In my previous articles, I have looked at some of the facts that you need to consider when it comes to website hosting. In this article, I want to look at some common mistakes when building an e-commerce website. Follow me as we are going to look at some of these mistakes in this article.

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Now the mistakes...
#1 Ineffective search engine
One of the common mistakes that can be made when building an e-commerce website has to do with poor website navigation which can negatively affect user experience on the website. Most times, when websites categories are poorly arranged, it might lead to a situation where users find it difficult to find what they are looking for. This will negatively affect search engine ranking for such websites.

#2 Poor technical supports
At times, e-commerce website developers can also make the mistake of using technology that they will not be able to support. This might also affect the level of support that they can also provide for their users. When you are giving technical to your e-commerce website in-house, you have to make sure that you are using technology that is not difficult for you to support.

#3 Not suggesting related products

At times, one of the factors responsible for repeat purchases on e-commerce is when such websites have the capacity of suggesting related products. You have to make sure that the Algorithm used in the development of the website is able to suggest related products to users. This will increase the conversion rate on your website and boost the organization turnover at the end of the year.

#4 Complex checkout process

One of the major reasons for cart abandonment has to do with the complex checkout process. Most times, when it becomes so difficult for customers to pay for products or find products that they are looking for, they will definitely have no option other than to abandon the website and look for another website where they can easily find the product that they are looking. This might force them to abandon product(s) that they are planning to purchase on your website.

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#5 Lazy loading

Also, it is a well-known fact that an average web surfer is impatient when it comes to website loading time. Some have argued that a good website should

load in five seconds. Therefore, no matter how heavy a website is, you have to make sure that your website loads on time. This will definitely increase the conversion rate on the website.

#6 Poor categorization

Another mistake that can be made when it comes to e-commerce website development has to do with a poor categorization of your website. At times, when products are not properly grouped on a website, it may lead to a situation where some products are not discovered. You have to make sure that products are properly grouped so as to increase the conversion rate on your website.

#7 Non-compatibility

In one of my articles where I talked about website testing, I actually mentioned it that you should try and open your website from all available browsers and make sure that they are loading properly. You should also pay attention to how your website loads on mobile phones. This will help you to increase users experience most especially for mobile users.

#8 Un-enlargeable image

Also, the use of small images is good for websites and e-commerce websites. You need to be conscious of the type of image that you are using on your website. You have to make use of small images that can be enlarged so that users can be able to see all the visible features of your products before they actually purchase that product.

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#9 Inconsistent product information

Also, you should understand that one of the reasons why users abandon carts is due to incomplete and inconsistent product information. If users are not able to get all the required information that they need in order to decide on whether to purchase a product or not, they might be forced to abandon that product. You need to make sure that information is short, simple and complete.

#10 Un-highlighted benefits

Also, one of the other reasons why people abandon carts on e-commerce is when the website owner fails to highlight some of the benefits of buying that product. You have to state the benefits that your customers stand to get when they purchase that product from you. If some of these benefits are not highlighted, it may force your customers to abandon their carts.

#11 No visible contacts

Another, mistake that is common to e-commerce website owners is when the contact details of the owners are hidden from users. Your users are more interested in what happens when there are issues with the products that they are purchasing from you. If users are not convinced about your identity and your genuineness, they might be forced to restrict you from transacting business with you.

#12 Clumsy pages

Also, when it happens that you did not create a separate page for each of the products that you are selling, you may be missing out on customers. You need to ensure that each product has a page. The Page should also explain all that customers have to know about that particular product. This will sustain customers' interest in your products and services.

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Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained includes staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training**. You can reach me on Whatsapp HERE.** Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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