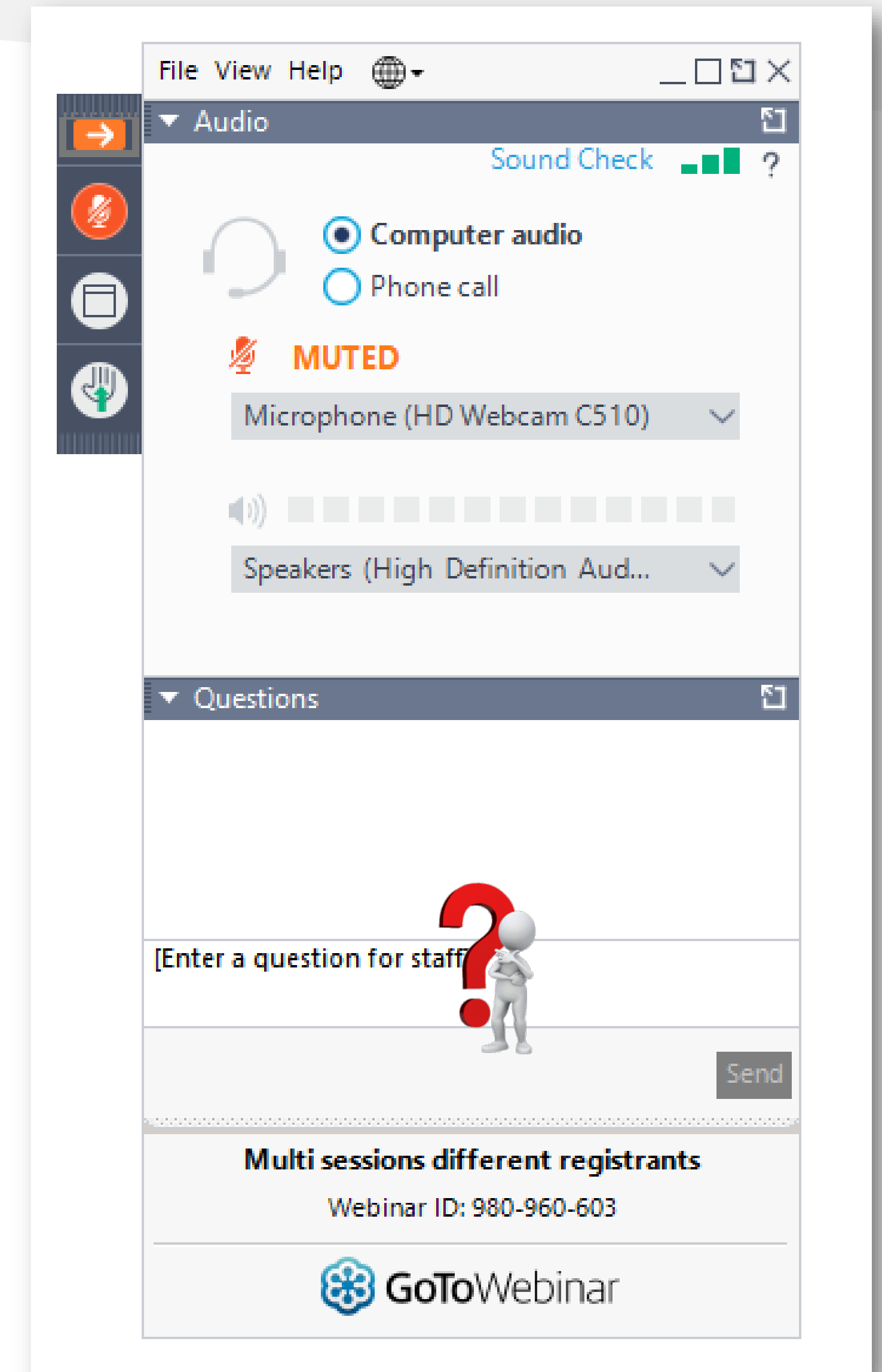




# Expert Tips to Improve Your Ecommerce Website Experience

# A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again







# WSI AT A GLANCE

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For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

# TODAY'S PRESENTER



**John Leech**

*WSI Digital Marketing Consultant*

Prior to joining WSI, John was the European eCommerce Director for Lenovo, growing their eCommerce capability from zero to 14 countries. This gives him the perspective of both a consultant and an eCommerce business owner. He now brings that experience to bear working with a variety of organisations to grow and scale their online businesses.

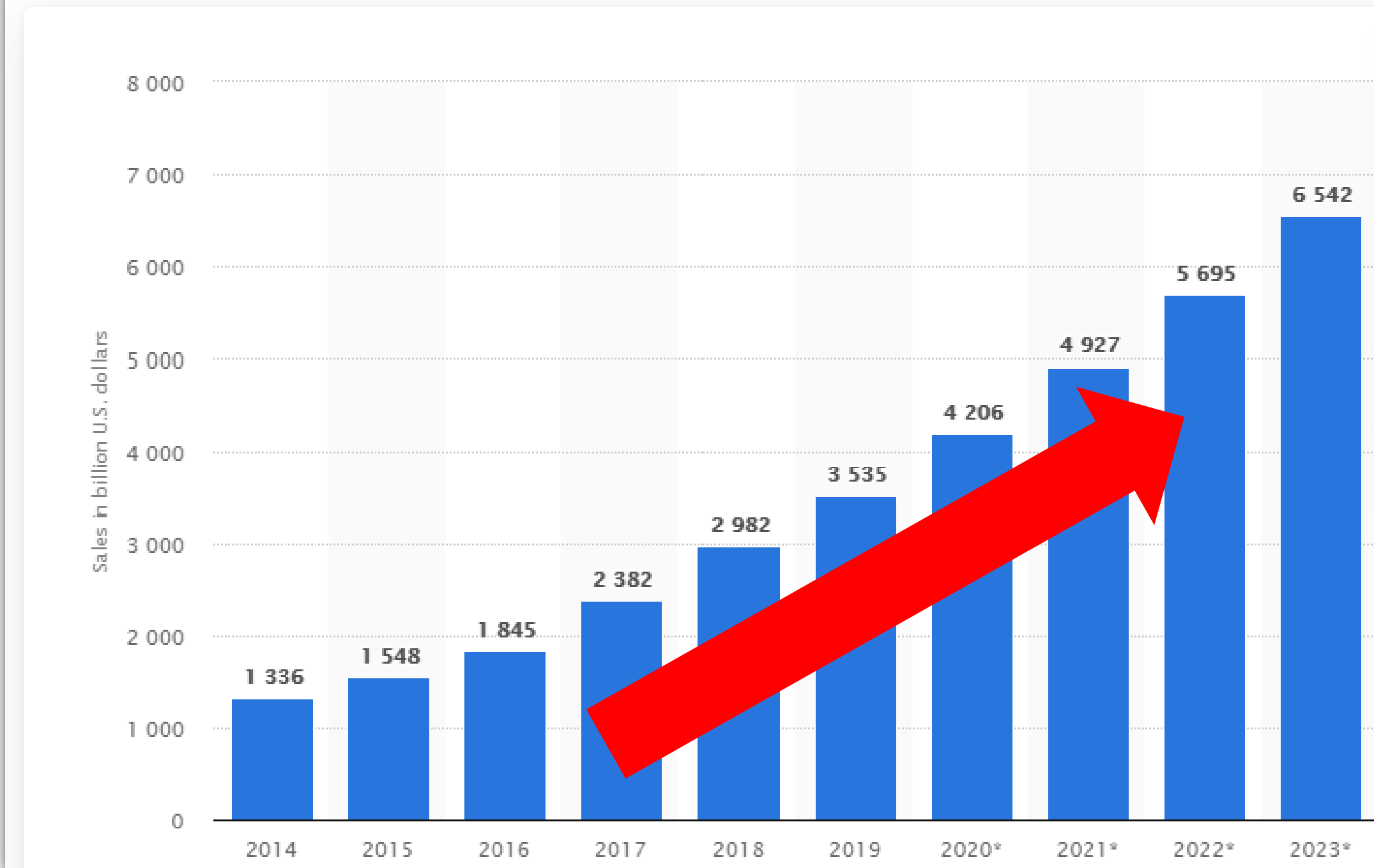
# On the Agenda

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
6. Q&A



# 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
- The 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.



**If you don't have a  
competitive advantage, don't  
compete.**

Jack Welch



# 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.*

(SalesHub)



