

noibu

The Ultimate Guide to

Preventing Lost Sales on Your Ecommerce Store



"Noibu helps me test important aspects of my ecommerce website that are key for the success of my store."

Kinza Nasri, Creative Director, ça va de soi

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The ultimate guide to preventing lost sales on your ecommerce

How to Protect Your Ecommerce Store from Critical Errors

You work extremely hard to build a loyal customer base and every eyeball on your website is an opportunity to get a sale. You've ensured that the look and feel of your online store reflects your brand's story and that customers are provided with an amazing experience. Countless hours, days, and months have gone into your ecommerce website and you want the peace of mind knowing that everything is functional.

A dreaded situation arises when your customer wants to make a purchase and cannot because of an ecommerce error. You lose the sale and the customer for life.

There are many different reasons why errors occur on your ecommerce website. Third party integrations, different browsers/devices and human errors can alter the code in your website and create devastating errors that may go unnoticed until a customer reaches out and emails about the issue.

Who knows how many customers before that experienced the same bug and the loss of sales could be huge. \$1,000, \$10,000, \$100,000...? Who knows what the impact could have been on the bottom line.

You may think that your third party development shop or in-house team would have tools to ensure that errors NEVER happen on your site.

This is simply not the reality.

It is difficult to capture every single action that happens on your ecommerce website. Whether it is a new app install or inventory update, frequent changes affect the functionality of your ecommerce website.

Without manually checking the functionality of your entire website every hour you cannot ensure the safety of your ecommerce website - putting your hard work to get customers on your website at risk.

We understand just how painful critical ecommerce errors are to your business and your customers.

DID YOU KNOW

Acquiring a customer costs 25x more than retaining an existing one

Havard Business Review

PEACE OF MIND

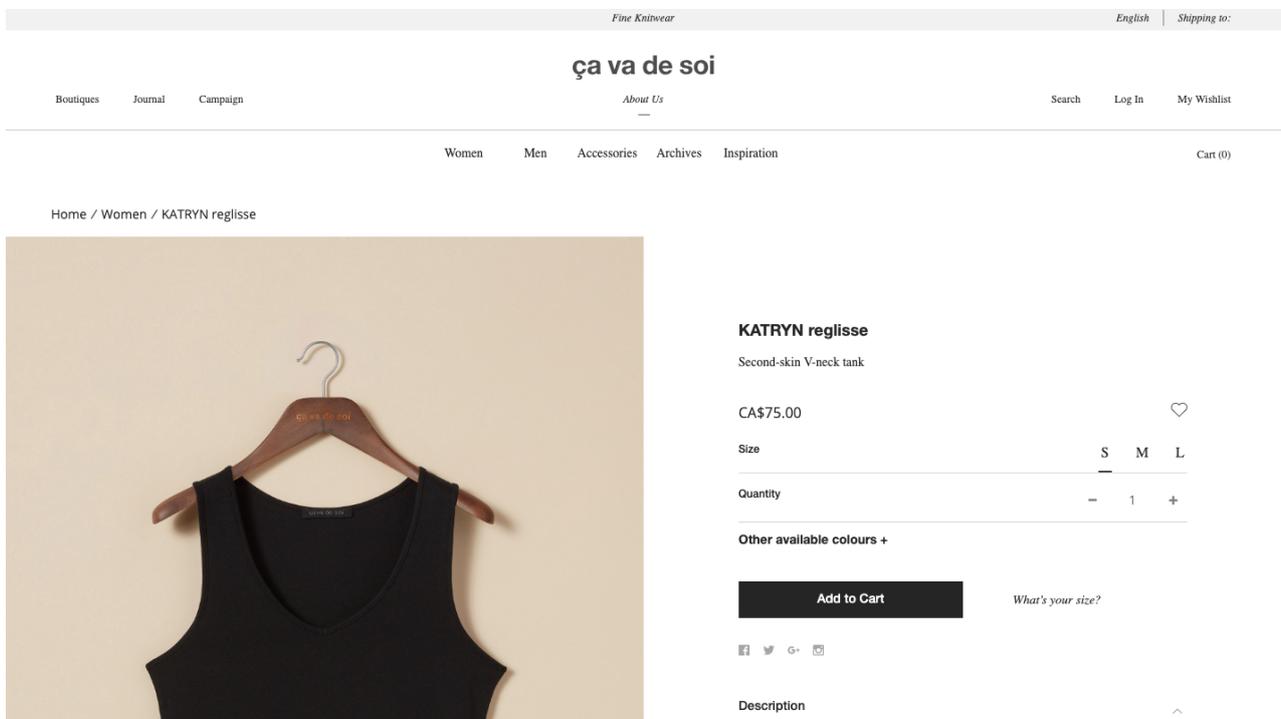
Every ecommerce manager should be ensuring that their site is free from critical errors that prevent their customers from making a purchase.

