



Increasing Conversion Rates Of Shopify Sites

Welcome to our company's guide to optimizing your website for better conversion rates! In this brochure, we will cover key aspects of technical SEO and testing that can improve your website's rankings and increase conversions.

Quantitative Research With Shopify Analytics

First, let's discuss the metrics that are important to track, to optimize for conversion. we start with some among the important metrics like

- Conversion rate,
- Average order value,
- traffic sources
- bounce rate

are all important factors to consider when analyzing your website's performance. By tracking these metrics over time, you can identify trends and patterns that will help you how to optimize your website for conversion.

Quantitative Research with 3rd Party Analytics

To gather insights beyond Shopify's built-in analytics tools, we recommend using third-party analytics tools such as **Google Analytics**. These tools can help track user behavior and identify areas for improvement.

Qualitative Research

However, it's also important to conduct qualitative research to better understand your customers' needs and preferences. Our way of



 **shopify**
Services



understanding customers by

- Surveys,
- user testing
- focus groups

All of above are effective methods of gathering feedback and gaining a more complete picture of your customers' needs.

Technical SEO For Conversion

We can optimize your website for better conversion rates. Crawl errors, sitemaps, site speed, mobile optimization, heading tags, meta descriptions, etc are all key factors to consider. By optimizing these aspects, you can improve your website's rankings and make it more user-friendly for visitors.

Conversion Rate Testing

Finally, testing is a crucial part of optimizing for conversion. Using Google Optimize,

- A/B tests,
- multivariate tests
- redirect tests and more

can be done which help you identify changes to your website and have the greatest impact on conversion rates.

In conclusion, optimizing your website for better conversion rates requires a combination of technical SEO and testing. By implementing these strategies, you can improve your website's rankings, increase conversions, and ultimately grow your business.

Contact Us



+91-7708957367



bdm@prevaj.com



www.prevaj.com