Learn

Shop

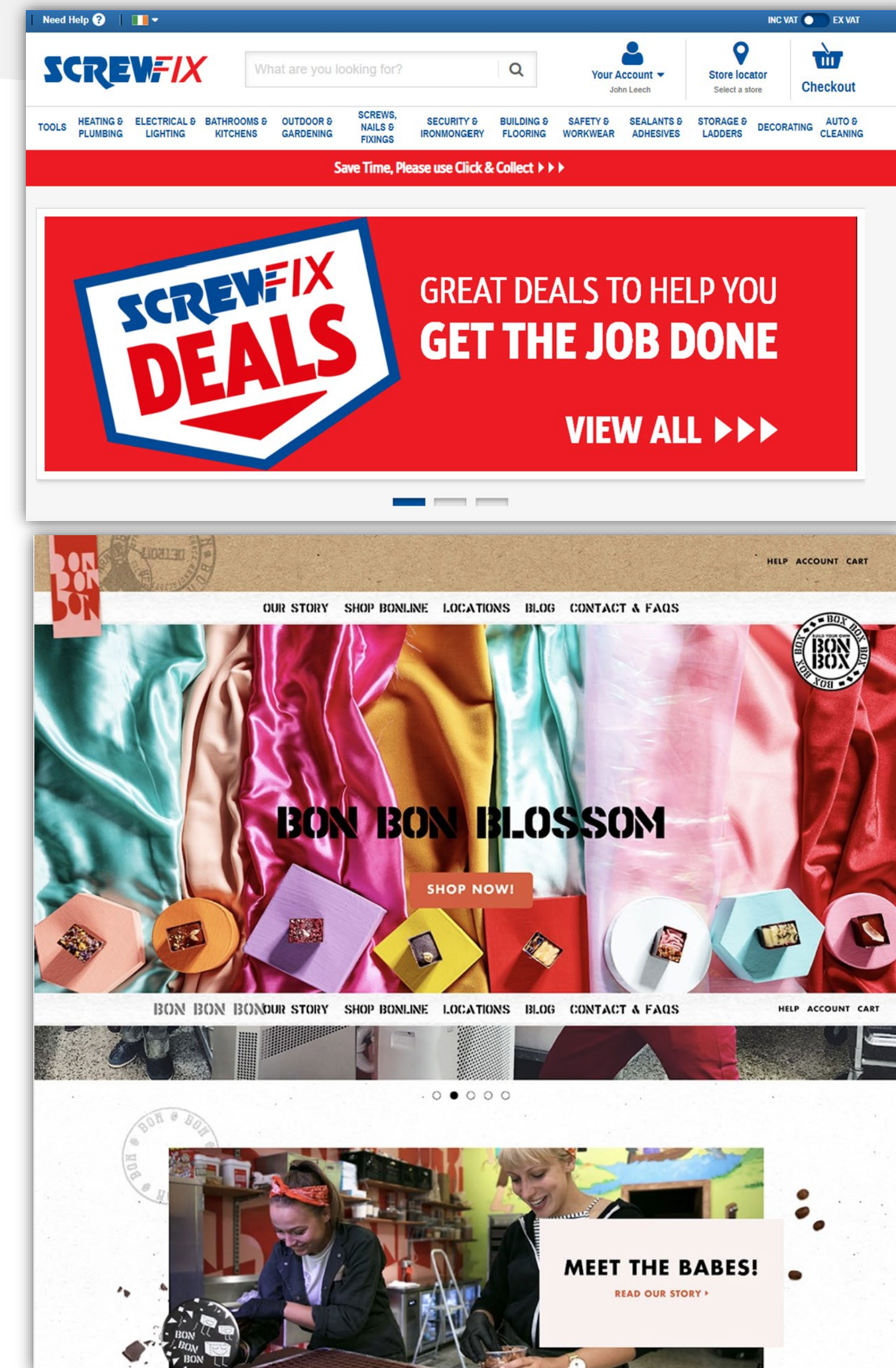
Buy



# Site Design Home Page Elements

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

- 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
  - It's not all about products
    - Link to other useful content

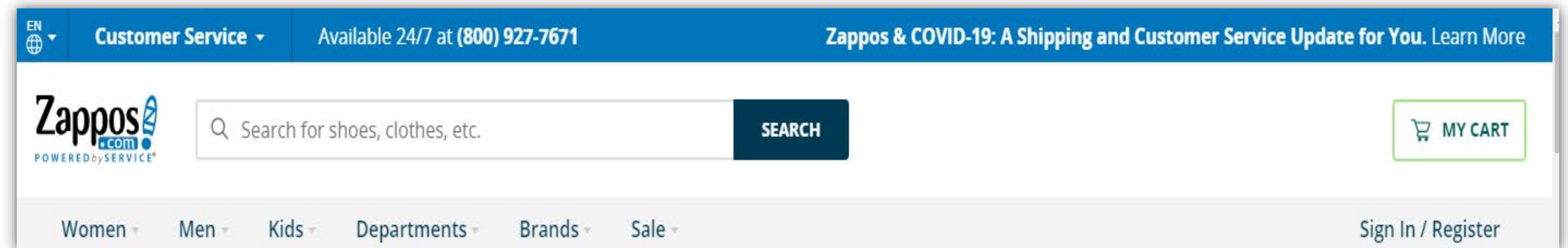




# Home Page Header

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

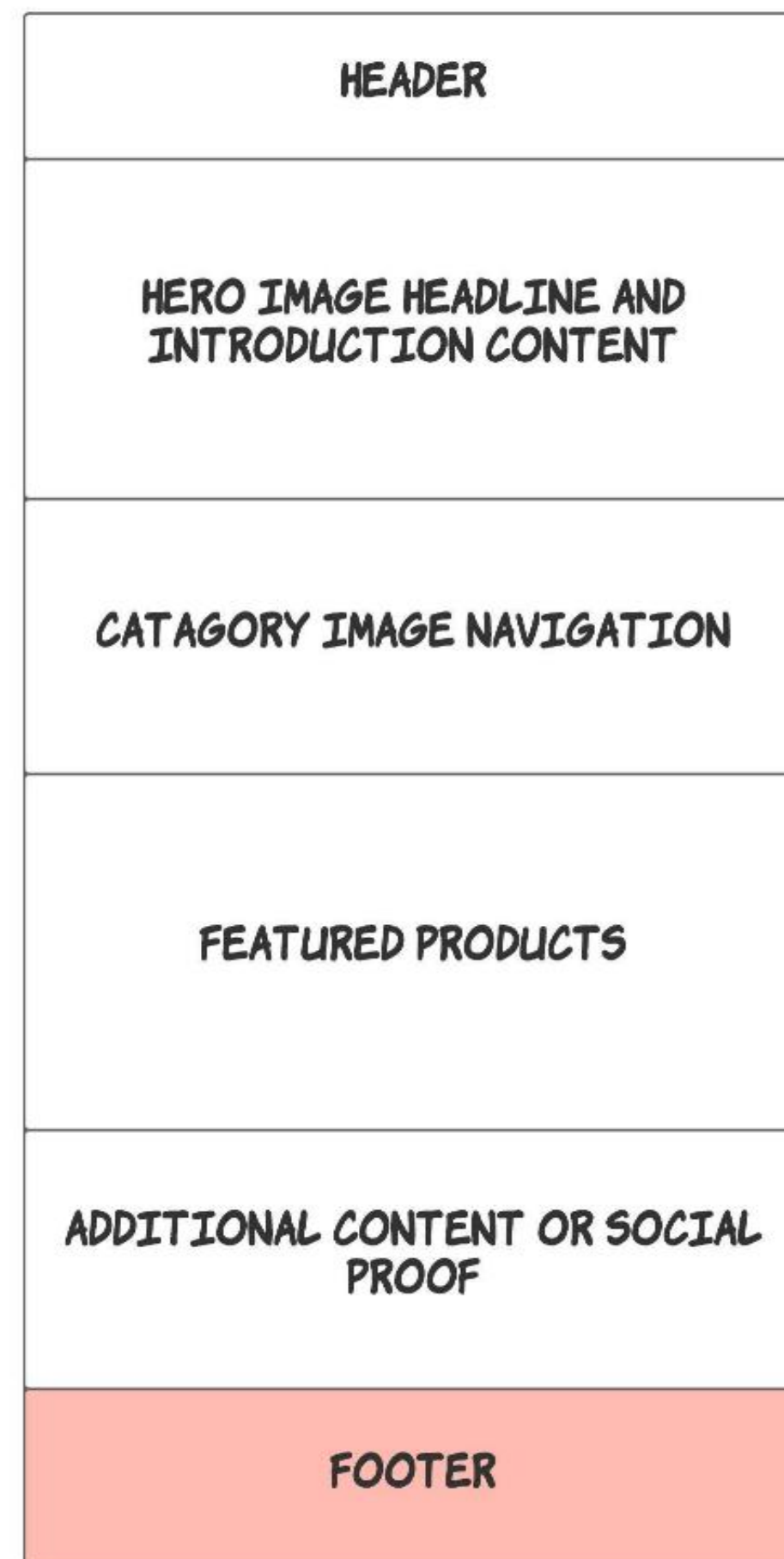
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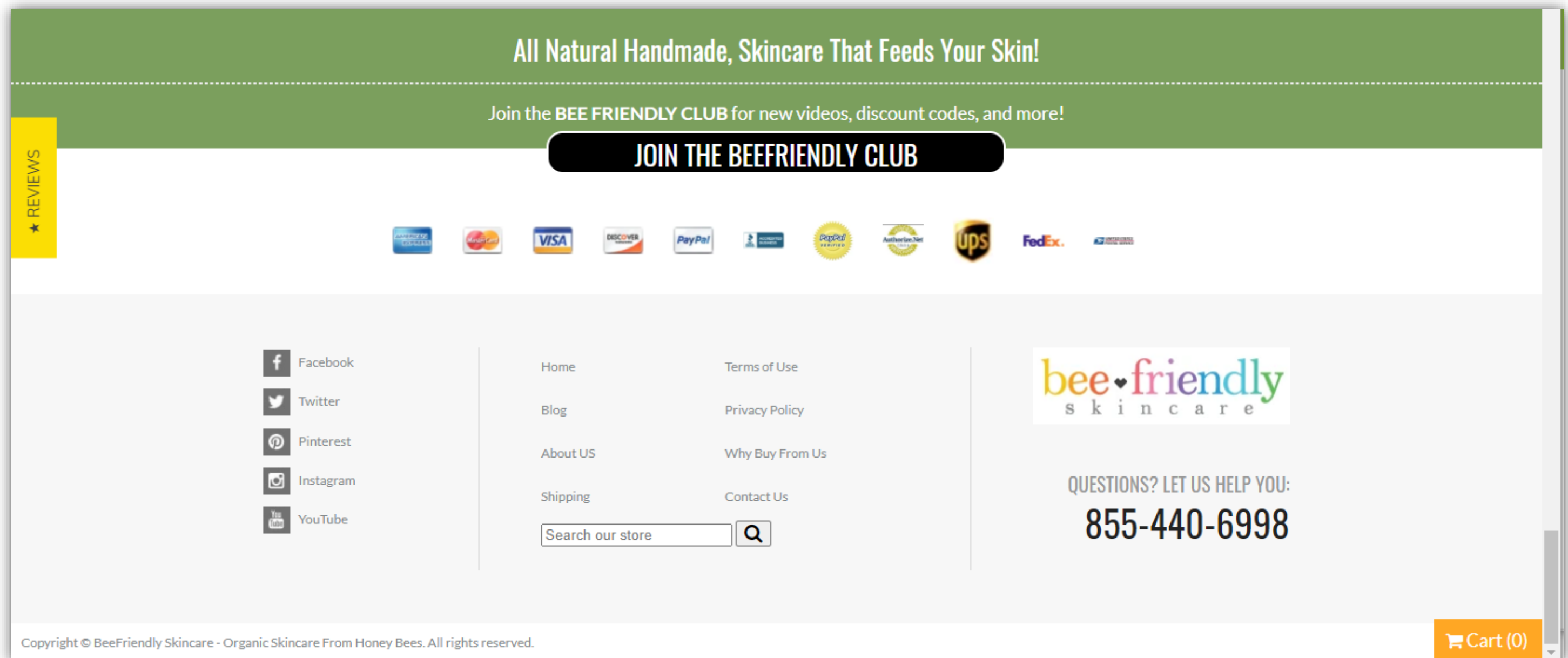
- Phone Number
- Search Box
- Shopping Cart
- Site Navigation
- Live Chat
- Tagline, Key Messages

