# Essentials of a high-conversion website

Driving traffic to your website is an investment in time and money, so you need to convert as many visitors as possible. To get the most from your investment, make sure you've covered these essentials for a high-conversion website.

## ☑ Speedy site performance

When it comes to website speed, customers don't like hanging around. Boost your site performance to move more shoppers to your checkout. For instance, Walmart was able to boost conversions by 2% for every 1-second improvement in page load time. You can improve page speed by optimizing images, avoiding video autoplay, minifying source code, and more.
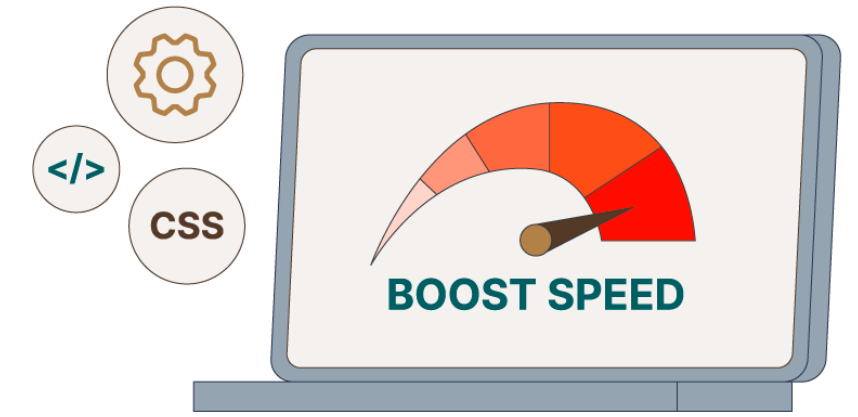
## ☑ Flexible fulfilment options

Up to 60% of abandoned carts caused by unexpected shipping costs, taxes, or fees (Barilliance). To ensure more transactions are completed, invest in flexible last mile services like Buy Online Pick Up In-Store (BOPIS); in-store purchase, home delivery; and online purchase, in-store return.

## ☑ Live chat

According to Forrester, 50% of shoppers will abandon their purchase if they can't get a quick answer to their questions. To deliver a speedy response, add live chat functionality to your site. By presenting shoppers with the information they need with no delay, live chat can boost conversion rates by up to 2.8x (Invesp).
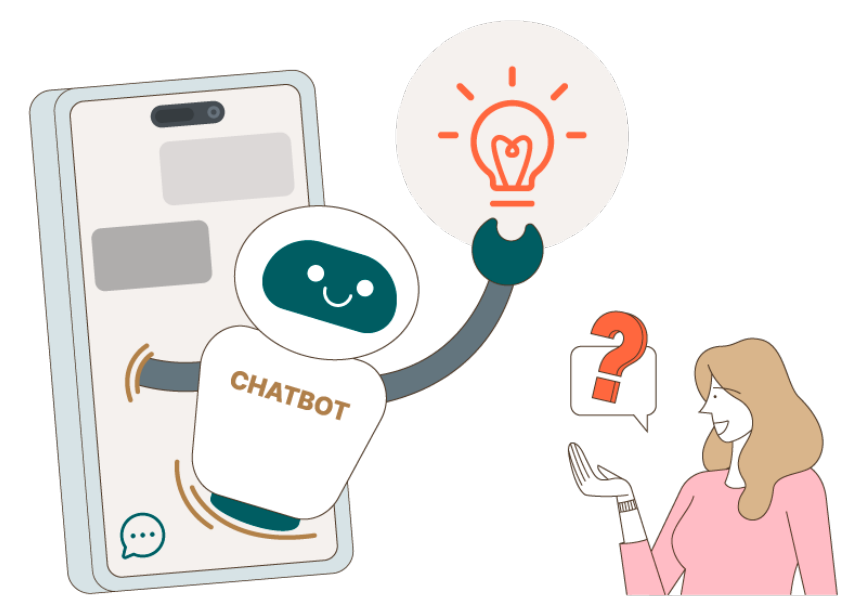
## ☑ Persuasive social proof

According to BrightLocal, 77% of consumers 'always' or 'regularly' read online reviews when browsing for local businesses. Give customers the confidence to convert by placing reviews throughout your website: on your homepage, about page, sales pages, exit intent pages, contact pages, and underneath your blog articles.

## ☑ Mobile optimization

In 2022, cell phone shopping sessions made up 71% of ecommerce site visits in the United States and 61% of online shopping orders (Statista). Maximize conversions by optimizing your site for mobile, such as by reducing distractions and simplifying navigation.

## ☑ Roomvo visualizer

Roomvo helps customers make more confident buying decisions by showing them what your products will look like in their homes before they actually purchase. Free from worry, customers who view products in the visualizer are 5x more likely to purchase.
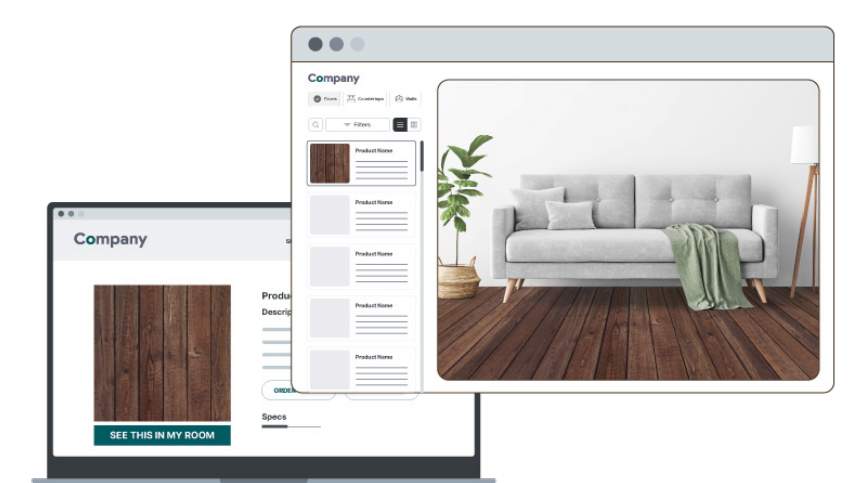
## Get up to 5x conversions on your ecommerce site

Contact the Roomvo team to learn more about adding the Roomvo visualizer to your website.

**Learn more**