



Case Study for Increase conversions for e-commerce

RÜS
ORGANIC



Problem Statement 🥲

Customer has tried multiple ways of digital marketing but it is not working.
How to Increase conversions on e-commerce Websites ?

Competition

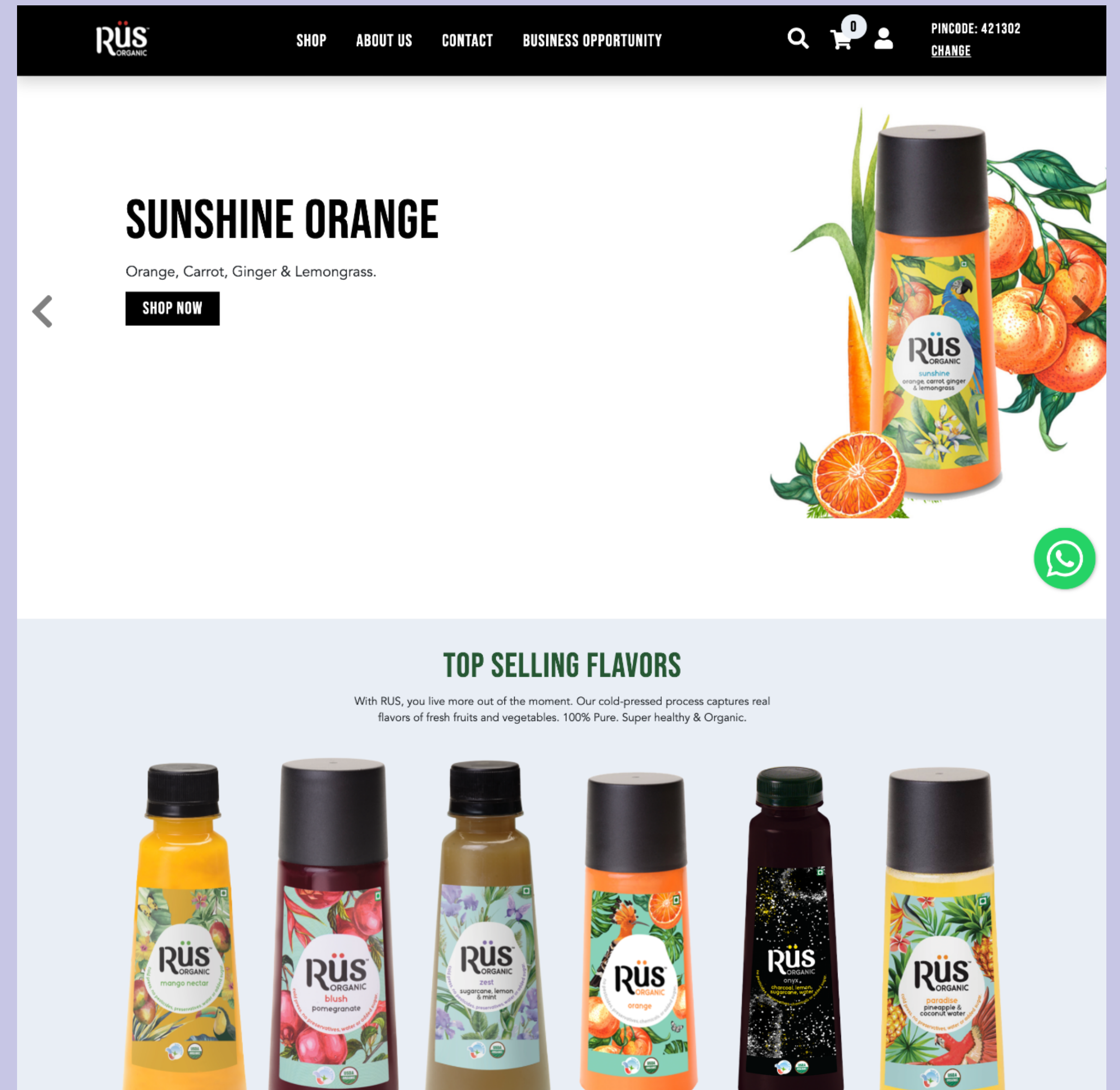
Rawpressery, Satvaras,

Tools used for Tracking:

Google Analytics, G-Tags. Facebook Pixel.

Web Template:

zay-shop from templatemo.com



Areas of improvements 🧐

Content... (because content is the KING)

Observation: I saw **rusorganic.in** focusing only on the functionality of online shopping. Inventory, transactions, pricing but forget to creating an **emotional connection** with customers.

Suggestion: To keep customers engaged, need to follow **Story-Telling** approach.

