

What Makes a Great Ecommerce Website

Introduction

For many companies, a stable and dynamic Ecommerce website is an essential aspect of their business. Unfortunately, many Ecommerce websites are just not productive, meaning some companies are losing customers to competitors by failing to deliver a great online Ecommerce experience to their clientele. To ensure your business succeeds at eCommerce, it's necessary to have an eCommerce website that combines an excellent user interface, a beautiful design, security, and easy navigation all integrated into one package.

Here is what you need to know about Ecommerce web design and how to ensure sales increase year after year.

The Importance of Ecommerce

There's no doubt that Ecommerce has revolutionized business. There are approximately 200 million Ecommerce shoppers in the United States alone and Ecommerce sales are predicted to grow by \$491 billion by 2018. In order to capture a share of this market, it's important that businesses offer an Ecommerce platform that differentiates from competitors.



User-Friendly Features

At the most basic level, visitors to your website want a user-friendly experience. Consider utilizing the following user-friendly design elements:

- A shopping cart that has the shopper's contents visible no matter where they are on the website
- Clear product categories, descriptions, photos, and details like information on warranties, the size of products, and how much shipping costs will be
- A comprehensive FAQ section that quickly answers common questions
- A Live Chat featuring an option to quickly speak with a sales representative about problems or questions regarding products
- A website that has offers special hooks, such as a featured product section, product ratings and reviews from other users, and product recommendations based on a user's interests

Ease of Navigation

Navigation is incredibly important and is related to implementing a friendly design and user experience (UX). When a visitor to your site is looking for information or looking for a specific product, it should take them very few clicks to reach what they're looking for. A part of easy navigation is a search box that is simple to use, has advanced features to find a specific product, and delivers consistent and coherent results.

Navigation buttons should also be uniform across the Ecommerce website and feature a logical and hierarchical organization to allow users a smooth navigation experience.

Quality Photographs and Images

An Ecommerce website also needs to look great, and a huge part of that is using the right combination of text and images to draw users further into your site in the first place. Your logo should also feature prominently no matter what webpage within your site a user goes to in order to improve your brand's impact on every visitor. The different categories and brands that you feature should have easy access from each page in order to maximize impulse opportunities.

If you are a reseller, it may be a good and productive idea to use images supplied by companies for their branded products assuming you are pleased with what they provide or you may opt to produce your own. In either case you typically must obtain their prior approval. You should know that using their supplied images will generally result in saving a huge amount of time and money while facilitating the launching of your site. This makes additional sense since you can always swap out newer images in time after your site is already up and running.

If you are featuring proprietary products on your site, you should take photographs from a wide variety of angles and in excellent lighting conditions. Try to take your photographs with a high-resolution camera, enabling customers to click on the photographs and view a clear, enlarged, more detailed shot of each product on your page.

Updating and Accessibility Are Key

Your Ecommerce site doesn't only have to look great, but it should also be dynamic and easy for you to change. That means that you should have an efficient admin feature which allows you, or a designated staff person, to very simply add new deals, updates to your products, and new images to your website's front and select other pages while keeping your costs down. This control over your website will ensure a fresh look, making certain that interesting deals and products are always a click away so you will keep customers coming back week after week.

Deliver Top Notch Security

Unfortunately, security is an element that's often overlooked during the Ecommerce experience. Your Ecommerce site should feature a Secure Server Connection or SSL Certificate. It's an encryption feature required for companies that accept credit card payments online and is related to the Payment Card Industry Data Security Standard. Your website should also utilize an address and card verification system to reduce fraud and protect your customer's data.

Ensuring that you display any relevant security badges and information is a great way to set your user's mind at ease. By placing these on your cart page (and possibly elsewhere on your site as well), it will give them added confidence that their checkout experience will stay private, and their information is safe.



A Hassle-Free Checkout

One of the most important elements of a successful Ecommerce design is a streamlined checkout process. The checkout should enable users to quickly make a purchase, especially those who have purchased from you previously (see below), but should also quickly allow buyers to add on accessories, related products or warranties that can increase your bottom-line. The checkout should be linear as well, which means customers aren't redirected to other pages or get lost during the checkout process.

You want to also make sure there are a minimal amount of clicks from the point a customer selects a product to the point a purchase is made, ensuring shopping carts are abandoned at a very low rate. To do this, you may also want to establish guest checkout accounts to help users make a quicker purchase.

Finally, if there's an issue during checkout, an error report needs to be quickly generated for your tech team's review. It's important that the checkout process is functioning at all times or your revenue could take a major hit.



A Call To Action That Converts

Your website should always be helping the user make the step towards making a purchase. That means your checkout option is prominently featured, and deals like free shipping should be clearly advertised for each product. Encourage users to sign up to your site's mailing list or even experiment with a shopping cart icon that features a slight amount of movement. The human eye is drawn to this type of movement, and may create a subtle call to action that actually prompts real sales action from your web visitors.



A Speedy Ecommerce Experience

Each webpage on your site should load quickly for every user. That means you should have a fast and dependable web-host to handle high levels of web traffic. A smart web design strategy can also help, with website benefitting from compressed images, a minimalist design without clutter, combining large CSS files, and ensuring your website is mobile-ready. After all, a huge amount of Ecommerce now comes from mobile users, and if your website isn't optimized for mobile, your sales will definitely take a hit.



CompuSmart Solutions can deliver the Ecommerce website you want or help you optimize your current Ecommerce website to take advantage of the latest technology.

Schedule a free brainstorming session and discover how we can help your business reach its full potential.

Let's Brainstorm

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