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

# Home Page Footer



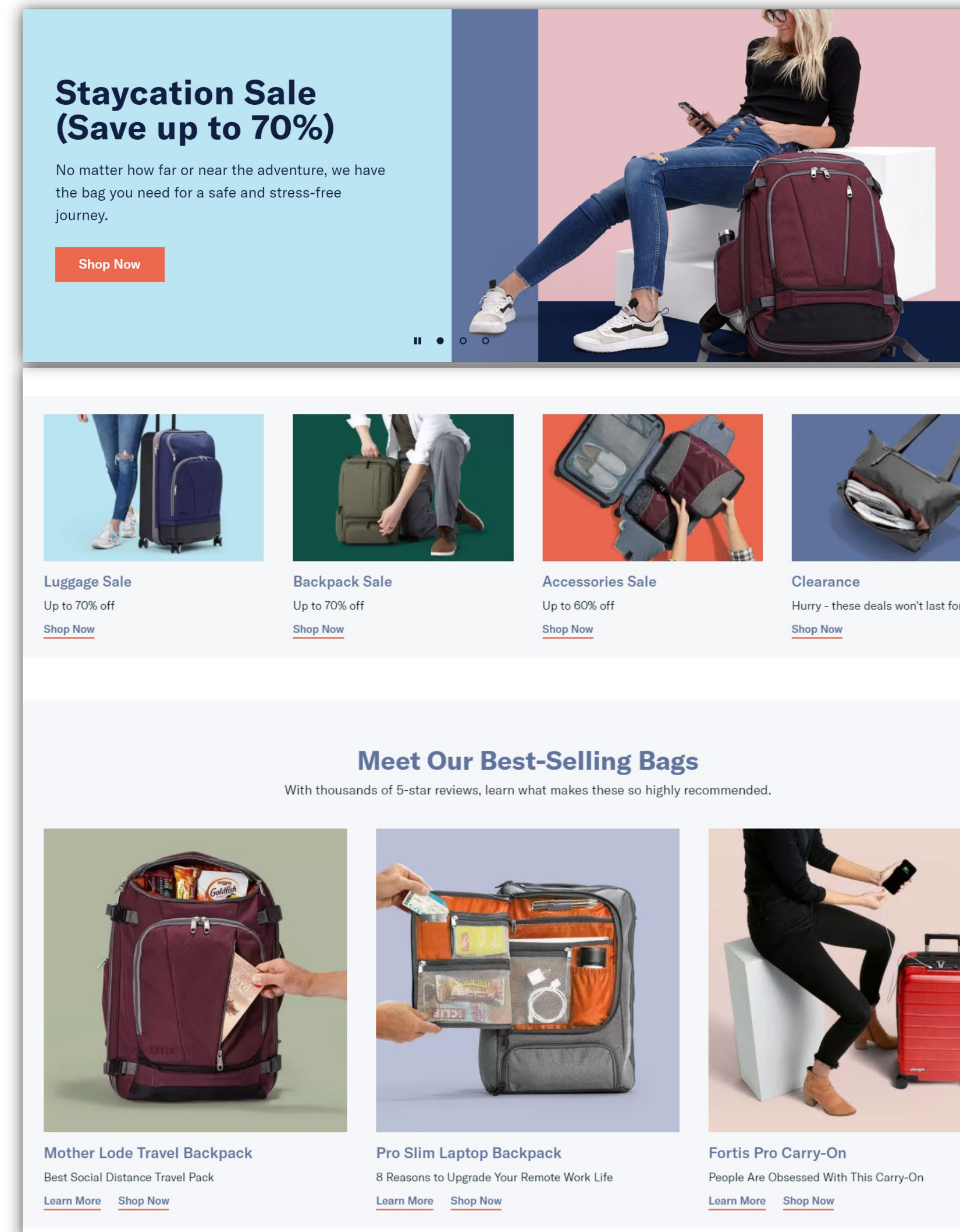
- Trust Signals
  - Security, Shipping,
  - Payment Methods
  - Contact Details, Live Chat
- Navigation
  - Social Channels
  - Review Content
  - Search



***23% of shoppers have abandoned a purchase because they don't trust the website security.***  
*(99firms)*



# Home Page Main Body



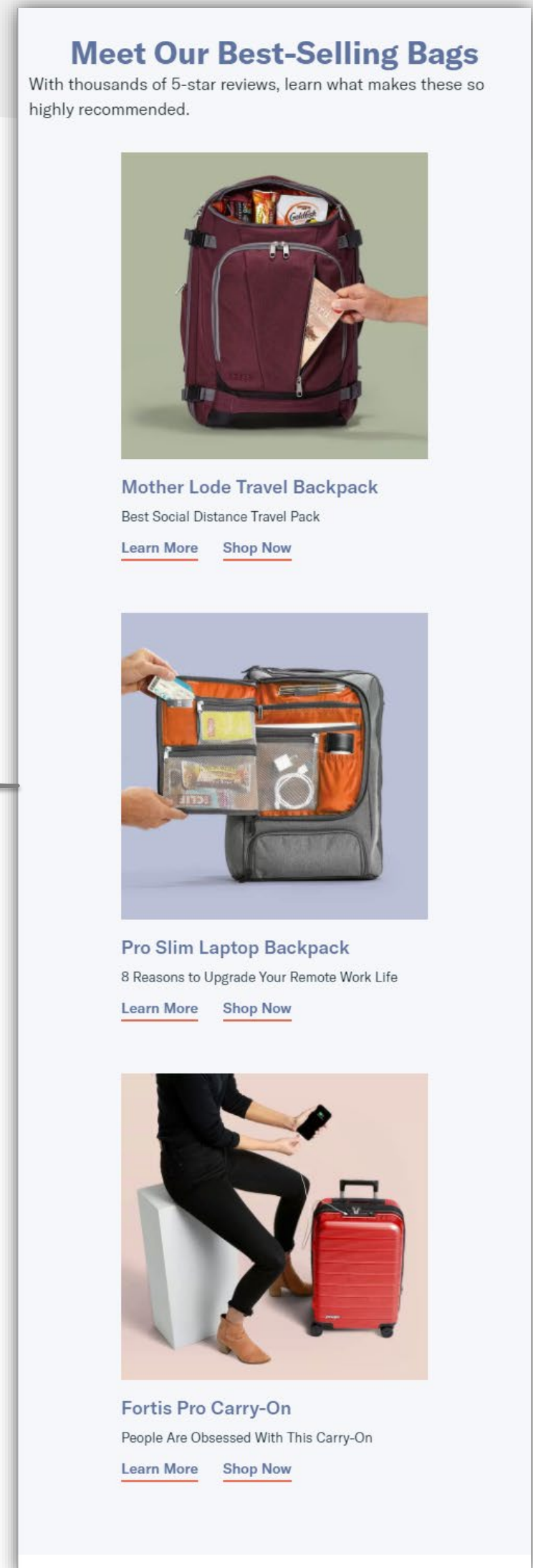
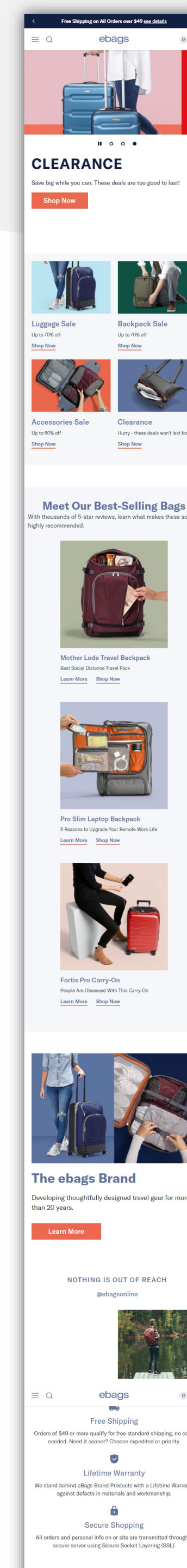
- Help Navigate the Catalogue
  - Image navigation on mobile
- Direct Traffic to:
  - Key categories
  - Products that convert
- Engage the New Visitor
- Move the visitor deeper into the site

