

TIPS AND STATISTICS

TO IMPROVE THE USER EXPERIENCE ON YOUR eCOMMERCE WEBSITE

FASTER LOADING PAGES



Ideal loading time should be **under 3 seconds**



A 1-second delay can decrease conversion rates by 70%

46%

of users dislike slow loading pages

70%

of websites that load in 5 seconds or less have 70% longer average sessions

79%

of users do not return to a website if it performs poorly

IMPROVED WEBSITE NAVIGATION



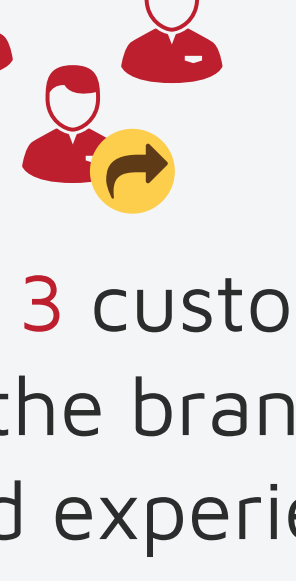
Use standard style navigation to make your website easy to use and boost conversions



Avoid using generic labels and use the ones that highlight your services and products

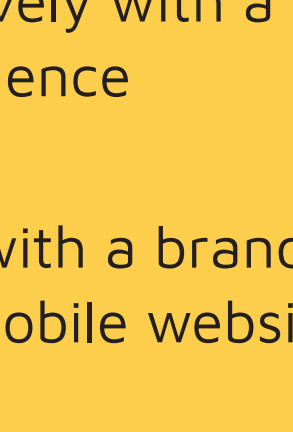


Do not use the drop down menus as it makes users skip important top-level pages



Keep navigation menus short and try to restrict them to five items only

EXCELLENT CUSTOMER SERVICE



1 out of 3 customers abandon the brand after one bad experience

87%

of customers think it is important to put more effort in improving user experience

86%

of buyers are willing to spend money on websites which provide good customer service

73%

of buyers think that customer service is an essential part of purchase decisions

65%

of users associate positively with a brand that delivers a positive experience

52%

of users do not engage with a brand if they had a bad experience on the mobile website

PERSONALIZED RECOMMENDATIONS

1.7x more clicks

Recommendation widgets above the fold yield 1.7x more clicks than widgets below the fold

5.5x more conversions

Recommendations yield 5.5 x more conversions on an eCommerce website

31% of revenue

31% of eCommerce website revenue is attributed to personalized recommendations

2x higher click-through rate

Personalized recommendations by top sellers yield 2x higher click-through rate

PRODUCT COMPARISON



It adds convenience when customers are looking for the right product

Offers an easy way to compare different products, their prices, and features

Customers get more choices when comparing products with recommended ones

Delivers the best value for money to customers and increases the retention rate

SIMPLE AND EASY CHECKOUT OPTIONS

- Have minimum fields to make the onboarding process easier
- Follow a single column structure to let the user's eyes move naturally
- In case of more questions divide the fields into semantic groups
- Enable one-click sign in from sources like Google or Facebook

- Do not use autocorrect as it functions poorly with a user's personal information
- Only add essentials in the checkout process with minimum content
- Integrate trusted payment providers like Google Wallet, PayPal and more
- Keep the essential information in the thumb zone on mobile devices

RESOLVE ABANDONED CART ISSUES

Lower cart abandonment rates by creating automatic abandonment emails

Free shipping can boost the conversion rates of the cart abandonment emails

45%

of cart abandonment emails are opened and 21% are clicked on

50%

of customers who click on cart abandonment emails make a purchase

PRODUCT DISPLAY ON WEBSITE

Load more buttons give more control to users and let them focus on what they want to explore

Deliver smooth and seamless user experience with infinite scrolling

Use pagination to let customers focus on the most important information on a page

OPTIMIZE PRODUCT INFORMATION AND CTAs

- Create clear headings, scannable descriptions, and bullet points for improved readability
- Only use clear CTAs that appeal to customers to take a specific action in a compelling way
- Do not overload your website with CTAs and excess product information
- Know your audience beforehand to establish deep connections on your website

TRACK ACTIONABLE METRICS

Measure usability by tracking the time spent by a user in completing specific tasks

Conversion rate metric data can be used to increase customer engagement and sales

Use engagement metrics like time, scrolling, and page views to measure interaction rate

USE TRUSTED CONNECTORS

Leverage cross-platform functionalities on your eCommerce website with trusted connectors like the **Magento-Marketo Integration Connector**

- Nurture email marketing programs
- Send automated and targeted emails on specified triggers
- Improve conversions with cart abandonment program
- Map customer's journey throughout the sales funnel
- Improve user experience and save time with auto-filled Marketo forms
- Improve your ROI with detailed reports about your website built on Magento

TO WRAP UP

Establish your website's credibility by having a story-telling format for your products and services. Always keep a close look on the website UX and create delightful user experiences and boost brand loyalty among your customers.

To improve your website's UI design and get more insights on the subject, write to us at info@grazitti.com or [visit our website](#).

Sources

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