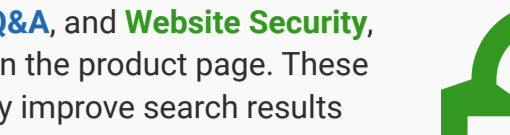


91% of consumers expect

to see Ratings & Reviews, Q&A, and Website Security on your product pages, or they are much less likely to buy.

See more of our findings below...

2021 TRAFFIC AND CONVERSION ECOMMERCE SURVEY RESULTS



At Shopper Approved, we discovered one of Amazon's most powerful secrets. We call this the 'Traffic & Conversion Stack', which includes **Product Reviews, Q&A, and Website Security**, organized in a very strategic way on the product page. These tools, when done right, dramatically improve search results and traffic, as well as on-page conversions.

We wanted to see what would happen if we surveyed consumers and showed them different websites with and without the 'Traffic & Conversion Stack'. Here are the results...



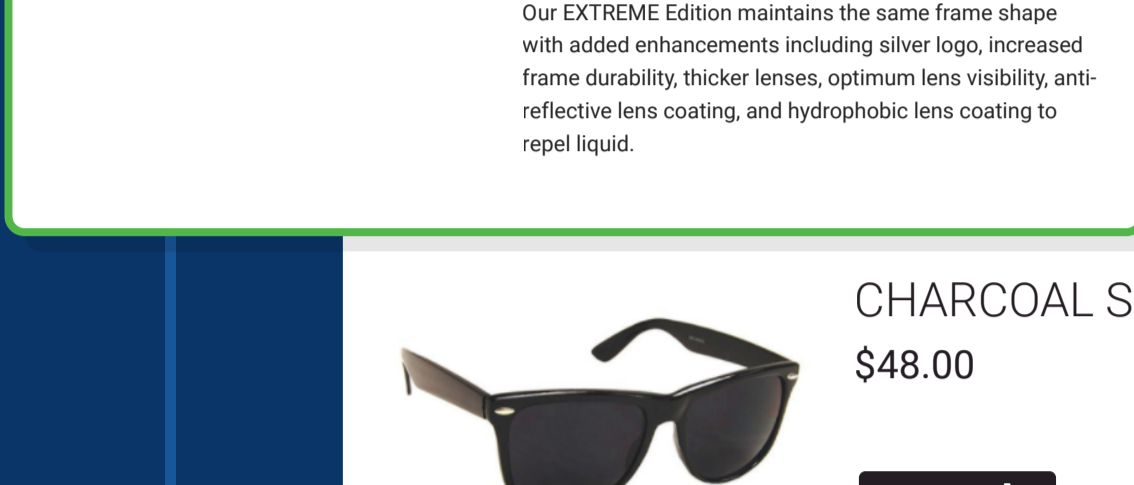
THE 'TRAFFIC AND CONVERSION STACK'

Non-Amazon Product Page

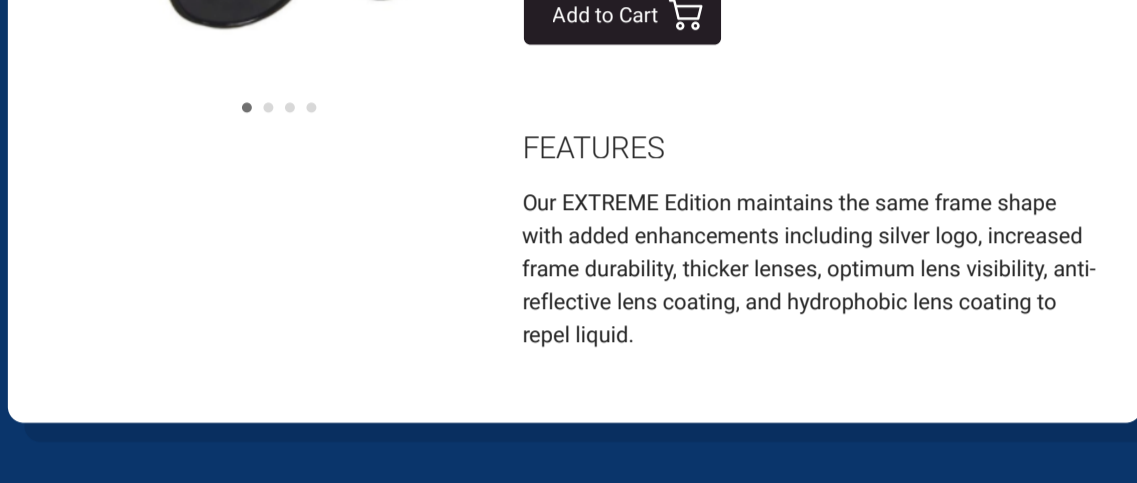
When consumers were asked to look at the two randomized non-Amazon product page images below and select the product they were most likely to buy...

