Top Things To Do
To Make Your
eCommerce Stronger

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#1: CHANGE YOUR POPUP COPY

Popups are fantastic marketing tools for driving sales and generating leads, but have you thought about switching up your popup messages? Frequent visitors to your website are sure to take a second look at an unfamiliar popup. And who knows—a new message could boost your conversion rate.

#2: UPDATE YOUR PRODUCT DESCRIPTIONS

Do your product descriptions speak directly to your target customers? If not, improving them can better position your products and/or services in the minds of your audience. Or, you could update your product descriptions with more high-performing keywords in order to improve your SEO.

#3: ADD RATINGS & REVIEWS TO YOUR PRODUCT PAGES

Nothing sells products quite like positive product reviews, so if you have positive feedback from customers, be sure to showcase it on your product pages.

#4: SELL ON OTHER MARKETPLACES

Multi-channel selling is the way forward, so if you haven't already, list your bestsellers on other sales platforms to drive sales. If you're unsure where to begin, social media sales channels like a Facebook Shop or Instagram Shop are great places to start.

#5: UPDATE YOUR ABOUT PAGE

It's not uncommon for a website's About page to go unedited for months (or even years), even though it's often one of the top-visited pages of pretty much any website! So, if you have some extra time on your hands and haven't refreshed your About page in a while, why not update it!

#6: ADD VIDEO CONTENT TO YOUR ABOUT PAGE

Video media is hugely popular because it connects with audiences in ways the written word just can't. You can speak directly to customers and convey your personality, giving visitors a better idea of who you are and what your brand stands for.

#7: UPDATE YOUR HOMEPAGE

Usually, your homepage is the first thing people see on your website, so it's imperative to keep things fresh by changing up the content, copy, images, and calls-to-action. Make some changes, edit the arrangement of different sections, move around what's above-the-fold, and overall just make it more convenient for your visitors to navigate as well as a more highly-converting page arrangement for your store.

#8: UPDATE YOUR SHIPPING & RETURNS PAGE

Have there been any changes to your shipping or returns policies, or can you make them clearer and easier for your customers to understand? Head over to your shipping and returns page to make any content or aesthetic changes.

Not sure what to write on your shipping and returns page? Check out this Shipping Policy Template and this Returns and Refund Policy Generator for some ideas.

#9: UPDATE YOUR META DESCRIPTIONS

Did you hastily throw together your meta descriptions when you first launched your site? Do all of your webpages even have meta descriptions? Are all of them SEO optimized? Review your meta descriptions and add in any outstanding ones so you can improve your site's SEO and boost your click-through rate.

#10: OPTIMIZE IMAGES FOR PAGE SPEED

If your site's a little on the slow side, it could be making visitors click away from your site and thus, increasing your bounce rate. Use tools like ShortPixel to optimize your images and help your site perform better. Check out this post for detailed instructions on how to optimize your website images, and check out this post for more tactics to help you minimize your site's bounce rate.

#11: TEST YOUR CHECKOUT PROCESS

Place a test order on your site to ensure that everything works and looks as you want it to so that customers enjoy the very best experience from start to finish.

#12: SEND A WEEKLY EMAIL NEWSLETTER

Keep loyal customers in the loop with a weekly email newsletter. Tell them about the latest industry news, new product releases, company announcements, or whatever is relevant to them! Email lists are an easy way to keep in close contact with your best customers, so keeping an active newsletter is valuable to your business.

#13: ADD A WEBSITE NEWSFEED (USING BEAMER)

You can use a tool like Beamer to add a newsfeed to your site where you can announce big news, new launches, exclusive offers, and exciting updates. It's a useful way to engage visitors and keep their eyes on what you want to highlight!

#14: CREATE PRODUCT UPSELLS & CROSS-SELLS

Upselling and cross-selling are two of the best strategies you can use to increase average order values on your site and bring in more revenue and profit overall. If you aren't already harnessing this power, find ways to incorporate it into your site! Whether it's by adding upsell or cross-sell opportunities directly on product pages, during the checkout process, or even in order confirmation emails—a little bit of work here can drastically boost your store's sales.

#15: INSTALL YOUR FACEBOOK PIXEL

Are you running paid Facebook Ads? If so, it's imperative to install your Facebook Pixel onto your store to see how successful your ads are and to gather more data about your customers. With this data, you'll be better positioned to fine-tune your ads for maximum conversions.

