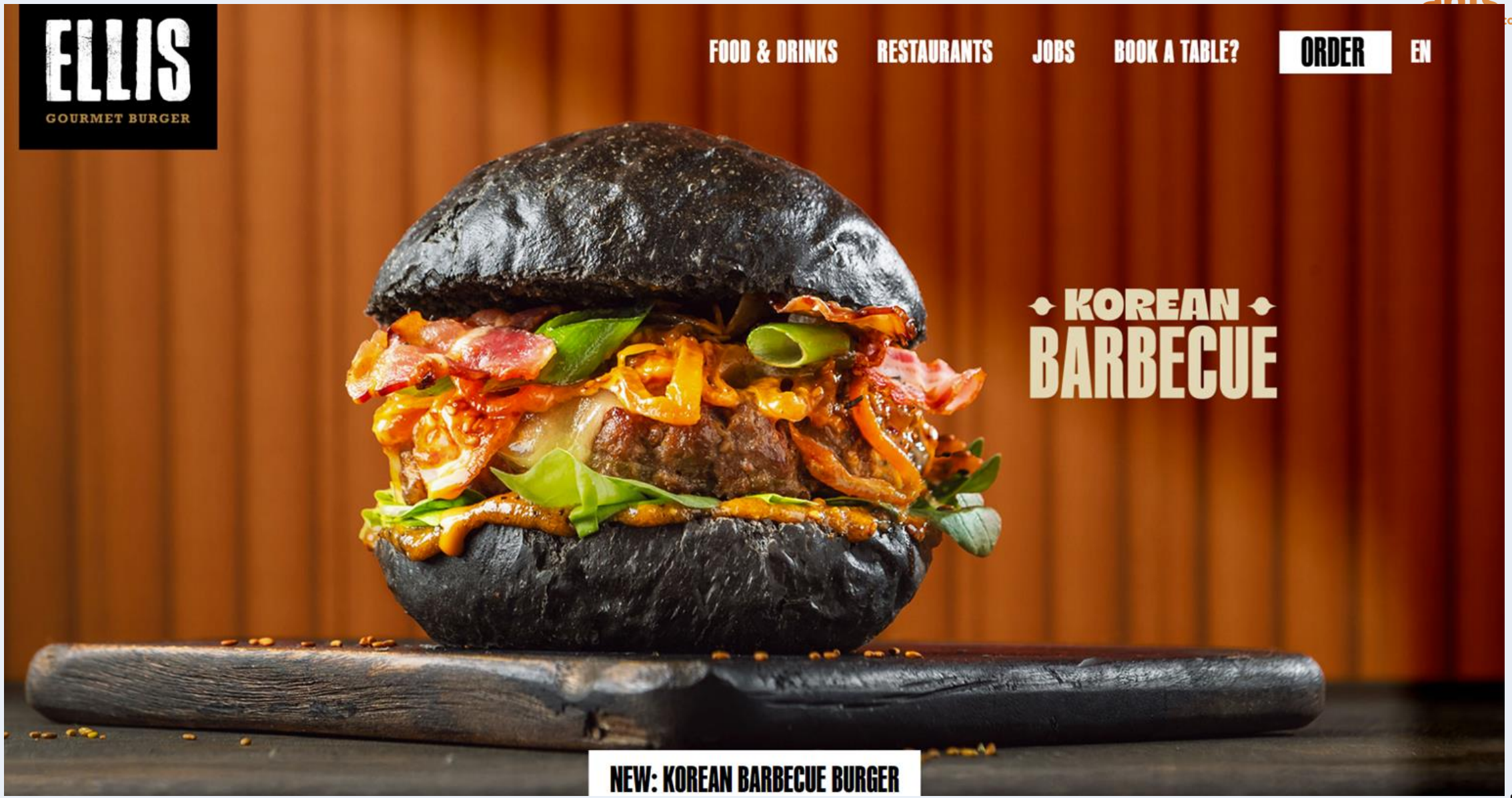


2+1 GRATUIT

Terreau universel

236680




ELLIS
GOURMET BURGER
FOOD & DRINKS
RESTAURANTS
JOBS
BOOK A TABLE?
ORDER
EN
KOREAN
BARBECUE
NEW: KOREAN BARBECUE BURGER

Recycle actie: -20% op je nieuwe winterjas* in ruil voor je oude. Lees meer

BELGIË

BOETIEKS CONTACT

LOLALIZA

Log in voor een betere ervaring op de site

NEW ARRIVALS KLEDING JURKEN ECO-RESPONSIBLE INSPIRATION PROMOTIES

ZOEKEN



Onze bestsellers van maat 34 tot 50

Ontdek de hele selectie →





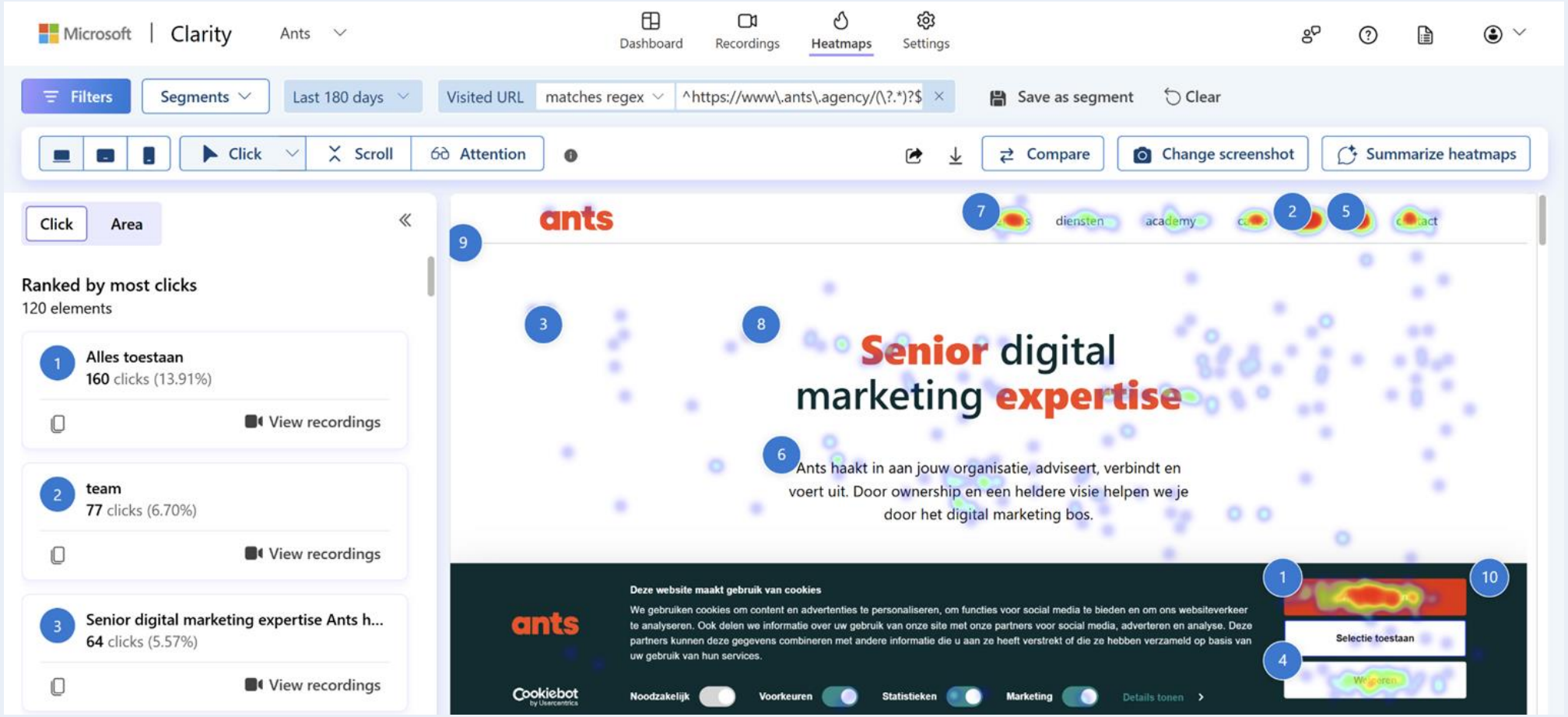


Let’s do top task analysis for your website

Top Task Analysis

1) Go to **analytics.google.com** & log in
2) Get the URL your **homepage** or any other important page
3) Define the **top task** (what do you want people to do)
4) Follow along with me first
5) Then do the exercise yourself by **using the template**

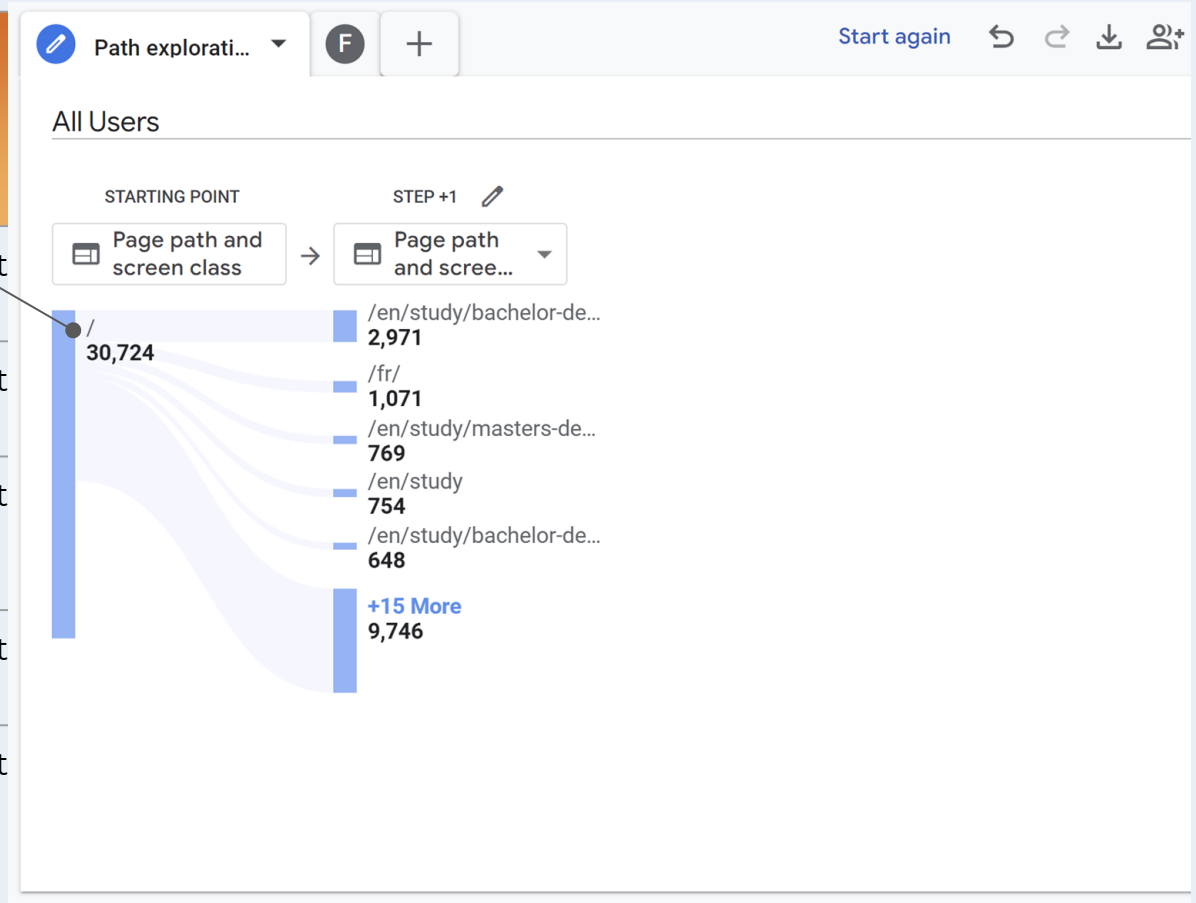
You need link clicks, not clicks



Your name	**Nikolaas De Geyndt**	Analysed page (URL)	**Homepage (/)**

Reporting period	Page view for this page
Last 28 days	30.724

	Next Page Path	Page Views	% Page Views	Top task, sub task or n/a for this page?	Click Zone
1	**/en/study/bachelor-degree-in-hospitality**	2.971	9,1%	Top task	Navigat n
2	/fr	1.071	3,3%	Languag e switch	Navigat n
3	**/en/study/masters-degree-in-hospitality**	769	2,4%	Top task	Navigat n
4	**/en/study**	754	2,3%	Top task	Navigat n
5	**/en/study/bachelor-degree-in-hospitality/admissions-and-fees**	648	2,0%	Top task	Navigat n



EHL Hospitality Business School

1

2

ENG

ABOUT US | STUDY | FACULTY & RESEARCH | LIFE AT EHL | MEET US



Join Our Open Day

12 October 2024

Meet our students, explore the campus, and get a glimpse of your future. Don't miss the chance to learn more about our programs.

Reg[illegible] Today!

ABOUT US | 3 | STUDY | FACULTY & RESEARCH | LIFE AT EHL | MEET US

Scholarships



EHL supports students and their families with scholarships and financial aid to help them accomplish their academic journey.

Scholarships & Financial Aid

1 **Bachelor of Science in International Hospitality Management**

Hands-On Experience

Career Path for Graduates

Student Success Center

Direct Entry / Transfers

4 Admissions & Fees

Pre-University Courses
Junior Academy

Youth Immersion Program

Foundation Program

Graduate Programs

Master's Degrees 2

MBA Programs

Graduate Summer Program

Executive Education

Online Courses

Culinary Certificates & Courses

Culinary & Restaurant Management Certificate (CREM)

Culinary Courses «Les Ateliers»

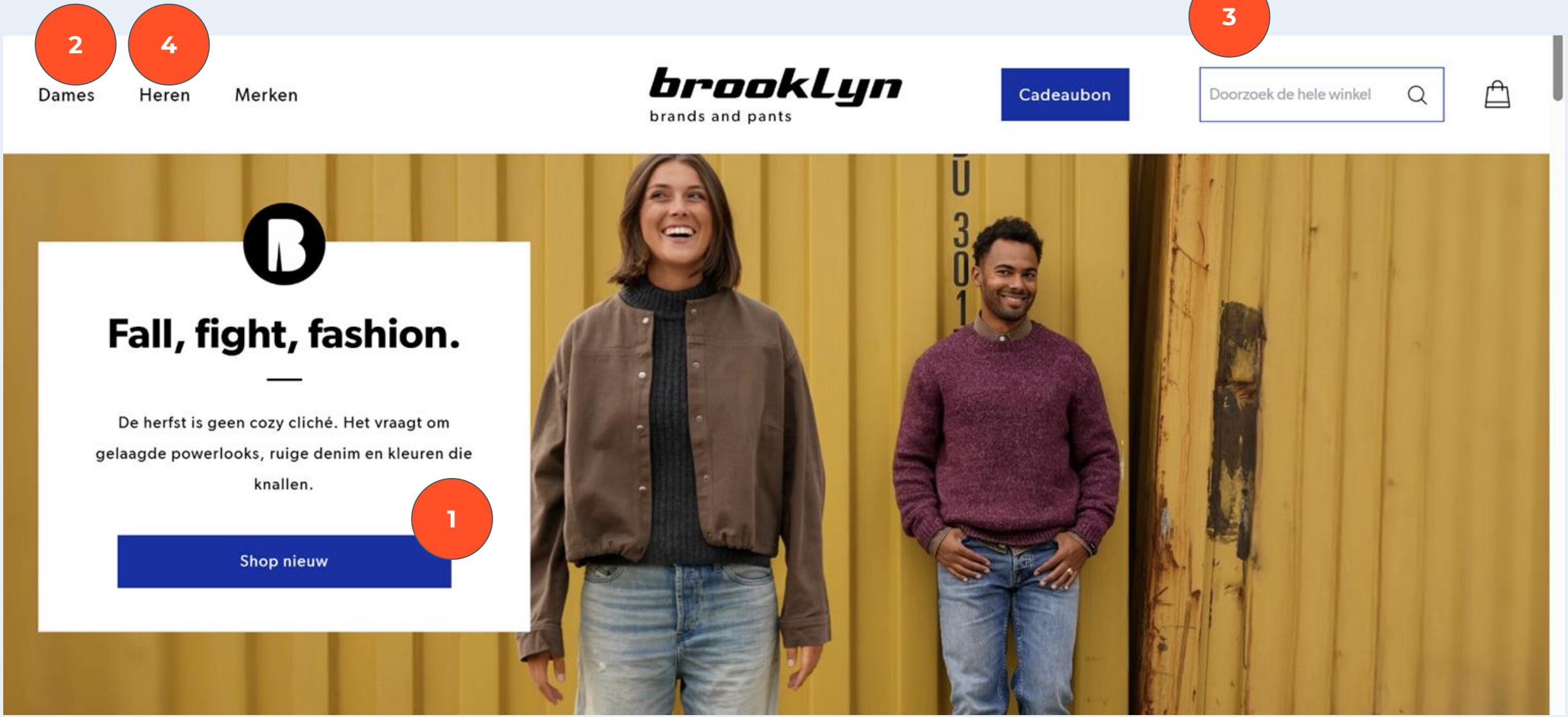
Swiss Professional Diplomas

Swiss Professional Degree in Hospitality Management (HF)

Hotel Communications Apprenticeship Diploma (HoKo)

When you do this exercise, look for

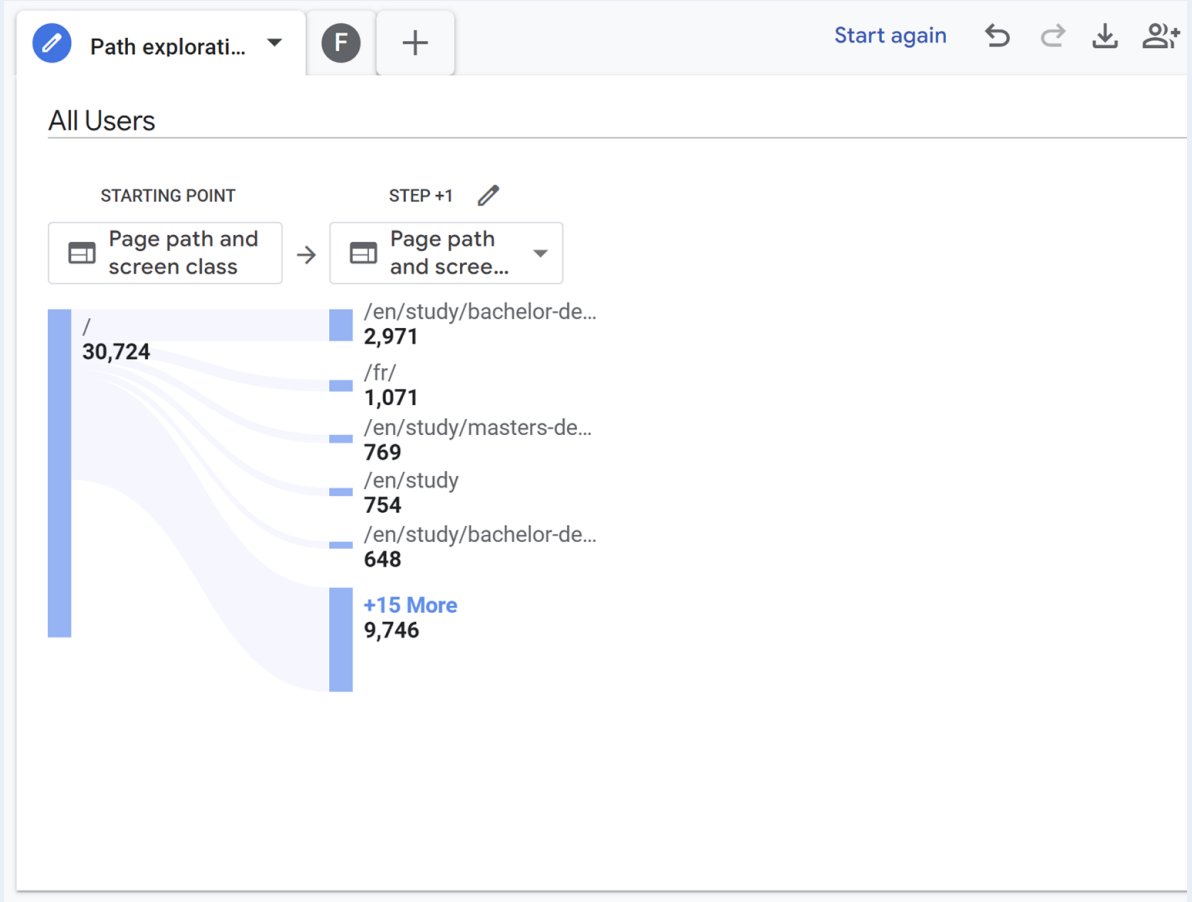
1. **Language** switchers (SEO problems)
2. **Back to homepage** clicks (SEO problems, uncertain where people are)
3. Is the **order** of your navigation clear?
4. Are people clicking where you want them to click (hero **banner**)


2
4
3
Dames
Heren
Merken
brooklyn
brands and pants
Cadeaubon
Doorzoek de hele winkel
Fall, fight, fashion.
De herfst is geen cozy cliché. Het vraagt om gelaagde powerlooks, ruige denim en kleuren die knallen.
1
Shop nieuw

Use Google Analytics 4 (1/2)

Next page paths

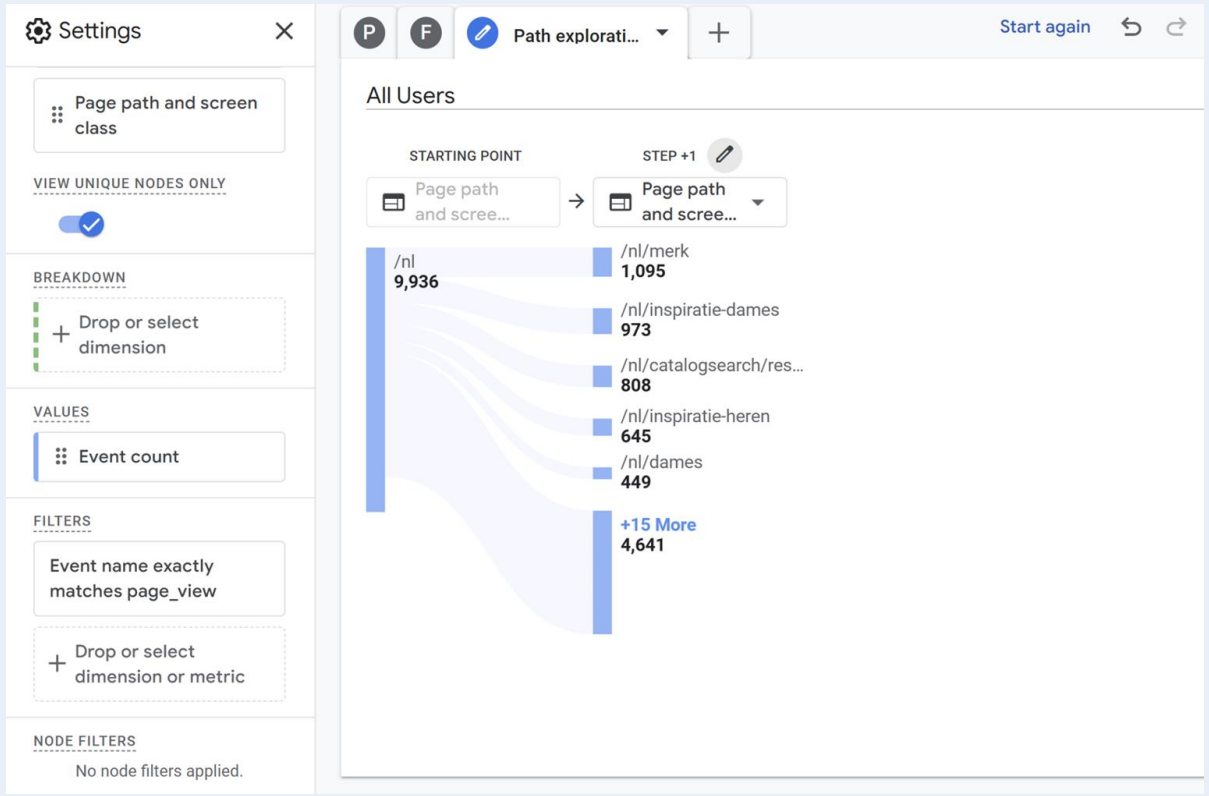
1. Log in Google Analytics and select your website
2. Click in the left menu on “**Explorations**”
3. Chose “**Path Exploration**”
4. Click “**Start again**” on the top right
5. **As starting point** choose your **homepage** (page path and screen class)



Use Google Analytics 4 (2/2)

Next page paths

6. In the second column scroll down to **FILTERS**
7. Add the filter “Event name” exactly matches “page_view”



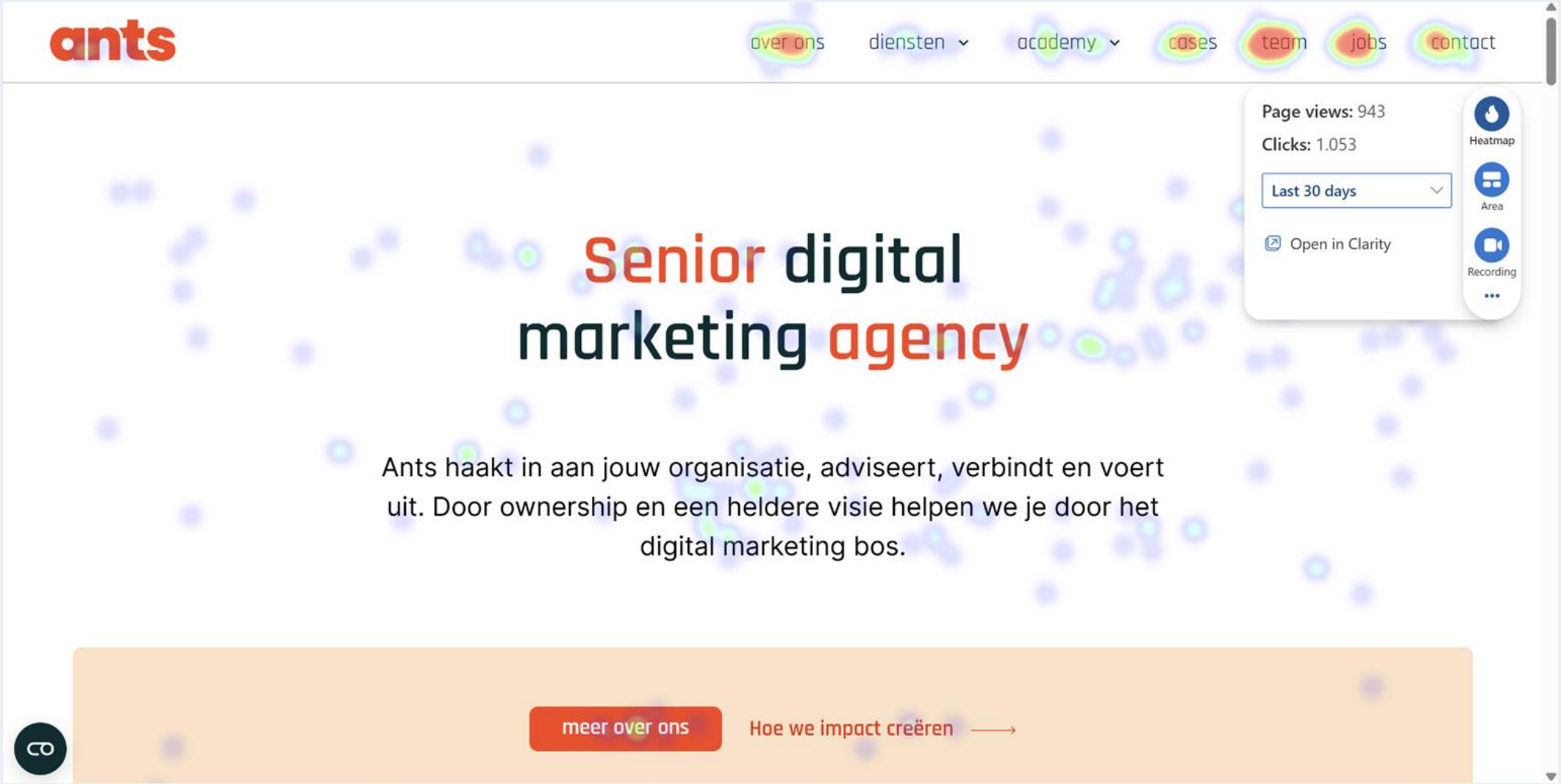
Your name		Analysed page (URL)	

Reporting period	**Page view for this page**
Last 28 days	

	Next Page Path	**Page Views**	**% Page Views** (calculate yourself)	**Top task, sub task or n/a for this page?**	**Click Zone** Navigation | Hero | Content | Footer | Sidebar | Search | ...
1	**Paste the URL** of next page path 1 here				
2	Next page path 2				
3	Next page path 3				
4	Next page path 4				
5	Next page path 5				

Other means to measure “attention”

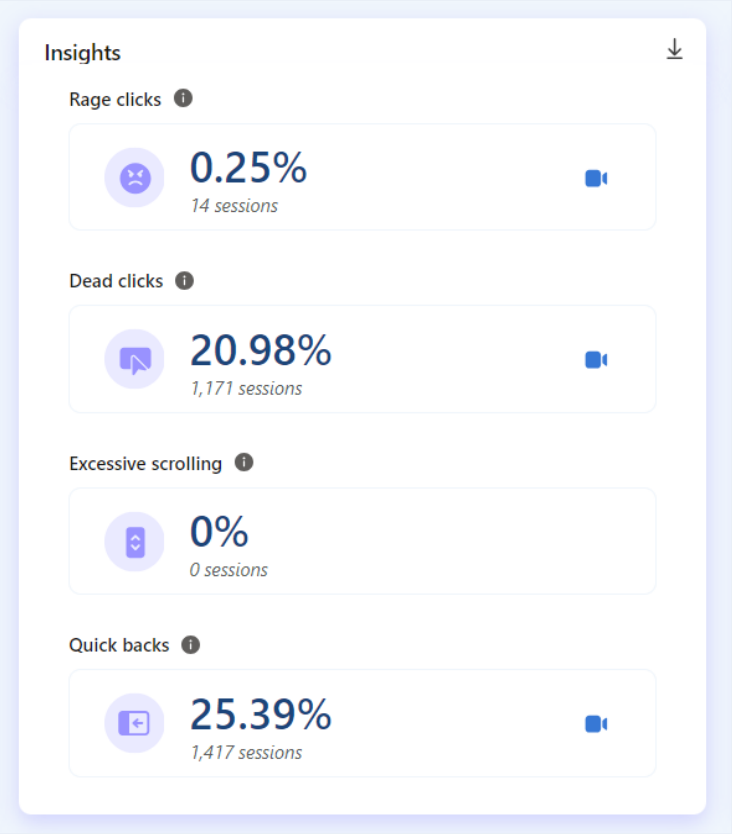
Pro-tip: use the Clarity chrome plugin



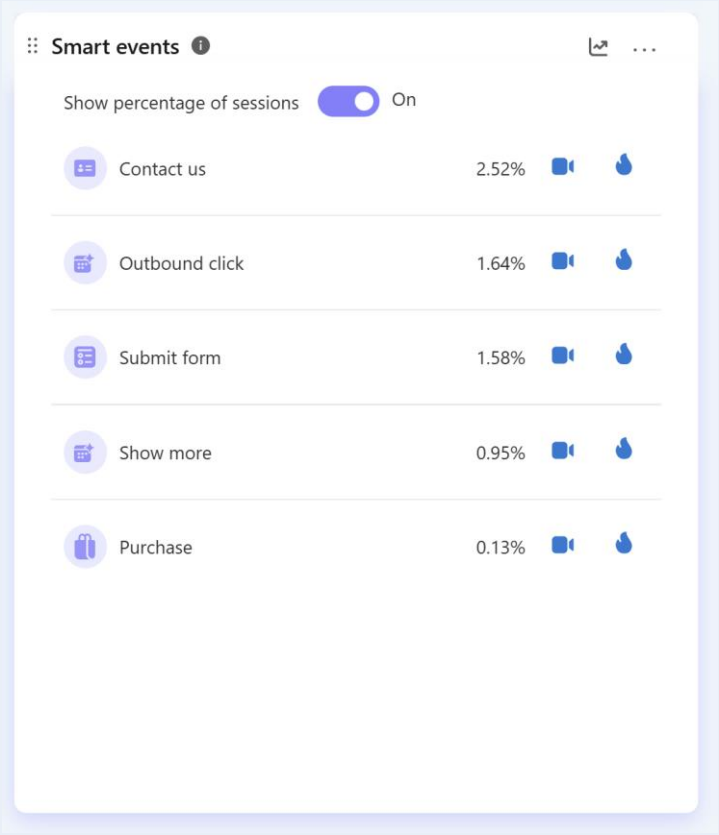
Rage maps

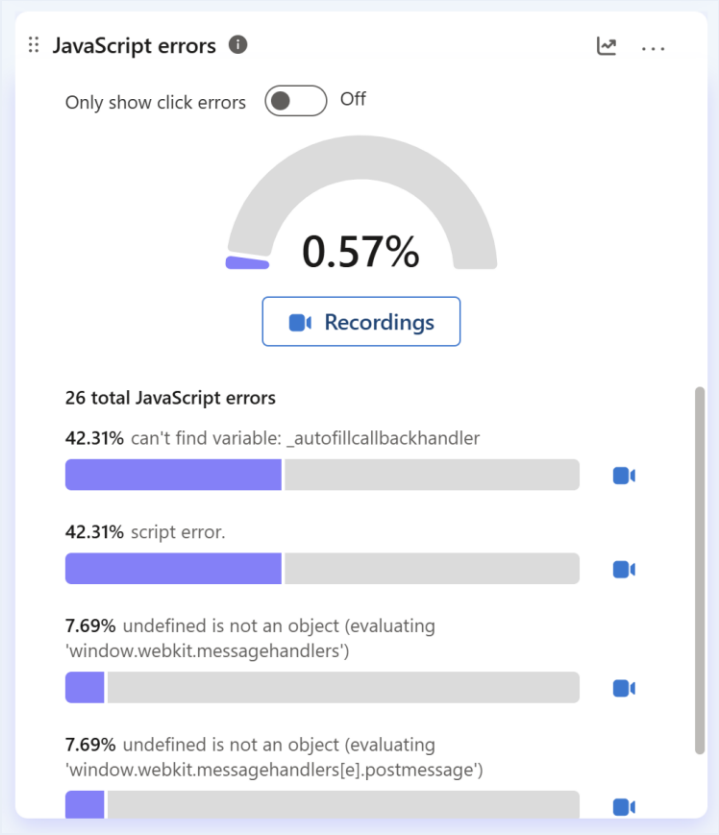
Microsoft Clarity

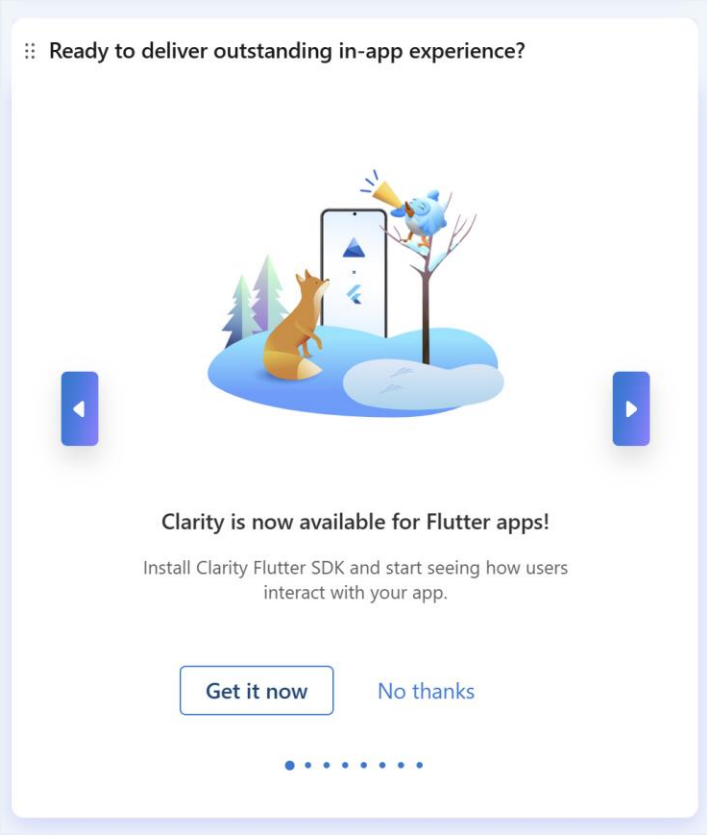
1. Rage clicks = User rapidly clicked or tapped in the same small area
2. Dead clicks = User clicked or tapped on a page with no effect
3. **Excessive scrolling** = User scrolled through a page more than expected
4. **Quick backs** = User navigated to a page then quickly returned to the previous one



Use smart events, see errors and look at apps too







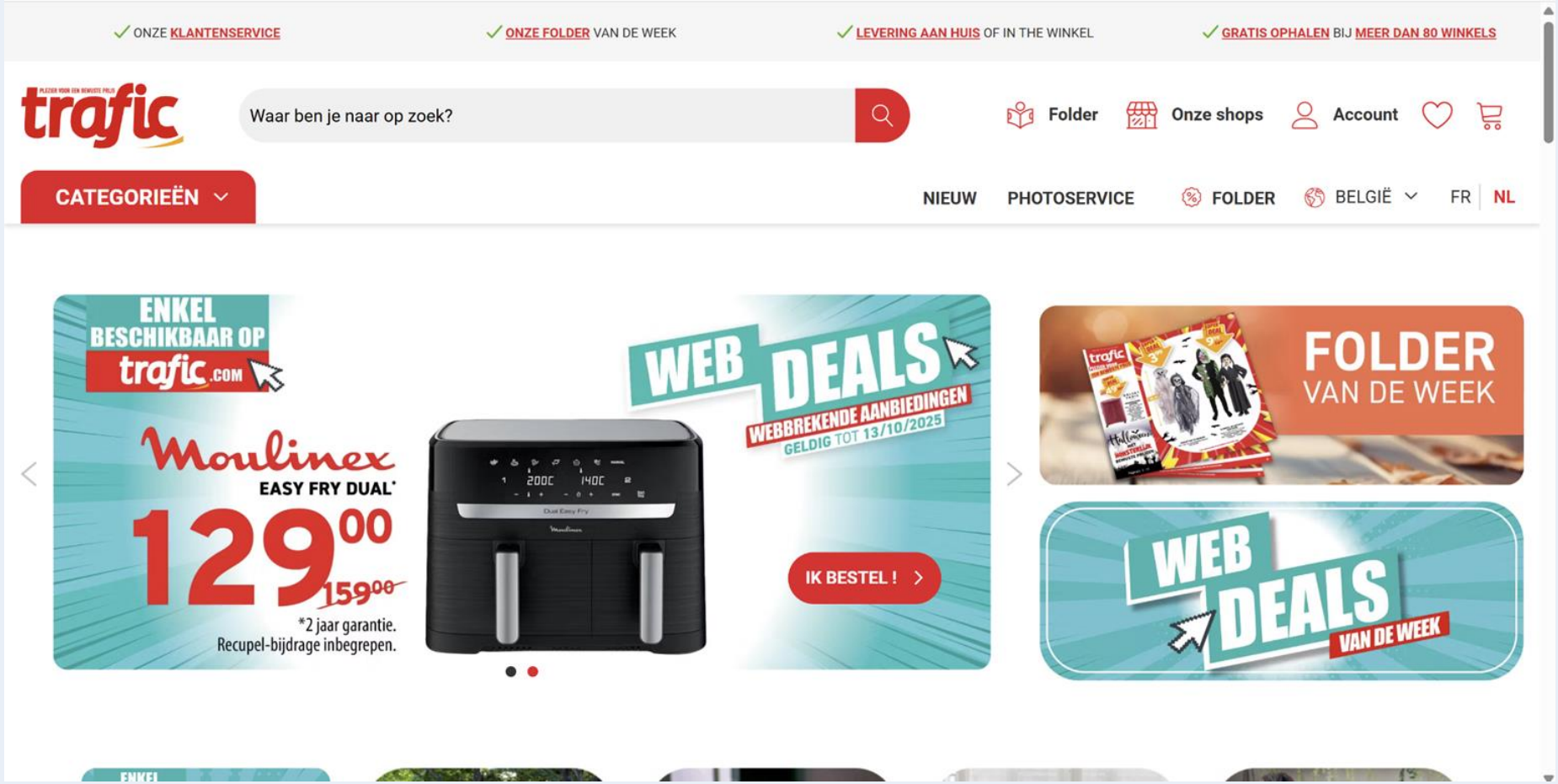
E-commerce CRO best practices

Part 3 of 4

The homepage

The homepage is to a website what a front-window display is to a physical store: the more items crammed into the window, the lower the overall perceived value

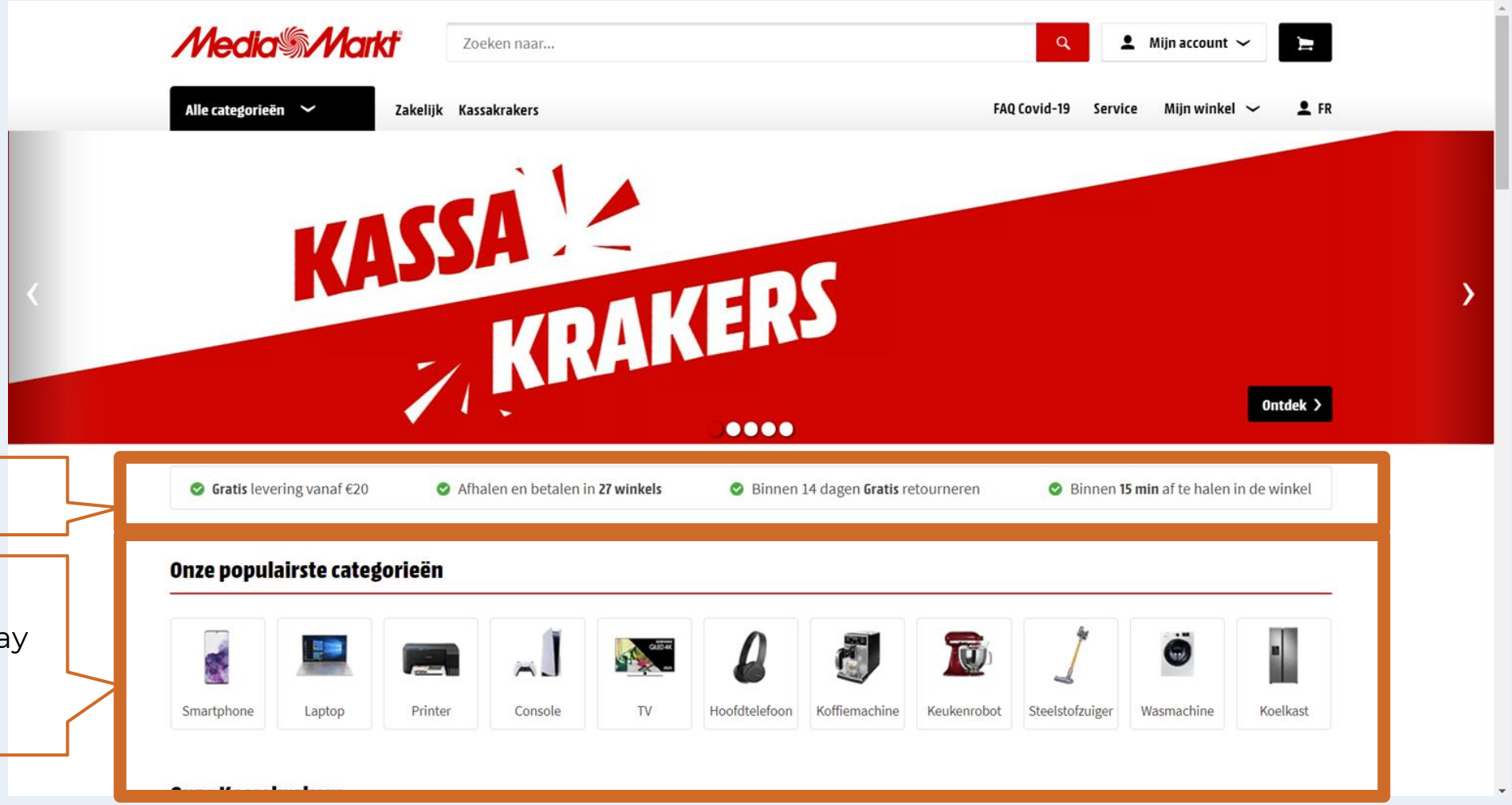
What is the purpose of the homepage?

