Art Sales Funnel Checklist

How to Diagnose and Solve Problems in Your Sales Funnel

The Conversion Doctor

Diagnose your traffic, site optimization, and setup problems so that you can maximize sales from the traffic you receive.

Start Date
01/07/2019

End Date
02/07/2019

REFRESH

Conversion Data

Source/Medium ❓	Sessions ❓	% New Sessions	Contact Created Conversion Rate ❓	Shopping Page Visit Conversion Rate ❓	Product Buying Page Conversion Rate ❓	Add to Cart Conversion Rate ❓	Checkout Conversion Rate ❓
(direct) / (none)	645	75.50%	8.84%	71.01%	36.28%	2.64%	0.47%
google / organic	280	59.64%	3.93%	86.43%	50.36%	4.64%	1.43%

In this checklist, you'll learn how to:

1. Understand where the problems are in your sales funnel
2. Come up with actionable steps to improve your conversions (i.e. sell more art!)

How to use this checklist:

1. Read the whole thing or go straight to the section that matters to you
2. Print it out and use it as a reference guide

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Introduction

What is a *conversion*?

In this checklist, we'll be referring to "conversions" a lot. A conversion occurs whenever a website visitor does something that you want them to do. A "conversion rate" is the percentage of your total site visitors that do that particular thing.

So, let's say you are trying to grow your email list and in the past week you received 10 new subscribers. You could say you had 10 new contact conversions. And, if you had 100 total site visitors in that same time period, your "contact conversion rate" would be 10%.

What is the difference between a lead and a customer?

A lead is someone in your target audience who has not yet made a purchase. A customer is a converted lead (i.e. they've made a purchase).

What is a *sales funnel*?

While you have likely only paid attention to your sales in the past, there are actually several steps that a buyer goes through before completing a purchase. These steps (shown on the left side of the image below) are referred to in this document as the different stages in your sales funnel.
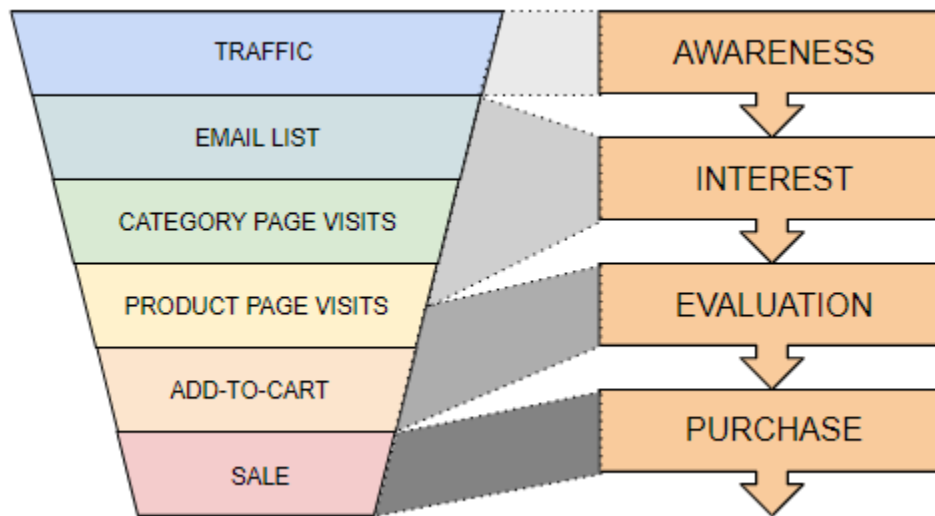
First, someone will visit your website. Then, if they are interested in what you offer, they may join your email list and start browsing your category pages. As they begin receiving romance emails from you, they will begin forming an emotional connection with you and your art. Then they will begin viewing specific products, showing deeper interest, as they start evaluating whether or not they trust your business and whether or not they are ready to buy your art. Once they find a piece they really connect with, and once they have open wall space, they will add the piece to their cart. Finally, they will make the purchase.

Each of these steps along their journey is a "stage" in your sales funnel. We'll explain them each in detail later on in this checklist.

The amazing thing about the Conversion Doctor (found in your Site Manager) is that it allows you to track your site's performance at each of these stages. For example, you may think you have a sales problem, but actually you have a problem with visitors not getting past your homepage and into your category pages – an action they take long before actually placing an order. If that is your situation, changing your media types, for example, wouldn't do anything because the problem is actually occurring earlier in the "funnel" – when they're still on your homepage.

This is why it's so important to understand your sales funnel, because when there's a problem at the top of the funnel, it will trickle down throughout the rest of the funnel. This can be deceptive when, for example, you think you have a sales problem but really you have a traffic problem. The only way to truly correct problems in your sales funnel is to correct the top-most problem first and work your way down. Anything else is a waste of time, because traffic flows down the funnel, not up.

For example, let's say your website got 50 visits last month. You think to yourself: "Why didn't I sell anything? Something must be wrong with my site." So, you start tinkering with your site set-up, and you spend hours trying to "fix" this "problem" of not getting any sales. If this is happening, you are wasting your time. If only 50 people visited your site last month, no matter how much you tinker with your site, you're not going to increase your sales. You have a traffic problem. That is the root problem that needs to be corrected first.

This is the type of diagnostic power this checklist will give you. You'll no longer have to worry about focusing on the wrong problems at the wrong times, and you'll no longer have to guess what may solve those problems. Instead, you can spend your limited time doing tasks that will have the greatest impact on your business. You can learn more about sales funnels here, including how awareness, interest, and evaluation correlate to the different stages of your sales funnel.

How do I learn how to read my stats/analytics?

This video will explain every stat column in every report that can be found in the stats section of your Site Manager. You will learn what each stat means and how to use that information.

How can I look at the stats for a specific campaign?