#16: INTEGRATE GOOGLE ANALYTICS

Google Analytics is a must-have for any ecommerce store. It makes light work of tracking your traffic and conversions, and provides helpful insights into consumer behavior. Plus, if you ever decide to sell your website or get funding for your business, prospective buyers or investors will want to review your site's data.

#17: CREATE PRODUCT BUNDLES

Creating bundles of complementary products is an excellent way to boost sales—after all, everyone loves a bargain! Is there a way you can bundle some of your products together?

#18: ADD FAQ SECTIONS TO YOUR PRODUCT PAGES

FAQs not only help answer customer questions, but they can also improve your SEO (when you optimize them for targeted keywords), and even minimize time spent on customer support. Check out your FAQ page and see if it covers everything your audience is asking, and if you don't have FAQs anywhere on your site, add them to your Contact page or Help page, or to a dedicated FAQ page.

#19: CREATE FREE SHIPPING OFFERS

Whether it's in-line with a specific holiday or just a means of treating your customers, free shipping is great for enticing website traffic and driving sales. Check out this article to learn how you can offer free shipping to your customers.

#20: ADD A BANNER TO YOUR HOMEPAGE

If there's one page to focus your efforts on, it's your homepage—and a banner at the top of the page is useful for both you and your visitors. Use it to announce new products, important shipping information, seasonal promos, etc. to ensure that visitors don't miss important information that could lead them to make a purchase. This post shows you how to code your own announcement bar on your website.

#21: UPDATE YOUR THANK YOU PAGE COPY

Saying thank you is hugely important, but a generic "thank you for ordering" page isn't very memorable. So, why not update your copy, so it's more engaging? Use this as an opportunity to further develop the relationship you have with your customers.

#22: CREATE A FUN 404 "OOPS" PAGE

Is there anything more frustrating than the dreaded 404 error page? Make yours a fun one so that if customers accidentally find themselves there, at least you have an opportunity to bring a smile to their face. Plus, remember to add links to your homepage, product collection pages, or Contact page so visitors can easily navigate back to another page on your site.

#23: ADD SOCIAL PROOF NOTIFICATIONS

ProveSource is a valuable solution you can use to implement social proof notifications on your site. What's a social proof notification? If someone purchases a product, it'll notify your website visitors through a little popup! This creates a sense of urgency and can help to boost conversions. It's like creating a busy-store-feeling, but online.

#24: ADD PRODUCT UNBOXING VIDEOS TO YOUR PRODUCT PAGES

Product unboxing videos are a great way to instill customer confidence and build trust and credibility with your audience. Plus, it's a fun way for potential customers to see the product in action and picture the unboxing experience for themselves!

The more information you can give about your products on your product pages, the better. And if a picture is worth a thousand words, imagine how many words a video is worth!

#25: ADD PRODUCT REVIEW VIDEOS TO YOUR PRODUCT PAGES

What's better than a positive customer review? A video version of that review! Authentic and relatable video reviews on your product pages can go a long way in boosting sales, so if you have some brand evangelists who love your products, ask if they'll record a little video snippet explaining why. Don't forget to offer them free products, a discount code, social media shoutout, and/or payment in return!

#26: ADD PRODUCT ASSEMBLY VIDEOS TO YOUR FAQS

If you sell products that require any amount of assembly, include a product assembly video on your FAQ or Help page. Not only will it be beneficial for your customers, but it will also reduce the amount of customer support you have to provide. Plus, it also elongates the time visitors spend on your site, which is great for SEO.

#27: ADD A BLOG

Content is a hugely important way to attract and keep visitors on your site, so add a blog if you don't already have one! You don't have to publish content on your blog all the time—as long as you keep a somewhat consistent schedule and maintain quality over quantity, you can see meaningful results.

#28: REPURPOSE YOUR BEST BLOG POSTS ON SOCIAL MEDIA & MEDIUM

Already have a blog up and running? Repurpose your best content on social media and syndicate your content on platforms like Medium! This is a super simple yet effective way to bring the content back into the limelight and in front of fresh audience eyes. Don't let great content get buried—repurpose it for all its worth!