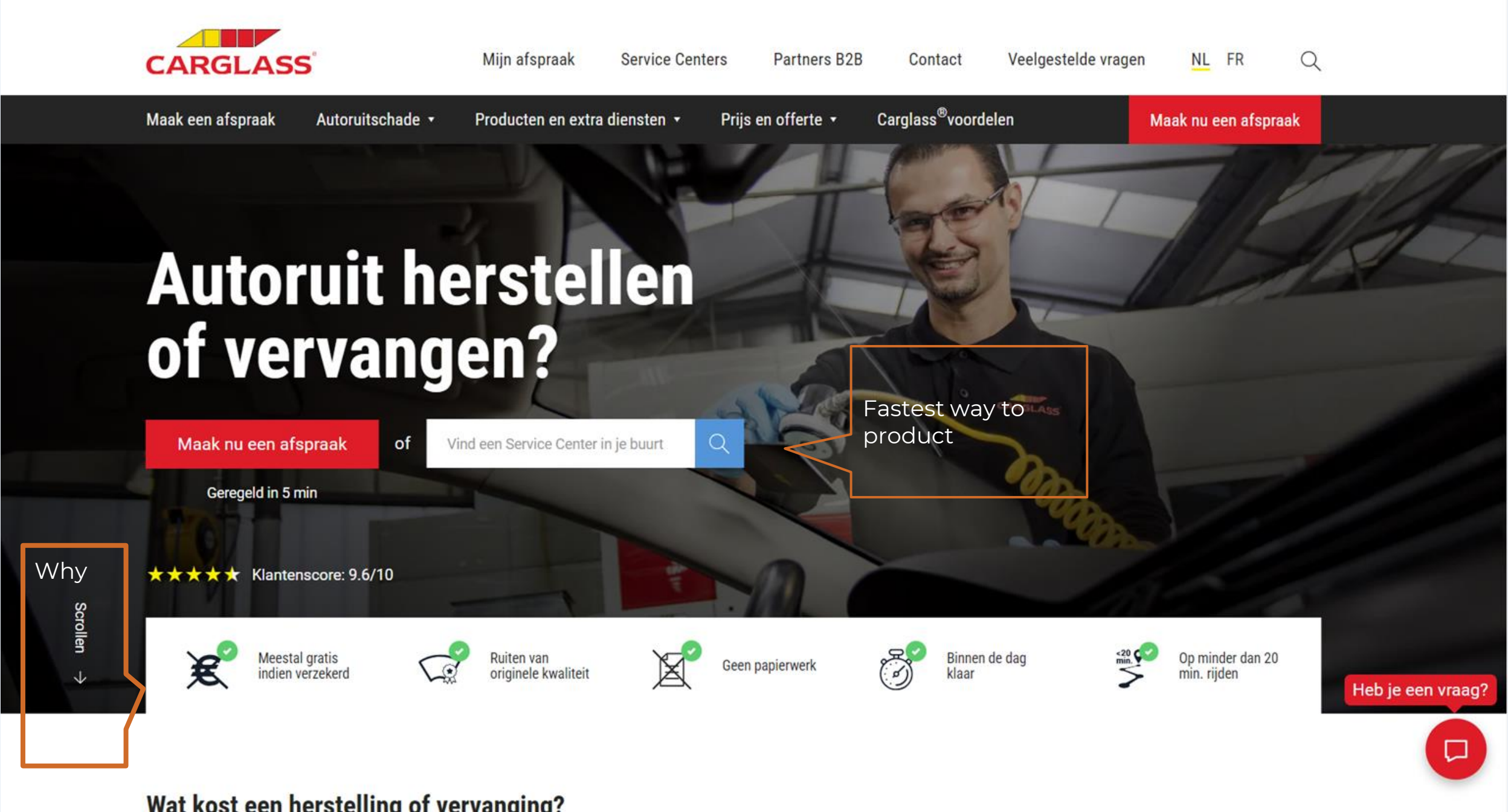


Homepage serves 2 purposes

Why

Serve fastest way to products



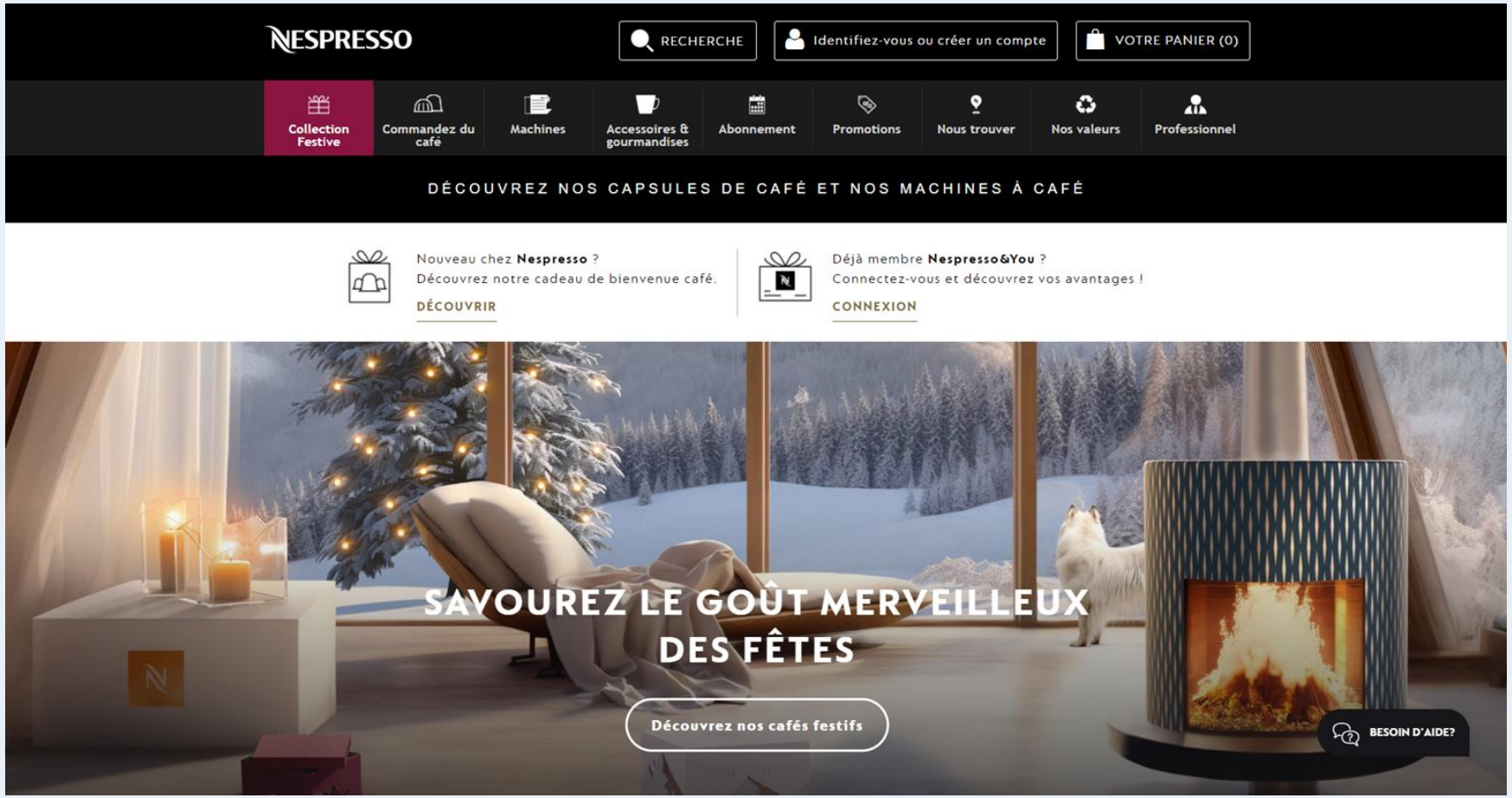

CARGLASS
Mijn afspraak
Service Centers
Partners B2B
Contact
Veelgestelde vragen
NL FR
Maak een afspraak
Autoruitschade
Producten en extra diensten
Prijs en offerte
Carglass® voordelen
Maak nu een afspraak
Autoruit herstellen of vervangen?
Maak nu een afspraak
of
Vind een Service Center in je buurt
Geregeld in 5 min
Fastest way to product
★★★★★ Klantenscore: 9.6/10
Why
Scrollen
Meestal gratis indien verzekerd
Ruiten van originele kwaliteit
Geen papierwerk
Binnen de dag klaar
Op minder dan 20 min. rijden
Heb je een vraag?
Wat kost een herstelling of vervanging?

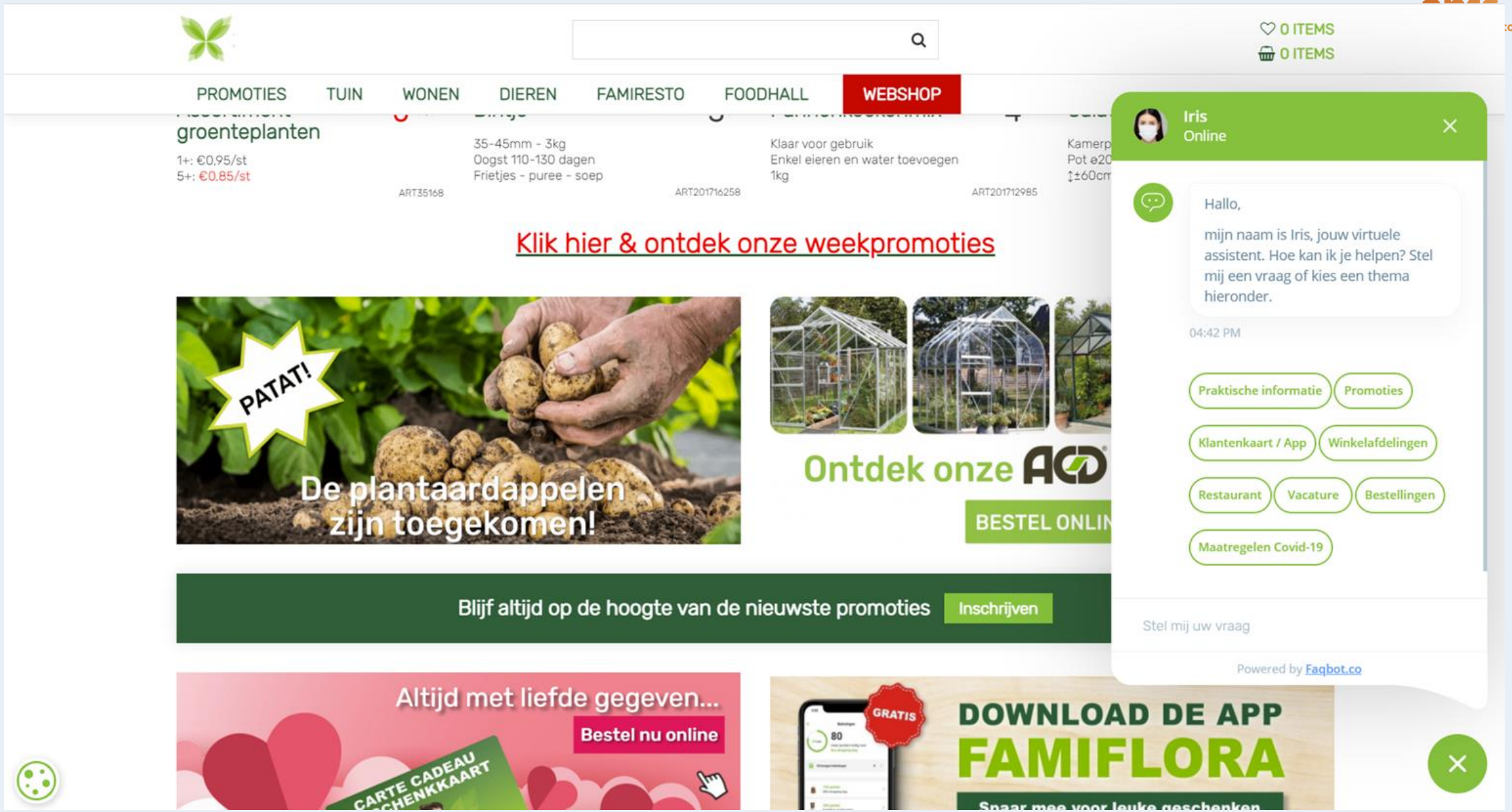
Serve the fastest way to products

3 paths to your products

1. Category & subcategory navigation
2. Search
3. Curated paths (guides, inspiration, new arrivals)

Navigation

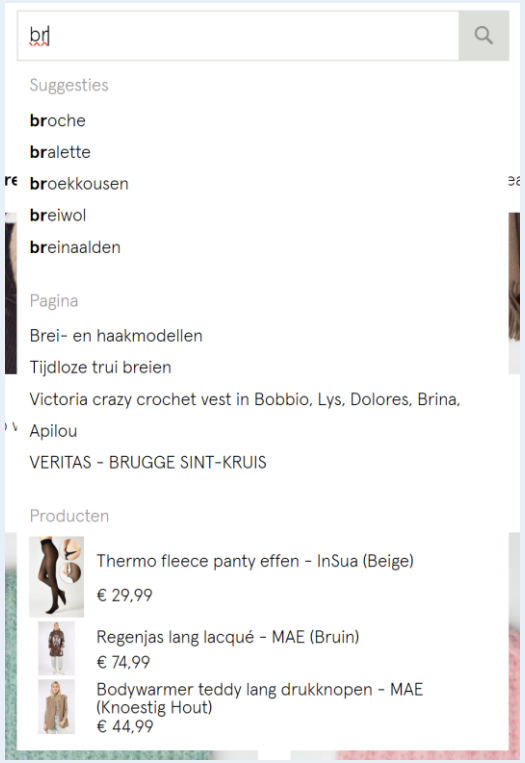

NESPRESSO
RECHERCHE
Identifiez-vous ou créer un compte
VOTRE PANIER (0)
Collection Festive
Commandez du café
Machines
Accessoires & gourmandises
Abonnement
Promotions
Nous trouver
Nos valeurs
Professionnel
DÉCOUVREZ NOS CAPSULES DE CAFÉ ET NOS MACHINES À CAFÉ
Nouveau chez Nespresso ?
Découvrez notre cadeau de bienvenue café.
DÉCOUVRIR
Déjà membre Nespresso&You ?
Connectez-vous et découvrez vos avantages !
CONNEXION
SAVOUREZ LE GOÛT MERVEILLEUX DES FÊTES
Découvrez nos cafés festifs
BESOIN D'AIDE?


0 ITEMS
0 ITEMS
PROMOTIES
TUIN
WONEN
DIEREN
FAMIRESTO
FOODHALL
WEBSHOP
groenteplanten
1+: €0.95/st
5+: €0.85/st
ART35168
35-45mm - 3kg
Oogst 110-130 dagen
Frietjes - puree - soep
ART201716258
Klaar voor gebruik
Enkel eieren en water toevoegen
1kg
ART201712985
Klik hier & ontdek onze weekpromoties
PATAT!
De plantaardappelen zijn toegekomen!
Ontdek onze
BESTEL ONLIN
Blijf altijd op de hoogte van de nieuwste promoties
Inschrijven
Altijd met liefde gegeven...
Bestel nu online
CARTE CADEAU
GRATIS
DOWNLOAD DE APP
FAMIFLORA
Iris
Online
Hallo,
mijn naam is Iris, jouw virtuele assistent. Hoe kan ik je helpen? Stel mij een vraag of kies een thema hieronder.
04:42 PM
Praktische informatie
Promoties
Klantenkaart / App
Winkelafdelingen
Restaurant
Vacature
Bestellingen
Maatregelen Covid-19
Stel mij uw vraag
Powered by Faqbot.co

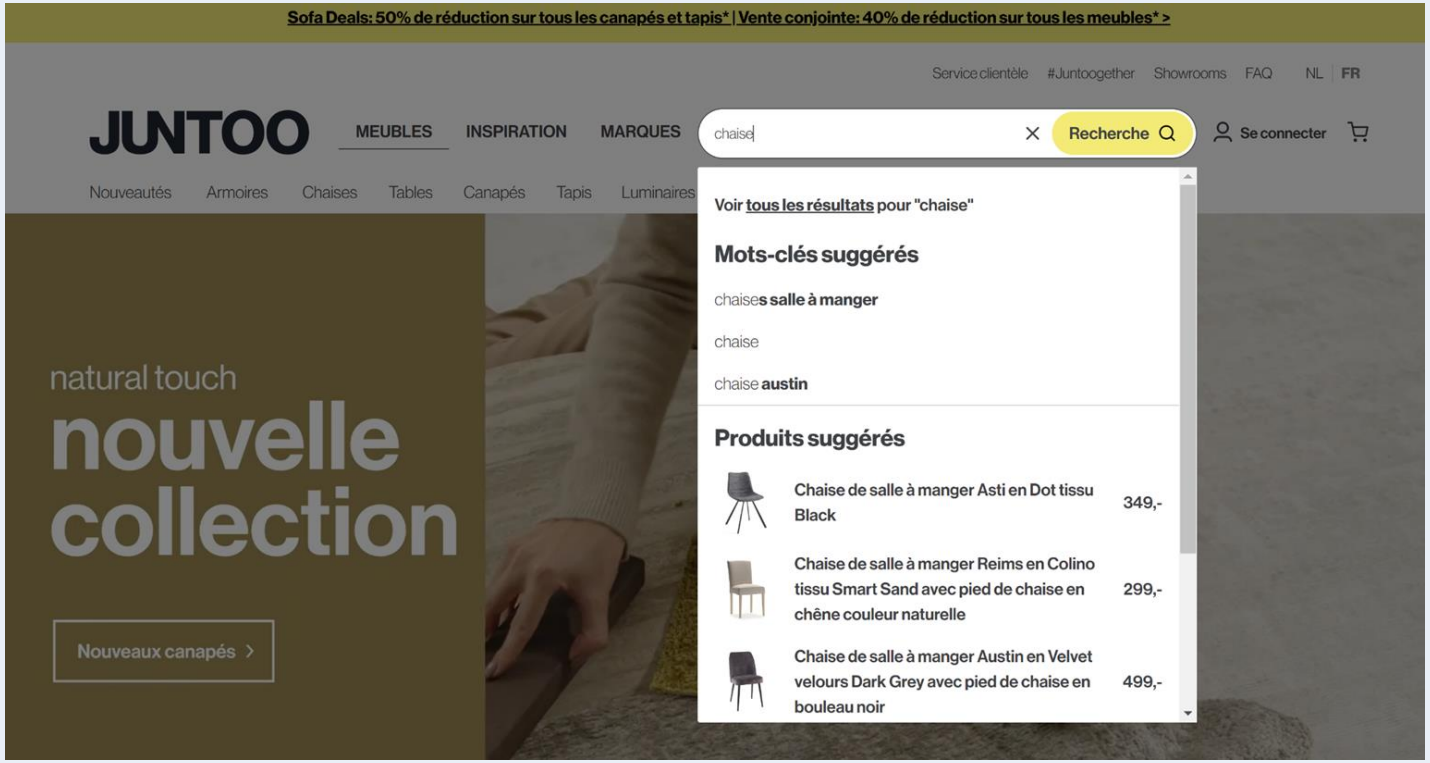
Search

Provide **search redirects** to categories

Veritas



Juntoo



Curated paths

Découvrez



Collection outdoor pour femme



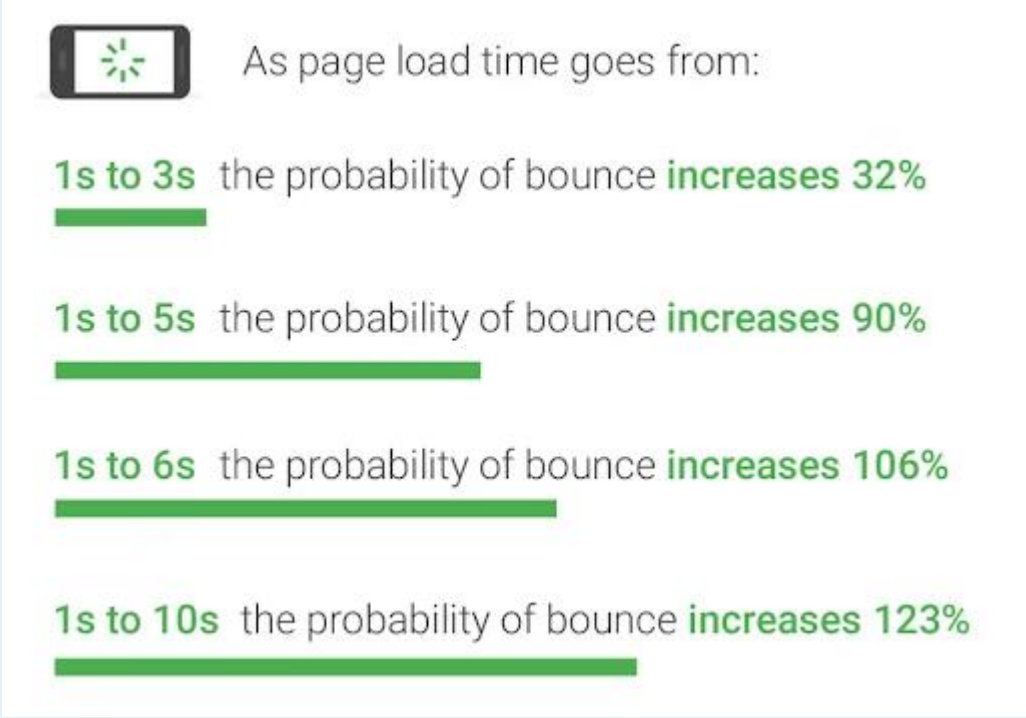
Collection outdoor pour homme

Speed

Page speed matters

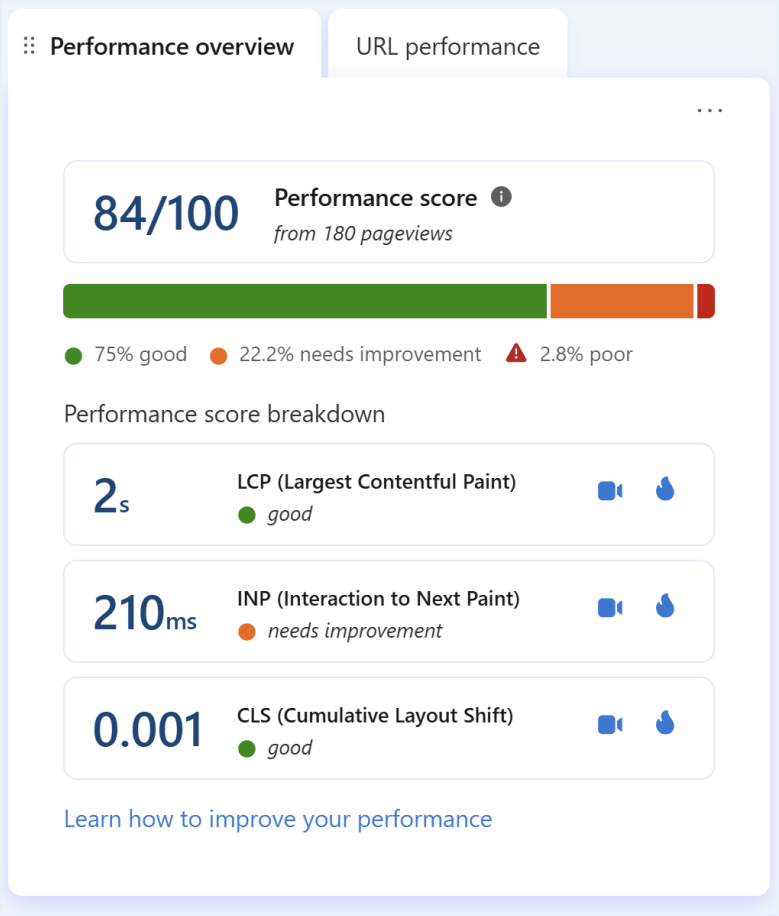
Google's research shows us why optimizing your page load time is crucial in this day and age.

Image source: Think with Google



Page speed matters

Use Microsoft Clarity or https://pagespeed.web.dev/





Carousels

Do carousels help users in getting their task done?

The answer is, it depends on the carousel

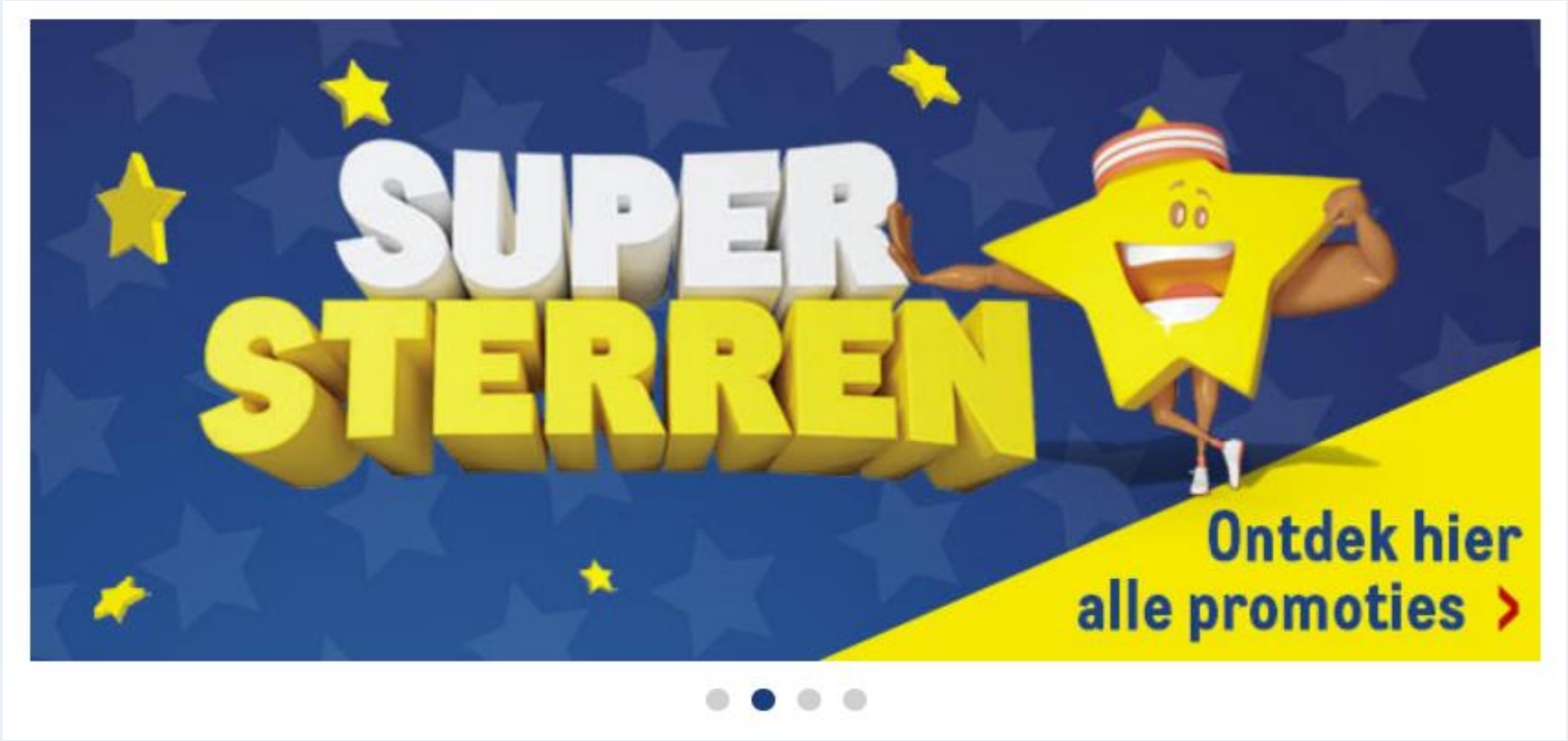
Some guidelines

1. **3 to 4 items** per carousel
2. Items should be **related** (we love predictability)
3. Provide very clear (high contrast) **cues** to navigate the carousel
4. **Important info first** (if critical provide another way)
5. Mobile: **swipeable** as a carousel control

Try to give cues



Or more visible cues



Mr.Bricolage

My Mr.Bricolage

0

nts connect

ASSORTIMENT PROMOS CONSEILS MAGASINS SERVICES

Chercher un produit ...











ONZE WINKELS ZIJN OPEN ! Kom gerust en veilig langs of BESTEL ONLINE: Levering of zonder contact afhalen.

Wie zijn wij ? NL | FR

ELECTRO DEPOT

Kies uit onze
10 WINKELS >

Zoek uw gewenst product

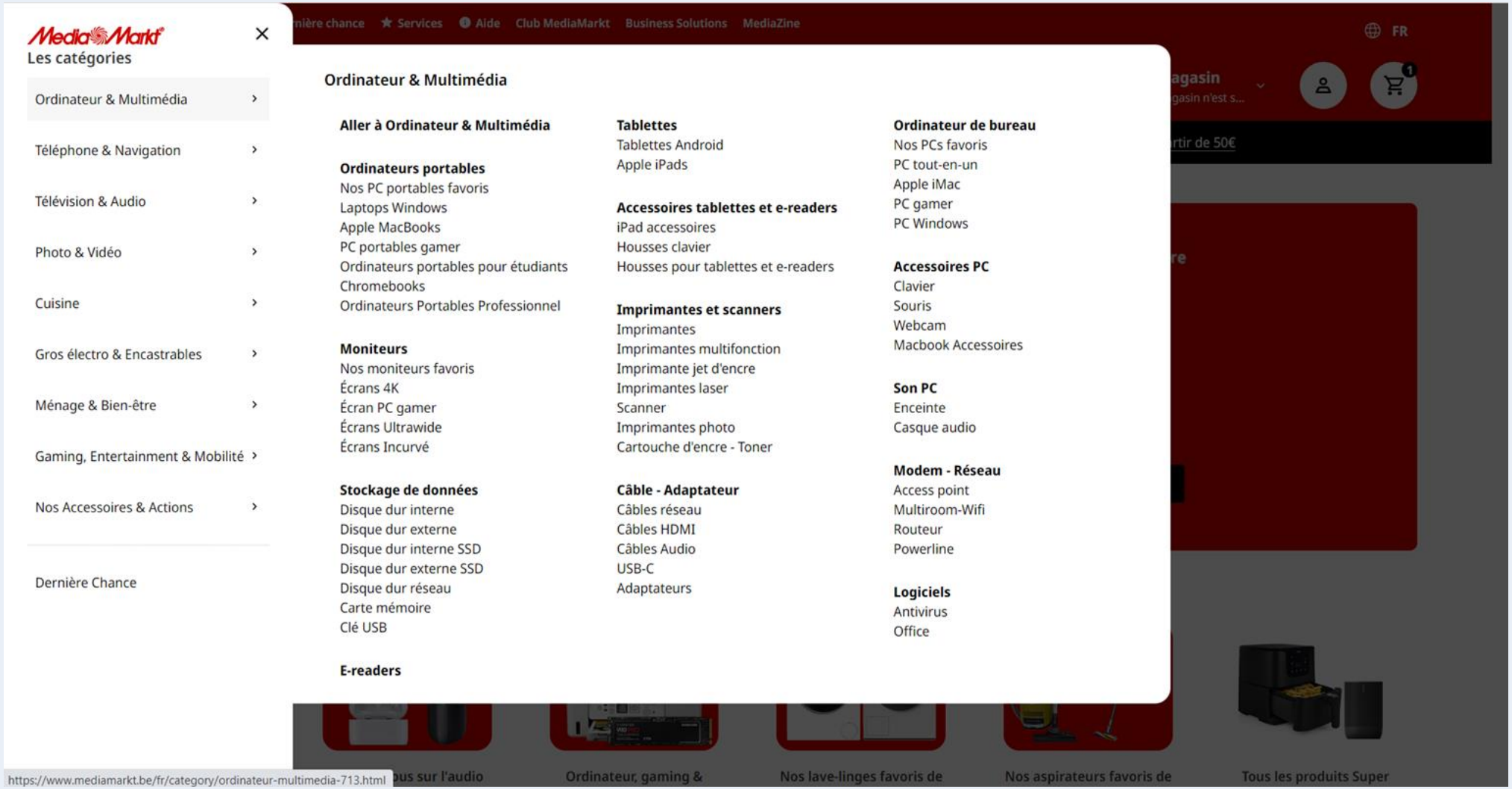
GROOT ELEKTRO | INBOUW TOESTELLEN | KOKEN & KEUKENTOESTELLEN | VERZORGING & HUISHOUDEN | TELEFONIE & VRIJE TIJD | MULTIMEDIA & PC - TABLET | TELEVISIE & AUDIO | OP = OP



Bluetooth oortjes Edenwood | **Wasmachine 12KG Bellavita** | Nieuw gamma steelstofzuigers

Navigation

Huge offer = mega menu



Watch out for vertical navigations



In which category do you expect Casque / écouteurs?



Use polyhierarchy





Bol does it too

Chemise décontractée à manches longues Commander Wit 213013076/106

Bon Choix | Marque: Commander | | Partager



Choisissez votre couleur



Taille normalement

Choisissez votre eu size

Faites votre choix

49,90

Prix le plus affiché ~~69,90~~

Économie de 29 %

En stock

Commandé avant 23:59 heure, jeudi chez vous

Vendu par Bos Men Shop 8,9

Ajouter au panier

Design · Pas d'options | Convient pour · Adultes

Chemise décontractée à manches longues Commander Wit 213013076/106

49,90 Vendu par : Bos Men Shop

EAN

EAN	4068572429540

Sécurité des produits

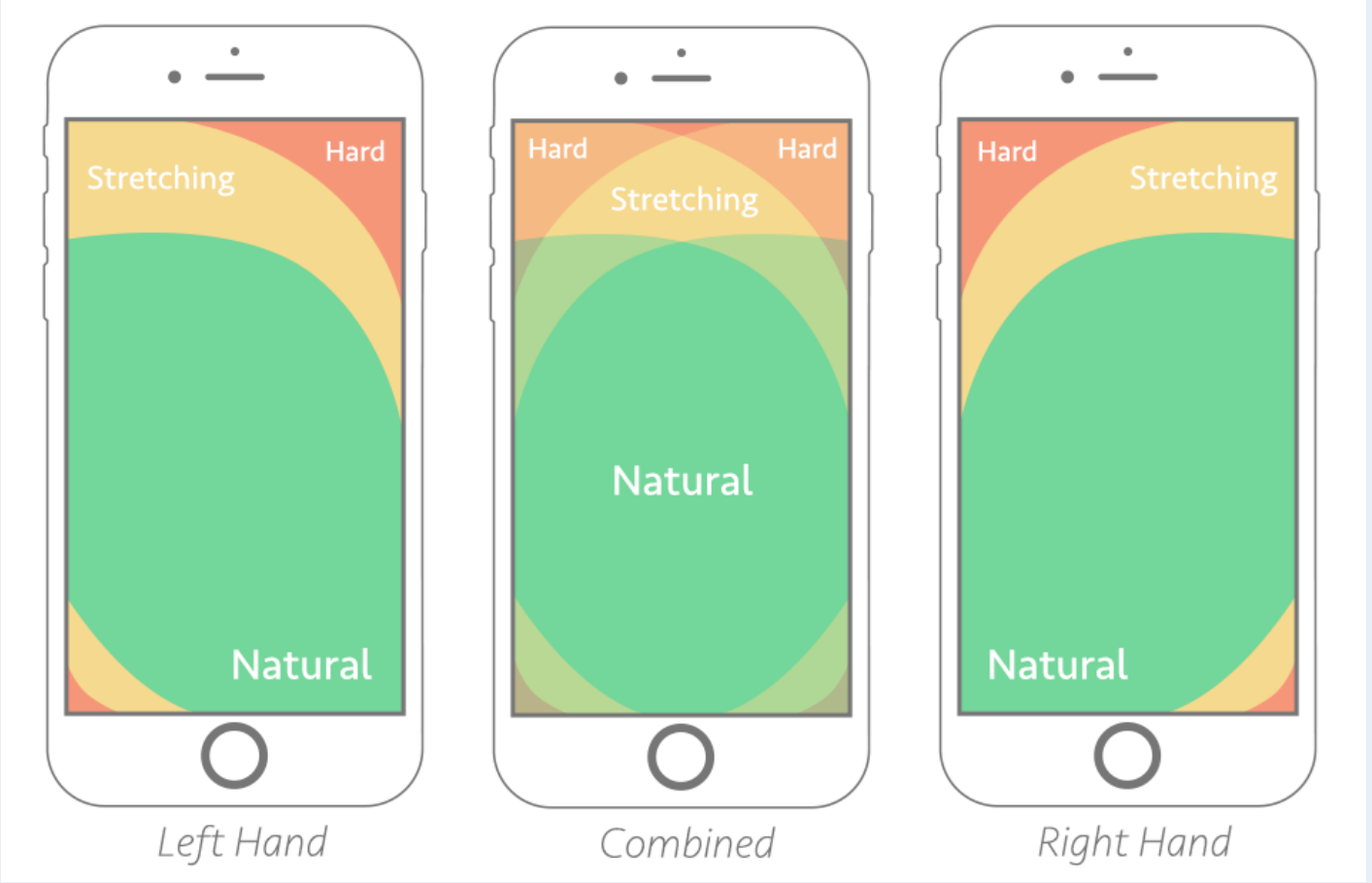
Opérateur économique responsable dans l'UE	Afficher les données

Vous trouverez cet article :

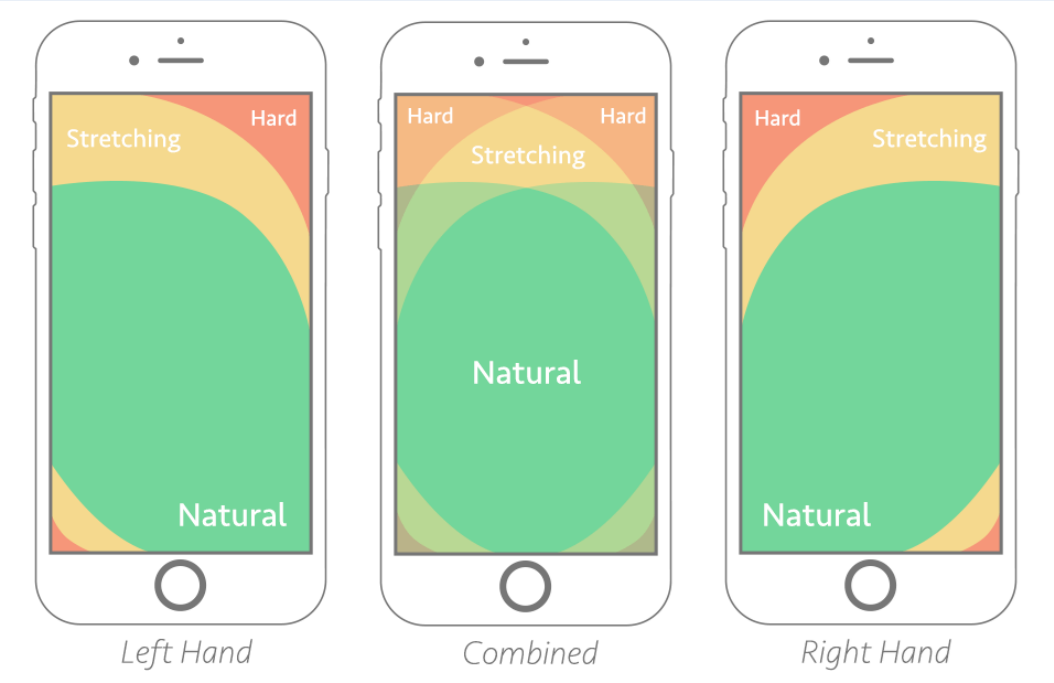
Catégories	Mode pour hommes | Outlet | Chemises | Vêtements
Taille	XXL
Marque	Commander
Ajustement	Regular Fit
Couleur	Blanc