This ebook gives you 6 important things to check on your site to ensure your store is free from damaging errors. We've also provided information on an app that top retailers use to detect critical errors so you can have peace of mind knowing your store is error free.

Properly sync your inventory database with your ecommerce website

When you have a bridge between your inventory database and ecommerce database a lot can go wrong. Items, colors, variants, prices and more can be missing or incorrectly inputted. This is because your ecommerce provider automatically assumes that the inventory update is ok and will allow for variant errors. In order to ensure you are not losing sales as a result of inventory errors it is important to:

1. **Ensure your CSV upload is free from errors. Manually review your file before uploading.**
2. **After an upload, do a quality assurance check on your ecommerce website to ensure variants and items are correct.**



The screenshot shows a product page for a black tank top. The page layout includes a top navigation bar with 'Fine Knitwear', 'English', and 'Shipping to:'. Below this is a secondary navigation bar with 'ça va de soi' and 'About Us'. A main navigation bar lists 'Boutiques', 'Journal', 'Campaign', 'Search', 'Log In', and 'My Wishlist'. A breadcrumb trail shows 'Home / Women / KATRYN reglisse'. The product image shows a black tank top on a wooden hanger. The product details on the right include the name 'KATRYN reglisse', description 'Second-skin V-neck tank', price 'CA\$75.00', size options 'S', 'M', 'L', and a quantity selector set to '1'. There is an 'Add to Cart' button and a link for 'Other available colours +'. Social media icons for Facebook, Twitter, Google+, and Instagram are also present.

Performing quality assurance after every inventory update will give you the peace of mind to ensure that when a customer wants to purchase a medium, black sweater, they will be able to, without any issue.

Below is a representation of a spread sheet that is correctly uploaded into Magento. You can see that their is no missing information and that quantity is set to an amount greater than 0.

Name	ID	Name	Type	Attrib. Set Nam	SKU	Price	Qty	Stocks	Visibility	Status	Websites	Action
AnyYesNo	From: To :		Simple Product	Defaultca_va_de_soitest	ColorSizeC	From: To :	From: To :		Not Visible Individ	EnabledDisabled	Main Website	
yes		234 Green Shirt	Configurable Prodi	Color/Size	itemMatrix-9641	235,00 \$		10 -	Catalog, Search	Disabled	Main Website	Edit
yes		235 Black Shirt	Configurable Prodi	Color/Size	itemMatrix-9642	236,00 \$		15 -	Catalog, Search	Disabled	Main Website	Edit
yes		236 Dress	Configurable Prodi	Color/Size	itemMatrix-9643	237,00 \$		20	Catalog, Search	Disabled	Main Website	Edit
yes		237 Pants	Configurable Prodi	Color/Size	itemMatrix-9644	235,00 \$		43	Catalog, Search	Disabled	Main Website	Edit
yes		238 Hat	Configurable Prodi	Color/Size	itemMatrix-9645	236,00 \$		4	Catalog, Search	Disabled	Main Website	Edit
yes		239 Sweater	Configurable Prodi	Color/Size	itemMatrix-9646	237,00 \$		345	Catalog, Search	Disabled	Main Website	Edit
yes		240 Green Sweater	Configurable Prodi	Color/Size	itemMatrix-9647	235,00 \$		54	Catalog, Search	Disabled	Main Website	Edit
yes		241 Yellow Sweater	Configurable Prodi	Color/Size	itemMatrix-9648	236,00 \$		23	Catalog, Search	Disabled	Main Website	Edit
yes		242 Jacket	Configurable Prodi	Color/Size	itemMatrix-9649	237,00 \$		54	Catalog, Search	Disabled	Main Website	Edit
yes		243 Hat 3	Configurable Prodi	Color/Size	itemMatrix-9650	235,00 \$		23	Catalog, Search	Disabled	Main Website	Edit
yes		244 Hat 4	Configurable Prodi	Color/Size	itemMatrix-9651	236,00 \$		5	Catalog, Search	Disabled	Main Website	Edit
yes		245 Pants 2	Configurable Prodi	Color/Size	itemMatrix-9652	237,00 \$		43	Catalog, Search	Disabled	Main Website	Edit
yes		246 Pants 4	Configurable Prodi	Color/Size	itemMatrix-9653	235,00 \$		2	Catalog, Search	Disabled	Main Website	Edit
yes		247 Pants	Configurable Prodi	Color/Size	itemMatrix-9654	235,00 \$		34	Catalog, Search	Disabled	Main Website	Edit
yes		248 Dress 2	Configurable Prodi	Color/Size	itemMatrix-9655	235,00 \$		5	Catalog, Search	Disabled	Main Website	Edit