By "tagging" the links you use in your emails, on social media, and elsewhere, with certain parameters, you can see your stats for each campaign separately. For example, without link tagging, all traffic from MailChimp will be lumped together as one stat. However, if you "tag" those links, you will be able to see stats for your holiday sale campaigns, your art show campaigns, and your romance marketing campaigns all separately. This will allow you to more accurately diagnose where any problems are.

While "tagging" your links isn't hard to do in practice, it might take some time to understand the whole concept. We've put together an entire lesson on the topic that also includes a tool so you can easily track your campaigns with tagged links. If you want to have more control over your data, I recommend you check out the tutorial and start tagging your links, even if the benefits aren't immediately clear.

What is a good conversion rate for each stage?

This checklist will walk you through each of the 6 stages of your conversion funnel. At each stage, we'll give you some information about that stage. To help you understand how well or poorly your site is performing, we'll also give you example metrics in two tiers:

Minimum 🎯**:** This is what you're aiming for. If your website is not hitting this number, you have a problem in that area and should be actively trying to fix it (see the *Troubleshooting* section of each stage for ideas on how to address it).

Healthy: If your website is performing at this level, it's doing very well – you definitely don't have a problem in that particular area. Compare your stats to these benchmarks to determine where your problem areas are. Then, follow the troubleshooting steps for specific actions you can take to improve your stats.

What if I have a question, or I've tried all the troubleshooting steps?

If you hit a stopping point in the checklist, or have any questions, reach out in the #SmallWins Facebook group.

Include as much information as possible in your Facebook post in order to get the most helpful replies. For example, if you have a traffic problem, explain in as much detail as possible what steps you've already taken to solve your traffic problem. Be specific.

EXAMPLE POST
"I'm still experiencing a traffic problem after following the troubleshooting steps in Funnel Stage #1: Traffic in the Art Sales Funnel Checklist, and I'm not sure what to do now. I've been consistently following the Art Marketing Calendar and Weekly Agenda for the past two months. I send an email once per week. I post on Facebook and Instagram daily. Here are the links to my last 5 emails as well as their open/click rates (links + open/click rates). Here are the links to my Facebook and Instagram pages (Facebook and Instagram links). And here is a link to my website (website link). What should I do now?"

What is a change log?

We will refer to a change log often in this document. It is simply a document where you keep track of changes in your marketing activities or changes to your site, making a note of the change, the date it occurred, and any other important details you want to remember. The easiest way to create a change log is to create a new Google sheet or Excel document with columns for the date a change was made, what the change was, why you made the change, and the results of the change.

What is a buyer persona?

A buyer persona is a fictionalized version of your ideal customer, based off trends in the data you collect from your customers and leads. Creating a buyer persona will help you spend time marketing to the right people – the people who "fit the buyer persona." If you don't know who your target audience is, this is the core problem of your business and you need to fix this first, otherwise you risk wasting time and money chasing the wrong type of traffic. Follow the Art Buyer Persona Worksheet to help you gain a clear understanding of who exactly

is in your target audience and where you should focus when trying to drive traffic to your site, build your audience, and grow your sales.

Funnel Stage #1: Traffic

Total Sessions Per Month	
Minimum 🎯	Healthy
500	1,000+

About

Your art sales funnel starts with traffic. Traffic is the gas that keeps your sales funnel running. Without enough traffic, there's just not enough data available to diagnose potential problems or wins further down your sales funnel. In other words, you need a decent sample size before you can be certain you actually have a problem with any particular area of your site. Until then, just focus on getting more traffic.

One thing to keep in mind is that not all traffic is created equal. What you want is *targeted traffic*. Targeted traffic are visitors who are actually interested in your art. Everything else is "vanity traffic," meaning it makes you feel good to look at it, but it's not helping you at all. In fact, it could be deceiving you.

A good Contact Conversion Rate (*Funnel Stage #2*), which is the next stage in the funnel, is the first sign that you're getting targeted traffic from a specific source.

Keep an eye on your Contact Conversion Rate as you work towards hitting your traffic goal, because the two work hand-in-hand to ensure you are filling your sales funnel with the right kind of traffic. This is what will lead to good conversion rates throughout the rest of your sales funnel.

The two most common sales funnel problems are 1) not enough traffic (by far), and 2) un-targeted traffic.

How Am I Doing?

Generally, you should aim for at least 500 sessions per month before declaring your traffic problem "solved" and moving on to the next problem in your sales funnel.

To be sure, your traffic problem is never *truly* solved. This is because, all things equal, the amount of traffic your site gets is directly proportional to your revenue. To explain: if your site has a Checkout Conversion Rate (*Funnel Stage #6*) of 2% and you get 100 visits in a given month, you would end up with 2 orders at the end of the month. However, if your site instead got 1,000 visits at that same conversion rate of 2%, you would have gotten 20 orders.

Once you have about 500 visits, you can move on to the next problem in your sales funnel and begin working

on that. Just remember, you still need to spend a good portion of your allotted marketing time trying to get more traffic to your site. Consistent romance marketing is one of the keys to help you do this.

Troubleshooting Steps: Traffic Problem

Go to your Conversion Doctor and locate the **Sessions** column.

NOTE: You can change the dates to compare the current month to previous months, or to look at the past 6 months or past year, in order to get more context from the data. This is especially helpful to check if your data has gone up or down after making changes to your marketing activities or changes to your website.