Voir moins

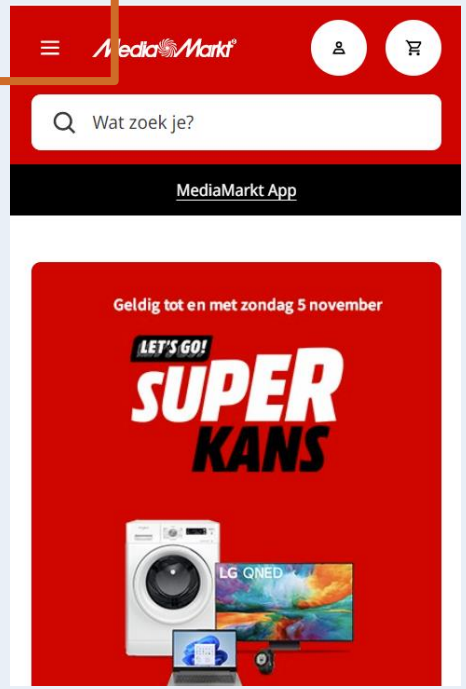
Mobile navigation



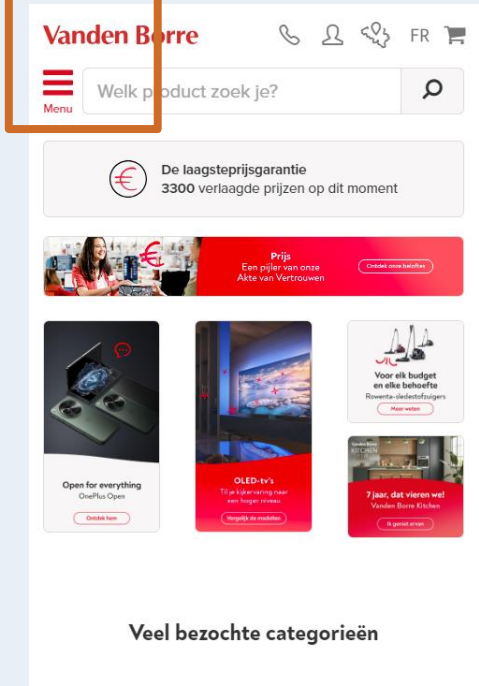
Mobile navigation



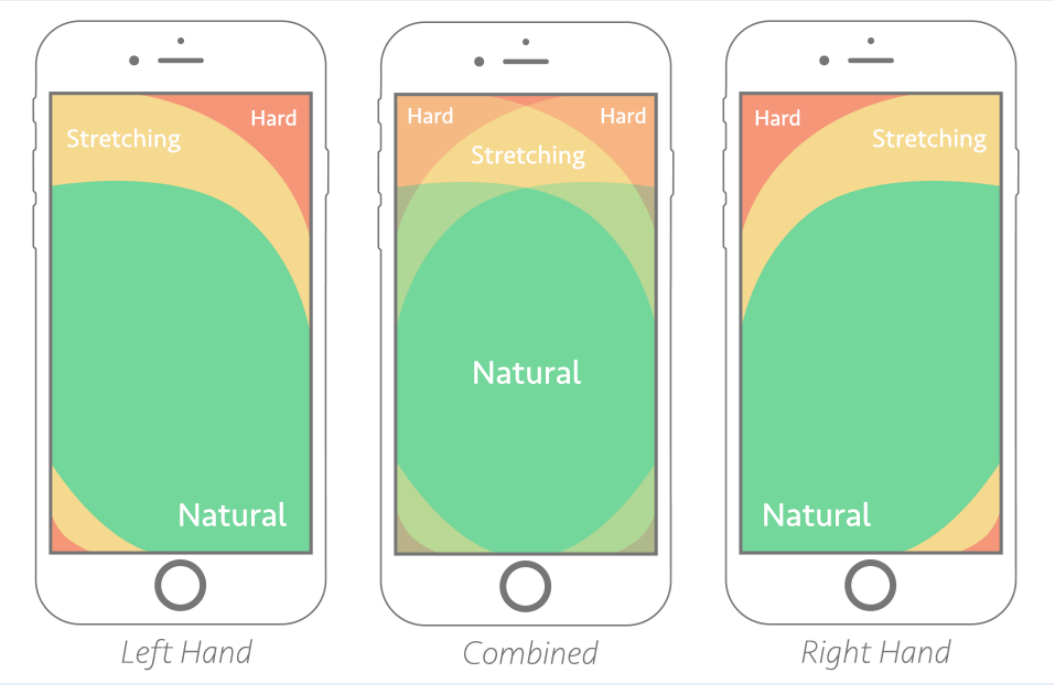
Hard



Hard

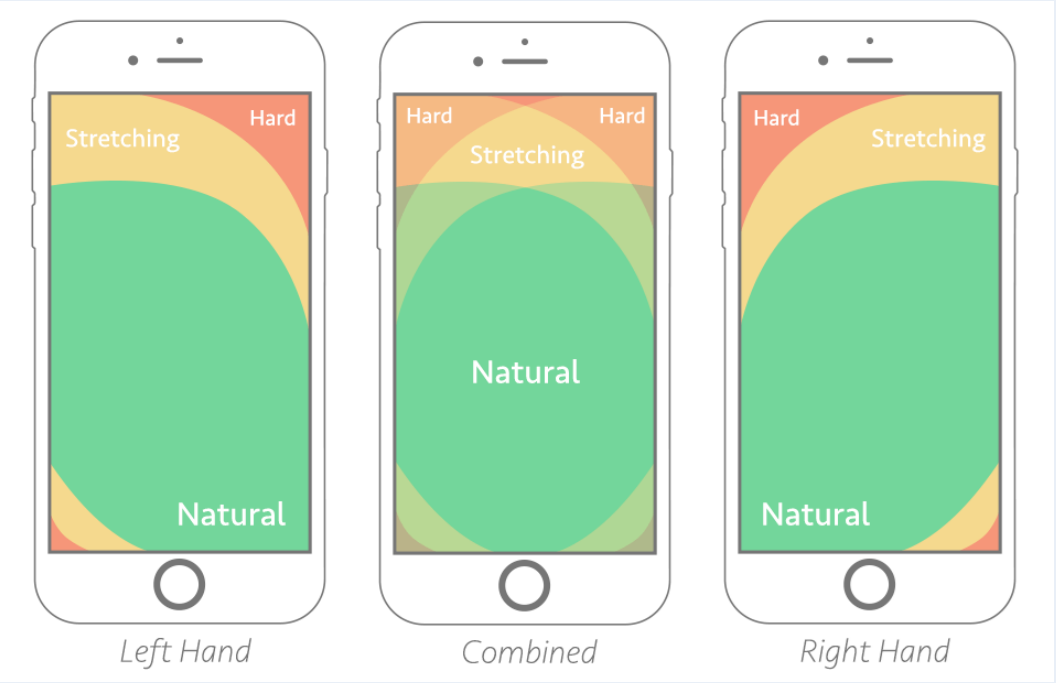


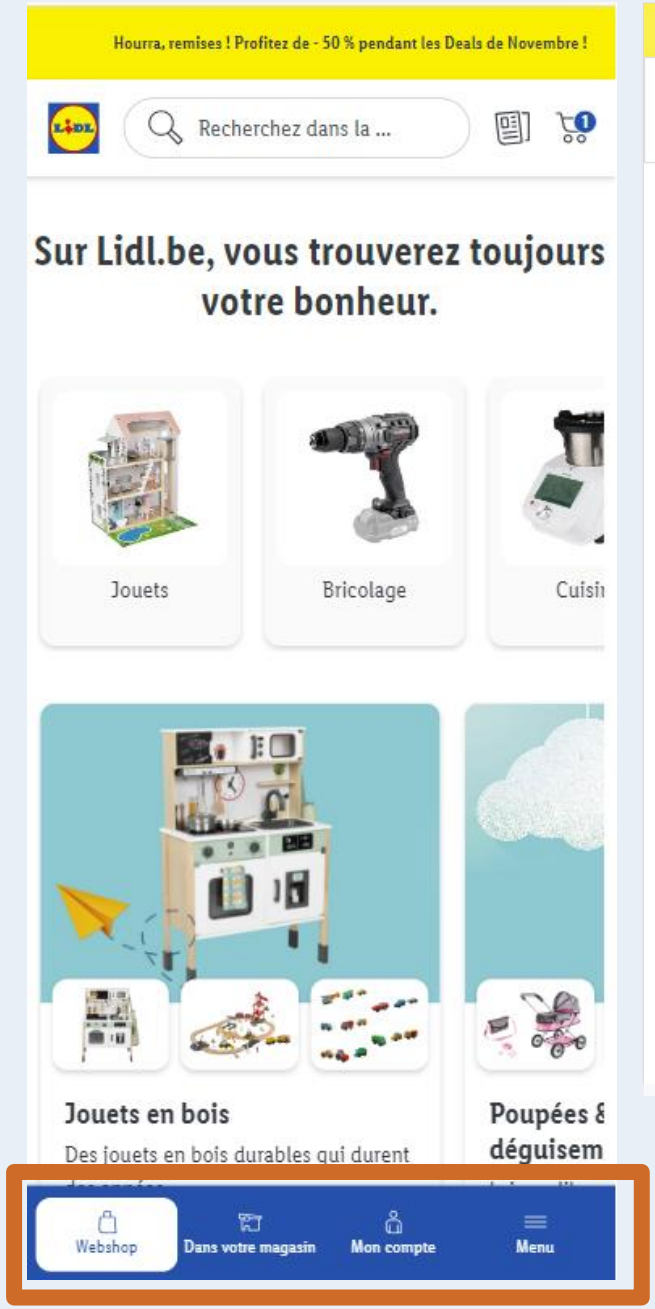
Use the bottom too





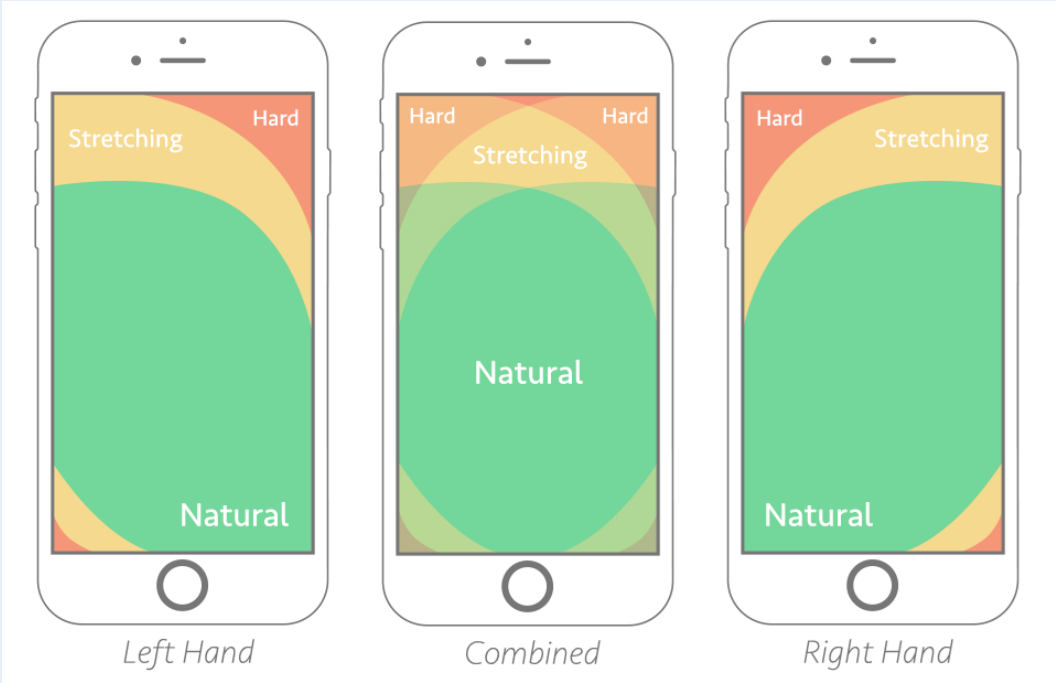
Use the bottom





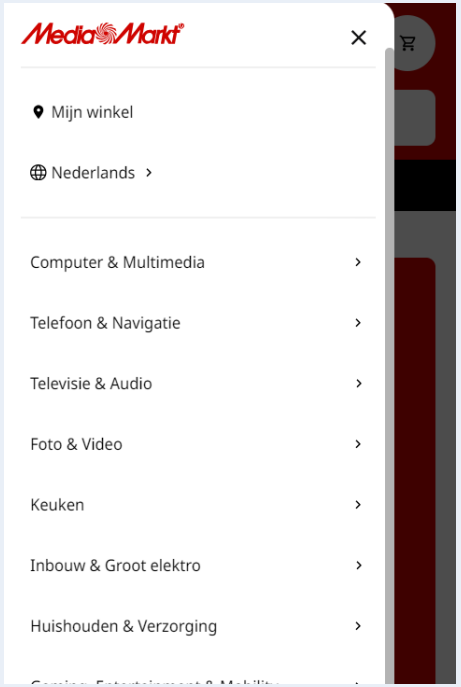


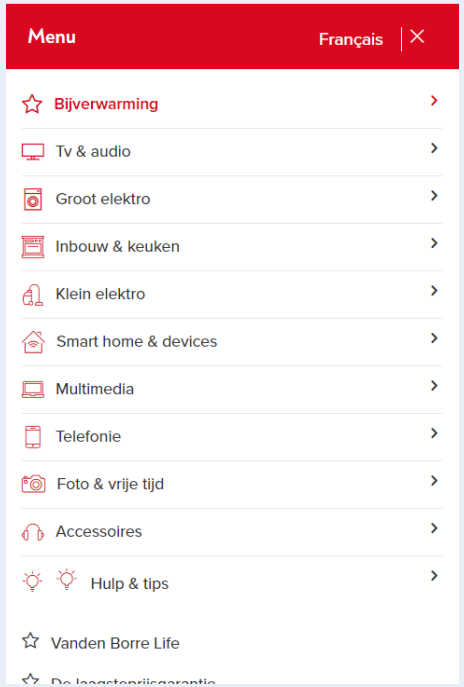
This is OK too





Many links on mobile? Large screen overlay



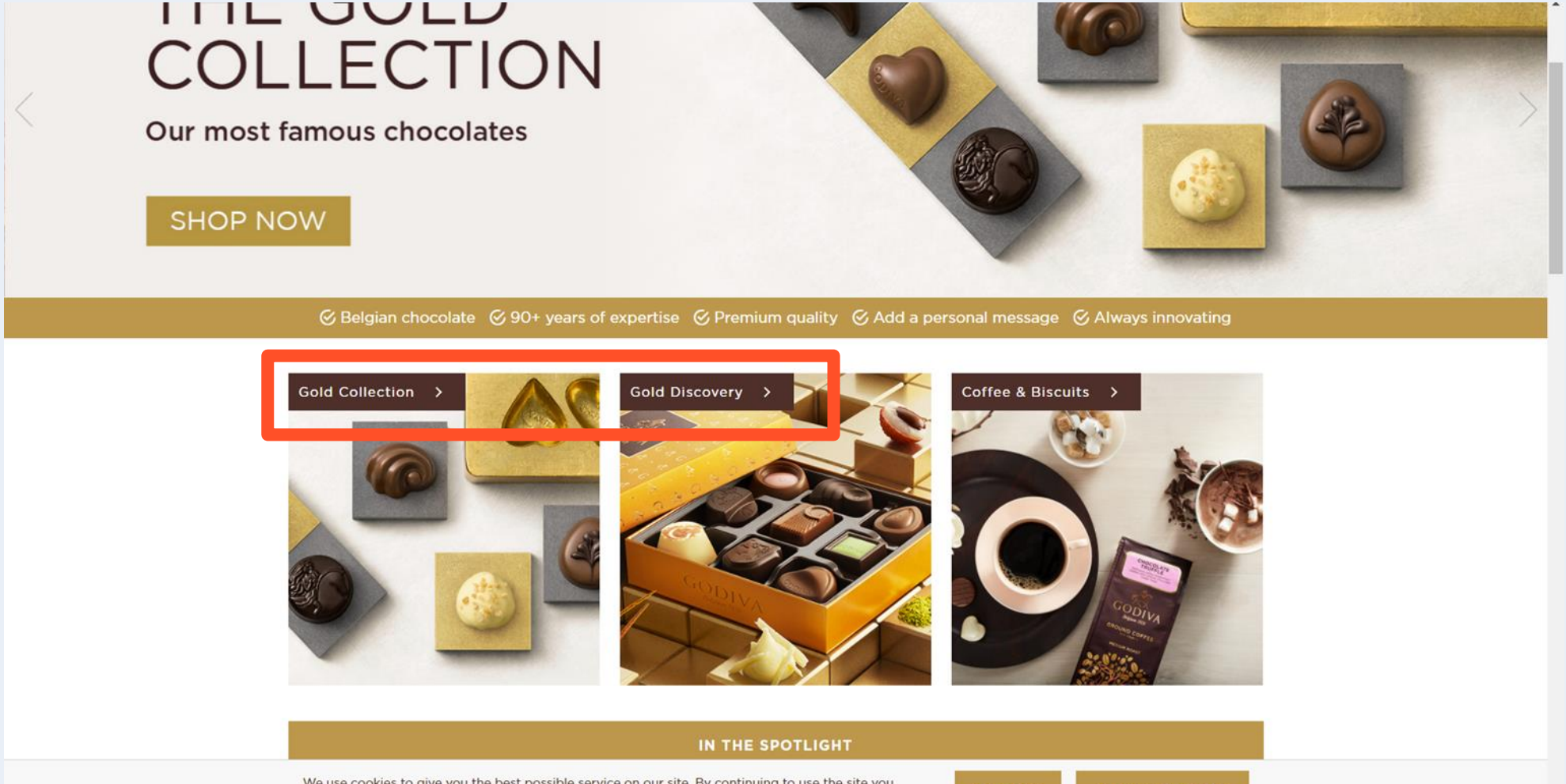


Homepage

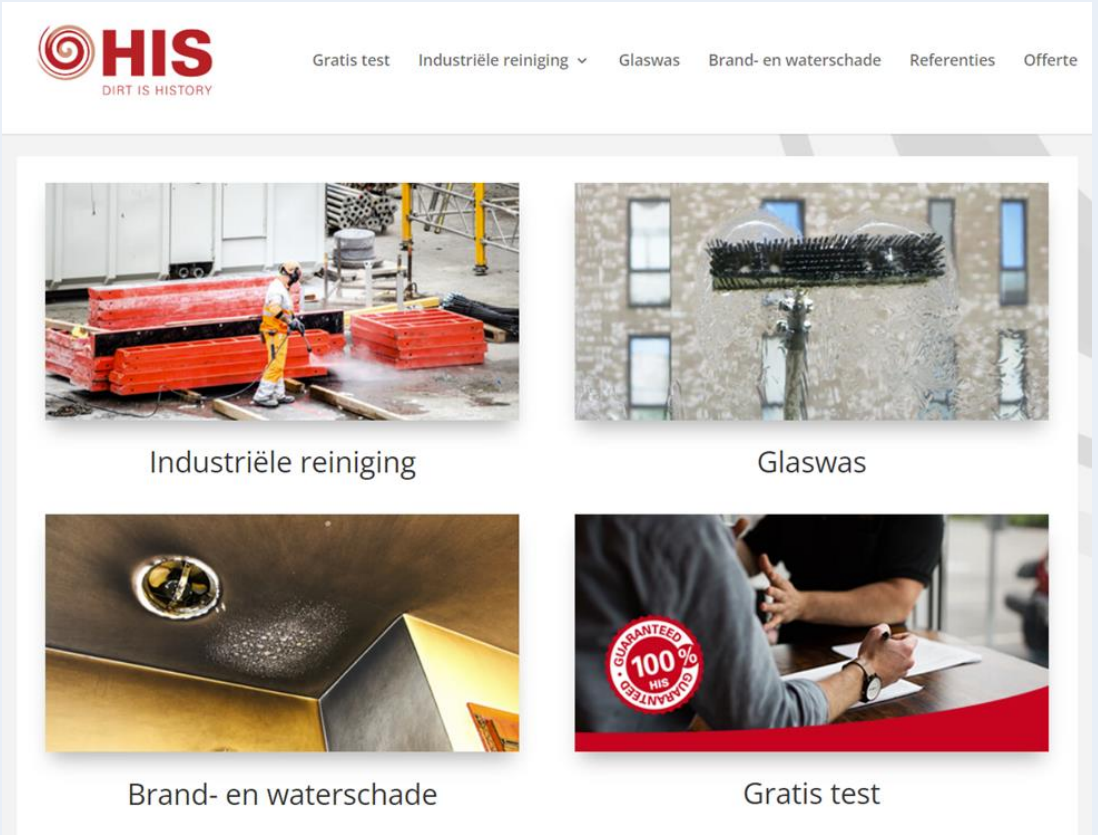
Who	Links to Categories on the homepage content	"Why"-reasons present & prominent ?	Speed below 2s?	Correct carousel implem (clear nav + clustered items)	Prominent search field	Search leads to products AND product categories	Curated paths (guides, inspiration, new arrivals)	Products can be found in multiple categories	Large mobile menu screen overlay
Name 1 / company	✅								
Name 2 / company	❌								

Category page

Clear meaningful category names



100% guaranteed free test. For what?



Kookmateriaal en Bakmateriaal Kopen? Online bestellen bij Eurotuin



Servies en bestek



Kookpotten



Keukengerei

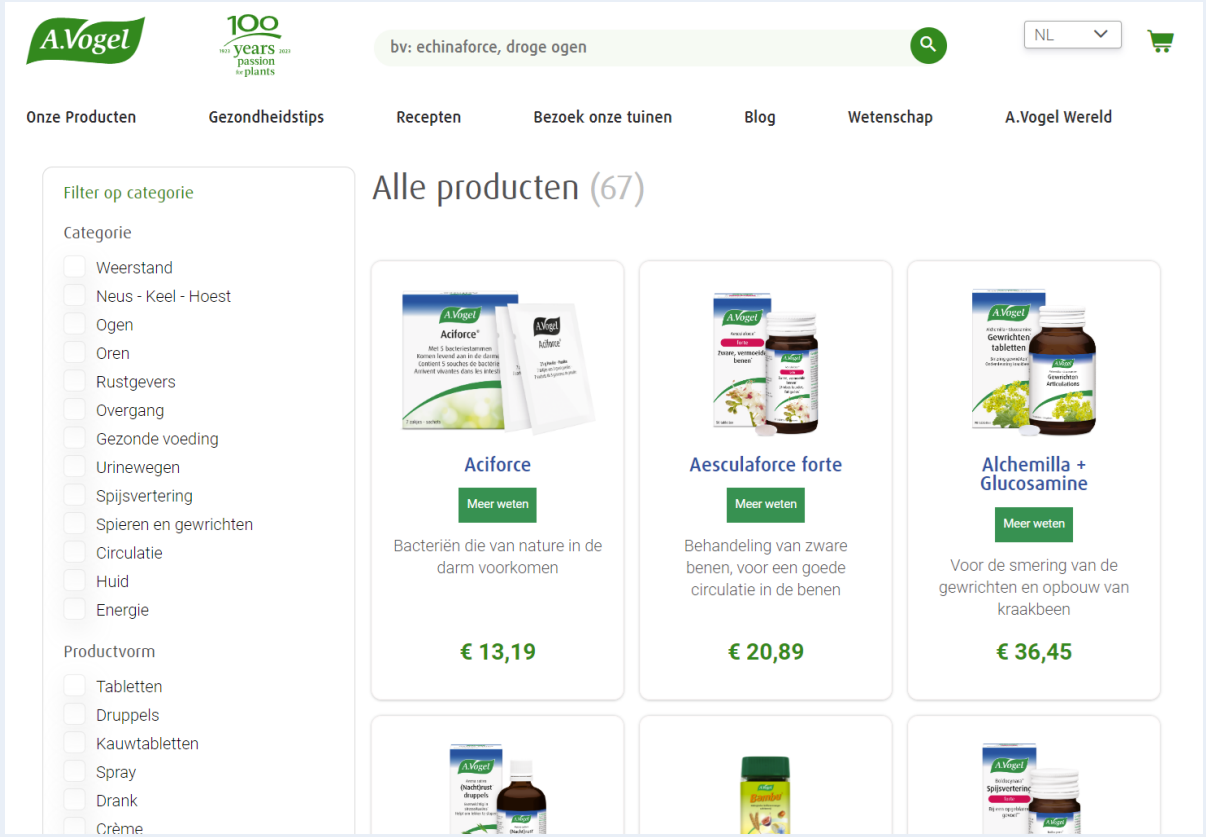


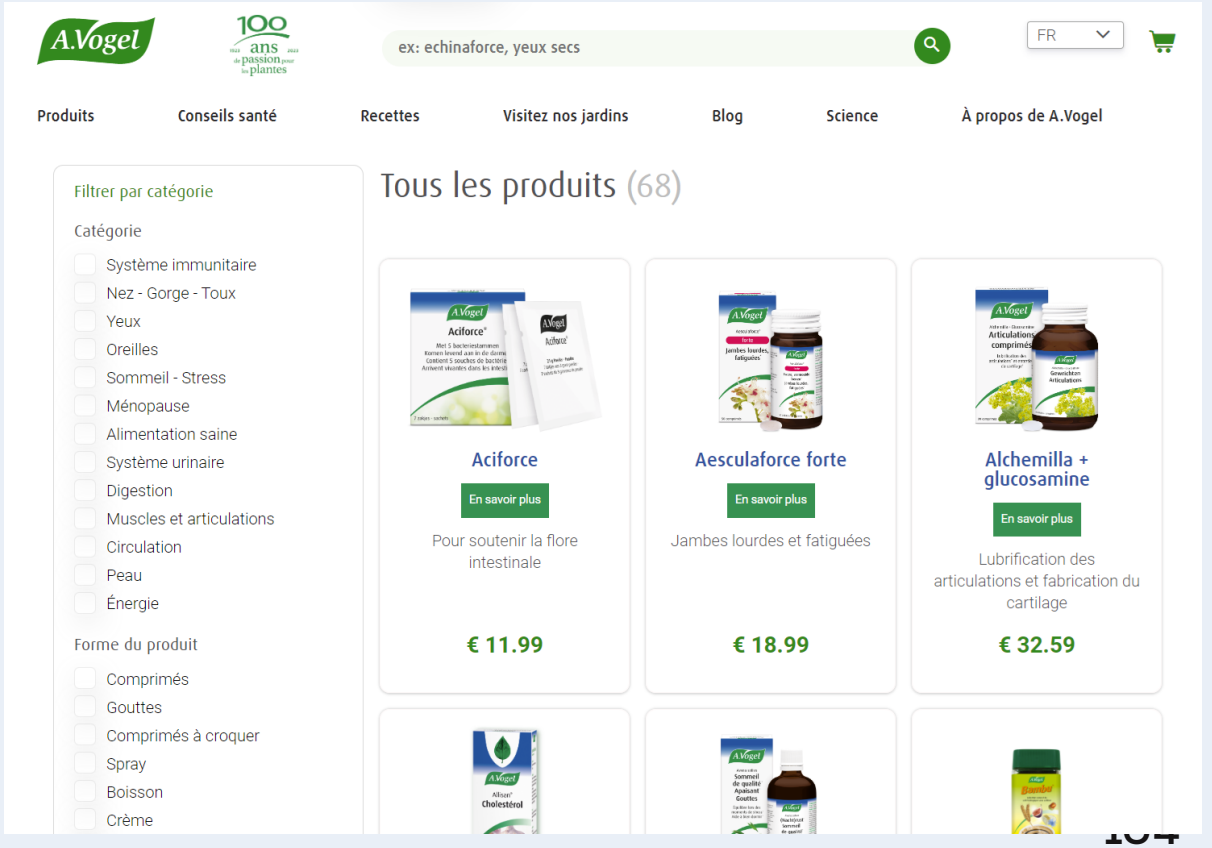
Bakken



Désirée by Roger

How could we improve this category page?





Highlighted navigation

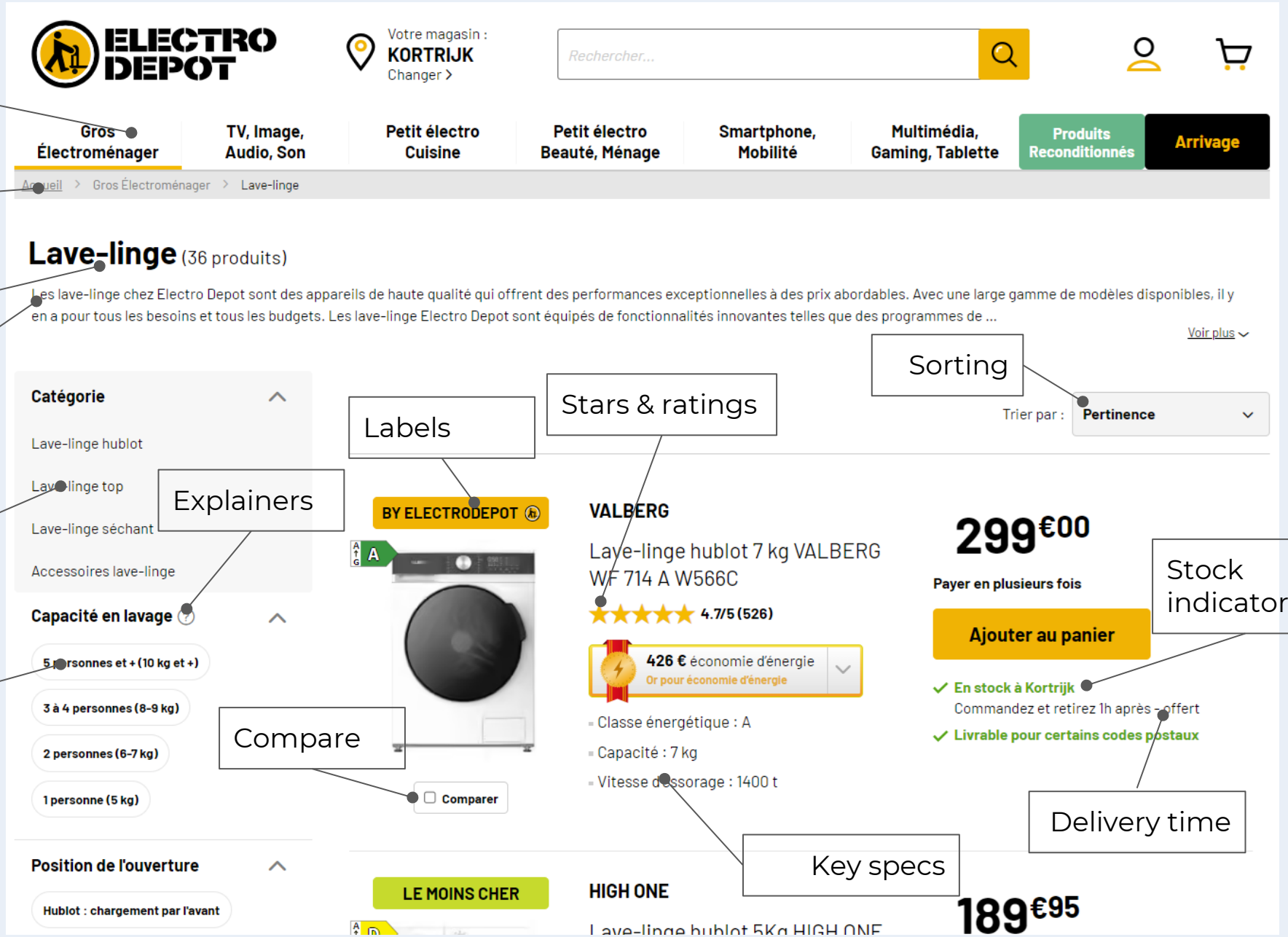
Breadcrumb under the navigation

H1 category title + n° of products

“Accordeon” **SEO** text

Subcategory available both **horizontal and vertical**

Filters (sorted by usage)

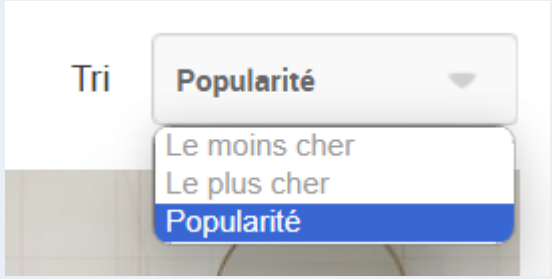


Sorting

Indicate by what you're sorting!

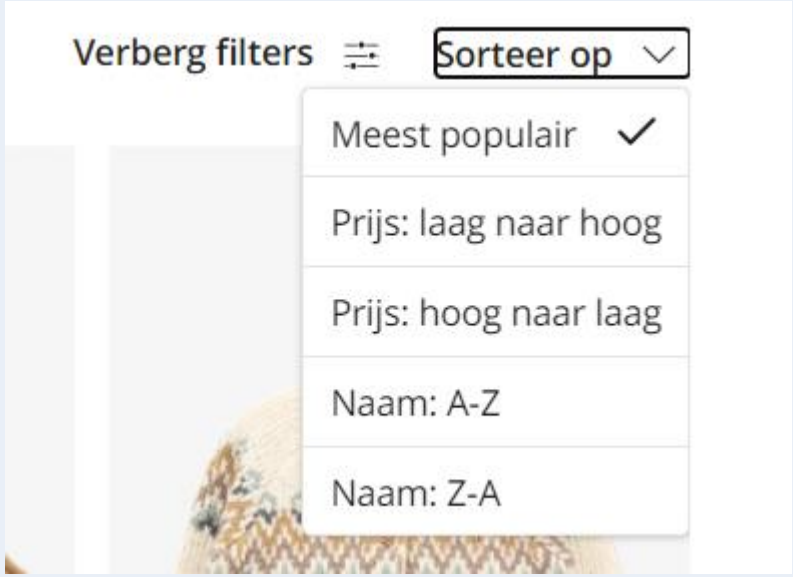


Pertinence basée sur?

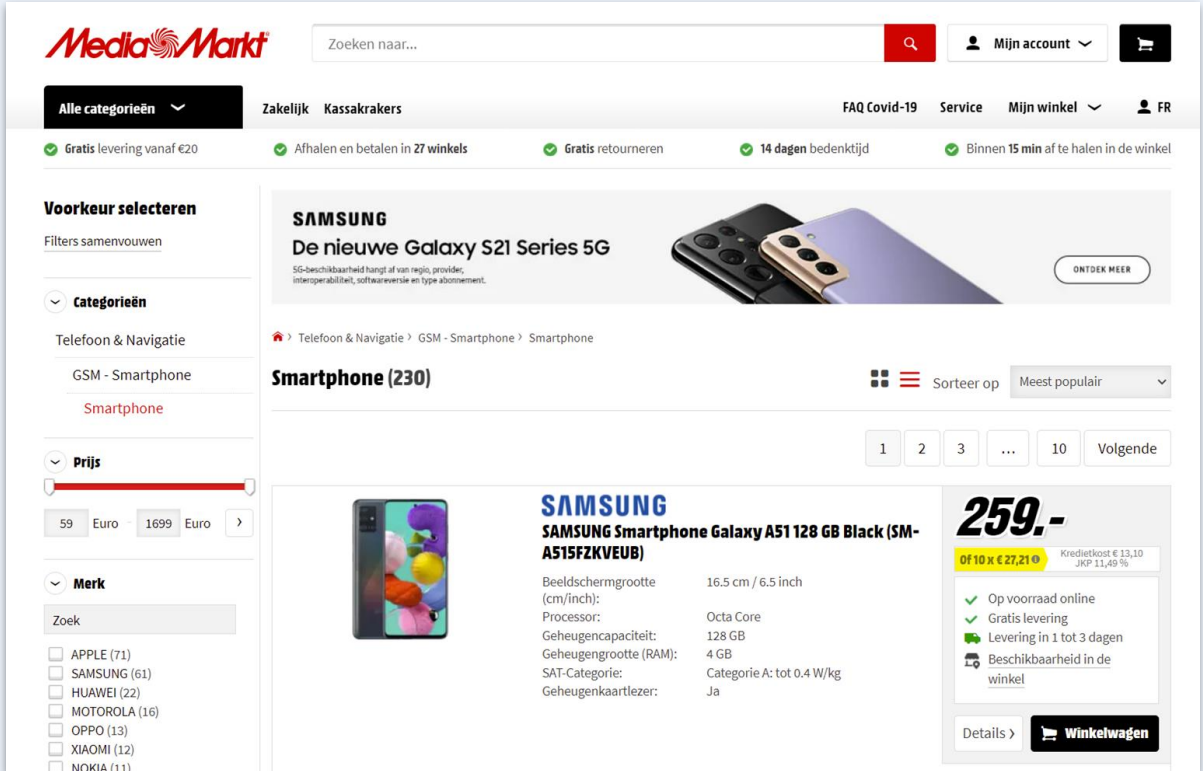


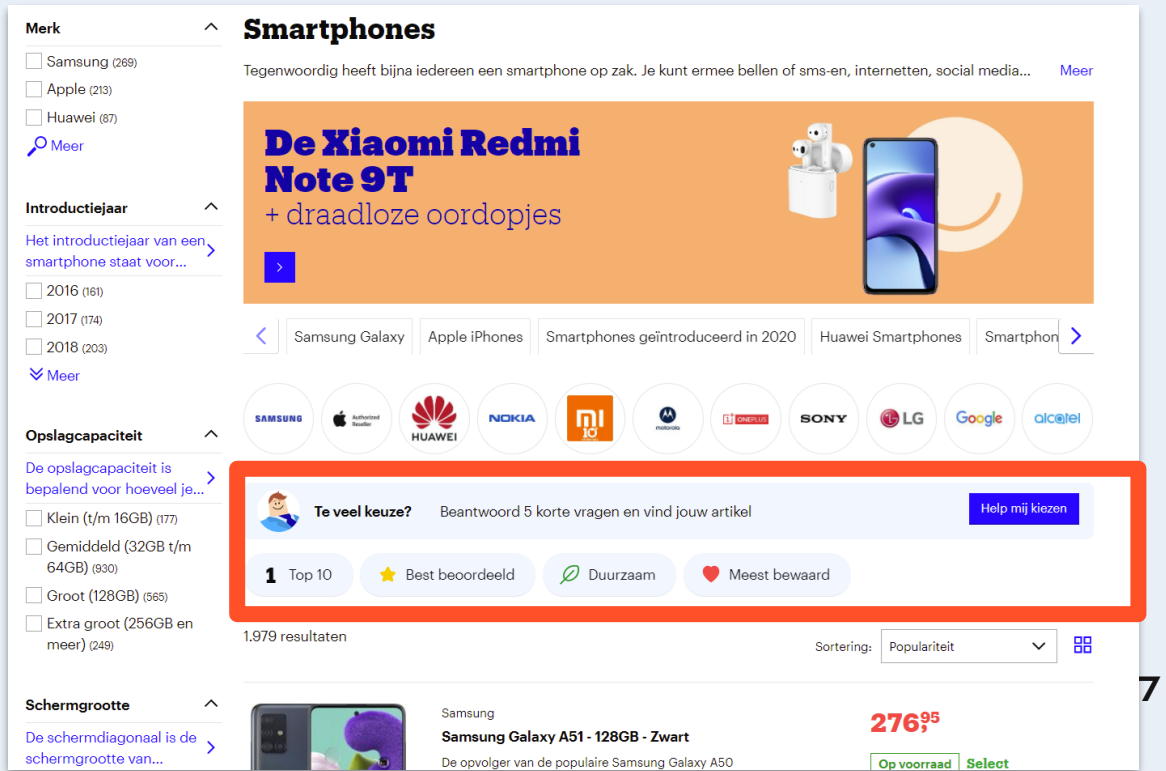
Popularité de quoi?

Populariteit gebaseerd op?



Product reco’s





Icons & labels



Duurzamer

Vergelijk

Apple

Apple iPhone XR - 64GB - Zwart

2018 | iOS 13 | 4G | 6.1 inch scherm

★★★★★ (117)

De iPhone XR beschikt over een edge-to-edge liquid retina display. Hiernaast beschikt de iPhone over... Meer

In verschillende kleuren verkrijgbaar:



Geel
€ 648,59



Rood
€ 599,00



Wit
€ 579,00

569;

Op voorraad

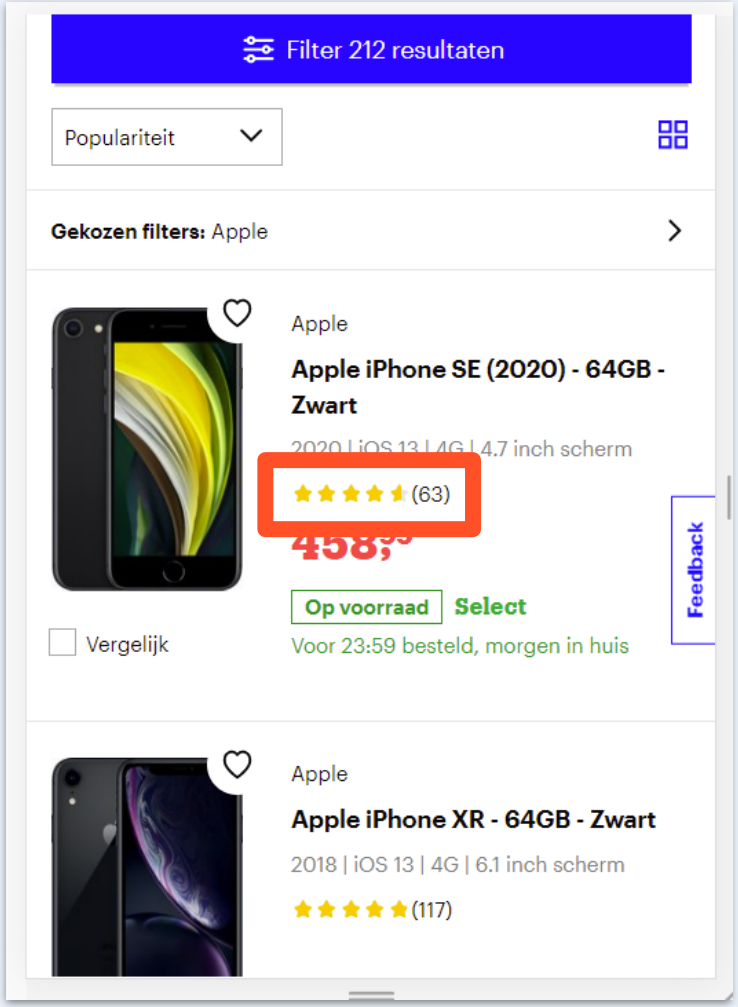
Voor 17:00 uur besteld, morgen in huis

Verkoop door CoolMobile

Wat je kan verwachten

Tweedehands vanaf **€ 445,00**

Customer ratings



Infinite scroll or load more?

