# Road Map for a RUSTWORTHY E-COMMERCE WEBSITE

Every contact a visitor has with an e-commerce website is an opportunity for a business to instill trust in the visitor. Here, we break down how a business can do that, at multiple points in a customer lifecycle.



# **1<sup>ST</sup> TOUCH POINT:** WHEN THEY FIRST HEAR ABOUT YOU

Many will be hesitant to buy from an e-commerce store



WHEN THEY ENTER AND BROWSE YOUR WEBSITE

So they've entered your website and are browsing - great! Now here are some ways to build upon those reassurances.

We don't recommend adding all of these elements to your page. It's important to test and find a healthy balance that increase sales.

#### IMAGERY

Use only high quality e-commerce images.

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#### **REVIEWS**

Highlight reviews of products showing that other people shop at your e-commerce store.

#### TESTIMONIALS

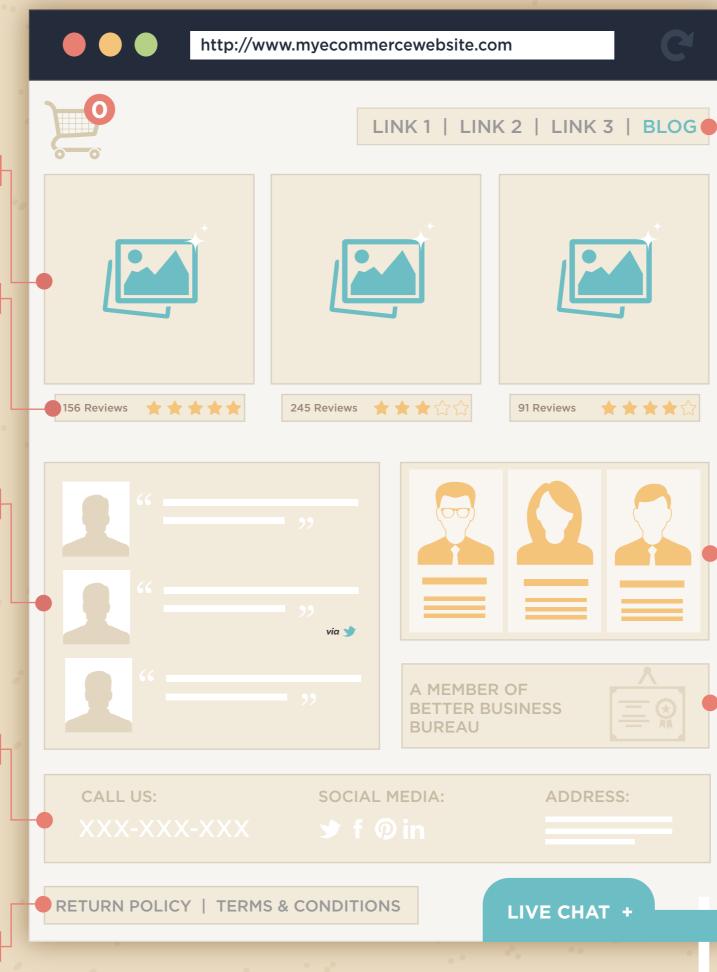
**Customer testimonials** (with faces) on pages may help. Embedding a tweet adds freshness to this section.

#### CONTACT

Make your contact info clear. You may even want to put it at the bottom of every page.

#### POLICIES

Returns policy / other policies easy to find.



### THOUGHT LEADER ♥

Educate users on your products. Being a thought leader can be beneficial.

#### ABOUT

A photo of your staff in your About page can help. If you were previously a founder of another company or worked for a well-known company, do mention it clearly.

#### **CREDIBILITY**

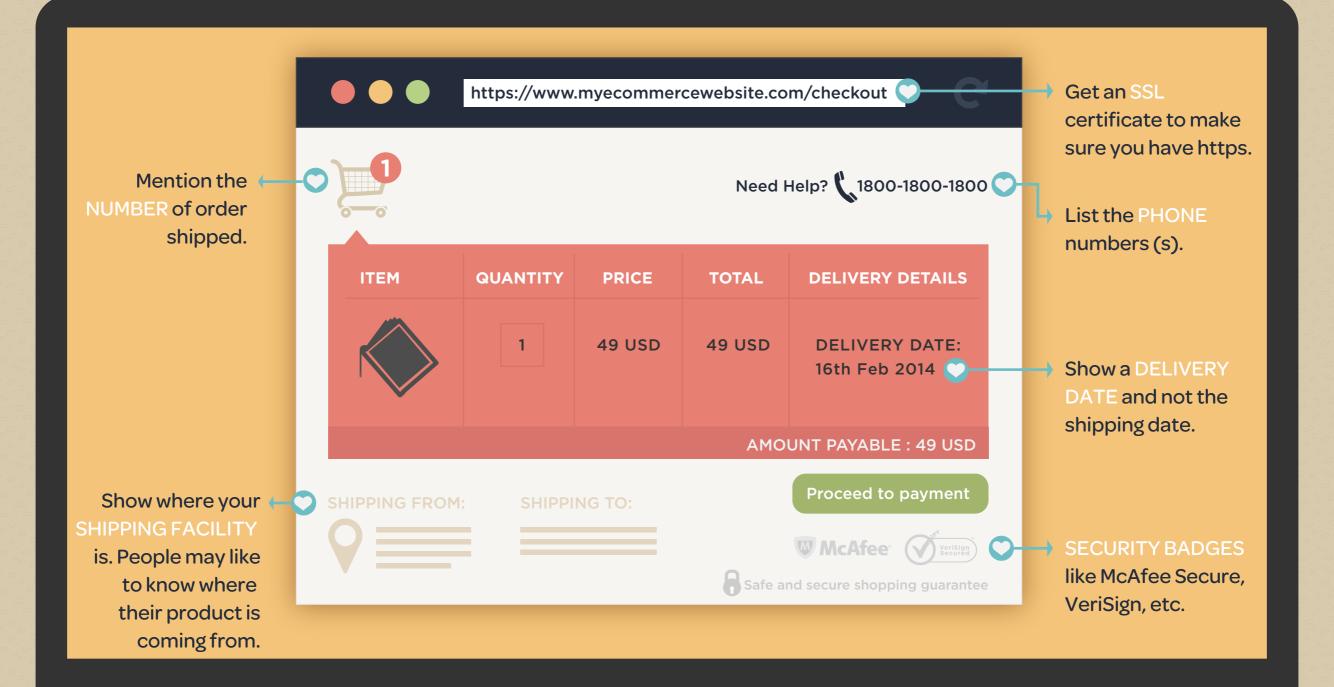
If you're a member of Better Business Bureau, post your grade (badge) on your website.

#### LIVE CHAT

Live chat may help build a relationship, which can build trust.

## 3<sup>RD</sup> TOUCH POINT: WHEN THEY PUT THE ITEMS IN THE CART

Now they have put items in their cart. You have a visitor with an intent to buy. They're so close to becoming a customer, but how do you assure them through the checkout process and complete the sale?





People, not pageviews.