



82%
of Britain's
63.7 million
residents are
online

... your shop should be too!

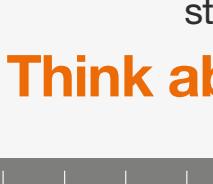
33%
of UK online sales
occur after
6pm

2 seconds
how quickly the
average online
shopper
expects your page
to load

What people want from an eCommerce site

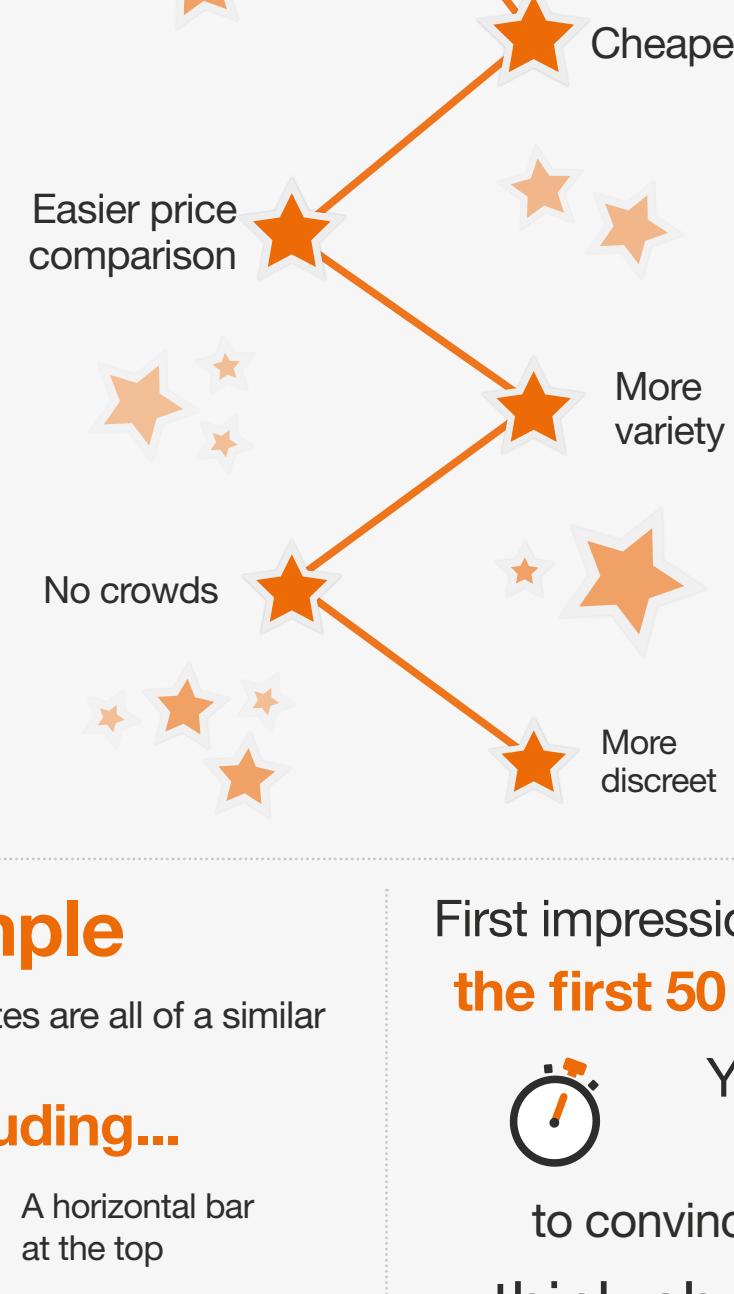
- Choose a delivery date
- Choose a delivery time
- Option to reroute a package
- Option to choose eco-friendly shipping

over 26%
will abandon the shopping cart



if forced to register an account

Top reasons people choose to shop online



72% Share of the orders
are from desktop

Orders from desktop decreased from 2014 by **4%**

Smartphone's share of orders

jumped from **13%** in 2014 to **19%** in 2015!

72% of consumers will leave
for a competitor...
if your site... becomes...
unresponsive...

58% will never return

Keep it simple

The most successful eCommerce sites are all of a similar style and layout.

Think about including...

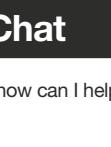


- A horizontal bar at the top
- Banner photo with a clear selling message or your deals + offers
- Sorting your products in either a grid or list style
- Saving your footer for all the...
 - Legal info
 - Contact details
 - Social icons
 - Trustmarks

First impressions of a site are made within
the first 50 milliseconds of viewing



You only have a
few seconds



to convince people to buy from you!

think about user experience

Women

- Tops
- Jeans
- Shoes

Site navigation

→ should be
simple and clear

Live Chat

Hello how can I help?

Live chat improves
customer support

Use as many images as you can

Visuals are processed

60,0000x

faster in the brain than text

4 out of 5 consumers shop
on smartphones

mobile-friendly is a must!

Learn from the best

Your eCommerce website
should be as individual as any
real-life shop

BUT

here are a few factors that all
the big boys have in common



Clear Logo

A recognisable logo is a
reassuring symbol
to shoppers

Everyone loves a bargain!

Discount codes, reduced
prices and special deals
stimulate customers to

SPEND **SPEND**

£ £ £ £ £ £

Great user experience is invisible...

When users are having a great
online experience,
they rarely notice the hard work
that has gone into it.

In 2015

online voucher code use
grew substantially
by up to

43%

from 2014

Events

News

News, upcoming events, sales and
popular products should be all
shouted about

loud + proud

Don't forget your Trustmarks!

85% of UK online shoppers look for signs that the
website they are thinking of buying from is secure.

Sale

Sale

Icons are your friends

An easily accessible shopping-cart is a must.
The most popular shopping cart icon is a simple
basket, so it makes sense to choose
something similar.



Strategy + Creativity

www.K2L.co.uk

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