What is the best UX-pattern to show additional products?

Don’t use infinite scroll if you want people to buy

1. Show 10 to 30 products on initial page load,
2. then lazy-load another 10 to 30 products when they’ve reached end of page,
3. until you reach 50 to 100 products, then display a “Load more” button

Study: https://www.smashingmagazine.com/2016/03/pagination-infinite-scrolling-load-more-buttons/

Comparisons

Which iPhone is right for you?



iPhone 14 Pro

The ultimate iPhone.

From $999

Buy

Learn more ›

6.7″ or 6.1″
Super Retina XDR display[3]

ProMotion technology

Always-On display



iPhone 14

A total powerhouse.

From $799*

Buy

Learn more ›

6.7″ or 6.1″
Super Retina XDR display[3]

-

-



iPhone 13

As amazing as ever.

From $599*

Buy

Learn more ›

6.1″ or 5.4″
Super Retina XDR display[3]

-

-



iPhone SE

Serious power. Serious value.

From $429

Buy

Learn more ›

4.7″
Retina HD display

-

-

Category page exercise

Category page

Your name	Breadcrumbs	H1 + product count	SEO text	Subcategory visible	Filters visible	Labels (“our favorite, AAA-label, ...)	Compare function	Sorting functionality	View grid / view list	Stock indicator	Delivery time	Stars & ratings	Bulleted list of Key specs
Name 1 / company	✅												
Name 2 / company	❌												
													114

Product page

Basics

1. Concise **names** that contain important
2. Meaningful product **characteristics**
3. **Photos** large enough
4. Indication of other available colors, styles, or **options**
5. **Price**
6. **Stock**
7. **Labels**

Product name, only for repeat buyers?



IN DE KIJKER

Silikom Once Spray Anti-Luizen (100ml)

Spray tegen luizen en neten.

Vanaf €24,95
CM-leden €22,45



Alline Procap (180 capsules)

Alline Procap is een voedingssupplement voor uw haar.

Vanaf €99,98
CM-leden €89,99



TENA Shampoo Cap

Een comfortabel alternatief voor haarwassen.

Vanaf €4,29
CM-leden €3,86

Stock information

Nichoir pour oiseaux taupe et terracotta 17,8 x 14,3 x 15,5 cm POINT VIRGULE







Destiné à être placé à l'extérieur, ce nichoir **abritera les oiseaux** de passage dans votre jardin. De couleur **taupe**, cet élément a une longueur de **17,8 cm**, une largeur **14,3 cm** et une hauteur de **26,5 cm**.

Référence : 055230

Marque : POINT VIRGULE

- Conseils de qualité
- Magasins proches de chez vous
- Carte CASH DIRECT 10% de réduction (hors Prix nets et promotions)

22,99

-10% 20,69

Ajouter ma carte Mr.Bricolage (55€) et bénéficier de 10% de réduction sur tous vos achats ! Découvrir les conditions.

Quantité − 1 +

Ajouter au panier

Click & Collect ?

1000 OK

Mr.Bricolage Fosses-la-ville
En Stock

Mr.Bricolage Malmedy
En Stock

Labels again

LE MOINS CHER



LOGICOM

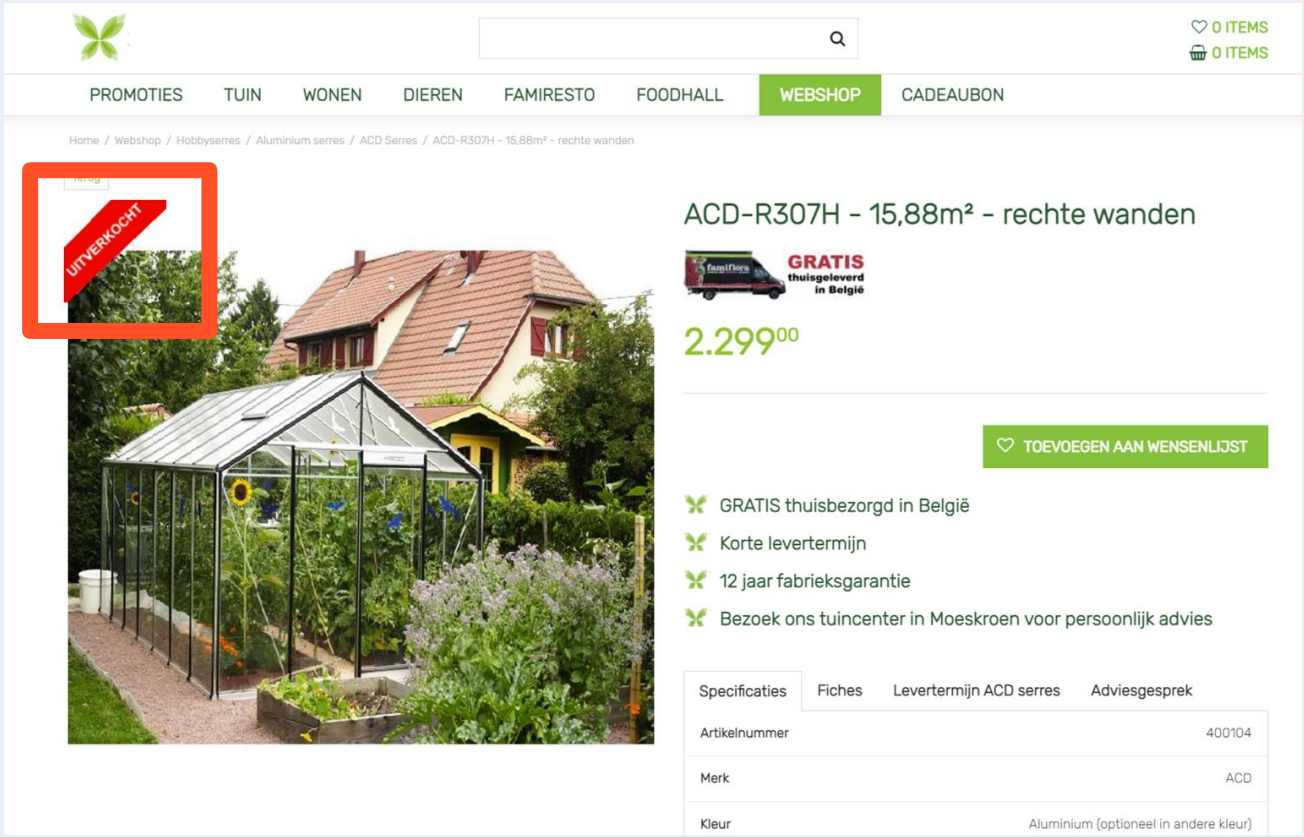
MOBILE LOGICOM LE POSH178 1,77" ROUGE

11€95

★★★★½ **3.6/5 (123)**

- Ecran : 1.77", 160 x 120
- Processeur : RAM 32 Mo
- Stockage : 32 Mo, extensible via port micro-SD (64Go max)

So what do you expect me to do?










JACK&JONES

GLENN

~~€ 59,99~~ € 29,99

Met deze slim fit jeans voor heren zit je goed! De nauw aansluitende broekspijpen zorgen voor een moderne look die alle comfort biedt. Match me een casual T-shirt of sweater en sneakers voor een dagelijkse look of stijl met een nette blazer voor en geklede look. Een jeans als de 12168497 van JACK & JONES Jeans Intelligence draag je het hele jaar door!

33x34 - Niet op voorraad (Geef seintje)

Niet op voorraad - Laat me iets weten als er nieuwe voorraad is

− 1 +

VOEG TOE AAN WINKELWAGEN

- Gratis levering
- Gratis retour
- Thuis laten bezorgen of ophalen bij één van de 69 winkels

Vind hier je juiste maat **Levering en retour**

Beschikbaarheid: Op voorraad

ants connect









SCS-S03 mok 320ml

SKU: 20756

€24,00 per eenheid

verkocht in sets van 1

Kleur: Navy X White

Hoeveelheid:

– 1 +

Maat:

320 ml

SOLD OUT

EMAIL WHEN AVAILABLE

AFMETINGEN

φ75 x H80 x B110 mm / 320 ml

SCS-S03 mug 320ml is now available from KINTO Inbox ×

KINTO Europe info@kinto-europe.com via backinstockemail1.com
aan mij

di 16 feb. 14:17 (2 dagen geleden)

Engels › Nederlands Bericht vertalen

Uitschakelen voor: Engels ×

SCS-S03 mug 320ml moss green x yellow
is now available!
View in browser

KINTO

SCS-S03 mug 320ml moss green x yellow is now available!

Good examples

Zoek artikelen

Bel&Bo

Folder Winkels Account € 0,00

DAMES HEREN KINDEREN EVIVA DUURZAAMHEID HERFSTKORTING LOOKS





2/3rd of the page
is dedicated to images

Blauw velours kruippakje

BABY Ref. 5614043

NIEUW

€ 11,04 ~~€ 12,99~~ 15%

Kies je maat: 56

56 62 68 74 80 86

Voeg toe aan winkelmand

Controleer de winkelvoorraad

Gratis thuislevering vanaf € 60, gratis levering in een Bel&Bo winkel

Artikelomschrijving

Was instructies

Verzending

Retour

ants connect

Zoek artikelen

Bel&Bo

Folder Winkels Account € 0,00

DAMES HEREN KINDEREN EVIVA DUURZAAMHEID HERFSTKORTING LOOKS





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Gratis thuislevering vanaf € 60, gratis levering in een Bel&Bo winkel

Artikelomschrij Secondary info

Was instructies

Verzending

Retour

Hot Wheels Coffret 10 Vehicules

Marque: Hot Wheels | Série : Hot Wheels Die-Cast | 4,6/5 (344 avis) | Partager

Le Grand Livre de jouets



Choisissez votre couleur (2)




16,89

réduction élevée

Prix le plus affiché ~~19,99~~

En stock. Commandé avant 23:59, livré demain

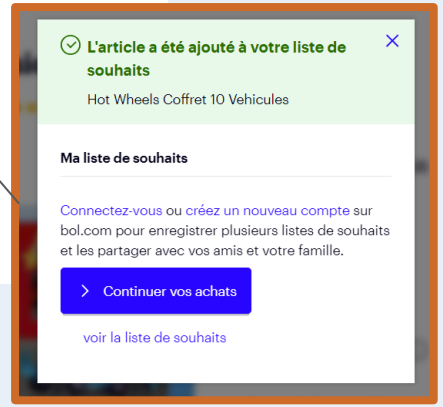
Stock + cut-off & delivery time in 1 line

Vendu par bol.com

Ajouter au panier

Save for later

- Livraison gratuite dès 20 €
- 30 jours de réflexion et retour gratuit
- Service client 24h/24
- Livraison en soirée même en semaine



Up & Cross sell

Avec quoi allons-nous jouer aujourd'hui ? Découvrez tous nos jouets.



Playtive Set de véhicules

Choix entre un véhicule de pompier, une ambulance, un véhicule de police et un hélicoptère de sauvetage

Âge recommandé : à partir de 3 ans

★★★★★ (194)

93 % des clients recommandent

Effets lumineux et sonores

Informations produit importantes

Livraison :

Dans un délai de 3 jours ouvrés

Retour **gratuit** pendant 30 jours

Bonne affaire à l'horizon ! Ne tardez pas.

-33%

~~11.99~~

7.99

TVA inclu. exclu.

Livraison

Sélectionner Modèle:

Veuillez sélectionne

livrable

AJOUTEZ AU PANIER

LISTE D'ENVIES

Numéro d'article : 100336889

D'autres ont aussi aimé

Découvrez plus

★ Les meilleurs commentaires clients



★ Les meilleurs commentaires clients



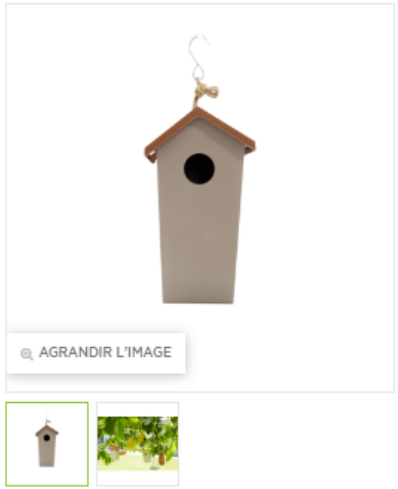


★ Les meilleurs commentaires clients



Cross-sell / **You might also like**

Nichoir pour oiseaux taupe et terracotta 17,8 x 14,3 x 15,5 cm POINT VIRGULE



Destiné à être placé à l'extérieur, ce nichoir **abritera les oiseaux** de passage dans votre jardin. De couleur **taupe**, cet élément a une longueur de **17,8 cm**, une largeur **14,3 cm** et une hauteur de **26,5 cm**.

Référence : 055230

Marque : POINT VIRGULE

Conseils de qualité

Magasins proches de chez vous

Carte CASH DIRECT 10% de réduction (hors Prix nets et promotions)

22,99

-10% 20,69

Ajouter ma carte Mr.Bricolage (55€) et bénéficier de 10% de réduction sur tous vos achats ! Découvrir les conditions.

Quantité 1

Ajouter au panier

Click & Collect ?

1000 OK

Mr.Bricolage Fosses-la-ville
En Stock

Mr.Bricolage Malmedy
En Stock

Votre magasin ne figure pas sur cette liste ? Le produit n'est pas en stock dans ce magasin pour le moment

Ajouter au comparateur (0)

Ajouter à ma liste d'envies

En savoir plus | Caractéristiques | Avis (0)

Conçu en **fibre de bambou**, ce nichoir de la marque Point Virgule offrira un **bel abri aux oiseaux** qui passent par votre jardin. En effet, ces derniers pourront s'y abriter ou, avec un peu de chance, décider d'y faire leur nid.

De couleur **taupe**, le toit de ce nichoir est **terracotta**. Il apportera de la couleur à votre jardin.

Cet accessoire a une longueur de **17,8 cm** et une largeur de **14,3 cm**. Sa hauteur est, quant à elle, de **26,5 cm**.

Doté d'une **corde en jute** et d'un **crochet**, ce nichoir peut être facilement fixé à la branche d'un arbre. Afin que les volatiles se sentent en sécurité, choisissez un endroit abrité entre les branches.

Produits dans la même catégorie



Cross-sell / **Same category**

Plus d'articles de Brepols

Decouvrez tous les articles de cette marque



AG 2024 Omniplan semaine recharge spir
Brepols



AG 2024 Delta semaine recharge spiralé
Brepols



AG 2024 Notaplan semaine recharge spir
Brepols



CAL 2024 calendrier semaine wire-o
Brepols



Agenda 2024 Timing 6l. Lima capitonné semaine
Brepols



Agenda 2024 Saturnus 216 Lima capitonné
Brepols

Plus de produits dans la catégorie « Agendas »

Decouvrez tout dans cette catégorie



AG 2024 Omniplan semaine recharge spir
Brepols



AG 2024 Delta semaine recharge spiralé
Brepols



AG 2024 Notaplan semaine recharge spir
Brepols



Atoma recharge agenda de l'enseignant A4
Atoma



Agenda 2024 Saturnus 216 Lima capitonné
Brepols



Agenda 2024 Timing 6l. Lima capitonné semaine
Brepols



Extra zekerheid Details

Garantie+ - 5 jaar genieten: 2 jaar wettelijke + 3 jaar verlengde garantie + € 59,99 eenmalig

Wissel je oude apparaat in voor een cadeaukaart, voor de aankoop van je nieuwe apparaat!

Inruilservice

Link leidt naar externe website

Vergelijk Naar vergelijker

Aanbevolen combinaties

Onze beste aanbeveling

CANON All-in-one printer MegaTank...

Meestal 269,99
€ 229,-

+

Garantie+ - 5 jaar genieten: 2 jaar...

Toon details

329,98
288,99

incl. BTW én gratis verzending boven de €50,-

Toevoegen

Up-sell / **Combinations**

CANON All-in-one printer MegaTank...

Meestal 269,99
€ 229,-

+

CANON GI-51 70 ml Zwart (4529C001)

€ 14,99

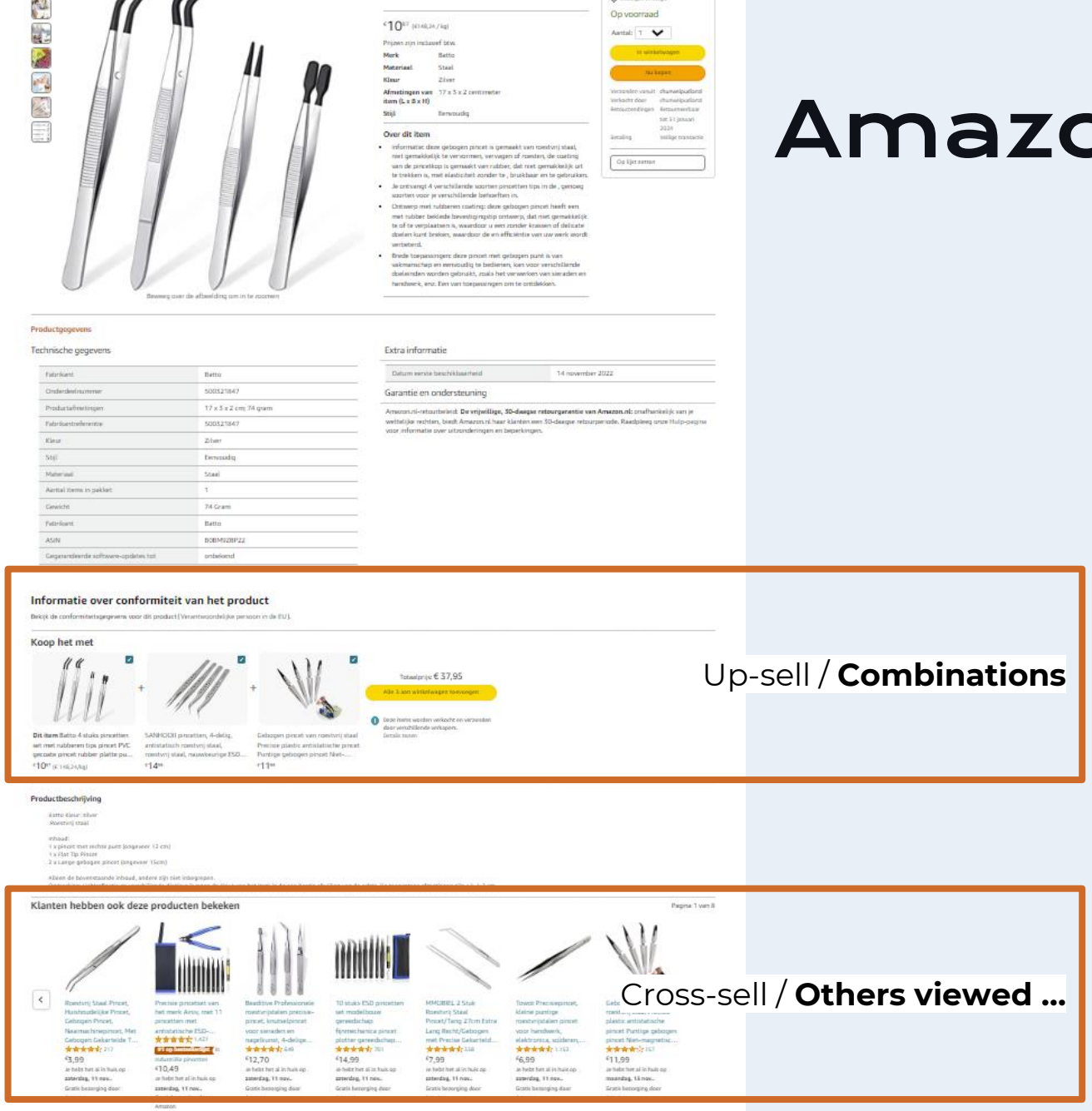
284,98
243,99

incl. BTW én gratis verzending boven de €50,-

Toevoegen

Toon meer

Amazon example



Up-sell / **Combinations**

Cross-sell / **Others viewed ...**

Product page exercise

Product page

Who	Actual reviews?	Ratings? (Trustpilot / independent source)?	Icons / Labels giving extra info?	Stock indicator?	Back in stock alert function?	Extra product info?	Extra Images/video?	Save for later function	Delivery time	Cut-off time (order before ...)	Up-sell (upgrades or product combinations	Cross-sell (related products same category)
Name 1 / company	✅											
Name 2 / company	❌											

Add to cart & checkout

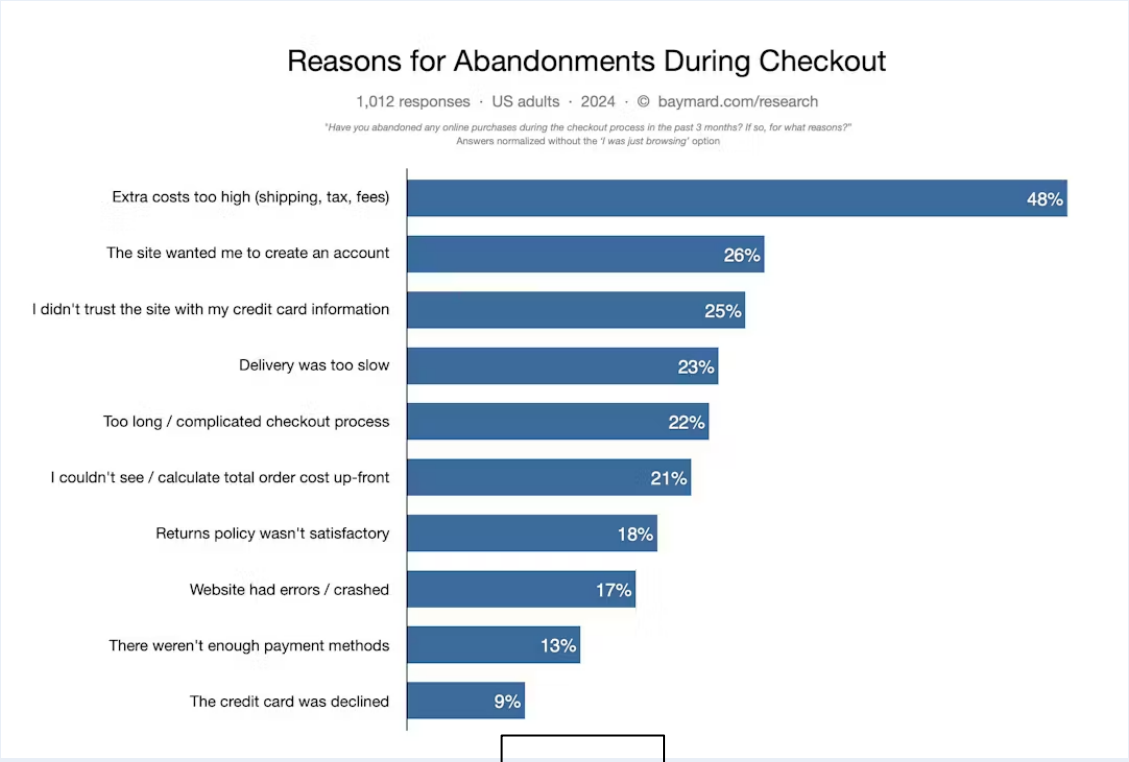
What's the average cart abandonment rate?

68.8%

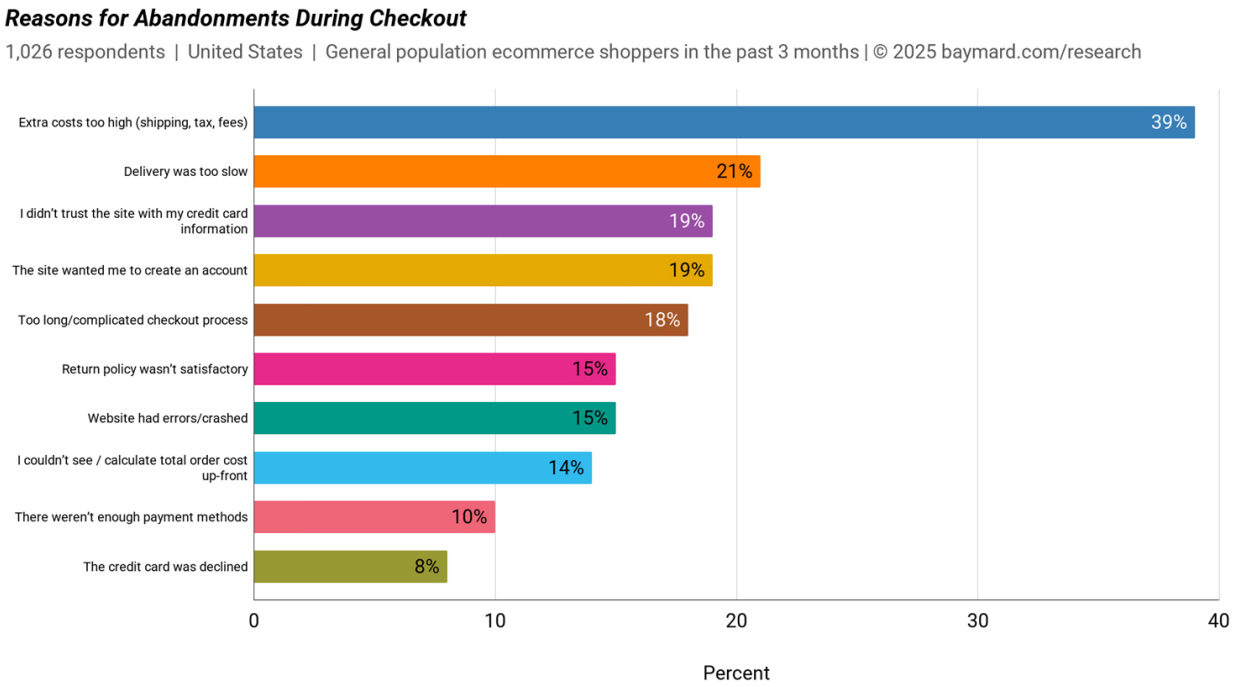
a whopping 2 out of 3 users choose to abandon their purchase.

Truth be told: 58.6% of US online shoppers have abandoned a cart within the last 3 months because “I was just browsing / not ready to buy”

What are the main reasons for abandonment during checkout?



2024



2025

source: https://baymard.com/lists/cart-abandonment-rate

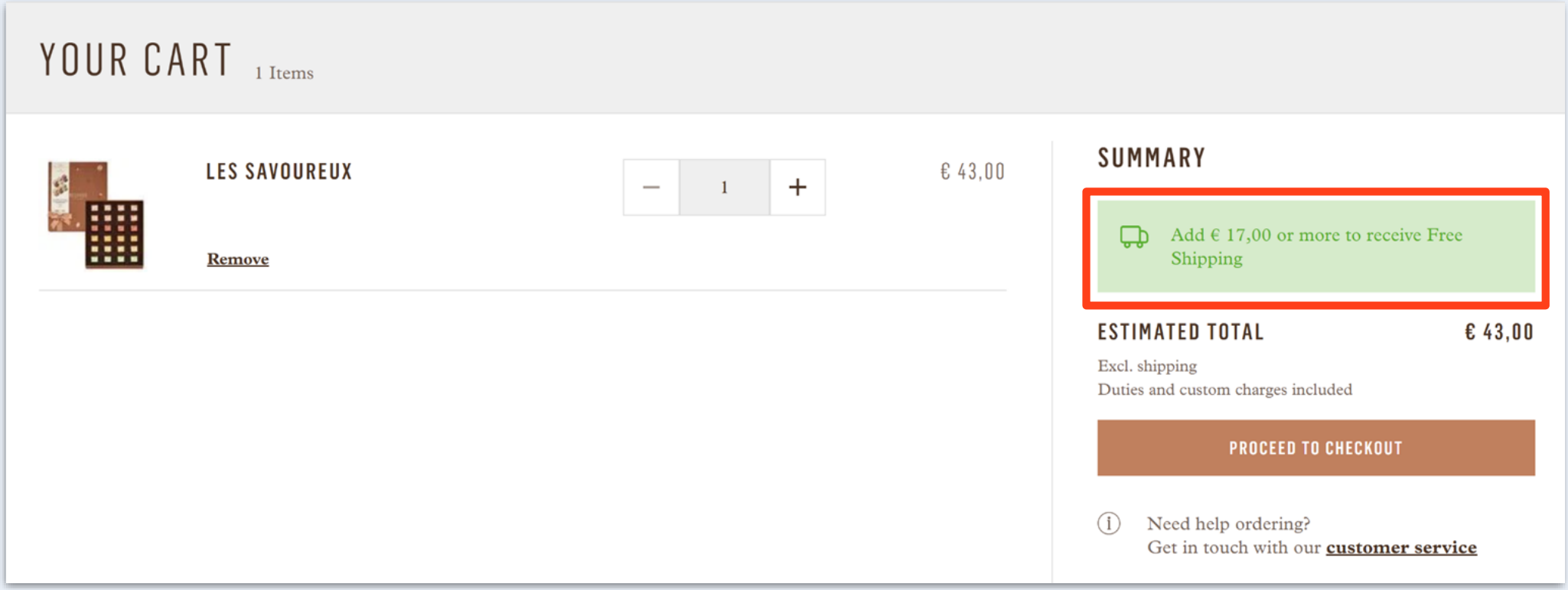
39% agrees: Extra costs too high

Shipping, Taxes, Fees, ...

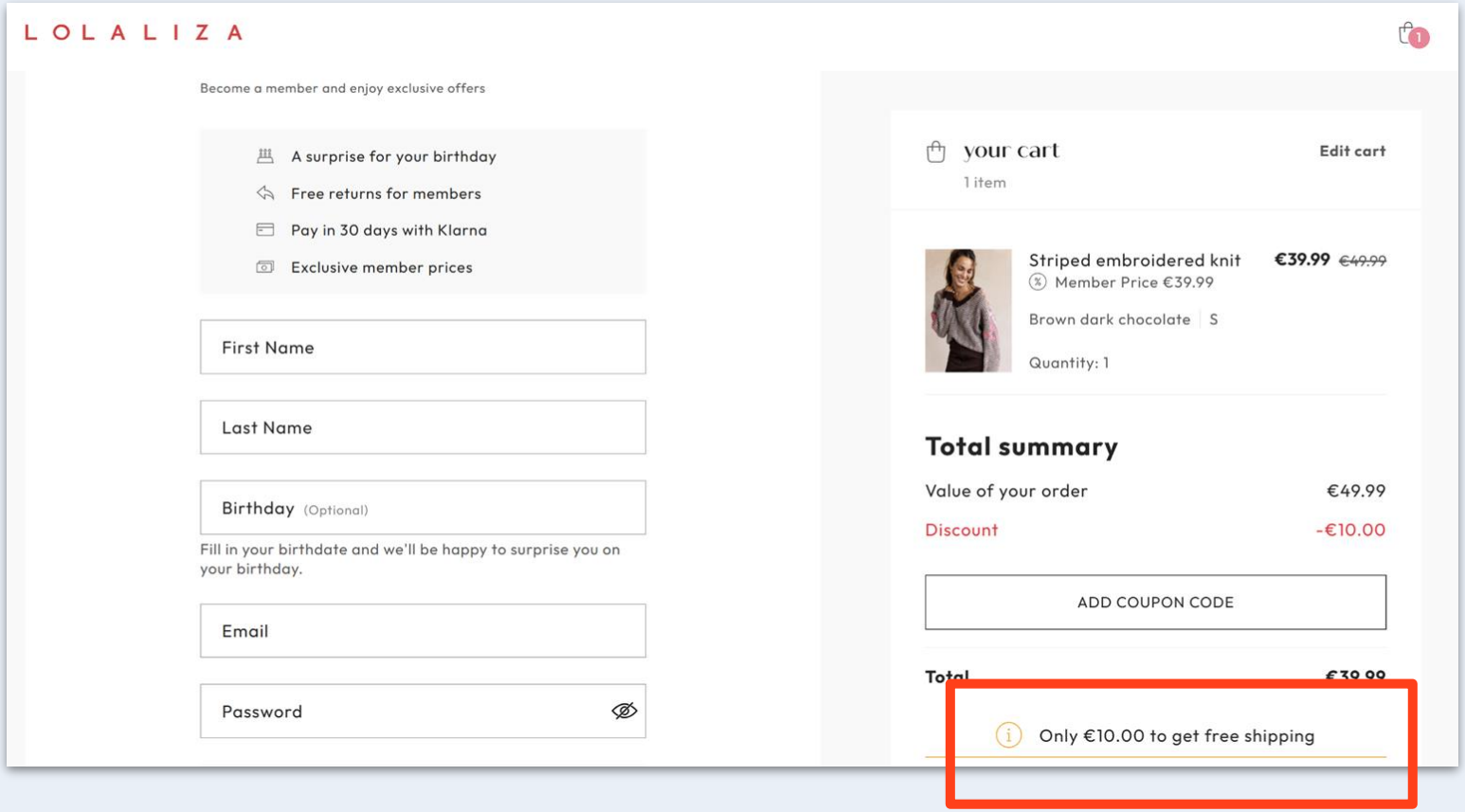
Free shipping comes in many forms

- Free for **certain products** (Kruidvat.be)
- Free Shipping to **Members** Only (Amazon Prime, bol.com)
- Free Shipping with **Minimum spend** (AS Adventure, Lego,)
- Special Free **Shipping Days** (Fossil, Levi's)
- Free **Ship-To-Store** (Many fashion retailers)
- **All Free** (someone has an example?)

Nudge towards free shipping



Nudge towards free shipping



19%: The site wanted me to create an account

Research

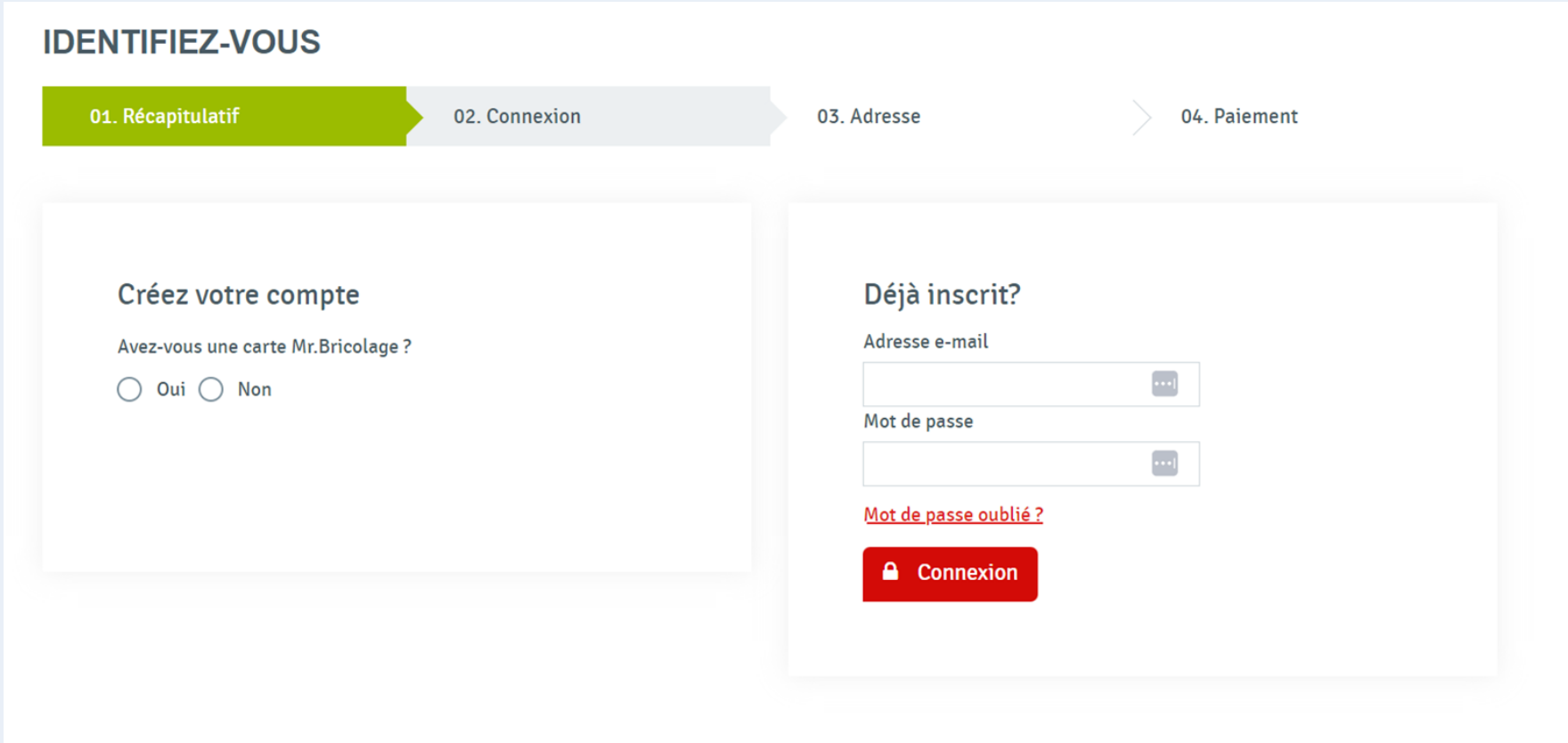
1. Ideal checkout flow can be reduced to as little as **12 form elements** (7 form fields, 2 checkboxes, 2 drop-downs, and 1 radio button interface).

2. Users expect **guest checkout** to be more prominent than log-in

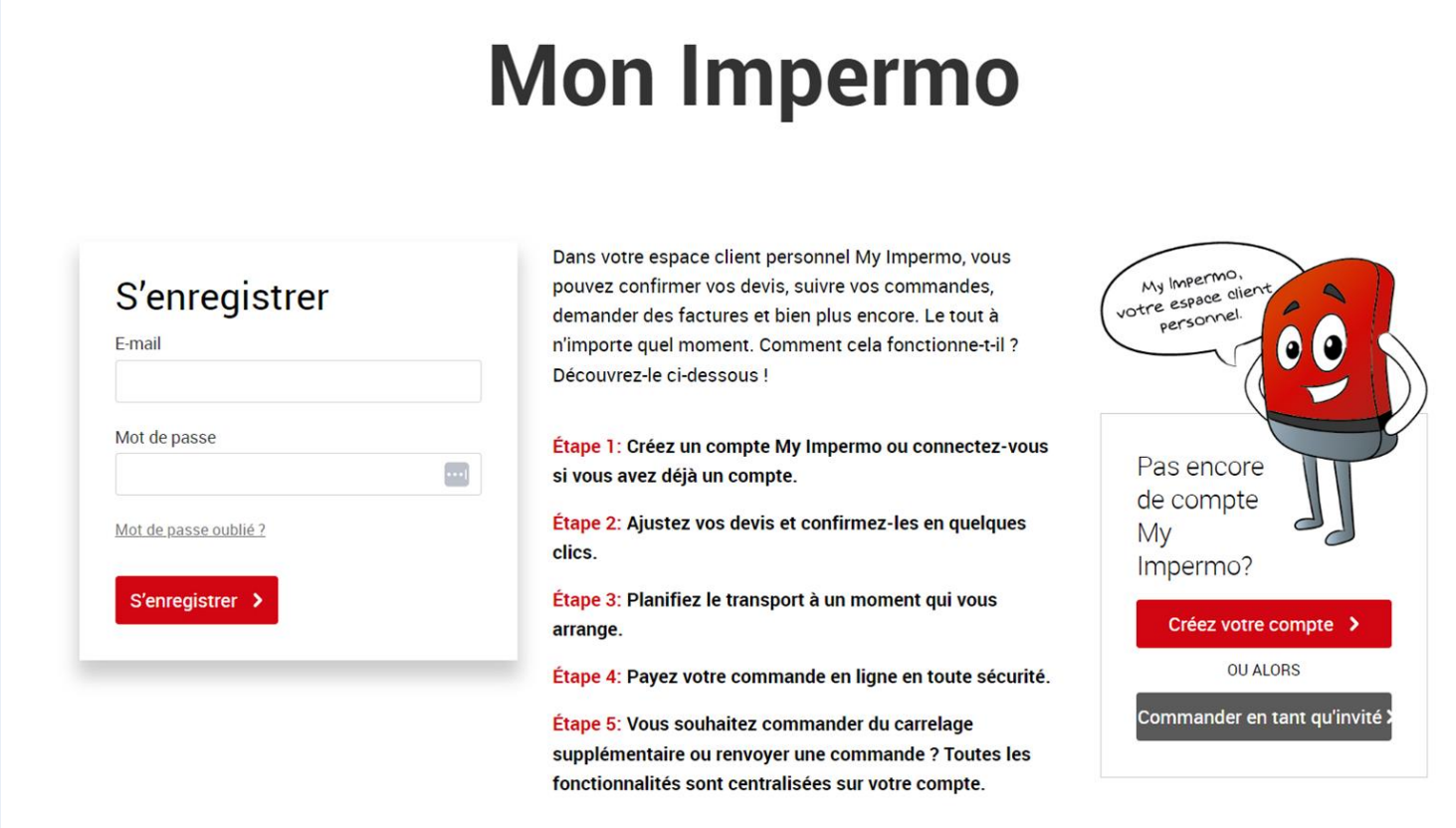
3. **Optional fields** delay check-out time by 5 to 30%

approximately 19% of users forget their login details.

