



5 areas of focus for eCommerce success

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Introduction

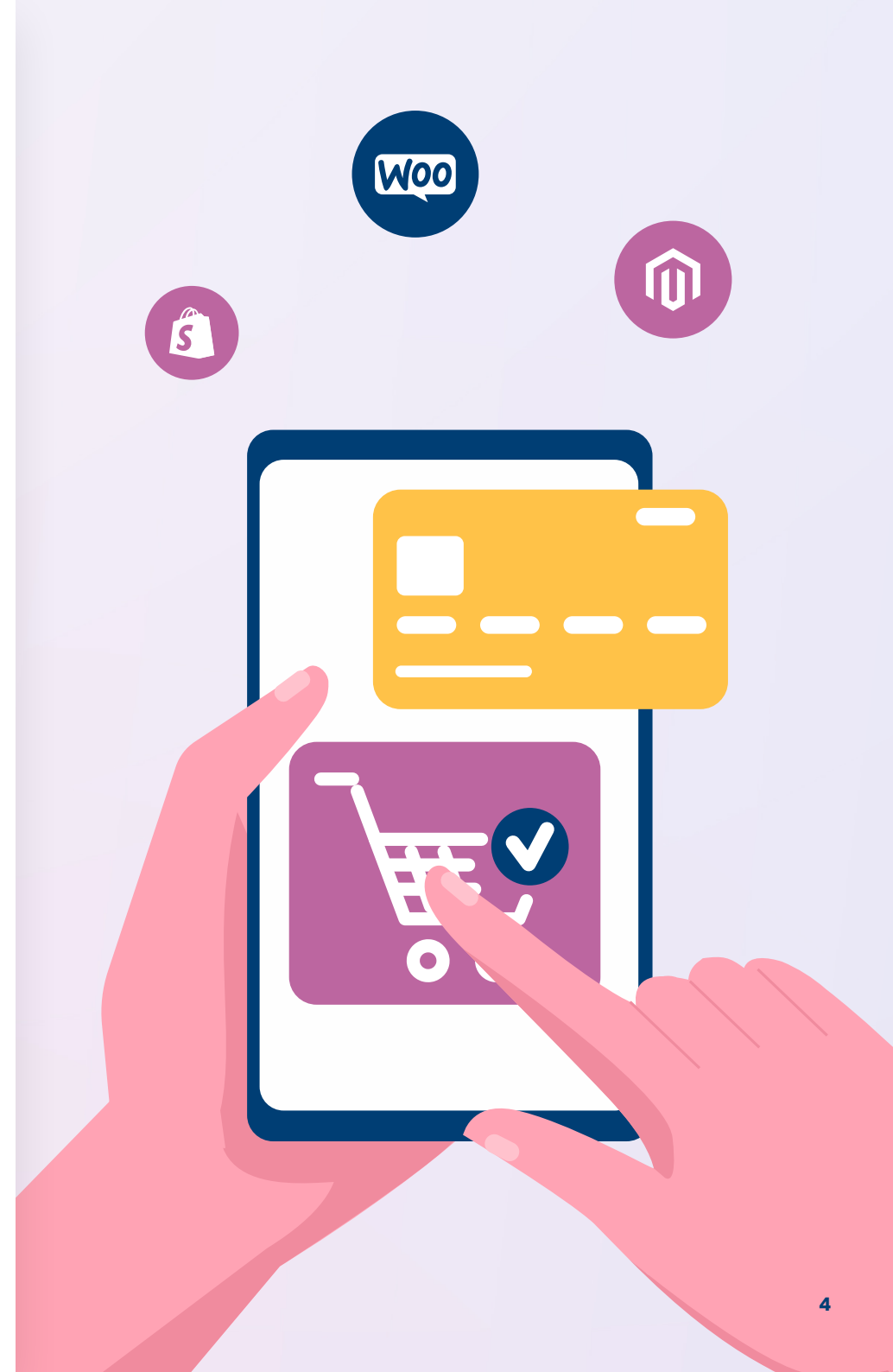


Achieving eCommerce Success

For eCommerce success a number of key factors must align and processes be put in place to ensure that your eCommerce reaches and maintains optimum performance.

