



# Expert Tips to Improve Your Ecommerce Website Experience

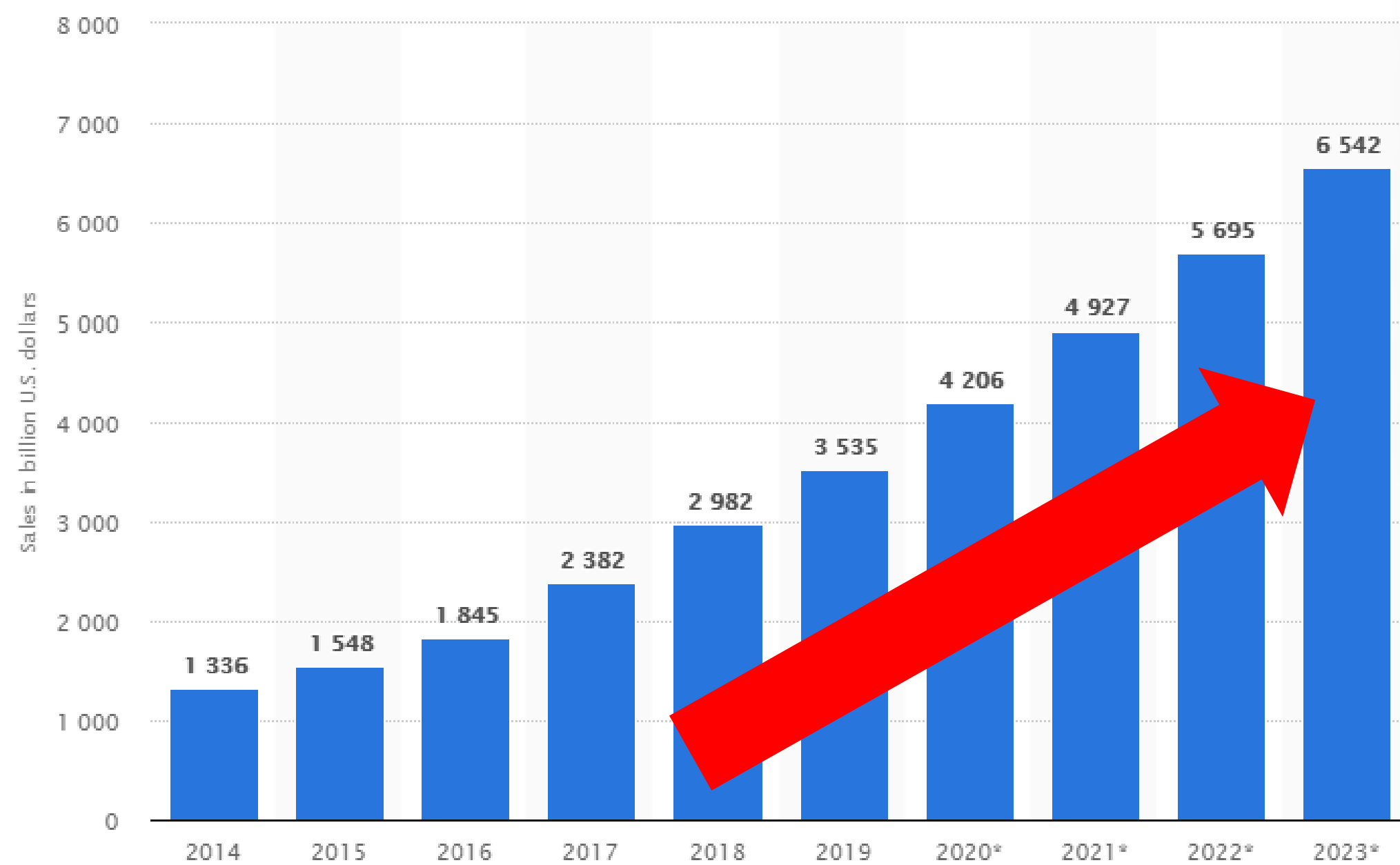
# On the Agenda

1. Learn Shop Buy Framework
2. Anatomy of your Key Pages
3. Check-Out Process and Cart Abandonment
4. Analytics – Test Learn and Improve
5. Closing Thoughts

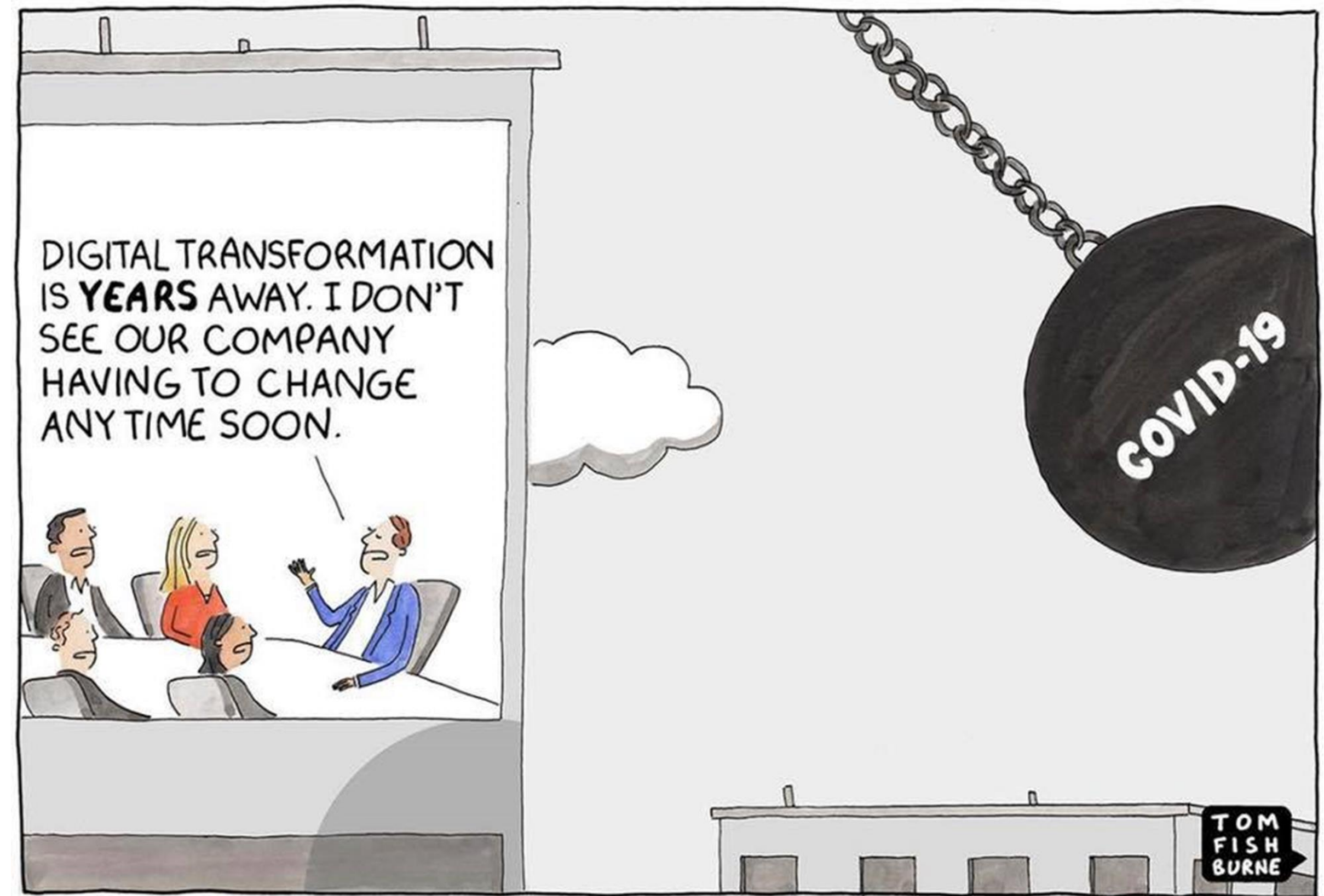


# eCommerce was growing....

Retail e-commerce sales worldwide from 2014 to 2023  
(in billion U.S. dollars)



<https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>



© marketoonist.com

## ...but COVID-19 has accelerated it



# The permanent shift is to online shopping...

- New Normal
  - Limitations for in-store shopping
  - Social distancing may be in effect until 2022 or later
- World has been here before
  - SARS Outbreak in Asia
  - China leads the world in terms of penetration of Online Shopping
- Transition was happening anyway
  - Millennials coming into prime spending
  - Social Media Economy
  - Mobile Consumption





# ...but some basic rules still apply.

*How do you transform great real world retail experiences to Online ?*

- Be competitive – Why should a customer buy from you?
  - Unique Product, Product Selection, Price, Service
- Focus on the entire experience - That is how you will be judged
  - Customer Service, Logistics, Responsiveness, Site Design
- Make life easy for the customer – Competition is one Click away
  - Navigation, Site Search, Contact details
- Quality content is your Sales Assistant
  - Product Descriptions, Educational Content
- Trust is the basis of all commerce
  - You have to earn it.