Is your website getting at least 500 sessions per month? If YES, continue to *Funnel Stage #2: Contact Conversion Rate*. If NO, follow the troubleshooting steps below, in order of importance:

1. **Do you know who your target audience is?**
   a. If you don't know who your target audience is (i.e. your ideal customer), this is the core problem of your business, and you need to fix this first. Otherwise, you risk wasting time and money chasing the wrong type of traffic. Follow the Art Buyer Persona Worksheet to help you gain a clear understanding of who exactly is in your target audience and where you should focus when trying to drive traffic to your site, build your audience, and grow your sales.
2. **Are you targeting a marketable niche?**
   a. There's a difference between creating art you like and creating art that sells. You should never stop creating art that makes you feel good, but it's important to find a marketable niche if you plan on making money from your art. Listen to this podcast episode about Pivoting to Find Your Niche if you are unsure whether or not you have a marketable niche. A good litmus test for determining if you have a marketable niche is if you've made sales to complete strangers before. If you're getting at least some sales, you probably have a marketable niche. If you're getting no sales and also getting little to no traffic, take this test.
3. **Are you following the marketing plan? This will be a huge factor in how much traffic you get.**
   a. Follow the Art Marketing Calendar – a 365-day marketing plan for your business.
   b. Follow the Weekly Agenda – a short, weekly video that will help you stay focused on the marketing tasks that will have the biggest impact on your art business each week.
   c. Learn more about Romance Marketing – the process of creating emotional connections with your audience through sharing stories. Topics may include the story behind a piece, your story as a photographer/artist, behind-the-scenes from your studio or a photo shoot, or just any artistic musing that comes to mind. Always link back to your site.
4. **Are you re-sending emails to those who didn't open them the first time?**
   a. This is a simple tactic that will get you more traffic from each email you send. Follow this blog post to learn how to re-send emails to un-opens in MailChimp.
5. **Do you have an autoresponder set-up?**
   a. Setting up an autoresponder (aka a series of welcome emails) that each new subscriber will receive before they receive any of your regular emails is a great way to ensure your most effective content is being seen by everyone. We have a blog post outlining the benefits of setting up an autoresponder and the types of emails you can include in it. Follow this blog post to learn more about setting up an autoresponder.
6. **Are people opening your emails?**

a. The best marketers know that email subject lines are as important as the email itself, if not even more important. The reason being, if people aren't opening your emails then they aren't seeing any of the content you are sending them. The first step to getting traffic to your site from your email campaigns is getting people to actually open your emails. What's considered a "good" open rate can vary from audience to audience, but a good rule of thumb to follow is if you aren't getting a 20% open rate something is probably wrong. Your email list is either full of non-interested people or your email subject lines aren't grabbing their attention. Follow this blog post to learn more about writing effective email subject lines.

7. **Are people clicking on the links to your site in your emails?**

a. If people are opening your emails but they're not clicking through to your site, it's time to take a look at the email content itself. If your click-through rate is below 2-4%, audit your emails to see if there are any improvements you can make to get people to click-through to your site. Reference any emails that had high click-through rates. What was different about these emails that caused the high click-through rate? Was it the subject matter? What is the layout? Was it the link placement? Also, reference this blog post to see the anatomy of an effective romance email.

8. **Are you exhibiting at art shows?**

a. Art shows are one of the cheapest, most effective ways to grow your audience. They also help you learn about the characteristics/demographics of people who are interested in actually buying your art. Follow the Art Show Playbook to make sure you're getting the best possible return on investment (ROI) from your shows. By collecting email addresses and emailing them after the show, you're creating a new traffic source to your website. You can also get them to follow you on social media which will further expand the depth of your audience. Collecting email addresses acts like compounding interest for your business. Read more about the benefits of collecting email addresses here.

9. **Are you collecting email addresses at every in-person event?**

a. Always find a way to collect email addresses when you attend in-person events, whether you use a tablet opened to a sign-up form on your site or simply a sign-up sheet. By collecting email addresses wherever you can, and emailing them within a day or two, you're creating a new traffic source to your website. You can also get them to follow you on social media which will further expand the depth of your audience. Collecting email addresses acts like compounding interest for your business. Read more about the benefits of collecting email addresses here.

10. **Are you running free print giveaways?**

a. Running free print giveaways is an effective way to grow your audience. It's a good way to gain new fans as well as get fans who are on your email list to join your Facebook messenger audience (ManyChat) or vice versa. Follow this guide to run a free print giveaway using ManyChat or this guide to run a free print giveaway using an email sign-up landing page (Recommended).

11. **Are you engaging with your audience as often as possible on social media?**

a. Engaging with your audience is what will set you apart from the big marketplaces. People will be more likely to buy your art if they can easily speak directly to you, the photographer/artist. Respond to every Facebook comment and message. Respond to every Instagram comment and direct message. Direct message every new follower on Instagram, personally thanking them for following you. Be accessible to your audience so they stay interested and visit your

website. Learn more about [Instagram Direct Messaging](#). Also, check out these [5 Instagram tips for art marketing](#).

12. **Are you engaging in Facebook groups related to your art?**
    a. Join Facebook groups where your target audience is likely to be active. Engage in the discussions in these groups and share your art when it's appropriate. Don't overtly sell you art. Rather, focus on adding value to the conversation. Read this post for a step-by-step guide on how to [engage in Facebook groups related to your art](#).

13. **Have you completed basic SEO on your homepage and category pages?**
    a. Most people will probably Google search your name (or business name) to find your website, so it's important to fill out the SEO fields for your homepage (most important) and your category pages. Don't overthink this step. Just fill in the SEO fields so that they accurately describe the page and read naturally for a human being (i.e. don't force in extra keywords). SEO may take months or years to produce any meaningful traffic, or it may not produce any traffic at all. Regardless, this is a long term play. Don't build your business on the hopes of SEO traffic. The main and immediate benefit of SEO is so that people who already know about you can find you on Google. Follow the [SEO Best Practices Guide](#).

14. **Are you linking back to your site from Facebook and Instagram?**
    a. Make sure you link back to your site in the About section of your Facebook Business Page and in the Bio section of your Instagram Business Account.

15. **Have you reached out to local businesses and interior designers who may be looking to decorate their walls?**
    a. Read this blog post to learn [how to sell art and photography to interior designers and offices](#).
    b. Attending local Chamber of Commerce events can be a good way to meet local business owners and land commercial business opportunities. Read how one photographer markets his business at [local chamber of commerce events](#).