This guide offers deeper insights into the five key areas of your eCommerce website: website performance, trust signals, payment types, delivery & returns, and marketing, to give you a better idea of where to focus eCommerce development.

Let's jump right in with website performance and organic SEO.



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Website Performance

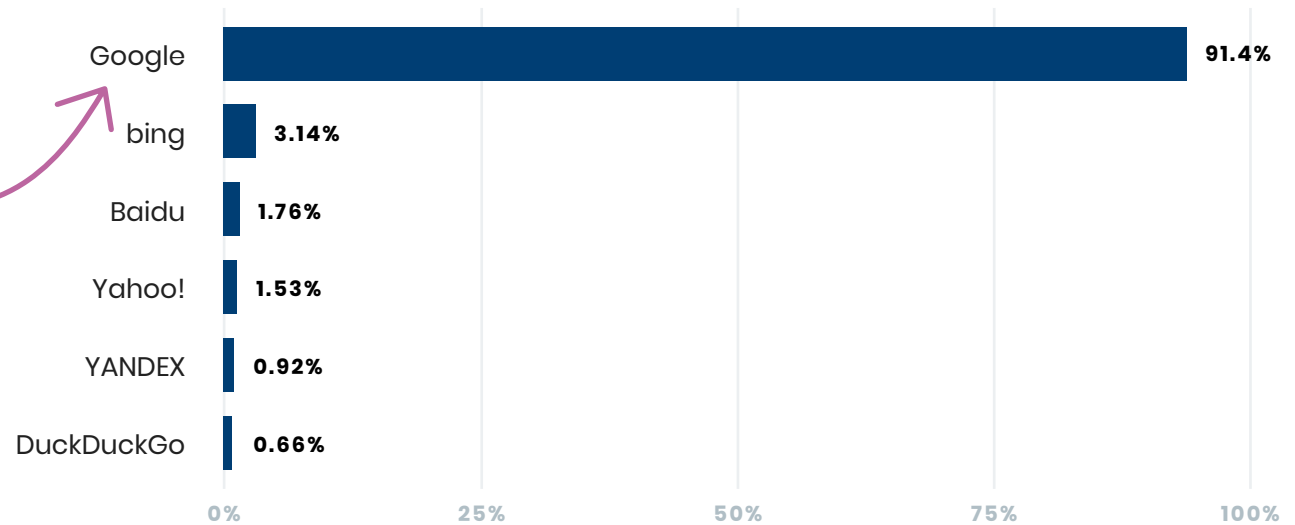
Fine Tuning SEO

An active, long-term SEO (search engine optimisation) strategy is fundamental to eCommerce success. SEO is the process of optimising an eCommerce website and landing pages to rank higher on search engine results pages (SERP). High ranking means your website or landing pages will appear above competitors, driving more traffic to your site.

Google's popularity means that it's the most important search engine to consider:



SEARCH ENGINE MARKET SHARE IN 2021



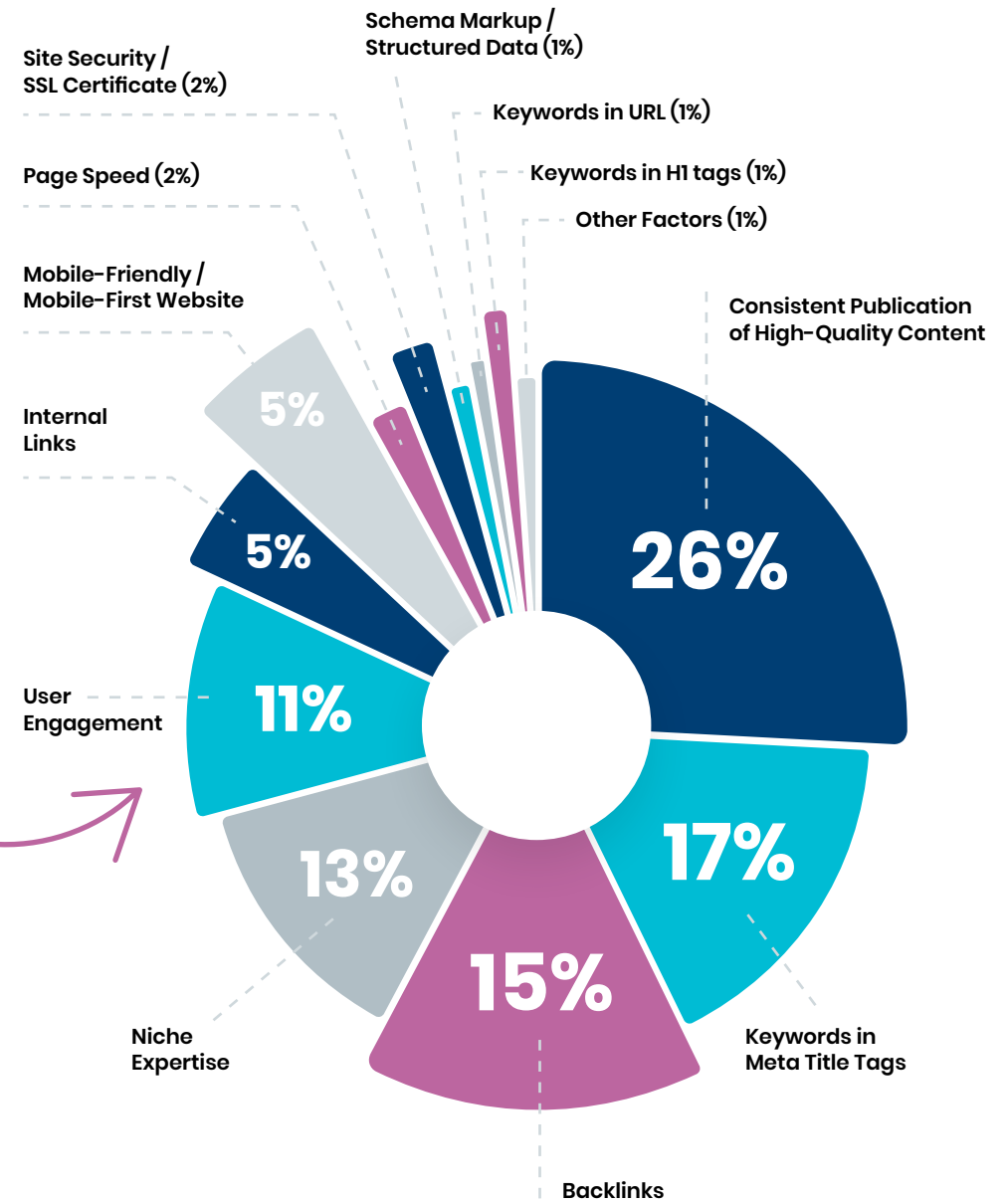
Source: Gs.statcounter

Fine Tuning SEO continued...

To rank websites in search results Google analyses pages for a variety of attributes, so it can return the most relevant search results for consumers, offering them the highest quality and best optimised websites. Here's the breakdown of what good SEO works on:

53% of all website traffic comes from organic search¹

-87% An expertly implemented and maintained SEO strategy can reduce the cost of customer acquisition by 87%²



Source: FirstPageSage

Faster Page Load

They say you only get one chance to make a first impression. That's particularly true when consumers first interact with your website.

The very first experience they'll have with your brand and business is how fast your website performs. The slower a page loads, the more likely consumers will be to bounce (click away).

A good page load speed is two seconds or quicker. Slower than that and consumer bounce and abandon rates will increase, especially on mobile.

Fast page load speed helps increase consumer engagement and customer retention.