# Three Step Framework

- Commerce has always been a three step process
  - Learn
    - Is this the right Store.
    - Does it have the products, or solutions to what I am looking for ?
    - Is this the type of business I am comfortable doing business with?
  - Shop
    - Can I find the right product, what options are there ?
    - Can I compare products? Can you help me choose correctly ?
  - Buy
    - Can I buy it easily ?
    - Can I pay for it ?
    - How will it get to me ?
- Beautiful is nice but not essential
- Simplicity, clarity and functionality is essential (but hard)

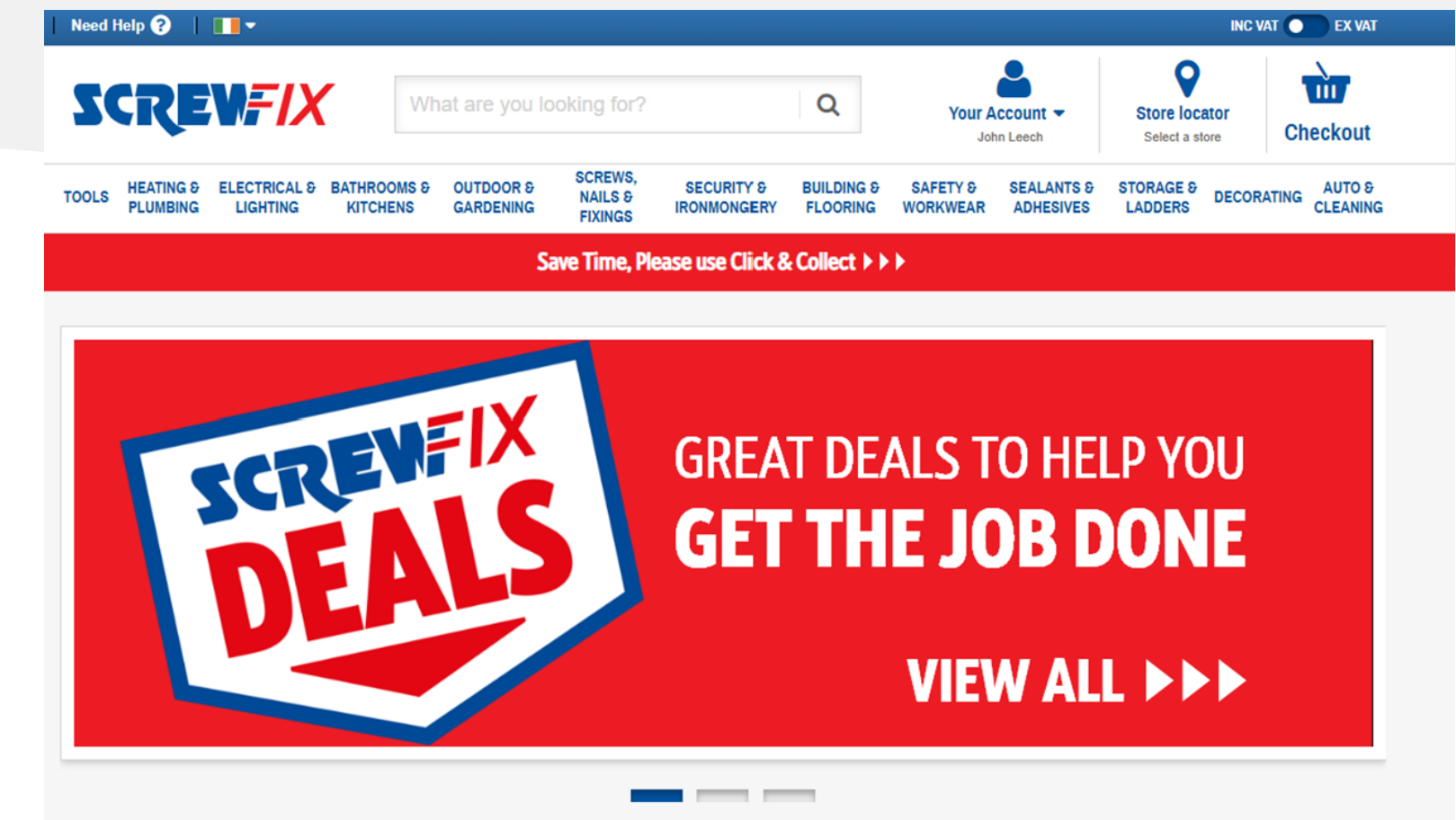


***The Need for Speed!!***  
***The average load speed for***  
***top ranking sites is 1.9s.***

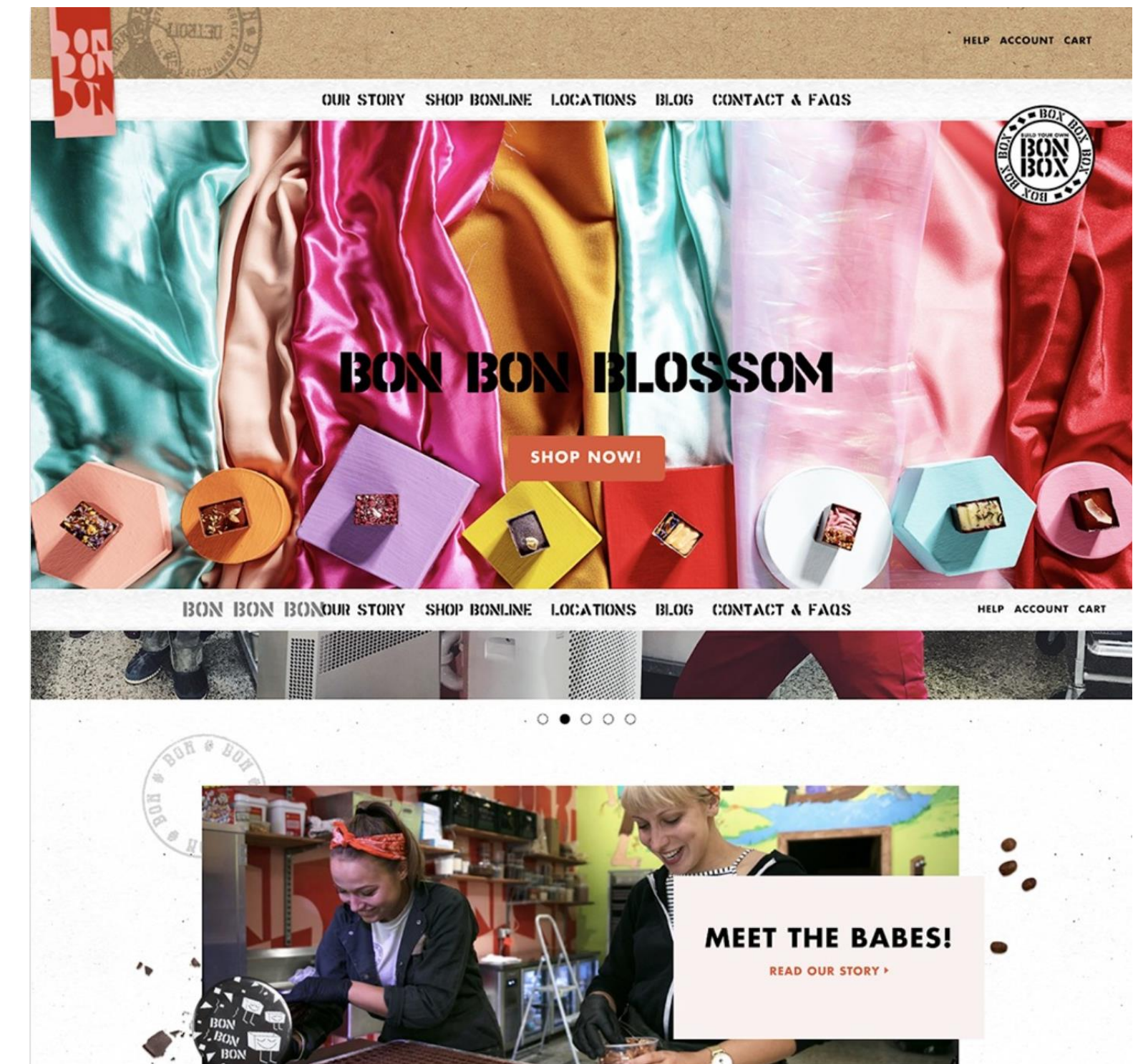


# Site Design Home Page Elements

7



- **Home Page – First Job**
  - Answer the Question - Am I in the right Place ?
  - Tell your customers who you are.
    - Know your Differentiator
  - Establish Trust
- **Additional Elements**
  - A Long Scroll Page is Fine
  - Include Image Navigation
  - Showcase Featured Products or Best Sellers
  - Its not all about Products
    - Link to other Useful Content