#29: UPDATE YOUR TRANSACTIONAL/SHIPPING EMAILS

Obligatory emails like purchase confirmations and order shipment notifications don't have to be boring—keep your copy fun! You might have just launched by using generic templates for these emails, so if you have, go back and customize the content to make it more accurately reflect your brand.

#30: SET UP & LAUNCH AN AUTOMATED ABANDONED CART EMAIL CAMPAIGN

We've all been there. We've filled up our carts and then either forgotten to check out or had a moment of self-control and abandoned the whole shopping process in general. This is where abandoned cart email campaigns come in to save the day (for ecommerce stores). They're a great way to draw customers back to their abandoned carts and get them to complete the checkout process again, which means more sales and profit for you!

This is one of those easy things you can set-and-forget for your online store that'll run in the background and bring in sales without you having to lift a finger.

#31: UPDATE YOUR SHIPPING PROVIDER/ SHIPPING PROCESS

There's always room for improvements, so if you've been with the same shipping provider for several years or you just picked one when you first launched and didn't assess any other options, then why not browse the market to look for a better deal? Or, if you're loyal to your provider, it may be worth approaching them to negotiate a better deal or shipping process to ensure faster delivery.

#32: ASK SOMEONE TO TEST YOUR WEBSITE'S NAVIGATION

You can test your own website to ensure the navigation runs smoothly, but if you've spent hours looking at it, you might accidentally miss some issues. Getting a fresh pair of eyes on things can really help to highlight any problems that need fixing so you can create a better online experience for your audience.

#33: CREATE AN ONLINE COURSE

Creating and selling online courses are fantastic for engaging customers, bringing in new revenue streams, and making you an authority in your industry. If you don't already have an online course on your site, why not create one!

#34: PLAN YOUR CONTENT CALENDAR

As we've previously mentioned, blogging is essential for any website. It attracts and retains an audience, improves SEO, and helps inject personality into your online brand. Why not get ahead of the game and plan out your blog topics in advance?

#35: GET A BUSINESS PHONE NUMBER

Having a contact number makes your business that much more professional—and you can easily get one without having to set up another phone or landline.

#36: GET A BUSINESS MAILBOX

Much like opting for a business phone number, getting a P.O. Box helps you appear professional and receive work-related letters and deliveries without divulging your personal address online. You can use a service like Anytime Mailbox to set up a business mailing and forwarding address. With your permission, they can even open and scan your letters for you so you don't have to constantly pick up your mail from them all the time.

#37: GET A VPN

A Virtual Private Network (VPN) is basically standard internet security practice at this point, so if you don't already have one, it's time to get on it. Essentially it prevents hackers from being able to access your devices, and it can also help you get around geo-blocking firewalls. And it's easy to use! Just install a VPN (like NordVPN) onto your devices and enjoy an encrypted internet connection. Simple, right?

#38: ADD 2FA TO IMPORTANT ACCOUNTS

2-factor authentication (2FA) should be another standard security measure you undertake. It's easy to set up and provides an effective line of defense against hackers. How? Anyone attempting to sign into one of your accounts must provide an additional numerical code in addition to the username and password—and this code changes about every 30 seconds or so, making it trickier for unauthorized persons and bots to access your data.

You can activate 2FA security within the dashboard of most accounts that you use (like your email account, banking account, Facebook account, Instagram account, etc.) and you can use a tool like Authy to generate 2FA codes to unlock each account.

#39: LAUNCH AN INSTAGRAM AD

Instagram is one of the most popular social networks out there, so launch an engaging Instagram Ad to drive more traffic to your store and boost brand awareness!

#40: PLACE A FACEBOOK AD

Depending on what you're looking to achieve, Facebook ads can be an incredibly affordable and effective way to market your business. Best of all, the platform makes it simple to get started.

#41: CREATE A PINTEREST AD

Pinterest is an effective way to market online businesses through unique, visual ads. Pinterest's platform empowers you to publish beautiful imagery, making it perfect for online merchants selling beautiful-looking products.

#42: PLACE A TIKTOK AD

Marketing on TikTok can amount to huge brand awareness, as the platform has over 500 million monthly active users, and exposure and virality is easily achievable on the platform. A short video could reach millions of viewers worldwide, and lead to more sales and growth for your brand! If your target market is the Gen Z audience, this is a particularly good platform to advertise on.

