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Top **Challenges & Tips** for Ecommerce Website Design!

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Introduction

"Commerce Changes the Fate and Genius of Nations"

- Thomas Gray, British Author

With the leap of innovation in the past few years, the ecommerce business has shown unprecedented growth and brought a major shift in customer preferences. Customers today are tech-savvy and rely on digital shopping as much as they prefer brick-and-mortar stores. Their demands and needs have also evolved and they do expect a phenomenal user experience when they visit an ecommerce website. As much astonishing as it may seem to you, today, customers have an attention span of a goldfish and within 3 to 5 seconds, if they do not find the ecommerce website compelling enough to stay, they do not spare a thought to drop off the website.

Your **ecommerce web design** is crucial for making a first good impression on your website visitors, grab their attention, make them stay on the website, and even convert them into your customers. No matter how good your marketing campaigns and ads are, you are just going to burn a hole in your pocket as you would lose potential customers if your website isn't optimized for sales. Ideally, your customers should have an enthralling experience when they visit your ecommerce website and should be able to have a seamless and frictionless experience while they explore the products and make a purchase.

Let us dig deep into how ecommerce web design makes a difference to your business, the best design practices, challenges in the journey, and how to overcome them for optimal results.
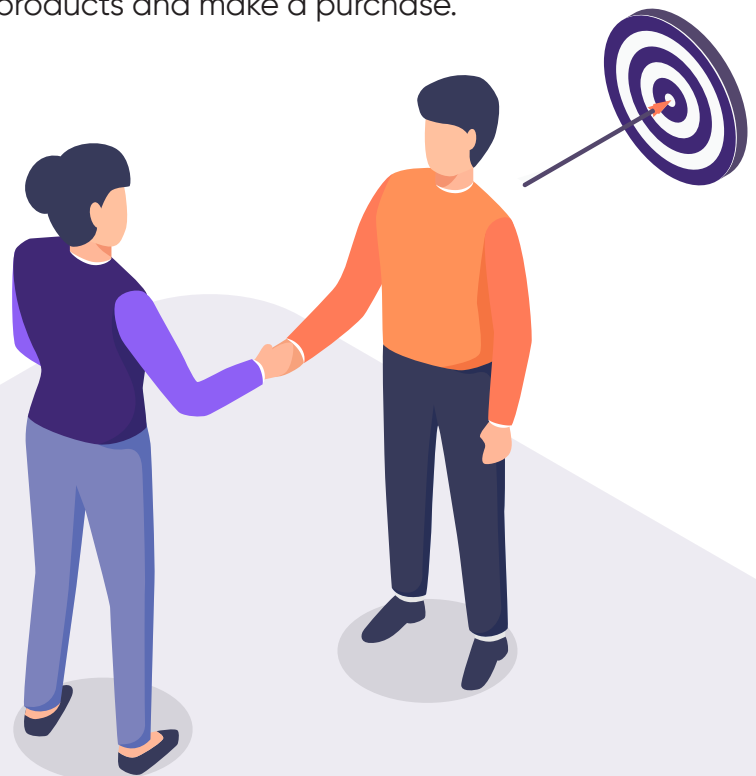
Role of Design In Building E-commerce websites
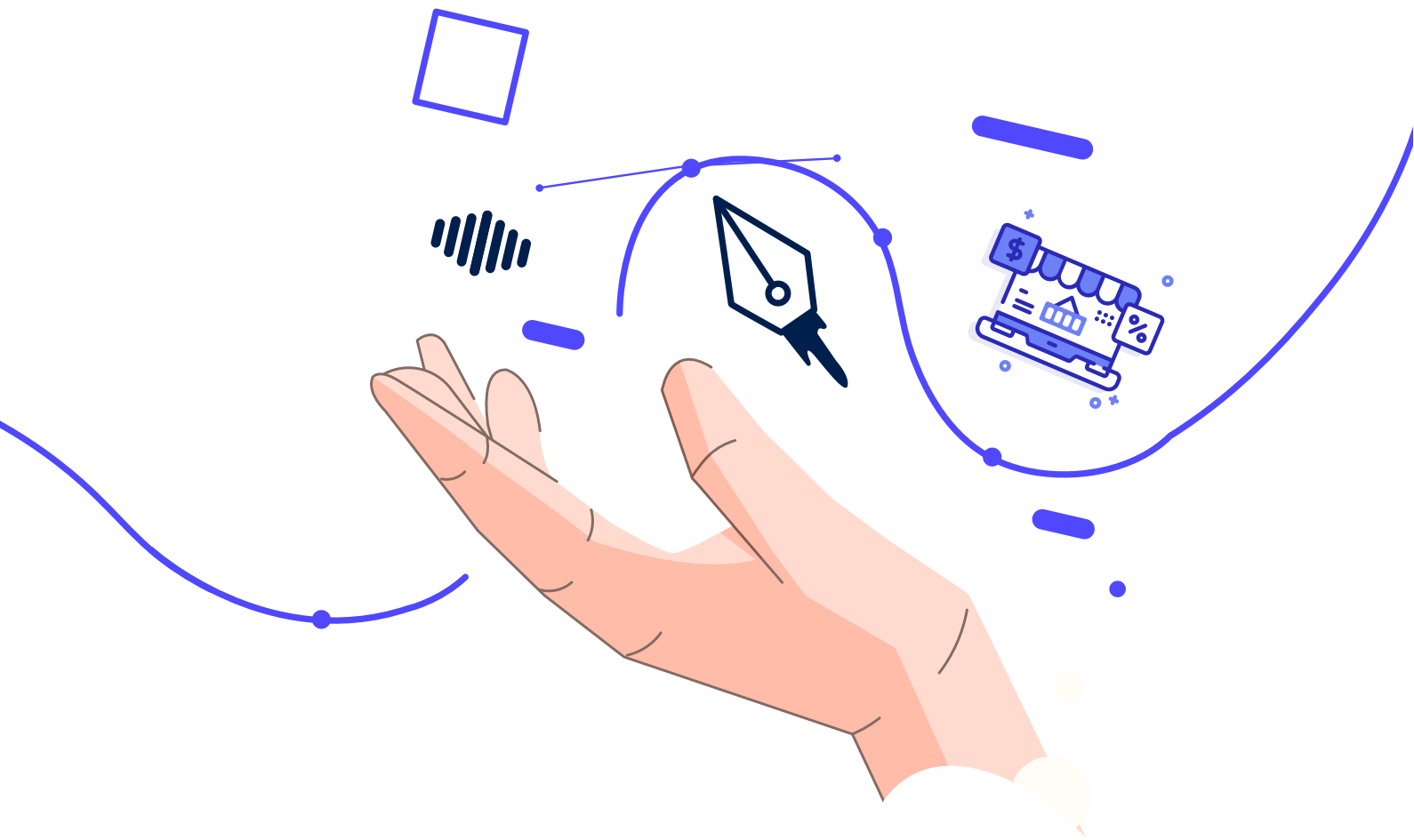
E-commerce web design is one of the subtle **ecommerce digital marketing techniques** that is often under wraps. Not many realize that design aspects work wonderfully well leading to word-of-mouth marketing. Customers tell each other about their experience if you invest in building a great user experience. Of course, website design is not the only means but depends on other various factors like product or service quality, content quality, etc.