Learn

Shop

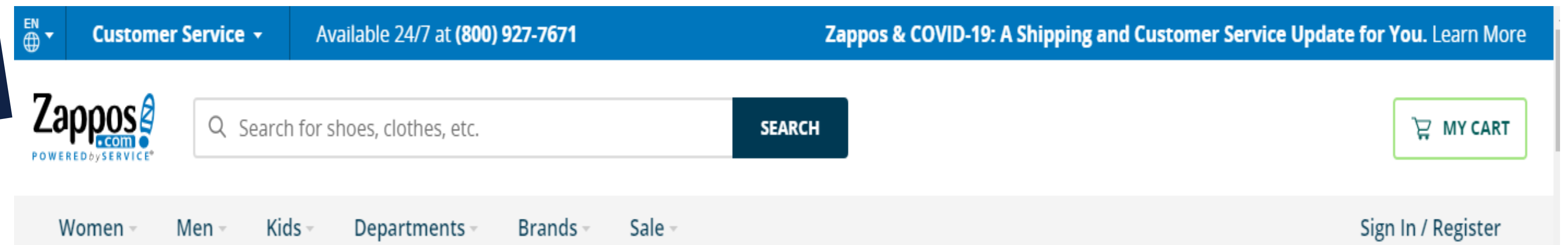
Buy



# Home Page Header

*Header is the first thing a visitor notices.  
Am I in the right place ?*

HEADER
HERO IMAGE HEADLINE AND INTRODUCTION CONTENT
CATAGORY IMAGE NAVIGATION
FEATURED PRODUCTS
ADDITIONAL CONTENT OR SOCIAL PROOF
FOOTER



- Phone Number
- Search Box
- Shopping Cart
- Site Navigation
- Live Chat
- Tagline, Key Messages

*51% of consumers trust companies that make it easy for  
visitors to contact the people behind the company.*

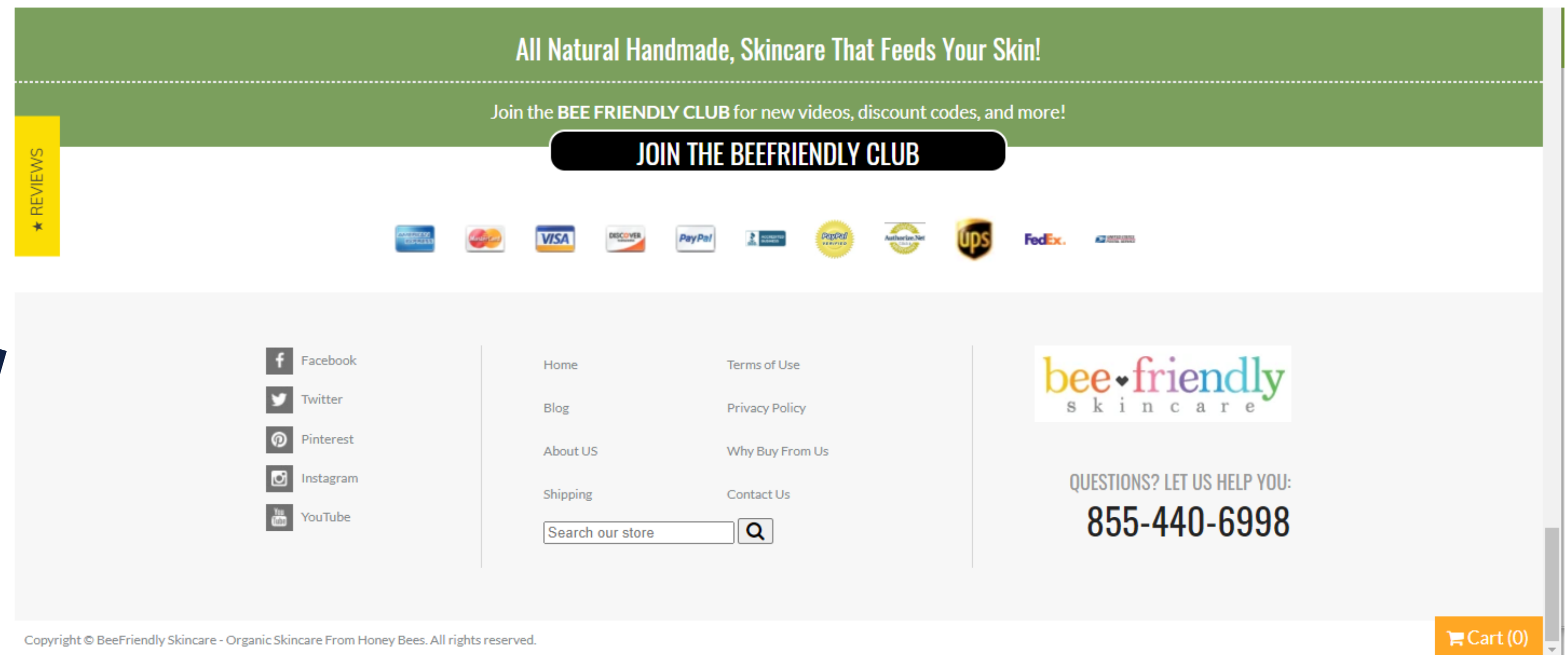


# Home Page Footer

9

HEADER
HERO IMAGE HEADLINE AND INTRODUCTION CONTENT
CATAGORY IMAGE NAVIGATION
FEATURED PRODUCTS
ADDITIONAL CONTENT OR SOCIAL PROOF
FOOTER

- Trust Signals
  - Security, Shipping,
  - Payment Methods
  - Contact Details, Live Chat
- Navigation
  - Social Channels
  - Review Content
  - Search