-4.42%

Conversion rate drops

Website conversion rates drop by an average of 4.42% with each additional second of load time (between 0-5 seconds)³

+123%

Risk of bounce rate

As page load time goes from one second to 10 seconds, the probability of a mobile site visitor bouncing increases 123%⁴

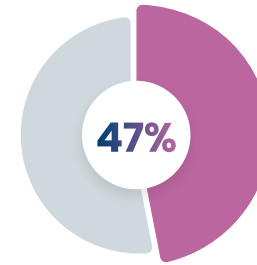
Intuitive Navigation

Outstanding UX enables consumers to easily find information, to find products, place items in their cart, continue browsing, understand delivery cost, and checkout easily, as though it's second nature.

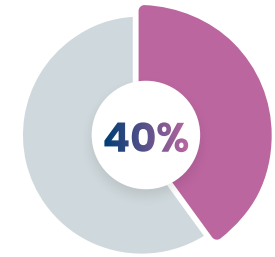
If eCommerce UX is designed and implemented well, consumers shouldn't notice that they are 'navigating' your website at all.

94%

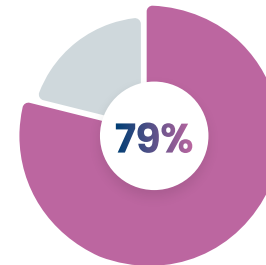
of consumers say easy navigation is the most important website feature⁵



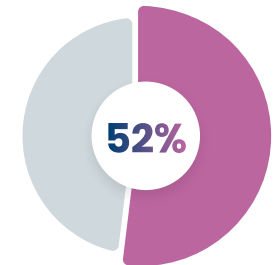
of consumers expect a web page to load in 2 seconds or less



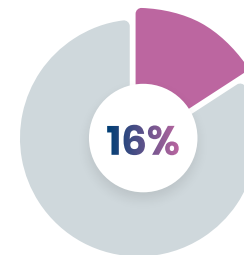
abandon a website that takes more than 3 seconds to load



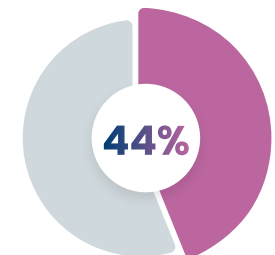
of shoppers who are dissatisfied with website performance are less likely to buy from the same site again



of online shoppers state that quick page loading is important to their site loyalty



A 1 second delay (or 3 seconds of waiting) decreases customer satisfaction by about 16%



of online shoppers will tell their friends about a bad experience online

Intuitive Navigation continued...

UX should be uniform regardless of how consumers choose to interact with your eCommerce: desktop, mobile, voice interface or in-store.

The future of eCommerce is omnichannel.

60%

of millennials expect consistent brand experiences - whether on desktop, on mobile or in-store⁶

90%

Customer retention rates are 90% higher for omnichannel vs. single channel⁷

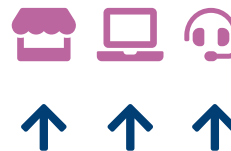
Brick-and-Mortar



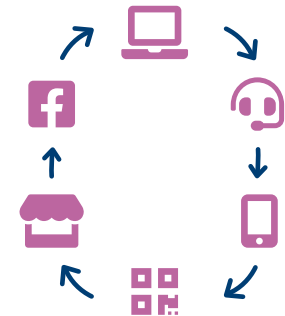
eCommerce



Multichannel



Omnichannel



03

Trust Signals



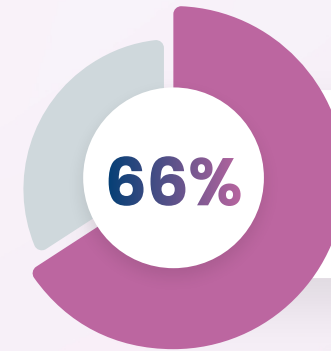
Social Proof

Social proof is a powerful way to build consumer trust.