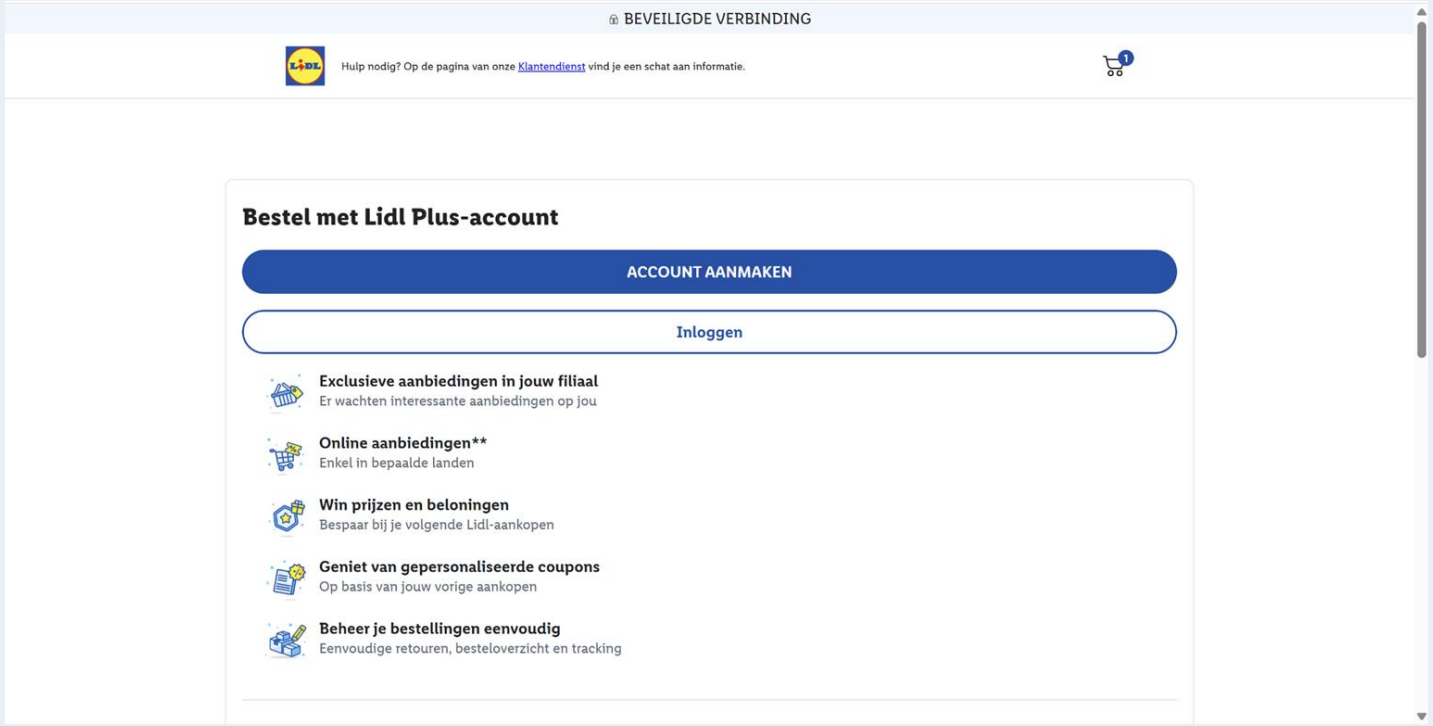
Possible conversion killer



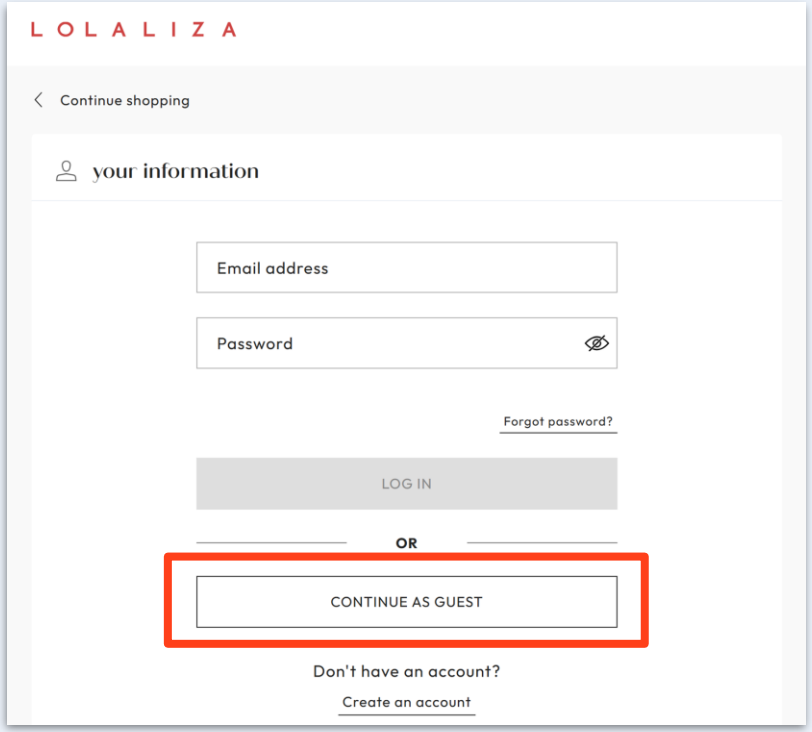
Is account creation more important than a sale?

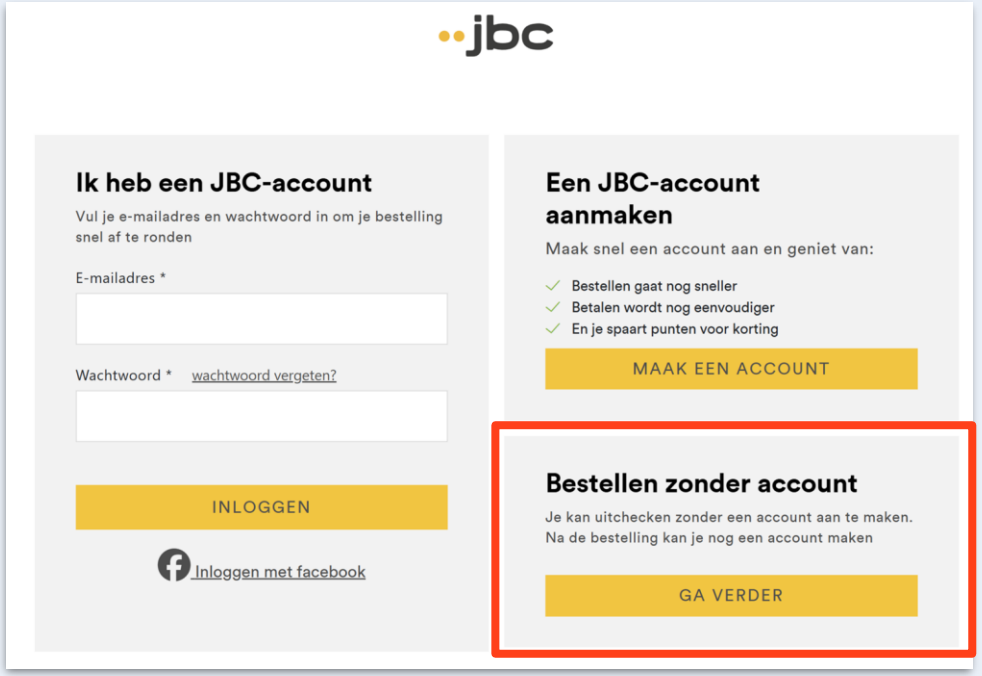


Make sure it’s visible too



A guest checkout flow can increase conversion by 10-30%



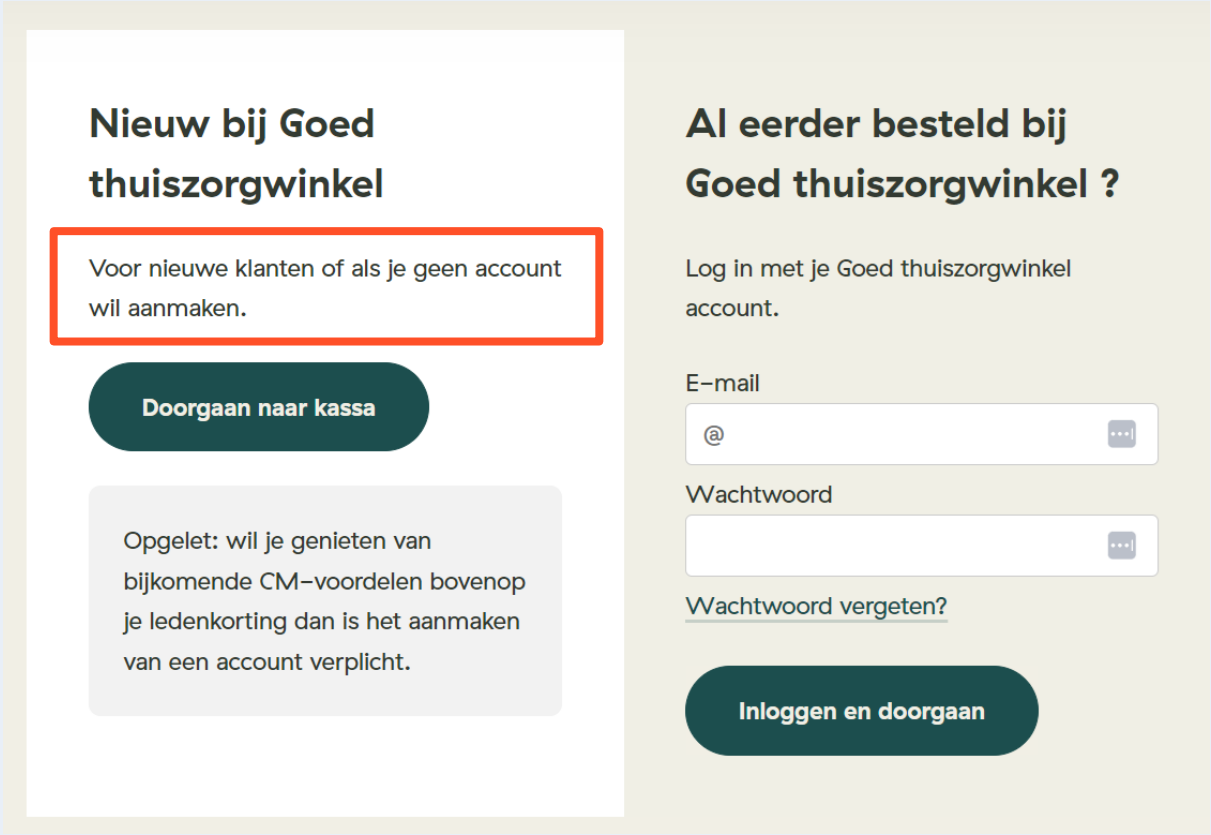


Everything starts with an e-mail

Good use of the Zeigarnik Effect

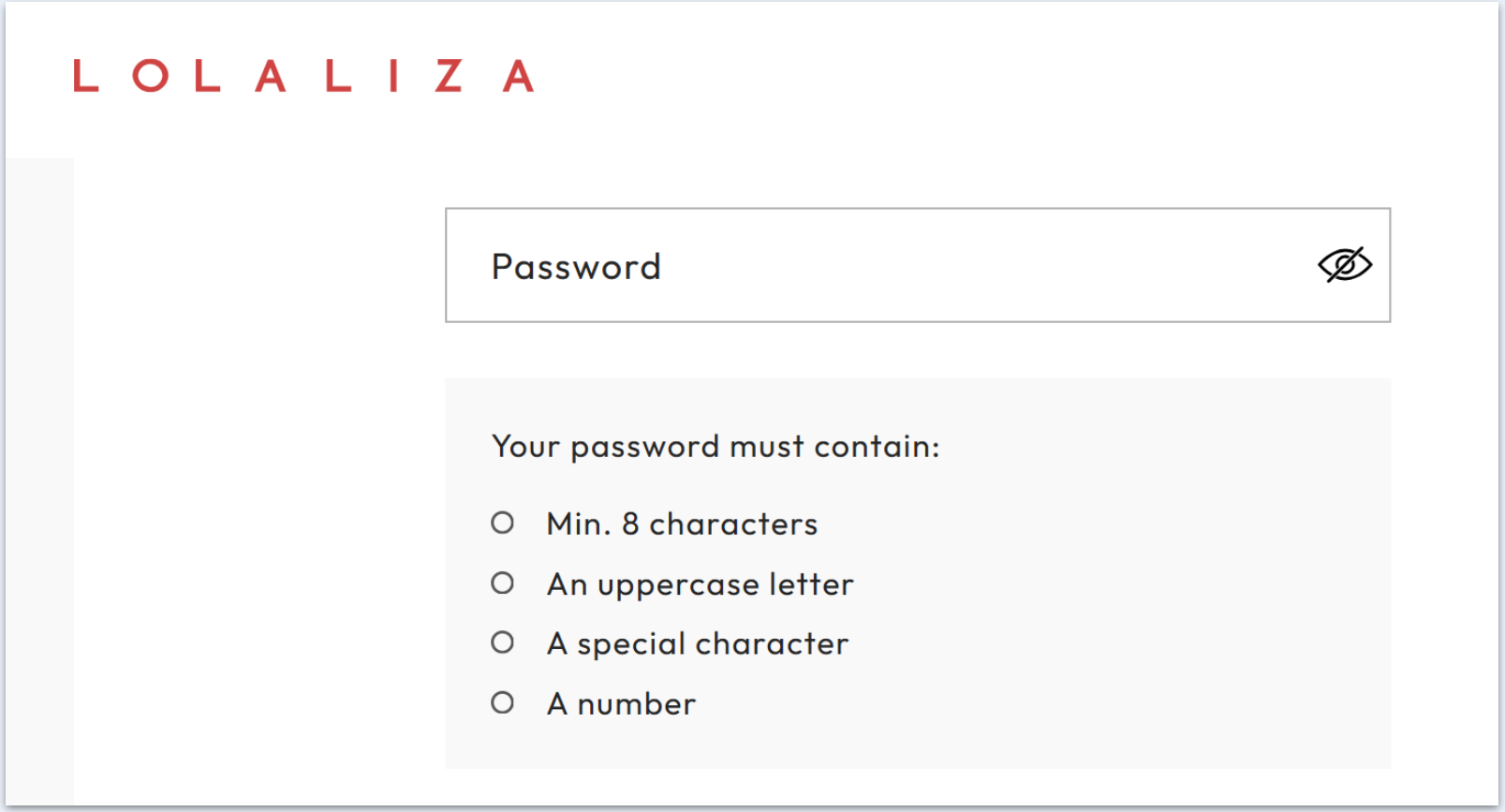


Perfect


Nieuw bij Goed thuiszorgwinkel
Voor nieuwe klanten of als je geen account wil aanmaken.
Doorgaan naar kassa
Opgelet: wil je genieten van bijkomende CM-voordelen bovenop je ledenkorting dan is het aanmaken van een account verplicht.
Al eerder besteld bij Goed thuiszorgwinkel ?
Log in met je Goed thuiszorgwinkel account.
E-mail
@
Wachtwoord
Wachtwoord vergeten?
Inloggen en doorgaan

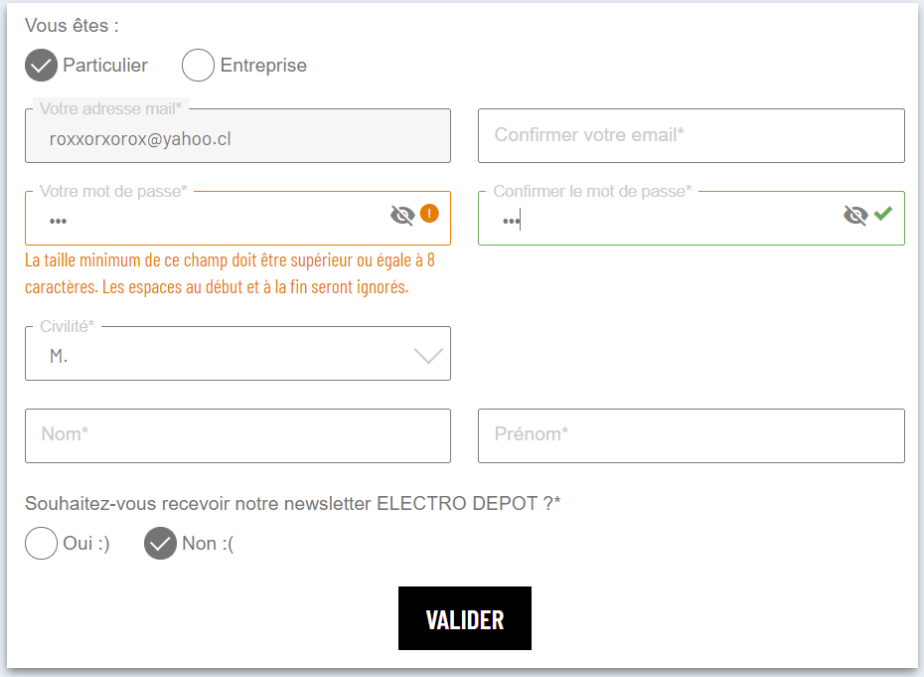
And when you do need people to create an account

Avoid overly complex password-creation requirements

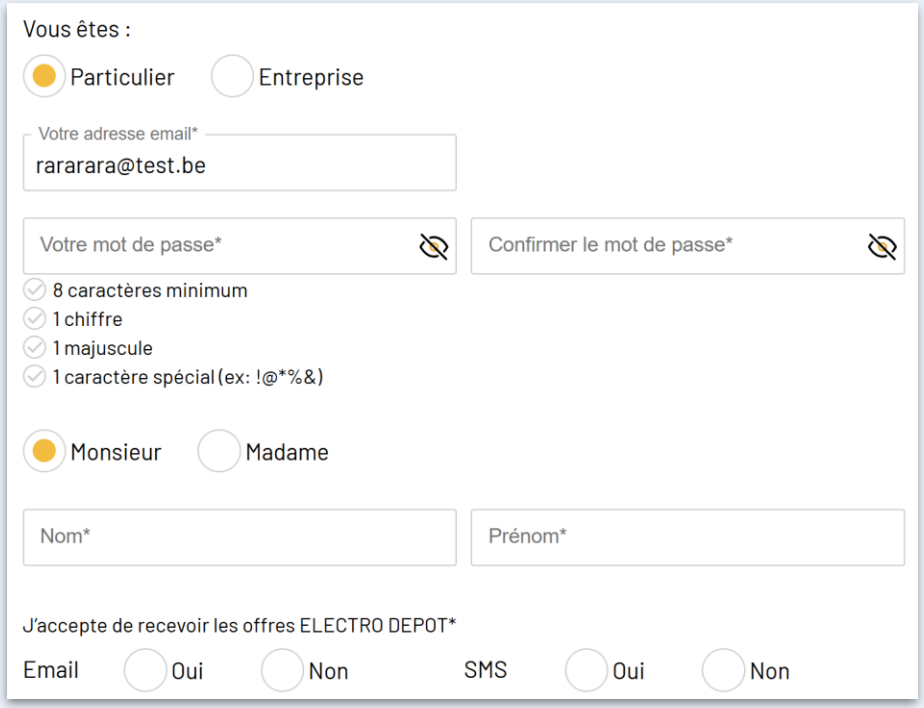


Give the requirements up front

2024

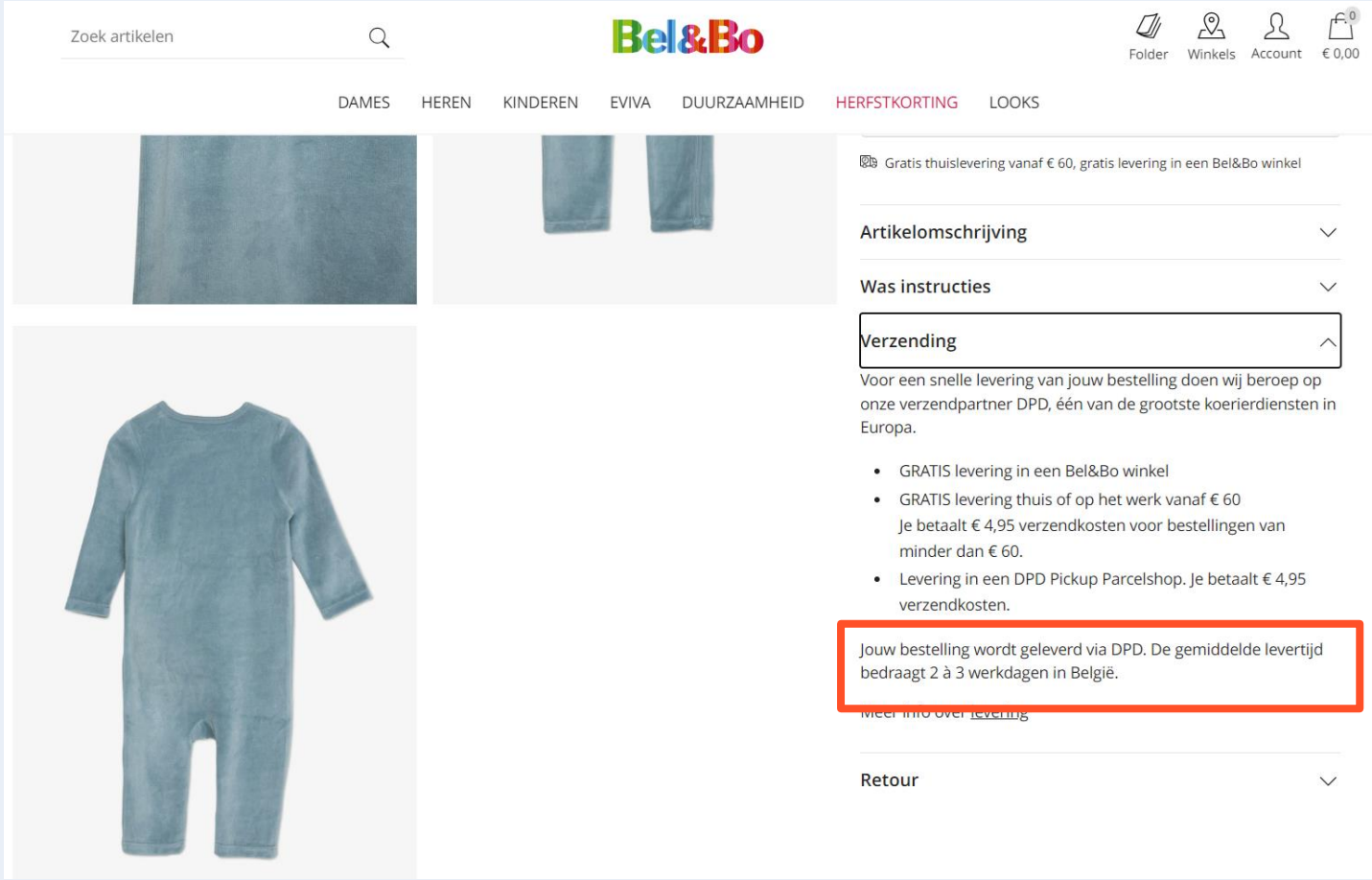


2025



21% agrees: delivery was too slow

Don’t hide this important info



Great - delivery time

(But can you make it concrete by giving me a date too?)

SHOP ADVENT GIFTS HONEST CHOCOLATE ABOUT NEUHAUS OUR STORES

Home > Shop



POP-UP ADVENT CALENDAR 2023

25 chocolates

€ 64,00 IN STOCK

– 1 + ADD TO CART

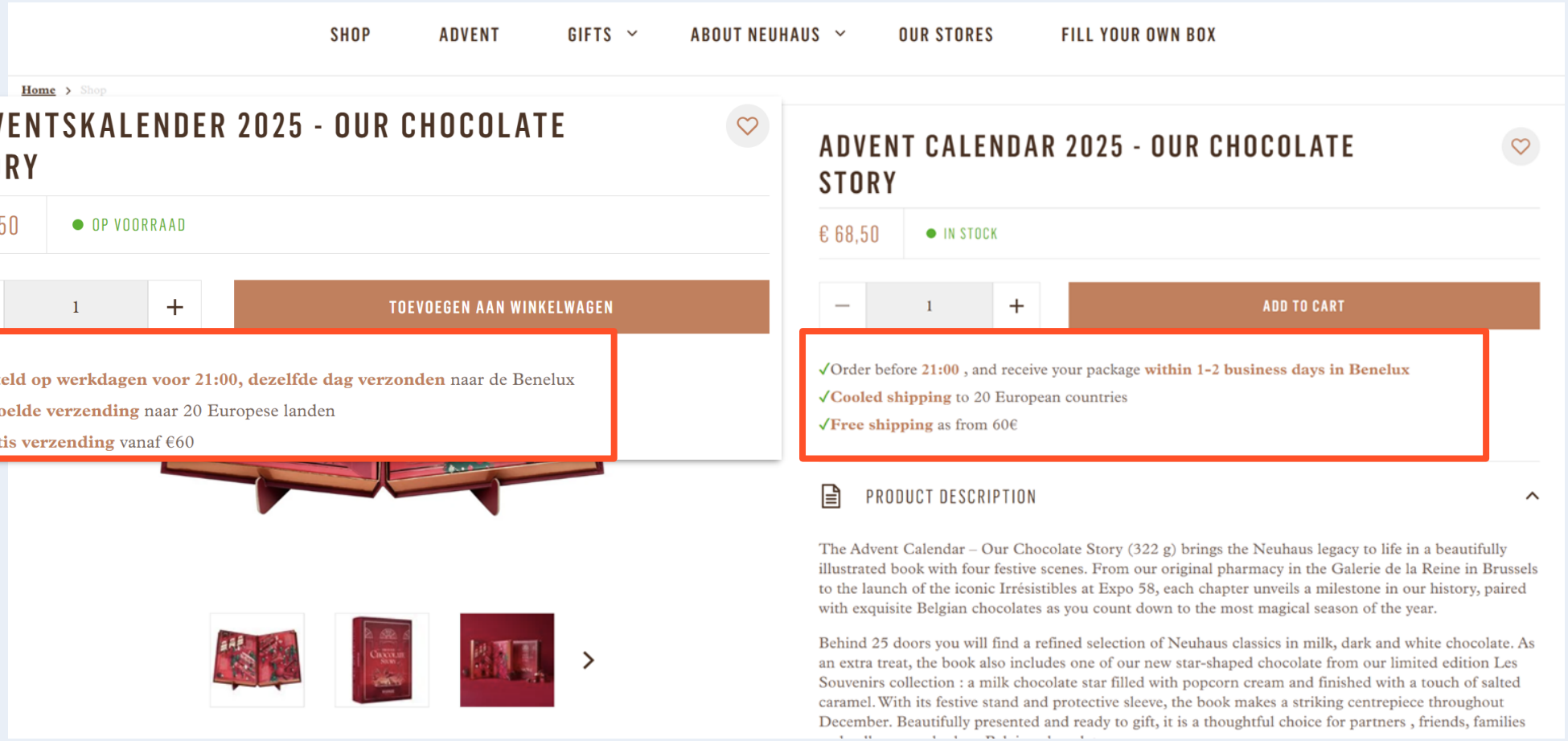
✓ Order before **21.00** , delivered **next working day** within Benelux
✓ **Shipping** to 20 European countries
✓ **Free shipping** as from 50€

4.90 Excellent

PRODUCT DESCRIPTION

Count down to Christmas with our 3D Pop-up Advent calendar (313 g) filled with chocolate delights. Explore the enchanting Christmas scenery at Brussels' iconic Grand-Place, where 25 exquisite Neuhaus chocolates await your discovery. Immerse yourself in the

Dispatch vs Delivery time



Countdowns work well





Wonen en keuken › Huishoudelijke apparaten › Kleine keukenapparaten › Broodroosters



Black+Decker BXTO1960E broodrooster, 1960, roestvrij staal

Merk: Black+Decker

4,1 ★★★★☆ 17 beoordelingen

Deal

-5% €79⁰⁵

Mediaanprijs: €83,22

Prijzen zijn inclusief btw.

Merk	Black+Decker
Kleur	roestvrij staal
Materiaal	Roestvrij staal
Specifiek gebruik van product	Bagel, Brood
Wattage	1960 watt
Aantal segmenten	4

Meer bekijken

Over dit item

- Onafhankelijke digitale besturing: selecteer op het lcd-scherm de gewenste roosterniveaus. De 6 roosterniveaus kunnen heel eenvoudig met de toetsen + en - worden ingesteld. Onafhankelijke dubbele bediening.

€79⁰⁵

GRATIS bezorging **vrijdag, 3 november**. Bestel binnen 14 u 33 m

Of snelste bezorging **donderdag, 2 november**

Op voorraad

Aantal: 1

In winkelwagen

Nu kopen

Verzonden vanuit	Amazon
Verkocht door	Amazon
Retourzendingen	Kan binnen 30 dagen na ontvangst word…
Betaling	Veilige transactie

Gegevens

☐ Cadeau-opties toevoegen

‹ Retour aux résultats



Russell Hobbs Grille pain [2 Fentes] Textures+ (fentes extra larges, surélévation, support à petits pains & pince à toasts, 6 niveaux de dorage, décongélation & réchauffe-viennoiseries, 850W) 22601-56

Marque : Russell Hobbs

4,5 ★★★★½ 29 472 évaluations

31 17 €

Style: **Toaster**

Bouilloire | Cafetière | **Toaster**

Marque	Russell Hobbs
Couleur	Noir
Matériau	Acier inoxydable
Usages spécifiques pour le produit	Pain
Puissance	850 Watts

Voir plus

À propos de cet article

- Six niveaux de brunissage réglables

☐ **Oui, je veux la livraison gratuite**

Profitez de tous les avantages de livraison en vous inscrivant à Amazon Prime

amazon prime

31 17 €

Livraison GRATUITE **jeudi 2 novembre**. Commandez dans les 5 h 32 min. Détails

Livraison à Brussels 1050 — Mettre à jour l'emplacement

Quantité : 1

Ajouter au panier

Acheter cet article

Paiement	Transaction sécurisée
Expédié par	Amazon.com.be
Vendu par	Amazon.com.be
Retours	Peut être

19% agrees: I don’t trust the site

10 trust factors

1) Invest In Design
2) Show A Pulse (updated content)
3) Humanize Your Website (**show people**)
4) Utilize **Social Proof**
5) Make It Speedy
6) Familiarity Breeds Trust (use web conventions, and elements you'd expect)
7) Leverage Other Brands (**as seen in**, as featured in ...)
8) Who Are You?
9) Don't Hide (show real addresses)
10) Proofread (spelling errors?)

Gratis verzending vanaf €65 in België & Nederland | Voor 13.00 uur besteld, zelfde werkdag verstuurd | Persoonlijk advies

9.4 ★★★★★ 214 reviews

nts connect

FOOD 4 PETS

Speur naar produc...

Mijn account | Kortingssysteem | Mijn verlanglijst | Winkelwagen | Nederlands

9.4

Hond | Kat | Dierenapotheek | Merken | Aanbiedingen | Cadeaubonnen | Over ons | Blog | FAQ | Contact

HONDENVOER & KATTENVOER

OM JE POOTJES BIJ AF TE LIKKEN

Welkom bij Food4Pets, dé webshop met natuurlijke voeding en snacks voor je hond en kat.

Begin al maar te kwispelen voor onze hondenbrokken van topkwaliteit, de lekkerste natuurlijke snacks of het meest voedzame natvoer voor jouw kat.

Ons doel is simpel: natuurlijk voer en snacks die het beste in je huisdier naar boven halen.



JOUW BESTELLING

Item		Prijs	Aantal	Subtotaal
	Canagan Kattensnacks Softies Zalm 50 g	€ 2,95	1	€ 2,95
	Canagan Kattensnacks Softies Kip 50 g	€ 2,95	1	€ 2,95

< Verder Shoppen

Wis bestelling

Samenvatting

Subtotaal	€ 5,90
BTW	€ 1,02
Totaal (excl. BTW)	**€ 4,88**
TOTAAL (INCL. BTW)	**€ 5,90**

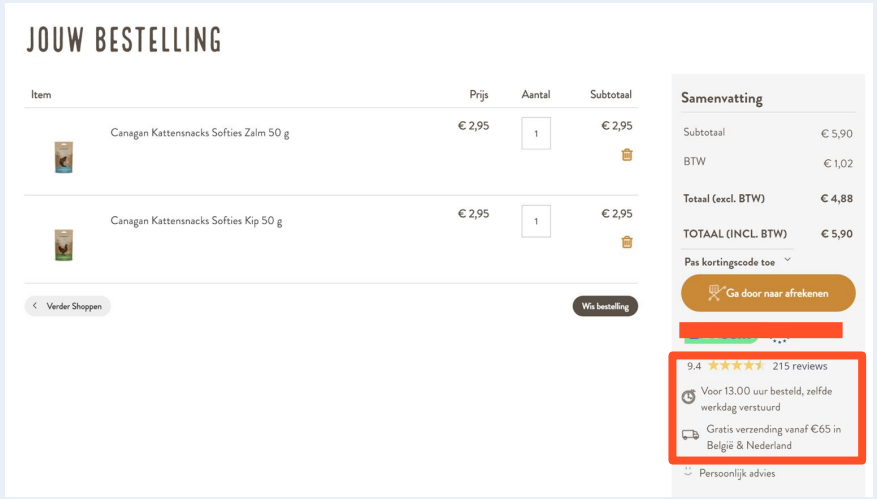
Pas kortingscode toe

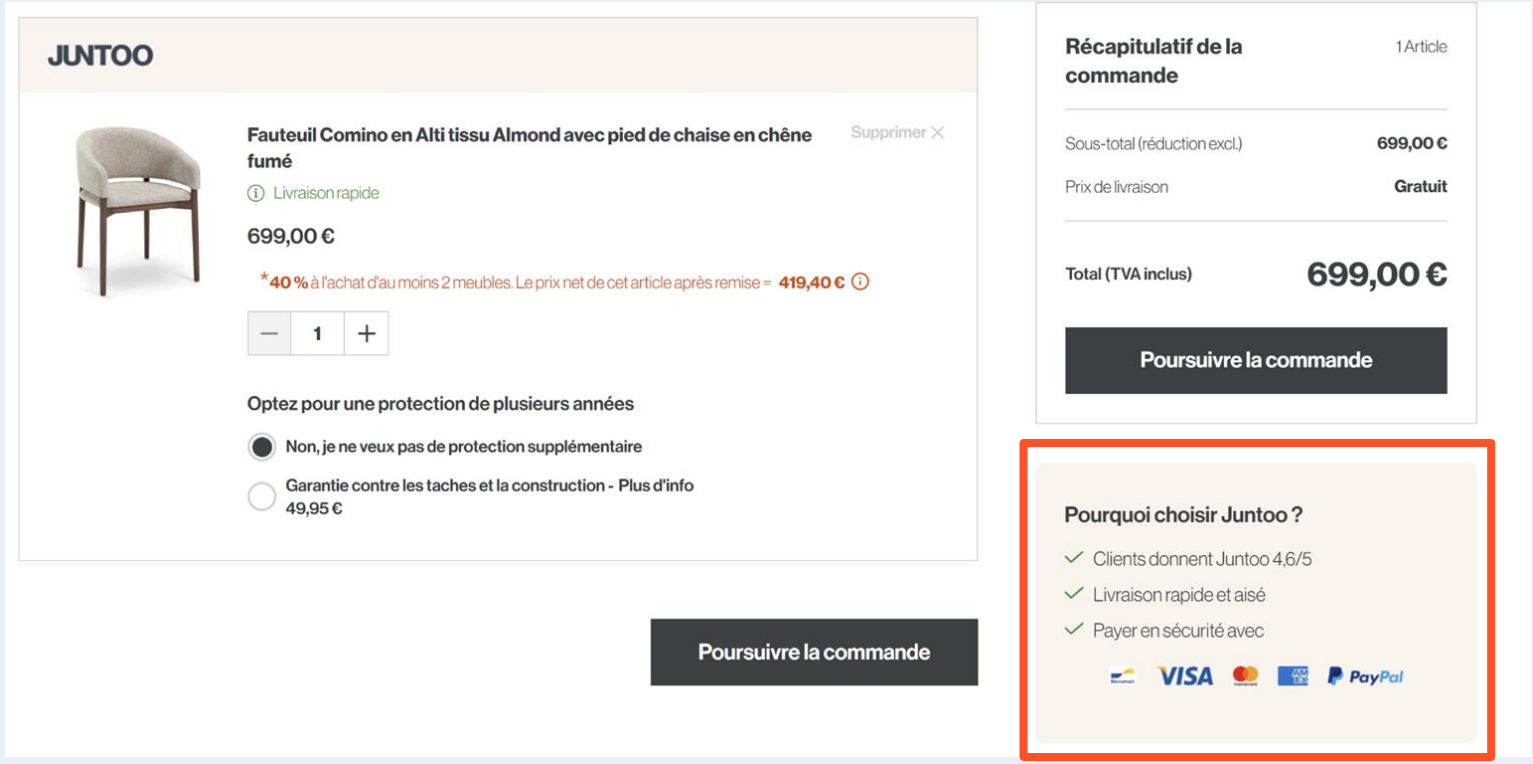
Ga door naar afrekenen

9.4 215 reviews

Voor 13.00 uur besteld, zelfde werkdag verstuurd

Gratis verzending vanaf €65 in België & Nederland


JOUW BESTELLING
Item
Prijs
Aantal
Subtotaal
Canagan Kattensnacks Softies Zalm 50 g
€ 2,95
1
€ 2,95
Canagan Kattensnacks Softies Kip 50 g
€ 2,95
1
€ 2,95
Verder Shoppen
Wis bestelling
Samenvatting
Subtotaal
€ 5,90
BTW
€ 1,02
Totaal (excl. BTW)
€ 4,88
TOTAAL (INCL. BTW)
€ 5,90
Pas kortingscode toe
Ga door naar afrekenen
9.4
215 reviews
Voor 13.00 uur besteld, zelfde werkdag verstuurd
Gratis verzending vanaf €65 in België & Nederland
Persoonlijk advies


JUNTOO
Fauteuil Comino en Alti tissu Almond avec pied de chaise en chêne fumé
Supprimer
Livraison rapide
699,00 €
*40 % à l'achat d'au moins 2 meubles. Le prix net de cet article après remise = 419,40 €
1
Optez pour une protection de plusieurs années
Non, je ne veux pas de protection supplémentaire
Garantie contre les taches et la construction - Plus d'info
49,95 €
Poursuivre la commande
Récapitulatif de la commande
1 Article
Sous-total (réduction excl.)
699,00 €
Prix de livraison
Gratuit
Total (TVA inclus)
699,00 €
Poursuivre la commande
Pourquoi choisir Juntoo ?
Clients donnent Juntoo 4,6/5
Livraison rapide et aisé
Payer en sécurité avec
VISA
PayPal

18% agrees: Too long or complicated checkout process

Key findings: Checkout steps

https://baymard.com/blog/checkout-flow-average-form-fields

Checkout steps

- The **length** of checkout in steps has less impact on checkout performance
- Total **number of form fields** do has an impact
- The average checkout flow today is 5.2 steps long

the real question we should ask ourselves isn't

"How many steps do we have in our checkout?" but rather

"How many form fields do we have in our checkout?"