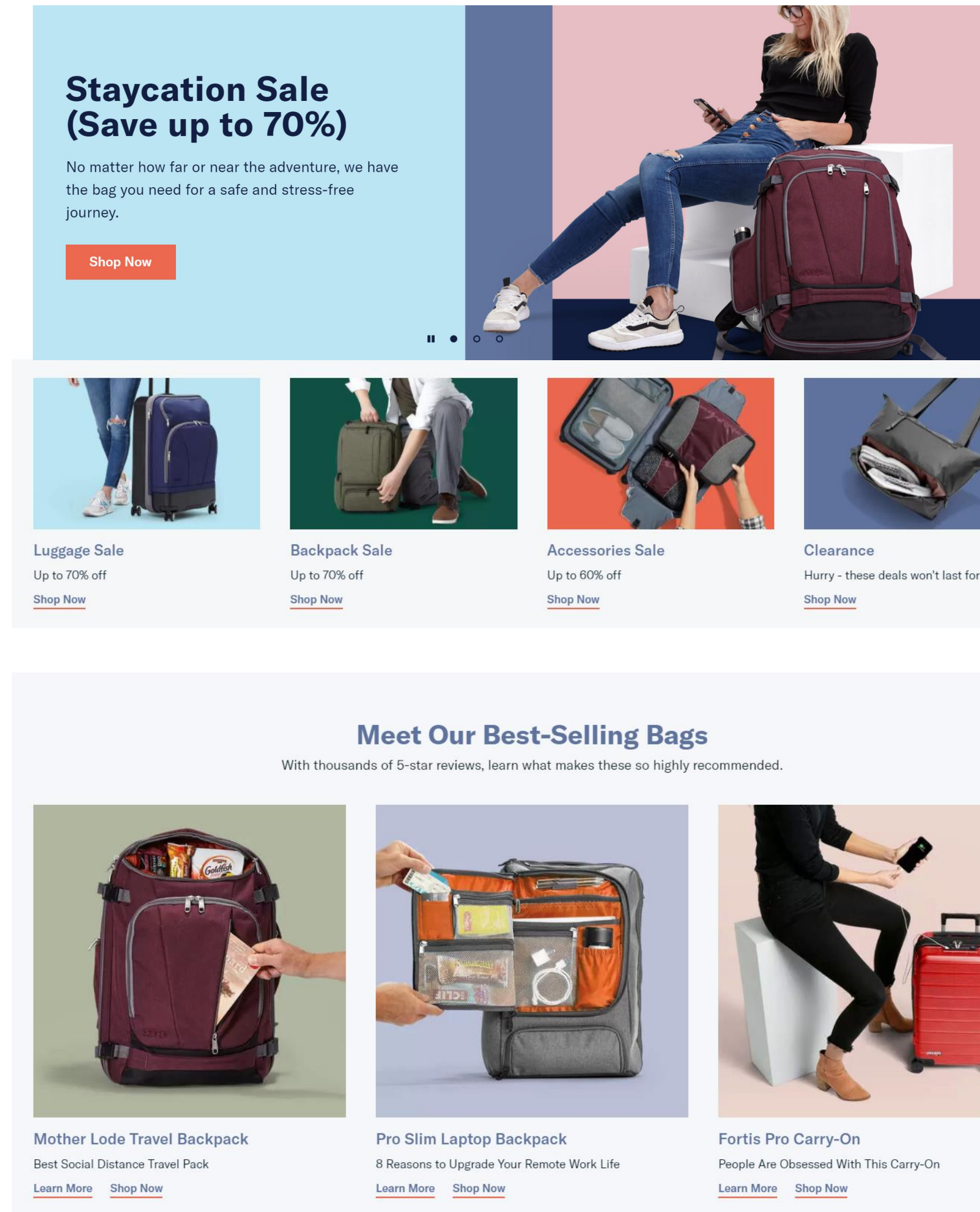


***23% of shoppers have abandoned a purchase because they don't trust the website security.***



# Home Page Main Body

10



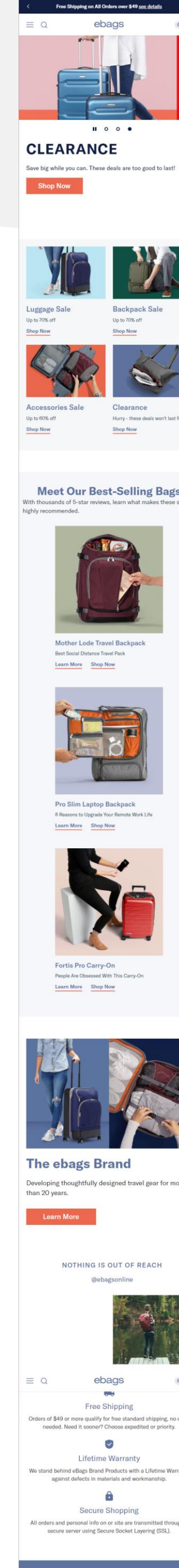
- Help Navigate the Catalog
  - Image Navigation on Mobile
- Direct Traffic to
  - Key categories
  - Products that convert
- Engage the New Visitor
- Move the visitor deeper into the site

***Carousels and Animation can  
reduce conversion rate by up to  
18%.  
(Sitetuners)***



# Does it work on Mobile ?


- Design for Mobile First
  - Easier to Scale a mobile design up to desktop
  - Drive Simplicity
  - Larger and visual Elements
  - Less clicks and more scrolling
- By 2021 72.9% of all retail eCommerce worldwide is expected to be on mobile.
  - Shopify already passed 77% traffic from mobile in 2018






# Shopping Process - Shop


- **Product Category Page**
- Help the customer find what they want
  - Click Through to Product Page
  - Add to Cart
  - Facetted or Dynamic Search
- Help them compare options
  - Tend to choose based on comparisons
  - Good Better Best Works
  - Pricing should be visible no point hiding
- Configurators, Selectors, Customisation
  - Powerful engagement tools
  - Customer feels both in control and invested
  - Adds to a differentiated experience



**Find a laptop that's perfect for you**

Shop for a laptop by type, filter and compare tech specs, or browse the latest for work, gaming, and school.

Get to know 

 **FREE SHIPPING\***

**THE NEW EXECUTIVE TEAM**

ThinkPad X1 Edition 2020: the valid benchmark for ultra-mobile, ultra-flexible high-end business-class computing

**EXPLORE BY TYPE**  
Thin & light, 2-in-1s, Chromebooks...

**VIEW ALL BY BRAND**  
Meet our 5 laptop brands.

**BROWSE BY USE**  
Work, Gaming, Student...

**FILTER BY SPECS**  
Processor, OS, Screen Size...

## Filter By

### BRAND

- ☐ Callaway (265)
- ☐ Abacus (55)
- ☐ adidas (296)
- ☐ Benross (3)
- ☐ Calvin Klein Golf (159)
- ☐ Cobra (7)
- ☐ Cutter & Buck (7)
- ☐ Daily Sports (35)
- ☐ Dwyers (14)
- ☐ Emreco (6)

### TYPE

- ☐ Shirt (1041)
- ☐ Top (500)
- ☐ Slipovers/Vests/Gilets (76)
- ☐ Baselayer (34)
- ☐ Jacket/Windtops (162)
- ☐ Trousers (180)
- ☐ Shorts (146)
- ☐ Capri (29)
- ☐ Skirt (69)
- ☐ Waterproof (102)

HOME &gt; CLOTHING &amp; RAINWEAR

### Categories

Gents Shirts/Polos (687)  
Gents Tops/Sweaters (339)  
Gents Slipovers/Vests/Gilets (35)  
Gents Baselayers/Thermals (25)  
Gents Jackets/Windtops (88)  
Gents Trousers (98)  
Gents Shorts (115)  
Gents Rainwear (70)  
Ladies Clothing (804)  
Ladies Rainwear (29)  
Junior Clothing (192)  
Junior Rainwear (9)  
Headwear (41)  
Belts (6)

### Clothing & Rainwear (2,537 items)

Sort By



2,537 items | View 240 per page

1 2 3 4 5 &gt;

### Filter By

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#### GENDER

- ☐ Gents (1443)
- ☐ Ladies (821)
- ☐ Junior (191)
- ☐ Boys (154)
- ☐ Girls (32)

#### COLOUR

- ☐ Black (383)
- ☐ Blue (466)
- ☐ Brown (15)
- ☐ Green (93)
- ☐ Grey (305)
- ☐ Multicolour (23)
- ☐ Navy (534)
- ☐ Orange (46)
- ☐ Pink (142)
- ☐ Purple (69)