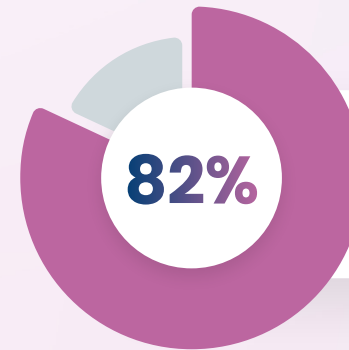
Seeing first-hand accounts of how much your customers like your products, services and customer service, consumers will be more likely to feel comfortable buying on your website.

The best way to get reviews from your customers is to simply ask for them.

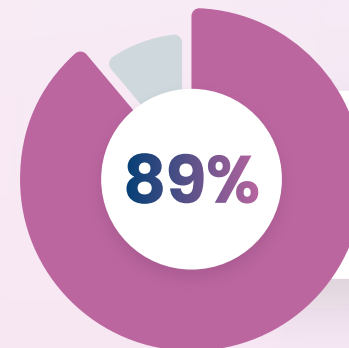
Ask customers to leave feedback about your products and their experiences on review websites such as Trust Pilot or Google Reviews, and then leverage those reviews as marketing collateral.



of consumers are more likely to purchase products that include social proof in the sales message⁹



of consumers were more likely to purchase a product with positive star ratings⁹



of consumers say they always check reviews before making a purchase¹⁰

Trust Badges

If consumers see trust symbols that they recognise, they are much more likely to trust your website and convert.

There are many different eCommerce trust badges offering a range of verifications showing that your website:

- Is a legitimate or accredited business
- Does not contain viruses or malware
- Collects and stores data securely with encryption
- Does not send spam



Security

It's important to install an SSL certificate on your eCommerce website to reassure consumers that your business take protecting their data seriously - secure SSL certified sites have HTTPS at the beginning of their URL.

Google Chrome, the most popular browser in the world, labels websites without an SSL certificate as 'Not Secure'. When consumers see the no SSL warning symbol in their browser they will bounce.

