

17 CX Tips to Boost Website ROI this Sales Season

Sales season means more site traffic and potential revenue, plus fresh opportunities to convert first-time visitors into loyal lifetime customers.

To maximize your sales season performance, you need to create an exceptional and memorable **customer experience (CX)**.

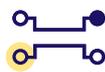
Here are 17 quick tips for building a seamless CX to increase your returning visitors and revenue.



In 2021, **51%** of all retail traffic came from **new users**.
[\(Contentsquare\)](#)

Reducing page load speed

The probability of bounce increases by **32%** when page load time goes from **1 to 3 seconds** (Google).



1. Cache more

Caching improves site performance and lessens the load placed on your original infrastructure, allowing your core resources to handle more dynamic transactions like checkout.



2. Use a CDN

Consider using a Content Delivery Network (CDN) to offload most web traffic from your servers so they don't get bogged down when there's high demand.



3. Downsize JS files

A lot of JavaScript (JS) files on your pages can impact loading time. Pre-size your images for mobile and desktop and compress them to improve page load speed.

Leveraging and optimizing the search bar

See **+80 UX tips** for [improving your PDPs](#).



4. Add filter options to the search bar

Allow searchers to filter results by department, feature, size and more directly in the search bar for faster, more relevant results.



5. Turn popular filters and search queries into CTAs

Add your most popular search filters as call-to-actions (CTAs) on your site to reduce the steps in the customer journey.



6. Pre-load search results

Add clickable, pre-loaded search results within the search bar to get users to product pages faster.



7. Use search data for recommendations

Use common search terms on Product Description Pages (PDPs) and Product Landing Pages (PLPs) to help searchers find what they are looking for.

Displaying the best content

See how New Look used UGC to [increase CVR by 19%](#)



8. Test early and often

Start testing new CTAs, product placements, hero banners, carousels and more to see what creates the most engagement and can be replicated during peak season.



9. Highlight revenue-generating products

Simplify your homepage and prioritize revenue-generating content in hero banners and above-the-fold sections.



10. Display UGC

Share user-generated content (UGC) to build trust and increase click rate, engagement and conversions.

Maximizing your product placement

See **+80 UX tips** for [improving your PLPs](#).



11. Allow add-to-basket options on PLPs

Let customers hover over items and “add to basket” while still on a PLP to simplify the customer journey.



12. Share product availability

Add messaging like “limited stock available” or “2 items left” to minimize frustration and create a sense of urgency.



13. Provide social proof

Go beyond sharing reviews at the bottom of PDPs and highlight top reviews and ratings above the fold to increase demand.

Improving checkout UX and reducing cart abandonment

The average retail conversion rate jumped from **1.95% in 2020 to 2.5% in 2021** – a **26% increase** ([Contentsquare](#)).



14. Re-engage returning users

Reload visitors' carts when they return to minimize the risk of them not finding what they originally selected, encouraging them to convert faster.



15. Make discounts simple, obvious and easy to add

Make it clear what discounts have been added or why their cart doesn't qualify. Give discount code names that are easy to remember, like 'BLACKFRIDAY' instead of 'BLKFRI2022.'



16. Combine checkout fields

Fewer form fields reduce the risk of abandonment so aim for 8-10 fields maximum. Combine 'First Name' and 'Last Name' fields and include the option to select the default billing address as the shipping address too.



17. Add descriptive validation messaging

If a customer missed a field or entered the wrong information, highlight the field where the error occurred and give descriptive, specific messages like 'CVV number incorrect' or 'add zipcode.'



Looking for additional sales season tips?

See our report [How to Win at Sales Season](#) for more tips and expert advice from leading retail brands.