#43: PLACE A YOUTUBE AD

Video marketing, including Youtube Ads, is an excellent way to connect with prospective customers more memorably and more in-depth than other advertising methods.

#44: PLACE A SNAPCHAT AD

Snapchat is different from some platforms because the vast majority of its users are of a younger demographic, so if you're looking to target this distinct audience, it's a great ad platform to consider.

#45: HOST A FLASH SALE

Are you looking for a way to create a buzz about your business? A flash sale is one way of achieving precisely that while generating a considerable rise in sales. Surprise your audience with appealing discounts for a short period of time, and it can generate buzz around your brand.

#46: OFFER EXCLUSIVE DISCOUNT CODES AS A LEAD MAGNET

To grow your email list, offer visitors an incentive to sign up. A discount code can go a long way in encouraging visitors to sign up to your email list, which can land you with more sign-ups and potentially more sales as people make use of the discount code, which can really boost your brand.

#47: CREATE "THIS OR THAT" POLLS ON YOUR INSTAGRAM STORIES

Are you seeking quick customer feedback about your products? If so, a "This or That" poll on Instagram is one of the most effective ways to engage your audience. Plus, it helps boost engagement on your brand's social account, which can help grow your following.

#48: HOST AN INSTAGRAM LIVE

Getting to know the face behind a business appeals to many consumers, so try hosting an Instagram Live! Not only will your audience feel a greater sense of connection with you, but it's also a great way to build brand awareness and credibility, too.

#49: HOST A FACEBOOK LIVE

Facebook still remains the most popular social media platform comprising the most diverse range of users, so hosting a Facebook Live is certainly worth considering if you're looking to connect with your audience in a new way.

#50: HOST AN INSTAGRAM Q&A

Does your brand get asked the same questions regularly? If so, hosting an Instagram Q&A (using the Instagram "Question Box" feature) helps to answer those frequently asked questions and provide real value for your audience.

#51: CREATE & SELL MERCH

If you're building a personal brand and have a loyal following, consider adding merch to your online store! This is a great way to grow your relationship with your audience, helps establish a sense of community, and is another revenue stream for your company—win-win! You can use a platform like Printful to launch merch super easily.

#52: RUN A GIVEAWAY OR CONTEST

Who doesn't love a freebie? A social media giveaway or contest helps promote your business through the comments and shares it generates—and you're bound to bring a smile to the face of the lucky winner! Check out our ViralSweep review to learn more about running sweepstakes, giveaways, and contests.

#53: CREATE BEHIND-THE-SCENES CONTENT

Behind-the-scenes social media content shows the inner-workings of your brand so you can connect more deeply with your audience. It can help your audience appreciate and love your brand even more—and it can entertain them too!

#54: WRITE A GUEST POST FOR ANOTHER BLOG

Having your name appear on another reputable blog is an excellent way to extend your reach and establish yourself as an authority in your industry.

#55: FEATURE AS A GUEST ON A PODCAST

Like publishing a guest post, getting your voice heard on a reputable podcast can expand your reach, grow your audience, and get your brand more exposure.

#56: FEATURE AS A GUEST ON ANOTHER BRAND'S INSTAGRAM LIVE

Instagram Lives are exciting and engaging, so if you have the opportunity to feature on someone else's—do it. This is a super simple way to engage with a new audience.

#57: COLLABORATE WITH A BRAND OR INFLUENCER

Nothing ignites consumer excitement more than a collaboration with another much-loved brand or influencer. Collaborating on a collection with another brand or influencer can make your brand more discoverable to more people.

#58: HAND-WRITE THANK-YOU CARDS TO CUSTOMERS

Customers appreciate a personal touch, so this little extra effort goes a long way to encourage future business.

#59: JOIN A COMMUNITY OF LIKE-MINDED ENTREPRENEURS

Joining a community of similar entrepreneurs is a useful way to expand your professional network. Not only can this bring more business your way, but it can also unlock fresh collaboration opportunities!

#60: ATTEND A TRADESHOW

You don't have to exclusively sell your products online. Getting your name out there in the real world at a tradeshow is an effective marketing method too—especially if you're looking to attract B2B or wholesale customers.

#61: START SELLING PRODUCTS AT A LOCAL STORE

There are still plenty of people who prefer shopping in brick-and-mortar stores rather than online, so if you can get your products on the shelves of any local stores, do it! It may be worth the effort.