91%

picked the option with the 'Traffic & Conversion Stack' (IE Product Reviews, Q&A and Secure Transaction seal)



This means that 9 out of 10 shoppers expect to see these visual assets on your product pages. If they don't see them, they are much less likely to buy.



Of those who selected the product page with the 'Traffic & Conversion Stack'...

50%

said that 'ratings and reviews' influenced their decision



42%

said that **all 3 trust factors combined** influenced their buying decision

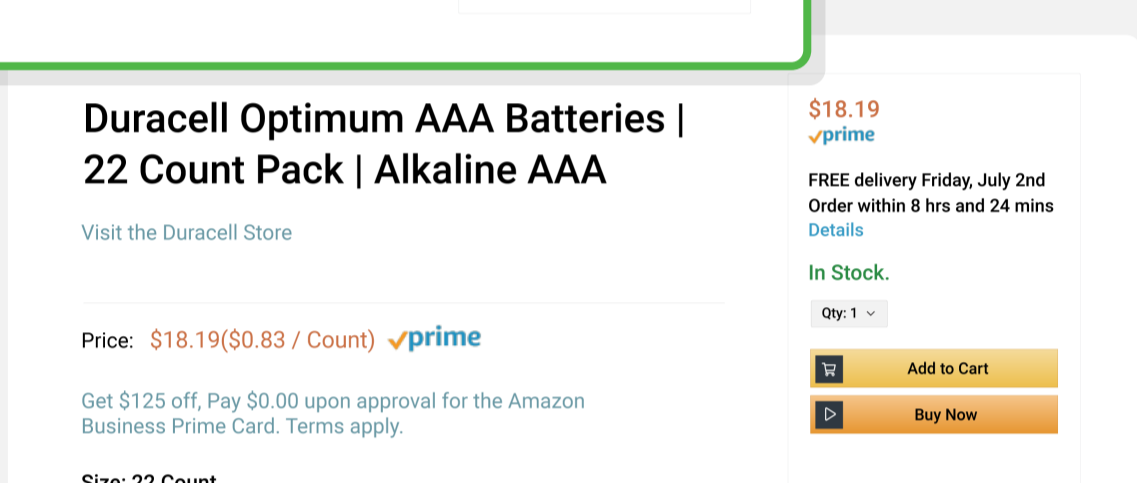
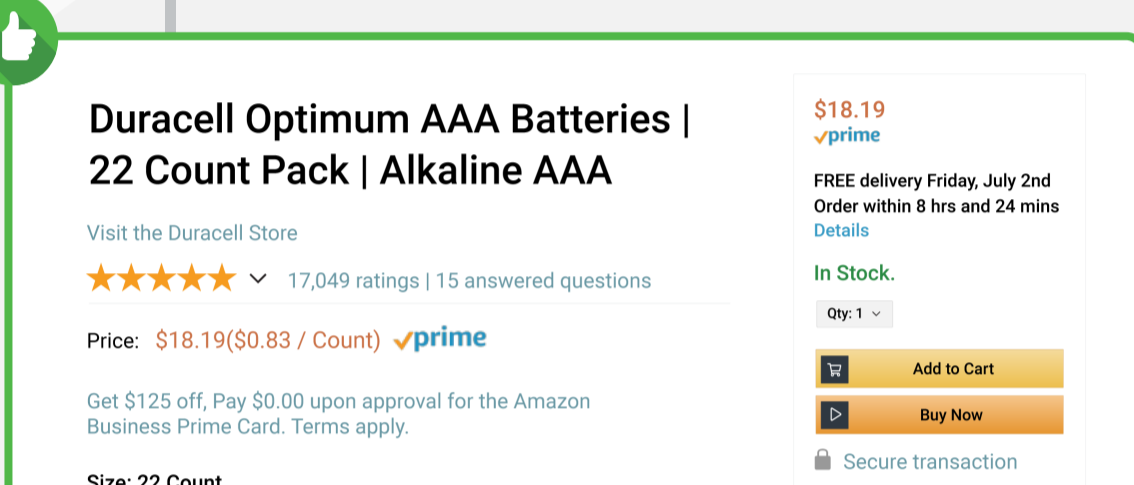


Amazon Product Page

When consumers were asked to look at the two randomized Amazon product page images below and select the product they were most likely to buy...

