

Ann Davlin – E-Commerce (<http://www.hongkiat.com/blog/category/e-commerce/>)

# 10 Essential Things Your E-Commerce Site Should Have

Ad



< [How to Clear Messages Chat History on Whatsapp](#) | [Showcase of Creative Facebook Timeline Cover -](#) >  
[apps.google.com/sites](http://www.hongkiat.com/blog/clear-messages-chat-history-on-whatsapp/) | [Part II](http://www.hongkiat.com/blog/creative-facebook-timeline-covers-part-2/)

Shopping, it's a woman's thing right? Well, not anymore. There are many online stores with a wide range of tech gadgets which can make any *man* glued to the screen for hours. Also, there are numerous web stores that cater for kids, parents and teenagers as well. In general, eCommerce websites engage web customers and they are ready to struggle for each and every one of them. These days, you can't really say that online shopping is a niche market, aimed at a small audience anymore.

I'm not going to talk about the advantages of online stores, we all already know that the system works. What I do want to talk about now are the **home page** designs and layouts that could really help your online business flourish.

## RECOMMENDED READING:

[Ultimate Guide To Setting Up Your First Online Shop](http://www.hongkiat.com/blog/setting-up-your-first-online-shop/)  
(<http://www.hongkiat.com/blog/setting-up-your-first-online-shop/>)

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Is your eStore **SUPERCHARGED?**



**KEEP YOUR SHOPPERS**

with **rackspace.**

Ad



## eTail Asia Conference

Learn to Scale Your Business From the Leading eTailers in the Region!

[www.etailasia.wbresearch.com](http://www.etailasia.wbresearch.com)

## Popular In E-Commerce



(<http://www.hongkiat.com/blog/shopping-tips-more-for-less/>)

## Online Shopping – 6 Smart Tips to Get More For Less

(<http://www.hongkiat.com/blog/shopping-tips-more-for-less/>)

Rean

(<http://www.hongkiat.com/blog/author/rean/>)



**30 Sites to Download**

# Running a good e-Commerce website

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Surely, there are no universal features or design options which guarantee that your online shop will be elevated to the top throes of popularity but there are several general essentials and even desirable things which should not be ignored when creating an online store.

So, first of all — there should be a clear understanding of the main goals of e-Commerce home pages:

## Make Your Online Shop Sell

It sounds strange but there are many stores which are designed without a thought on making a sale. They look cool but they are absolutely useless when it concerns shopping. For these sites, it is enough that they are equivalent to the online presence of the brand or physical store, but all the site does was put a big ‘Buy’ button in plain view. Some businessmen, developers and designers don’t draw their attention to such details.

## Show the advantages of Your products

A list of product **categories** or a **grid** of them can be the perfect thing to help your online store. **Special deals** and **new arrivals** are also good to coax the common web surfers to buy. You probably know that there is a huge chunk of

online surfers who don’t know what they want exactly; they just want to hang around. Your goal as an online seller is to tap into that market and show them what they are missing out on.

## Make Your Website Visitors Trust You



[\(http://www.hongkiat.com/blog/open-source-email-templates/\)](http://www.hongkiat.com/blog/open-source-email-templates/)

### Open-source Email Templates

[\(http://www.hongkiat.com/blog/open-source-email-templates/\)](http://www.hongkiat.com/blog/open-source-email-templates/)

Agus

[\(http://www.hongkiat.com/blog/author/agus/\)](http://www.hongkiat.com/blog/author/agus/)



[\(http://www.hongkiat.com/blog/hiring-right-tech-talent/\)](http://www.hongkiat.com/blog/hiring-right-tech-talent/)

### How To Hire The Right Tech Talent

[\(http://www.hongkiat.com/blog/hiring-right-tech-talent/\)](http://www.hongkiat.com/blog/hiring-right-tech-talent/)

Singyin Lee

[\(http://www.hongkiat.com/blog/author/sy/\)](http://www.hongkiat.com/blog/author/sy/)

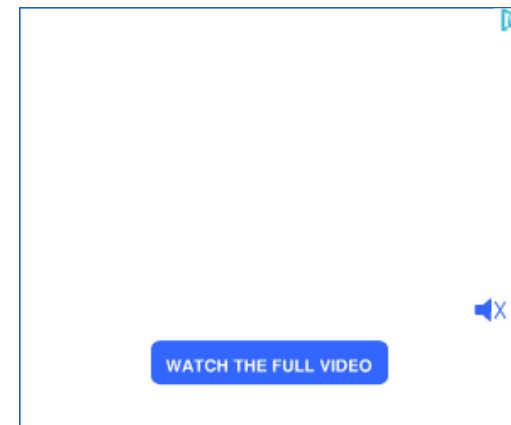


[\(http://www.hongkiat.com/blog/holiday-email-marketing/\)](http://www.hongkiat.com/blog/holiday-email-marketing/)

### Holiday Email Marketing: 6 Tips to Getting It Right

[\(http://www.hongkiat.com/blog/holiday-email-marketing/\)](http://www.hongkiat.com/blog/holiday-email-marketing/)

Joydeep Bhattacharya



[\(http://www.hongkiat.com/blog/basic-ecommerce-tips/\)](http://www.hongkiat.com/blog/basic-ecommerce-tips/)

### Basic Guide to Creating Better E-Commerce Experience

[\(http://www.hongkiat.com/blog/basic-ecommerce-tips/\)](http://www.hongkiat.com/blog/basic-ecommerce-tips/)

Kate Daali

People watch what they spend on; so it's only natural to expect that they want to know everything there is to know about the product they're going to buy, the purchase process, payment methods, the delivery service, warranties etc, that will help them secure a decision and commit to a transaction. So, make sure that you have linked to the appropriate pages from your home page. Such foresight will save much of your support team's time, and reduce the number of customer's pre-sale help requests.

And now, we'd like to suggest to you several features which will probably help you to improve your web store usability and increase its profitability. Note that these features are desirable but not obligatory.

## 1. Clear Logo

A clear and remarkable logo is a business card for both startup shops and branded stores. When it comes to online shopping, a recognizable logo is a reassuring symbol and an element of trust of the company or organization. The more popular brands can afford to create an online store with a fashionable home page displaying minimum features. A well-known logo or a mascot, a beautiful image or video and the 'Buy' button will suffice for such designs.

**Chanel** (<http://www.chanel.com/>)

(<http://www.chanel.com/>)



(<http://www.hongkiat.com/blog/open-source-ecommerce-cms/>)

**10 Open Source CMS for Building e-Commerce Sites**  
(<http://www.hongkiat.com/blog/open-source-ecommerce-cms/>)

Agus  
(<http://www.hongkiat.com/blog/author/agus/>)



(<http://www.hongkiat.com/blog/anatomy-of-perfect-checkout-page/>)

**Tips For Building the Perfect Checkout Page [Infographic]**  
(<http://www.hongkiat.com/blog/anatomy-of-perfect-checkout-page/>)

Singyin Lee  
(<http://www.hongkiat.com/blog/author/sy/>)



(<http://www.hongkiat.com/blog/tools-to-preview-newsletter/>)

**9 Tools to Test and Preview Your Newsletter**  
(<http://www.hongkiat.com/blog/tools-to-preview-newsletter/>)

Fahad Khan  
([http://www.hongkiat.com/blog/author/fahad\\_khan/](http://www.hongkiat.com/blog/author/fahad_khan/))



(<http://www.hongkiat.com/blog/boosting-online-sales-revenue/>)

**5 Simple Ways to Boost Your Online Sales Revenue**  
(<http://www.hongkiat.com/blog/boosting-online-sales-revenue/>)

Ivan Kreimer



(<http://www.hongkiat.com/blog/essential-magento-extensions/>)

**10 Essential Magento Extensions You Need**  
(<http://www.hongkiat.com/blog/essential-magento-extensions/>)

Agus  
(<http://www.hongkiat.com/blog/author/agus/>)

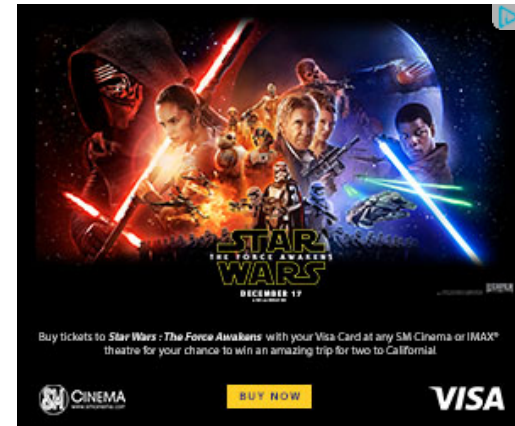


[\(http://www.chanel.com/\)](http://www.chanel.com/)

### Sony

<http://store.sony.com/webapp/wcs/stores/servlet/StoreCatalogDisplay?langId=-1&storeId=10151&catalogId=10551>

<http://store.sony.com/webapp/wcs/stores/servlet/StoreCatalogDisplay?langId=-1&storeId=10151&catalogId=10551>



<http://www.hongkiat.com/blog/amazon-jeff-bezos/>

### 20 Things About Jeff Bezos You Probably Didn't Know

Gina Mark



<http://www.hongkiat.com/blog/essential-ecommerce-site-tools/>

### Essential E-Commerce Tools To Understand Your Users Better

Azzief Khaliq  
(<http://www.hongkiat.com/blog/author/azzief/>)





<http://store.sony.com/webapp/wcs/stores/servlet/StoreCatalogDisplay?langId=-1&storeId=10151&catalogId=10551>

[Adidas \(http://www.shopadidas.com/\)](http://www.shopadidas.com/)

[\(http://www.shopadidas.com/\)](http://www.shopadidas.com/)

The screenshot shows the Adidas website homepage. At the top, there is a navigation bar with the Adidas logo, "United States", and various utility links like "Find a Store", "Email Sign-Up", "Gift Cards", "My Account", "Track Your Order", and "Call 1-800-993-9337". Below this is a secondary navigation bar with categories like "Men", "Women", "Kids", "Sport", "Originals", "Sale", and "Customize". A "free shipping" banner is visible, stating "ON ORDERS OF \$49 OR MORE". A search bar and a "Go" button are also present.