#62: JOIN FORCES WITH A NATIONAL/INTERNATIONAL CHAIN

One sure-fire way to build a reputable name for your brand is to get your products in a well-known store! See if you can get your products stocked online or in-person in a national or international chain.

#63: CREATE A WEBINAR OR VIDEO SERIES

To get more eyes on your brand and products, consider creating insightful webinars or video series that provide actionable advice and valuable content to your customers.

#64: ASK CUSTOMERS FOR TESTIMONIALS

Reviews are a massive part of online business success, but we rarely ever request feedback. Don't be afraid to ask customers for testimonials—and showcase what they say on your site!

#65: START PLANNING YOUR HOLIDAY MARKETING SCHEDULE

Be prepared in advance for Christmas, bank holidays, Thanksgiving, and other national holidays by scheduling your marketing tasks and creating your marketing collateral ahead of time.

#66: SEND LOYAL CUSTOMERS A GIFT CARD

Rewarding loyalty can go a long way with your customers, so identify your most loyal shoppers and give them a gift card to show your appreciation!

#67: CREATE A CHARITY EVENT

Social responsibility and awareness are essential contributions every business should be making, so if you aren't already contributing to your community, create a charity event. It doesn't have to be anything complicated—and you can run it completely online, too!

#68: UPDATE YOUR INSTAGRAM BIO

Keeping your Instagram bio updated and relevant is essential. After all, it might be the first time someone encounters your brand, so be sure to make a great first impression.

#69: UPDATE YOUR FACEBOOK PAGE

If in doubt, the information on your Facebook page could always do with a refresh. Why not post exciting brand updates, product releases, or any other business news that's worthy of sharing.

#70: UPDATE YOUR PINTEREST BIO

Does your brand's Pinterest account have an accurate bio? If you haven't added one or haven't updated it in a while—go over there and give it a refresh.

#71: UPDATE YOUR TIKTOK BIO

Switching up your TikTok bio to keep it fresh and unique is always a good idea—you never know how often people are landing on your account page.

#72: UPDATE YOUR TWITTER BIO

Your Twitter bio is a great place to showcase what you do and link back to your site, so keep it updated.

#73: UPDATE YOUR SOCIAL MEDIA PROFILE PICTURES & COVER PHOTOS

If your brand accounts have had the same profile and cover photos for months or even years, maybe think about switching things up. Keeping them fresh is a great way to keep your brand relevant.

#74: POLL YOUR TWITTER FOLLOWERS

Twitter polls are an effective way to gauge your audience's preferences, which makes them a powerful tool for you! Use them to your advantage and get insights into your audience's wants, needs, and pain points.

#75: CREATE INSTAGRAM HIGHLIGHTS

Instagram Highlights display your most memorable Stories in one place for your audience to find easily. They can help drive engagement and encourage repeat visits to your profile, so keep them up-to-date with popular content and regularly requested content.

#76: CREATE A TWITTER STORY

Like Instagram, Twitter now has a Stories feature (called "Fleets") so use them how your brand would use Instagram Stories! Since they're still being adopted by many users, you have fewer people to compete against and it puts your content at the front and center of your followers' newsfeed, which makes them more likely to view your content.

#77: PUBLISH A FACEBOOK STORY

Again, people respond well to likable live videos and interactive stories, so creating a Facebook Story is another effective way to interact with your following and get your content seen by more people.

#78: PUBLISH A CREATIVE TIKTOK USING YOUR PRODUCTS

Creating a TikTok video to showcase your products can yield lots of attention and fantastic results, so it's worth a try!

#79: CREATE AN INSTAGRAM REEL WITH ONE OF YOUR PRODUCTS

Instagram Reels are another excellent way to show off your product in a unique way, which can again, make your content more easily discoverable to more people!

#80: SPONSOR AN INSTAGRAM INFLUENCER

Influencer marketing on Instagram can bring in massive amounts of traffic and sales, so if you have the available budget, sponsor an influencer (even a micro-influencer) to mention or review your products.

#81: SPONSOR A TWITTER INFLUENCER

Like sponsoring an Instagram influencer, collaborating with a Twitter influencer can be hugely beneficial for driving sales.