But the micro-interactions the users have with your e-commerce website, easy payment flow, attractive layout, and a lot many other elements influence your business growth. As a top **UI/UX web design service** provider, we focus on,

- Building strong brand presence
- Maintaining user data security
- Effective use of visual elements
- Operational Simplicity
- Users' navigational ease

And a ton more other elements.

How Design Impact Shoppers' Behavior?

Once your potential shopper lands upon your web page, you need to make sure they have an excellent user experience. A terrible experience makes them abandon your website making all your efforts to get them to click on your website go into vain. And this is exactly what you want to avoid at all costs. Design plays a key role here that ensures that customers find what they want and also make a purchase before leaving your website.

So, if you make your web design improve the usability of your website, the chances of your customers converting go high. Also, their delightful interaction with your brand makes them come back once again.

How your Business Objectives Impact Your Web Design?

An E-commerce website is the window through which businesses and customers interact with each other and do business. Website design forms the crucial aspect of business plans with specific goals in mind. Hence business experts and designers start early on to plan things out. Businesses should consider certain elements before the actual design process begins.

1. USP of the product – You need to find out what sets your business apart and make that element your core value of design.

2. Brand Positioning – How do you describe your brand? What is the scarcity factor? Does it belong to the Luxury brand? How do you want your tone– formal or informal? Knowing these elements help businesses create their designs to set their brand image.

3. Define your Target Audience – It is important to know your target audience, the key demographic elements like their age, culture, gender, preferences, etc. These help you to precisely narrow down the design themes and templates.

4. Marketing and Sales channel – A successful business plans early and prepares channels for its promoting and selling products. Design plays an active role in strengthening these channels by creating attractive landing pages, product videos, posters, banners, etc. to grab the attention of the users.

5. Type of Business Relation – Once you understand the target customers based on the type of business relations be it B2C, B2B, D2C, you can start your design that deeply predicts possible user behavior.

All the above elements influence design solutions deeply and we recommend involving all the stakeholders while making design decisions during the ideation stage. Don't start your design out of the thin air without any business information! Communication with key stakeholders saves a lot of iteration hours.

Challenges you encounter during ecommerce design Process & Solutions

It has never been an easy process to kickstart the design process, get your website up, and keep it running. There are certain hurdles you need to par. Some of which are mentioned here.

Building User Trust

Customers are sharing their sensitive pieces of information like their address, credit card details, etc., and if they feel your website isn't secure, they don't stay on it. You need to avoid certain red flags to build trust.

- No Encryption of users' data
- Too many banners, ads, pop-ups that are off-putting
- Dishonest advertising like promising free shopping but charging later on
- Low-quality Media elements like images, videos.
- Lack of proper security authentication measures.
- No option for social media sharing. Establish legitimacy by including social media icons

Designing CTAs that grab user attention

Everyone knows the potential of an effective CTA design. It lets the users visit your ecommerce website and also drives them through the sales funnel. But how to design a CTA that improves your customer rate is a million-dollar question.

You can start by choosing a noticeable font and color and use conventional button text like Buy Now, Add to Cart, Shop Now, Register for better user responses. This makes them more understandable and actionable for the users to perform the desired action. You can **A/B test** your CTAs and see which one resonates the best with the visitors.
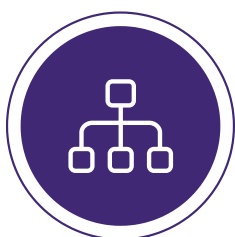
Building the ease of navigation

Quite often, we tend to overwhelm the visitors with too much information as we get excited at the plethora of things your website is capable of.

"Too many cooks spoil the broth" adage remains so true! Resist the temptation of including a ridiculous number of options that confuse the users and hinders their movements from moving onto their desired page.

You can take off all the distractions & visual cues that take the user nowhere, break the pages into clear sections, include distinct hierarchies, keep the CTAs identifiable using colors and patterns, and stick to conventional designs.

Keep up the Website Speed

As you scale, speed gets reduced. With an increasing number of products and the addition of plugins, speed would be the first hindrance. It has been found that growing bulk on the backend system hinders website speed. Also, high-quality product images load slower.

You need to optimize all the website elements and reduce the backend load to improve the website loading speed. Don't lose out on your potential customer due to slow page load speed. The moment your website takes more than 5 seconds, the website visitors start fidgeting and often turn to your competitors'.

Choosing Responsive design template

Nearly 60% of organic traffic comes from mobile devices and this shouldn't be ignored. But many business owners are left with a lack of expertise to create mobile-optimized designs.

Choose a team of experienced ecommerce experts who can build responsive websites that are fast and user-friendly. Auto-adjust the design elements based on screen dimensions, and perform testing to check their responsiveness.

E-commerce Best Design Tips

Keep the end-user in mind

Every nitty-gritty of your ecommerce website design right from the home page, product pages, category pages, the checkout process should be designed to reduce the user pain points and make user experience paramount to convert your traffic. You can conduct a design audit or get a second opinion on the visual appeal, usability, navigational ease, and overall user satisfaction.

Keep it Simple

Minimalist websites are consistently performing better in terms of visual appeal. So, don't overload your webpages as it can clutter the pages and overwhelms your users. You should focus on simplifying the designs by including only the essential information in the most effective manner. The path to their conversion should be smooth and seamless.

