

Title:

Ecommerce Website Design's 6 Common Mistakes

Word Count:

533

Summary:

E-Commerce websites present small businesses with an ideal cost effective method to expand the

Keywords:

Online marketing, Search engine optimisation, Pay per click, website marketing, Web design com

Article Body:

Small business Ecommerce is highly competitive field and small businesses need to develop a pr

1. Poor or outdated design

Many E-commerce websites of small businesses reflect a poor outdated website design. It is imp

2. Not having detailed information on products

Many E-Commerce websites make a common mistake of not presenting detailed information on their
> E-commerce websites , is the lack of detailed information on products being sold on the

3. Don't hide contact details.

Another common mistake with many ecommerce websites is the lack of visibility of the company's

It is a often a good idea to include telephone and address on all pages either ion the header

4. The benefits of buying from your company not clearly evident to the customer.

Another common mistake businesses make is failing to convey clearly via the website the advant

5. Not having an ongoing search engine optimisation strategy.

Many ecommerce businesses make the mistake of thinking that if their website is there it will

Thousands of businesses compete for first page ranking for any given keyword however only 10 c

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