

Ecommerce Notes

Some Market Data

- Most ecommerce sites have a browser to buy ratio of 5 to 15%.
- Male / female ratios are evenly split. 65% of the population now shop online
- Why do customers shop online? Price is 4th. Convenience, range and service score higher

Your Customers Will Need Reassurance In Order to Purchase

- They need to know their personal details and credit card details are secure.
- They need to know that you will deliver when you say that you will.
- Ensure that your returns policy is visible on the website, easy to understand and simple to do.

Deliveries

- Clearly communicate to your customers delivery times and costs. No hidden charges.
- Focus on first time delivery so that it is convenient. Allow for alternative delivery address, have packages that fit through a letterbox. Avoid a "we missed you card" dropping through a customers letterbox.

Your Customer

- Why are they coming to your website to shop? What are their motivations?
- How are we going to turn the browser into a buyer? By ensuring that the brand is consistent, the website is easy to navigate and that the user experience, tone of voice and product placement is in line with your customer expectations. Above all we aim to remove frustrations from the customer shopping experience.
- Respond to customer queries and complaints swiftly. Ensure that you are easy to contact.

The Law

- Ensure that you comply with the Data Protection Act and keep your customer data secure and private.
- Comply with the Sales of Goods Act and ensure that you accurately describe the goods and that you respect statutory rights.
- Ensure that local sales taxes are paid.

Spread the Word

- Submit the website to search engines. Participate in Google AdWords?
- Include your website address at the foot of emails, in business cards and letterheads.
- Participate in online forums and blogs and always include a link to your website.

Encourage Repeat Visits

- Regular offers and special deals.
- Offer visitors the participate in reviews and subscribe to email newsletters.
- Include special incentives such as recommending a friend or colleague to set up an account.
- Include a forum (an online discussion page) or blog (an online log or diary).

CHECKLIST

ORDERS

- How will you be alerted to orders as they come in?
- Who is going to process the orders in your company?

DELIVERIES

- How much are you going to charge? Will it be by weight, by quantity or will it be a flat rate?
- How long will it take you to deliver to the customer?
- Who is going to deliver for you?

PAYMENT

- Who will you use? A merchant account or PayPal?

RETURNS

- What is your returns policy?
- How will you credit the customer?

CONTACT

- Who will be the main point of contact for the ecommerce store?
- Will they be easy to get hold of?

PRODUCT RANGE

- How many products do you want to sell?
- What categories do they fit into?

COSTS

- Hosting of the website
- Transaction flat fee
- Transaction commission
- The combined costs are likely to be over 5%

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