Maintain Brand Consistency

Consistent branding across all the pages of your ecommerce site is the key to make a brand impression that counts! While it is important to optimize the designs but don't make an entirely new one. Make sure you maintain consistent color schema, fonts, visible logo throughout the website. It makes it easy for you to make a brand imprint on the users and stand out from your competitors.

Provide Seamless Flow

Your visitors should be able to find the products they are looking for without any hindrances. Heatmap studies have shown that people tend to view in E or F patterns starting from the top-left corner. You can include navigation menus at the top and implement a grid layout in organized rows and columns without cramming them with too many products.

Mobile Optimization

When more than 50% of the websites are opened from mobile devices, optimizing your ecommerce web design for mobile use is a must. Even search engines prefer websites that are optimized for mobile devices.

Save yourself from building an entirely separate mobile version of your website. Have a responsive design, optimize images, clear CTAs, and form fields that work seamlessly on all devices

Social Media Links

Customers today are actively sharing the products they like with their friends or on social media channels to let others know. So, include social media buttons on your ecommerce site. These icons are also proven to improve your SEO rankings. Just make sure you have functional links taking them to the right place. This helps to build long-term customer-brand relationships.

Image Optimization

Customers want to have a rich look-and-feel of the product images so include high-quality product images and videos if required. Any discrepancies in the pixels turn away the customers. These high-quality images should also be optimized not to take down the page load speed. You can showcase some products when they are in action.

Be wary about WOW-effect

Do you know the power of habit? Customers would be accustomed to certain types of layouts, icons, menus, etc. Providing an outlandish layout even if it's compelling enough doesn't stand in the market as customers find it unfamiliar and as something they never accustomed to. Before experimenting to get that WOW factor, make sure to test it before you try it.

Other Design Tips

1. Use a view cart icon – Should be there across all pages as they serve as pointers to the website navigation. But do not load up the menu with too many options as it may cause unnecessary confusion.

2. Navigation Menu bars – should be there across all pages as they serve as pointers to the website navigation. But do not load up the menu with too many options as it may cause unnecessary confusion.

3. Include Reviews & Testimonials – as human instincts rely on other customers' trust in the products and quickly promote conversions and sales. You can include a separate landing page for reviews and testimonials.

4. Smart Filtering – Allow the users to filter the products and avoid any pitfalls in identifying the products they needed quickly. Let the users have search filters specific to the products to make the navigation as seamless as possible.

5. Include a search bar – for finding the product they want in mind easily without the need of scrolling through loads of product data. The search bar should appear at the top-right corner of the site.

6. Simple Checkout process – to reduce the cart abandonment rates. Don't make the **checkout process** complicated. Give them the options to checkout as a Guest as well as a registered user. Keep the registration forms also minimal.

7. Include FAQs page – to answer customer inquiries. It establishes more confidence in your website as you are making efforts to be transparent and improving customer service skills.

8. Thank You Page – after the order confirmation is a necessity. They let users be confident of their purchase, which may lead to make that customer come back again!

9. Contact Info – to answer a customer query or concern while they are on your website. Don't lose out on a customer, provide as much contact info as possible like Email, phone, hours of operation, contact form, etc.

10. Clear and easy-to-read text – wherein the fonts affect the mood of the user and show a psychological impact on your website visitors. Spare your website from any informal fonts that may not create an impact on the user.

