

# 6 tips to optimize your website for Canadian customers

Ready to increase your number of Canadian orders?

We'll take you through it step by step.



## 1 Pricing



With the Canadian dollar valued at less than the U.S. dollar, Canadians want to see how much something really costs. Show your prices in the currency of the purchaser's choice.

**56% of shoppers will avoid a retailer that doesn't provide prices in Canadian dollars.**

## 2 Offer delivery and shipping details

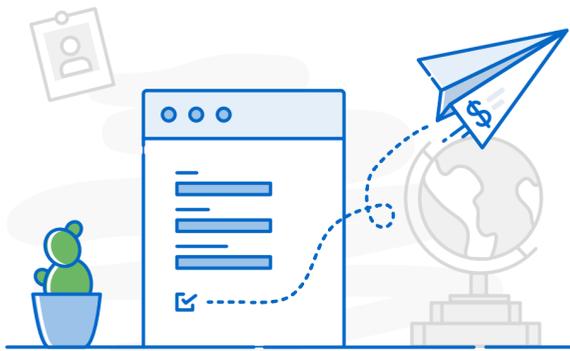
44%

of shoppers will avoid a retailer that doesn't provide expected delivery dates.

**Drive conversions and loyalty by providing realistic delivery information before purchase.**



## 3 Display duties and taxes upfront



32%

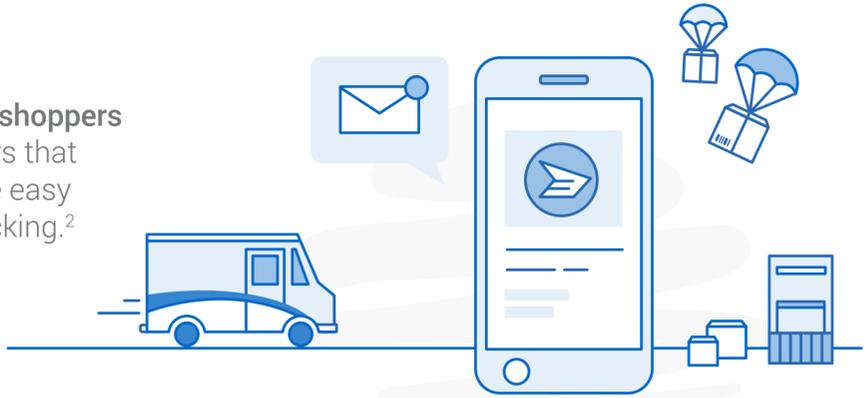
of Canadian online shoppers purchasing from the U.S. will buy when they see shipping costs upfront at checkout.

**68% of Canadians will abandon their cart if this information is not provided.**

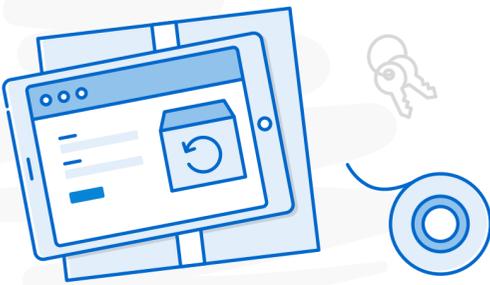
## 4 Offer tracking details

39%

of Canadian shoppers avoid retailers that don't provide easy package tracking.<sup>2</sup>



## 5 Returns & refunds



More than half of Canadian shoppers (63%) will avoid a retailer if their return policy is unclear or difficult. **Improve your returns experience and watch sales soar.**



**44% of Canadian online shoppers will avoid an e-retailer if the return process is a hassle.**



**56% of Canadian online shoppers will avoid an e-retailer if they lacked flexible return options (e.g. in-store, by mail/courier).**

## 6 Localized checkout experience



**Quebecers want to buy from you too, but your English-only website makes doing so difficult.**

Translating every word of copy on your website is an expensive proposition, but translating your forms, return policy and other strategic elements can enable the French-only segment of the Canadian market to purchase from your website with confidence. By addressing these key elements, you might find your product speaks for itself!



Sources:

1. Canada Post. 2021 Canadian Online Shopper Study, April 2021.

2. Canada Post. 2019 Canadian Online Shopper Study, CPC 19-200, April 2019.