DID YOU KNOW

Online retailers
can lose up to
\$500K for every
minute they are
down

PagerDuty

Check broken links, and fix them

The thought of a customer clicking on an item with the intent to purchase and being served with a 404 error is a dreadful thought for many ecommerce managers. You risk losing a sale and that hard earned customer may bounce from your website forever.

There are many reasons why a broken link may appear on your website. Broken urls, third party integrations, and redesigns can result in dead links infecting your web store.



Error (4xx)

We can't find the page you're looking for.

Here are a few links that may be helpful:

[Home](#)

[Help center](#)

[Sign in](#)

[Get a free account](#)

The good news is you can proactively check for broken links at any given time and fix them. There are various online link checkers that are free and can provide you the peace of mind of knowing that your links are all up to date.

Be aware of language errors

When operating a site in multiple languages, there comes a high probability of language errors. English on the french site and vice versa is enough to get a customer scurrying to your competitors. Having these errors reflects poorly of your brand image and customers see this as unprofessional.

Additionally, grammar mistakes create an eye sore and you want to ensure that your website has consistent grammar throughout.

The image shows a side-by-side comparison of the English and French versions of the 'ça va de soi' website. The English version (left) has the header 'Fine Knitwear' and the French version (right) has 'La maille à son apogée'. Both pages feature a navigation menu with 'Women', 'Men', 'Accessories', 'Archives', and 'Inspiration' in English, and 'Femmes', 'Hommes', 'Accessoires', 'Archive', and 'Inspiration' in French. The main content area is titled 'About ça va de soi' in English and 'À propos de ça va de soi' in French. The text on both pages is identical, but the French version contains several errors: 'les plus rares, l'entreprise familiale montréalaise ça va de soi' (missing 'une'), '40 ans des tricots qui ont une âme et qui durent' (missing 'des'), 'essentiellement des pulls, des cardigans, des t-shirts, des robes, des châles et des tuniques' (missing 'des' before 'tuniques'), and 'S'approvisionner chez ça va de soi, c'est se distancer du superficiel, c'est apprivoiser le confort et c'est repenser les frontières entre les saisons, les époques et les générations. Au-delà de tout, c'est éprouver une émotion.' (missing 'de' before 'saisons', 'les' before 'générations', and 'c'est' before 'éprouver'). The footer contains 'Our locations' and 'More about us' in English, and 'Nos boutiques' and 'En savoir plus' in French. A small '4' is visible in the bottom right corner of the French version's content area.

Follow these tips to ensure a consistent brand experience:

1. **Triple check your website copy everytime it goes live for language errors. Maintain a log of common language errors.**
2. **Use grammarly to double check your website copy prior to going live.**

When a customer receives a consistent brand experience they are more likely to execute a purchase, refer a customer and come back to your website. Make sure to pay extra attention to language and grammar errors on your website.

DID YOU KNOW

38% of people will
leave a website if
the layout or
design is
unattractive

Adobe

Test your contact forms

Contact forms are key to a successful ecommerce company and when they go down customers cannot connect to you. This results in lost sales and opportunity for future sales. Contact forms are used by customers frequently and their functionality will ensure that your customers maintain communication during their customer journey.

It's important to ensure your contact forms are fully functional.

Fine Knitwear English | Shipping to: Canada

ça va de soi

Boutiques Journal Campaign About Us Search Log In My Wishlist

Women Men Accessories Archives Inspiration Cart (0)

CONTACT US

CONTACT INFORMATION

Name*	Email*
<input type="text" value="Robert"/>	<input type="text" value="Hudson"/>
Reason*	Telephone
<input type="text" value="Product information"/>	<input type="text" value="8193439458"/>
Comment*	
<input type="text" value="Hi, I am looking for more information on black skirt medium."/>	

* Required Fields

Ensure you are testing your contact forms on a regular basis. The key forms to check are your contact forms, email subscriber list and your checkout form.