The main content area features a large advertisement for the Adidas Adizero F50 soccer boot. The ad includes the text "the fastest boot just got a brain" and "adizero f50 powered by miCoach". Below the ad is a horizontal menu with options: "CLIMACOOL", "FOULM", "ROSC 2", "F50", "SALE", and "CUSTOMIZE".

Below the ad is a section titled "Where People Are Shopping" with a list of links: "Jeremy Scott", "Star Wars", "Hoodies", "Supercuts", "Real Madrid", "Lambie", "The Muppets", "Lambie", and "Rite".

The bottom section displays three product cards:

- Red and white "ABOUT 900 METAL LOW CLEATS" with a "SHOP NOW" button.
- Black and white "AIR 2.0 SHOES" with a "SHOP NOW" button.
- Red and yellow "CUSTOMIZE YOUR OWN" with a "SHOP NOW" button.

At the very bottom, there are four buttons: "REVIEW TO WIN", "SIGN UP & SAVE", "TEAM SALES", and a "twitter" logo with the text "adidas® Check out the new adidas".



[\(http://www.shopadidas.com/\)](http://www.shopadidas.com/)

**[Mexx \(http://www.mexx.com/#/xxmas\\_landing/\)](http://www.mexx.com/#/xxmas_landing/)**

[\(http://www.mexx.com/#/xxmas\\_landing/\)](http://www.mexx.com/#/xxmas_landing/)



[\(http://www.mexx.com/#/xxmas\\_landing/\)](http://www.mexx.com/#/xxmas_landing/)

**[Samsung \(http://www.samsung.com/us/#latest-home\)](http://www.samsung.com/us/#latest-home)**

[\(http://www.samsung.com/us/#latest-home\)](http://www.samsung.com/us/#latest-home)



(<http://www.samsung.com/us/#latest-home>)

## 2. Deals, Freebies and free shipping

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People usually decide very quickly whether they like a website or not, that's why you should grab their interest in a matter of seconds upon their entry to the site; otherwise they will just find some other shop with a more attractive home page. And nothing attracts better and faster than shopping deals. Millions of people lose their minds during sales and discounted periods, and buy anything at slashed prices just because it's on sale.

Some are attracted by free shipping, some by the major mark downs — but almost everybody is interested in one kind of promo or another. Thus, discounts and special deals are usually the first things that website visitors look for. Alluring promises and unique prices stimulate visitors to spend, spend, spend. So, it makes sense to position eye-catching banners with discount offers on the upper part of the home page of an online store.

Free shipping is also a crowd favourite. You are now selling to the world, not just to the local market, so you should take the shipping costs into account. To save themselves from unwarranted shipping expenditures, many online stores

save themselves from unwarranted shipping expenditures, many online stores usually adjust the minimum order price to include shipping costs. As for the customers, buying from big retailers and online brand stores usually result in major if not multiple purchases. Hence, the order price for free shipping is marginal and not a deterrent for these buyers. Moreover, buying things on the Web even without the holiday deals may even be cheaper than in shops and boutiques — that’s why minimum price limitation is acceptable.

**[eToys \(http://www.etoys.com/home/index.jsp\)](http://www.etoys.com/home/index.jsp)**

<http://www.etoys.com/home/index.jsp>



<http://www.etoys.com/home/index.jsp>

**[Forever 21 \(http://www.forever21.com/Product/Main.aspx?br=f21\)](http://www.forever21.com/Product/Main.aspx?br=f21)**

<http://www.forever21.com/Product/Main.aspx?br=f21>



FOREVER 21


TRACK ORDER STORE LOCATOR US MY BAG 0 ITEMS \$0.00

SEARCH / LOGIN

NEW ARRIVALS APPAREL ACCESSORIES SHOES BEAUTY HERITAGE 1981 LOVE 21 PLUS SIZES MEN GIRLS SALE BLOG

FREE SHIPPING ON ORDERS OF \$50 OR MORE. [DETAILS](#)

08/21/13




# JACKETS


# 50% OFF

SELECT ITEMS. ONLINE ONLY.

SHOP NOW ▶



love21  
RESORT  
COLLECTION



<http://www.forever21.com/Product/Main.aspx?br=f21>

**Victoria's Secret** (<http://www.victoriasecret.com/>)

<http://www.victoriasecret.com/>

VICTORIA'S SECRET

Search

Sign In | Account | My Order | Wishlist

Shipping Info

Bras | Panties | Sleepwear | Clothing | Shoes | Swim | Beauty | Sale & Specials | **PINK** | What's New | VS All Access

LIMITED TIME!  
**FREE SWIM '12 TOTE**  
WITH \$125 PURCHASE  
Use offer code SWIM25. Details

THE SEAN ANNEAL  
**SALE**

- bra sale  
25%-40% off  
80+ styles
- panty specials  
100+ styles
- clearance  
bras \$14.99 & up  
panties \$3.99 & up
- sleepwear sale  
25%-50% off  
200+ styles

last day!  
**FREE SHIPPING ON \$50**  
Use offer code VS30  
Details

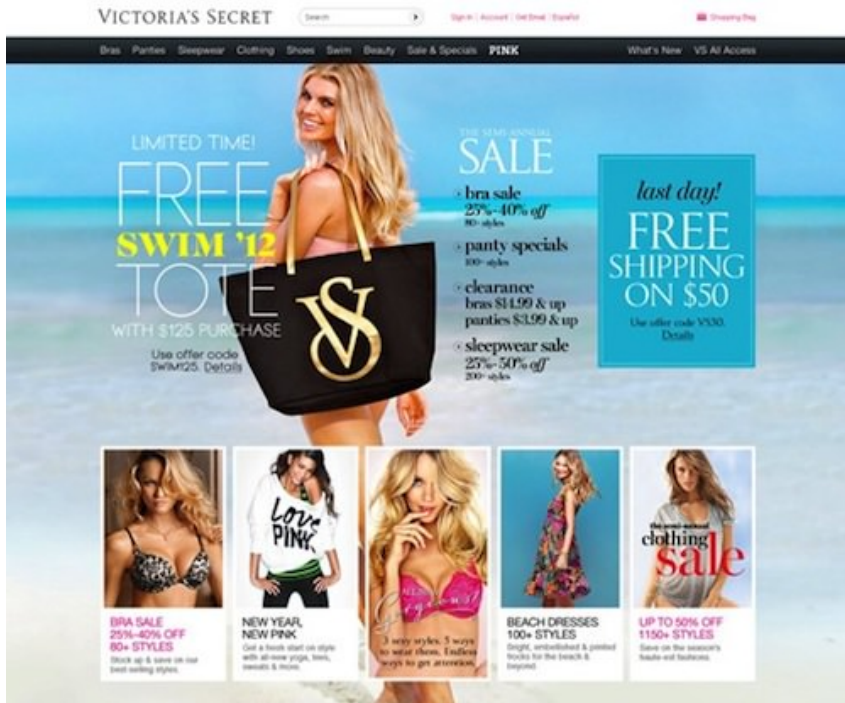
**BRA SALE**  
25%-40% OFF  
80+ STYLES  
Stock up & save on our best selling styles.

**NEW YEAR, NEW PINK**  
Get a head start on style with all-new yoga, knit, sequins & more.

3 sexy styles. 3 ways to wear them. Effortless ways to get attention.

**BEACH DRESSES**  
100+ STYLES  
Bright, comfortable & printed picks for the beach & beyond.

**UP TO 50% OFF**  
1150+ STYLES  
Save on the season's fashions and accessories.



[\(http://www.victoriasecret.com/\)](http://www.victoriasecret.com/)

[Kohl's \(http://www.kohls.com/?pfx=pfx\\_google\\_roi&cid=bmisspellings\)](http://www.kohls.com/?pfx=pfx_google_roi&cid=bmisspellings)

[\(http://www.kohls.com/?pfx=pfx\\_google\\_roi&cid=bmisspellings\)](http://www.kohls.com/?pfx=pfx_google_roi&cid=bmisspellings)



[http://www.kohls.com/?pfx=pfx\\_google\\_roi&cid=bmisspellings](http://www.kohls.com/?pfx=pfx_google_roi&cid=bmisspellings)

[AbeBooks \(http://www.abebooks.com/\)](http://www.abebooks.com/)

<http://www.abebooks.com/>



<http://www.abebooks.com/>

### 3. Latest news and most popular products

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When there are news, a sales period or upcoming events that buyers should know about the product, the home page is the best place to house them. Do not make it too hard for buyers to find exclusive deals and hot prices. Moreover, recurring customers will more likely look through several 'new' items on sale rather than spend half an hour browsing through the full inventory for something new and trendy.

