



8 Key Focus Areas for Mitigating Risk and Increasing Web Conversions

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The internet can sometimes feel like a scary place, with cyberthreats looming around every corner. So when a consumer visits and takes action on your website, they're saying they trust you with their personal and private information. Conversely, that also means the more he more a consumer associates risk with your website, the less like they are to make a purchase.

Mitigating risk is about more than just moving your site from HTTP to HTTPS. When asking a visitor to take action, it is your job to minimize or eliminate all perceived risks so they can take action with confidence, be comfortable with their purchase, and feel like they made the right choice. In this e-book, we'll share eight key areas you can focus on to mitigate risk and improve website conversions.



Manage Objections

Objections are unavoidable. Potential customers are going to have concerns and excuses, they will second-guess their decision to purchase, and they will worry about all sorts of things you may not even imagine. Luckily, while objections are inevitable, you have the ability to manage and even squash the most common objections before they ever become an issue.

In a brick and mortar retail location, consumers can speak directly with a salesperson, ask questions, and get the information they need to overcome their concerns or objections. Online it works a little differently. While you can mimic the experience of talking to a live salesperson with chat options and support hotlines, not every visitor will take advantage of those tools. This means that your website needs to be able to do the heavy-lifting for you to squash objections.

To effectively manage objections:

1. Identify the primary concerns potential buyers may have
2. Find out why prospects abandon their cart or make it to the sales page and never buy
3. Track what questions visitors are asking about your offers or products

Once you understand why people aren't buying, you can create content to specifically address those issues and help visitors overcome their objections on their own.



Consider adding:

- “Even If” statements on the sales page or in the product description like, *“feel warm and cozy even if you’re someone who is always cold”*
- A frequently asked questions page or an FAQ section on a product page
- Every single detail you have or know about the product, service, or program being offered
- Why this offer or product is better than one they may have already tried but didn’t work
- Case studies, testimonials, and reviews
- Images of a product actually being used

Ultimately, your responsibility as the site owner is to preempt buyer objections by providing the information, reassurance, and social proof needed to feel great about making a purchase and communicating benefits that outweigh their concerns.



Take Action

Do you know why prospective customers don’t buy or abandon their cart? Have you done the work to uncover their objections or concerns? If not, now is the time so you can proactively manage those objections and close more sales.

Highlight Social Proof

One of the simplest ways to reduce risk is to use social proof—to highlight and feature real testimonials, actual customer reviews, influencer endorsements, subscriber counts, and results-oriented case studies. This mid-funnel content helps move visitors interested in your offer closer to making a buying decision.

Social proof is basically leveraging third-party influence to sway potential customers and it works like a charm. In fact, [a study by Zendesk](#) revealed that 88% of respondents admitted that positive and negative reviews influenced their buying decisions.

Why does social proof work so well? Consider this: If you walked by two restaurants on a Saturday night at 7:00 pm and one was empty and one was full, you would automatically assume the empty restaurant wasn't very good. An empty restaurant on a busy Saturday night is a signal that if you dine there, you're risking bad food, high prices, and/or poor service.

The same logic applies to online purchases because people want to have what others have, experience what others experience, achieve what others have achieved, and be who others are; they want to be part of the club, feel in the know, and have common ground with others; and they definitely don't want to miss out or lose an opportunity.

If you can show social proof that others are buying, having a great experience, and achieve amazing results, it reduces the associated risk and signals to prospective buyers that they too can enjoy the same things if they also buy.



Take Action

How are you currently highlighting social proof on your website, sales pages, and/or product pages? Are you using multiple forms of social proof? Are you displaying testimonials or stellar reviews next to your calls to action and buy buttons? Can you do more to leverage social proof?

Offer a Clear Privacy Statement



Today, it seems as if a new security breach or data breach happens every week. If major corporations can't keep their data safe, how can a small online store or retailer? *At least that's what some consumers are beginning to think...*

Whether your call to action is for an email opt-in or the purchase of a product, it is imperative that you are upfront and clear about how data will be handled.

Communicate what they should expect after giving you their email and share your privacy policy and reassure your potential subscriber or customer that you're not going to flood their inbox with spam, sell or share their data, or compromise their privacy.



Take Action

Make sure your website Privacy Policy is current and available on every web page and whenever you ask for an email address, include a short privacy statement to set new subscribers at ease.



Display Payment Icons

When the conversion is a purchase, display the logos for all payment options you accept below or near the payment button to help prospective customers quickly identify that you accept their preferred form of payment. This not only make them feel more comfortable during the checkout process, but assures them that you are legitimate and credible.