***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

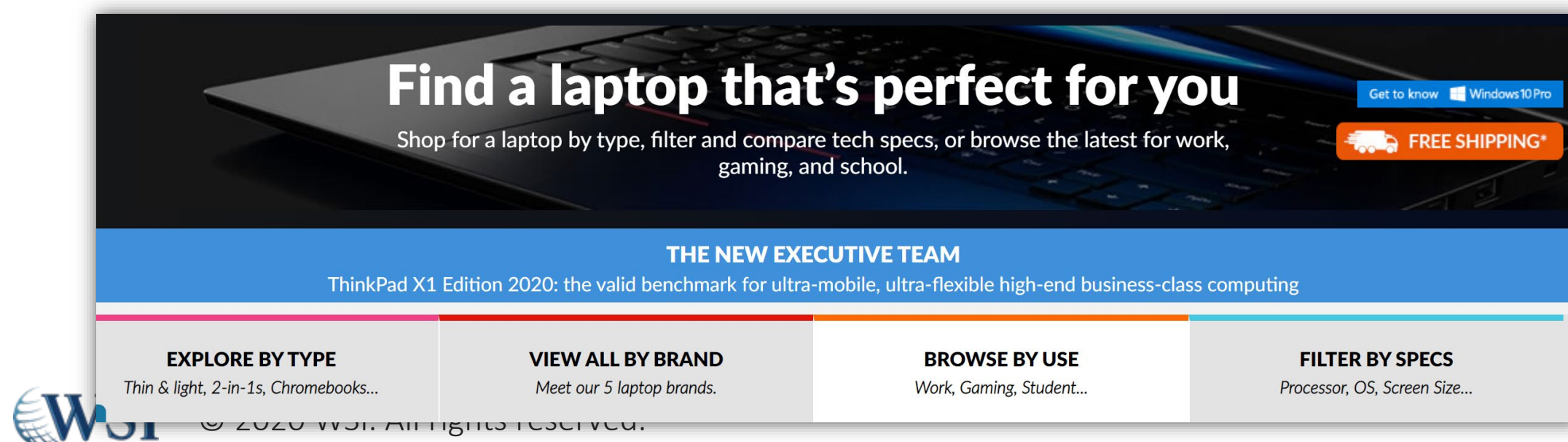
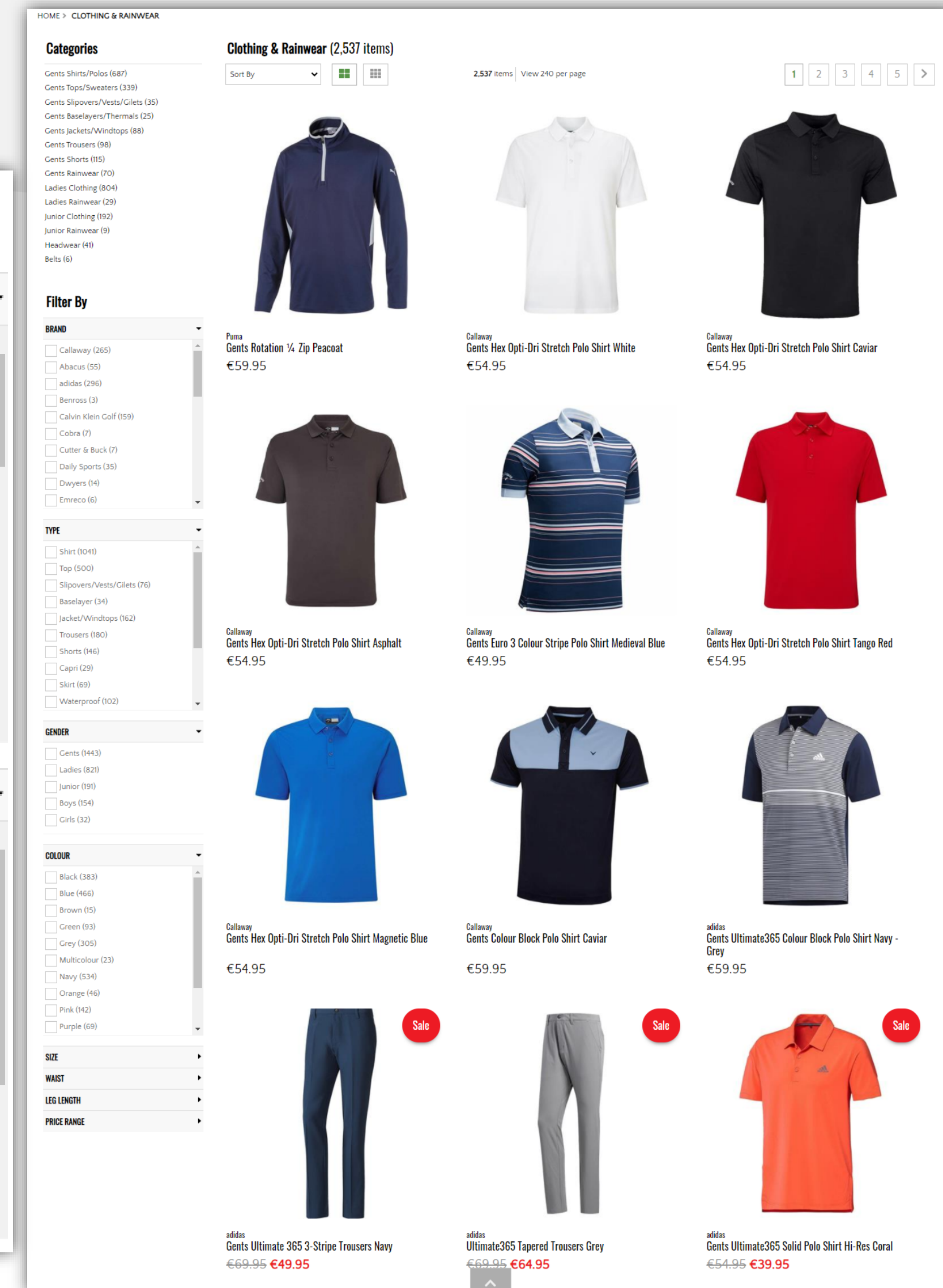
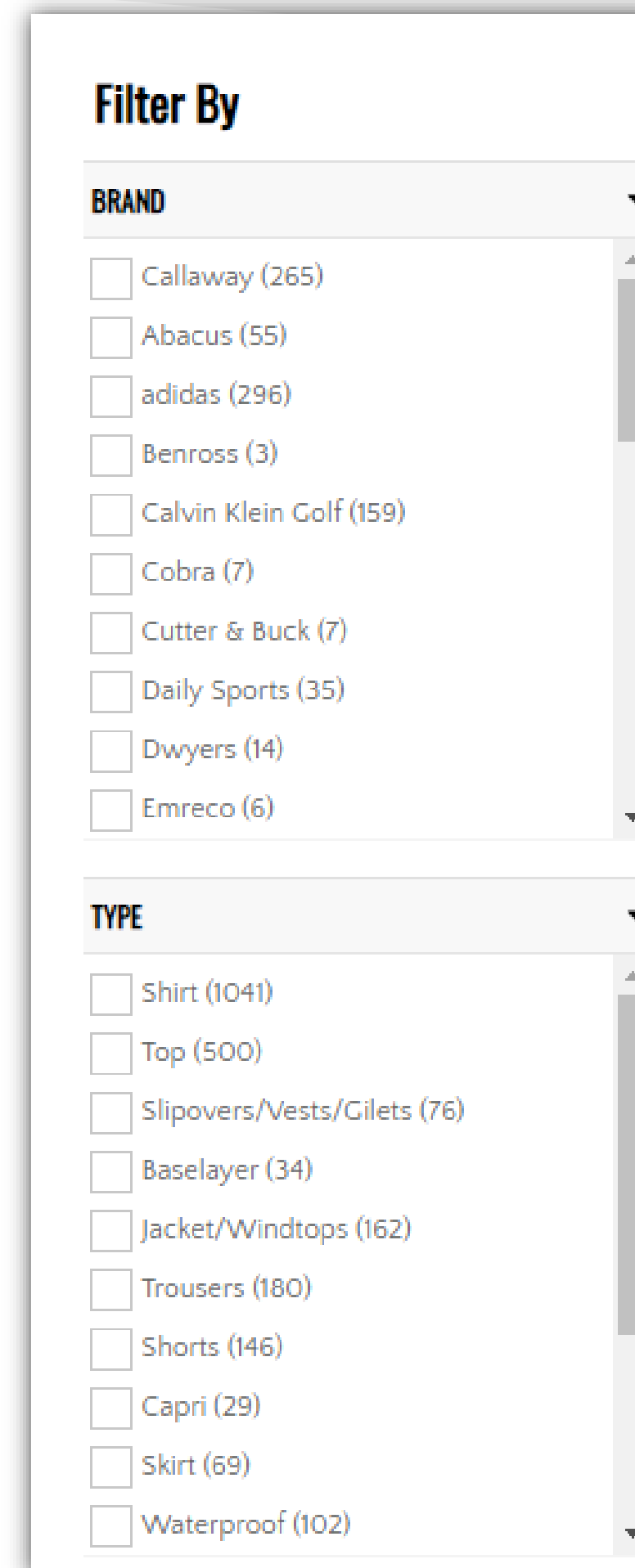