Look at the following 5 famous online stores which know very well how to draw their customers' attention to their products and promotions:

**Apple (<http://www.apple.com/>)**

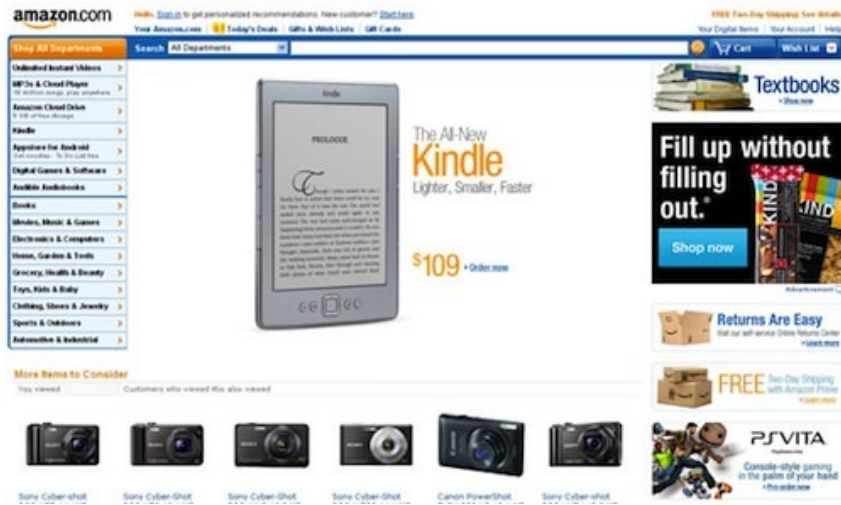
(<http://www.apple.com/>)



(<http://www.apple.com/>)

**Amazon (<http://www.amazon.com/>)**

[\(http://www.amazon.com/\)](http://www.amazon.com/)



[\(http://www.amazon.com/\)](http://www.amazon.com/)

**Tilly's** (<http://www.tillys.com/tillys/>)

[\(http://www.tillys.com/tillys/\)](http://www.tillys.com/tillys/)





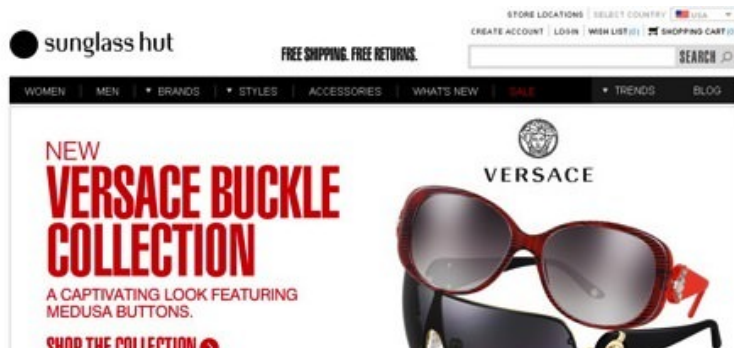


[\(http://www.tillys.com/tillys/\)](http://www.tillys.com/tillys/)

### **Sunglass Nut**

<http://www.sunglasshut.com/webapp/wcs/stores/servlet/Home?storeId=12351>

<http://www.sunglasshut.com/webapp/wcs/stores/servlet/Home?storeId=12351>





<http://www.sunglasshut.com/webapp/wcs/stores/servlet/Home?storeId=12351>

## 4. Brand Products

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It's not always possible to predict what the next customer will be looking for, but it doesn't mean that you should place all your products directly on the home page. What you can do is have the most eye-catching and interesting offers readily accessible. This trick makes a huge difference for retailers who have a huge product catalog.

If you have branded goods on sale, then display them upfront. It's a great attention-grabber especially with first-time visitors who don't know what exactly they are looking for. Moreover, there are many large retailers which provide an opportunity to 'shop by brands'. Customers can find what they need through more targeted and effective channels like those practised in the following 5 websites.

**Mom and Popcorn (<http://www.momandpopcorn.com/>)**

<http://www.momandpopcorn.com/>





[\(http://www.momandpopcorn.com/\)](http://www.momandpopcorn.com/)

**Toolup** (<http://www.toolup.com/>)

[\(http://www.toolup.com/\)](http://www.toolup.com/)

[\(http://www.toolup.com/\)](http://www.toolup.com/)

**[School Specialty \(http://www.schoolspecialty.com/\)](http://www.schoolspecialty.com/)**

**[\(http://www.schoolspecialty.com/\)](http://www.schoolspecialty.com/)**

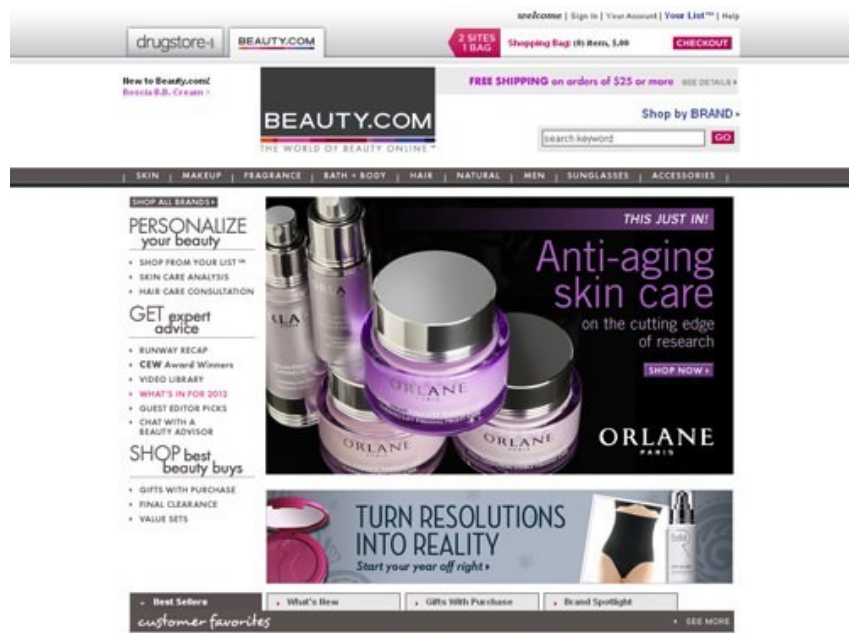


**[\(http://www.schoolspecialty.com/\)](http://www.schoolspecialty.com/)**

**[Beauty \(http://www.drugstore.com/beauty.asp?\)](http://www.drugstore.com/beauty.asp?)**

[catid=9730&trxp1=1&trxp2=0&trxp3=1\)](http://www.drugstore.com/beauty.asp?catid=9730&trxp1=1&trxp2=0&trxp3=1)

[http://www.drugstore.com/beauty.asp?catid=9730&trxp1=1&trxp2=0&trxp3=1\)](http://www.drugstore.com/beauty.asp?catid=9730&trxp1=1&trxp2=0&trxp3=1)



[http://www.drugstore.com/beauty.asp?catid=9730&trxp1=1&trxp2=0&trxp3=1\)](http://www.drugstore.com/beauty.asp?catid=9730&trxp1=1&trxp2=0&trxp3=1)

## 5. Shopping Cart, Login Box and Search Box



The shopping cart, login box and search box features are usually placed together at every eCommerce site. It's almost impossible to imagine a store without a shopping-cart function included. The most popular shopping cart icon is a simple basket so it makes sense to choose something similar for your site. Many stores also provide their customers with private accounts where it's possible to check all their previous and current orders.

Every customer who signs up can choose a personal login and password for further access. Besides, owners of such accounts can receive special discount offers from the store owners and participate in different promotions or sales.

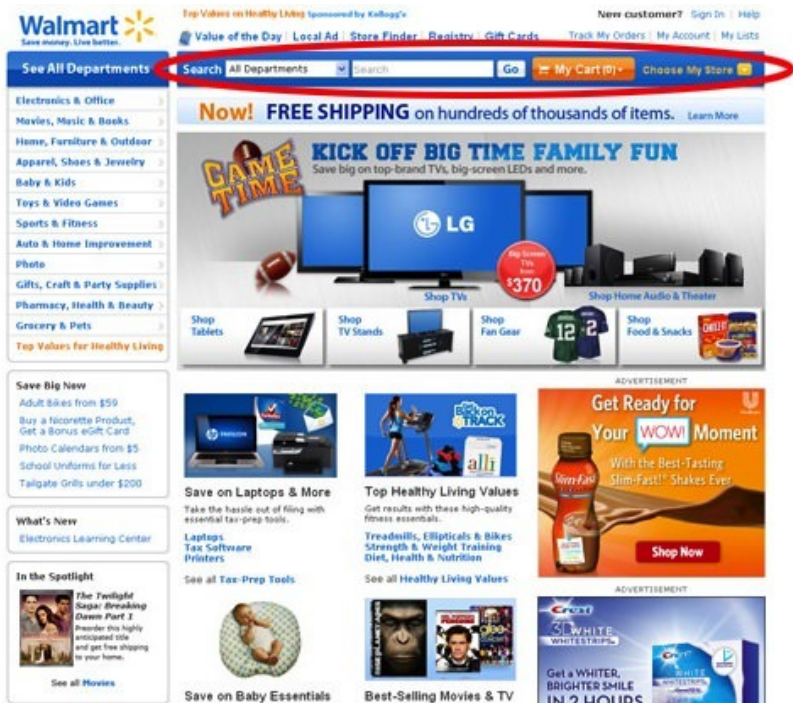
If you deal with a large online store that has a wide choice of goods then the search box is a must-have. This will also prove popular with customers who demand a specific product that they just need to locate from your online store to make their order.