88%

picked the option with the 'Traffic & Conversion Stack' (IE Product Reviews, Q&A, and Secure Transaction Seal)



Of those who selected the product page with 'Traffic & Conversion Stack'...

51%

said that 'ratings and reviews' influenced their decision.



40%

said that **all 3 trust factors combined** influenced their buying decision.



THE IMPORTANCE OF PRODUCT REVIEWS ON A PRODUCT PAGE



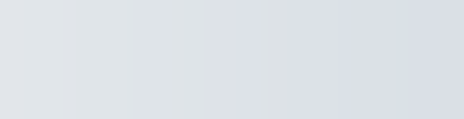
80%

say that product ratings and reviews are 'important', 'very important' or 'absolutely essential' when researching products online.



68%

say that online product reviews have either a 'high' or 'very high' influence on their buying decisions.



★★★★★

81%

read product reviews 50% or more of the time before buying a product.

★★★★★

69%

read product reviews 'most of the time' or 'always' when searching for products online.

★★★★★

1,587 reviews

72%

said that the **overall star rating** of a product has, 'highly' or 'very highly' influences their buying decision.

66%

said that the **total number of reviews** a product has, 'highly' or 'very highly' influences their buying decision.

THE IMPORTANCE OF Q&A IN SEARCH AND PRODUCT PAGES



94%

of those surveyed said that they are more likely to buy if a product page has a Q&A Section.

94%

also said that if a product page has a Q&A section that answers existing questions they may have, or gives them the ability to get an answer to a question, they are more likely to buy

80%

of respondents said that if a website answered a question they had, and that website showed up in the top of Google search results, that website would have more credibility.

are sun shade shop sunglasses polarized?

Most SunShadeShop sunglass styles are available with polarized lenses. But do not assume all sunglasses are polarized. You have to make sure the model you're buying is in fact polarized.

answers.sunshadeshop.com > charcoal-polarized-shades : Sun Shade Shop | Midnight Black Polarized Shades

QUESTIONS

HAVE A QUESTION ABOUT THIS PRODUCT?

Enter your question here...

Ask Question

63 ANSWERED QUESTIONS

Q: Are the lens glass or plastic?

Q: How do I claim the warranty?

70%

said it was 'very important' or 'extremely important' when researching a product to have a Q&A section on a product page.

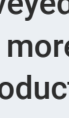
73%

said they would be 'highly likely' or 'extremely like' to visit a website that answered a question they had, and that showed up in the top of Google search results.

THE IMPORTANCE OF WEBSITE SECURITY ON A PRODUCT PAGE



Buy Now



Secure transaction

88%

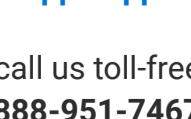
of those surveyed said that they are more likely to buy if a product page has a 'Website Security' badge or a 'Secure Transaction' link next to the 'Buy Now' button.

83%

said that having a 'Website Security' badge or 'Secure Transaction' link on a website is 'very important' or 'extremely important' when buying online.

THE BOTTOM LINE

If you want to compete with Amazon, then do what they're doing! Nowadays consumers expect the Traffic & Conversion Stack and honestly, if you do it right, it's one of the best long-term success strategies you can possibly implement.



Contact Us

If you would like more information regarding the 'Traffic & Conversion Stack', and how we help eCommerce websites to beat Amazon using Product Reviews, Q&A, and Website Security, please reach out to

sales@shopperapproved.com

or call us toll-free at 888-951-7467

Methodology

This survey is a compilation of two surveys. Both surveys were given to representative random samples of 600 US-based consumers, ages 18 and older. They were conducted by an independent 3rd party survey company and were determined to be a statistically accurate representation of the general population with a 95% confidence level and a 5% margin of error.

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