How UX and SEO blend together for an enhanced user experience?
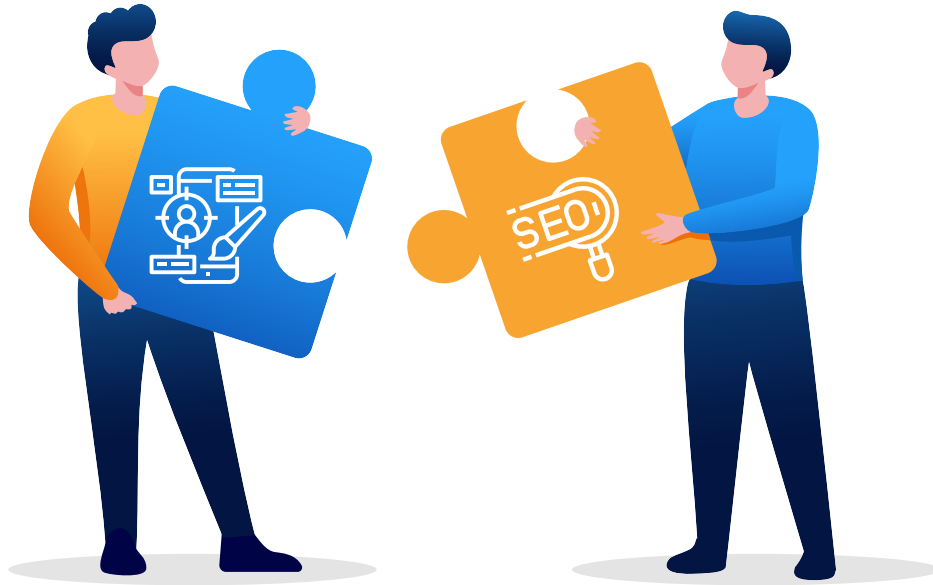
User experience focuses on design preferences and industry trends and SEO focus on the actual site and its content to rank on search engines. Both converge at one point. They have shared goals i.e., to influence customer/user behavior and drive them towards your brand.

Google search engine has made it very clear that users should be at the center of SEO. Earlier the focus was more on keyword research but now the shift has been made to users. SEO drives lead traffic to your website and help you rank better on search engine page rankings (SERPs) but it is the user experience that will determine whether that traffic can be converted into sales.

For instance, when your target audience reaches your website and lands on your web page, it is the user experience (UX) that determines whether they are getting what they have been looking for. If the design is off-putting, all SEO efforts collapse. Bad design hurts your SEO. But imagine, once your SEO has driven customers to your site, and they find an amazing website with beautiful design, optimized layouts, and elements, it helps in building a solid brand.

Many elements of the user experience have been rolled into **ecommerce website SEO practices** like website speed, responsiveness, design consistency, media optimization like image compression, ease of navigation, and more. A clean and intuitive web design is one of the best ways to improve the SEO of your ecommerce website. It helps you nourish

Discover More Through Design Audit

Design trends are constantly evolving and after every few days, even your best designs may look stale. Spotting these issues early on, you can incorporate the latest design trends and keep your website relevant to the current trends. The best way to find out any design issues is to go for a design audit wherein you review your visual branding elements for uniformity and relevance.

Design Audit Process

- You can sign up for a free or paid audit. Let the company know your website details and what you are trying to accomplish. This helps the company to structure and prepare an audit checklist.

- Get experts' feedback about your website or even the landing pages. The focus would be on speed, CRO, SEO, and others that impact the user experience.

- Make an informed decision on how to go about the remediation measures.