16. **Are you looking out for opportunities to be featured on podcasts, other sites, newspapers, etc?**
    a. Landing a feature on a podcast, another website, or in the news can create new, ongoing sources of organic traffic to your website. Below are some examples:
        i. [Augmented Reality Ups Ante for Newcastle Photographer John Lechner](#)
        ii. [Jim Livingston featured in the Amarillo Globe](#)
        iii. [Kansas Artist and KU Alumna Paints "The Original Six," the First Officially Licensed Jayhawk Fine Art in Decades](#)

17. **Have you tried posting process/timelapse/Q&A videos to YouTube with a link back to your site in the description of each video?**
    a. Video marketing is a highly-engaging form of marketing, especially when it comes to the business of selling art. Timelapse videos allow your audience to feel like they are there with you as you create a piece. Process videos, Q&A videos, video tours of your studio are all great ways to break down barriers with your audience and speak to them on a more personal level – which is exactly how you can set yourself apart from big, corporate art marketplaces. Read this blog post to learn more about [using timelapse videos](#).

18. **Is your website traffic being stolen?**
    a. If you've ever set-up a profile on Pinterest, Fine Art America, or any other public website that does not require a login to see your images (Facebook and Instagram require a login, so you are safe there), there's a good chance these sites are stealing a portion of your traffic. Google will always show search results based on where content was published first. So, if you uploaded

all of your images onto your Art Storefronts website *after* you created a Fine Art America site, for example, then all of the image results will link back to Fine Art America when someone finds those images in Google. Read this post to learn more about this concept and how to get back your stolen website traffic.

19. **Are you using QR codes effectively wherever you can?**
    a. Anywhere you display your art, or flyers about upcoming shows, or anything at all related to your art, try and insert a QR code. This will allow people to scan the code using their phone, and it will bring them right to your site. Learn more about QR codes.

20. **Are you re-sharing romance content that's older than 6-12 months?**
    a. An easy tactic to boost your rate of production when it comes to romance marketing is to re-share older content. Re-send an old romance email that did well. Re-post an old Facebook or Instagram post that did well. Recycling old content is a totally acceptable tactic that all of the best marketers use.

21. **Have you created hidden landing pages to increase your organic reach in search results?**
    a. Hidden landing pages are pages that aren't accessible directly on your site. They are accessible via direct links and via Google searches. Watch this video to learn how to expand your reach in Google search results by creating hidden targeted landing pages.

22. **Are you linking back to your site in your email signature?**
    a. Every major email platform allows you to create a signature that automatically shows at the bottom of every email. Adding a link to your website in your email signature is a simple way to subtly promote your business in any emails you send. To be sure, this tactic won't drastically increase the traffic you get to your site, but it's very easy to do and will result in a few clicks here and there.

23. **Are you trying tactics that were already proven to be successful?**
    a. Whenever an Art Storefronts member posts a "small win" in the Facebook group, we add it to the Small Wins Megathread – whether they made a sale, had a successful art show, found a new traffic source, or found a new way to collect email addresses. Go here to learn from proven tactics.

24. **[Advanced] Are you running Facebook/Instagram ads targeting cold traffic?**
    a. *This tactic is not recommended for beginners – or anyone with zero Facebook/Instagram ads experience.* This is an advanced tactic that is not for everyone, because it's very easy to waste money by targeting the wrong audience. Successfully targeting cold traffic with Facebook/Instagram ads takes a highly disciplined and systematic approach. You won't find success right away. Rather, you will need to continuously test, change, and improve your targeting until your cost per conversion is acceptable. And you better be prepared to burn some cash. This is an investment that will take time to realize a return on investment (ROI). Follow this guide to learn more about targeting cold traffic with Facebook/Instagram ads.
    b. Ad Targeting: In order to get the best results from your ads, while limiting the amount of money you have to spend, it's important to start with strict targeting. You can then loosen the targeting down the road if your ad is performing well. Here are some basic targeting guidelines to start with:
        i. Custom Audience: website visitors or a lookalike audience
        ii. Location: USA (or the country where you sell your art)
        iii. Age: 30-60 (younger people don't tend to buy fine art, so don't spend money showing them ads)

iv. Gender: All (both men and women, unless your art is obviously geared towards one gender)

v. Language: English (or the language of your country)

vi. Detailed Targeting Section:

1. Demographics: Education > College Grad; Financial > Income > Include only those in the top 50%.

2. Interests: Select interests that coincide with your art.

25. **Add changes to your change log.**

a. Make note of any changes you make, including the date. This will allow you to come back in 2-4 weeks and compare the difference in the data.

More Resources

- [Email Marketing Success Plan Courses](#)
- [Art Show Playbook Success Plan Courses](#)
- [ManyChat Success Plan Courses](#)
- [[video] How a Broad Niche Makes Traffic Building Difficult](#)
- [Instagram Resource Vault](#)
- [Romance Content Ideas](#)
- [Instagram Stories Ideas](#)
- [[podcast] 023: How Artist Megh Knappenberger Sold $200,000+ in Her First Year](#)
- [[podcast] 004: Pivoting to Find Your Niche with Artist William K. Stidham](#)
- [[podcast] 009: Learn What (and How) to Post on Facebook and Instagram](#)
- [[podcast] 010: Top 10 Reasons Artists Need to Be Using Instagram](#)
- [FB Ads Success Plan Courses](#)
- [[video] Solving Your Traffic Problem](#)
- [025: Creating an Art Marketing Plan for 2018 and Beyond](#)

Funnel Stage #2: Contact Conversion Rate

Contact Conversion Rate	
Minimum 🎯	Healthy
5%	7%+

About

The Contact Conversion Rate measures your website's ability to capture email addresses from your site visitors – primarily from your Lead Capture Tool, but also via purchases, your contact form, and any other method through which site visitors give you their email address.