# Shopping Process - Shop

## 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, customization
  - Powerful engagement tools
  - Customer feels both in control and invested
  - Adds to a differentiated experience





# 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.

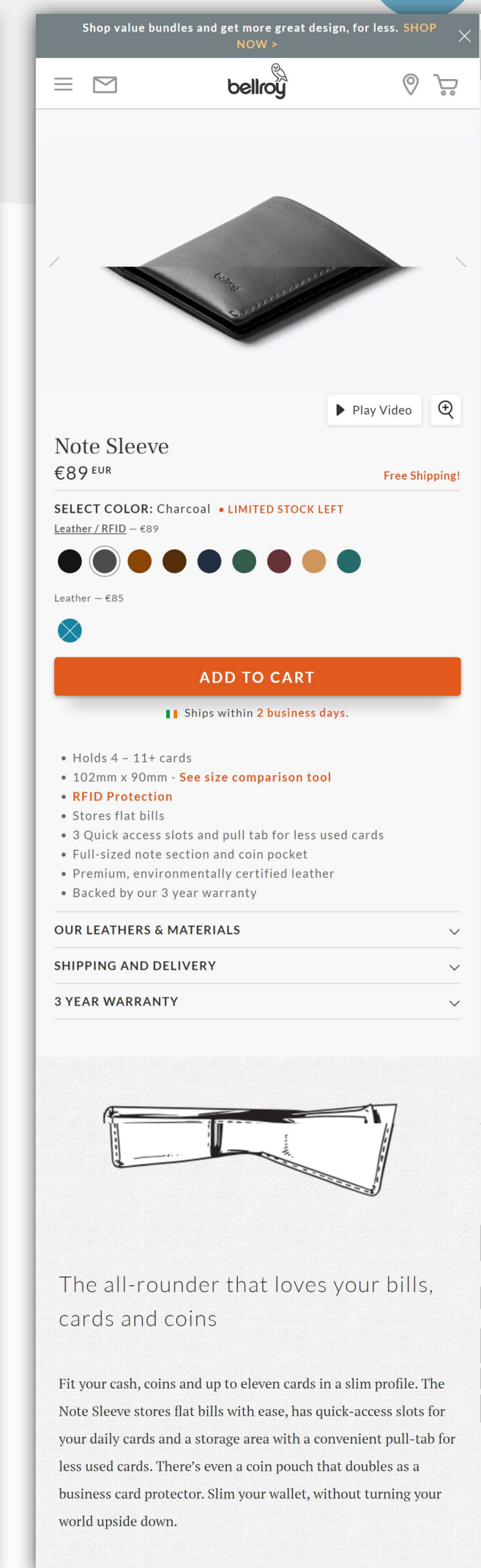
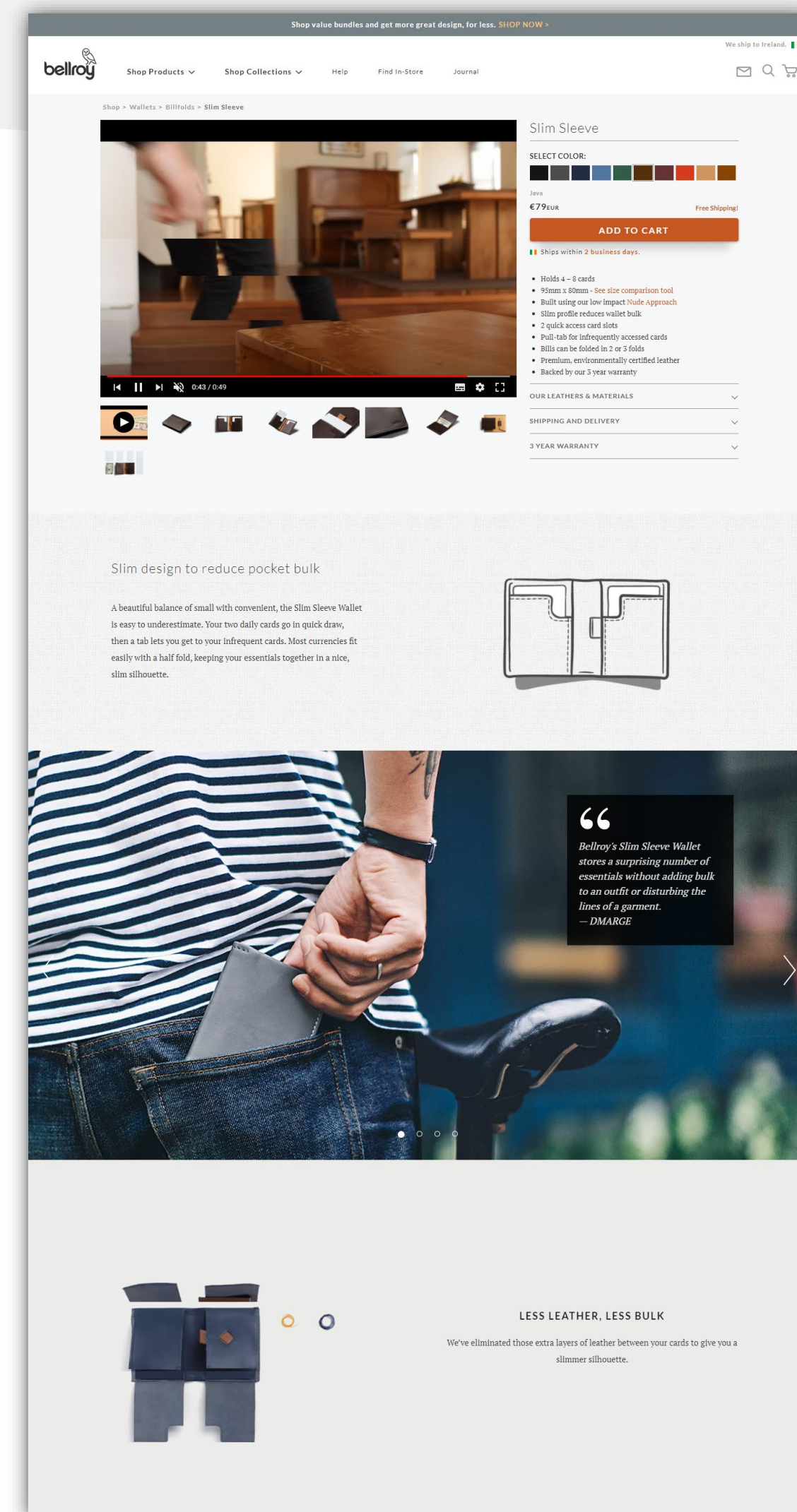
- Holds 4 – 8 cards
- 95mm x 80mm - [See size comparison tool](#)
- Built using our low impact [Nude Approach](#)
- Slim profile reduces wallet bulk
- 2 quick access card slots
- Pull-tab for infrequently accessed cards
- Bills can be folded in 2 or 3 folds
- Premium, environmentally certified leather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

