



EXPERT ADVICE

1DIGITAL®

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## Eight More eCommerce Blunders to Avoid

Previously, we brought you [seven problems commonly faced by online merchants](#) and as well as a few avenues you could take to avoid them. Here we're bringing you nine more. These are all issues commonly faced by those who sell online, and every one of them is avoidable. From a lack of payment gateways to confusing or nonspecific category pages, here are even more problems faced by online businesses. Heed our advice and don't let these troubles catch you unaware.

### 1 Your Online Store Is Peppered With Technical Glitches

A site that has technical trouble is going to encounter many issues. Two of the most important are that UX and UI will suffer drastically and that a site's search engine optimization will suffer as well.



Sites that are troubled by technical errors are a real bear to navigate and they just smack of untrustworthiness. After all, most of us are aware that it's 2020 and see technical issues as a thing of the past. At the very least, most customers expect companies to spend adequately to do away with glitches, broken links and other technical problems.

Then there's the fact that all of these issues will be recognized by search engines and will probably hurt your rankings. A simple audit of your site will uncover many of them, so there's really no excuse for letting them persist. Just as an example, we here at 1Digital Agency will offer you a free website audit that will help uncover technical issues that can usually be easily fixed.

## 2 Your Online Shop Doesn't Offer Enough Payment Gateways

As if technical problems weren't enough to turn customers away, a site that doesn't offer adequate payment gateways can be a real turn off and hurt conversions. No one wants to begin a checkout process only to find out that your website won't accept their favorite credit card. It sure doesn't help if you won't accept any of their credit cards.

That being said, credit cards are only one of many payment gateways that your online store should offer to your customers. Lack of payment options can directly counter produce conversions.

Don't fall into this easily avoidable trap. Many eCommerce platforms enable you to accept many payment gateways. Better yet, work with us here at 1Digital Agency to create a custom design and checkout process that offers a better user experience. Speaking of checkout processes...

## 3 Hidden Fees In Your Checkout Process Cause Shopping Cart Abandonment

The last thing you want to do is hide fees in your checkout process. That'll cause your customers to break records for the quickest speed to bounce off a site.



As anyone has ever experienced (perhaps even you) beginning a checkout process only to get blindsided by some additional fee you didn't expect (shipping and tax typically not included) can make you feel slighted. Your customers feel the same way. No one wants to see an "environmental fee" or a "finder's fee" or some other nonsense tacked onto the price of their online order.

And so, as a result, customers will abandon shopping carts in droves. This is really more of a matter of site design that you can control yourself, so be mindful of it.

#### **4 Your Product Pages Or Categories Are Poorly Organized**

This one is easily avoidable but will definitely take a little diligence and attention on your end. Here's the main thing. Cluttered, irrelevant category pages lacking relevant information, low in keyword density and perhaps worst of all from a customer's perspective, containing factual or grammatical errors can turn them away right quick.

As we've stated again and again, if a website appears to be untrustworthy or disreputable, people will flee before it like they would before a pushy street vendor.

After all, you are the expert on your products, and your web store should definitely reflect that. If you haven't put time and attention in the information contained in your products or category pages, customers will notice.

#### **5 A Poor Balance of Media Is Hurting Your eCommerce Website**

Being an expert on your business isn't enough, however - you also need to be an expert on your target market. Then you can figure out just how to balance the content media on your website to provide the proper amount of interaction for your customers.

For example, a bookseller would probably be fairly text-heavy, but that won't work for everyone. Sellers of outdoor products might benefit from videos demonstrating the uses and advantages of their products. There's a good mix for every industry, and you need to capitalize on it for optimum UI.

Generally, you should include a decent mix of images, videos, text and any other media you wish to include. And though you should be the resident expert on your target audience, using the resources of a digital marketing agency like 1Digital Agency can put their tools to use for you. A little market research to help you craft your voice and image can go a long way.

#### **6 There Is A Disconnect Between Your Content And Your Marketing Strategies**

Speaking of understanding your target market, you'll want to avoid any disconnections between the content on your site and your marketing efforts or strategy.

A lot of this goes back to the value your products offer and the market they are supposed to serve. If your content is too general then by default it won't represent your products or services. After all, your products or services are not general - they are unique, that's why people buy them.



Not only should you avoid general content, but you should also include content that is qualitatively valuable to your market. Be informative, be original, be creative, inspire innovative uses for your products.

This is another way that 1Digital Agency can really help you. We have a talented team of content producers that can capture your voice and roll it into everything we produce for your website. From understanding your core competencies to reading the emotions that underlie your customers' purchase decisions, our content producers can serve you fresh, original content that customers will eat up.

## **7** Your Content Is Too Blocky

Even if you have boatloads to publish for the benefit of your audience, try to avoid being too blocky. Text that is too blocky and unpunctuated tends to turn off search engines - and customers.

No one wants to read through pages of text, even if they are fairly interested in what you have to say. Break up your content, include pictures and don't overwhelm your audience. Your search results and customer experience will pay you the dividends.

## **8** Lead Capturing Efforts For Your Business Model Need To Be Improved

Not everyone who visits your site is going to become a customer. While that's the case, visitors to your site are still there for a reason, and unless they learn more about your brand, they probably won't be making a purchase.

At the same time, if you don't capture as much information as you can from them, you'll be missing out on potential leads as well. There are lots of ways to capture information about customers to get their

contact information - this can be useful not only in identifying leads but can further help you figure out what individuals constitute your target market.

Make sure your site gives customers a reason to leave behind their email address or some other identifier so you can send them specials and gauge their interest in your products - it's the first step to converting a stranger.

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We recognize that solving some of these issues requires a fair amount of experience, technical expertise and creativity, which is why we've exposed them for the issues that they are. If your eCommerce site is laboring under any of these roadblocks, you just might want to partner with the pros to help you improve your site design, your content, or even your lead generation efforts. We've got years of experience helping customers solve these problems - and many more. So if you're experiencing any of these issues or the others exposed in this series, give us a call at 888-982-8269 or contact us at [info@1digitalagency.com](mailto:info@1digitalagency.com) today.



**Are your eCommerce branding and website up to date  
– Do they meet all the performance check points?**

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now and see how your website scores.**

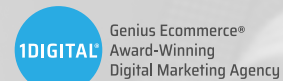
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**Partnered with the best and a process that gets it done.**

Partnering with platforms like **BigCommerce** & **Shopify Plus** allow us to help our clients scale their eCommerce businesses with custom eCommerce solutions. We've designed hundreds of beautiful eCommerce stores for satisfied clients. Each new project carves, shapes and tweaks our process for the better. We're constantly developing new ways to identify and eliminate anything that causes

delays, creates confusion, misinterprets ideas, or adds expense – anything that puts your absolute satisfaction at risk. And more importantly, we're constantly pushing the envelope on eCommerce web design language with user behavior to ultimately drive higher conversion and customer satisfaction. We're experts when it comes to eCommerce website design & eCommerce user experience.



**1DIGITAL® MARKETING AGENCY**  
20 NORTH 3RD STREET  
SUITE 301 (DANIEL BUILDING)  
PHILADELPHIA, PA 19106

**INFO@1DIGITALAGENCY.COM**  
888. 982. 8269 | 215. 809. 1567

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