PERFECTING
YOUR STORE'S
Lay Out
FOR A BETTER
CUSTOMER EXPERIENCE

As a retailer, it's important to have a store layout that suits the needs of your customers AND is conducive to selling your products. Follow along with our infographic to see some of the best ways to make your store stand out to customers.

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3 · Give a Lasting First Impression

The front display of your store can make or break if a shopper stays. Creating a front display that is exciting and meaningful to your store can keep shoppers interested in seeing what else you have to offer. The best stores offer a display that is targeted at their ideal audience and draws customers in right away.

4 · Create a Purposeful Path

Shoppers usually walk through a store following the natural path in a counter clockwise fashion. If you don't form a natural and purposeful path for shoppers, they'll create their own and could end up missing a lot of the inventory you're trying to showcase. Create a path with tables and racks to steer shoppers where you want them to go.

5 · Good Mirrors

If you're selling merchandise shoppers are trying on (shoes, clothes, etc.), good floor length mirrors are a must. Shoppers love the ability to see the complete look, not just one part of it. Investing in a couple good mirrors will go a long way with your shoppers.

2 · Entice Window Shoppers

Windows are the eyes into your store. When people see window displays that offer exciting product placement, they are more apt to walk in. This helps you convert window shoppers into REAL shoppers.

6 · Offer Breaks in Inventory

If you have merchandise piled in every open area of the store, your shoppers are likely to feel overwhelmed. Aisles, breaks in racks, and additions like art can allow a break for the shoppers so you can keep their attention focused on the right merchandise.

1 · Clear Signage

How can you entice shoppers into your store if they don't know who you are or what you sell? Having clear mentions of those things will help potential customers know right off the bat if they want to take a closer look or keep walking.

7 · Stay Organized

Unless you're Forever21 or Nordstrom Rack, racks and racks of unorganized merchandise probably aren't for you. Shoppers going into those stores know they are in for a hunt that could take all day. Organize your inventory for a more manageable and less overwhelming experience.

10 · Good Lighting

A well-lit store offers a more inviting feeling than one with an overall dark appearance. Showing your inventory in good light helps merchandise look its best and makes it more appealing to a customer. Make sure your space is well-lit overall and consider adding accent lighting on some of your shelving for added light on merchandise.

9 · Don't Overdo the Counter Space

Too much counter space can be uninviting. Reserve counter space simply for checking out purposes so you have more room to interact with the customer. In turn, you'll be able to add a layer of personalization by getting to know your customers better each time they are in your store.

8 · Display Inventory in the Checkout Line

One of the best ways to sell more to your customers is to place items in the checkout line and on the counter. Customers are more apt to add items to their cart when they are presented with them right before checking out. It also keeps them occupied while they have to wait in line. Put out some of your smaller add-ons and accessories with a low price point for spur-of-the-moment purchases.