**[M&S \(http://www.marksandspencer.com/b/42966030\)](http://www.marksandspencer.com/b/42966030)**

<http://www.marksandspencer.com/b/42966030>







[\(http://www.walmart.com/\)](http://www.walmart.com/)

**Chronicle Books** (<http://www.chroniclebooks.com/>)

[\(http://www.chroniclebooks.com/\)](http://www.chroniclebooks.com/)



(<http://www.chroniclebooks.com/>)

## 6. Payment Systems Icons

eCommerce websites deal with many customers from all over the world and they each have their own preferred payment system. Moreover, there may be technical limitations to a payment method or option, and that's why it would be better to clarify payment options in advance. For instance, some eCommerce websites don't accept international credit cards. Others require the customer billing address and the delivery address to be in the same country as the official store's location.

Online stores commonly use credit and debit cards, gift vouchers, cash on delivery, PayPal, etc as their main payment system. You can easily find these payment icons at the footer or on the top right corner of sites. As you can see

with the following examples, payment details should be displayed on the home page in plain sight.

**Play.com (http://www.play.com/)**

(http://www.play.com/)



The Winter Sale NOW ON from £2.99 Shop now

Winter Clothing and Accessories up to 60% off

Games Winter Sale Must-haves from £9.99

Maximise your Tech from £89.99

Discover Kobo eReaders from £89.99

The Winter Sale Grab a bargain from only £2.99 Shop now

Bestsellers

1. Mr & Mrs Brown's Boys: Seasons 1 & 2 (DVD) £6.00
2. Perfect Your Shape: Exercise Equipment... £17.00
3. X-Files: First Class - Triple Play Blu-ray £9.00
4. Football Manager 2012 (PC & Mac) PC Games £14.00
5. 21 (DVD) - CD £7.00
6. Two Wrongs Don't Make a Right (DVD) £4.00

Lee BBC Wii OUNDSOVER CRAGHOPPERS HM NOKIA

Contact Us: Create Account, Email / Phone, Product Queries, Delivery Info, Work@Play.com, Returns Policy

Gift Vouchers: The perfect way to give someone exactly what they want. Buy Gift Vouchers, Gift Vouchers Help

Our Credit Card: The most entertaining card on the web. Representative 16.9% APR (variable), Rewards scheme, Credit Card FAQ

Selling on Play.com: Selling through PlayTrade is easy. What is PlayTrade?, Fees for selling, Sign up, PlayTrade

VERISIGN Verified by VISA MasterCard DiscoverCard

We accept VISA Mastercard American Express UnionPay Playfunds

[\(http://www.play.com/\)](http://www.play.com/)

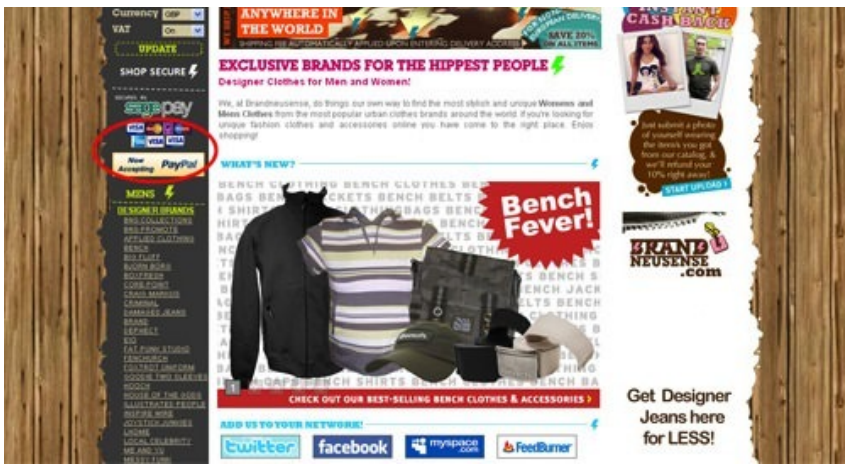
[Brand Neusense \(http://www.brandneusense.com/\)](http://www.brandneusense.com/)

[\(http://www.brandneusense.com/\)](http://www.brandneusense.com/)

BRAND NEUSENSE SURVIVAL OF THE HOPPIEST

ABOUT BRAND INFO CONTACT LINKS GOT TALENT? NEWS BLOG

U.K. to GET 10% EXTRA

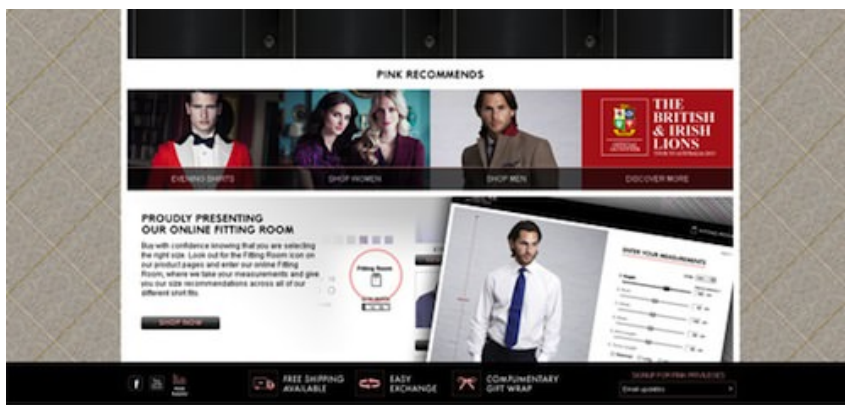


[\(http://www.brandneusense.com/\)](http://www.brandneusense.com/)

**[Thomas Pink \(http://www.us.thomaspink.com/\)](http://www.us.thomaspink.com/)**

[\(http://www.us.thomaspink.com/\)](http://www.us.thomaspink.com/)

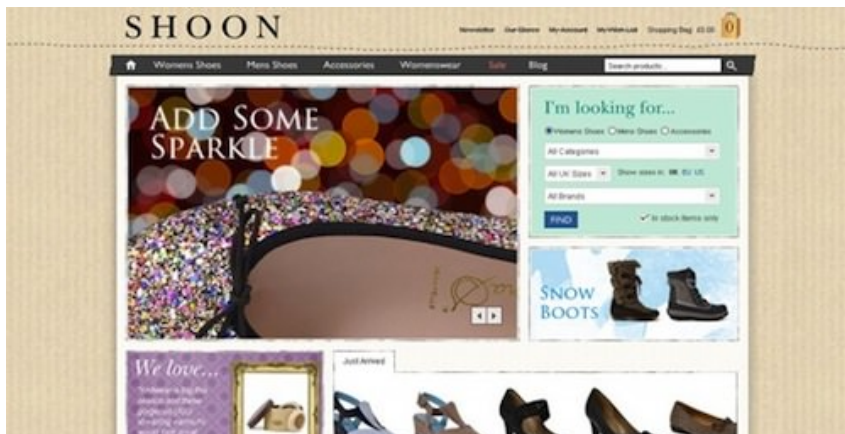


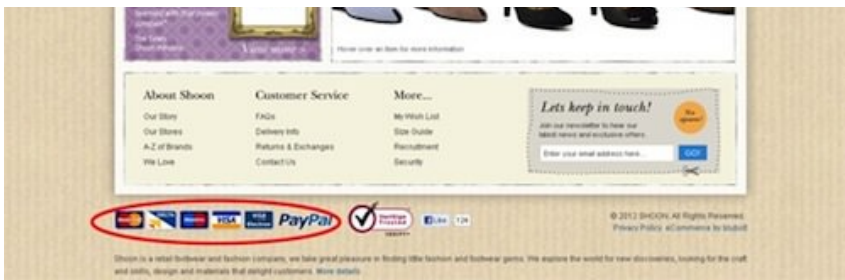


[\(http://www.us.thomaspink.com/\)](http://www.us.thomaspink.com/)

**[Shoon \(http://www.shoon.com/\)](http://www.shoon.com/)**

[\(http://www.shoon.com/\)](http://www.shoon.com/)





[\(http://www.shoon.com/\)](http://www.shoon.com/)

**[Chocomize \(http://www.chocomize.com/\)](http://www.chocomize.com/)**

[\(http://www.chocomize.com/\)](http://www.chocomize.com/)





Chocomize empowers customers to build their own [chocolate bars](#) online. The possibilities are endless and you can create unique candy bars that you will not find at any store. Whether you are looking for a personal treat or a great chocolate gift – Chocomize is sure to impress. We use only the finest Belgian chocolate and hand selected ingredients to guarantee the best tasting chocolate imaginable. Every personalized chocolate bar is hand-made to order without any additives or artificial flavors.