OUR LEATHERS & MATERIALS

SHIPPING AND DELIVERY

3 YEAR WARRANTY

bellroy.com



Learn

Shop

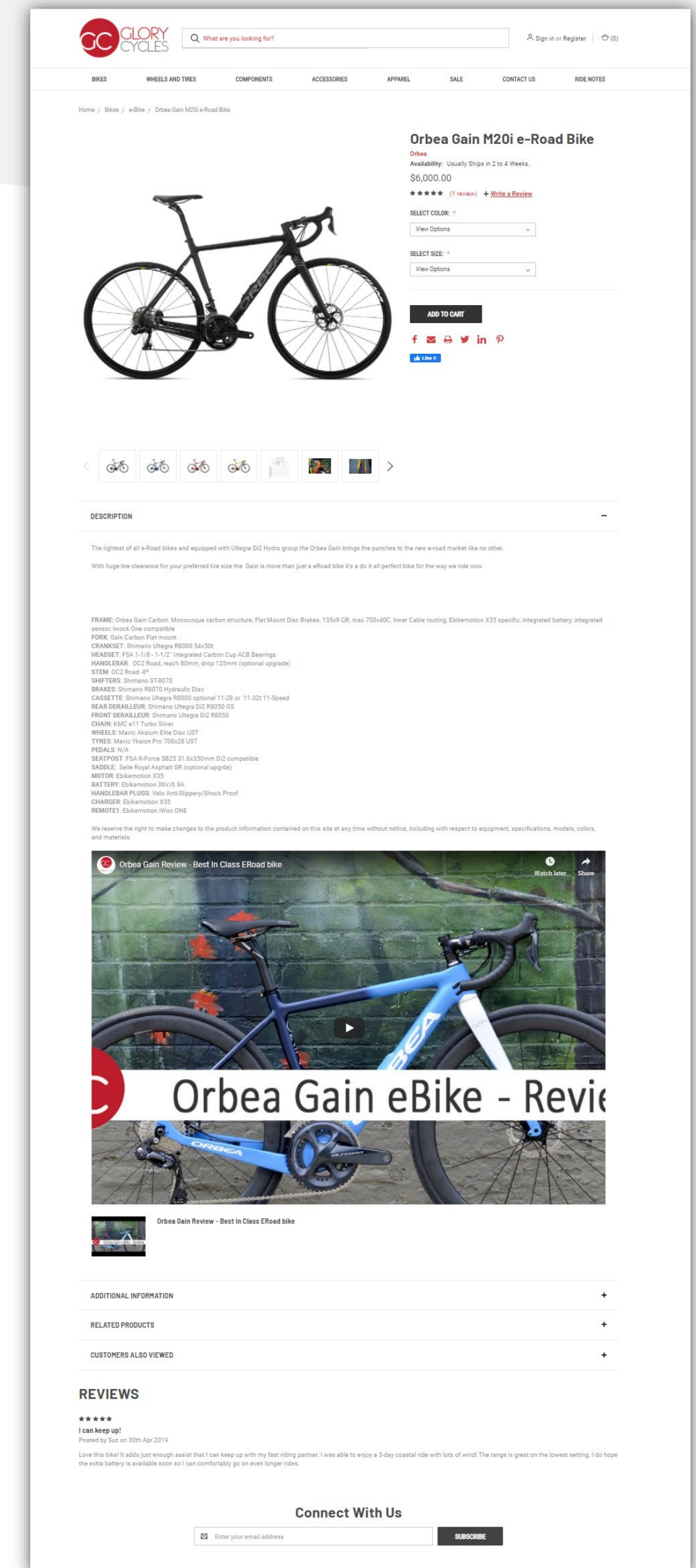
Buy



# Video is a Key Content Element

- Videos communicate information efficiently
- 90% of consumers say product videos help them make purchasing decisions
- 3 out of 5 will spend at least two minutes watching a product video
- Integrate into all pages
  - Start with your most important products
    - Sales video
    - Reviews
    - Testimonials
    - ‘How to’ and ‘Unboxing’

***“Shoppers Who View a Product Video are 174% more Likely to Purchase.” (Ezra Firestone)***





# Shopping Process - Buy

## Checkout Page

- Once it's 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

*The global cart abandonment rate for ecommerce is close to 70%. A slow website can increase abandonment by 75%.*

*(Baymard Institute)*

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

- CHECKOUT** header with links for 'Give Feedback', '1800 806 6453', and 'Live Chat'.
- 1. SHIPPING** section with an 'EDIT' button.
- 2. PAYMENT** section:
  - 'Change Billing Country' dropdown set to 'USA'.
  - Options for gift cards and promo codes.
  - 'CHOOSE YOUR PAYMENT METHOD:' with 'Credit or Debit Card' and 'PayPal' options.
  - Form fields for Card Type (Visa), Card Number, Expiry Date, and Security Code.
  - 'BILLING ADDRESS' section with a checkbox for 'My billing address is the same as my shipping address' and fields for name, address, and phone.
  - 'NEXT STEP' button.
- SUMMARY** section:
  - Subtotal: \$99.00
  - Estimated Shipping & Handling: \$9.00
  - Tax: \$0.83
  - TOTAL: \$98.83**
- IN YOUR CART** section with an 'EDIT' button, showing 'ARRIVES 06/07' and a product preview of a Nike Zoom Pegasus 34 Big Kids' Running Shoe.
- NEED HELP?** section with links for payment methods, order security, promo codes, and gift cards.
- 3. ORDER PREVIEW** section at the bottom.

