



# 20 ECOMMERCE

## Do's and Don'ts Part 1



# Planning

**Nothing works well without having a good plan**

An online e-commerce business is nothing without having a great plan. Focus on creating yearly plans to benchmark your success.

## Do's



Create step by step plans



List down all your objectives and goals for the year in a plan

## Dont's



Don't change your plans often, it creates confusion



Don't ignore monthly or quarterly reports



# E-commerce Platforms

**Choosing the right platform can save you from major headaches.**

If you just get started, always get an ecommerce platform with basic feature first. This will help you save up your web development cost in early stage. You may upgrade your ecommerce store to be more advance when your ecommerce store is generating enough sales.

## Do's



Choose a platform that is easy to use



Find out whether they offer SSL Protection.



Check whether the platform comes with local online banking option  
(Maybank2u / public bank (Malaysia Bank))

## Dont's



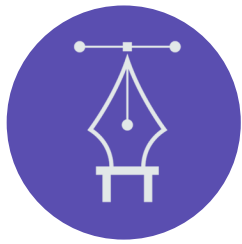
Never choose the platform without knowing the features



Never choose platform that do not offer frequent updates



Never choose platform that do not offer SEO friendly theme



# UX Design

**A user friendly website with proper structured information will makes your customer stay**

Most of the time customers are attracted by beautiful and quality web design.

If your ecommerce store still using outdated design, you are chasing the customers away.

## Do's



Hire a professional to make a quality design



Include marketing strategy in your website design



Create UX designs that work well on various screens

## Dont's



Don't let user click many links to reach the important page.



Never try to create UX design yourself.



Never mixed too many colors in your website design



# Mobile Friendly

**Your e-commerce store should be able to open up smoothly on various screen and browser**

More than 70% of the time, customers are using mobile to access the internet.

Can your customer browse your ecommerce store easily with the mobile?  
Do you know Google will rank mobile friendly website first?

## Do's



Create a mobile optimized website



Test it constantly on various screens with various browser



## Dont's

Don't use small font size, is difficult to read on mobile



Don't show long paragraph of text without a break



# Speed

**Website loading speed can affect your conversion rate. Make it fast.**

If customers come looking for something to buy and your ecommerce store takes more than 5 seconds to load, they will just leave. A fast loading speed of your ecommerce store will increase your conversion rate.

## Do's



Add images in smaller size



Optimize your website and images



Get server with the latest hardware spec



Add your videos on YouTube, it increases the loading speed

## Dont's



Never cram too many images



Never use cheap web hosting, most probably they are using old server



Never let your web page loads more than 5 seconds, you chase the customers away



# Shop Page

Create shop page that able convert visitor to buy

A well structure shop page will generate higher conversion rate.

Can your customers find the product easily and purchase with ease?

## Do's



Add advance filter such as price, color or brand



Add sorting feature



Provide grid view or list view

## Dont's



Never display product that is no longer manufacture



Never have hidden cost



Never list all products without categorized



# Product Page

**Write a product description that sells and boast**

Product descriptions help explain the various benefits of the product, tell customers why they should buy it. A well structure product page will boast up the sale and generate higher conversion rate.

## Do's



Detailed product description



Add high quality product images from various angles



Add rating and testimonials



Hire a copywriter to create engaging copy

## Dont's



Low quality images will make customer think the product is low quality



Bad or good, never delete testimonials



Never use stock images



Never make false claims





# Easy Checkout Process

**If your checkout process is long and complicated, you are going to lose the sale**

The checkout process plays the most important role in an ecommerce store.

When the whole process is complicated, customers are not sure how to proceed and they will abandoned the shopping cart and leave the website.

## Do's



Make sure the whole checkout process only 2 – 3 steps



Make sure the checkout is smooth in various screen and various browser



Provide multiple payment method such as credit card, local online banking (Maybank2u, Public Bank, CIMB Clicks and etc)

## Dont's



Never have any pop up to annoy your customer during the checkout



Never force user to register or login during the checkout



Never cross selling when user is going to payment page



# Customer Support

**Don't shy away from helping your customers.**

Customer always prefers to purchase with ecommerce store who offer great support.

A great customer support will make your customer spread the word and become your loyal customer.

## Do's



Add customer support chat widget on your website



Resolve queries as soon as you can



Train all your employees in customer support

## Dont's



Never leave a customer hanging online



Never be rude to customers



Never delay in responding to customer queries



Don't lie to customers



# Return & Refund

**Offer your customers refund if there is any issue with the purchase**

One of the biggest mistake most of the ecommerce store owner make is, they do not handle the refund issue well.

When you offering your help in this area, you are able to convince your client you are providing quality product with professional support.

## Do's



Offer 100% cash back if the product is faulty



Make the process of refund simple and easy



Offer help and assistance in retrieving the product back

## Dont's



Don't ignore the customer if the product is faulty



Never rude to your customer when they request refund



Never make the process takes more than 7 working days



## Contact Us

You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.



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