\*Chocomizing\* is fun and easy! First, choose your favorite chocolate base: [dark chocolate](#), [milk chocolate](#), or [white chocolate](#). Then, add up to 5 toppings from a selection of over 100. Chocomize offers a huge variety of ingredients. Our fruits, nuts, spices and decorations can be combined to make your own custom chocolate bar.

[Certificates](#). The gift certificates will be emailed to the recipient or yourself immediately after you place your order. This way you will always have a last minute gift in case we will not be able to ship the chocolate bars to the recipient in time.

The Chocomize Creation Station allows you to shop 24 hours a day from the comfort of your home or office. You can also access our online store with your smart phone – easy, secure, and fast. If you feel unsure about the ingredients you selected for your [personalized chocolate](#), you can also get some inspiration by checking out our Favorites. This section offers a variety of dark, milk, and white chocolate bars that have been frequently ordered and proven to be absolutely tasty. Also don't forget to check out our new addition to the Chocomize line, [hot chocolate](#).



[\(http://www.chocomize.com/\)](http://www.chocomize.com/)

## 7. Social Media Links

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It's said that almost 20% of online purchases are accomplished after surfing through social media sites. People are inclined to take in public opinion. Social media websites, such as Facebook and Twitter, are the best, if not fastest, source to get the info you need on just about everything.

Moreover, social media accounts bring excellent opportunities for self-promotion: online communities can help to identify the most active and influential customers, or find new ones who are not familiar with the web store yet. For online shops, it's a good channel to keep customers abreast of the latest news, or special deals which are oriented towards Facebook or Twitter followers only. Here you can find some successful examples of social network usage:

**[Inkefx \(http://www.inkefx.com/\)](http://www.inkefx.com/)**

[\(http://www.inkefx.com/\)](http://www.inkefx.com/)







[\(http://www.inkefx.com/\)](http://www.inkefx.com/)

**Nineteen 47** (<http://www.nineteen47.com/>)

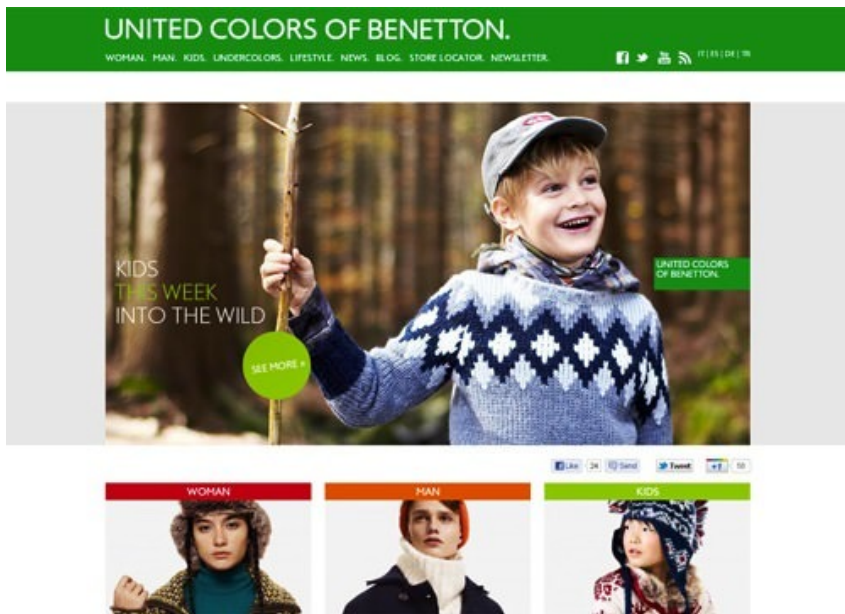
[\(http://www.nineteen47.com/\)](http://www.nineteen47.com/)



[\(http://www.nineteen47.com/\)](http://www.nineteen47.com/)

**[Benetton \(http://www.benetton.com/index.html\)](http://www.benetton.com/index.html)**

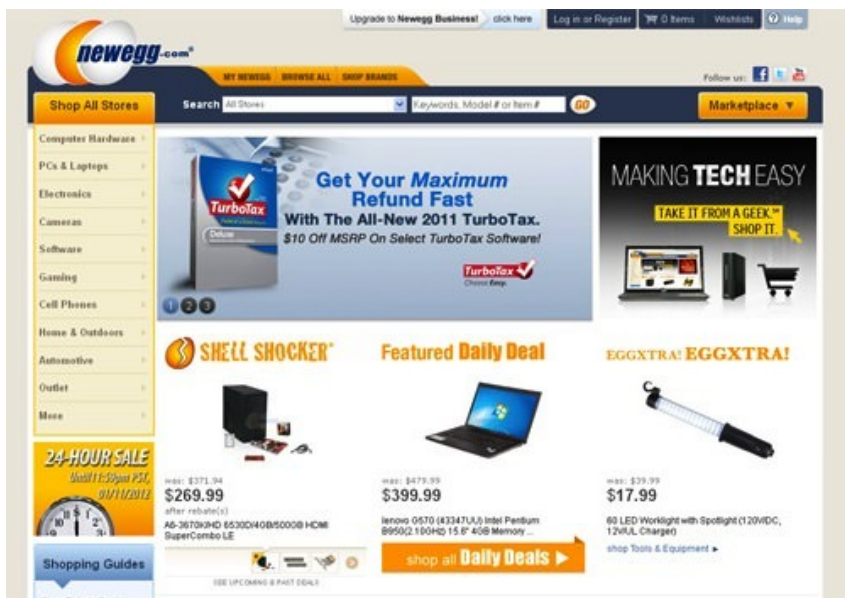
[\(http://www.benetton.com/index.html\)](http://www.benetton.com/index.html)



[\(http://www.benetton.com/index.html\)](http://www.benetton.com/index.html)

**[Newegg \(http://www.newegg.com/\)](http://www.newegg.com/)**

[\(http://www.newegg.com/\)](http://www.newegg.com/)



[\(http://www.newegg.com/\)](http://www.newegg.com/)

**Bass Pro Shops** (<http://www.basspro.com/>)

[\(http://www.basspro.com/\)](http://www.basspro.com/)



(<http://www.basspro.com/>)

## 8. Phone numbers and online chats

With online shopping, buyers interact with sellers via computer networks making transactions that are no longer geographically bound. When there is a problem however, customers would more likely prefer to have someone they can talk with. This is the core of the need for a store support team; 24/7 hotlines and live chats are highly appreciated forms of value-added customer service.

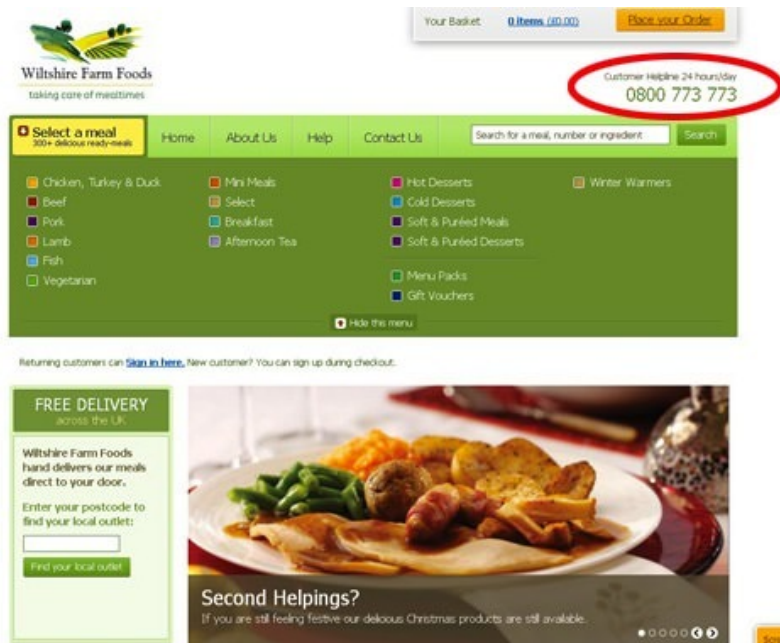
If online purchases can be done all day and all night long, there is a need to provide 24-hours customer services to solve the majority of pre-sale and after-sale questions. Moreover, people can go online from their working places or

sale questions. Moreover, people can go online from their working places or from home, so a purchase — and any accompanying enquiry — may come at *any time* of the day.

Just as an example, below are 5 online stores which provide quick and professional round-the-clock help.

**Wiltshire Farm Food (<http://www.wiltshirefarmfoods.com/>)**

(<http://www.wiltshirefarmfoods.com/>)



(<http://www.wiltshirefarmfoods.com/>)

**FourEleven (<http://foureleven.se/>)**

(<http://foureleven.se/>)



KUNDSERVICE 031-13 60 64

INFO@FOURELEVEN.SE

OM FOURELEVEN FRIENDS

SENAST INKOMMET MÄRKEN KATEGORIER REA

SKATEBOARD WORKWEAR CUSTOM SURF

Search and destroy... Sök

**Vinter R&A!  
30-50% Rabatt!**

NEWSLETTER

Skriv din e-post Sök

FRAKFRITT VID ORDER ÖVER 499,-

LEVERANS INOM 3 ARBETSDAGAR!