Key findings: Form fields

https://baymard.com/blog/checkout-flow-average-form-fields

- Ideal checkout flow can be reduced to as little as 12 form elements (EU)
  - 7 form fields
  - 2 checkboxes
  - 2 drop-downs
  - and 1 radio button

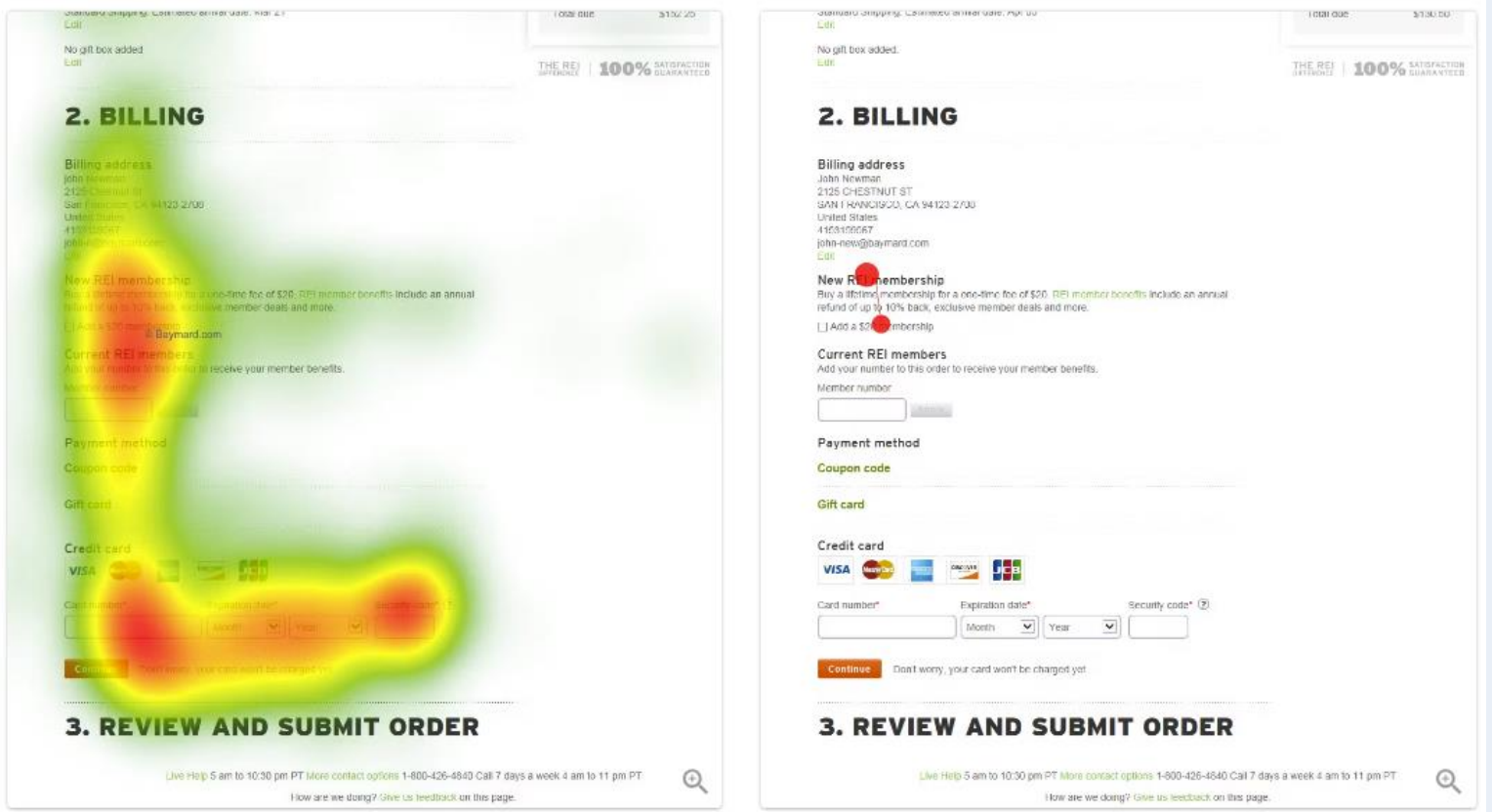
- Optional fields delay check-out time by 5 to 30%

16 form field checkout

1) First Name
2) Last Name
3) Email
4) Phone
5) Address Line 1
6) Address Line 2
7) Company Name
8) City Name
9) Postal/ZIP code
10) State/Region/County
11) Country
12) Coupon
13) Credit Card Number
14) Security Code
15) Password
16) Repeat Password

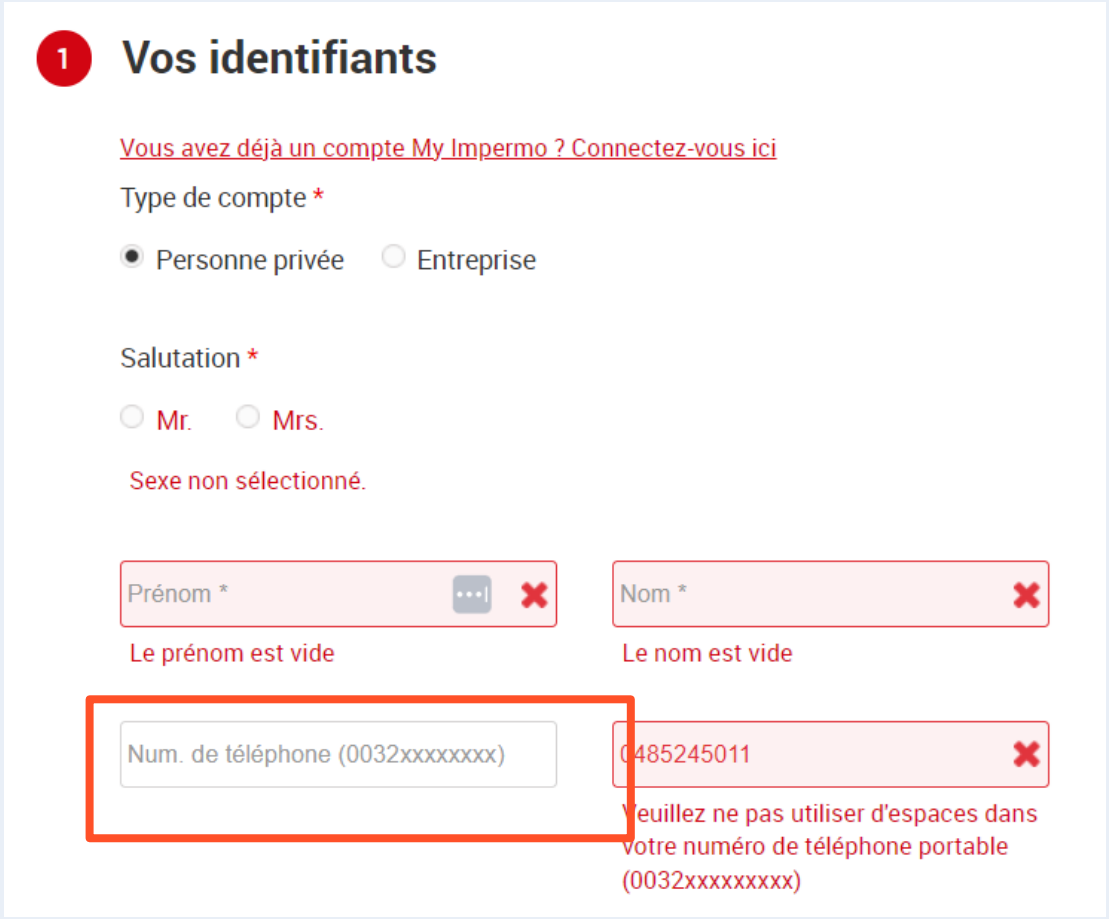
Too often elements having nothing to do with the checkout

Example of rei.com checkout



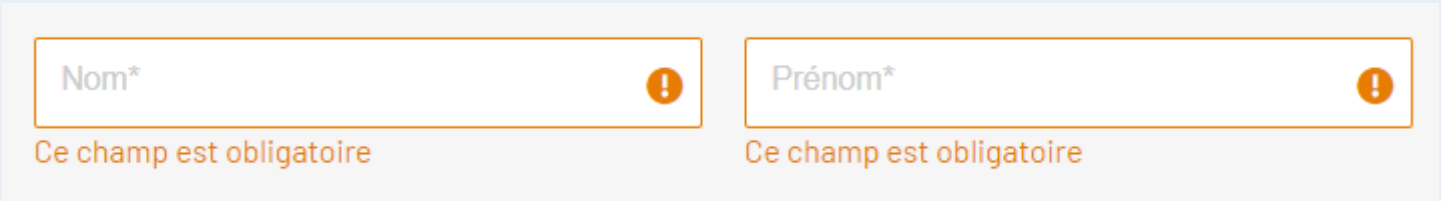
Or often irrelevant fields

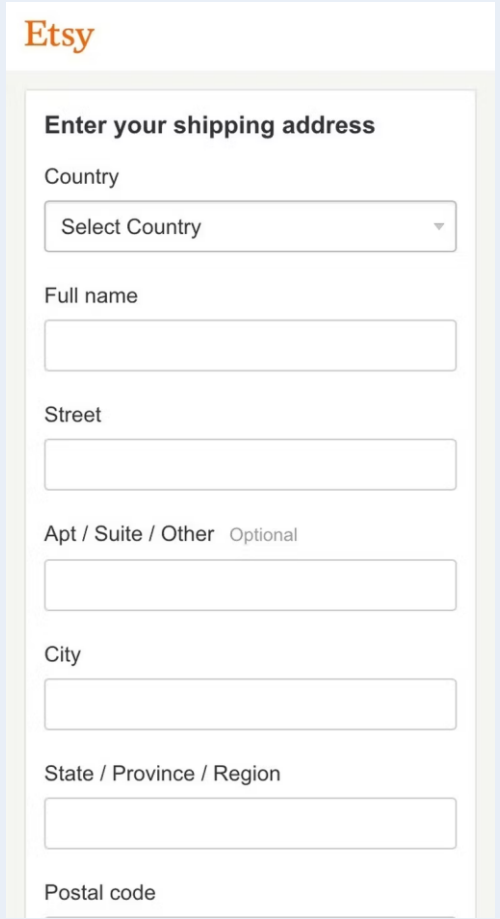
Or fields that aren't used often



First name

Finding: During testing, **42% of test users typed their full name in the first name field** at least once.

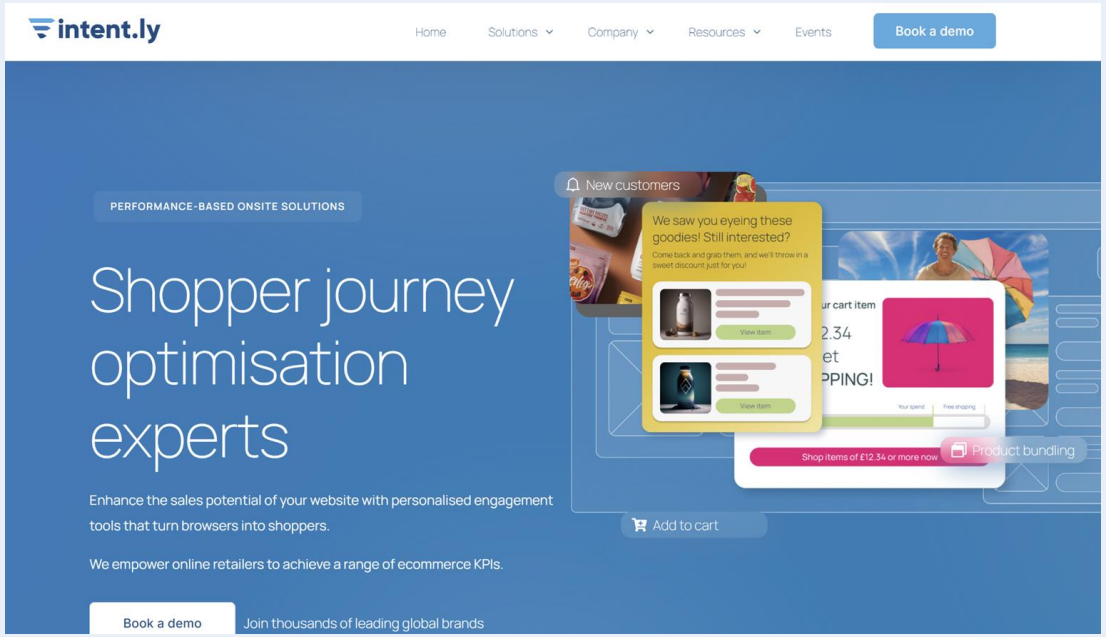


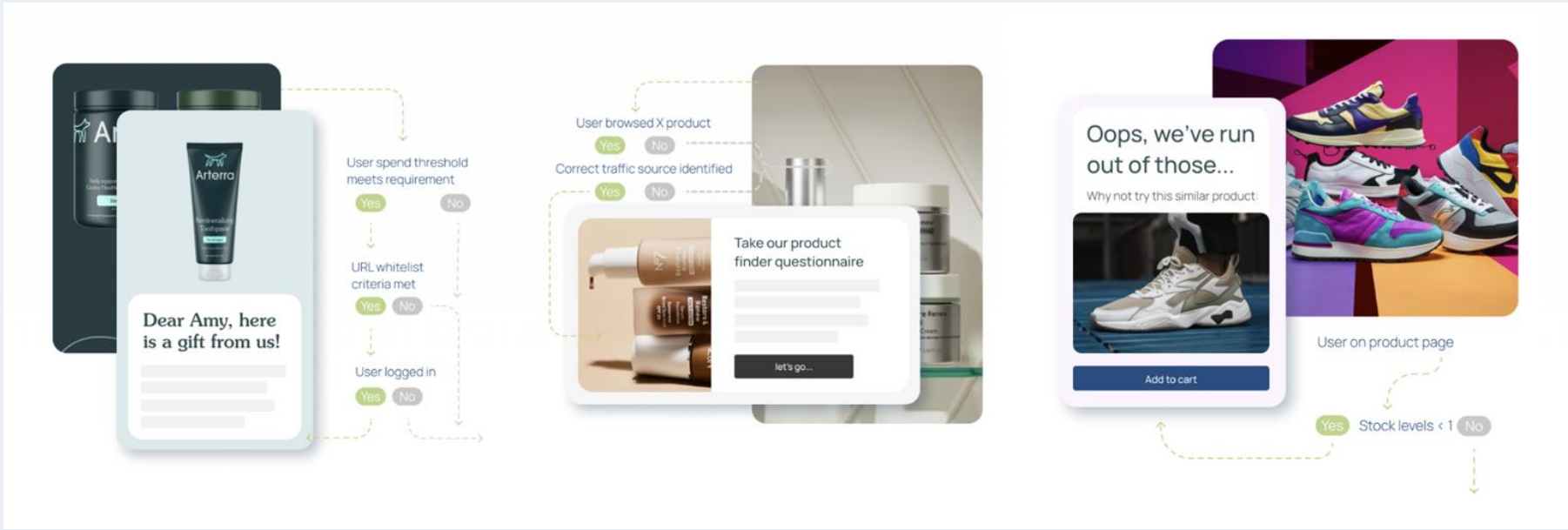


Cart abandonment mails

Best practices

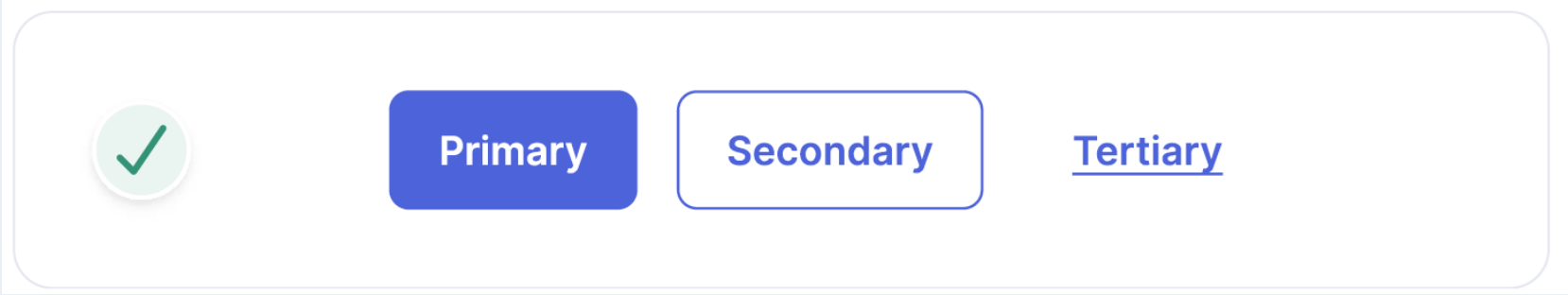
- Immediately and after 1 day & and last call after 7 days
- Includes:
  - names and images of the abandoned items
  - prices
  - ratings
  - link to return to the cart
  - + any guarantee like (free shipping over 35€, free return shipping...)
- Offering discounts is not recommended as you do not want to condition your customers to expect it.
- Tools: https://www.ve.com/, Qualaroo, OptinMonster

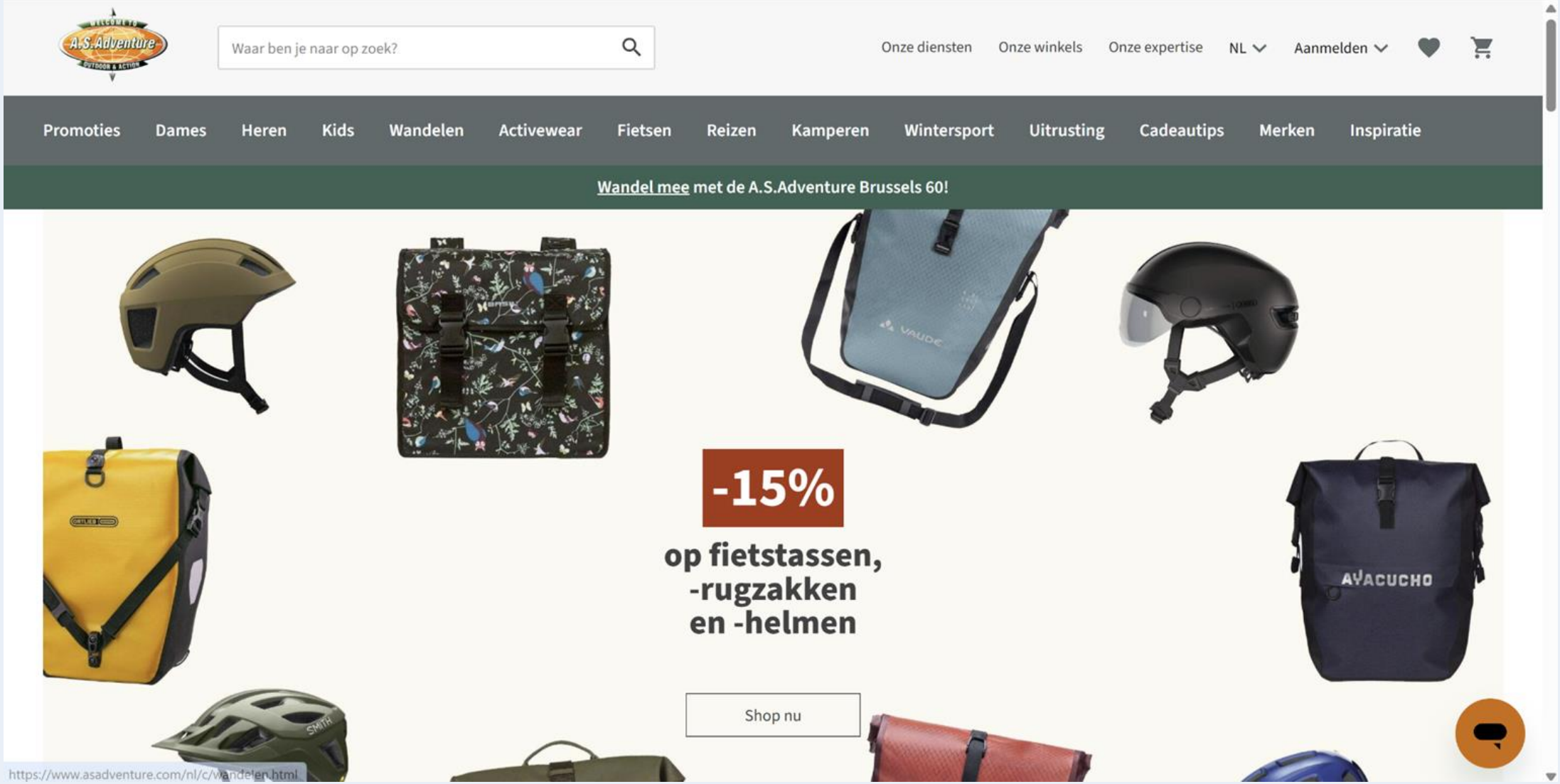

intent.ly
Home
Solutions
Company
Resources
Events
Book a demo
PERFORMANCE-BASED ONSITE SOLUTIONS
Shopper journey optimisation experts
Enhance the sales potential of your website with personalised engagement tools that turn browsers into shoppers.
We empower online retailers to achieve a range of ecommerce KPIs.
Book a demo
Join thousands of leading global brands
New customers
We saw you eyeing these goodies! Still interested?
Come back and grab them, and we'll throw in a sweet discount just for you!
View item
View item
Shop items of £12.34 or more now
Product bundling
Add to cart

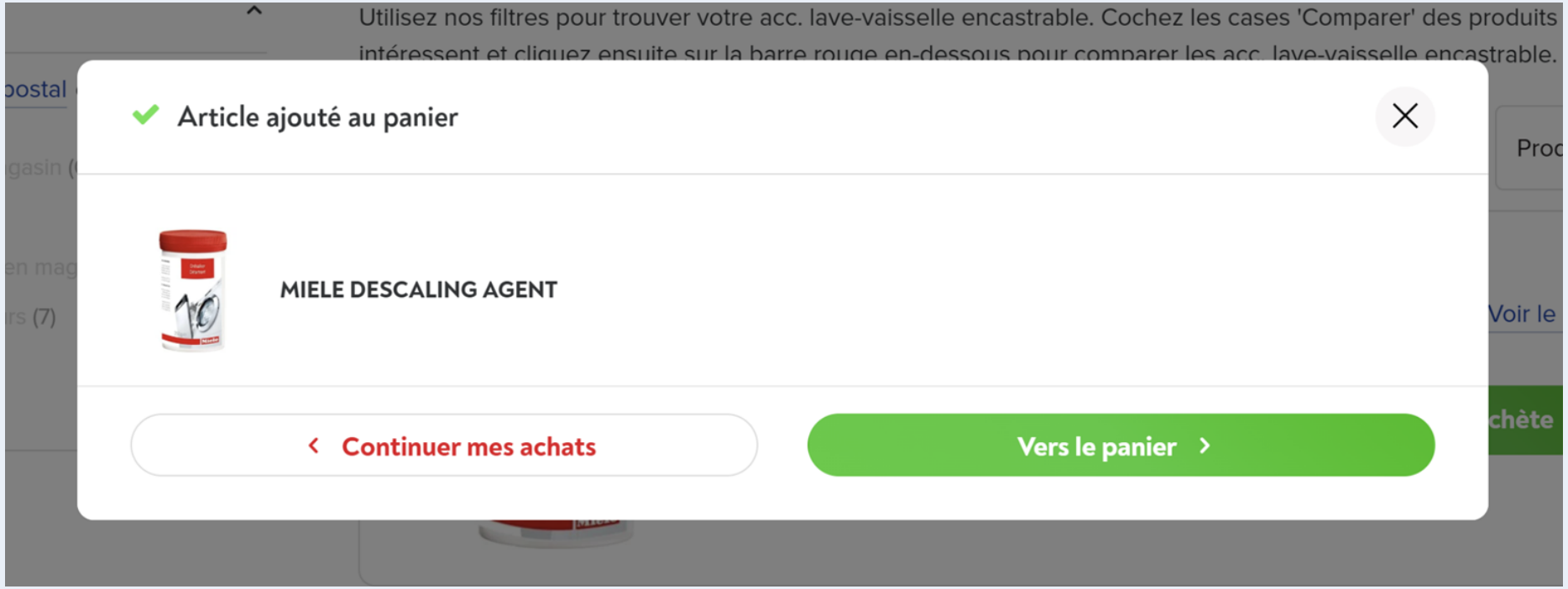

Arterra
Dear Amy, here is a gift from us!
User spend threshold meets requirement
Yes
No
URL whitelist criteria met
Yes
No
User logged in
Yes
No
User browsed X product
Yes
No
Correct traffic source identified
Yes
No
Take our product finder questionnaire
let's go...
Oops, we've run out of those...
Why not try this similar product:
Add to cart
User on product page
Yes
Stock levels < 1
No

Buttons

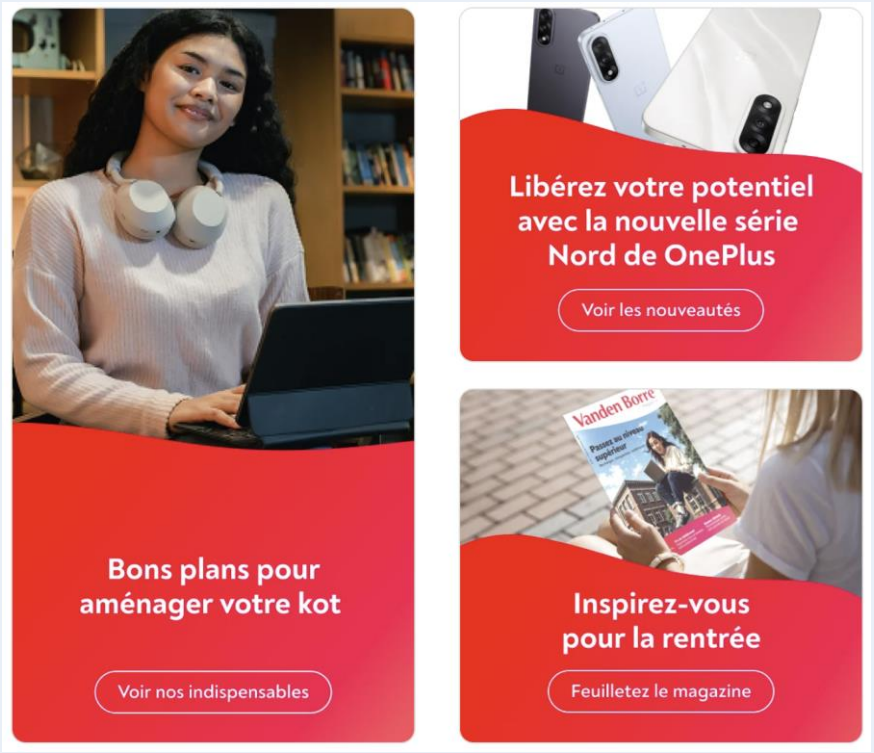
3 types of buttons




A.S.Adventure
Waar ben je naar op zoek?
Onze diensten
Onze winkels
Onze expertise
NL
Aanmelden
Promoties
Dames
Heren
Kids
Wandelen
Activewear
Fietsen
Reizen
Kamperen
Wintersport
Uitrusting
Cadeautips
Merken
Inspiratie
Wandel mee met de A.S.Adventure Brussels 60!
-15%
op fietstassen,
-rugzakken
en -helmen
Shop nu
AYACUCHO
https://www.asadventure.com/nl/c/wandelen.html


Utilisez nos filtres pour trouver votre acc. lave-vaisselle encastrable. Cochez les cases 'Comparer' des produits
Article ajouté au panier
MIELE DESCALING AGENT
Continuer mes achats
Vers le panier

Be consistent





Be very careful about promoting destructive actions

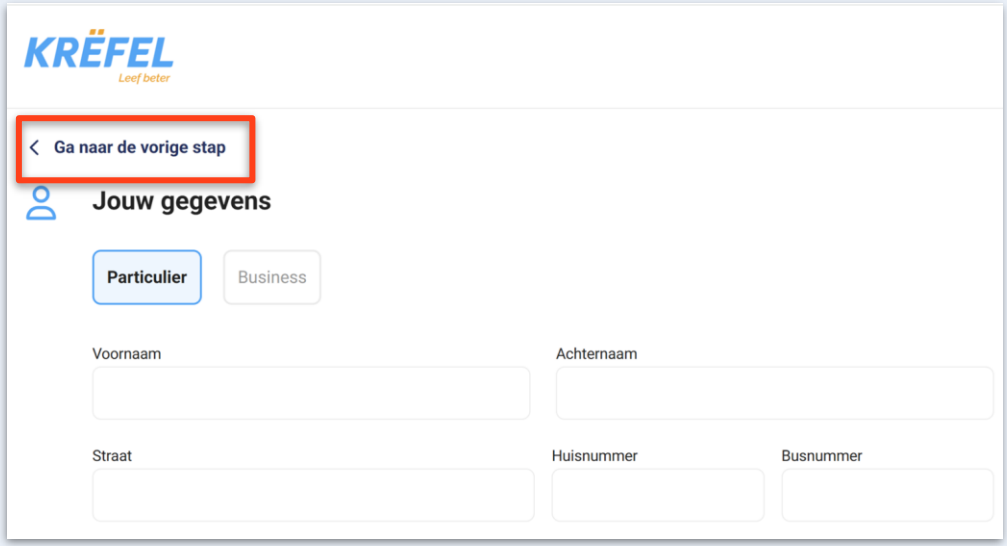
JOUW BESTELLING

Item	Prijs	Aantal	Subtotaal
 Celtic Connection Nat Kattenvoer Kip met Eend & Kalkoen Gewicht natvoer: 100 g	€ 1,95	1	€ 1,95

Verder Shoppen

Wis bestelling

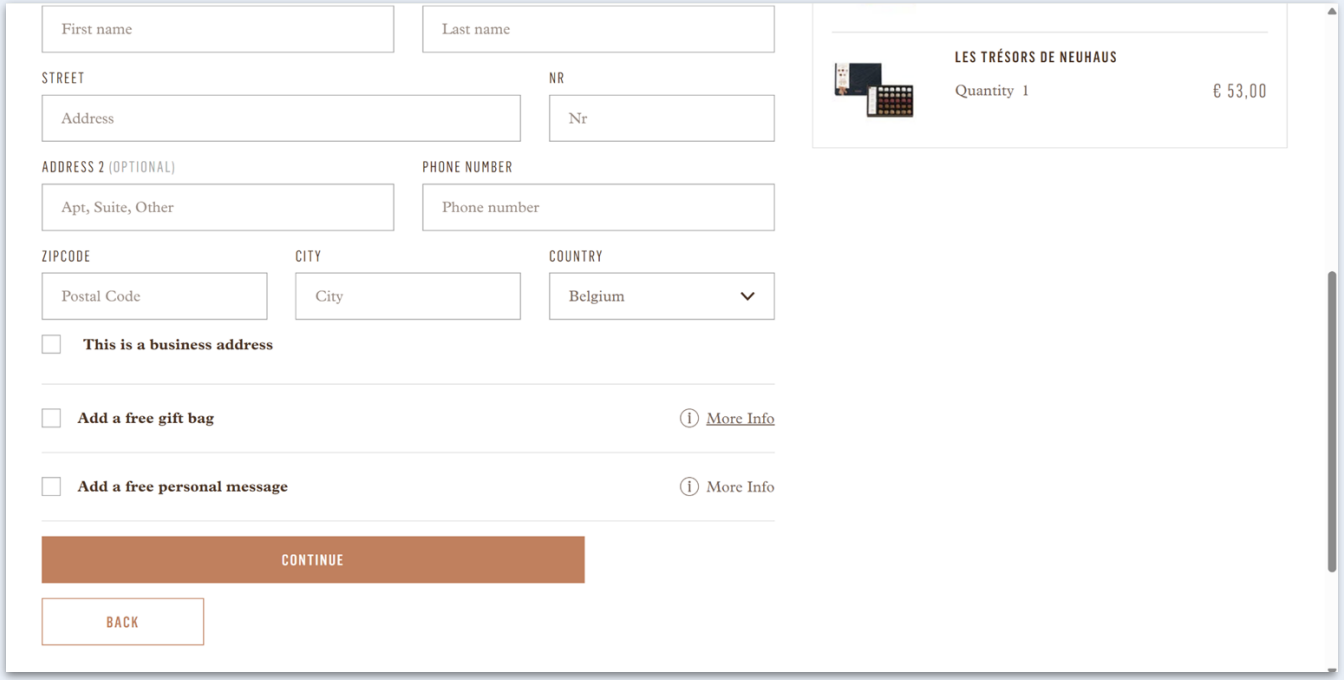
Use tertiary buttons for destructive actions



Use tertiary buttons for destructive actions

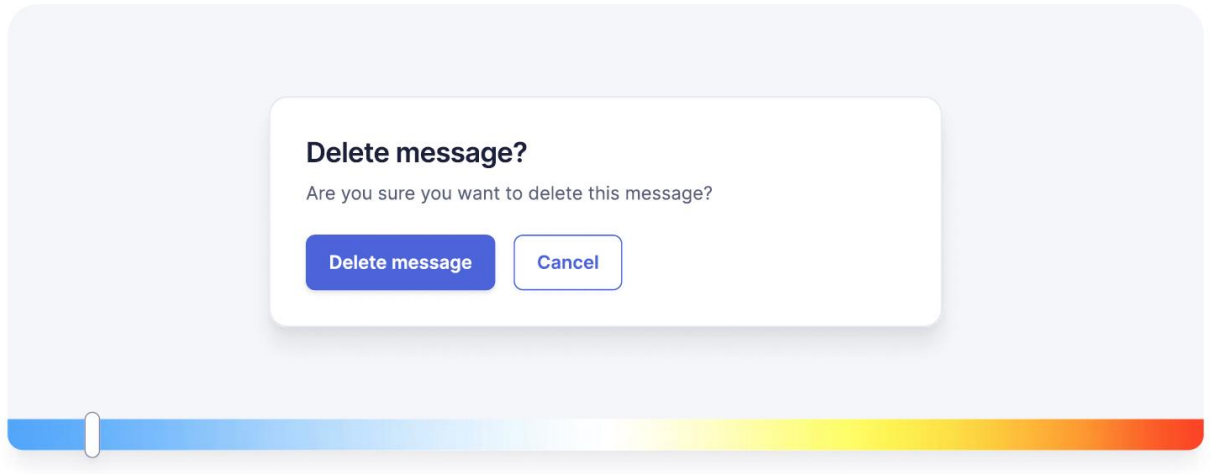


So don’t use secondary buttons for actions you don’t want

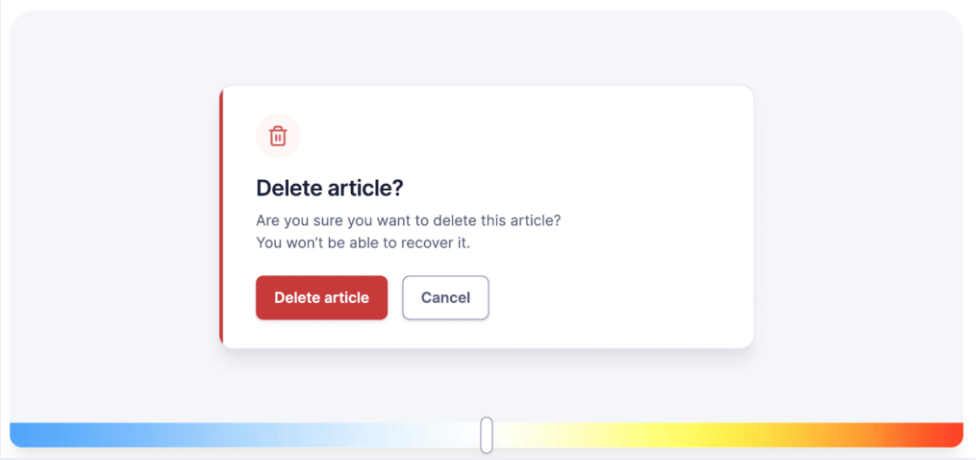


If you can’t avoid it, provide friction

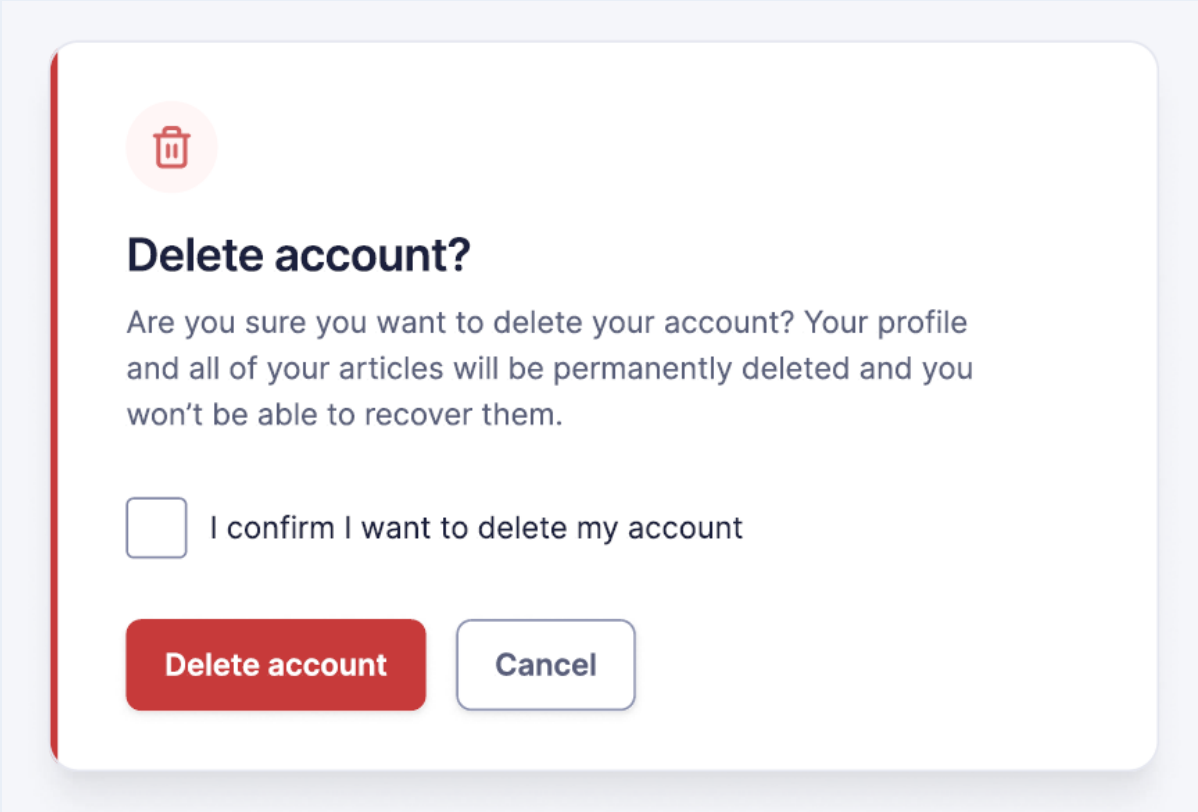
Light friction



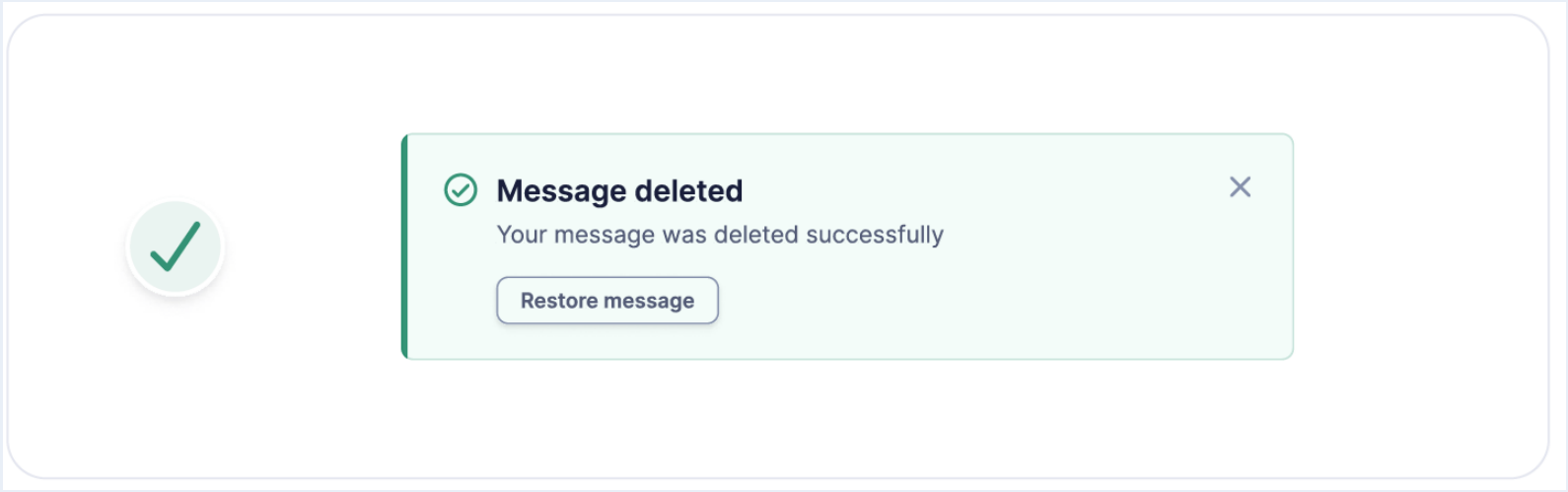
Moderate friction (use red)



