



## Qualities of a Good Ecommerce Website

Setting up an eCommerce store is an exciting step in business. However, if you want to attract those online customers and convert browsers into buyers, it needs to be done right. Here are some essential attributes we will ensure in your finished product:

### **1. Quick Rendition- load time**

We are spoilt for choice, if it's not there on time, prospective visitors will move on. On average browsers spend less than 7 seconds on website.

To ensure quick rendition on browsers, ensure a design that will not compromise this.

### **2. Simple Navigation**

Keep it simple! Ensure that your visitors are never frustrated whilst trying to navigate your website.

Standard top and sidebar navigation; meaningful, clickable labels; drop downs for sub categories; and the inclusion of a search box are features that should be included so that user experience is not compromised.

### **3. Aesthetics is Critical**

A visually appealing eCommerce store not only has the ability to attract visitors but also keep them on site. It can also make a powerful positive impression regarding the kind of brand you are.

Important not to overdo it. Quality is more important than quantity.

#### **4. Shopping Cart**

E Commerce is a unique niche that comes with its own set of problems, but your cart should not be one of them. An e-shopping cart should enable efficiency. Your cart should allow for a seamless and great experience for your shoppers..

There are a number of factors that cause visitors to abandon their cart.

#### **5. Secure Payment Gateways**

Integrate the popular payment gateways so that you don't have abandoned carts. Where customers do not have the necessary options to effect payment, will result in lost sales. Platforms such as Paypal, Stripe and other local country specific payment gateways must be included so that customers are not restricted. Bitcoin and other crypto payment options should be considered.

Online customers also want to know their details will be kept safe, so smart eCommerce sites follow industry best practice and ensure their gateway keeps personal data encrypted and protected. E-commerce must be secure and thus have the necessary SSL Certificates installed..

#### **6. Social Media Integration**

Today practically all internet users are members of some social media platform such as Facebook, LinkedIn, Twitter etc. Social media platforms are great avenues to create awareness of your online store and brand.

Be sure to include social media links so people can like, share and tweet about their experience with your store and products. Also, set up product reviews and include customer testimonials. The more positive social proof you get, the higher the perceived level of trust. Beware though, just as these amazing platforms are for you pruning, they can equally crucify your business if your service is compromised.

#### **7. Product Images and Description**

Ensure a rich visual experience for your shoppers. In the absence of physically seeing and touching the product, online shoppers have to rely on photographs and written descriptions. The importance of these two elements cannot be underestimated. If a customer can't get an adequate sense of what a product is like, they're unlikely to buy.

Ensure that the site allows for a great authentic visual experience. Layout is of paramount importance and will encourage your visitors to buy from store.

## **8. Click to Action**

Commonly referred to as Call to Action. Ensure that the website clearly drives shoppers to the right actions, be it to 'Shop now', 'See more products' and 'Proceed to checkout'.

A great layout makes shopping a pleasure and can be a critical factor for returning customers..

## **9. Customer Support**

Nothing is more frustrating than a website that has no clear contact details. Where there is a lack of contact details merely leads to suspicions and doubts about the store and can result in abandonment and loss of customers.

Help must be readily available, preferably through Live Chat. Visitors don't like to be bothered with the idea of going through tons of FAQ's for simple solutions.

## **10. Discounts and Vouchers**

Shoppers love bargains. A great way to tempt deals is to offer discount Vouchers, Free Gifts, Free delivery etc. Another great way to ensure return customers is to offer Loyalty Points that can be redeemed as discounts on their next purchase.

All e-commerce sites should run a discount engine that will allow to easily offer discounts and manage same effortlessly.

## **11. Mobile responsiveness**

More people worldwide connect to the net via their mobile devices. It's a tool that is readily available and accessible in real time. It's on the person all the time and readily, if not always connected to the net for the purposes of communicating via Whatsapp, Wechat, Messenger, receiving emails, and calls. Gone are the days of the cumbersome answering machines, with mobile devices one is connected all the time save for a dead battery.

People love shopping and the portability of Mobile devices means that people can now shop anytime all the time. It is critical that e-commerce platforms be totally responsive to all devices and browsers. It is most frustrating when a notice appears where a visitor is asked to use a specific browser or device for proper rendition of the website.

## **12. SEO Optimized**

Poorly optimized website will not rank favorably on search engines. There is no point in being online if one cannot find you. Today with the competition and millions of sites offering identical products, it becomes a challenge for favourable ranking on search engines. Further with search engines as “smart” as they are today, websites not properly optimised and structured will not only go unlisted but deranked.

Don't try tricks to cheat your way up. Search engines are continually improving on their systems to beat the scammers. SEO scams will not only result in deranking but can get your website totally banned from results.

Eraman