Senast inkommet

VARU SLIP-AN - BL... 699,- 300%	VARU RATONIC - ... 699,- 300%	VARU RATONIC - ... 699,- 300%	VARU HÖR-RI FLEECE 699,- 300%	VARU HÖR-RI FLEECE 699,- 300%	VARU HÄLL CAP PÅ TOPPER 699,- 300%

[\(http://foureleven.se/\)](http://foureleven.se/)

**Lulu's (http://www.lulus.com/)**

[\(http://www.lulus.com/\)](http://www.lulus.com/)





[\(http://www.lulus.com/\)](http://www.lulus.com/)

**BigBrownBox** (<http://www.bigbrownbox.com.au/>)

[\(http://www.bigbrownbox.com.au/\)](http://www.bigbrownbox.com.au/)

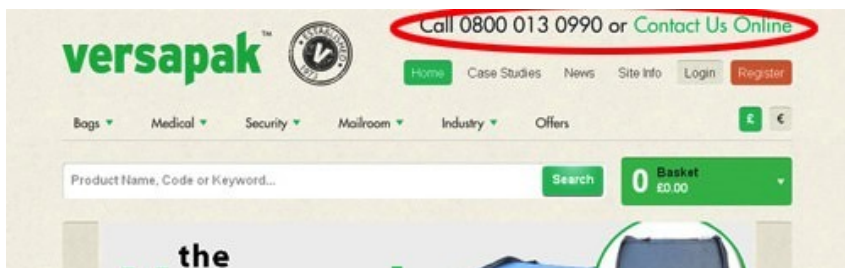




[\(http://www.bigbrownbox.com.au/\)](http://www.bigbrownbox.com.au/)

**Versapak** (<http://www.versapak.co.uk/>)

[\(http://www.versapak.co.uk/\)](http://www.versapak.co.uk/)





[\(http://www.versapak.co.uk/\)](http://www.versapak.co.uk/)

## 9. Store Finder

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A store finder tab is a must-have option for web stores that have several local or national retailers. Many conservative customers who prefer to check out the actual store itself may visit the website but only to find the nearest shop location or branch.

More likely, one will find this option on the top or bottom right corner of the site. If the store has a wide trade network then it will be good to create a special store location search box for a country, city, zip code or address search. Check out the store finder tabs on these eCommerce websites.




**[John Lewis \(http://www.johnlewis.com/\)](http://www.johnlewis.com/)**

[\(http://www.johnlewis.com/\)](http://www.johnlewis.com/)





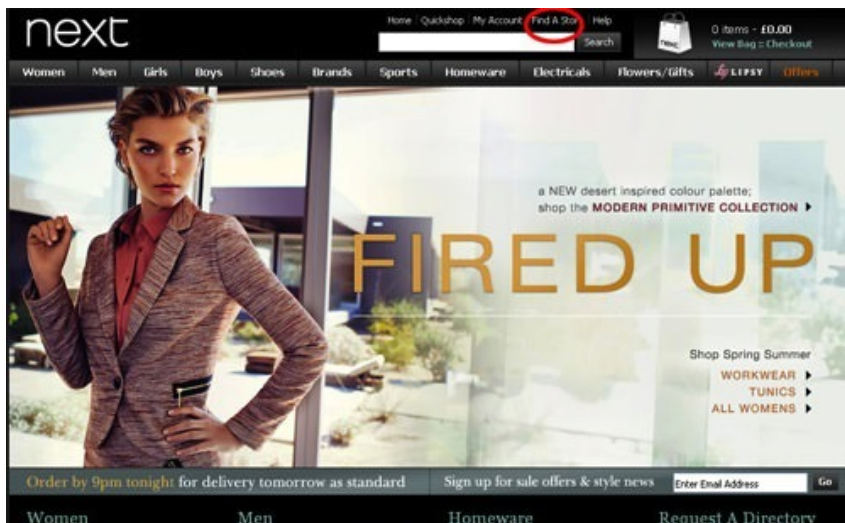
**Clearance**  
 Our biggest ever Clearance  
 Up to 50% off thousands of products  
 Shop now >

<p><b>This week's highlights</b></p> <ul style="list-style-type: none"> <li>&gt; New in beauty</li> <li>&gt; Sofas and armchairs offers</li> <li>&gt; Kitchen and dining offers</li> <li>&gt; Philips DAB radio €30</li> <li>&gt; Bosch washing machine €299</li> </ul>	<p><b>Bedroom offers</b></p>  <p>&gt; Bedding, furniture and more</p>	<p><b>Toshiba laptop</b></p>  <p>&gt; Speedy Intel processing power and great memory €349</p>	<p><b>New in womenswear</b></p>  <p>&gt; Take a look at our latest arrivals for some wardrobe inspiration</p>
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[\(http://www.johnlewis.com/\)](http://www.johnlewis.com/)

**Next (<http://www.next.co.uk/>)**

[\(http://www.next.co.uk/\)](http://www.next.co.uk/)



next Home Quickshop My Account **Find A Store** Help Search 0 items - £0.00 View Bag Checkout

Women Men Girls Boys Shoes Brands Sports Homeware Electricals Flowers/Gifts LIPSY Offers

a NEW desert inspired colour palette:  
 shop the **MODERN PRIMITIVE COLLECTION** ▶

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Shop Spring Summer  
 WORKWEAR ▶  
 TUNICS ▶  
 ALL WOMENS ▶

Order by 9pm tonight for delivery tomorrow as standard Sign up for sale offers & style news Enter Email Address Go

Women Men Homeware Request A Directory



<p>With on-trend patterned knibwear, coloured jeans and stylish shoes, you will love our women's SS12 Fashion collection.</p>	<p>Get the look with our must-have men's clothing collection, including heritage inspired chinos, blazers and men's shirts.</p>	<p>Create your dream living room with beautifully made upholstery and furniture which can be delivered in 5 days.</p>	<p>Be the first to shop our new SS12 Fashion and homeware by requesting the latest Next Directory now.</p>

[\(http://www.next.co.uk/\)](http://www.next.co.uk/)

**Flowers** (<http://ww11.1800flowers.com/>)

[\(http://ww11.1800flowers.com/\)](http://ww11.1800flowers.com/)

The screenshot shows the 1800flowers.com website. At the top, there are logos for various partners like baskets.com, fruit baskets.com, and others. The main navigation bar includes: Birthday, Occasions, Plants, Sale, Same Day Delivery, Sympathy, and Gift Baskets & Food. A search bar is located on the right. Below the navigation, there's a 'Best Selling Flowers & Gifts. Shop Now' link and a 'RADIO LISTENERS' badge. The central banner features a large bouquet of flowers and a gift basket, with the text 'TRULY ORIGINAL WAYS TO Brighten Winter Days' and a 'Shop Now' button. To the left of the banner is a vertical menu with categories like Birthday, Love & Romance, Anniversary, New Baby, Get Well, Sympathy, and Deal of the Week. Below the banner, there are sections for 'Bestsellers' (showing tulips and roses), 'Just Because' (showing a small bouquet), and 'Gift Baskets' (showing a large gift basket). A 'Get Connected!' section includes social media links for Facebook, Twitter, and YouTube. Below that is a 'Find a Gift Fast' search tool with fields for 'Where is it going?', 'What's the occasion?', and 'When should it arrive?'. The bottom section is titled 'Shop our New & Exclusive Specialty Stores' and features four sub-sections: 'Truly a-DOG-able' (with a dog and flowers), 'THE ORCHID BOUTIQUE' (with orchids), 'The Bonsai GALLERY' (with a bonsai tree), and 'HAPPY HOUR COLLECTION' (with a drink and flowers). At the very bottom, there's a 'Gift Reminders' section with icons for Winter, Chinese New Year, World Marriage Day, and Valentine's Day, and a 'DEAL OF THE WEEK' section with a large bouquet of flowers.

