

E-Commerce Sites in 2021

The Importance of Website Design for UX

Spectrum Net Designs
..... CREATING WEB SOLUTIONS

eBook



E-Commerce Site Fundamentals

It is no shocking news that in 2020, E-Commerce has had tremendous popularity and growth. With the Coronavirus pandemic keeping most people indoors, 60% of our interactions with companies are now online. Just between February and April 2020, internet sales increased from 19.0% of total sales to 30.2%, which does not come to any sort of surprise.

With that being said, if you have thought about building an E-Commerce site but have not been able to execute it, the time is now! There are some fundamentals for making an attractive e-commerce sight and we will go over one of them- the importance of website design for your audience and the user experience.

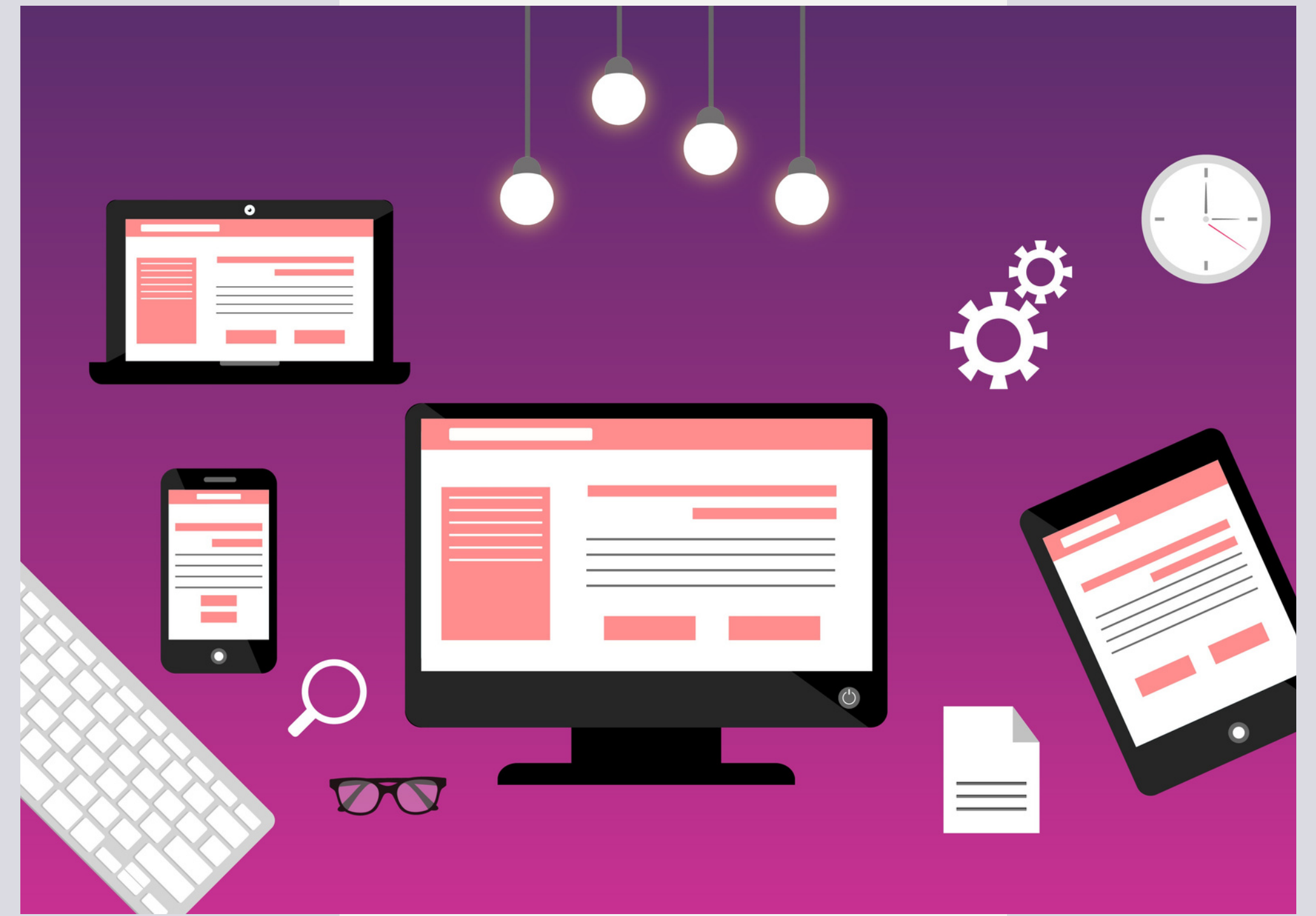
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THE IMPORTANCE OF WEBSITE DESIGN FOR YOUR USERS

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- 2 It aids your search engine optimization strategy
- 3 It sets the impression for customer service
- 4 It builds trust with your audience
- 5 Your competitors are doing it
- 6 It creates consistency



1 *It sets the first impression*

When your audience first lands on your website it provides them with their first impression of your business. People will judge right away and the goal is to make a positive impact on your audience. If your website is unappealing to them or hard to navigate it will teeter them to go find something better suited. Web design is important to capture that first positive impression and keep them browsing on your page.

2 *It aids your search engine optimization strategy*

Many of the web design elements will influence how you publish content on your website, which will affect how spiders crawl and index your website- directly affecting your SEO.

3 *It sets the impression for customer service*

Your web design will give your audience insight on how you view them. If you don't put effort into the design elements of your website they will think you won't put effort into helping them. Your website is the face of your customer service. If it is bright, modern, and inviting then your audience will feel welcomed on your page. In contrary, if your website is outdated and unorganized it puts off the feeling that you don't care.