Take Action

Do you display the credit card and payment icons on your sales pages? Are they visible (and obvious) on your product pages and checkout pages?

Provide a Guarantee



Many people are scared to purchase a product, invest in a program, or hire a service provider without some form of guarantee. As a result, without a risk-free guarantee, you jeopardize conversion rates and compromise sales.

A guarantee is a form of risk reversal. By providing a money-back guarantee and including it in a highly visible location on your sales pages and through your store, cart, and checkout pages, you remove one of the most common purchasing obstacles, demonstrate your confidence in the offer, help customers feel good about their purchase, and communicate that they won't lose anything if it doesn't work out.

Worried about offering a money back guarantee? The truth is most people don't have the initiative to pursue the guarantee even if they are not satisfied.

When offering a guarantee, you have several options:

- Money back guarantee: get your money back, no questions asked
- Satisfaction guarantee: if you're not happy, we're not happy
- Risk-free guarantee: try before you buy, cancel at any time
- Time-based guarantee: 14 day, 30 day, 90 day
- Results-based guarantee: achieve a specific result, or your money back
- Partial guarantee: get all of your money back, except the non-refundable deposit
- Requirement guarantee: prove you did the work and show me the proof to receive your money back
- Lifetime guarantee: get a replacement or return it at anytime, forever
- Low price guarantee: this is the lowest price, or you get the difference refunded
- Price match guarantee: you'll match any other price so that your customer gets the lowest price

Remember, you always have the option of offering no guarantee at all, which is becoming more and more common with digital products and online courses, or combining multiple types of guarantees to create your own super guarantee.



Take Action

Review your current guarantee. If you don't have one, could you offer one to sweeten the deal and reduce risk? If you have a guarantee, is it the best you can offer?

Make Returns Easy

Buyer's remorse is never a good thing. Buying the wrong item, making a purchasing error, realizing this isn't what you needed, or buying too many of an item is frustrating and when the return process is difficult, it sours the customer on not only the purchase but the brand.

More and more, online shoppers are reviewing return policies before making a purchase—and how easy or hard the process is can impact whether or not they buy from you.

- If your customer has to pay to ship the item back, but your competitor offers free returns, who is going to earn the sale? Not you.
- If your return policy is hidden or vague and unhelpful, prospective buyers will move on and buy elsewhere.
- If it takes you 14 days to process a return, but your competitor processes returns right away, chances are, they'll earn the sale and you'll lose out.



When purchasing online, consumers don't have the option to try it on, try it out, or see it up close, so a clear and generous return policy will reduce risk and give your customers confidence in their purchase.



Take Action

Do you have a return policy? Is it easy to find and crystal clear? Is it all about protecting your interests or reducing risk for your customers?

Use Badges and Icons

Trust has a huge impact on website conversion rates and sales. Trust signals help people feel safer and more secure in their decision to purchase a specific product, program, or service.

While various forms of social proof act as important trust builders, there are other trust signals you can leverage to put your prospective customers at ease, including:

- Security logos: tell customers they are safe
- Industry and business memberships: demonstrate you're credible and not fly-by-night
- Client or customer logos: show that others trust you
- As seen on logos and media mentions: prove that others listen to you and believe in you

As online fraud and identity theft threats increase, trust signals like logos and badges are playing an even more important role in the website conversion process. They create perceived security and safety that helps consumers feel better about entering their personal information into a website.

Just be sure you don't overdo it with too many logos and badges!



Take Action

Do you display security logos throughout your ecommerce store and on your check out pages? Do you display customer or client logos or have a portfolio to demonstrate that others trust you? Are there media logos you can feature to further build trust with new visitors?

Include Contact information



Inspire confidence and deliver assurance by making it easy for visitors and shoppers to find your complete contact information. Provide options to contact you, your team, or your company in as many ways as possible—by phone, email, fax, chat, or form—and provide a mailing address.

If you really want to connect with your audience, don't make your contact page an afterthought. Instead, make it part of your brand story and show the real people behind the brand.



Take Action

Include photos of the people they will be speaking with if they call or of the executive in charge of customer service. Share a personal message from the owner along with their photo. Add in some human details—“We’re located at 1234 Street Name next to the Awesome Deli, where you’ll usually find at least a few of us chowing down at lunch.”

Want to learn more ways to improve web conversions?

Download the rest of our series:

- 6 Simple Ways to Improve Web Conversions Through Content
- 5 Ways to Maximize Conversions Through Customer-Centric Design and UI/UX to Improve UI/UX
- 4 Core Ways to Provoke Visitor Action on Your Website to Increase Conversions
- 6 Fundamental Principles That Help Reduce Friction in Your Sales Process