

Key Elements of a Successful eCommerce Website

When designing an eCommerce website, there are certain key elements that you should consider to make the site a success and boost sales.

Design Insights:

The most essential feature is to ensure that the website is responsive and completely compatible with all devices. Nowadays, a website must be mobile friendly.

People love accessing eCommerce websites using their mobile phones. Not only do they peruse products but they also add to the cart and finalize the sale all from their mobile phones.



Marketing Trends:

Stay up-to-date on all marketing trends to gauge consumer behavior and learn about their buying priorities.

This lets you zero in on your target audience and learn exactly what they need from your eCommerce site. You'll want to respond promptly to changes in the market to stay ahead of the competition.

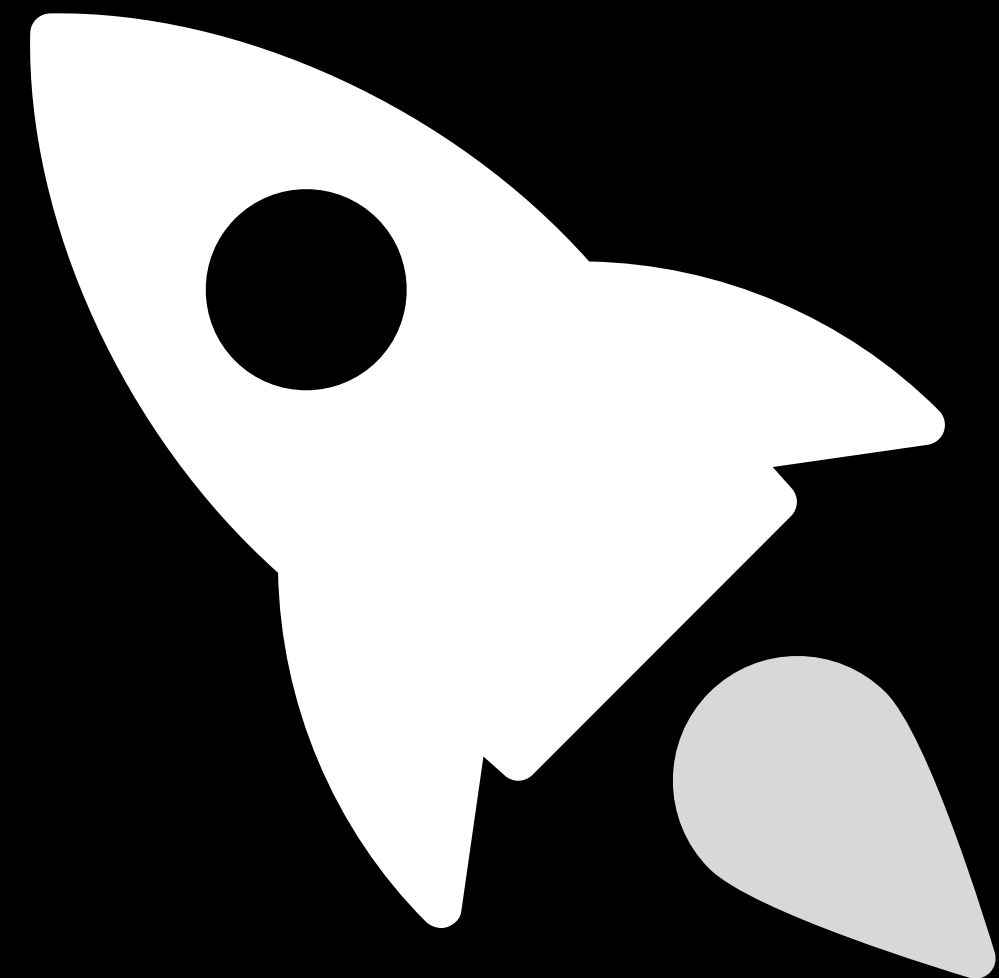


Speed Up Loading Time:

Most users care about speed. They are notoriously impatient and don't want to wait around for a website to load. Semrush has reported that your website should load in 1.7 seconds to stay ahead of the game.

Remember, increasing your loading speed will improve your conversions. Most people will navigate away from any eCommerce site that takes longer than five seconds to load. Ways to speed up load time include decreasing the HTTP (hypertext transfer protocol) requests which can account for up to 80 percent of the time spent loading.

Also, catch the browser to increase speed. Optimize the files and compress your site's images. Ideally, all images should be at 150 kb or lower. Try to use only JPG format for your images but if you are using a transparent background then you can go with a PNG format.



Improved Navigation:

Bounce rate is high for eCommerces sites that offer navigation challenges. In order to cultivate a successful website, you must ensure that it is easy and pleasurable to navigate. When making a purchase, a would-be buyer wants clearcut steps that are easy to perform to finalize the purchase.