Ref: <http://www.paperboatdrinks.com> or <http://eatsome.in/>

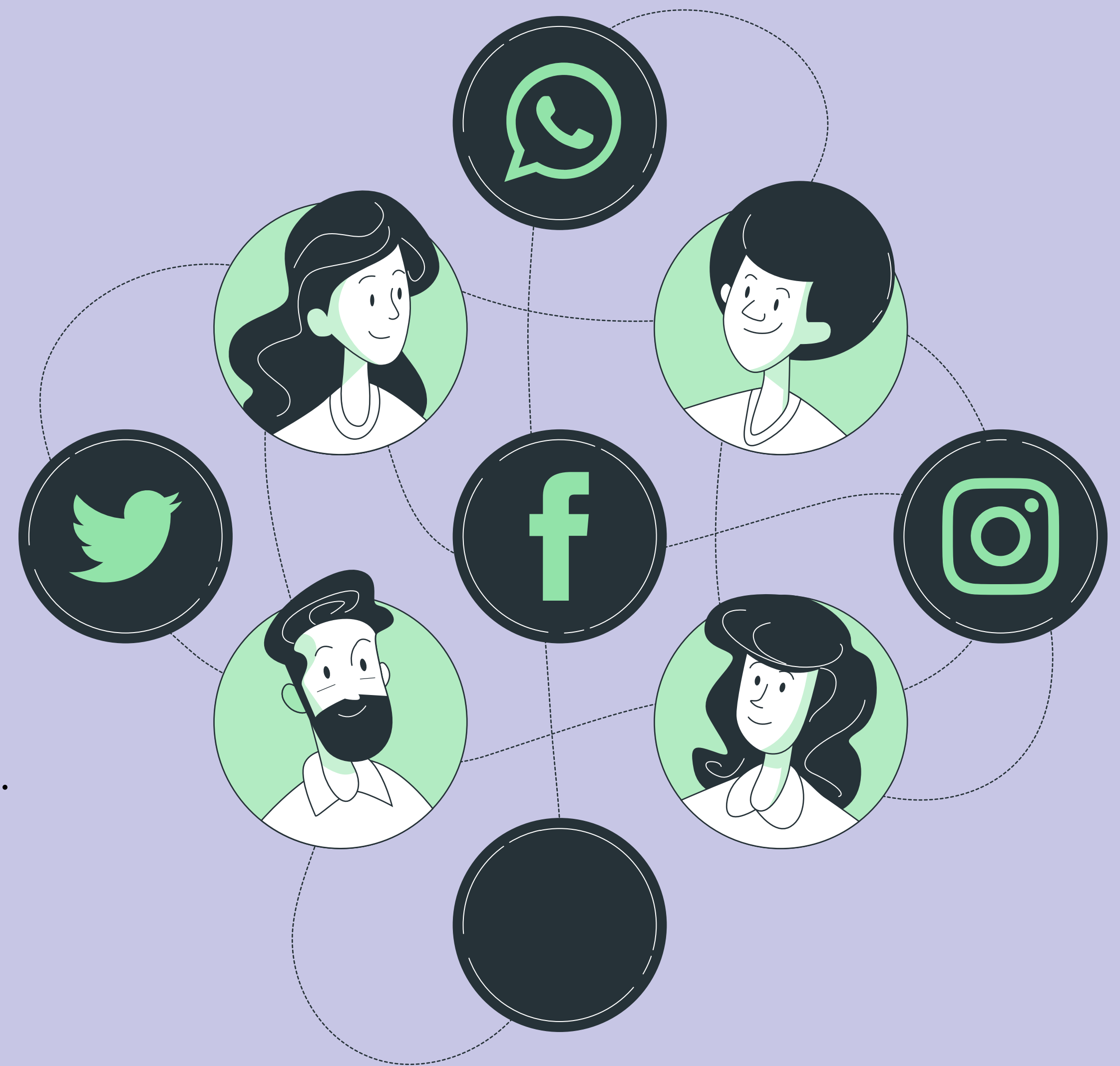


Areas of improvements 🧐

Social Community... (Post Interactivity, Blogs, Offers)

Observation: Social media preseance was good but with low interactivity, Company process & Directors Video are great.

Suggestion: To increase visitor interactivity, need to share a quality content where people can find this product can solve there problem. Periodically runs offers & promostions activity to get their details and be in touch with them with email, SMS, whatsapp.



Areas of improvements 🧐

App User Experience... (Basics are missing)

Observation: Pincode Modal, Validations in Alert, Responce Messages, Weird WhatsApp sticky Icon, Broken Back Links, Mobile layout

Suggestion: Show upfront pincode/city where shipment avaiabel or share partner site.

Respond back to user actions specially on form submit with visible message in tosty

Ref: [Bharatrath](#)





Thank You

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