The Contact Conversion Rate is important for two main reasons:

First, it's the earliest indication that the traffic you are bringing in is high quality and will likely result in future purchases. This is why it's important to offer first-time buyers a substantial discount (ex. 20%). The people who opt-in think they may find this valuable at some point, appreciate the opportunity to save some cash, and happily sign-up (high net worth individuals are some of the most focused people on saving money).

Second, your email list is the most critical building block of your business. It gives you a way to market to your audience any time you want – for free. It allows your leads to forward emails to others, and it allows you to implement strategies that get them to follow you on social platforms. But it goes much further than that.

These days, an email address is like an Internet ID card. This is because people tend to use the same email address to sign up for services like Google, Facebook, and Instagram. These services allow you to upload your email list so that you can show ads to only these people. This is called "remarketing" and is the most effective way to spend money advertising online. For these reasons and more, the value of each email address cannot be understated.

How Am I Doing?

Generally, your Contact Conversion Rate for a given traffic source should be 5% at a minimum. 7-10% is good. Higher than that is great.

When a given traffic source is performing below 5%, the traffic coming in is low quality. This means there are very few, if any, potential buyers, and the traffic source is not doing you much good. If you are spending money to bring in that traffic (i.e. spending money on Facebook/Instagram ads), you should probably take a second look at this traffic source and make some refinements to your targeting, or turn off your ads until you figure out

your targeting. If you can't get it to work, you may need to abandon that traffic source completely. Find out who your target audience is using the Art Buyer Persona Worksheet.

The bottom line is that you need to know whether your traffic source is high or low quality, so you don't waste time or resources focusing on or getting excited about "vanity traffic" – or traffic that makes you feel good but is not helping you at all (i.e. not potential buyers).

What matters are the traffic sources you are spending time or money on. The other ones don't matter – they aren't hurting you unless they are costing you. Key traffic sources such as "direct" and "facebook" will always be important to focus on.

Troubleshooting Steps: Contact Conversion Problem

Go to your Conversion Doctor and locate the **Contact Created Conversion Rate** column.

NOTE: You can change the dates to compare the current month to previous months, or to look at the past 6 months or past year, in order to get more context from the data. This is especially helpful to check if your data has gone up or down after making changes to your marketing activities or changes to your website.

Is your Contact Conversion Rate at least 5%? If YES, continue to *Funnel Stage #3: Shopping Page Visit Conversion Rate*. If NO, follow the troubleshooting steps below, in order of importance:

1. **Is your Lead Capture tool turned on and set-up according to best practices?**
   a. The Lead Capture tool is your first and greatest weapon when it comes to generating leads, so having it turned on and set up according to best practices is absolutely essential. Follow this article to set-up your Lead Capture tool according to best practices. We came up with these best practices after running a case study, and we've found they continue to hold true. See the image below for an example of what the Lead Capture tool will look like when it's set-up according to best practices:

2. **Have you tested that your Lead Capture tool is working properly and looks professional?**
   a. Open up an incognito window (if using windows/chrome: CTRL+SHIFT+N). Visit your site to make sure your Lead Capture tool is working properly and everything looks as it should. Sign-up for your own list as a test, to make sure there are no problems.
3. **Are you offering 20% off first purchases as your incentive to sign-up for your email list?**
   a. If you are offering a free mobile wallpaper, or if you are using a free print giveaway, as the incentive to sign-up for your email list, or if you are not offering an incentive at all, follow the proven best practice of giving 20% off first purchases as your incentive.
4. **Is your Lead Capture tool set to pop after a 3 second delay?**
   a. If you set the delay too long, or set the Lead Capture tool to pop based on scroll or exit intent, and are not getting good results, switch to a 3 second delay. We've found time and time again, this corrects the problem and the conversion rate goes up.
5. **Are you asking for an email address only?**
   a. The fewer fields there are to fill in, the higher your conversion rate will be. Remove all fields except the email address field for the best results.
6. **Did you add a background image to your Lead Capture tool?**
   a. If so, remove the background image and see if your conversion rate goes up. Most of the time, background images make the text hard to read and cause more harm than good.
7. **Are you keeping text to a minimum?**
   a. Keep text to a minimum to increase conversion rates. For example, the best practice is to use the title: "SAVE 20% ON YOUR FIRST ORDER" with this short follow up sentence right below that: "Enter your email address below and we'll email you a 20% off coupon right now."
8. **Add changes to your change log.**
   a. Make note of any changes you make, including the date. This will allow you to come back in 2-4 weeks and compare the difference in the data.

Funnel Stage #3: Shopping Page Visit Conversion Rate

Shopping Page Visit Conversion Rate	
Minimum 🎯	Healthy
60%	70%+

About

The Shopping Page Visit Conversion Rate measures the percentage of website visitors who visited either your homepage a category page.

How Am I Doing?

Generally, your Shopping Page Conversion Rate for a given traffic source should be 60% at a minimum.

Troubleshooting Steps: Shopping Page Visit Conversion Problem

Go to your Conversion Doctor and locate the **Shopping Page Visit Conversion Rate** column.

NOTE: You can change the dates to compare the current month to previous months, or to look at the past 6 months or past year, in order to get more context from the data. This is especially helpful to check if your data has gone up or down after making changes to your marketing activities or changes to your website.

