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Top tips to creating
A GREAT ECOMMERCE
Website

mooch

Live Chat Support

You might be surprised to hear the impact that a live chat function can have on conversions and customer satisfaction levels.

The function provides customers with the opportunity to address concerns or issues almost immediately. This can help to build relationships between your business and its customers as well as increasing buyer confidence, two things which are sure to positively impact conversions.

Live chat is thought to have the highest customer satisfaction levels across all channels including telephone, email and social media.

Here at mooch, we support and train our clients how to use the tool to not only impress consumers, but also save your business time and money, as you can potentially deal with several customers at one time.

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Reviews and Ratings

Reviews can act as a powerful persuasion tool as looking at product or service reviews is increasingly becoming a normal part of the buying process.

Because of this, all ecommerce sites should be thinking about them. User reviews can increase conversions by eliminating potential customer's doubts and helping them with product selection.

Don't be afraid if not all of your reviews are 5*, a mix of positive and negative reviews are thought to increase consumer trust and perceived business credibility.

If you don't have an array of reviews, could you consider offering incentives for your existing customers to share photos, stories and reviews?

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Responsiveness

Not only are more users accessing the Internet from tablets and smartphones, they are doing so more and more specifically with ecommerce sites.

Navigating around an ecommerce site can be difficult on sites that are only geared towards desktop display.

At mooch, we ensure that all of our websites are responsive, with a specific focus on the checkout process for ecommerce sites. All of our sites go through a series of tests to ensure they work effectively across a range of devices.

Search Function and Filtering Options

Ensuring that your ecommerce site allows visitors to easily find what they are looking for is crucial.

Drop down menus and product/service categories are an effective way to ensure easy navigation, allowing visitors to eliminate products or services that are not of interest to them and easily find information on those that match their particular interests.

mooch recommend other useful functions to ensure easy navigation of an ecommerce site including a showcase of 'What's New', recently viewed and a search bar. A successful search function should avoid 'dead end' pages, by offering a similar alternative if nothing matches the keywords entered by the user. Auto completion and word predictions in the search field can also assist users by guiding them towards useful suggestions.
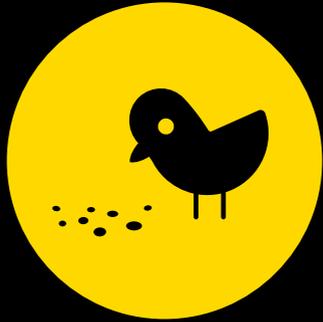
Breadcrumb Navigation

Using a breadcrumb trail throughout the site and during the checkout process can enhance usability and improve site navigation.

Without a breadcrumb path on individual product pages, it's hard for users to browse collections and product categories.

The addition of the path makes it easy for users to find similar and related products to the one they have just viewed and avoid them having to jump around the site to get back to the product category that is of interest to them.

The breadcrumb trail is also a useful function on ecommerce sites to give an indicator of progress for the checkout process by showing how many more steps are required until the order is confirmed.

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Build Trust

Many purchases online are abandoned due to lack of trust.

Consumers are concerned about fraud and identity theft when doing business on an ecommerce site and are still wary of providing their card details, unless a retailer can prove that it is trustworthy and reassure that it is secure.

Including trust marks can give confidence and indicate that the site has passed security tests to ensure that purchases can be made safely. Displaying the logos throughout your online checkout process will help build credibility.

The look and feel of your payment page can also impact trust levels. Ensuring that it is consistent with the rest of your site such as including your company logo and colour scheme can instil confidence in the buyer.

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Product Information

Showcasing all of your products and their benefits will provide visitors with an overwhelming amount of information.

On the other hand, if product information is lacking, visitors won't be able to make informed decisions.

At mooch, we go above and beyond designing and developing your site. We can help you to strike a balance between providing necessary information without overloading on content.

The quality of product images is also thought to be a key factor in consumer purchase decisions, so ensure that your product images are high quality, visually appealing and showcase different product variations.

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Social Media Links

Your ecommerce site is a great place to showcase your social media platforms and gives visitors a chance to engage with your business on a more personal level.

Including visible social media buttons on your ecommerce site also increases convenience for visitors that wish to share content or a product to their social media profiles.

Here at mooch, our expertise in social media comes in very handy when pushing our client's social media channels through their website.

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Shopping Cart Design

The design and display of the sites shopping cart is crucial to guide customers through the final stage of an ecommerce site.

The shopping cart should allow customers to easily change the quantity of selected products, enter promotional codes and select shipping and payment options. Avoid too many fields and provide quick tips and help elements can enhance usability and reduce abandoned carts.

We ensure that all of the ecommerce sites we work on at mooch have an appropriate shopping cart design that works effectively with individual client's products and services. We work closely with you as a client to understand what your customer's priorities are whilst shopping on your site, such as giving running total or displaying a 'mini' shopping cart to give customers a quick preview without leaving the current page.

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Easy Check out Process

Many abandoned shopping carts are thought to be a result of complicated checkout processes.

A smooth check out process is thought to be key to high conversion rates. Customers don't want to have to go through and complete more than a couple of pages to purchase a product. Where possible, the process should be contained on a single page to reduce the chances of customers becoming frustrated and leaving the site.

Other factors to consider include avoiding elaborative forms and asking for too much information from customers. Having a guest check out option that doesn't force users to register before they buy is a useful feature along with an address finder, which speeds up data entry and reduces errors.

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If you've enjoyed our little book and are hungry for a dollop of more wisdom, then fear not – there's more where this came from.

We're already working on the next edition of our Little Book of Marketing Hacks series, but if you're **just too** impatient to wait until we're done, why not drop us a line or chat with us online? We're a friendly bunch always willing to help.

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