[Your Guide to Plants](#) | [WEEK](#) | [While Supplies Last!](#)

**Expressions of Sympathy**  
 Appropriate for the service or the home. [SHOP NOW >](#)

**The Perfect Pick-Me-Up**  
[SHOP NOW >](#)

**Truly Original Birthday Gifts**  
[SHOP NOW >](#)

**International Delivery**  
 Sending Smiles across the globe

**100% SMILE GUARANTEED**  
 As florists, our life's work is to deliver smiles. We're obsessed with delivering a terrific experience. If not - we'll make it right. Guaranteed.

shop our family of brands

[Cheryl's](#) | [POP-UP FACTORY](#) | [Ginnie May](#) | [MAJALKA HOMEDECOR](#) | [winestating.com](#)

**COMMUNICATIONS**  
 E-Mail Exclusives  
 Sign up to receive special offers and promotions from 1-800-FLOWERS.COM  
 Enter Email Address:

**MORE WAYS TO SHOP**  
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 Gifts  
 Plants  
 Roses  
 Same Day Flared Gifts  
 Sympathy

**CUSTOMER SERVICE**  
 Customer Service  
 Contact Us  
 Funeral/Sympathy Advisors  
 Top Rated in Floral Customer Service  
 Experience Reliability Support **STELLA SERVICE ELITE**

**OUR STORES**  
 Store Locator  
 Franchise Opportunities  
**FRESH REWARDS**  
 Join Fresh Rewards  
 Login Fresh Rewards Account  
**\$1 = 1 Point**  
 1000 Points = \$100 Reward

**CORPORATE**  
 Smile Guarantee  
 About Us  
 Employment  
 Investor Relations  
 Gift Cards  
 Flower Blog  
 Julie's Blog  
**Affiliate Programs**  
 Become an Affiliate

Follow 1-800-FLOWERS.COM

[f](#) [t](#) [p](#) [g+](#)

(<http://ww11.1800flowers.com/>)

**Books-A-Million** (<http://www.booksamillion.com/?id=5233577988449>)

(<http://www.booksamillion.com/?id=5233577988449>)

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SEARCH  All products SEARCH **STORE FINDER** WISH LIST 0 ITEMS SHOPPING CART 0 ITEMS

**Make the New Year A NOOK Year**  
 Starting at only \$99 [CHOOSE YOUR NOOK](#)

**A New Bookstore to Call Home**  
 more stores in more locations  
 Learn more about new stores in your area!

**Best of 2011**  
 -Non-Fiction- -Fiction- -Kids & Teen-

**YOUR CRIMSON TIDE HEADQUARTERS**  
**ROLL TIDE**  
 Save on Alabama Championship Memorabilia & Collectibles!  
 -Order Now-

**New Year - New You**  
 -Order Now-

**Free Express Shipping**  
 For Millionaire's Club Members.

**Lower Prices for All**  
 On Millions of Items!

What's New | 1 | 2 | 3

**OUR FAVORITES FOR THE NEW YEAR** | BEST OF 2011 | MUST-READ BOOKS FOR TEENS | BESTSELLERS FOR KIDS

[eBook](#) | [Book](#) | [Book](#) | [Book](#) | [Book](#) | [Book](#)

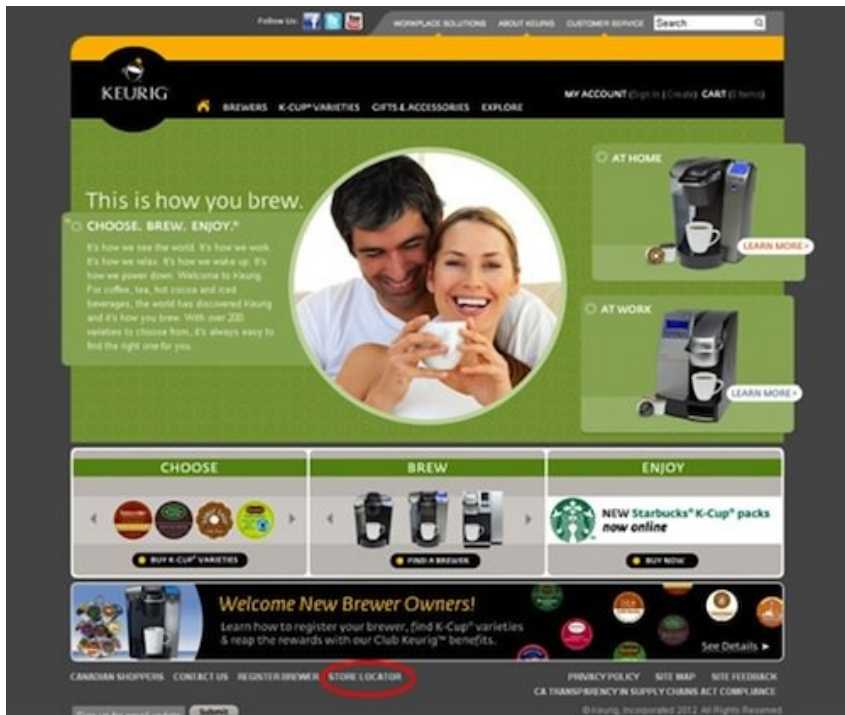




<http://www.booksamillion.com/?id=5233577988449>

**Keurig** (<http://www.keurig.com/>)

<http://www.keurig.com/>



<http://www.keurig.com/>

## 10. Trustmarks

Trustmarks are small images or logos that show a security guarantee by an external party indicating that it is safe to shop on the site. Some of these trustmarks come from Network solutions, McAfee, Verisign, BBB, TRUSTe, GeoTrust, etc. Such accreditation certificates give customers a sense of security and gives them confidence in sharing their private information. Visitors would be more inclined to make a purchase if they know that their payment details are safe from prying eyes.

It should also be noted that trustmarks don't matter for big brand stores. They don't need to pass security and privacy tests to confirm their reliability because they already have a good reputation.

Apart from trustmarks, a clear design, convenient menus, detailed product descriptions and user reviews are also important for creating better online reputation. Just note that trust plays an important role in a customer's willingness to part with their money.

**Softmart (<http://www.softmart.com/>)**

(<http://www.softmart.com/>)



Interested in software licensing? [Request a Quote](#)

Have a question? [Chat with us live](#)

SHOPPING CART  
Currently 0 items

Product, brand, or Part Number   [Advanced Search](#) | [Products](#) | [Services](#) | [Solutions](#) | [About Us](#)

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my softmart Login

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Based on an independent study, **96%** of Softmart customers agree that Softmart helps them **save money** over other technology providers. Find out how by watching our webinar entitled **"Understanding Your Microsoft Licensing Position."**

Complete this form to receive an email to view the archived webinar:

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### iPad 2

A new way to work.  
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Gold Software Asset Management



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Lenovo ThinkPad Tablet

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[More Details](#)

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- » Hardware Fulfillment
- » IT Integration Services
- » eProcurement Integration
- » Onsite Services
- » More Services

#### Easy Online Purchasing

- » Login to MySoftmart
- » Create a MySoftmart Account
- » Search for Products
- » Download Credit Application
- » Request a Quote
- » Product Finders
- » Learn More

#### Buying Guides

- » Software Volume Licensing Guide
- » Microsoft Solutions Center
- » Microsoft Software Assurance
- » Kinaton Memory Configurator
- » Beta, Cattle Wizard
- » V&A, Tool and Supplies Wizard



(<http://www.softmart.com/>)

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(<http://www.letter-photo.com/>)

Krista's Creations are a unique way to make a statement. Spell out a name, business, or words of inspiration with our letter photo art. Krista's Creations are perfect gifts for weddings, baby showers, graduations, and many other occasions.

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z More 123

DRAG LETTERS HERE AND THEN ARRANGE YOUR WORD BY DRAGGING LEFT AND RIGHT.

**Holiday Orders**  
We recommend Christmas orders be placed prior to Dec. 2nd or they may not be delivered in time for the holidays. Photo-only orders can be placed until Dec. 15th.  
If you missed the deadline, [get a substitute](#) can be purchased any time.

Options: Floating Frames, Framed & Matted, Photos Only

0 letter-wood - Staggered - B/W - Horizontal - 0 Emits \$0  
Estimated (Our recommend 2) 0 \$0  
SUB-TOTAL \$0

View Cart + ADD THIS WORD TO YOUR CART

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(<http://www.letter-photo.com/>)

**True Religion (<http://www.truereligionbrandjeans.com/>)**

(<http://www.truereligionbrandjeans.com/>)



[\(http://www.truereligionbrandjeans.com/\)](http://www.truereligionbrandjeans.com/)

**[3balls \(http://www.3balls.com/\)](http://www.3balls.com/)**

[\(http://www.3balls.com/\)](http://www.3balls.com/)



- Recommended Just for You**
- FootJoy Super G Classic Men's Golf Shoes**  
Available starting at \$139.95
  - TaylorMade Renner SuperFast 2.0 Men's Night Handed Driver (USPS)**  
Available starting at \$129.95
  - Thinker Pro V1 1-Dozen Balls**  
Available starting at \$47.95
  - Thinker Pro V1x 1-Dozen Balls**  
Available starting at \$47.95

**ADDITIONAL 15% OFF!**  
THESE LIKE NEW **TaylorMade** CLUBS

enter code: **taylormade15** during checkout

**R11 Drivers & Fairways**  
UP TO 35% OFF MSRP

- R11 Driver Graphite Reg. \$299.95 Now: \$229.46 >
- R11 TP Driver Graphite Reg. \$209.99 Now: \$200.96 >
- R11 Fairway Graphite Reg. \$129.95 Now: \$125.90 >
- R11 Ti Fairway Graphite Reg. \$219.99 Now: \$169.99 >

**SuperFast 2.0 Drivers & Fairways**  
UP TO 30% OFF MSRP

- Superfast 2.0 Driver Reg. \$174.95 Now: \$148.71 >
- Superfast 2.0 Fairway Reg. \$129.95 Now: \$110.65 >

**Rescue Hybrids**  
UP TO 30% OFF MSRP

- Rescue 2011 Graphite Reg. \$149.95 Now: \$127.46 >
- Rescue 2011 TP Graphite Reg. \$199.99 Now: \$139.99 >
- Superfast 2.0 Hybrid Reg. \$99.95 Now: \$69.96 >

**Corza Ghost Putters**  
UP TO 50% OFF MSRP

- Corza Ghost Reg. \$129.95 Now: \$119.45 >
- Corza Ghost Mid Reg. \$149.95 Now: \$127.46 >
- Corza Ghost Long Reg. \$149.95 Now: \$127.46 >
- Ghost TM-110 Rour Reg. \$129.95 Now: \$119.45 >

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Trade online Trade in
- 30 DAY FREE RETURNS**  
Shop with ease
- BUY WITH CONFIDENCE**  
eTrust by McAfee
- This Week's 5 Hottest Sellers**
- TaylorMade R11 Drivers
  - TaylorMade Renner SuperFast 2.0 Driver
  - TaylorMade Renner SuperFast 2.0 Fairway
  - TaylorMade Renner SuperFast 2.0 Hybrid
  - TaylorMade Renner SuperFast 2.0 Driver



3balls.com is not responsible for any damage to your equipment or loss of any items. All items are sold as-is. We do not guarantee the condition of any items. All items are sold as-is. We do not guarantee the condition of any items. All items are sold as-is. We do not guarantee the condition of any items.