Is Your Shopping Page Visit Conversion Rate at least 60%? If YES, continue to *Funnel Stage #4: Product Buying Page Conversion Rate*. If NO, follow the troubleshooting steps below, in order of importance:

1. **Do you have a "Best Sellers" category as the first category on the left on your homepage?**
   a. A "Best Sellers" category as your very first category on the top left of your homepage gives people an easy option to click if they are not sure where they want to go. It can literally be your best sellers, or it can be your favorites or most alluring pieces, or any combination.
2. **Does your logo look professional and is it tastefully-sized?**
   a. Follow these directions for creating and uploading your logo. Your artwork should be the main focus on your homepage, not your logo. One of the more common issues on a homepage is having a large, overpowering logo that takes all attention away from the art. Keep the logo relatively small in size, like in the image below:
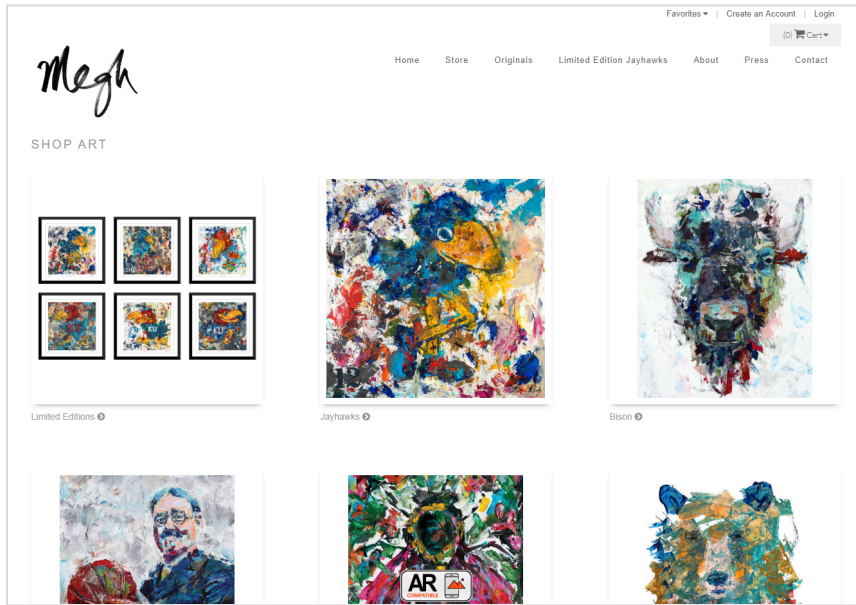
3. **Are the categories on your homepage organized in order of popularity?**
   a. In the *Stats* section of your *Art Storefronts Site Manager*, click on the *Visitor Stats* tab > *Pageviews* tab.
      i. Find out which pages are getting the most pageviews. Reorganize the categories on your homepage (after Best Sellers) based on which pages are getting the most traffic. For example, maybe your niche is "Fishing Life." You have a category for "fishing boats," a category for "fish," and a category for "bays." You notice most of the page views are for the images of fish, then fishing boats, then bays. In this case, the categories should be ordered like this: 1) Best Sellers, 2) Fish, 3) Fishing Boats, 4) Bays.
4. **Add changes to your change log.**
   a. Make note of any changes you make, including the date. This will allow you to come back in 2-4 weeks and compare the difference in the data.

Funnel Stage #4: Product Buying Page Conversion Rate

Product Buying Page Conversion Rate	
Minimum 🎯	Healthy
40%	50%+

About

The Product Buying Page Conversion rate is the percentage of website visitors who visited a product page. You have to get people to your product pages if you expect them to make a purchase. When someone clicks

on a specific product, they are showing interest in finding out what their buying options are, as opposed to just looking at your art.

How Am I Doing?

Generally, your Product Buying Page Conversion Rate for a given traffic source should be at least 40%. If your categories aren't well-defined, or descriptively named, this could cause your website visitors to leave your category page or site altogether, instead of clicking-through to your product pages.

Troubleshooting Steps: Product Buying Page Conversion Problem

Go to your Conversion Doctor and locate the **Product Buying Page Conversion Rate** column.

NOTE: You can change the dates to compare the current month to previous months, or to look at the past 6 months or past year, in order to get more context from the data. This is especially helpful to check if your data has gone up or down after making changes to your marketing activities or changes to your website.

Is your Product Buying Page Conversion Rate at least 40%? If YES, continue to *Funnel Stage #5: Add-to-Cart Conversion Rate*. If NO, follow the troubleshooting steps below, in order of importance:

1. **Is your homepage setup according to best practices?** Following best practices will ensure that you have not over-complicated your homepage, which can make it more difficult for visitors to see your art.
   a. **If you have 100 products or less**, you're probably better off listing all of your products on your homepage, rather than displaying categories on your home page like "Best Sellers". This way, a visitor can easily scroll down the page and see all of your products, without having to click into new pages. Every click, and every page load, is extra work for your visitors and you always want to minimize that as much as possible. Furthermore, you will notice that the majority of your traffic will never make it past your homepage, so you want to make sure you are giving yourself the best chance that they find something that appeals to them. Watch this video for an example of when it's appropriate to list all of your products on the homepage.
   b. **If you have over 100 products**, you're probably going to want to set-up your homepage as a gallery of subject matter categories, like "Best Sellers", and then "Animals", for example. However, be careful to not over-categorize, as this will only create more work for your visitors. Every click, and every page load, is extra work for your visitors and you always want to minimize that as much as possible. So for example, if you have subject matter that you would define as "animals", "horses", and "dogs", you are probably better off only displaying an "animals" category on your home page. You can still display all three of these within your navigation menu. As a rule of thumb, any category you display on your home page should have approximately 15 or more products. If one does not, you should think about how you might be able to combine this category with another one, specifically to use on your home page. Follow this article to set-up your homepage as a gallery of subject matter categories.
   c. **Still unsure?** If you're not sure which set-up would benefit your situation, reach out in the #SmallWins Facebook group. Between the Art Storefronts marketing experts and other artists and photographers, you'll get plenty of good advice to help you decide.

