

17 BEST PRACTICES FOR HIGH CONVERTING PAYMENT FORMS

This is an extra resource to go along with the original article:

[Gravity Forms and Merchant Integrations](#)

Ready to build a payment form on your WordPress site? Follow these best practices.

- 1. Offer free shipping.** High shipping prices are the biggest reason people abandon their online purchases. Ship for free and build the cost into your pricing.
- 2. Offer guest checkout.** Don't force people to create an account just to make a purchase.
- 3. Limit to the number of fields on your form.** Generally speaking, forms with fewer fields lead to higher conversions. Ask only for the information you need to process the connection.
- 4. Show the buyer's progress throughout the transaction.** If your form has multiple steps, show the buyer their progress as they move through the transaction. This reassures them that they're working toward something.
- 5. Show trust symbols.** Trust symbols are images that makes the buyer associate you with something they already hold in high regard. For instance, show the PayPal logo if you run transactions with PayPal.
- 6. Eliminate distractions.** Remove anything from your payment pages that could distract the buyer from completing the purchase.
- 7. Include testimonials from past buyers.** Let new buyers know what old buyers think.
- 8. Offer multiple payment options.** People expect to pay in a variety of ways. You don't have to give them every option, but you should give them a few.
- 9. Safeguard their data.** Install an SSL certificate on your site to encrypt data and reassure your customers that their payment information is safe.

10. Use a clear call to action. Instead of using vague terms like “continue” or “next,” use clear phrases like “Complete Checkout” or “Place Your Order.”

11. Creative thank you page. Give your customers a dedicated page on your site to reassure them that they've completed the transaction. Use this page to thank them, remind them of any important details, explain next steps, and give them more ways to interact with your brand.

12. Incorporate some scarcity or urgency. Let would-be buyers know your products will run out or won't be available forever.

13. Send an email to confirm. Anytime someone makes a purchase on your website, they should receive a confirmation email that includes the details of their transaction.

14. Avoid surprise costs. Don't make customers wait until the end of their transaction to learn about additional costs or fees.

15. Use a mobile-friendly design. Responsive design is critical these days, especially for ecommerce transactions.

16. Make it easy for customers to get help. Include links or information for customers to get help with their transaction. If possible, install a live chat feature.

17. Test your results. Don't be afraid to experiment with different kinds of payment forms until you find the one that secures the most conversions.