99%

of browsing time on Google Chrome is on HTTPS websites¹¹



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Payment Types

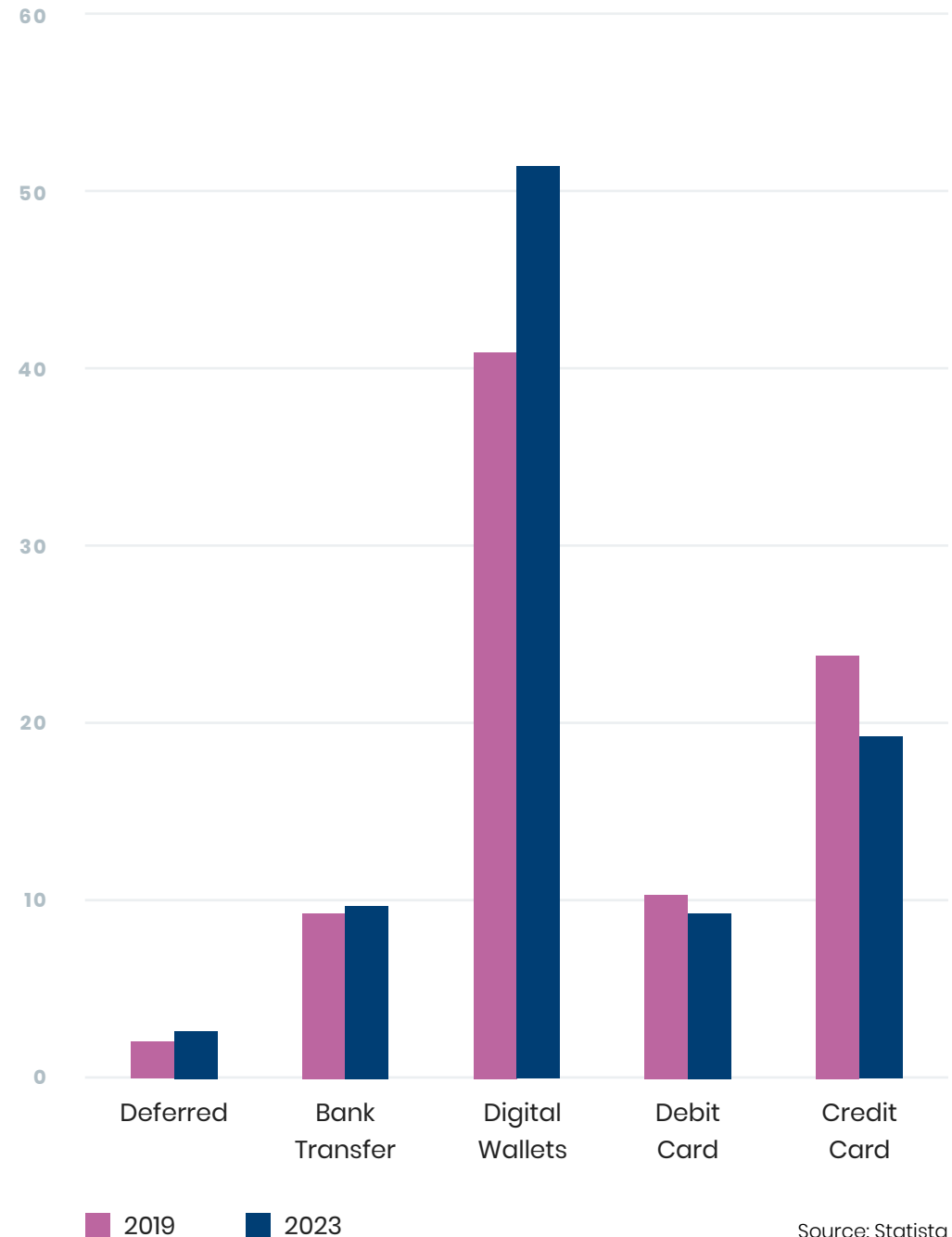


Payment Types

Every eCommerce store should offer credit and debit card payment options, but also consider digital wallets, such as PayPal, Google Pay and Apple Pay, a deferred payment method such as Klarna 'pay in 3' or finance, and direct money transfer.

Deferred or split payments are more appropriate for larger ticket items, whereas lower price items purchased more frequently are better suited to digital wallets and cards. However, the use of credit and debit cards is on the decline as digital wallets become more popular...

The key to offering the right mix of payment methods depends on your sector and the average number and value of your transactions.



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Delivery & Returns

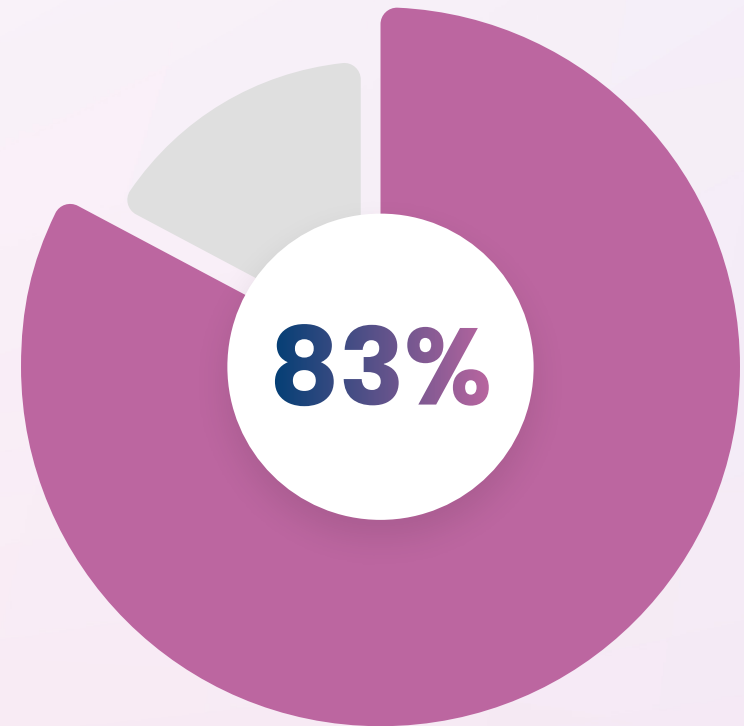


Fast Delivery

Once your customer has made their purchase their order must be fulfilled as fast and as transparently as possible. Customer expectations about shipping speed and cost are high.