Check to see if the fields are working correctly and being updated in the database. **Perform a test at least once a week to ensure functionality.**

Mailchimp offers an integration to most ecommerce platforms and allows for your mailing list to be updated automatically. This gives you peace of mind knowing that email signups are correctly being stored in your mailing list.

DID YOU KNOW

2/3 of consumers
expect a same
day response to
queries about a
product of service

Marketer's Paradox of Strategy

Track your add-to-cart functionality

When your customer cannot add a product to their cart two things happen:

1. **You lose the sale**
2. **You lose the customer to a competitor**

You are only notified of the issue when a customer contacts you but who knows how many customers before that have experienced the same issue? Maybe, you will have stumbled upon the bug beforehand but the issue is that there are so many different things that can go wrong with the add-to-cart functionality that it is extremely difficult to capture all errors naturally.

The different sets of browsers, operating systems, and devices in combination with 3rd party apps creates the perfect storm for undetected critical add-to-cart issues that hinder your customers experience.

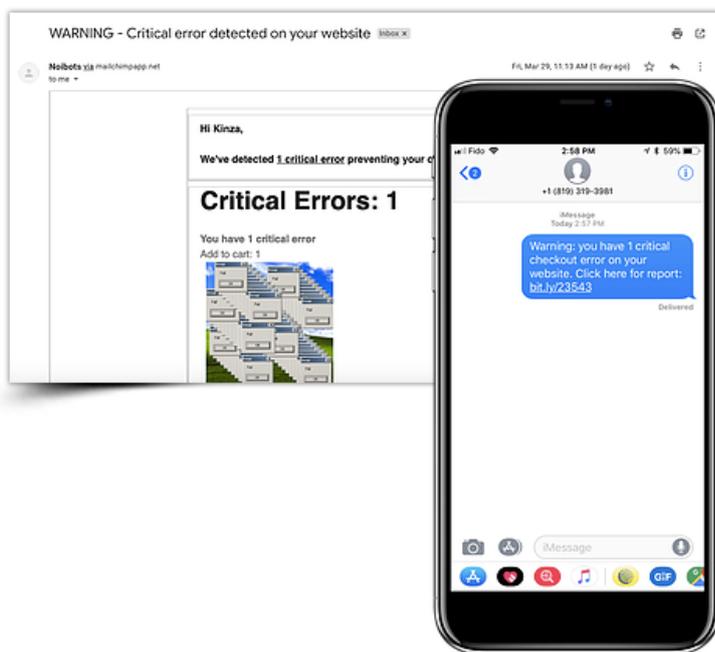
DID YOU KNOW

**32% of
customers say
they will walk
away after one
bad experience.**

Price Waterhouse Coopers

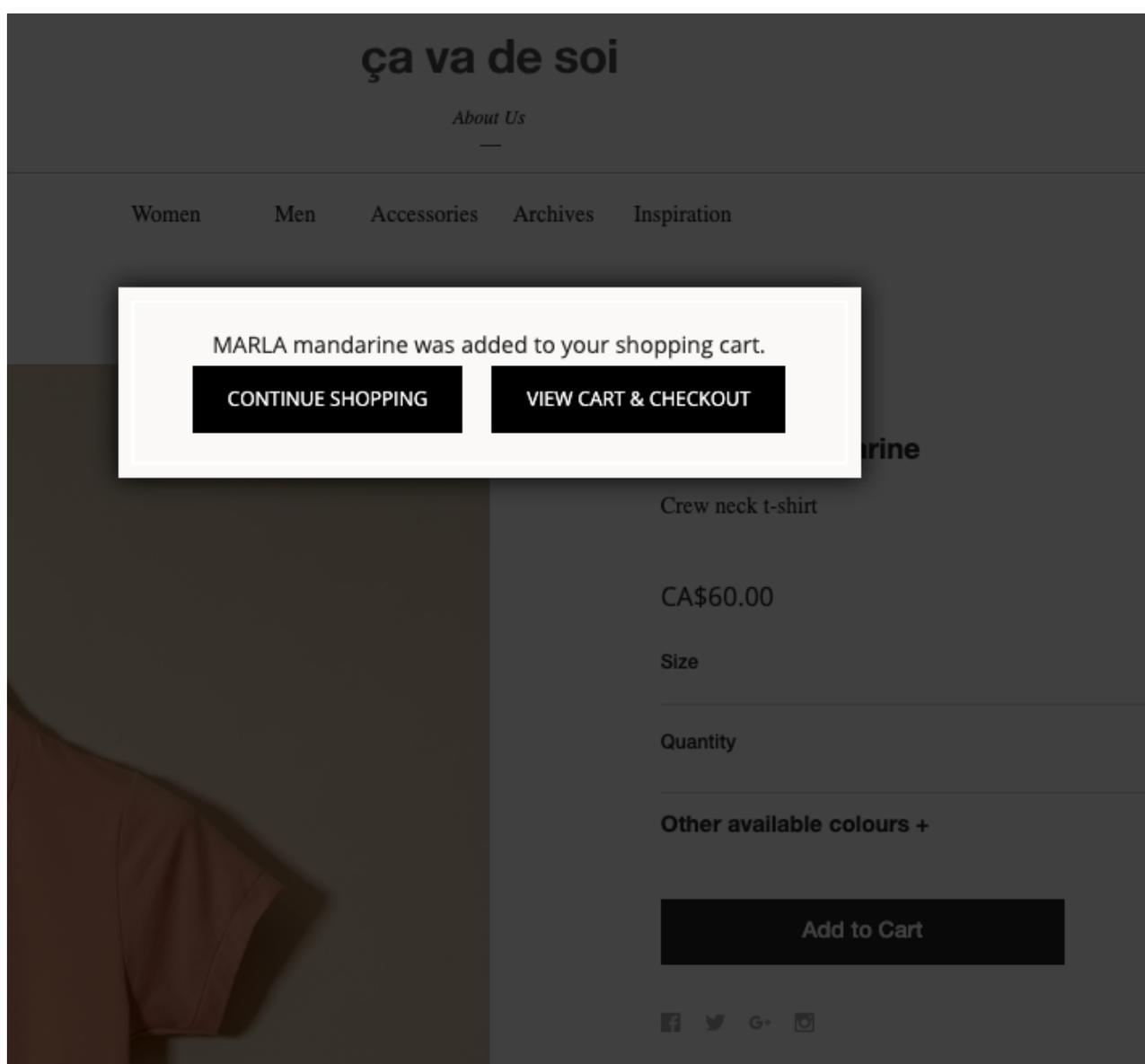
The best thing you can do to prevent lost sales is install Noibu for your ecommerce store. Noibu allows you have peace of mind by detecting critical ecommerce errors including add-to-cart before your customers experience the error.

Noibu detects the critical error and then sends you a technical report on the issue allowing you to resolve the issue as quickly as possible to ensure you never lose a sale.



The beauty of it is it's simple to get started and use right away:

1. Choose your plan on our pricing page
2. Noibu sends you simple instructions on how to get started
3. Noibu begins monitoring your website
