

What You Need To Know For Designing e-commerce Website

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Web designing, especially e-commerce website designing is complicated because it has its own needs and challenges. As users come to an e-commerce site for searching and shopping, it is of utmost importance that the user-experience (UX) is smooth, easy, along with an excellent sense of shopping satisfaction and a feeling of 'will be back again'.

The look and feel of the site, the browser optimization are critical, and so is the seamless shopping experience in each step of the buying process. If all these things are put together effectively, conversion is bound to happen.

The following are a few thoughts to be kept in mind while designing an e-commerce website.

1. Design Site Around Content

There are great looking sites with fabulous visuals, menu, superb navigation but with a small content occupying somewhere at the centre. It is important to remember that a website is all about content, complemented by designing. The designing, therefore, needs to be built around the real content right from the onset, instead of making it around a dummy content. 'Content-first' approach not only ensures good writing but also helps in designing the layout with a focus on the content-showcase to ensure maximum conversion.

2. Caring About The Typography

With the customizable, device independent typography available now, one can make use of even many unusual fonts creatively. A point to note here is to keep things bold, large, easily legible and consistent with the overall site and page design.

3. Perfect Quality Product Images

An outstanding product image is what makes the sale on a website, and therefore the value of good imagery hardly needs to be emphasized. They play an extremely crucial role in the user experience, shopping process and closing the deal.

Use of close-ups showing details of the products and also "in use" images showing a picture of individual(s) using the product help in better showcasing, and also serve as powerful selling tools.

Very helpful for items like appliances, clothing, furniture, gems and jewellery.

Wherever possible large images must be placed as they help in branding. Sizable images can be portrayed as background, showing the company's vision, mission, value statement etc.

4. Reviews, Ratings, Related Products

Customer reviews on products and their ratings are a must for any e-commerce site to drive good sales. In fact, the more, the better. Display of a list of similar or related products whenever a visitor looks for a particular item, helps to increase sales.

5. The Speed

Research reveals that loading time of a site should not be more than 3 seconds, else 40% of visitors will lose interest and bounce back, defeating the purpose of the site.

This means, even with all the fabulous images and features (that tend to slow down the site) it must be optimized to load in just a few seconds.

6. Quick, Simple, Methodical

The site must be fast to respond, the designing of the forms must be simple to understand and come with overall consistency. Use of indicators or progress bars ensures the buyer about the correctness of the purchase process. A shopping display-summary is very helpful to a customer to glance at everything at one go.

7. Device Friendly

Goes without saying that the site needs to be optimized for all devices be it desktop, laptop, mobile, tablet etc. The responsiveness, check out procedures need to be equally easy and fast on mobile without compromising on the designing.

Animik is an award winning website design company at Charlotte, North Carolina. This Charlotte web design company started way back in 1998. These 20 years have helped this web development company at Charlotte in gaining vast experience in designing websites, building apps, digital marketing and everything that drives traffic to a client's site along with providing unparalleled customer service.