#### SIZE

#### WAIST

#### LEG LENGTH

#### PRICE RANGE



Puma  
Gents Rotation 1/4 Zip Peacoat  
€59.95



Callaway  
Gents Hex Opti-Dri Stretch Polo Shirt White  
€54.95



Callaway  
Gents Hex Opti-Dri Stretch Polo Shirt Caviar  
€54.95



Callaway  
Gents Hex Opti-Dri Stretch Polo Shirt Asphalt  
€54.95



Callaway  
Gents Euro 3 Colour Stripe Polo Shirt Medieval Blue  
€49.95



Callaway  
Gents Hex Opti-Dri Stretch Polo Shirt Tango Red  
€54.95



Callaway  
Gents Hex Opti-Dri Stretch Polo Shirt Magnetic Blue  
€54.95



Callaway  
Gents Colour Block Polo Shirt Caviar  
€59.95



adidas  
Gents Ultimate365 Colour Block Polo Shirt Navy - Grey  
€59.95



adidas  
Gents Ultimate 365 3-Stripe Trousers Navy  
€69.95 **€49.95**



adidas  
Gents Ultimate365 Tapered Trousers Grey  
€69.95 **€64.95**



adidas  
Gents Ultimate365 Solid Polo Shirt Hi-Res Coral  
€54.95 **€39.95**

Learn

Shop

Buy



# Site Design – Product Page

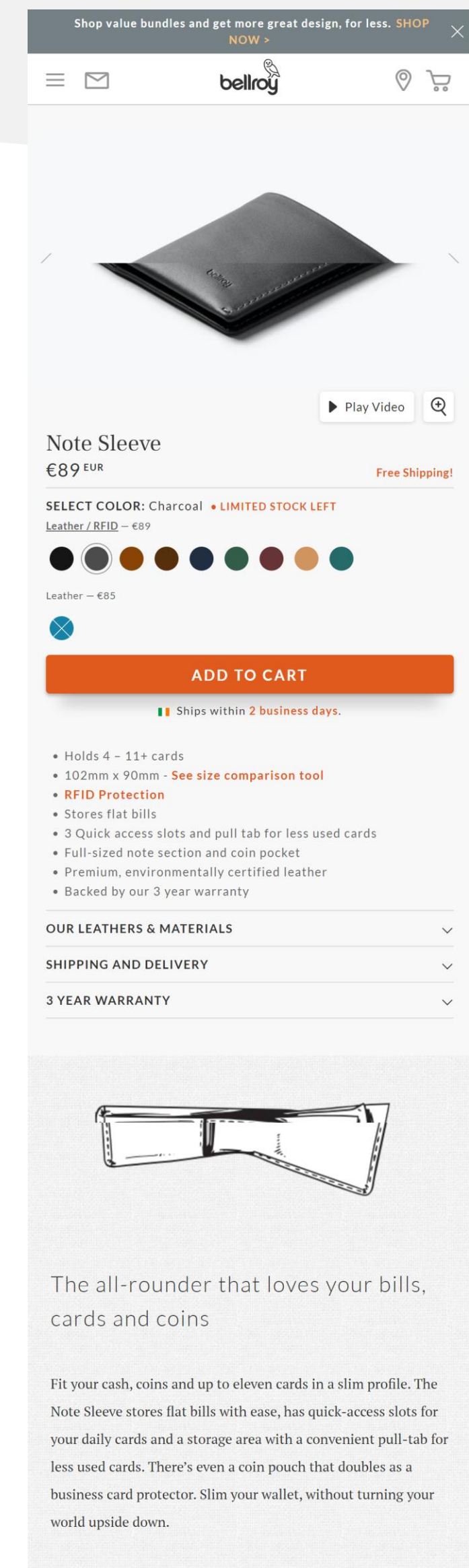
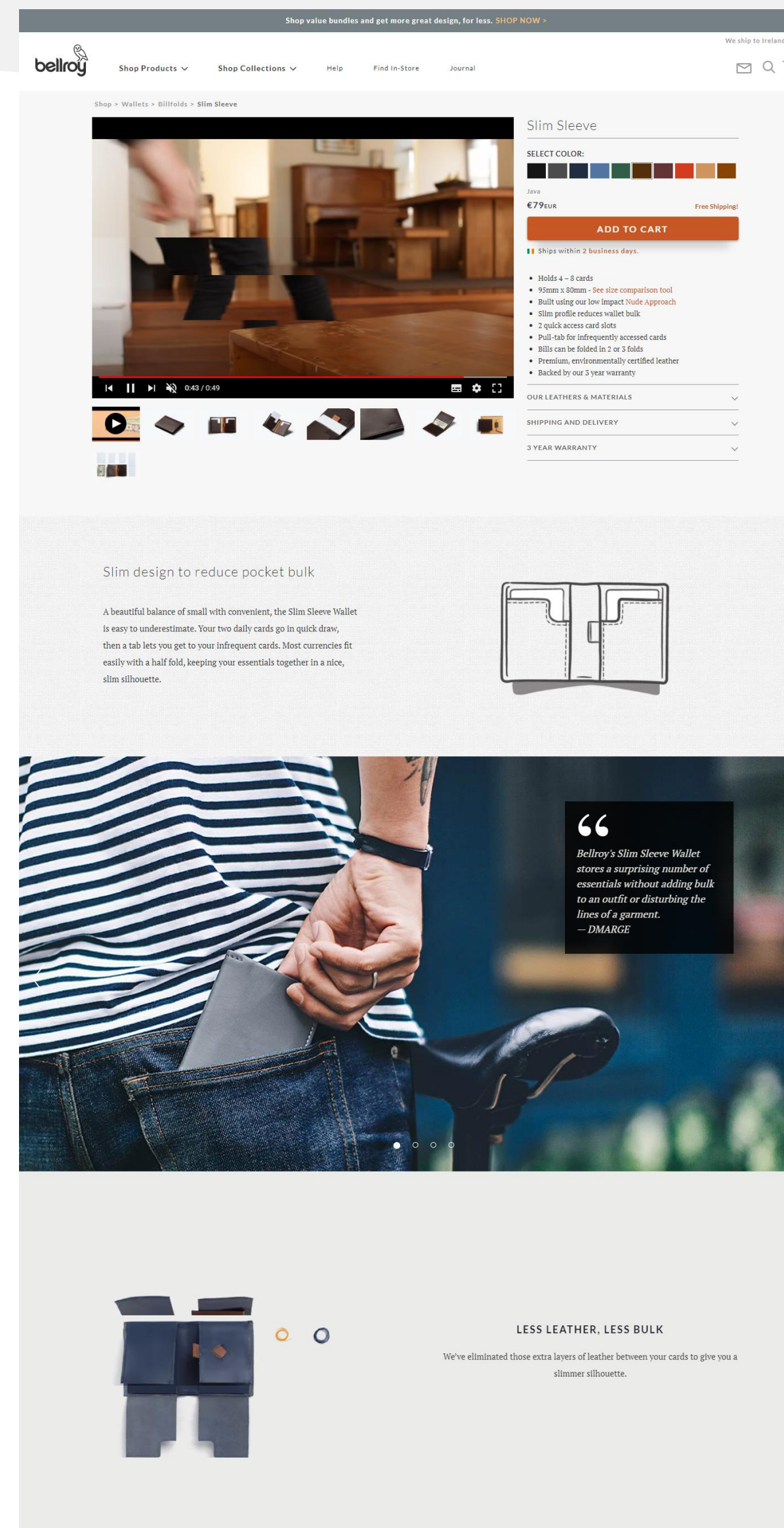
- Good Quality Images
- Product Sales Video if available
  - Top performing products
- Make Descriptions scannable
  - Headlines
  - Bullets
  - Legible on Mobile
  - Clear and Simple
- Clear Add to Cart
  - Above the fold and multiple
- Include Unique Selling Points
- Add Social Proof
- Warranty's, Returns etc

- Holds 4 – 8 cards
- 95mm x 80mm - [See size comparison tool](#)
- Built using our low impact **Nude Approach**
- Slim profile reduces wallet bulk
- 2 quick access card slots
- Pull-tab for infrequently accessed cards
- Bills can be folded in 2 or 3 folds
- Premium, environmentally certified leather
- Backed by our 3 year warranty

#### OUR LEATHERS & MATERIALS


#### SHIPPING AND DELIVERY

#### 3 YEAR WARRANTY





## 14

- 


CLORY

CYCLES

[Sign in or Register](#)
[0](#)

[BIKES](#)
[WHEELS AND TIRES](#)
[COMPONENTS](#)
[ACCESSORIES](#)
[APPAREL](#)
[SALE](#)
[CONTACT US](#)
[RIDE NOTES](#)

[Home](#) / [Bikes](#) / [eBike](#) / [Orbea Gain M20i e-Road Bike](#)



## Orbea Gain M20i e-Road Bike

Orbea  
Availability: Usually Ships in 2 to 4 Weeks.

\$6,000.00

★★★★★ (1 review) [Write a Review](#)

SELECT COLOR: +

View Options


SELECT SIZE: +

View Options

[ADD TO CART](#)

[f](#)
[e](#)
[p](#)
[t](#)
[w](#)
[in](#)
[p](#)

[Like 0](#)




DESCRIPTION

The lightest of all e-Road bikes and equipped with Ultegra Di2 Hydros group the Orbea Gain brings the punches to the new e-road market like no other.


With huge tire clearance for your preferred tire size the Gain is more than just an e-road bike it's a do it all perfect bike for the way we ride now.


FRAME: Orbea Gain Carbon, Monocoque carbon structure, Flat Mount Disc Brakes, 135v9 GR, max 700x20C, Inner Cable routing, E-bikemotion X35 specific, integrated battery, integrated sensor, Ineck One compatible  
 FORK: Gain Carbon Flat mount  
 CRANKSET: Shimano Ultegra R8000 3x450t  
 HEADSET: FSA 1-1/8" -1-1/2" Integrated Carbon Cup ACB Bearings  
 HANDLEBAR: OC2 Road, reach 80mm, drop 125mm (optional upgrade)  
 STEM: OC2 Road 45°  
 SHIFTERS: Shimano ST-8070  
 BRAKES: Shimano R8070 Hydraulic Disc  
 CASSETTE: Shimano Ultegra R8000 optional 11-28 or 11-32x 11-Speed  
 REAR DERAILLEUR: Shimano Ultegra Di2 R8050 GS  
 FRONT DERAILLEUR: Shimano Ultegra Di2 R8050  
 CHAIN: KMC e11 Turbo Silver  
 WHEELS: Mavic Aksium Elite Disc UST  
 TYRES: Mavic Yksion Pro 700x28 UST  
 PEDALS: N/A  
 SEATPOST: FSA K-Force SR25 31.6x350mm Di2 compatible  
 SADDLE: Selle Royal Asphalt GR (optional upgrade)  
 MOTOR: E-bikemotion X35  
 BATTERY: E-bikemotion 36V/8.9A  
 HANDLEBAR PLUS: Velo Anti-Slippery/Shock Proof  
 CHARGER: E-bikemotion X35  
 REMOTE: E-bikemotion Wloc ONE

We reserve the right to make changes to the product information contained on this site at any time without notice, including with respect to equipment, specifications, models, colors, and materials.



