

6 Common Mistakes ECommerce Sites Make

1. Poor first impressions due to weak design

If your site is not as professional looking as your competitors do not be surprised if you have a poor conversion rate. Good design matters - 1990s design will not cut it today.

2. Not having a unique page for each product you sell

Having a unique page for each product allows you to promote and sell each product individually, plus you can optimise each product page for search engines. Putting lots of products onto 1 page makes your site small! So *go forth and multiply* - create a unique page for each product.

3. Talk to me - I am a visitor!

One line of technical spec on a product pages will not cut it! Provide adequate unique text copy on your web pages. Don't assume people will buy off you – you must sell to them. Talk to users and use sales copy and plenty of calls to action throughout your site to drive more conversions.

4. Hiding where you are and how to call of you

Some ECommerce sites seem intent on hiding their telephone numbers or business address from consumers by making it virtually impossible to find. Don't hide from your visitors as you will lose sales. Make it very, very easy for visitors to find your telephone number and physical address!

5. Benefits of buying from you

In most industries there are lots of 'me too' websites all selling the same thing. So what sets you apart? Identify the benefits of buying from you and establish your 'unique selling proposition' (USP) Repeat these benefits again and again and again.

6. Ignoring SEO basics

This can literally cost site owners a small fortune in lost revenue. Doing keyword research and writing unique title tags for each web page on your site should be an absolute must. Do not ignore basic SEO as it's crucial.

Created by Gareth Davies, **GSINC** Limited Jan 2007

**For ECommerce SEO and Internet Marketing Consulting visit
<http://www.gsinc.co.uk> or call GSINC on 0871 271 4045**