Making An E-Commerce Shopping Cart User-Friendly

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Setting up an online shop is easy. Marketing the products you sell, while it requires a bit of online skills, can be done. But your job is not finished once you have accomplished these two. You cannot just waiting for traffic and hope that they become potential costumers. You need the right tool that converts traffic in to sales. You need an e-commerce shopping cart. But getting a shopping cart is one thing; maximizing its benefits is another.

While many choose to go online to purchase merchandise, it doesn't mean that you can get complacent because if they happen to stumble upon your website, they will buy anyway. This is a wrong way of looking at your traffic. You have to please your costumers and please them well. You need to know what they want - not necessarily the things they need to have but the right tools to guide them through the entire online purchasing process. And with tougher competition now, you need to raise the bar and stand out among the rest.

Thus, your online store needs not only to look good, but also to have efficient shopping cart system. Here's how to maximize your website and shopping cart and convert traffic into buyers:

Use all the tricks in the business. Use large headings and sub-headings to let your costumers know where they are; and breadcrumb navigation to help your costumers know how deep they are on your website.

Use search functions to let costumers find what they are looking for fast and easy, especially if you are holding a large inventory and multi-page site. Place the search function above the fold where costumers can see it.

Give the power to your costumers to narrow down their search options by using search category refinement. Costumers should be able to refine according to size, shape, color etc. Make sure that they can clear this refinement anytime. Utilize sort option that allows your costumer see your product by category.

Let your costumers remove or change items from their cart easily. Help them find product that are related to the items they have chosen. Cross sell!

Place your contact information where costumers can easily see it.

Never allow your costumers to go on a lengthy process of shopping, only to find out that the products they have chosen are out of stock. Show only the products that are on stock or place "out of stock" mark on those what are not in your inventory. Most shopping carts have this feature.

Cart abandonment rates are high simply because many shopping cart services do not allow shopping before registration. What you should do is to let your costumers to add items in their cart before they register for an account. Some vendors have this feature.

Show them every detail of the product they wish to buy including the price, discounts (if there's any), applicable taxes and added fees. Do not hide any information that the costumers should know.

The key to any online store is usability. Many online shoppers get irritated even on the tiniest hitch on your site. This is the main reason why many abandon their cart even on the last step in purchasing product. Keep your costumers fully satisfied by making everything easy. Use your

e-commerce shopping cart properly. Extra efforts may require time but the pay offs are all worth the trouble.