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## Improve your online results by identifying customer pain points



SEO

Written by Jessi Johnson

Monday, 10 January 2011 00:00

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(Part 4 in a series)



The way people behave on the Internet is generally no different from the way they do in the physical world. A customer who takes the time to browse for an article of clothing in Lululemon, Holt Renfrew or Harry Rosen, for example, will take the same care in shopping for clothing online.

If you were observing this customer in a traditional retail store you would note the colors they prefer and the styles that jumped out at them. You'd also discover the things that annoyed them, like line-ups at the fitting rooms or counter. You would determine where the line between helpful service and being too pushy should be drawn. Too much inventory on the floor may be perceived as clutter instead of providing better selection. As a successful retailer you would be looking for your customers' pain points, the things that stood in the way of completed transactions.

### Book Suggestion



[Web Analytics 100 Success Secrets: Make it easy to improve your results online, Strengthen your marketing initiatives, and create Higher Converting Websites](#)

Analytics and customer feedback can provide the same information to the savvy retailer. It's just as important to address your customer's individual pain points. You need to solve customer problems promptly and fill their needs with the same sensitivity you would in a physical store.

Live chat has made it possible to monitor the time a visitor is on a page and then alert your sales staff, enabling them to pop open a chat window to ask the customer if they have any questions. If at all possible, never let your customers wait for more than a few hours if they take the time to fill in a request form. Some of your competition is offering quick response times and so should you. Customers can be wary of providing credit card information. Respond to orders immediately, even if it's initially by autoresponder. It puts their mind at ease that the order is being processed.

Own Your Life,

Cole Wiebe

[Vancouver SEO \(Search Engine Optimization Professional\)](#)

Cole Wiebe Internet Marketing Agency

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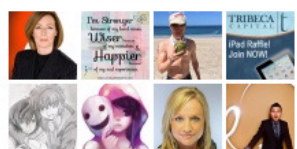
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