4. When an error is detected, you are instantly notified via SMS and email



Make sure your checkout is error free

Having a functional checkout is core to your ecommerce business. It is the endpoint of your customer journey and of course the engine that allows you to continue doing what you love. The reality is there is a lot of things that can go wrong with the checkout.

A lot of these issues lie in the checkout page itself. Checkout form fields can be malfunctioning because of app integrations and page redesigns. The checkout button itself can show the loading sign for an infinite time. This is because the checkout button is not talking to the actual payment system.

We recommend that you install the Noibu application to ensure your checkout is functioning at all times. **The good news is that Noibu will notify you as soon as there is a checkout malfunction.**

Fine Knitwear *English* | *Shipping to: Canada*

ça va de soi

About Us

Boutiques Journal Campaign Search Log In My Wishlist

Women Men Accessories Archives Inspiration Cart (1)

CHECKOUT

1 CHECKOUT METHOD

2 BILLING INFORMATION

First Name* Middle Name/Initial Last Name*

Company Email Address*

Address*

City* State/Province

Zip/Postal Code* Country*

Telephone* Fax

Remember me on this computer

YOUR CHECKOUT PROGRESS

Billing Address

Shipping Address

Shipping Method

Payment Method

The Ultimate Guide to Preventing Lost Sales on Your Ecommerce Website

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The best way to get peace of mind for your store is by knowing that your core ecommerce functions are working like they should be.

You can rest easy once you install Noibu and focus on what matters, making more sales. You can save time and headaches from customers notifying you of their inability to purchase.

Get started with Noibu today by selecting one of our plans [here](#).

DID YOU KNOW

54% of shoppers will purchase products left in their basket, if those products are offered at a lower price

nchannel

noibu

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Lost Sales on
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noibu.com