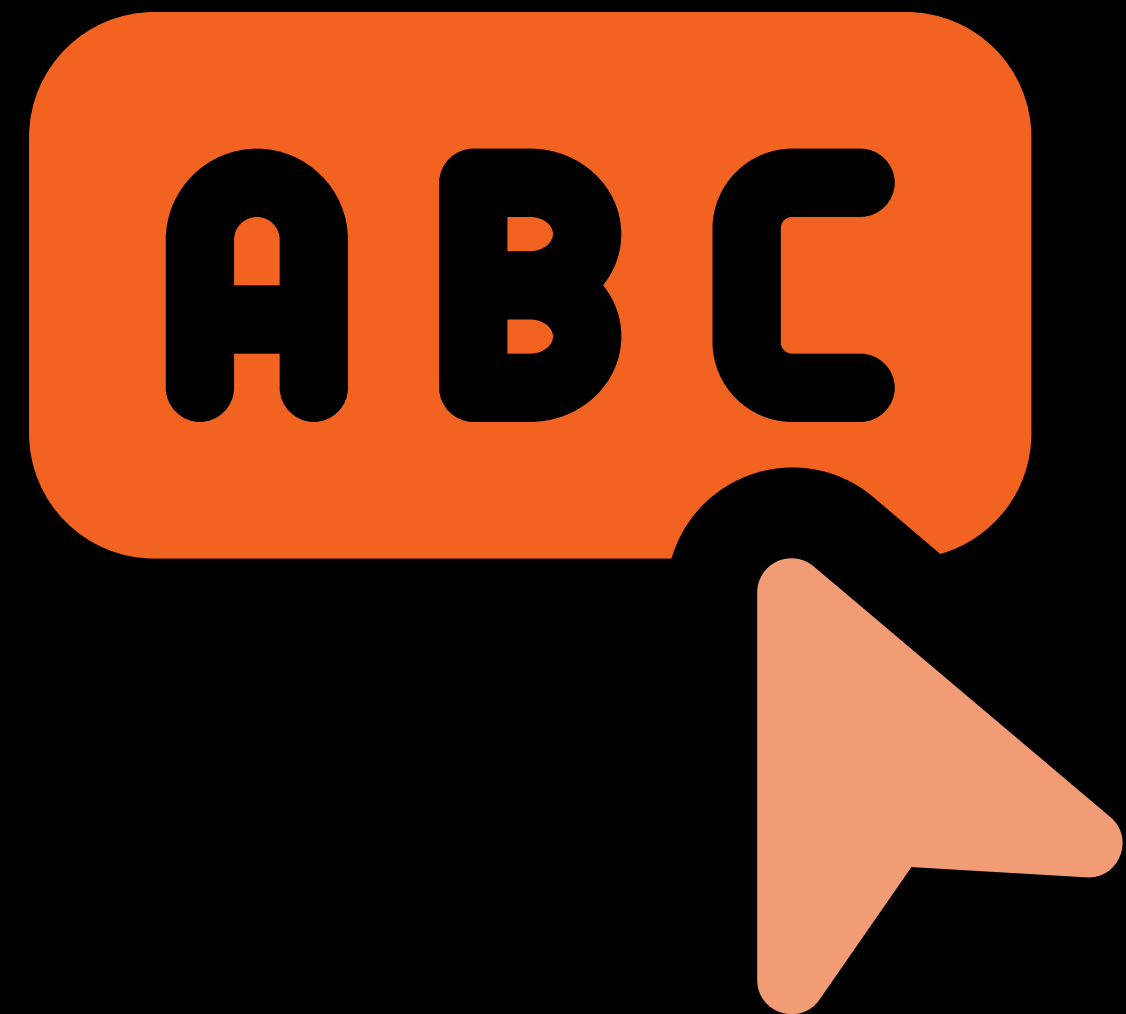
Avoid anything complicated. Providing a navigation bar when undertaking your website design is a huge perk. A breadcrumb navigation trick lets the user quickly jump to sections of the home page which makes their searcher easier. The website also appears very clear and concise which improves the site's appearance substantially.



CTA:

Having an easy to reach CTA button is crucial for any eCommerce site. The CTA helps convert the site's traffic to customers and the ease with which a would-be buyer can access the CTA button is one of the critical components often overlooked.

Position a CTA on your landing page, Also try placing the button in the middle of the page instead of at the top or the bottom.



Contact us today to learn more!

At Webmeridian (Full-Service Magento Development Agency), we can help you on your journey to mimic Hansen's success with Magento 2. We are ready to meet any challenges to help you achieve the goal of your online/offline business.

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