It's important to be upfront about delivery times, flagging additional shipping time on product pages, rather than waiting until checkout, as this will impact abandonment rates.

Regular order updates by email or text message about an order's status enhance customer experience and these days are a common expectation.

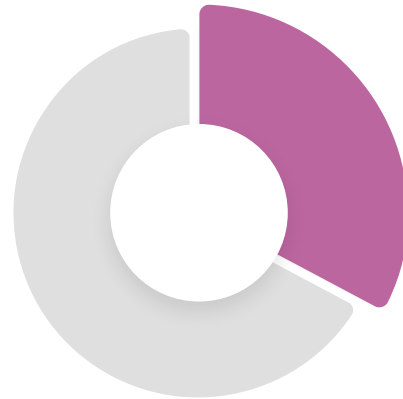


of consumers expect regular communications about their orders¹²

Easy Returns

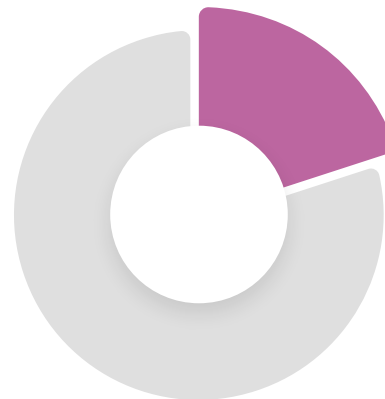
A no quibble, free return period will help give consumers more confidence to buy.

The operational cost of free returns can often be offset by factoring it into delivery cost or product cost.



33%

of eCommerce businesses offer free returns but offset the cost by charging for delivery¹³



20%

of eCommerce businesses said they had increased the price of products to cover returns costs¹⁴

6

Marketing



A Holistic Approach

The first step in developing a holistic marketing strategy is to understand your audience.

With eCommerce it's easy to gather data about your customers' behaviour and preferences from their browsing and purchase histories.



Marketing Tools

Unifying marketing activities across your business will help to solidify marketing messages and better project brand. Digital marketing tools also enable you to monitor and measure ROI from marketing activity.

Digital marketing tools enable online businesses to better manage marketing activities, such as SEO, analytics, social media content, email marketing and customer surveys.



for SEO



for email campaign



for social media



for website analytics



for social proof



for surveys

Content Marketing

Well-designed content that provides value for consumers, such as video product reviews, tutorials, case studies, educational content, free downloads, will engage consumers better than competitors who rely solely on a more traditional outbound marketing strategy.



99%

of marketers who blog see positive ROI for their inbound marketing¹⁵



62%

Inbound marketing costs 62% less per lead than traditional outbound marketing¹⁶

Focused Brand Messaging

All activities within a holistic marketing strategy, including targeted email and messaging, and social media marketing, should work in sync with one another.

This ensures customers and business partners have a consistent experience with, and perception of, your brand and business.

x18

Relevant marketing emails drive 18 times more revenue than broadcast emails¹⁷

70%

of marketers lack a consistent or integrated content strategy¹⁸

What's next?

In this guide we've explored the five key areas of action for achieving greater eCommerce success: website performance, trust signals, payment types, delivery & returns, and marketing.



If you're unsure of how your eCommerce website is performing, take our eCommerce Rating to help you identify the strengths and weaknesses of your website.



It's easy to get impartial advice on what to do next to develop your eCommerce and help grow your online business. Contact an eCommerce development expert today for a chat.

References

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