## Orbea Gain eBike - Review





Orbea Gain Review - Best In Class E-Road bike

ADDITIONAL INFORMATION

+

RELATED PRODUCTS

+

CUSTOMERS ALSO VIEWED

+

## REVIEWS

★★★★★

I can keep up!

Posted by [Sue](#) on 30th Apr 2019

Love this bike! It adds just enough assist that I can keep up with my fast riding partner. I was able to enjoy a 3-day coastal ride with lots of wind! The range is great on the lowest setting. I do hope the extra battery is available soon so I can comfortably go on even longer rides.

## Connect With Us

[SUBSCRIBE](#)

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# Shopping Process - Buy

*The global cart abandonment rate for ecommerce is close to 70%*

- Checkout Page
- Once its in the Cart the Job **is less than** half done.
- Remove Distractions (Navigation Links)
- Show them where they are in the process
  - One Page Checkout
  - Scroll not click (think Mobile)
  - Don't force Registration (Guest Checkout plus Options)
  - Cross Sell and Upsell are great but don't lose the first sale
  - Multiple Payment Options
  - Clarity Around Shipping Options and Costs

*A slow website can increase abandonment by 75%*

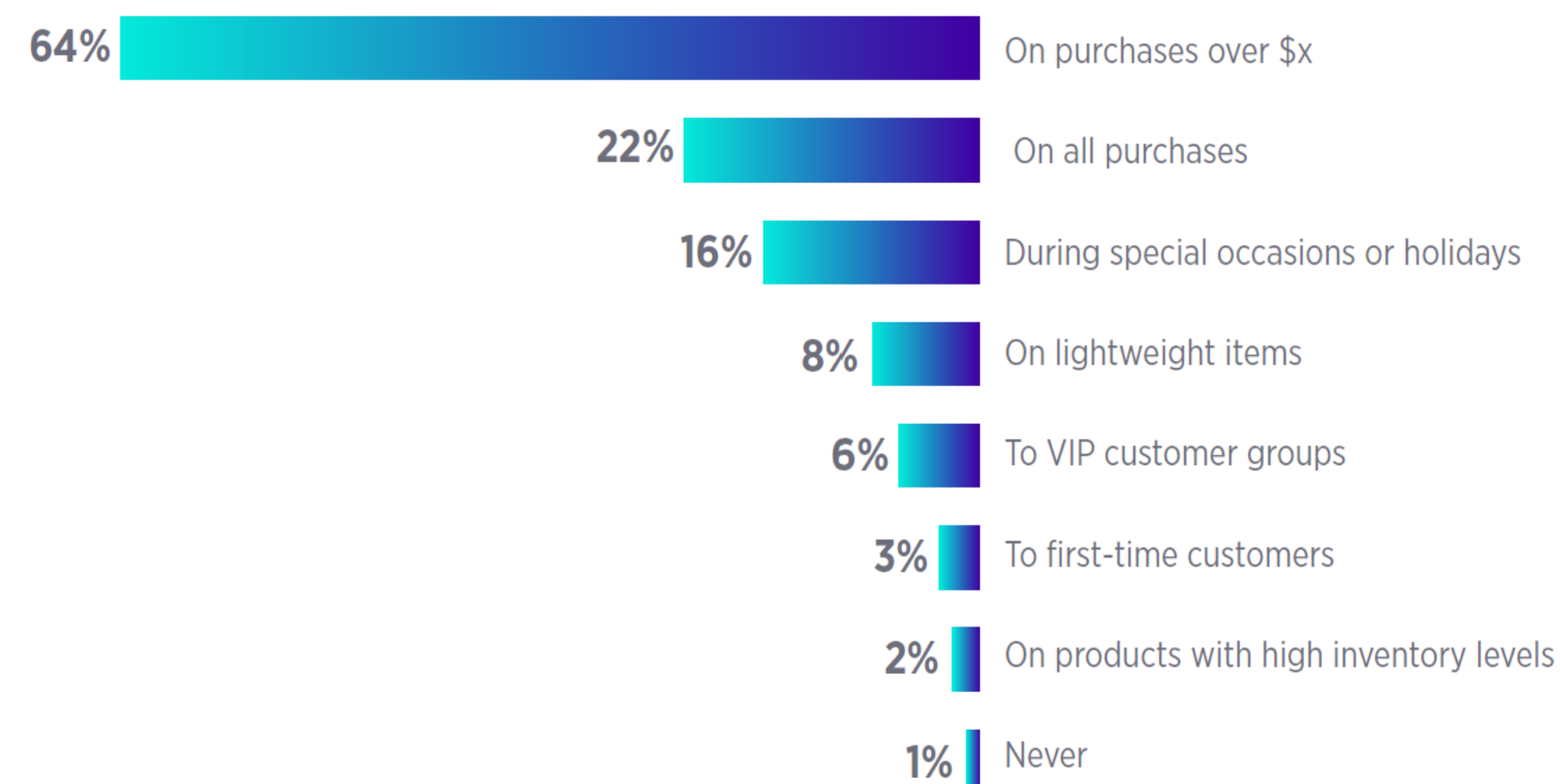
The screenshot displays a Nike checkout page with the following sections:

- CHECKOUT** header with links for [Give Feedback](#), [1800 886 6453](#), and [Live Chat](#).
- 1. SHIPPING** section with an [EDIT](#) button.
- 2. PAYMENT** section:
  - Change Billing Country: USA (dropdown).
  - Do you have a gift card or product voucher? (checkbox).
  - Do you have a promo code? (checkbox).
  - CHOOSE YOUR PAYMENT METHOD: Credit or Debit Card (selected), PayPal.
  - Card Type: Visa (dropdown).
  - Card Number: [input field].
  - Expiry Date: [dropdowns].
  - Security Code: [input field] with a link [Where do I find this?](#)
  - BILLING ADDRESS: ☒ My billing address is the same as my shipping address. Address: Bithika Trivedi, 1923 Elton Hills NW, Rochester, MN 55901, US.
  - Billing Phone: [input field] (Your registered number with your payment issuer is required to process your order).
  - Other Phone: [input field] (Please provide an alternate number we can call with questions about your order).
  - Email: [input field] (This is where we'll send your order confirmation).
  - [NEXT STEP](#) button.
- SUMMARY** section:
  - SUBTOTAL: \$90.00
  - ESTIMATED SHIPPING & HANDLING: \$9.00
  - TAX: \$0.63
  - TOTAL: \$99.63**
- IN YOUR CART** section with an [EDIT](#) button.
- ARRIVES 06/07** section showing a Nike Zoom Pegasus 34 Big Kids' Running Shoe (Style#: 881953-400, Size: 6Y, Qty: 1, Price: \$90.00).
- NEED HELP?** section with links: [What payment methods can I use?](#), [How is my order secure?](#), [How do I know if my promo code worked?](#), [How do I redeem my gift card?](#), and [More help](#).
- 3. ORDER PREVIEW** section.



