



EXPERT ADVICE

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Seven More eCommerce Mistakes to Avoid Making

Previously we investigated [nine common problems with eCommerce web stores](#), and this week we're bringing you seven fresh ones. These are common problems that eCommerce entrepreneurs face with their online stores that can be avoided with a little bit of help and insight. Check them out below, and be sure they don't happen to you. From slow load speeds to a cumbersome design that just pushes customers right out the door, here are seven more common problems with eCommerce and how you can avoid them.

1 The Website of Your Online Business Takes Too Long Too Load

We've mentioned this, but it bears repeating: this one is just a killer. Even if you sell the best products online and have an interesting, engaging and attractive site design, slow load speeds will just level your chances at converting visitors into customers.

No one wants to stick around on a site that takes too long to load, and taking too long to load is a pretty exacting specification. Most customers will bounce if a page takes just longer than three seconds. Almost half of all users expect a page to load in under two.

There are many factors that could be adversely affecting the load time of your website. Get with a team of website developers to help you craft some solutions for your slow load times or to help you migrate to a more compatible eCommerce platform.



2 Your Web Design Doesn't Look Like It Belongs in 2020

This is pretty detrimental to the success of online stores as well. If customers view your site as inauthentic or disreputable, they'll be gone in a New York minute - if they ever get there at all.

It might be somewhat hard to define what it means for a website to look like it belongs in 2020, but as Justice Stewart said and your customers will too, "I know it when I see it." You should take the same approach, as subjective as it is.

Is your site full of text, lacking relevant pictures and engaging materials, and plagued by an empty or bland backdrop? Any or all of these things (and many more!) can make your site feel way out of date, and a site that feels out of date is seen as untrustworthy by customers.

If it's something you're not confident addressing on your own, team up with us to let us give your site a makeover. Our developers and designers will help bring your site into the current day.



3 Customers Can't Find the Products or Services They Came For

This doesn't mean you don't offer those products or services - you probably do. The problem is, having a site layout that isn't intuitive can make it hard for customers to find what they came for. Big surprise here - when customers can't find what they came for, they'll be gone in a flash.

Although this is a problem of site design, it's different from the previous two problems. Even if it is responsive, fast and looks current, customers still need to be able to find what they were looking for with ease.

A web designer can help you take a step back from your site and figure out how to reorganize pages, links, and layout to make it easier for visitors to your site to get what they were looking for in the first place. Besides, customers can't buy your goods and services if they can't get to the right page..

4 Your Search Bar Isn't Powerful Enough

Here's another problem you might have with your eCommerce site that revolves around the ability of

your customers to find what they're looking for. This one is different, though.

If your search bar can't link up customers with the products they want, and they can't navigate your site to find them either, then your eCommerce store is dead in the water. It will be like an advertisement for something that no one can buy.

Customers need to be able to find what they want to buy when they're online shopping. Luckily, it's another problem that an eCommerce digital agency can help you solve.

5 Your eCommerce Store Isn't Taking Advantage of Faceted Search

Speaking of not having a powerful enough search bar and not linking up customers with the products they want, if you're not taking advantage of a faceted search, you're leaving potential on the table.

Simply put, a faceted search uses filters to make the search results on your eCommerce website more relevant to the customer performing the search. Especially if your business offers thousands or tens of thousands of products, a faceted search can provide more relevant results to get the customer in touch with the most fitting products - or the exact product.

Even if it doesn't end up resulting in a sale, providing valuable search results to potential customers will at the very least prevent them from abandoning your web store while associating those feelings of frustration with your business.



6 Your Website Doesn't Have Enough (or Any) Product Reviews

Here's a problem that's big on building trust with customers and can help your conversion rate for good or for bad. Including product reviews might seem risky because it allows customers to leave bad reviews. But prospective customers know this and they understand that giving them a voice is valuable.

Product reviews let customers read accounts of your products that don't come from you, and, well, might be seen as more credible. It can be a double-edged sword, but the trust you'll gain is worth it. Let's put it this way: 90% of customers read reviews online prior to making a purchase. You don't want to be left out of that.

While we won't necessarily be leaving reviews on your products, we can help set you up with a site design that makes it easy for customers to leave and find reviews. Considering how important it is to most shoppers, it will be an investment well worth your time.

7 Your Website Isn't ADA Compliant

ADA Compliance isn't just a matter of law. If your eCommerce store isn't ADA compliant and accessible, you're missing out on potential customers.

If portions of your target market with disabilities can't access or navigate your site or even contact you, you're leaving money on the table. Regardless of how much of your target market is affected by a disability, there's no reason to be leaving potential customers out in the cold, since, after all, the hallmark of good business in any industry is a high level of customer service.

Besides, having an ADA compliant web store will prevent you from being blindsided by a penalty. It also results in better overall user experience and increases your website's SEO.

Here at 1Digital, we're partners with providers such as AccessiBe and can expertly align those resources to make your website ADA compliant. Whether you're after the legal security of ADA compliance or you want to create the best UX possible, it's well worth your while to work with a digital agency that can help you achieve those goals.

These are seven more common pitfalls into which many eCommerce businesses stumble that you should avoid at all costs. If your web store is facing these problems or any other issues related to the world of online business, give us a call today – and be sure to be on the lookout for future posts in which we will explore even more troubles plaguing the eCommerce sphere and how you can avoid them.

ARE YOU CONSIDERING OUR **CUSTOM DESIGN SERVICES?**

Partnered with the best and a process that gets it done.

Partnering with platforms like **BigCommerce** & **Shopify Plus** allow us to help our clients scale their eCommerce businesses with custom eCommerce solutions. We've designed hundreds of beautiful eCommerce stores for satisfied clients. Each new project carves, shapes and tweaks our process for the better. We're constantly developing new ways to identify and eliminate anything that causes

delays, creates confusion, misinterprets ideas, or adds expense – anything that puts your absolute satisfaction at risk. And more importantly, we're constantly pushing the envelope on eCommerce web design language with user behavior to ultimately drive higher conversion and customer satisfaction. We're experts when it comes to eCommerce website design & eCommerce user experience.



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