The Benefits of Design Audit
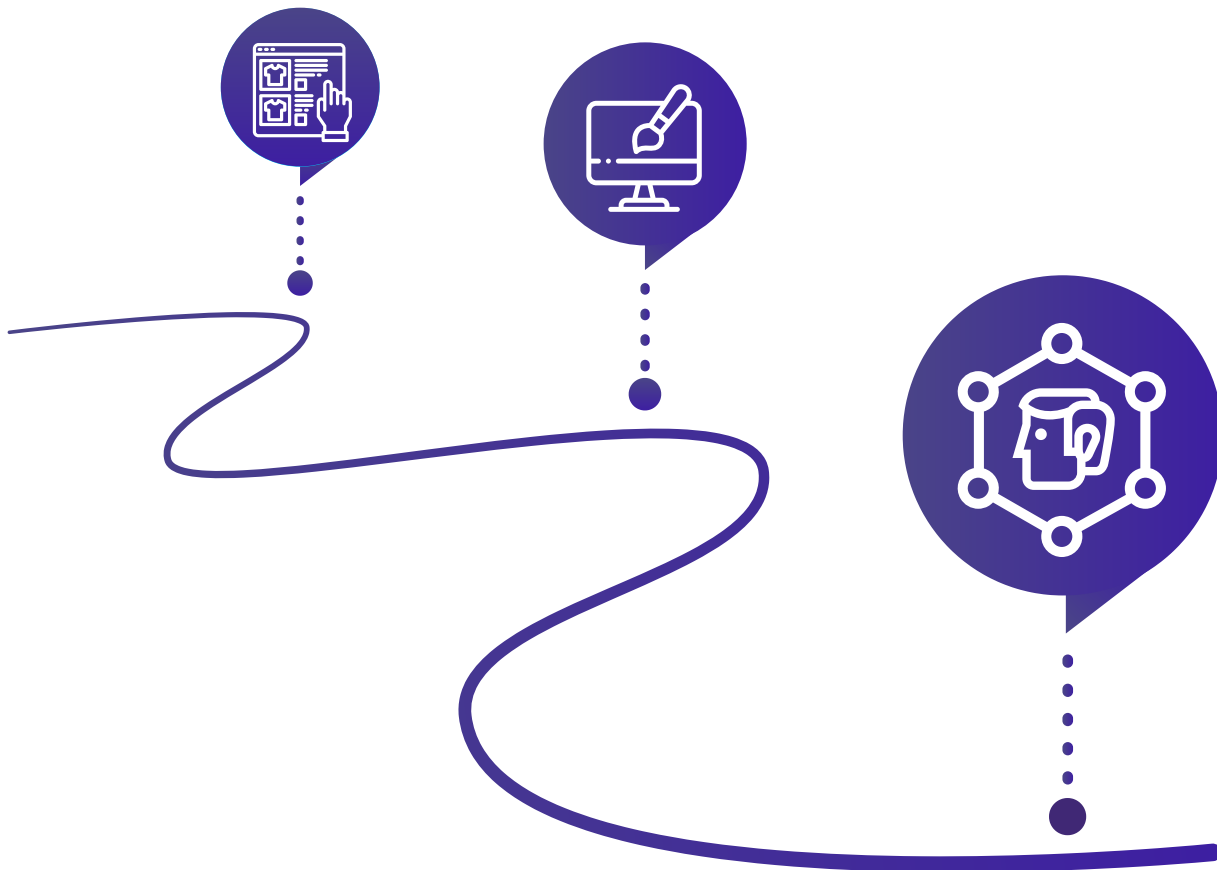
1. Maintain Brand consistency – A design audit is useful to evaluate the design uniformity across all the pages. We focus on multiple visual elements like the logo, header images, color consistency, font sizes, etc. and any mismatches need to be corrected. This helps you to make sure you are maintaining brand consistency across the entire website.

2. Incorporate the latest design trends – You need to keep an eye on the latest design trends and audit to find out if they are incorporated into your website. Through the audit, you can uncover any stale designs on your website and it provides you an opportunity to focus on the upgrades.

3. Uncover any User Experience issues – Through a design audit, you can uncover any issues with your design that are hampering the user experience on your website, review them, and redesign to improve the user experience.

How does Skynet Technologies help you with Ecommerce website design?


Skynet Technologies is one of the reputed **ecommerce development companies** that has been providing end-to-end services which includes ecommerce web design. We have a passionate team with an impressive track record in building intuitive and seamless e-commerce web design for companies of all sizes. We have an envious experience working on various ecommerce platforms like **Drupal Commerce, Magento, WooCommerce, osCommerce, Bagisto, Aimeos, BigCommerce,** etc.

We proactively take down your design requirements and see how we can create designs that reflect your brand. We have built a design-friendly place wherein the team has ample knowledge of all the design aspects and tools to include **SEO, CMS,** mobile optimization into the design. We have a team of creative designers who understands human instincts better and create designs that resonate with the end-users. By following a holistic approach, we focus on creating the best visitor experience.

Now that you understand how crucial ecommerce web design is, invest wisely in creating compelling designs and picking up the right partner who makes your job easy and fulfills your business objectives.

As a top **digital marketing agency**; We have a team of marketing experts with varying skill sets who pick the right suite of marketing tools to improve your conversion rate and build a sustainable business that will scale to new heights with time. We stay at the top of the latest marketing trends and techniques which is very crucial for an ecommerce website to thrive.
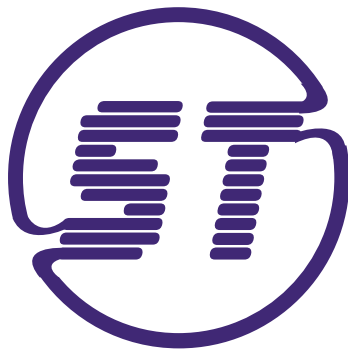
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