Responsive Design
At present, mobile traffic accounts for 67% of total worldwide eCommerce traffic. It’s imperative that your site offers an impeccable mobile experience, so that customers feel at ease to browse and finalize transactions in your shop.

Product Filter and Comparison Options
Give the user the option to view products according to relevant criteria by category, or by querying by specific requirements. This enables users to find the relevant products in a shorter time, thus speeding up the checkout process.

Search Function
It takes about 15 seconds for a user to decide whether the information they need is available on your site. An on-site search function is an easy way for the visitor to find targeted information, instead of digging around your site while the frustration builds up.

Geolocation
Customers are at least 70% more likely to make a purchase if the shopping cart is localized with their native language and preferred payment method. Geolocation permits your business to be relevant to your global customers and improve conversion rates by personalizing the visitor experience.

Optimized Cart
Managing a high-performing cart involves continuous testing, tweaking, and re-working, to always stay on top of customer needs and market trends. Therefore, your cart needs to be optimized in terms of flow, layout, preferred payment methods and information shown, in order to stimulate conversion rates.

Advanced Payment Options
In online retail alone, it is estimated that around 50% of cart abandonment is due to missing payment methods during checkout. Your store must feature your customers’ preferred payment methods to increase the chances to convert. At present, 63% of global shoppers prefer debit and credit cards, while mobile payments are the option of choice for 12% of online buyers.

Contact Page
The ability to effortlessly contact a brand online is the most important trust signal sought by clients. Your contact page should include swift means to interact with your representatives (phone numbers, an email address, on-site chat features).

FAQ Page or Knowledge Center
An FAQ page or a Knowledge Center area reassures site visitors who require extra information while browsing. They also help in automating certain customer touchpoints, communicating the scale of your brand, and even developing a customer training portal.

Trust Seals and Social Proof
In order for visitors to complete purchases, your online store needs to inspire trust via the use of trust seals, partner logos, and social proof. Testimonials are also a highly useful inclusion, given that 55% of shoppers read reviews before committing to a purchase.

User Account
User accounts are a great means to track your customers and communicate with them in a more personalized way. However, avoid forcing account creation during purchase, as this has been shown to diminish conversion rates of up to 35%. Try not to spam the visitor with lengthy forms to complete, instead collecting only the primary information needed.

Optimized Product Page
In order to convince the visitor that the product or service offered satisfies their needs, you need to optimize the product page to answer product queries in an efficient and timely manner (include product images, filter features, call-to-actions for promotions etc.).

For more information and resources, please view the Top 10 Features Checklist for Your B2C eCommerce Site article on the 2Checkout blog!