2. **Do you have a billboard on your site?**
   a. Remove your billboard for a period of time, if you have one. Doing this has been proven to drop bounce rates and keep people on sites. See the case study.
3. **Do you have content above your images?**
   a. Move all content that's currently above your images (which can be found in the "lead content" field) to appear underneath the images (which can be found in the "ending content" field). This will make your art more visible by moving it higher up on the page.
   b. Watch this video that explains how a broad niche makes traffic building difficult.
4. **Are your category names descriptive and enticing?**
   a. Make sure your category names are descriptive and enticing to click. Ask in the Facebook group for advice on this.
5. **Are your teaser prices turned on and set-up according to best practices?**
   a. Teaser prices allow you to show the lowest price for your prints to people who are browsing your category pages. They display below your images in the format "from $xx.xx". Follow this article to set-up your teaser prices according to best practices.
6. **Are your images properly named?**
   a. If you don't give your images a name (ex. "Lake Travis at Sunset"), the filename will show up instead (ex. "IMG00098765"). Give each image a unique name for a more professional look. Also, by naming each image website visitors will be able to search for a specific image using your site's search bar and Google.
7. **Are your products organized in order of popularity?**
   a. In the *Stats* section of your *Art Storefronts Site Manager*, click on the *Visitor Stats* tab > *Pageviews* tab.
      i. Find out which product pages are getting the most pageviews. Reorganize the products in each of your categories placing the most viewed products first.
8. **Add changes to your change log.**
   a. Make note of any changes you make, including the date. This will allow you to come back in 2-4 weeks and compare the difference in the data.

Funnel Stage #5: Add-to-Cart Conversion Rate

Add-to-Cart Conversion Rate	
Minimum 🎯	Healthy
2%	4%+

About

The Add-to-Cart Conversion Rate is the percentage of website visitors from a given traffic source who added an item to their cart.

How Am I Doing?

Generally, a good Add-to-Cart Conversion Rate is about 2%.

Troubleshooting Steps: Add-to-Cart Conversion Rate Problem

Go to your Conversion Doctor and locate the **Add-to-Cart Conversion Rate** column.

NOTE: You can change the dates to compare the current month to previous months, or to look at the past 6 months or past year, in order to get more context from the data. This is especially helpful to check if your data has gone up or down after making changes to your marketing activities or changes to your website.

Is your Add-to-Cart Conversion Rate at least 2%? If YES, continue to *Funnel Stage #6: Checkout Conversion Rate*. If NO, follow the troubleshooting steps below, in order of importance:

1. **Do all of your products have descriptions?**
   a. Make use of the description field on the product page to tell the story of each piece. People buy art for the story, and for the emotional connection they form with you and your art. Read this blog post to learn more about writing effective product descriptions.
2. **Are you offering too many (or too few) media type options?**
   a. Offering too many of the same media types (ex. 6 different paper options) may confuse potential buyers. A variety of media types is recommended, but aim for 1-2 options per media type (ex. 1-2 paper options, 1-2 metal options, etc.). Offer an array of media types that cover low, medium, and high price points, so there is an option for every budget. Check out this FB thread for a discussion about media types. You can find more discussions by searching the FB group for phrases like "media types".
3. **Are you offering too many (or too few) sizing options?**
   a. Offer at least 12 sizes but no more than 40 sizes. The goal is to give a solid range from low to high. Don't limit your sizes to a certain range. If a potential customer can't order your art in a size that fits the open wall space they are wanting to fill, they might not make a purchase. Check out this FB thread for a discussion about sizing options. You can find more discussions by searching the FB group for phrases like "sizes" or "sizing options".
4. **[For Originals] Are you properly merchandising your products?**
   a. Make sure you show off your originals with images from multiple angles. Include a video too, if at all possible. These are high-priced items and the buyer should be able to get a great idea of what exactly they're buying. Use this article to learn the 10 things you need to do to get originals sold online.
5. **Does your business appear credible and trustworthy?**
   a. Make sure your website has all the critical elements that show you are a credible, trustworthy business. Follow this article to build a trustworthy art store.
6. **Are you displaying trust badges on your site?**
   a. Trust badges boost your credibility and improve conversion rates. People are more likely to trust you with their credit card information and address when you've been accredited by a trusted 3rd party. Follow this article to learn more about trust badges.

7. **Is your return policy clearly stated and easy to find?**
   a. Remove all potential questions that might be holding someone back from making a purchase by clearly stating your return policy and including it on your FAQ page, footer, or somewhere else that's easy to find.

8. **Are you clearly displaying your phone number on your site?**
   a. Make it easy for people to contact you through their preferred method of communication. Some people prefer to speak with someone on the phone before making a big online purchase. And, by displaying your phone number you add another layer of credibility to your business.

9. **Are you offering a single page buying experience?**
   a. Offering a single page buying experience can increase your Add-to-Cart conversion rate. Maybe someone comes across an image of a print they really like, but they are shopping for originals. When you set up your site to offer a single page buying experience, you can offer the original piece right on the same page as the prints of that piece. This way you don't have to worry about whether or not a potential buyer will a) take the time to search your site for the original and b) that they will find it. Read this blog post to learn more about the benefits of a single page buying experience, or go straight to the support article to set it up on your site.

10. **[Self-Fulfilling] Are your media types and style finishes properly merchandised?**
    a. The average art buyer has no idea what the difference is between different media types, so it's up to you to properly merchandise the media types you offer to show off these differences. For example, show pictures of what a metal print looks like from different angles.

11. **Are you getting direct feedback from your site visitors using a chat tool like Zendesk Chat?**
    a. Having a chat tool on your site allows you to easily diagnose problems your website visitors may be experiencing. Instead of trying to guess where your problems are, a chat tool will allow you to get direct feedback from your website visitors. You need to see if people reach out and what questions they have. These are the reasons they aren't buying, and it's where you should direct your focus. This will allow you to learn and make fixes, in order to boost this conversion rate. When you are really lost and unsure what your problem is, you have to talk to your website visitors. There's no way around it, and this is the best way. Follow this tutorial to install Zendesk Chat and start gather feedback from your website visitors.

12. **Are you remarketing to warm and hot audiences with your Facebook and Instagram Ads?**
    a. When properly targeted, Facebook/Instagram Ads can be an excellent, relatively affordable source of traffic to your website. But be careful: it's easy to waste your money! To get the best results from your budget, *we recommend only showing ads to your email list and your remarketing audiences*. Get started with Facebook and Instagram Ads.