# Free Shipping – Do you have a choice ?

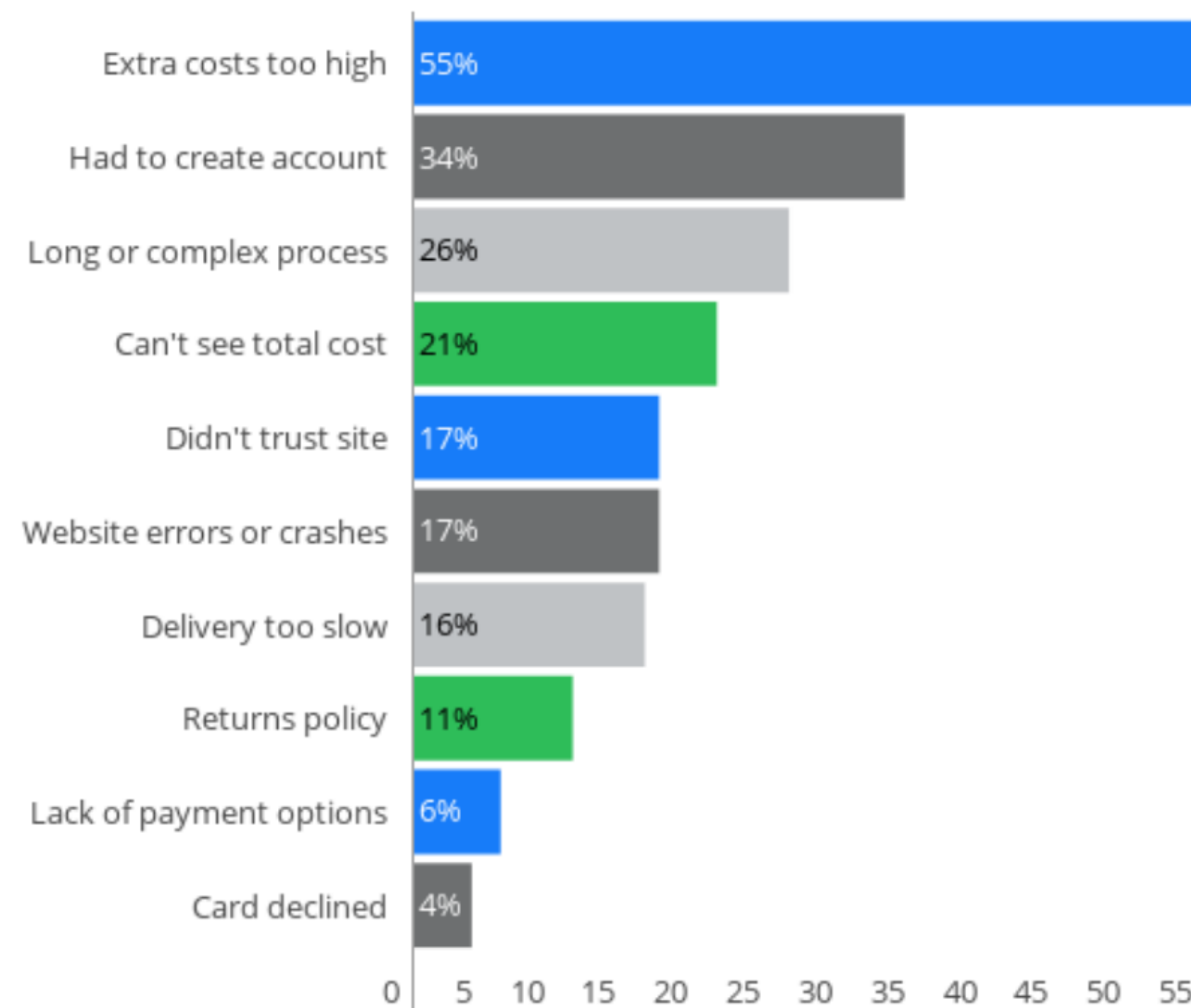
## In what situations do you offer free shipping?



Source -Bigcommerce

- You can make a virtue of it
  - €15 T-Shirt with free shipping
  - €10 T-Shirt with plus €5 shipping
- Free Over €xx will increase Basket size

## Reasons Cart was Abandoned



Source: Baymard survey of 2,584 consumers, 2019.



# Site Design – Payment Options

- Know Your Market
  - Germany SEPA Direct Debit 35%
  - UK Visa 55%
  - Netherlands iDeal 60%
  - Poland Online Banking 45%
  - Sweden Mastercard 31%
- Payment Methods have a significant impact on conversion Rate
  - Offering at least the Top 3 can increase revenue by up to 70%
- Instalments and other credit options have an significant impact on Average Order value

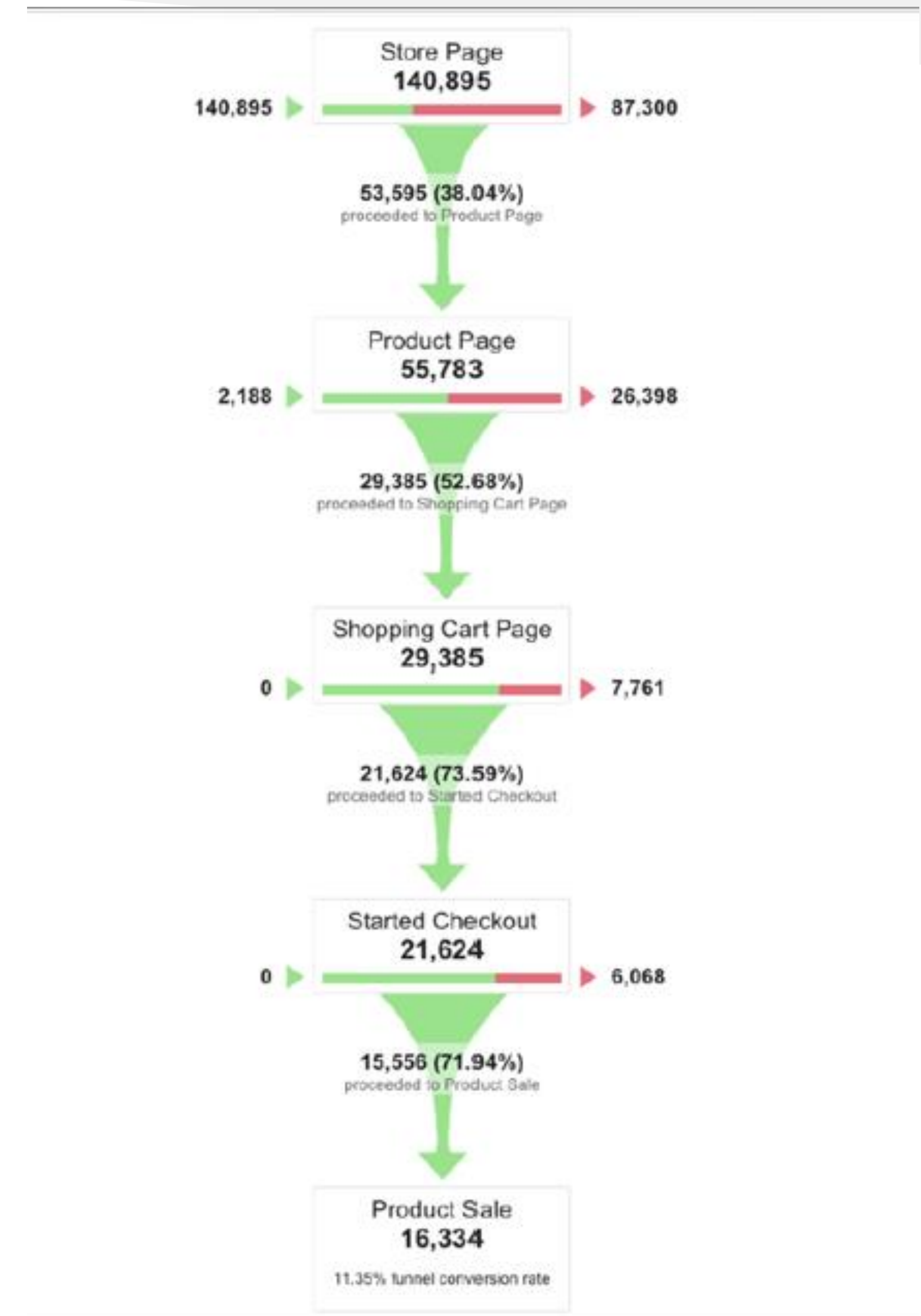




# Design Should be Informed by Analytics

- Enable eCommerce Tracking
- Tag all URLs so you can see the impact of campaign traffic
- Funnels
  - Show the health of your process
- Heatmaps
  - Above the fold means the point to which 50% of you traffic scrolls to on Mobile
- Identify your key metrics – Prioritise
  - Key products Conversion Rate
  - Key Pages Bounces and Exits
  - Abandonment Rate
  - Return on Ad Spend Top Products or Categories
- A/B Test only if you have enough traffic
- Expect at least half of your opinions to be wrong
- Examine Search Queries – tells you a lot
- If email is not a significant part of your Traffic Generation efforts you are missing a big trick

