

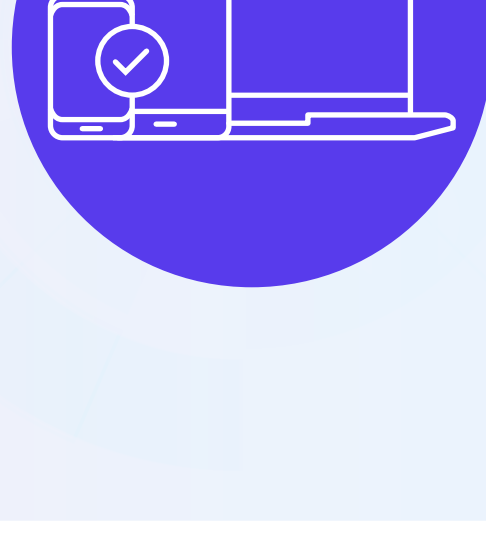
10 Features for your B2C eCommerce Site

What are the main features that users need when browsing e-shops? Read on and check whether your business is ticking off all of these eCommerce must-haves.



Responsive Design

00



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

01

Give the users the option to view products according to relevant criteria by category, so that they get to their intended query faster, therefore speeding up the checkout process. Consider introducing filters for things like switching between multiple product categories,

sorting in relation to price, indicating product quality, and sorting by popularity.



Search Function

02



It takes about 15 seconds for a user to decide whether the information needed 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 is building up.

Geolocation

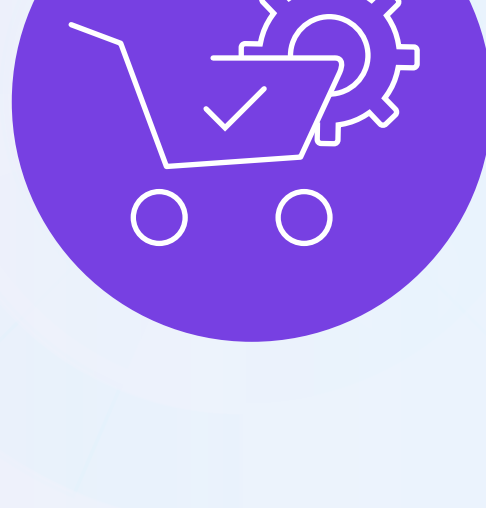
03

Customers are at least 70% more likely to 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

04



Managing a high-performing cart involves continuous testing, tweaking, and re-work, 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

05

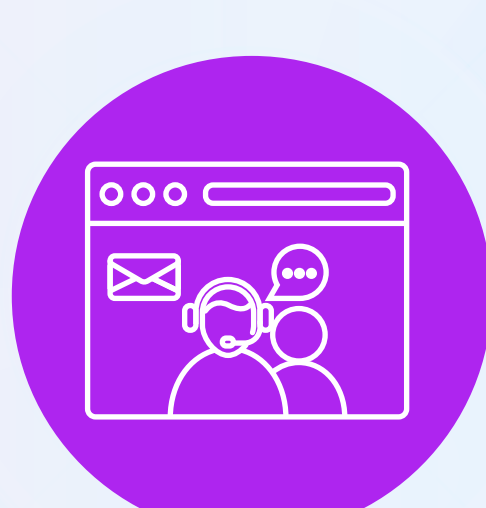
In online retail alone, **it is estimated that around 50% of cart abandonment is due to missing payment methods during checkout**. Your store must feature your customers' preferred payment methods to increase the chances to convert.

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

06



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

07

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



Trust Seals and Social Proof

08



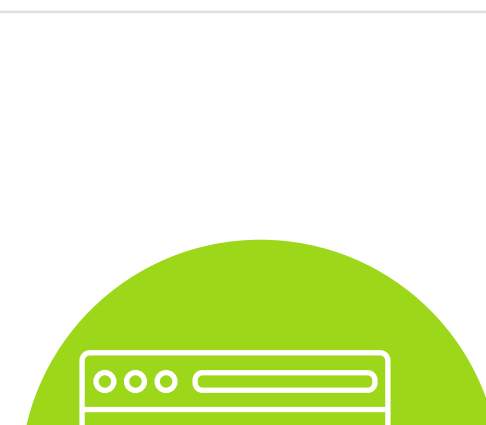
In order for visitors to complete purchases, your online store needs to inspire trust via the use of trust seals, partner logos, and social proof. Testimonials are also a highly useful inclusion, given that **55% of shoppers read reviews before committing to a purchase**.

User Account

09

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

10



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!

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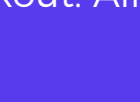
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