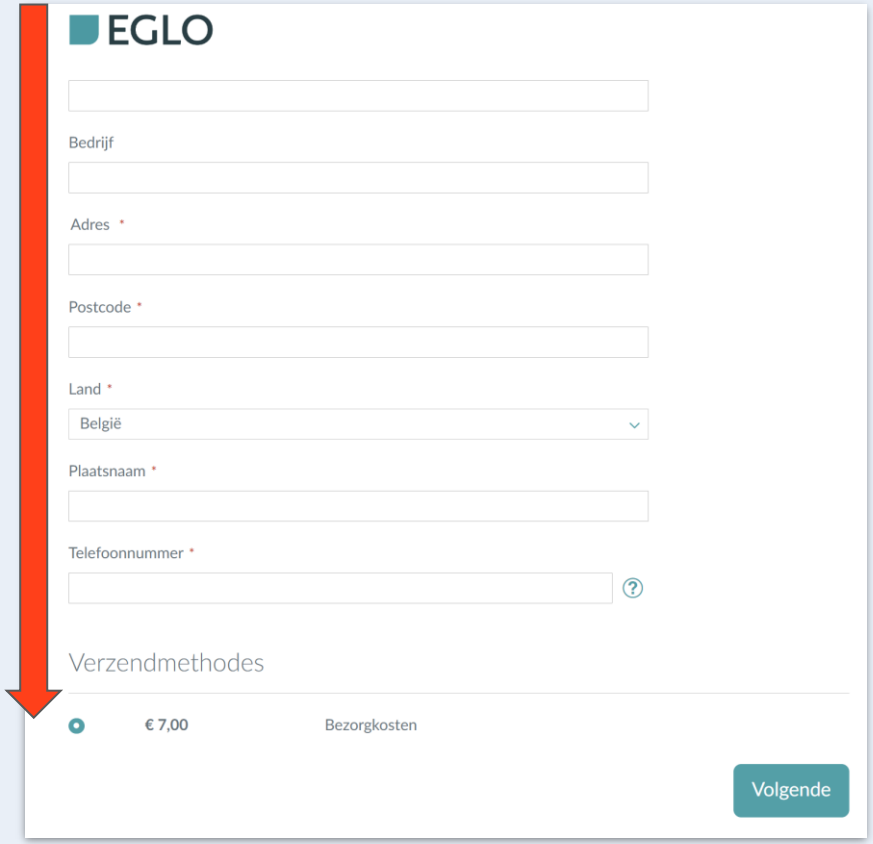
Or heavy friction for account deletion

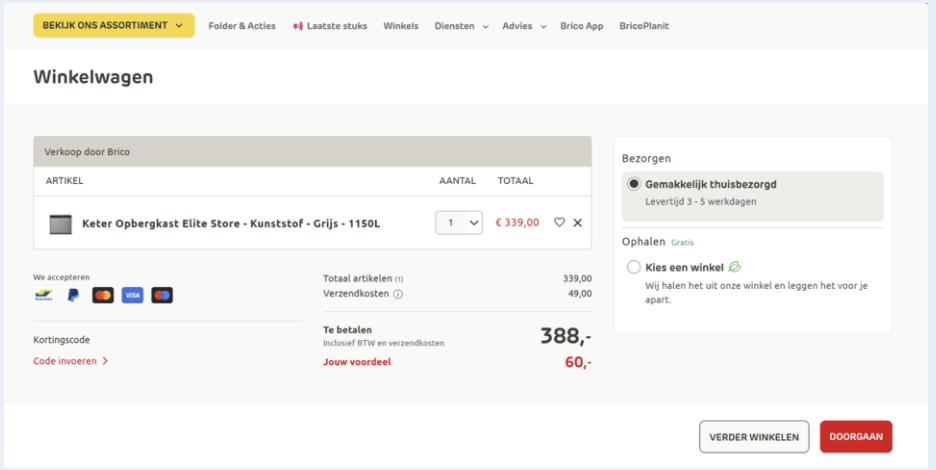


But allow to undo



Left align buttons on multi-step forms



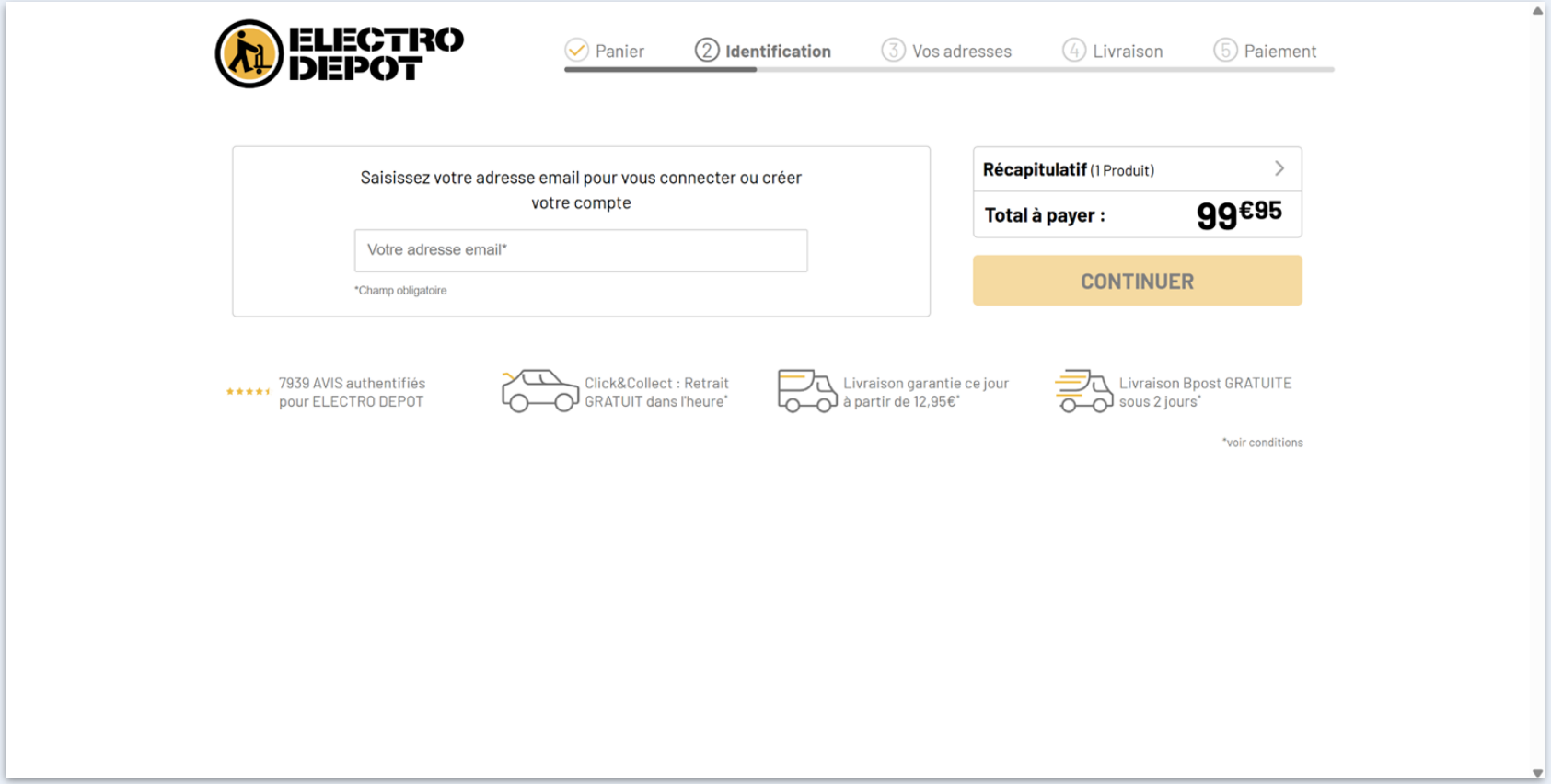


Add to cart exercise

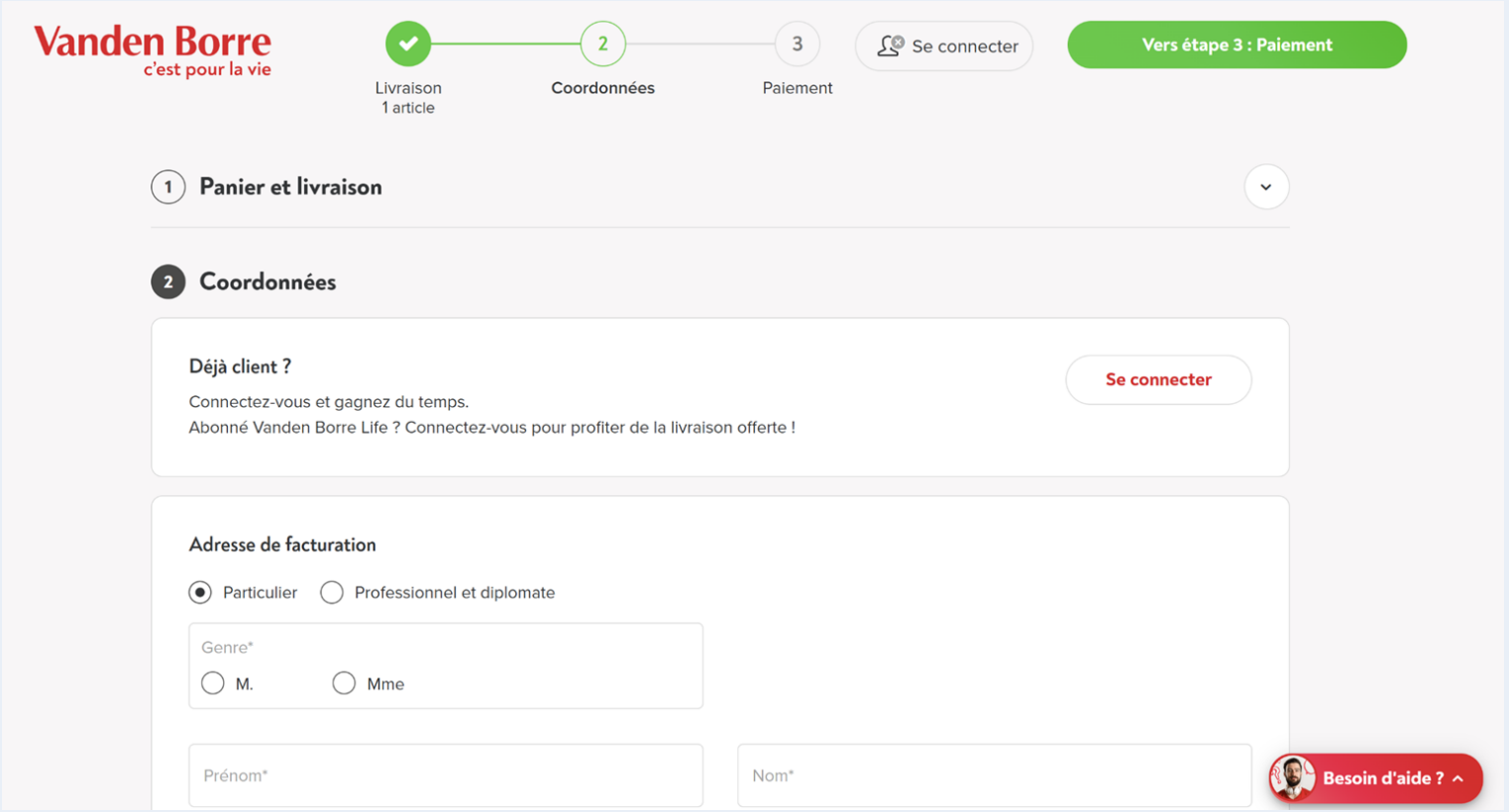

5:00

Other important elements in the cart & checkout

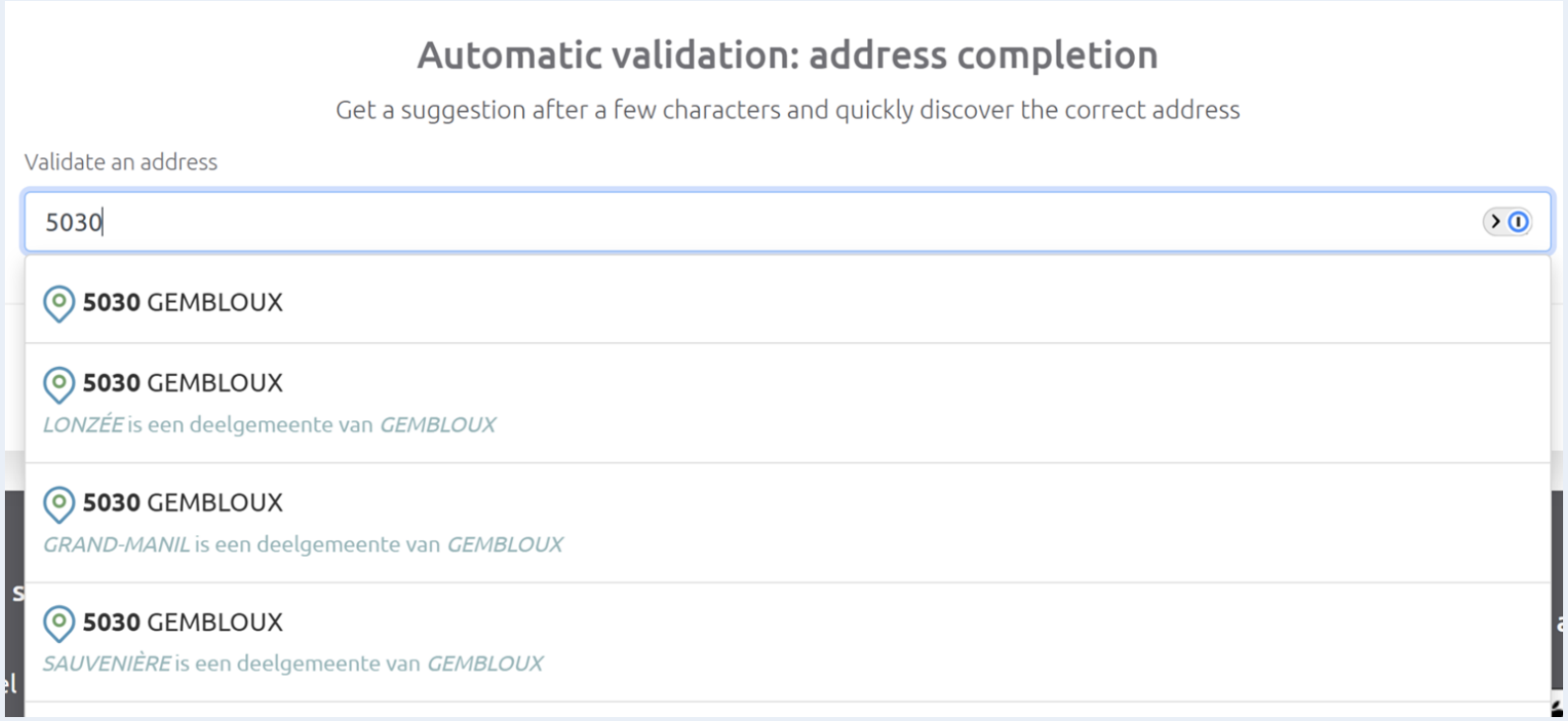
Provide a closed environment!



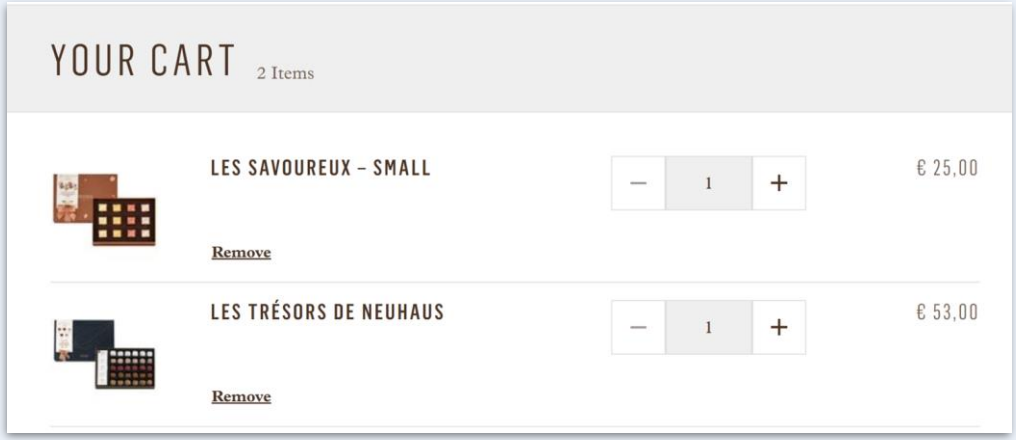
Provide a closed environment!

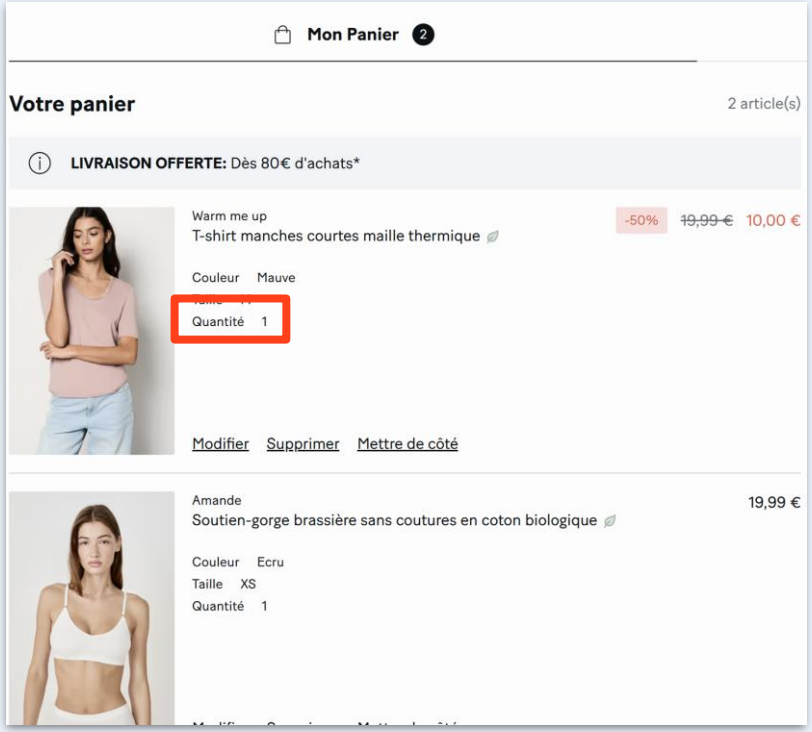


Use automatic address completion



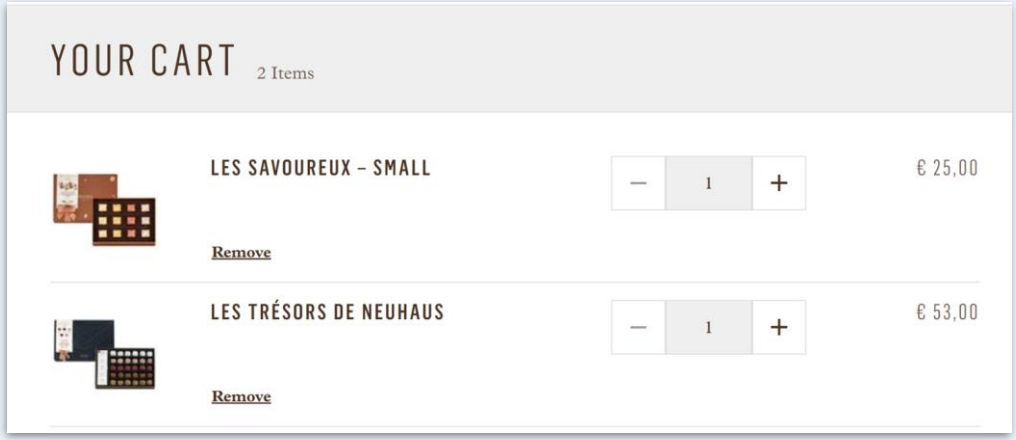
Use steppers



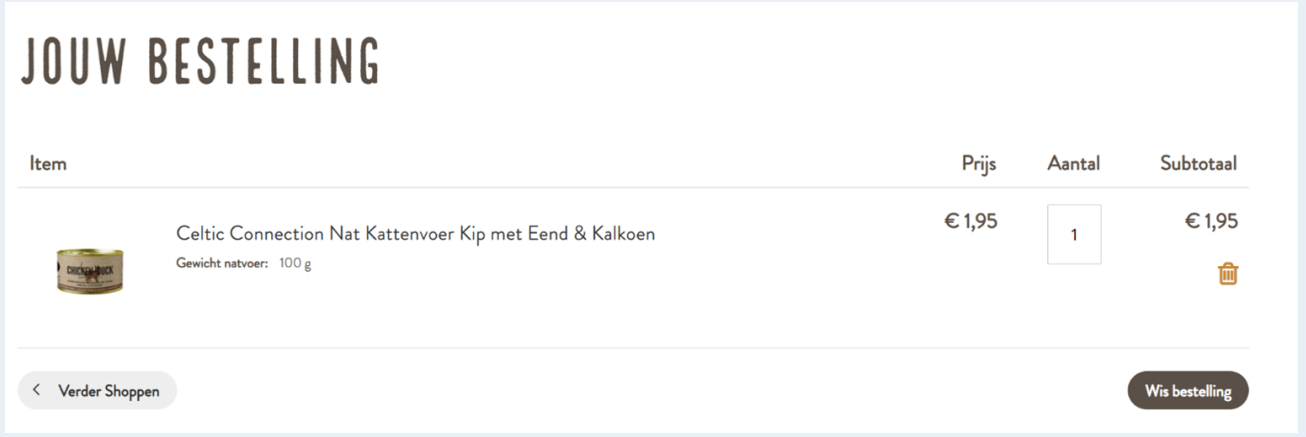


Use steppers

✅



❌



Gifting options

First name

Last name

STREET

Address

NR

Nr

ADDRESS 2 (OPTIONAL)

Apt, Suite, Other

PHONE NUMBER

Phone number

ZIPCODE

Postal Code

CITY

City

COUNTRY

Belgium

This is a business address

Add a free gift bag

More Info

Add a free personal message

More Info

CONTINUE

BACK



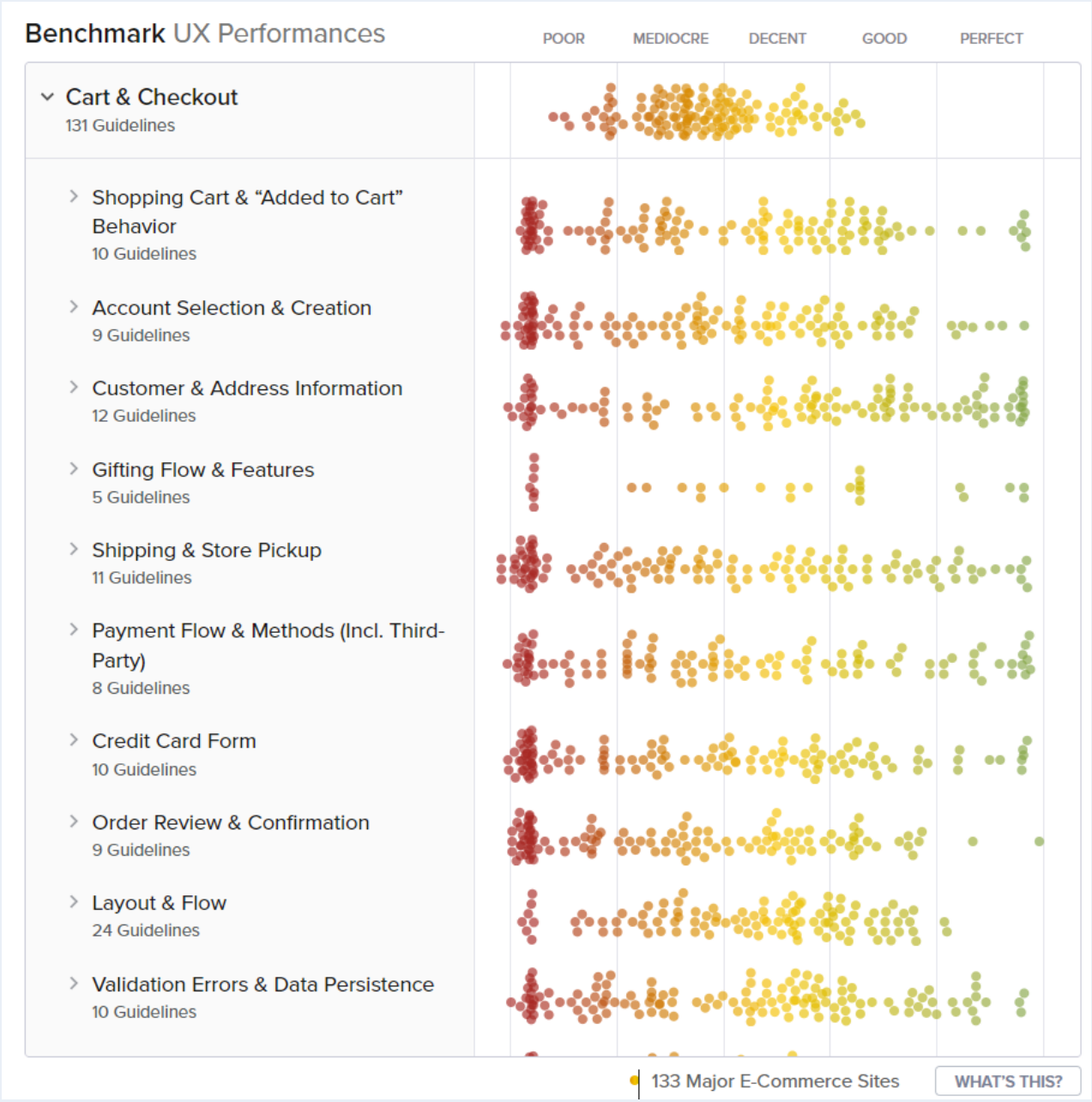
GIFT BAG

To fulfil our planet-friendly initiatives, we now offer our Neuhaus gift bag as an option. If you would like it in your order, you can still add it to your shipment for free.

Cart & checkout

Who	Do you allow checkout as **guest without account creaton**	**How many form elements** during the checkout did you ask? (checkbox incl)	How many **optional fields?**	Do you have a **closed checkout environment**?	Do you show **pasword creation rules** up front?	Do you allow to **edit data** directly **at the review step**	Do you provide **friction when people want to delete items** from cart?	Do you show **cut-off time** (order within 1h 35m to receive ...)	Do you allow **store pick-up**?	Do you send **cart abandonment mails**?	Are you using **tertiary buttons** for destructive actions?

Framework for optimising checkout


Benchmark UX Performances
POOR
MEDIOCRE
DECENT
GOOD
PERFECT
Cart & Checkout
131 Guidelines
Shopping Cart & "Added to Cart" Behavior
10 Guidelines
Account Selection & Creation
9 Guidelines
Customer & Address Information
12 Guidelines
Gifting Flow & Features
5 Guidelines
Shipping & Store Pickup
11 Guidelines
Payment Flow & Methods (Incl. Third-Party)
8 Guidelines
Credit Card Form
10 Guidelines
Order Review & Confirmation
9 Guidelines
Layout & Flow
24 Guidelines
Validation Errors & Data Persistence
10 Guidelines
133 Major E-Commerce Sites
WHAT'S THIS?

Examples

525 Categorized Checkout Step Design Examples

FREE RESEARCH CONTENT

Explore checkout design patterns across 525+ checkout steps examples, all annotated and organized into 12 different checkout page types. This is a great way to get inspiration for your own checkout flow, and to get a feel for emerging trends in checkout design.



Cart
119 Examples



Cross-Sells
13 Examples



Account
117 Examples



Shipping Address
115 Examples



Delivery & Shipping Methods
114 Examples



Address Validator
65 Examples



Billing Address
90 Examples



Payment
129 Examples



Order Review
103 Examples



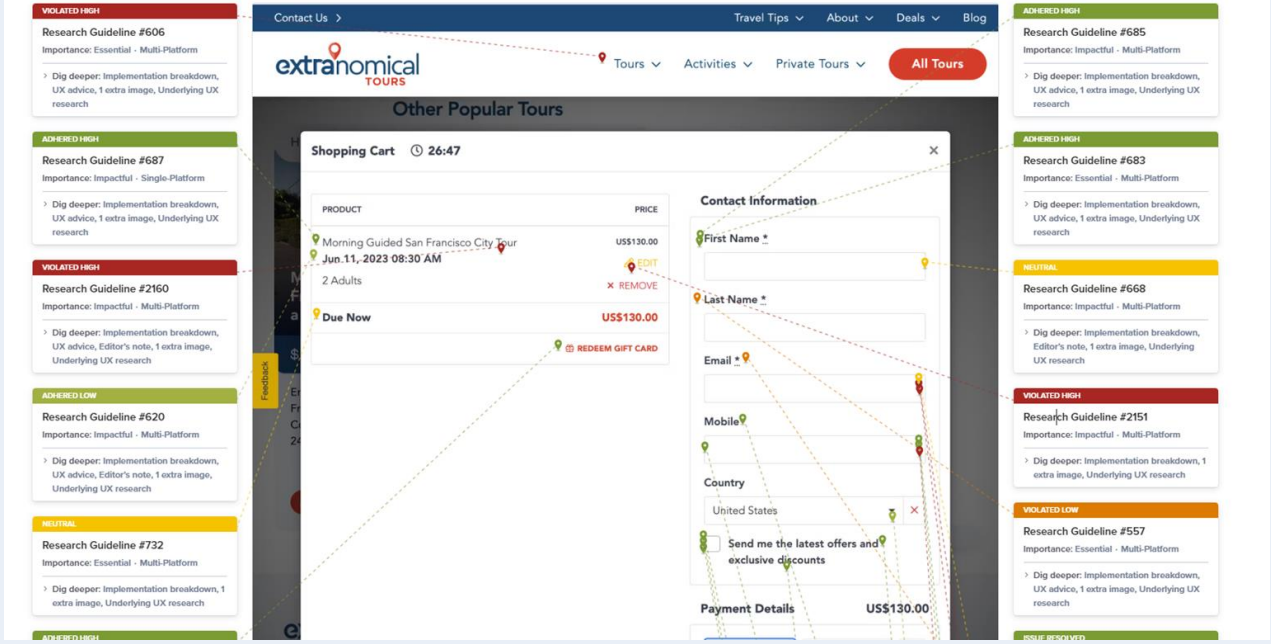
Order Confirmation
120 Examples



Gifting
40 Examples



Store Pickup
23 Examples



Exercise

1. Have a look at your **checkout flow**
2. Come up with at least **4 hypotheses** to remove friction or match user expectations
3. **Copy slide** hereafter to do the exercise

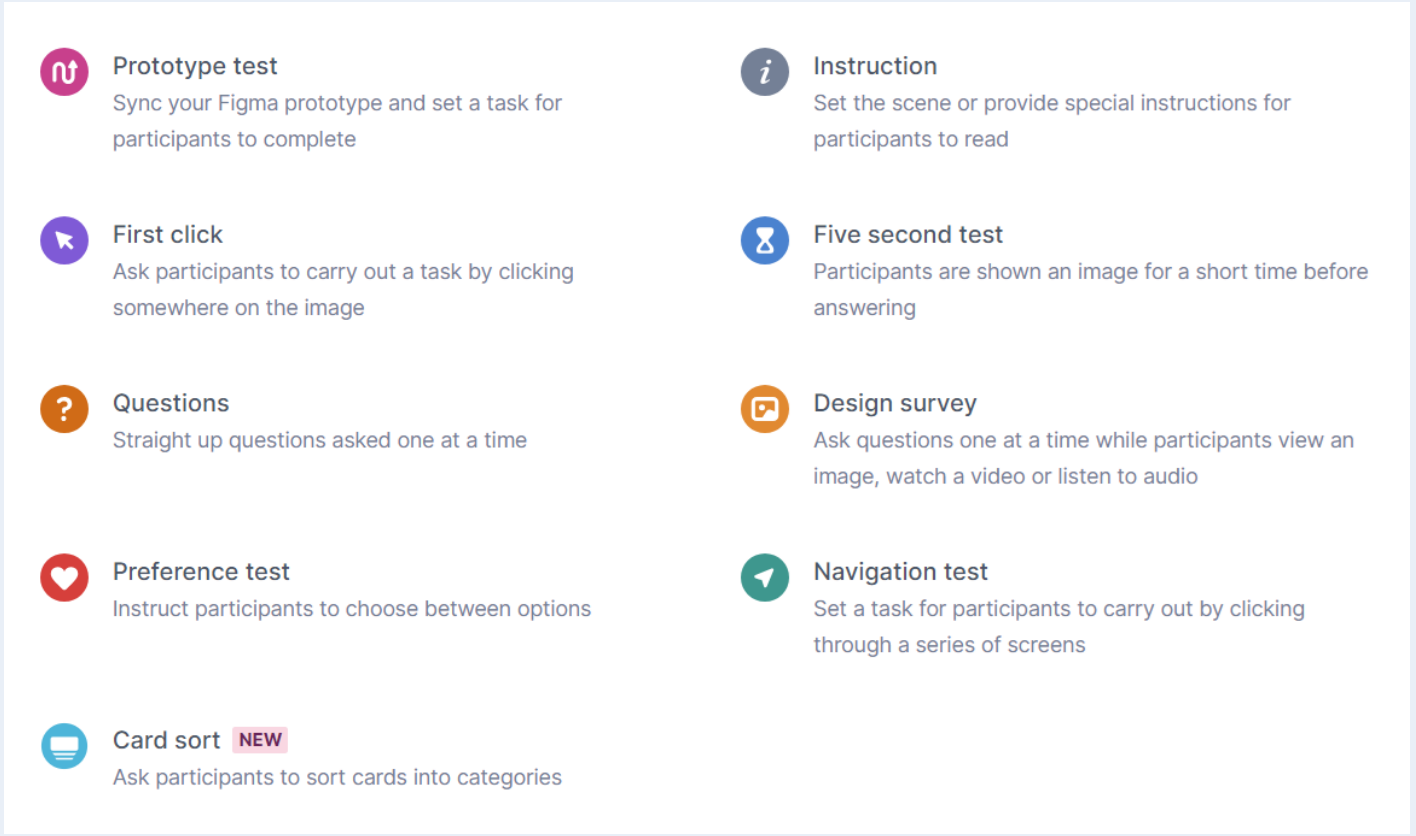
YOUR NAME	Proposal for improvement	Proposal for improvement	Proposal for improvement	Proposal for improvement
Shopping Cart & "Added to Cart" Behavior				
Account Selection & Creation				
Customer & Address Information				
Gifting Flow & Features				
Shipping & Store Pickup				
Payment Flow & Methods (Incl. Third-Party)				
Credit Card Form				
Order Review				
Order Confirmation & E-Mail				
Form & Page Design				
User Interactions & Distractions				
Cross-Sells				
Validation Errors & Data Persistence				
Field Labels & Microcopy				
Field Design & colors				
Default Values & Autocompletion				

Tools & A/B testing

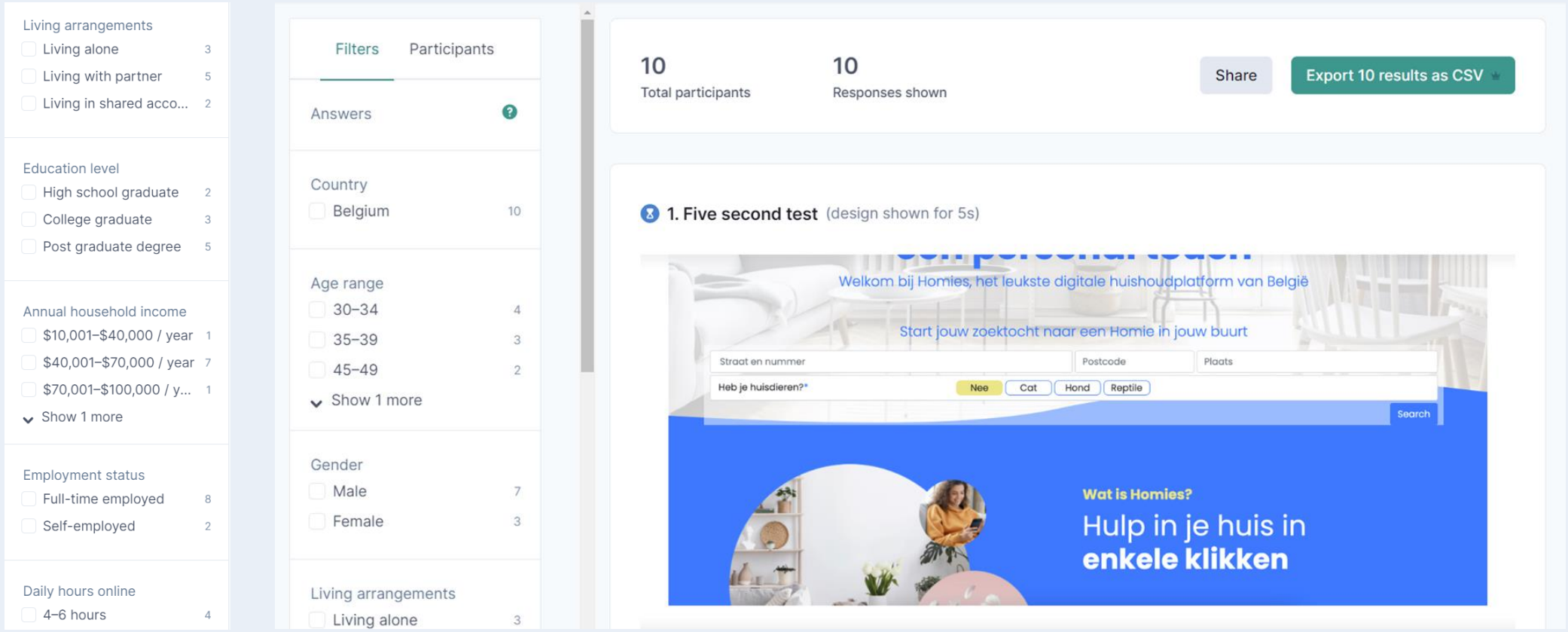
User research

Lyssna.com

User research platform

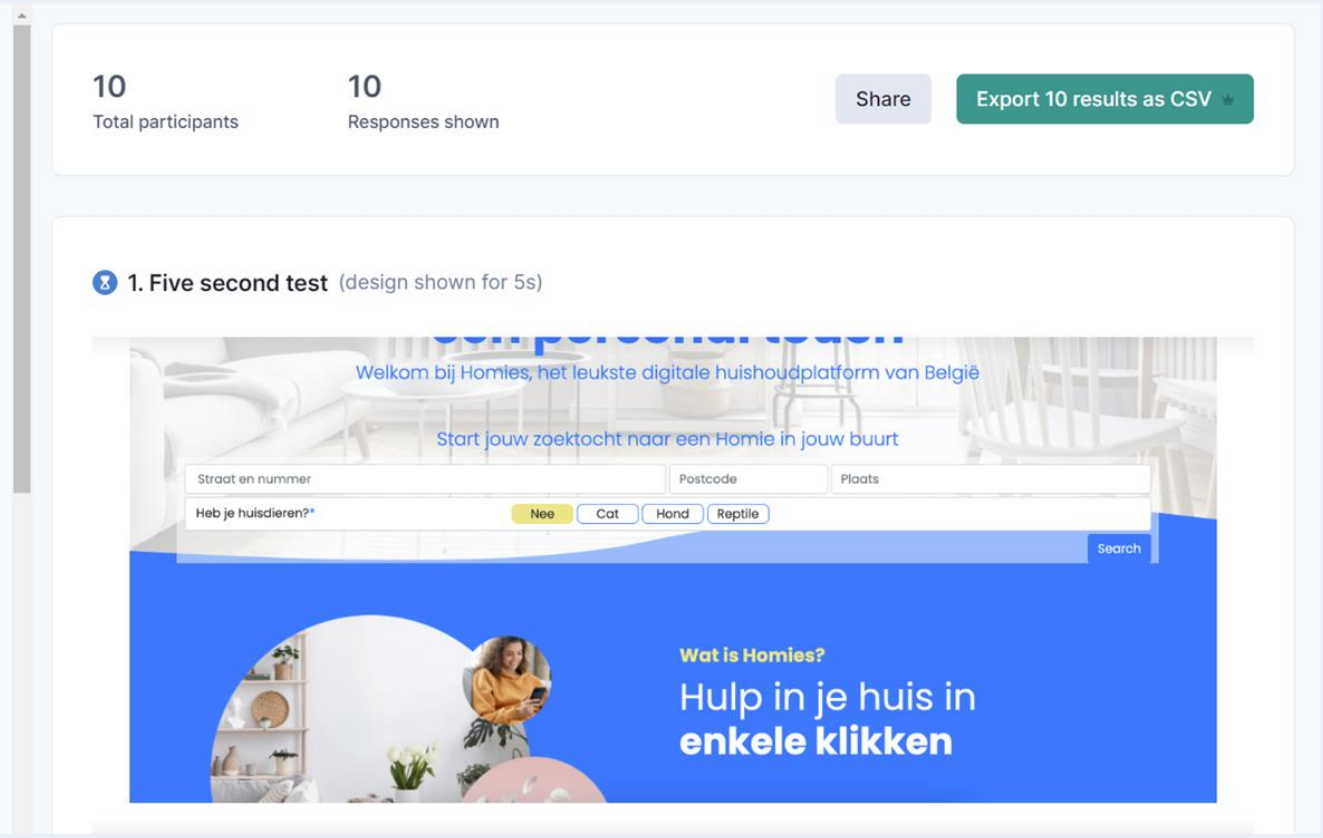


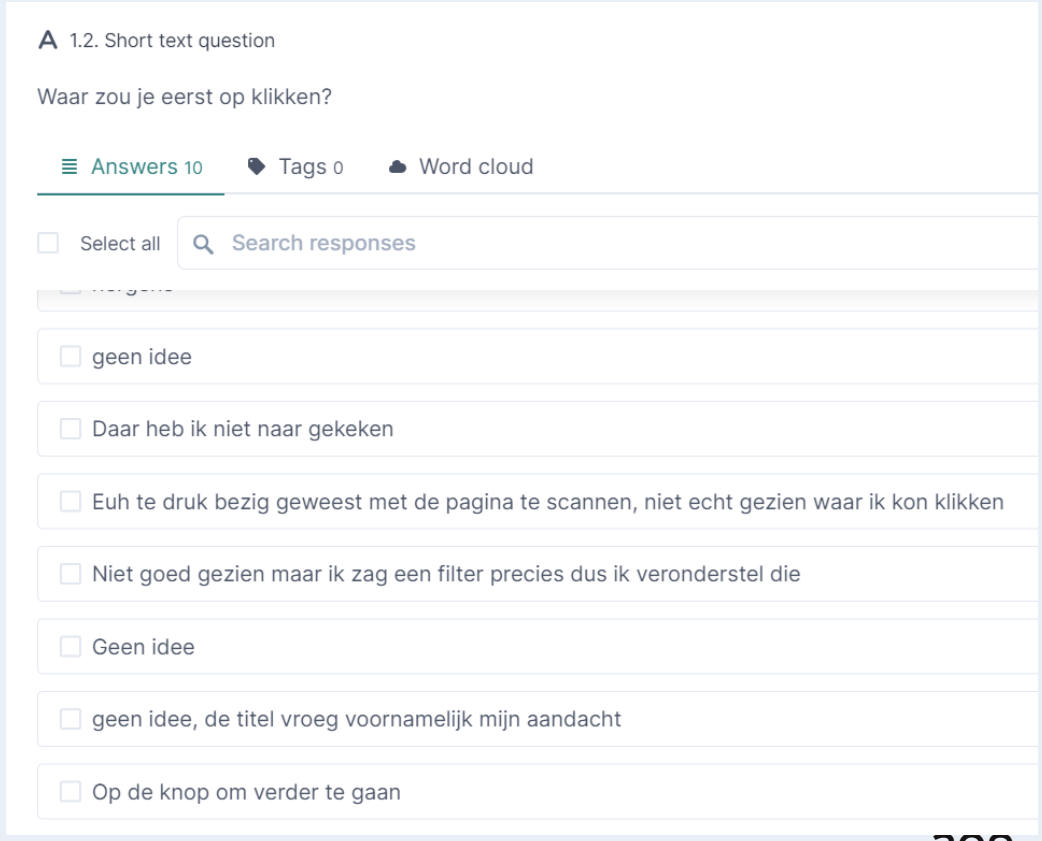
A lot of filtering options



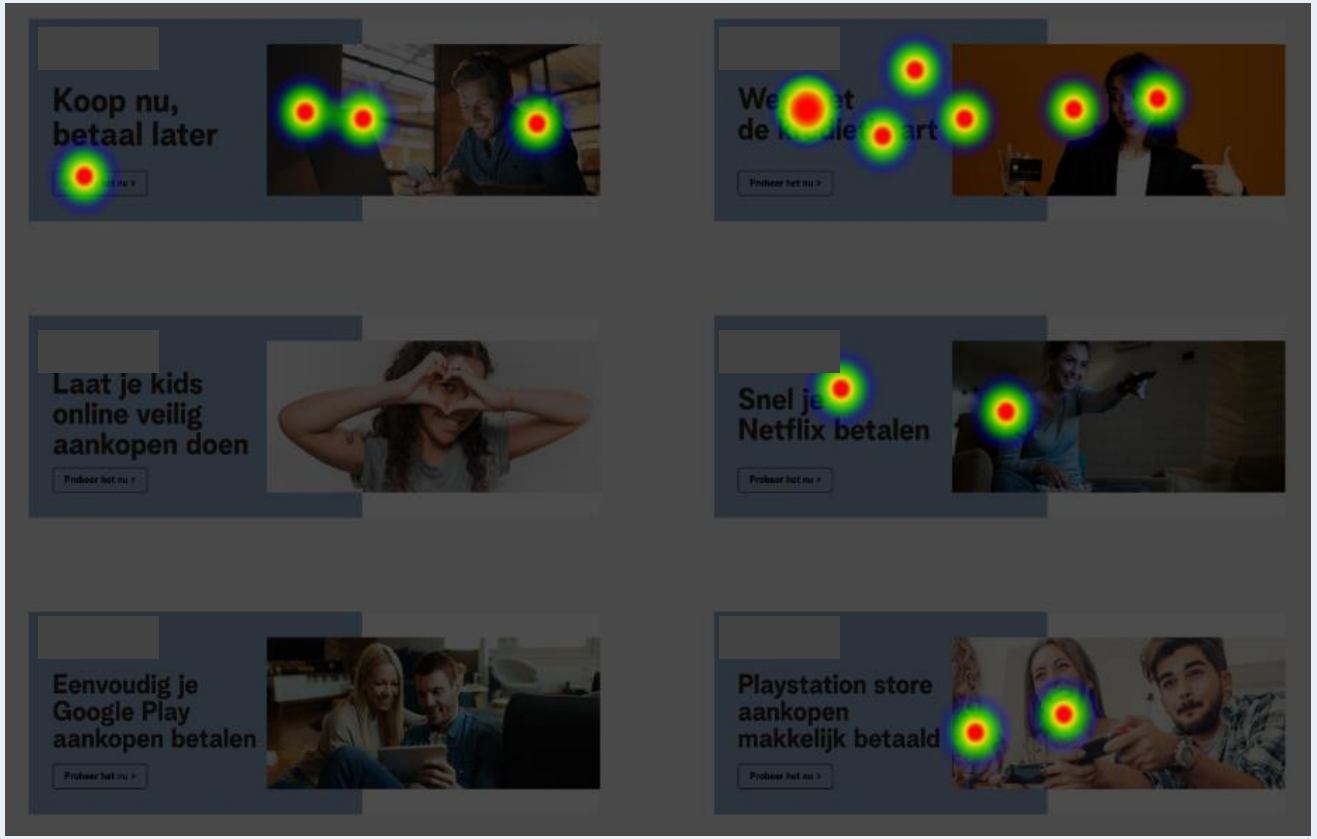
Five second tests

User research platform





First click test



Free to use + pay for credits (users)

Pay annually	Free $0 Initiate product research in your business — for free. Your current plan	Basic $89 per month billed monthly Boost your research capabilities to build better experiences. Upgrade to Basic	Pro Popular $199 per month billed monthly Scale research across your team with advanced features. Upgrade to Pro
Included seats	3 seats	3 seats	5 seats
Team management	✗	✗	✓
Test duration	2 mins	5 mins	Unlimited
Branding	Lyssna	No branding	Custom
Self-recruited test responses	15	Unlimited	Unlimited
Self-recruited interview sessions	5	15	30
CSV export	✗	✓	✓
Variation sets	✗	✓	✓

Buy credits

Your balance is 0 credits

Credits are used to order responses from the Lyssna panel. Credits get cheaper the more you buy. More info

How many?

