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Deuteronomy 31:6 Be strong and courageous. Do not be afraid or terrified because of them, or the LORD your God goes with you; he will never leave you nor forsake you


E-Commerce in 2021- The Importance of Website Design for UX

It is no shocking news that in 2020, E-Commerce had rapid 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 doing an E-Commerce sight but have not been able to execute it, the time is now! There are some fundamentals to making an attractive e-commerce sight and we will go over one of them- the importance of website design for your audience and their user experience.

Website Design Elements for User Experience

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 if website design that play a vital role in in customer user experience.

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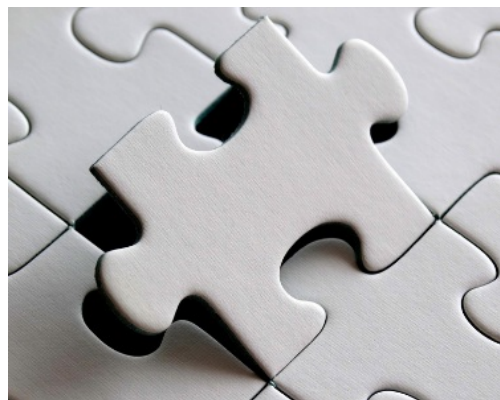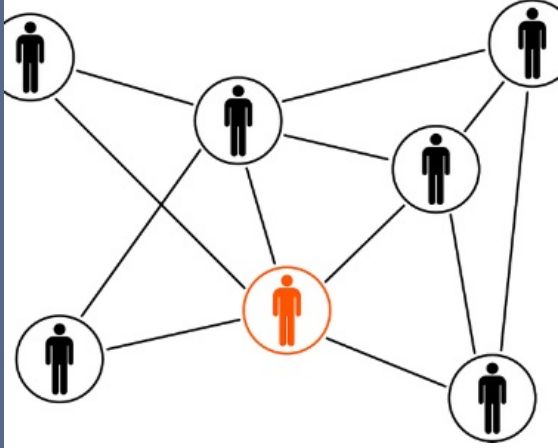
Every online store should have a consistent appearance and feel that attracts their target audience. This is what takes your business to the next level and positions you ahead of your competition. After all, the overall feel of your brand reflects you and your product offering.

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.

Creating a First Impression Right off the Bat

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.
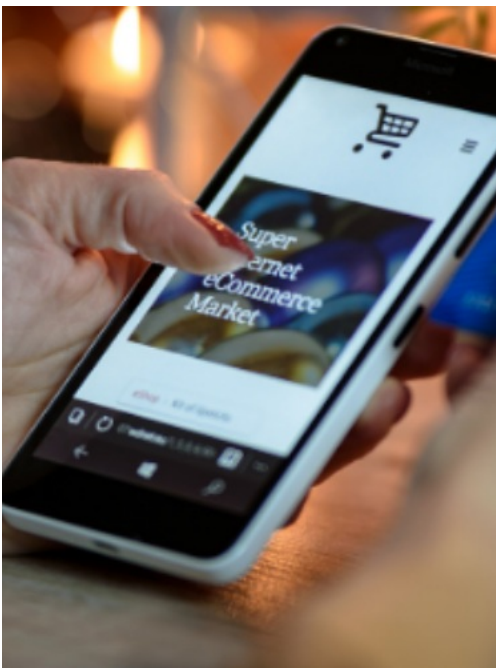
Bounce Rate

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, 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. 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 thieves. Securing your site with the HTTPS format and implement the right security features to ensure your shoppers data is safe. It's important to ask your web designers to consider all important security factors while designing your site.
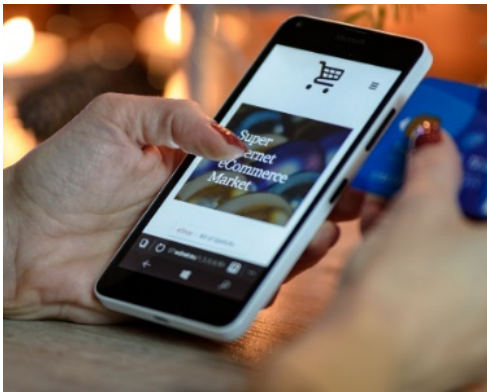
In summary, E-Commerce websites are becoming increasingly popular and if you already have an e-commerce website, it's not too late to update it! We would love to help you design and create your new e-commerce website -- Just give us a call or send us a message!

Site not Secure?

Or if you just need more security...

CONTACT US TODAY

In Case You Missed It!

Using Local Resources for E-Commerce, Not The Big Boxes

If you have been wondering whether the commotion over conducting your business online is something that you want to jump into, then read on. Online shopping is nothing new these days. Everyone has purchased something online at one time or another. This is much larger than it seems and it isn't going anywhere, so it's better to jump on the wagon than being left behind. We will explore the benefits and more to utilizing a local resource for your e-commerce needs and not going overseas or to a big box company like Go Daddy or Network Solutions.

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Getting Started with E-Commerce

The ability to shop online has drastically changed the way that people purchase clothing, technology, household goods and even food! Most large retailers have moved into the world of e-commerce to compete with Amazon and other e-commerce giants. But what about small businesses? More and more local brick and mortar stores have been moving online to reach their customers and keep up with the industry. Have you been contemplating making the transition to selling online? There is a lot to consider when jumping into the world of e-commerce, but it's nothing that your business can't tackle as long as you are prepared!

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