**You have to be granular and detailed. Beware of averages.  
Find the Problem children and fix them.**





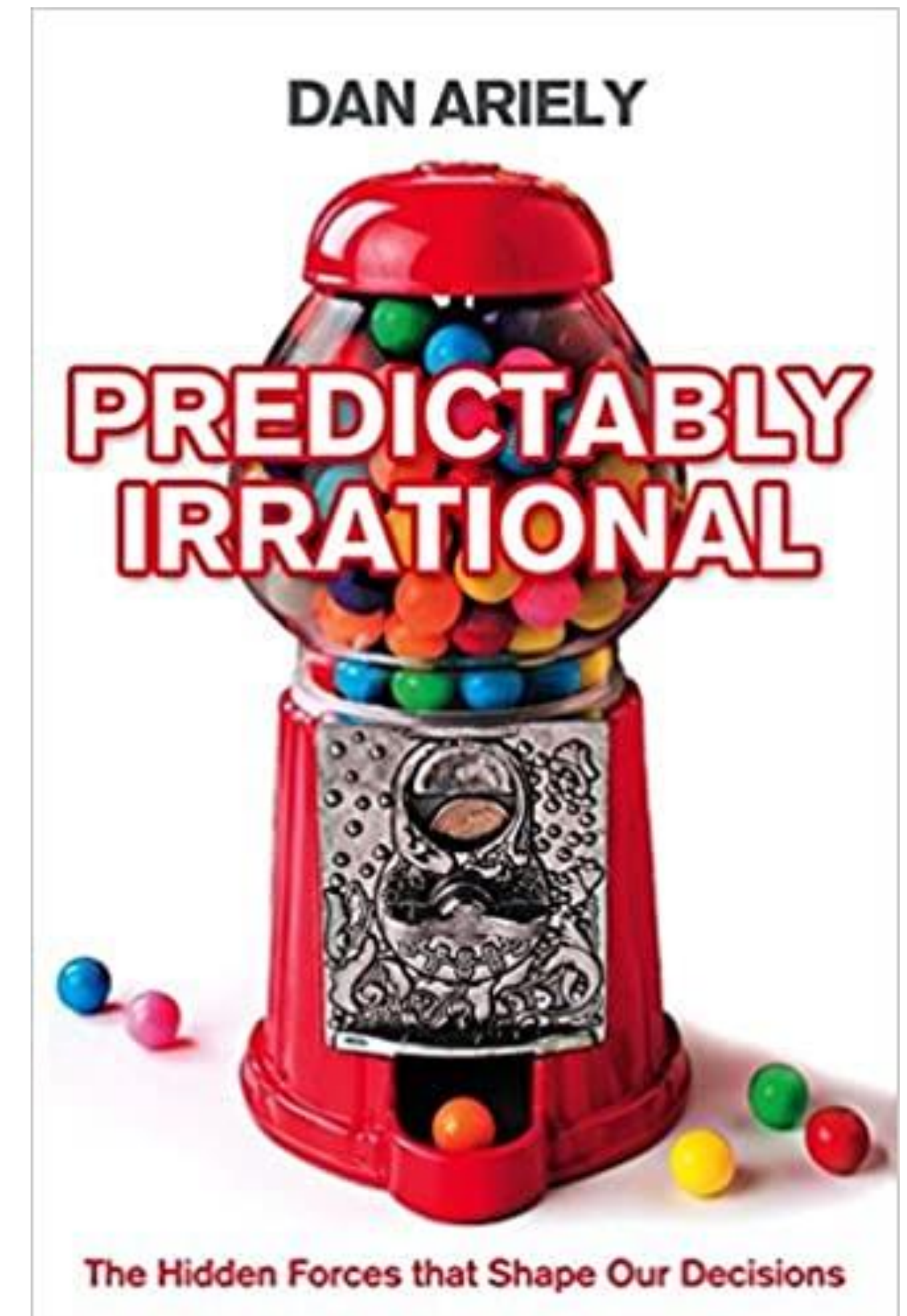
# Final Thoughts

“ Too many choices can overwhelm us and cause us to *not choose at all*. For businesses, this means that if they offer us too many choices, we may *not buy anything*. ”

**Sheena Iyengar**

*Professor of Business in the Management Department at Columbia Business School*

*Widely and best known as an expert on choice.*



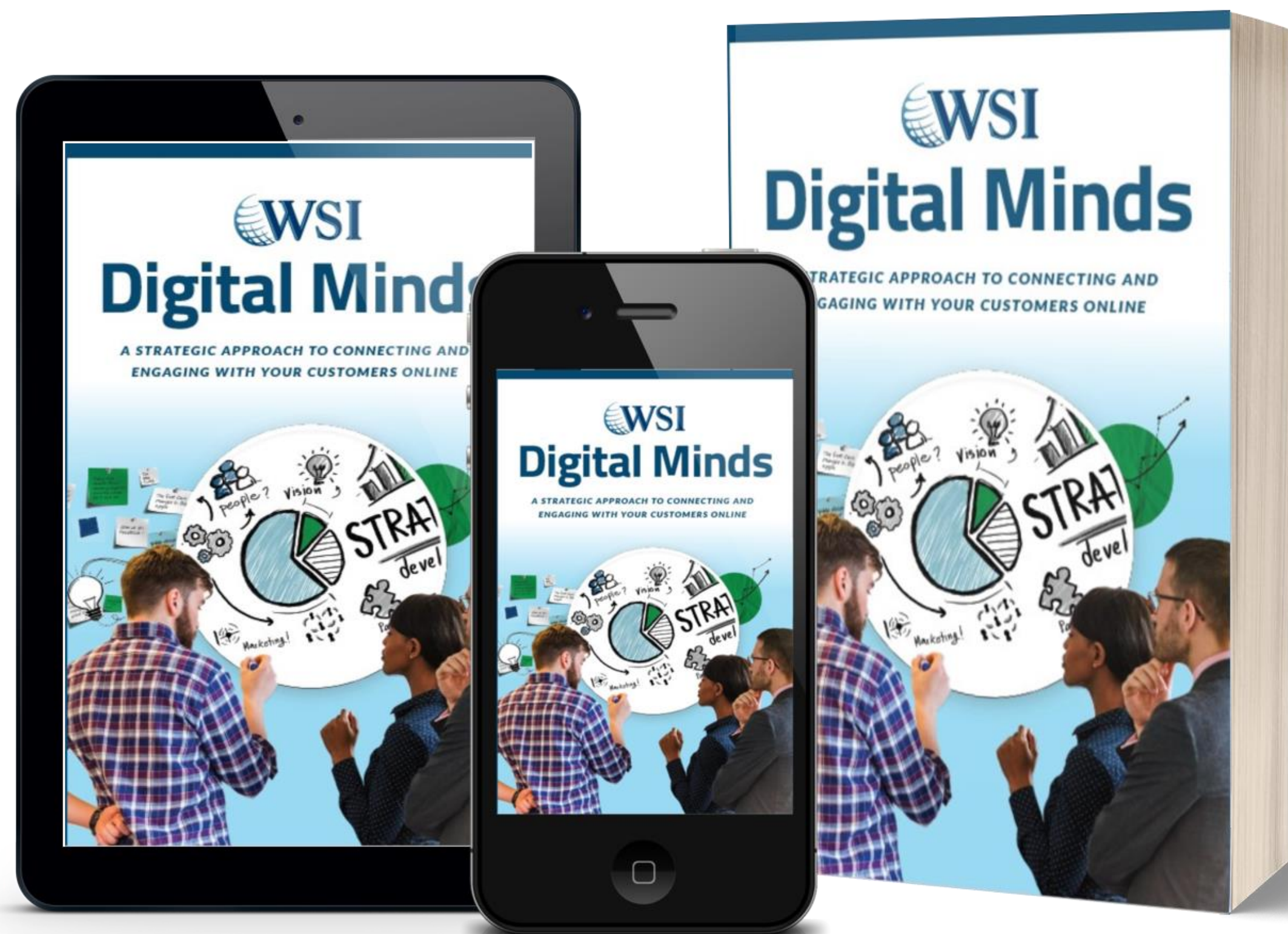


# In Summary:

1. You are in the content business. Quality and Clarity is Key.
2. Customer Experience is key. Fast, Easy and Helpful Builds Trust.
3. Understand your Metrics. Dive Deeper than Averages. Prioritise
4. You are never done. Your site is always a work in progress.
- 5: Design is only part of the story. Spend as much time on entire experience



# READ MORE ABOUT DIGITAL MARKETING IN OUR 3<sup>RD</sup> BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>





**Thanks for joining us.  
See you next time!**



# Magic Formula and Conversion Rate

- Views x Conversion Rate x Average Order Value

= Revenue

**Conversion Rate is an Output metric – with multiple inputs**

Product	Price	Promotion	Place	People
Functionality	Selling Price	Content	Search Engine Position	Design Trust
Appearance	Discounts	Advertising	Logistics	Ratings Reviews
Warranty	Payment Arrangements	Public Relations Activities	Service Levels	Customer Service
Quality	Price Matching Services	Message	Location	Appearance
Packaging	Credit Terms	Media	Distribution Channels	Attitude