#82: SPONSOR A TIKTOK INFLUENCER

With TikTok being such a popular platform, it's another great place to sponsor an influencer to mention or review your products. Find one that's a great fit for your audience and it can drive valuable traffic and engagement back to your site.

#83: HOST AN INSTAGRAM LIVE WITH AN INDUSTRY EXPERT OR INFLUENCER

Reach out to your network and ask an industry expert if they'll be a guest on an Instagram Livestream with you! This enriches the content you provide to your audience and can help build interest and buzz around your brand, as well as the person you bring on.

#84: FOLLOW YOUR COMPETITORS' FOLLOWERS

Your competitors are likely targeting the same demographic as you, so following their followers is a strategic way to make your brand more discoverable to your target market.

#85: POST TO REDDIT FOR WEBSITE FEEDBACK

Looking for honest feedback about your website? Look no further than Reddit, home to unbiased opinions! Find the right subreddits to ask for feedback, though—it won't be welcome in just any subreddit.

#86: CREATE A REDDIT SUBREDDIT

Creating your own subreddit can help you build your own community of brand evangelists, and it can be a place to bond with your audience and develop more of a relationship with them.

#87: USE TWITTER ADVANCED SEARCH TO REACH OUT TO YOUR AUDIENCE

Use Twitter Advanced Search as a "social listening" tool to find consumers who are discussing problems that your product can solve. Provide genuine suggestions and don't be too sales-y, and you may help more people discover your products.

#88: RECORD A PODCAST

Have you ever considered creating a podcast? They're a great way to put a voice to your brand and establish credibility and authority in your niche. Plus, it's another way to make your brand more discoverable!

#89: POST CUSTOMER TESTIMONIALS ON YOUR SOCIALS

Have you just received some positive customer feedback? Great! Shout it from the rooftops (or from your socials, at least)!

#90: TAKE NEW PHOTOS FOR YOUR SOCIALS

Could your Instagram theme use a refresh? Take new photos or use new image templates! Keeping things fresh keeps things interesting for your audience.

91: CREATE BRAND GUIDELINES

Creating branding guidelines helps your brand stay consistent across all your platforms, so if you haven't established any branding guidelines or made a media kit, make one! Our Branding Guide can help with this.

#92: CREATE A NEW LOGO

Creating a fresh logo is a great way to revamp your business. If you don't have the budget to commission one, create your own using Looka or TailorBrands. If you have the budget to commission a logo designer, check out our Logo Designers Directory to find some great logo makers.

#93: UPDATE YOUR BRAND PACKAGING

Business trends evolve quickly, so consider updating your brand's packaging if it's outdated or could use a refresh.

#94: UPGRADE YOUR SOCIAL MEDIA POSTS WITH TEMPLATES

There are so many useful social media templates out there that can improve your social media content. Take a look at Canva.com for social media templates that can kick your social media posts up a notch.

#95: UPDATE YOUR WEBSITE'S BRANDING & LAYOUT

Does your store's website theme say what you want it to say? What kind of impression is it giving your audience? If it's not quite perfect, adjust until it is.

#96: MAKE YOUR SHIPPING PACKAGING SUSTAINABLE

Sustainability is at the forefront of many businesses now—is there a way you can make your packaging more eco-friendly? Reach out to your packaging supplier and see if they have more sustainable options, check out other businesses to see how they make their packaging eco-friendlier, and brainstorm ways that you can change your product or its presentation to reduce waste.

#97: CREATE BUYER PERSONAS

Have you created buyer personas for your brand? Have you ever updated them during your brand's lifetime? It's an essential way to hone-in on your target market, so make sure your brand personas are up-to-date.

#98: TAKE AN ONLINE COURSE TO FURTHER YOUR SKILLS

Take an online course to further your skills and improve your business knowledge! Check out our roundup of the top online courses for entrepreneurs here.

#99: ATTEND A NETWORKING EVENT WITH ENTREPRENEURS IN YOUR FIELD

Networking with other industry professionals in your field is a great way to share ideas and expand your professional network.

#100: JOIN A FACEBOOK GROUP FOR LOCAL BUSINESSES

Connect with other businesses in your area by joining a Facebook group of other local entrepreneurs! You'll likely learn about a lot of different businesses and you'll create opportunities for growth and collaboration.

Learn more to build your store in 21 Days.

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