

Pro Tips for Shopify eCommerce Stores

Practical advice to improve performance, increase conversions, and manage your Shopify store efficiently.

1. Store Performance

- Use a fast, lightweight theme
- Compress images before uploading
- Limit the number of third-party apps
- Regularly test site speed with Google PageSpeed Insights
- Enable browser caching and use a CDN

2. Conversion Optimization

- Use clear calls to action on every page
- Add trust badges and customer reviews
- Offer guest checkout to reduce friction
- Display free shipping thresholds clearly
- Show related products to increase cart value

3. Product Pages

- Write specific and honest product descriptions
- Include multiple product images and videos
- Highlight product benefits, not just features
- Use consistent pricing formats
- Add FAQs for common customer questions

4. Marketing and Retention

- Set up automated abandoned cart emails
- Build an email marketing list early
- Use loyalty programs to reward repeat buyers
- Schedule social media posts regularly
- Create limited-time offers to drive urgency

5. SEO and Analytics

- Use descriptive URLs for products and collections
- Write custom meta descriptions for key pages
- Add alt text to all product images
- Monitor traffic and conversions with Google Analytics
- Regularly update content to maintain rankings

6. Customer Experience

- Provide clear and fast customer support options
- Use live chat or chatbot tools for instant help
- Offer transparent shipping and return policies
- Personalize thank-you pages and emails
- Collect feedback after each purchase

7. Store Maintenance

- Back up your store and theme regularly

- Update apps and themes to the latest versions
- Review analytics monthly to find improvement areas
- Check for broken links or outdated products
- Test checkout flow quarterly to catch issues early

Contact us for more help: info@zeeh.co.uk