(<http://www.3balls.com/>)

eCost (<http://www.ecost.com/home>)

(<http://www.ecost.com/home>)



The screenshot shows the eCOST.com homepage. At the top, there's a navigation bar with the eCOST logo, a 'SECRET SALE FREE SHIPPING' banner, and a search bar. Below the navigation bar are several promotional banners, including 'Recertified BLOWOUT Sale' and 'Bargain Countdown! TOP DEALS!'. The main content area displays 'NEW ARRIVALS!' with product listings for various electronics like monitors and laptops. A sidebar on the left shows 'BROWSE CATEGORIES' for Apple and Computers. The footer contains customer support links, company information, and security logos like McAfee and Entrust.

(<http://www.ecost.com/home>)

## Bonus: How-to guides

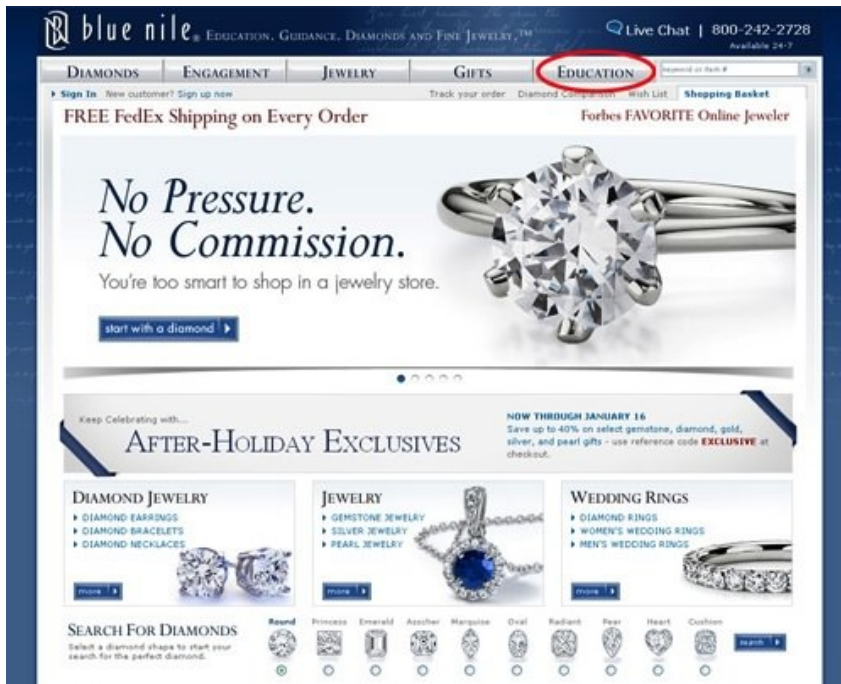
How-to's are not obligatory. It is however a way to arouse visitors' interest in purchasing something that they may not be familiar with. For customers who are making major purchases, like a refrigerator or a new LCD TV, they would like guides or at least to know which specifications to look into before making a purchase. This tab has nothing in common with the help desk, which usually

purchase. This tab has nothing in common with the help desk, which usually answers technical questions and solve problems associated with a purchase.

Here are 3 online shops with informative and worth viewing how-to guides.

**[Blue Nile \(http://www.bluenile.com/\)](http://www.bluenile.com/)**

[\(http://www.bluenile.com/\)](http://www.bluenile.com/)



[\(http://www.bluenile.com/\)](http://www.bluenile.com/)

**[US-Mattress \(http://www.us-mattress.com/\)](http://www.us-mattress.com/)**

[\(http://www.us-mattress.com/\)](http://www.us-mattress.com/)



- Mattresses**
  - Sealy
  - Stearns & Foster
  - Simmons
  - Serta
  - Spring Air
  - Sweet
  - Tempur-Pedic
  - Memory Foam & Latex
  - Number Beds
  - Adjustable Beds
  - Mattress Only
  - Foundation Only
  - Shop by Size
  - Custom Sizes
  - view all
- Bedroom Furniture**
  - Beds
  - Daybeds
  - Headboards
  - Bedroom Sets
  - Futon
  - Nightstands
  - Dressers & Chests
  - Media Storage
  - Office & Study
  - Seating
  - Mirrors
  - Bedroom Accessories
  - Kids Furniture
  - Clearance
  - view all
- Bedding & Linens**
  - Sheets & Pillowcases
  - Bedding Sets
  - Comforters & Quilts
  - Mattress Protection
  - Pillows
  - Blankets & Quilts
  - Bed Skirts

**NEW YEAR SALES EVENT**  
WE'RE KICKING OFF 2012 WITH HUGE SAVINGS

**Beautyrest Queen Sets From ONLY \$549**  
ends Jan 9 extended Jan 11

Every Simmons on Sale - save 50% + up to 40% **shop now**  
Plus FREE In-Home Delivery - No Sales Tax - 100 Night Comfort Guarantee



**Most Popular Products**

<p>Queen Sealy Posturepedic Cooper Mountain Plush Euro Pillowtop Mattress</p> <p>\$671.00 8870 people also liked this</p>	<p>Queen Sealy Instinct Plush Euro Mattress</p> <p>\$384.00 10256 people also liked this</p>	<p>Queen Sealy Balcony Firm Mattress</p> <p>\$279.00 8103 people also liked this</p>	<p>King Sealy Posturepedic Cooper Mountain Plush Euro Pillowtop Mattress</p> <p>\$965.00 2581 people also liked this</p>
---	--	--	--

No Sales Tax (Except MI, OH, UT & IN)  
Your Comfort Guaranteed

Be it thank you for buying from us receive with your purchase  
**3-in-1 GUARANTEE**

**CURRENT OFFERS**

Stearns and Foster Sale  
Lowest Prices of the Season + \$100 in Bed Linens!  
**shop now** - ends January 9 extended 2 days - January 11

Serta New Year's Sales Event  
Save 50% + Up To 35% off  
**shop now** - ends January 9 extended 2 days - January 11

Sealy New Year's Sales Event  
Save 50% + Up To 40% off  
**shop now** - ends January 9 extended 2 days - January 11

Simmons Beautyrest New Year's Sales Event  
Save 50% + up to 40% off  
**shop now** - ends January 9 extended 2 days - January 11

**Clearance Blowout!**  
**shop now**

**EXPRESS NEXT DAY DELIVERY**  
**shop** Next DAY deliveries

(http://www.us-

[mattress.com/](http://mattress.com/))

[The Home Depot \(http://www.homedepot.com/\)](http://www.homedepot.com/)

(<http://www.homedepot.com/>)

FREE SHIPPING\* + FREE IN STORE PICK UP + FREE RETURNS\*\*

Store Finder | For Pros | Get It Installed | Tool Rental | Credit Center | Savings Center | **Project How-To**

More saving. More doing: My Store Location: **Serta Loop #1950** (Change) Local Ad Help | My Account (Sign in or Register)

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Everything for Winter

Appliances

Bath

Building Materials

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Doors & Windows

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Lumber & Composites

Outdoors

Paint

Plumbing

Storage & Organization

SEARCH ALL

GO

CART

MY LIST

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## Conclusion

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And that's it! We hope that the tips above will help make your online website the perfect go-to page for potential buyers. With all the time, effort and finances put in to generate your online presence, these minor suggestions may actually help make or break your business. If you have other ideas that would be helpful, be sure to leave them in the comments section below.

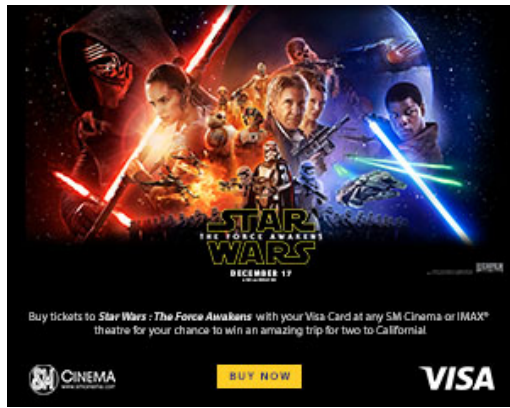
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**Editor's note:** This post is written by **Ann Davlin** for [Hongkiat.com](http://www.hongkiat.com) (<http://www.hongkiat.com/>). Ann is a young inspired blogger who is always open to trying new things. She works at [MotoCMS](http://www.motocms.com) (<http://www.motocms.com/>) – a website builder and website templates provider.



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