13. **Is your pricing too high?**
    a. If you're hitting the minimum conversion targets for each of the previous stages in your sales funnel for a given traffic source, but you have no add-to-cart conversions, it's possible pricing may be the issue. If none of the other troubleshooting steps work, you can try lowering your prices to see if that increases your Add-to-Cart Conversion Rate. Make sure that your new pricing still leaves room for a profit, but be aggressive enough with your price drop to truly test if you have a pricing problem. You only have to lower your prices long enough to to confirm if this is the problem or not. Read this blog post to learn how to price your artwork for maximum success.

14. **Add changes to your change log.**
    a. Make note of any changes you make, including the date. This will allow you to come back in 2-4 weeks and compare the difference in the data.

Funnel Stage #6: Checkout Conversion Rate

Checkout Conversion Rate	
Minimum 🎯	Healthy
1%	2%+

About

Your Checkout Conversion Rate reflects the percentage of total website visitors who made a purchase on your site. Ultimately, this is the number that matters most. Typically, fixing conversion problems earlier in the sales funnel will increase your Checkout Conversion Rate.

How Am I Doing?

A good Checkout Conversion Rate is 1-2%.

Troubleshooting Steps: Checkout Conversion Rate

Go to your Conversion Doctor and locate the **Checkout Conversion Rate** column.

NOTE: You can change the dates to compare the current month to previous months, or to look at the past 6 months or past year, in order to get more context from the data. This is especially helpful to check if your data has gone up or down after making changes to your marketing activities or changes to your website.

Is your Checkout Conversion Rate at least 1%? If YES, great! You don't have a conversion problem. Follow the steps below anyway (especially emailing abandoned carts) to work on increasing your Checkout Conversion Rate. If NO, follow the troubleshooting steps below, in order of importance:

1. **Have you placed a test order using all the payment options you offer, and do they all work?**
   a. Make sure your payment gateways are set-up correctly by running a test transaction. Do this for every single payment option you offer.
2. **Are you emailing your abandoned carts?**
   a. This is a highly effective marketing tactic which can many times turn an almost-missed sale into a sale. When you email your abandoned carts, find out why they did not buy and help them overcome the inaction anyway you can. Follow this article to learn more about emailing abandoned carts.
3. **Does your business appear credible and trustworthy?**

a. Make sure your website has all the critical elements that show you are a credible, trustworthy business. Follow this article to [build a trustworthy art store](#).

4. **Is your return policy clearly stated and easy to find?**
   a. Remove all potential questions that might be holding someone back from making a purchase by clearly stating your return policy and including it on your FAQ page, footer, or somewhere else that's easy to find.

5. **Are you marketing consistently?**
   a. Continual romance emails, social posts and discounts will boost conversions of all traffic sources. You have to be consistent. Follow the [Art Marketing Calendar](#) and [Weekly Agenda](#).

6. **Are you using a countdown timer during sales to create urgency?**
   a. Using a countdown timer during sales will increase urgency and get more people to make a purchase right away instead of putting it in their "I'll do this later" pile and forgetting about it. Read this post to [learn more about countdown timers](#).

7. **Are you getting direct feedback from your site visitors using a chat tool like Zendesk Chat?**
   a. Having a chat tool on your site allows you to easily diagnose problems on your site. Instead of trying to guess where your problems are, a chat tool will allow you to get direct feedback from website visitors. You need to see if people reach out and what questions they have. These are the reasons they aren't buying, and it's where you should direct your focus. This will allow you to learn and make fixes, and boost this conversion rate. When you are really lost and unsure what your problem is, you have to talk to your website visitors. There's no way around it, and this is the best way. Follow this video to [install Zendesk Chat](#) and start gather feedback from your website visitors.

8. **Are you remarketing using Facebook and Instagram Ads?**
   a. When properly targeted, Facebook/Instagram Ads can be an excellent, relatively affordable source of traffic to your website. But be careful: it's easy to waste your money! To get the best results from your budget, *we recommend only showing ads to your email list and your remarketing audiences*. For these ads, you can create an audience based off website visitors who have added an item to their cart. Get started with [Facebook and Instagram Ads](#).

9. **[Advanced] Are you using a tool like Hotjar or Inspectlet to track website activity?**
   a. Tools like Hotjar or Inspectlet are like DVRs for your website. They record heatmaps, and even videos, of every action a website visitor takes on your website. This can provide you with invaluable information, as you can see which parts of a page website visitors are interacting with and which parts people are ignoring. This data can help you diagnose what's not working or whether changes you've made are improving conversions. Learn more about [website session recording](#).

10. **[Self-Fulfilling] Is your shipping process clearly defined and easy to find on your site?**
    a. Potential buyers will want to know your shipping cost, how long it will take to receive their order, and what to do if they receive a damaged product. Create a page for all of your shipping info and link to it on your FAQ page.

11. **Add changes to your change log.**
    a. Make note of any changes you make, including the date. This will allow you to come back in 2-4 weeks and compare the difference in the data.

More Resources

- [[podcast] 019: Art Marketing Playbook – Overtime (emailing abandoned carts)](#)
- [[podcast] 026: You Made a Sale, Congrats, Now the Work Begins](#)
- [[podcast] 001: How to Combine Online and Offline Selling with Artist Kim Vergil](#)
- [[podcast] 002: Why Most Artists Fail at Facebook Ads](#)
- [[podcast] 003: Not All Traffic Is Created Equal - An Intro to Facebook Traffic](#)
- [[podcast] 006: Facebook Ad + Email Combo Technique](#)
- [Whoever Is Closest to the Customer, Wins the Art Sale](#)
- [Customer Experience Is Your Trump Card](#)
- [Testimonials Increase Conversion Rates](#)
- [Why Your Site Visitors Aren't Buying Your Art (And WHat to Do About It)](#)
- [6 Data Hacks to Create Valuable Repeat Customers](#)