Learn

Shop

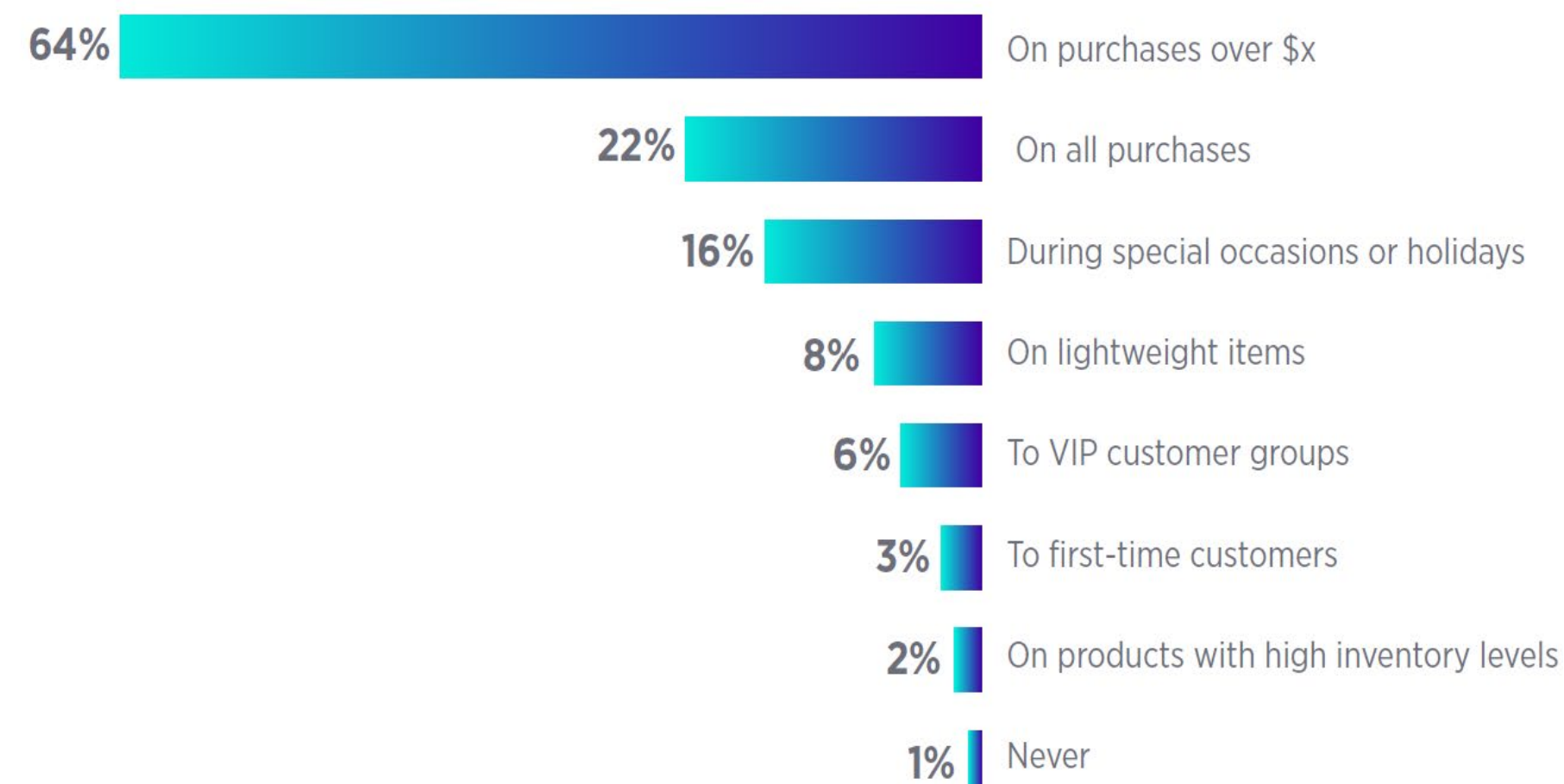
Buy



# Free Shipping – Do You Have a Choice ?

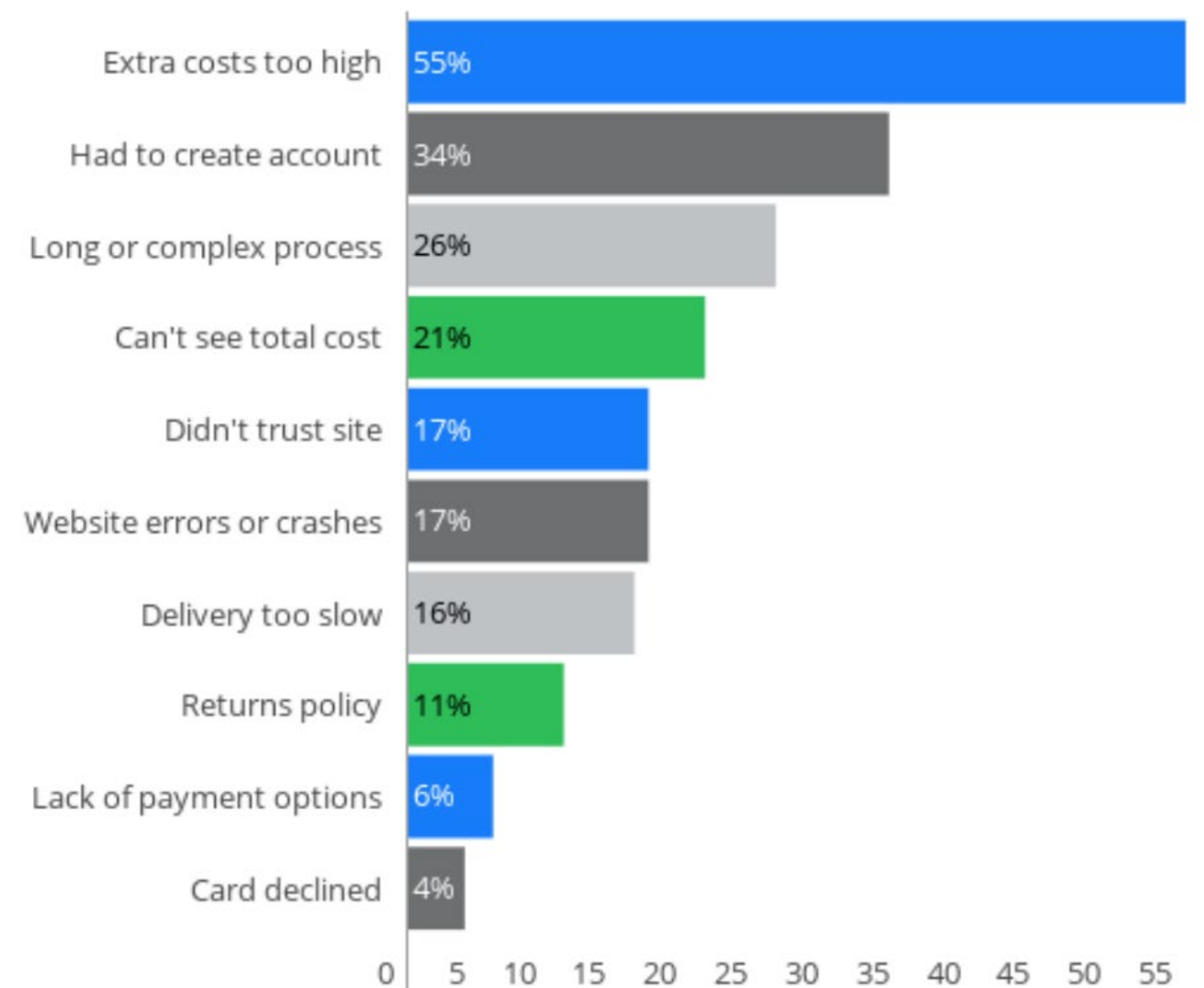
## Reasons Cart was Abandoned

### 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



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



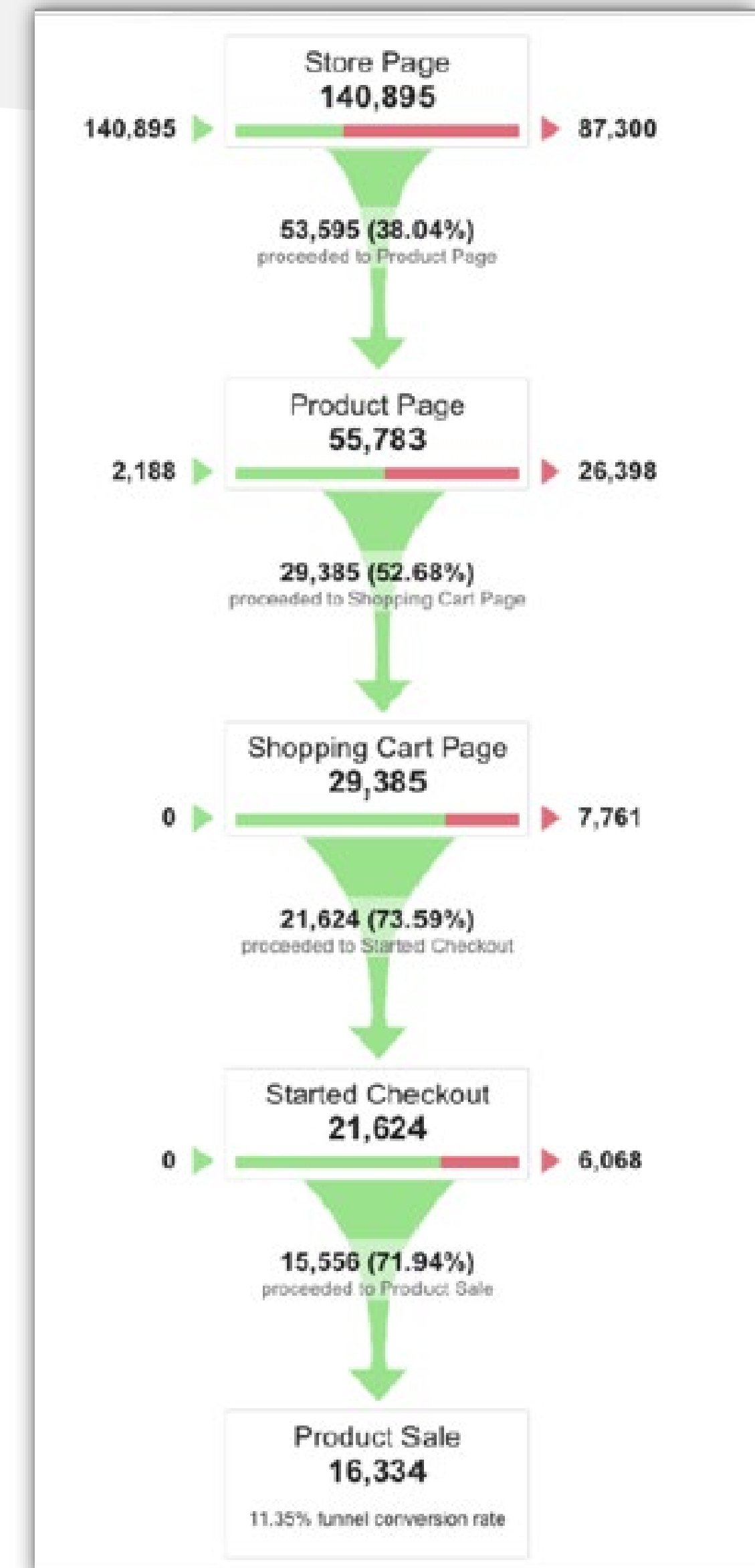


# Design Should be Informed by Analytics

- 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 – prioritize
  - 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're missing a big trick

*You have to be granular and detailed.*

*Beware of averages. Find the problem children and fix them.*



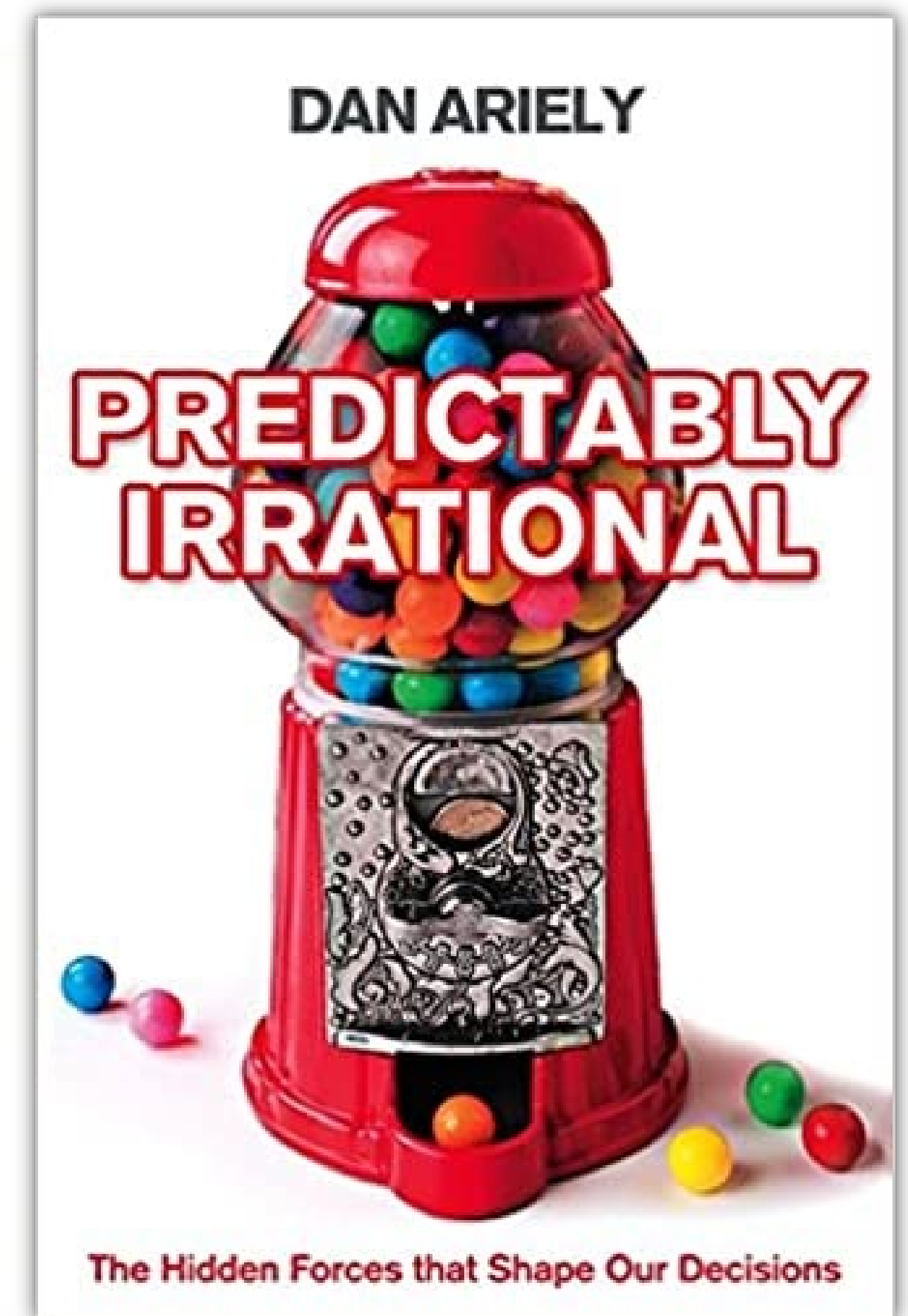
# Final Thoughts

“ 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:

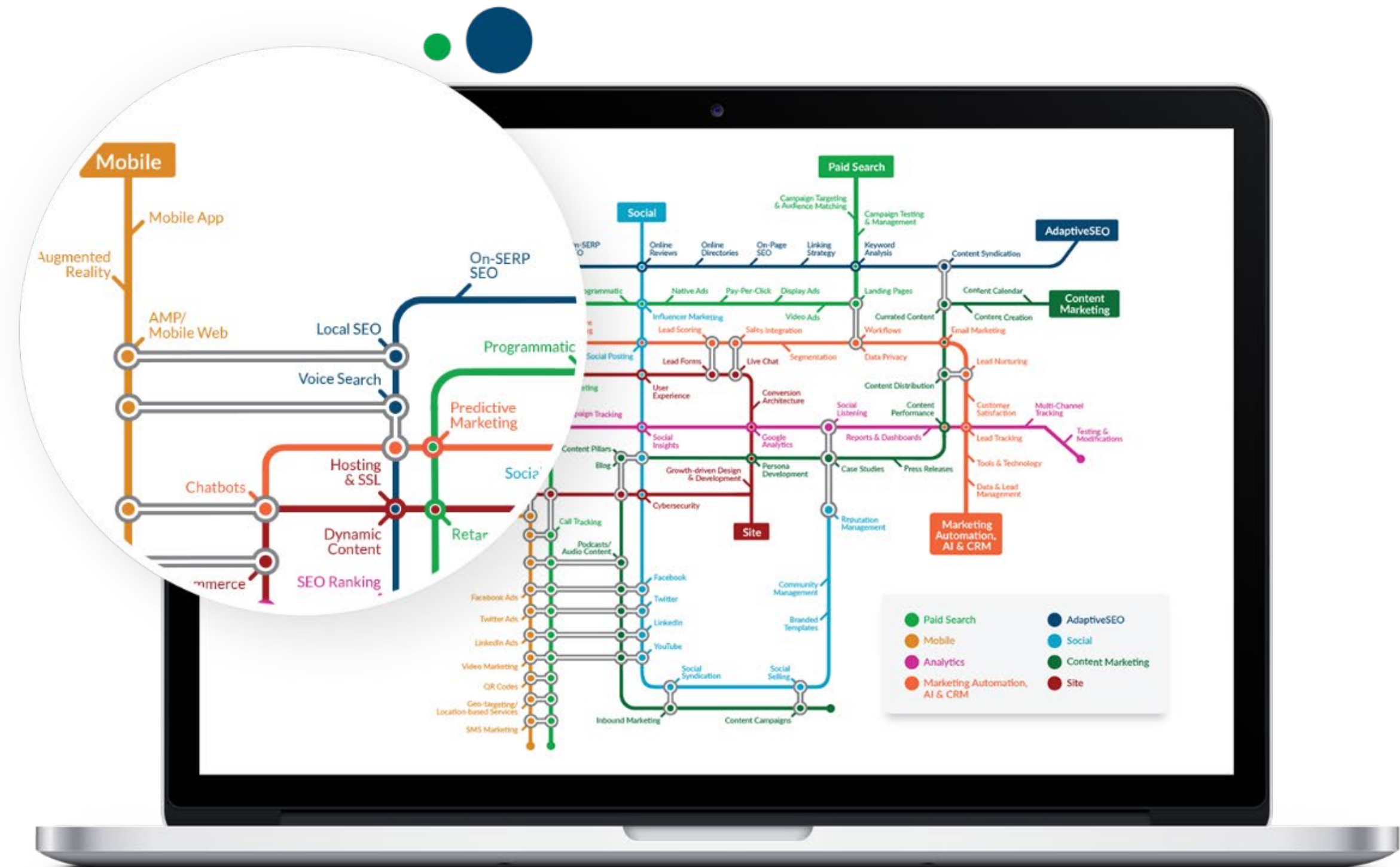
1. You are in the content business. Quality and clarity is key.
2. Customer experience is key. Fast, easy and helpful builds trust.
3. Understand your metrics. Dive deeper than averages. Prioritize
4. You are never done. Your site is always a work-in-progress.
- 5: Design is only part of the story. Spend as much time on the entire experience

# REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

These principles need to be adapted to your industry, your market and your audience which is where your local WSI Consultant can help.

Reach out to your WSI Consultant or email [contact@wsiworld.com](mailto:contact@wsiworld.com).

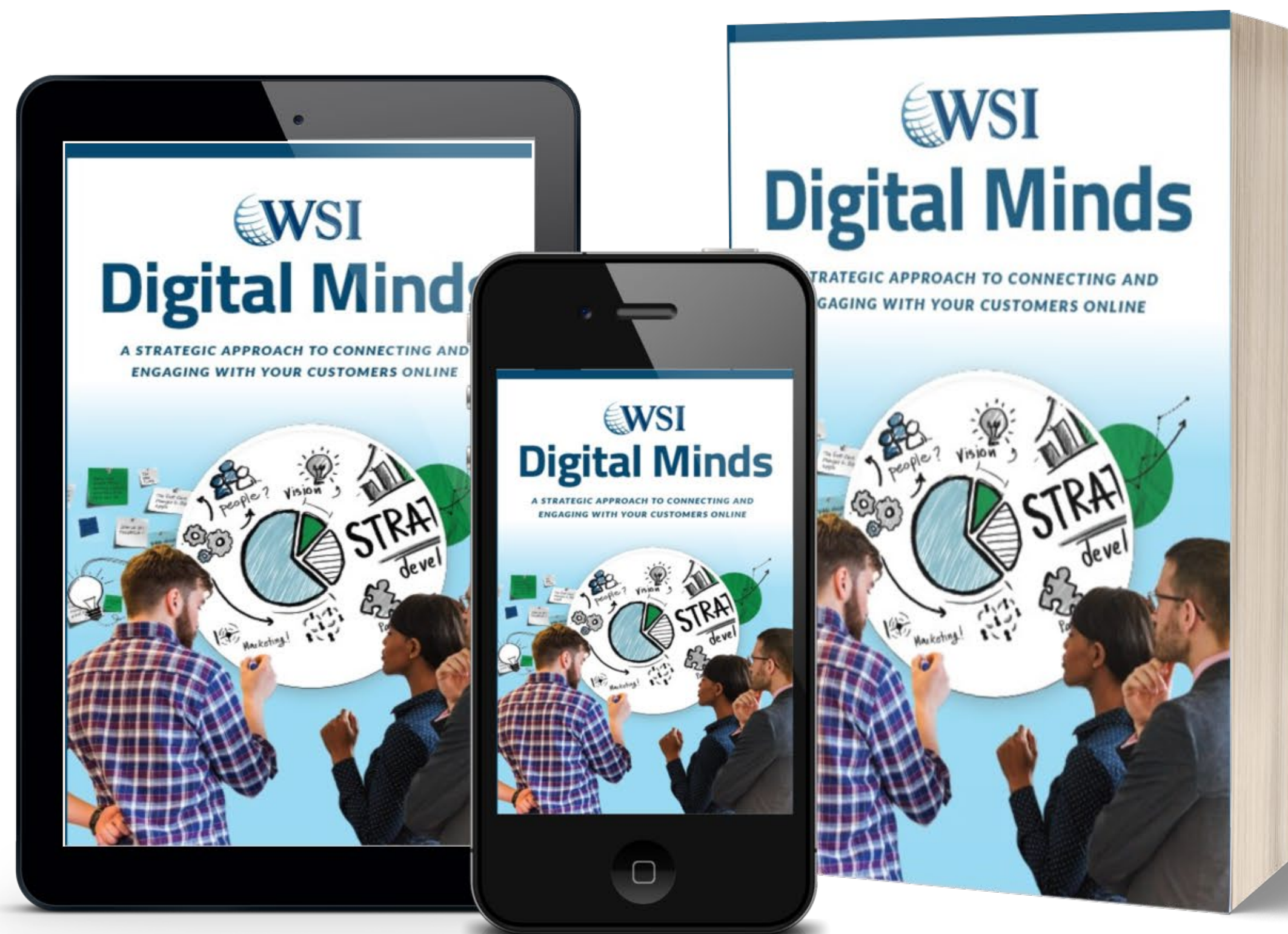






**Now it's time for some Q&A**

# 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. Share your feedback.  
See you next time!**