4 *It builds trust with your audience*

The truth is, people don't trust poorly designed websites. If they notice the poor design or the information looks outdated, they will not trust your site and go find one they do. Your audience is coming to your site to purchase a good or service from you- sometimes in large amounts, so trust is a big aspect to convey through your website design.

5 *Your competitors are doing it*

If you are looking for a reason to update your web design and stay relevant this is a huge one: your competitors are already utilizing web design. If you want to remain in competition with them, make sure your web design is top notch.

6 *It creates consistency*

Online web designs are important for your e-commerce site because it creates consistency across your page and other platforms. When you are trying to attract new leads for your business, you want to build up on your brand. You want your target audience to be familiar with your brand so they choose you when they are ready to buy! If you are interested in a brand style guide we talk more about it in [our blog](#).



Web Design Elements to Create Better UX

In the online world, user experience is directly related to how well a user can get the information they are looking for and at a reasonable amount of time. Understanding what your target audience wants and how they feel while shopping around your site is the key to the website design process. Below we will highlight 5 aspects in website design that play a vital role in in customer user experience.

It is important to encompass each of these aspects for optimal user experience. Website design is not limited to only the overall appearance your e-Commerce site has but also has a lot to do with how your customer feels while shopping around on your site and their overall experience.

We will go into more detail regarding the various aspects of how your e-Commerce website design plays a vital role for your customer experience.

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WEBSITE DESIGN ELEMENTS FOR USER EXPERIENCE

Below are our top 5 design elements that we believe should be incorporated and tracked through your website design process. A cardinal rule to remember here while working on your digital product's user experience is to not base your product on what customers say they want. Good user experience design decisions should be purely based on your customer actions- that is, user experience design should not be about how it feels but rather more about how it actually works and what people actually **do** when using your site.



Brand Awareness



First Impression



Bounce Rate

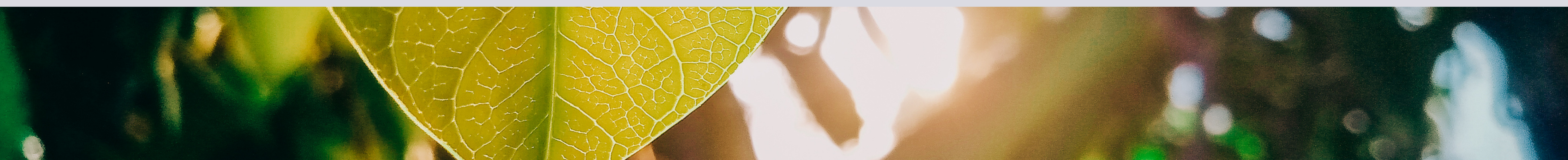


Conversion Rate



Website Security

The user experience focuses heavily on having a deep understanding of your users- what they need, what they value, their abilities, and also their limitations. It should also take into account the business goals and objectives behind your e-commerce site. User experience best practices promote improving the quality of the user's interaction with and the perceptions of your product and any of your related services.





Brand Awareness

Every online store should have a consistent appearance and feel that attracts their target audience. This is what takes your business to the next level and positions you ahead of your competition. After all, the overall feel of your brand reflects you and your product offering.

Throughout your website, it is important to keep an overall consistent feel with your elements and make sure they compliment your website logo. Also, including the right selection of images, colors, text, layouts, and features that highlight your brand identity will affect your user experience.



First Impression

We have heard this our whole life- you are your first impression. Which stands true with your website design. When a user first experiences your site, they need to feel comfortable with your design, navigating through & the overall trustworthiness they feel. If you have a poor interface or lack of user-friendliness this leads to rejection and mistrust of your shoppers. Make sure to present your website the best you can as this is the foremost way to grab and retain customer attention.



Bounce Rate

The bounce rate is when a customer lands on your website and leaves without navigating further. It's such a great metric to understand where shoppers are falling off or getting un-interested. There are several factors that relate to bounce rate, and yes, your website design is one of them! Having an efficient website design provides your shopper confidence that they are in fact in the right place to find the right products they are looking for.

To name a few of the critical elements contributing to your shoppers first impression are the business name, portfolio of products sold, business type, location, and so on. If these factors aren't implemented in a strategic way, then the shopper will simply leave your site and find what they are looking for elsewhere.





Conversion Rate

Another metric that determines your website's success is conversion rate. Poorly designed interfaces lead to lower conversion rates. It is important here to make sure the navigation of your site is easy to follow and leads your shoppers to what they are looking for. Implement conversion centric design elements that initiates your shopper to continue their search and ultimately, purchase from your site. Provide complete product information with the correct images & sizes. We cannot stress this enough, make sure your image dimensions, size and resolution are set for desktop & mobile user experience. An additive to your image experience is giving them the freedom to zoom and look at every detail of your products. Try implementing these tactics to help with turning a visit into a purchase.



Website Security

Since you are an E-commerce site, shoppers will be sharing their financial information to perform transactions- so if they do not feel comfortable and safe on your site they will look somewhere else. Make sure to follow essential security measures or your site will be susceptible to spammers, hackers, and identity theft. Securing your site with the HTTPS format and implementing the right security features to ensure your shoppers data is safe is very important. Make sure to ask your web designers to consider all important security factors while designing your site.



Now What?

Now you understand the importance of creative and effective web site design for your e-commerce site & the different elements that we think should be incorporated throughout your web design process.

It is a great time to update your current e-commerce site! If you would like to talk with the Spectrum Net Design team regarding website design or development,

Contact Us Today!

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