

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.



1ST TOUCH POINT:

WHEN THEY FIRST HEAR ABOUT YOU

Many will be hesitant to buy from an e-commerce store they've never heard of.

You have a chance to establish trust from the beginning, via your advertising.

A well-designed ad can help establish a great first impression. But, here are a few quick and handy tips and things you may want to mention in your advertising.

QUICK AND HANDY CHECKLIST

- Mention total number of orders shipped.
- Include customer service hours.
- List the phone number(s).
- Mention the number of customers served.
- Use a solid domain name.
- Include "Trusted since xxxx".
- If you're a verified reseller of a brand, include this fact.
- If you take PayPal as a payment method, do mention it.
- If you've been quoted in a credible publication, show that quote.
- If you're on Stella Service, mention your ranking. Also add a link to that rating.

2ND TOUCH POINT:

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.

http://www.mye-commerce-website.com

LINK 1 | LINK 2 | LINK 3 | BLOG

156 Reviews ★★★★★

245 Reviews ★★★★★

91 Reviews ★★★★★

CALL US: XXX-XXX-XXX

SOCIAL MEDIA: f @ in

ADDRESS:

RETURN POLICY | TERMS & CONDITIONS

LIVE CHAT +

IMAGERY Use only high quality e-commerce images.

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.

3RD 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?

https://www.mye-commerce-website.com/checkout

Need Help? 1800-1800-1800

ITEM	QUANTITY	PRICE	TOTAL	DELIVERY DETAILS
	1	49 USD	49 USD	DELIVERY DATE: 16th Feb 2014

AMOUNT PAYABLE : 49 USD

Proceed to payment

SHIPPING FROM: SHIPPING TO:

McAfee Secure VeriSign

Safe and secure shopping guarantee

Mention the NUMBER of order shipped.

Get an SSL certificate to make sure you have https.

List the PHONE numbers (s).

Show a DELIVERY DATE and not the shipping date.

Show where your SHIPPING FACILITY is. People may like to know where their product is coming from.

SECURITY BADGES like McAfee Secure, VeriSign, etc.