

Published based on [Tips To Decrease Shopping Cart Abandonment On Your Website](#)

# **Tips To Decrease Shopping Cart Abandonment On Your Website**

Are you satisfied with the number of sales your website is generating? If you are like many online business people, the answer is probably no. You probably think that you need to generate more traffic, and convert more of your website visitors into customers.

No doubt that is true, but the story does not stop there. After you have converted a visitor into a customer, you need to encourage the customer to stay the course until the sale has been closed. Unfortunately, many an online business is suffering from shopping cart abandonment. It has been estimated that as many as 50% of customers who click a "Buy Now" abandon the sales process halfway through.

So, if you could find a way to stop those customers bailing out, you would be able to increase sales even if your traffic and conversion rates remained constant.

Click here to read the full article:

[\(Shopping Cart Abandonment\)](#)

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