500

500 credits x $1	$500
Discount	$0
Total (USD)	**$500**

Checkout

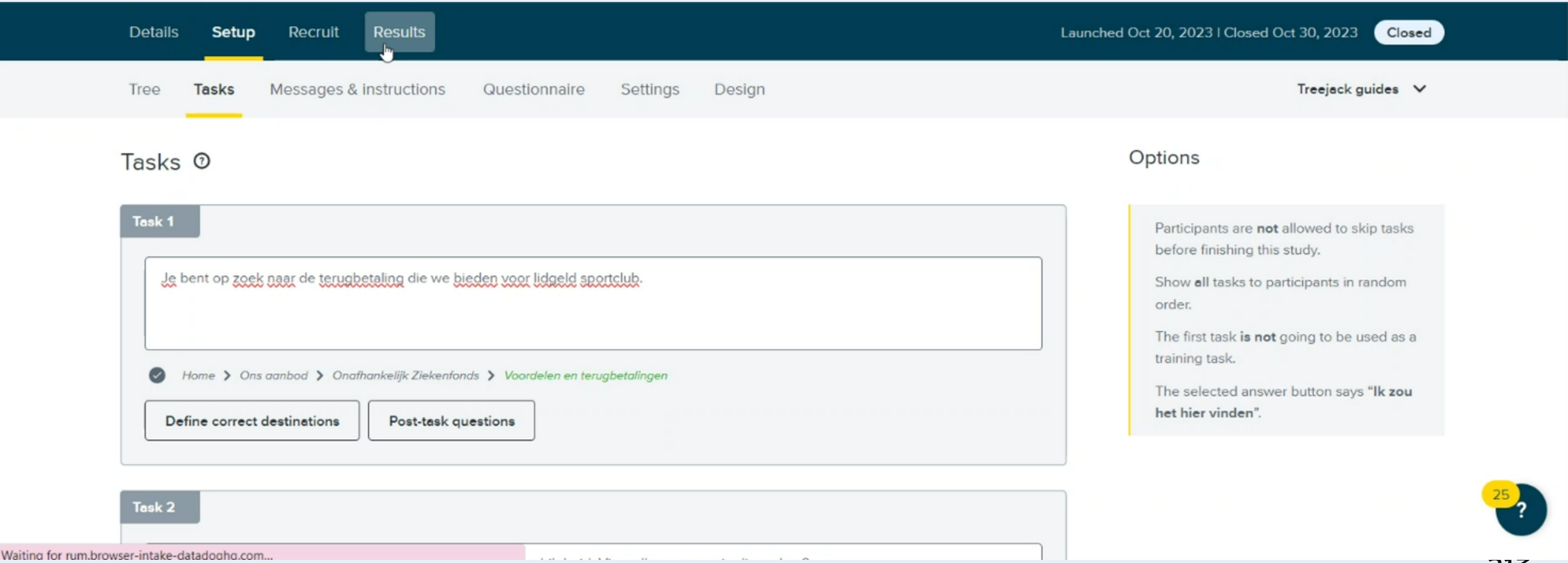
Quick buy

- 500 credits
- 1000 credits
- 2500 credits (5% off)
- 5000 credits (10% off)
- 15000 credits (15% off)

Tree testing

https://www.optimalworkshop.com/

Ask people to complete tasks



All included participants

28 of 28 Participants

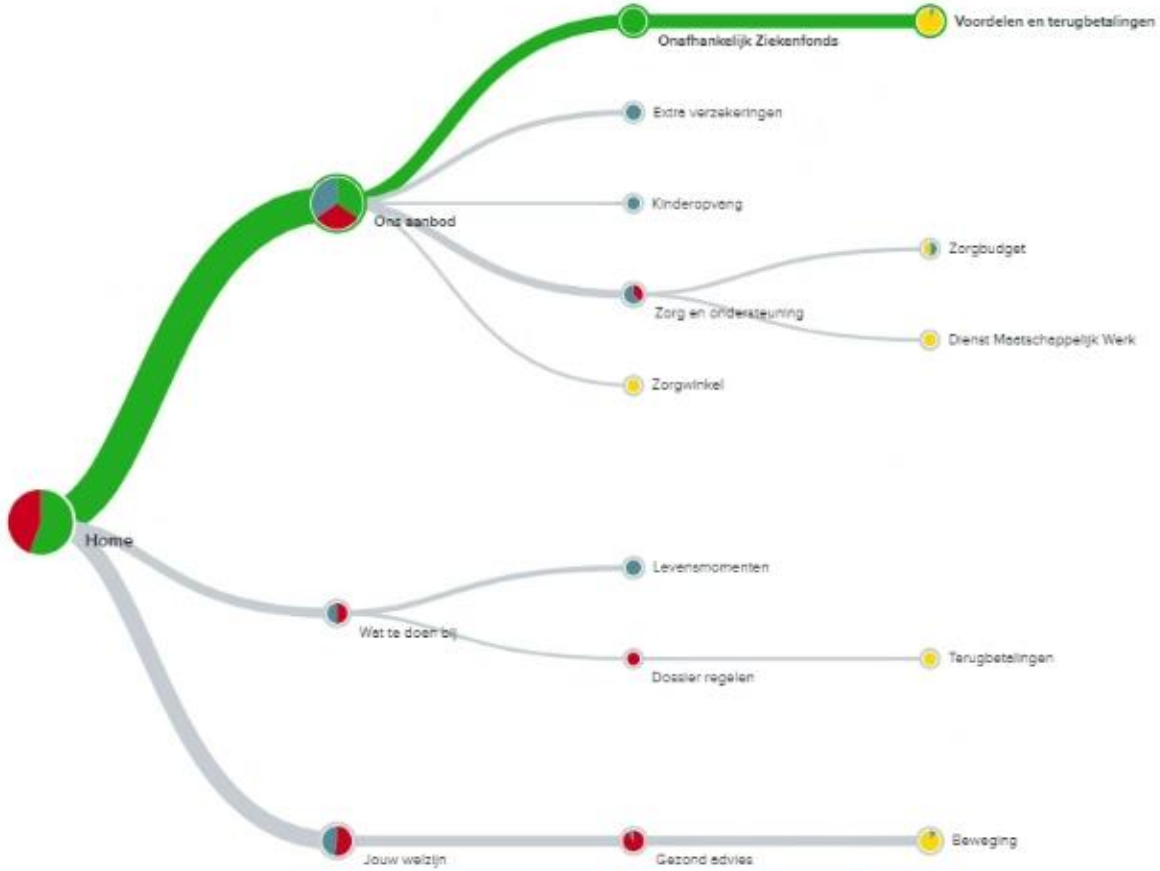
1. Je bent op zoek naar de terugbetaling die we bieden voor lidgeld sportclub.

Pies

- Went down the correct path
- Went down the incorrect path
- Went back
- Nominated as the correct destination
- Skipped task

Lines

- Correct path
- Incorrect path



All included participants

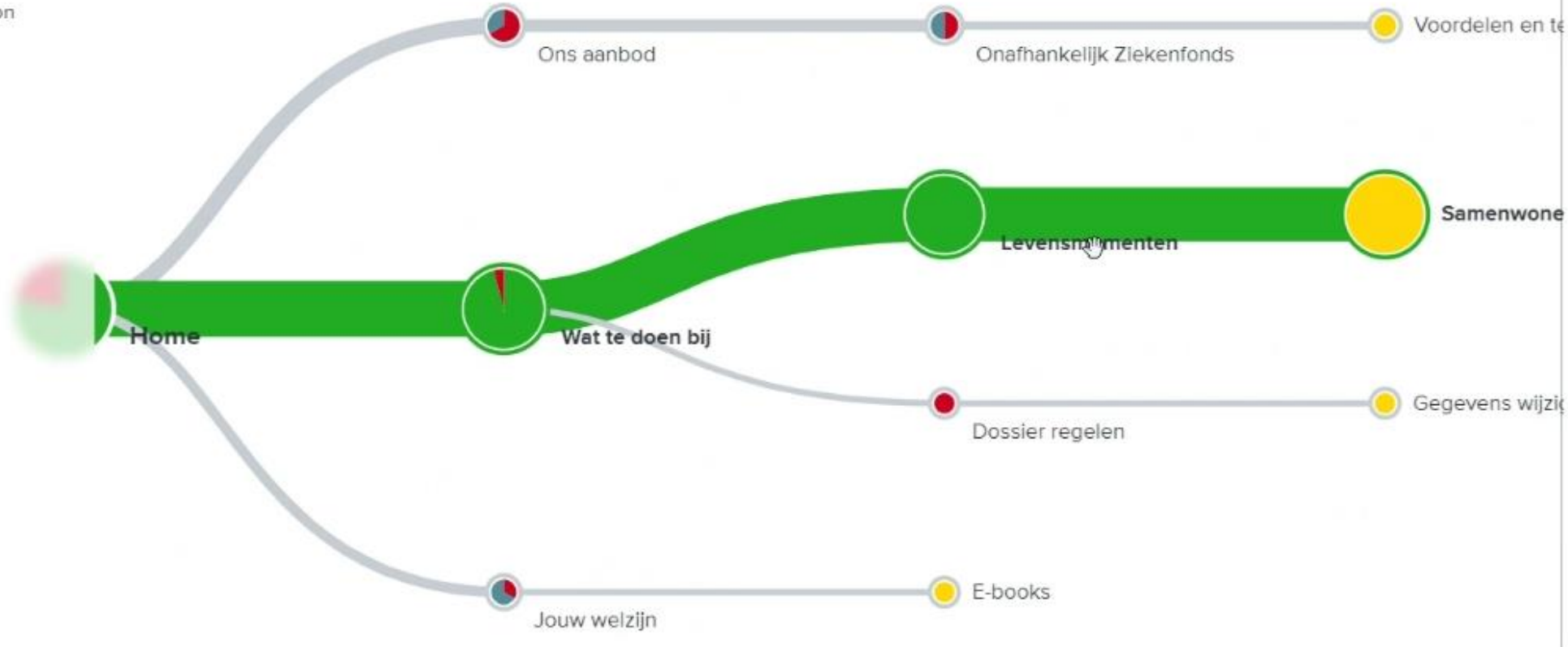
28 of 28 Participants

Pies

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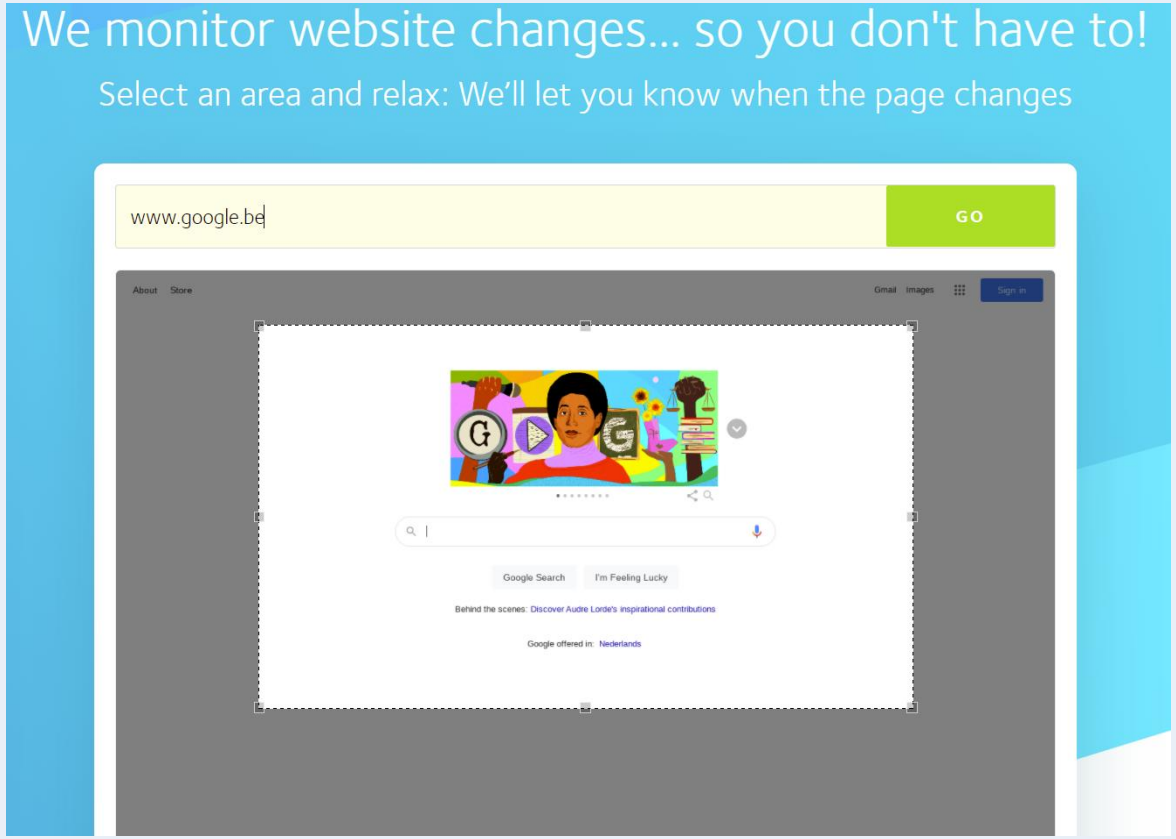


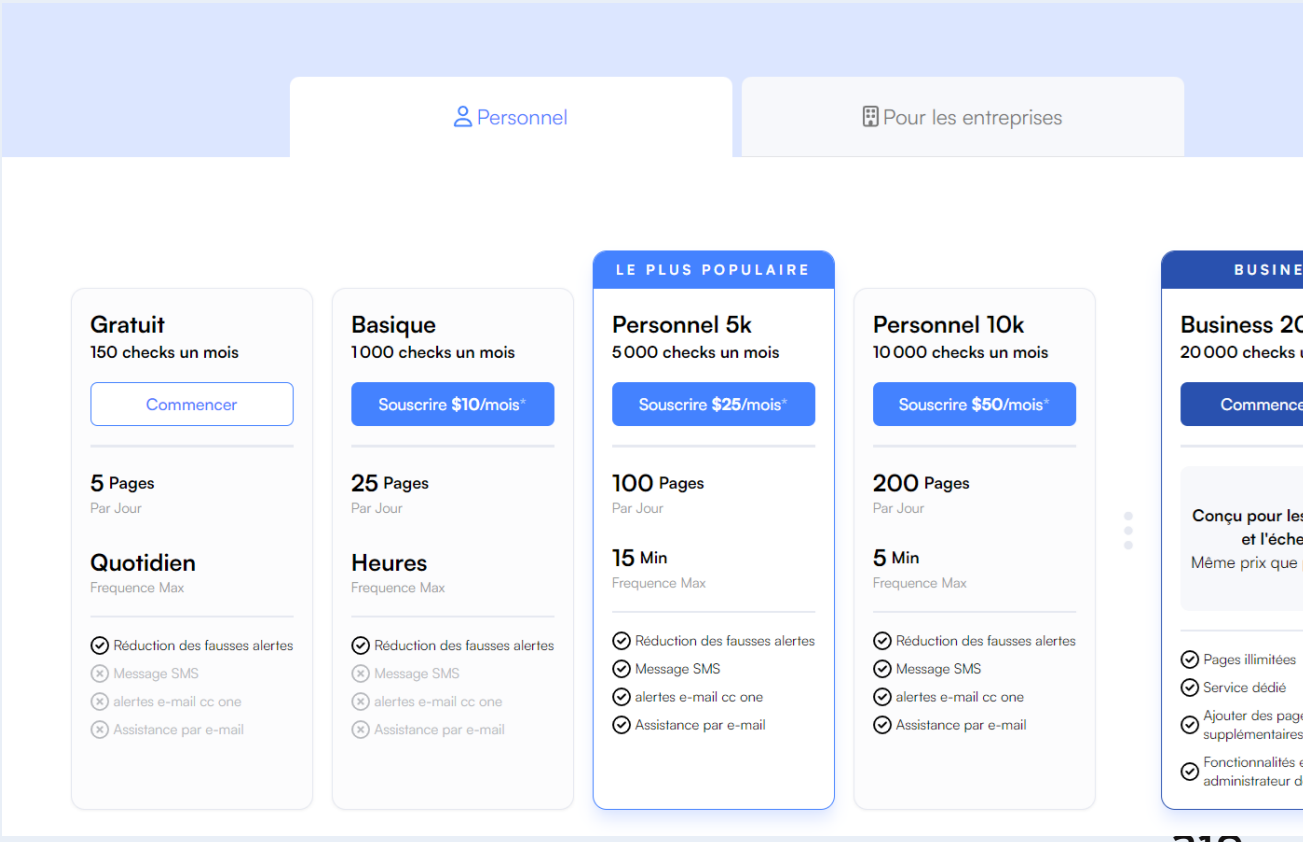
Heatmaps

Visual ping

https://visualping.io/

Monitor changes for free on your competitor's site





MS Clarity

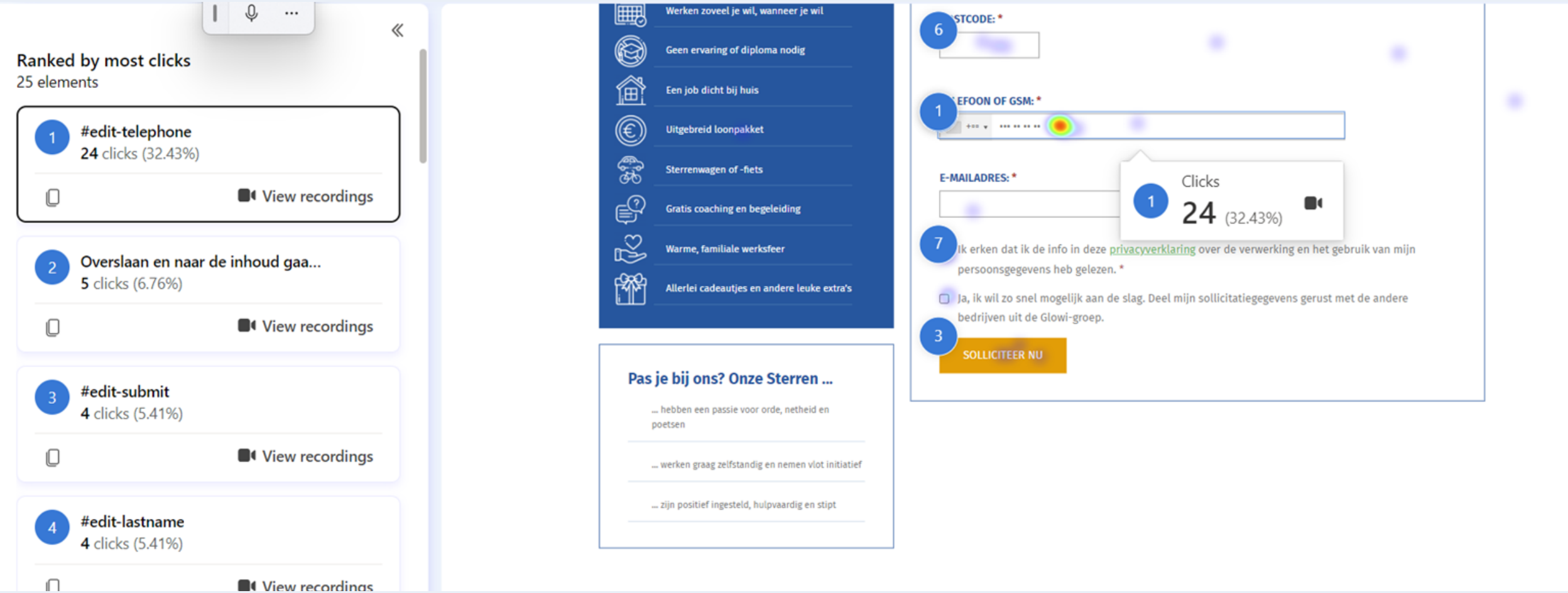
https://clarity.microsoft.com/

HotJar alternative

Scroll maps



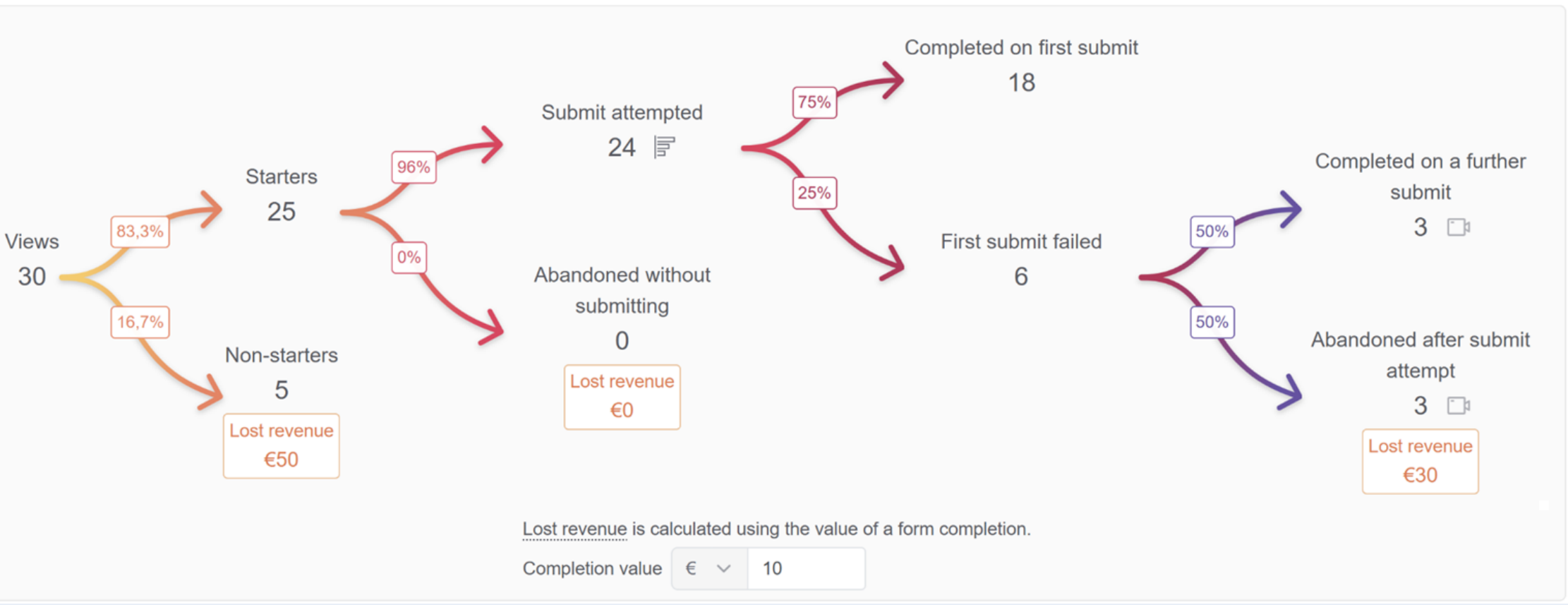
Click maps


Ranked by most clicks
25 elements
1
#edit-telephone
24 clicks (32.43%)
View recordings
2
Overslaan en naar de inhoud gaa...
5 clicks (6.76%)
View recordings
3
#edit-submit
4 clicks (5.41%)
View recordings
4
#edit-lastname
4 clicks (5.41%)
View recordings
Werken zoveel je wil, wanneer je wil
Geen ervaring of diploma nodig
Een job dicht bij huis
Uitgebreid loonpakket
Sterrenwagen of -fiets
Gratis coaching en begeleiding
Warme, familiale werksfeer
Allerlei cadeautjes en andere leuke extra's
Pas je bij ons? Onze Sterren ...
... hebben een passie voor orde, netheid en poetsen
... werken graag zelfstandig en nemen vlot initiatief
... zijn positief ingesteld, hulpvaardig en stipt
6
STCODE: *
1
EFOON OF GSM: *
E-MAILADRES: *
Clicks
1
24 (32.43%)
7
Ik erken dat ik de info in deze privacyverklaring over de verwerking en het gebruik van mijn persoonsgegevens heb gelezen. *
Ja, ik wil zo snel mogelijk aan de slag. Deel mijn sollicitatiegegevens gerust met de andere bedrijven uit de Glowi-groep.
3
SOLLICITEER NU

Zuko Form Analytics

https://www.zuko.io/

HotJar alternative


Views
30
83,3%
16,7%
Starters
25
Non-starters
5
Lost revenue
€50
96%
0%
Submit attempted
24
Abandoned without submitting
0
Lost revenue
€0
75%
25%
Completed on first submit
18
First submit failed
6
50%
50%
Completed on a further submit
3
Abandoned after submit attempt
3
Lost revenue
€30
Lost revenue is calculated using the value of a form completion.
Completion value
€
10

A/B testing tools

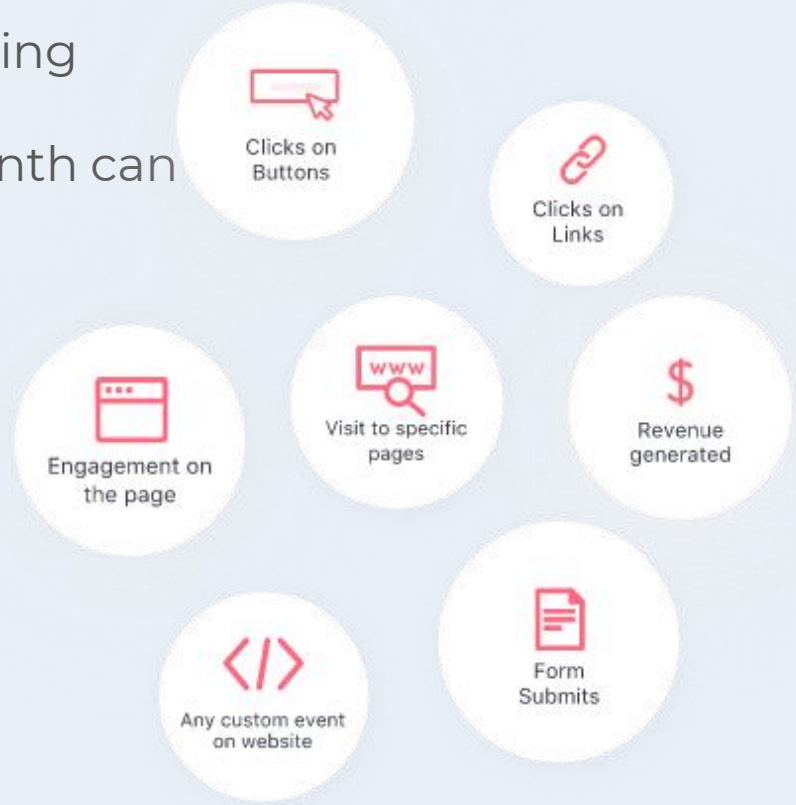
VWO

https://vwo.com/

Why VWO?

Features

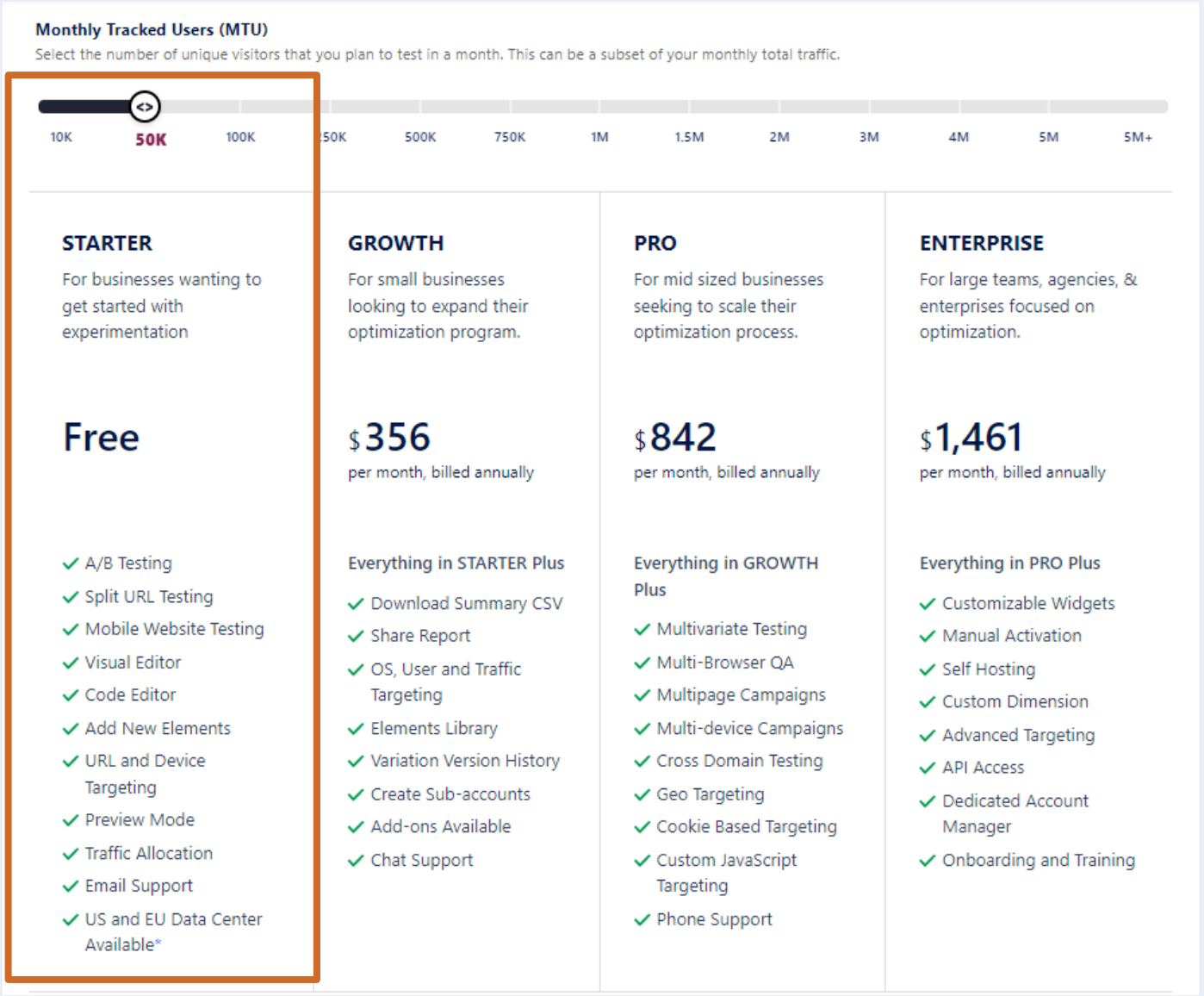
- Web A/B testing, split URL testing & multivariate testing
- Those who register less than 50,000 visitors each month can use this tool (limited) for free



Pricing

VWO Testing - Web

Free up til' 50K MTU's



Goals	Variations	Expected Conversion Rate	Conversion Rate Improvement	Probability to Best Baseline	Total Revenue (Conversions / Visitors)
G1 Order Placed	C Control	**1.5%** 1.3% to 1.8%	-	-	**$18,720** 146 / 9,750
	V Variation	**1.8%** 1.6% to 2.1%	**20.0%** -4.0% to -43.8%	95%	**$26,325** 177 / 9,855
G2 Click on Add to Cart	C Control	**2.7%** 2.4% to 3.0%	-	-	**263 / 9,750**
	V Variation	**4.1%** 3.7% to 4.5%	**51.9%** 33.1% to 70.8%	100%	**404 / 9,855**
G3 Click on Notify me	C Control	**2.4%** 2.1% to 2.7%	-	-	**234 / 9,750**
	V Variation	**2.8%** 2.5% to 3.1%	**16.7%** -2.0% to -35.2%	96%	**276 / 9,855**
G4 Signups	C Control	**4.7%** 4.6% to 5.0%	-	-	**458 / 9,750**
	V Variation	**3.9%** 3.7% to 4.1%	**-17.0%** -4.9% to -29.1%	0%	**384 / 9,855**
G5 Click on Wishlist	C Control	**3.5%** 3.2% to 3.9%	-	-	**341 / 9,750**
	V Variation	**3.9%** 3.5% to 4.3%	**11.4%** -3.4% to -26.6%	93%	**384 / 9,855**

Convert

https://www.convert.com/

Enterprise

The right plan if you have custom experimentation needs.

12M tested users/year Available All At Once.

Price on Request*

*Only available as an annual plan.

Contact Sales

Includes all features in **Pro**, plus:

- Unlimited Projects Per Account
- Bring Your Own ID (BYOID)
- Data Segregation (Additional costs apply)
- Redlining Contracts
- Request for Information & Proposals
- Custom Payments & Terms

New Features!

- Convert Signals (patent pending)
- Multi-Arm Bandit (Auto-Allocate)
- Remove Data from Report
- Versioning Roll-Out

Pro

The right plan if you or your clients are committed to testing more often.

1.2M tested users/year Available All At Once.

~~$599~~ $420/mo - 30%

Billed at $5,040/yr

Start 15-Day Free Trial

No Credit Card Required

Includes all features in **Growth**, plus:

- Multivariate Testing, Multi-Page Testing
- Guided Onboarding
- Full Stack & Feature Flags
- Sequential Testing
- Change History
- Raw Test Data Export
- Phone Support
- Single Sign-On (SSO)

New Features!

- Convert Signals (patent pending)
- Multi-Arm Bandit (Auto-Allocate)

Growth

RECOMMENDED

The right plan if you need the flexibility of monthly payments.

1.2M tested users/year Available All At Once.

~~$399~~ $299/mo - 25%

Billed at $3,588/yr

Start 15-Day Free Trial

No Credit Card Required

Top features for Growth:

- A/B Testing, Split URL Testing
- Advanced Targeting & Goals
- Behavioral Targeting
- SRM Check
- QA Wizard
- Collaborators
- Email and In-App Live Chat Support

New Features!

- Convert Signals (patent pending)
- Versioning Roll-Out

< All Changes

A/B Experiment – 1004122437

Hx - A/B - Shop USP's onder add to cart button

Save Element Changes

Selector

.description:nth-child(1) > p

Editor AI Wizard

Visibility

Move & Resize

Edit*

Text HTML WYSIWYG CSS

```
MUUR MAT is een kalkmatte, watergedragen muurverf, geschikt voor een breed scala aan toepassingen. Deze verf is ideaal voor binnen- en buitenmuren, plafonds en diverse ondergronden zoals
```

10 Full Width 100% User Agent Settings

Maak een keuze:

1L- € 19,00 1

2.5 L- € 29,00 1

5 L- € 50,00 1

10 L- € 72,00 1

Vandaag besteld, morgen afhalen of verzonden

Keuze uit 50.000+ kleuren

Advies in de winkel, online of telefonisch

Veilig betalen

Bestel een kleurstaal (€ 2,00)

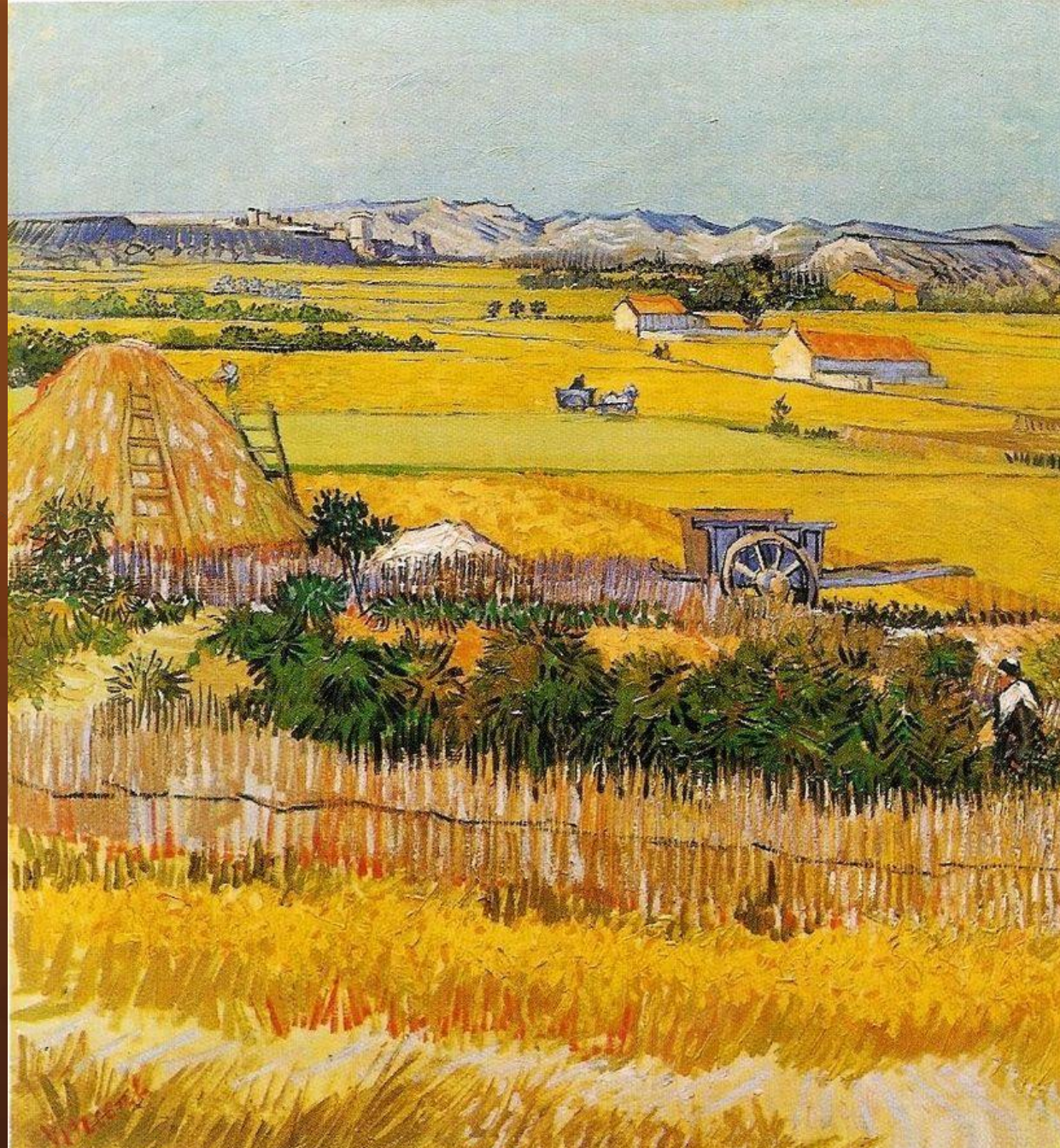
Bestel de Favo Kleurenwaaier (€ 10,00)

Op zoek naar kleuradvies?

MUUR MAT is een kalkmatte, watergedragen muurverf, geschikt voor een breed scala aan toepassingen. Deze verf is ideaal voor binnen- en buitenmuren, plafonds en diverse ondergronden zoals pleisterwerk, gipskartonplaten, bakstenen, beton en behang.



What's your harvest?



Thanks!

Find out more:

antsconnect.be

linkedin.com/company/ants-connect

facebook.com/AntsConnect