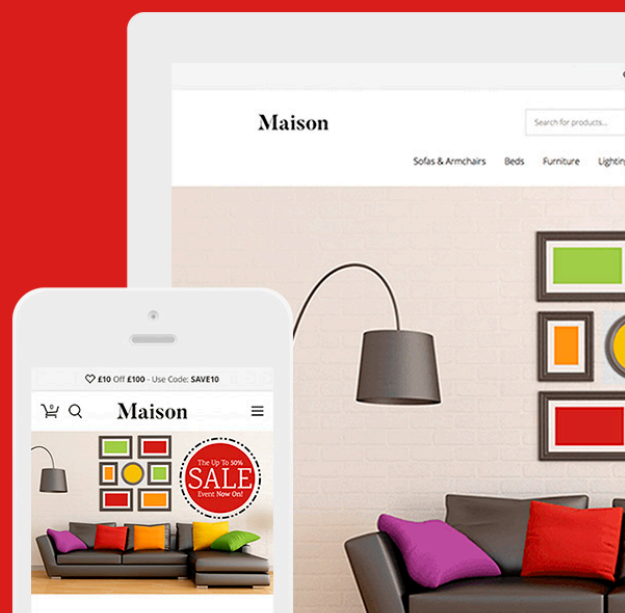




LESS QUESTIONS = MORE SALES.

Website Checklist



1

Check that you are not over-complicating your category and website navigation

If customers have to think too much about how to find something on your website, they'll leave. Make sure your category structure is not over complicated and is logical. Try to keep your top level categories to a minimum with **as many as you need, but as little as you can.**

Where possible use top level categories to provide context, and use sub-categories for visitors to dig a little deeper.



Top tip - Use Product filters

Apply attributes such as brand, style, colour etc to your products to allow visitors to narrow down their search to find what they are looking for with ease.

2

Check that your product names are fit for purpose

You need to choose a clear name for each product and it's variants that **convey exactly what it is**, don't confuse users with names that don't make sense, or stuff them with product codes, stating exactly what it is will also help with SEO. E.g. naming your product "Lizzy High Waisted Skinny Jeans in Mid Wash" as oppose to just "Lizzy Jeans" will be more beneficial for your visitors, and search engines.



Top tip - Research, research, research

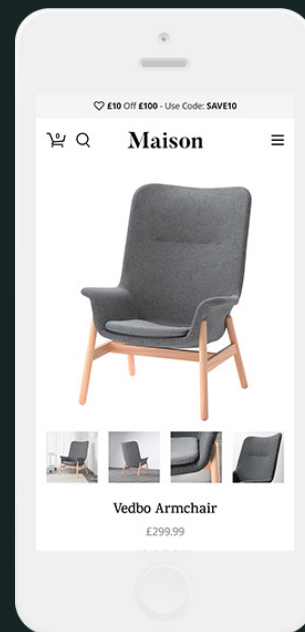
Research what your customers and competitors are calling your products, use tools such as **Google Search Console**, and utilise the EKM feature **Search Statistics**.

3

Check that your product images are truly selling your products and not letting you down

Make sure that your images are high quality (at least 1200x1200 pixels), use multiple images to **cover all angles** and all the finer details, if you have variants then show pictures of these too. People like to zoom so enable the Product Image Zoom feature to give them the option.

Show your products in context to sell the experience that comes with buying it, whether it's a person wearing a dress or a bench in a garden, and remember where possible **avoid supplier imagery** as you want your shop to stand out from the crowd, not blend in.



Top tip - Invest in your imagery

Make an investment into your images, hire a photographer to capture high quality images of your stock, check out the [EKM Partner Directory](#) for our photography partners.

4

Check your product information is clear, concise, categorised and answers the question why should I buy this?

Make sure you **write your own product descriptions, don't use supplier descriptions**. Explain it in your terms, how will your product benefit them? Why is it worthy of their investment? What problem does it solve? Include all necessary information such as fitting information.

Utilise product tabs and product attributes to segment important information, this makes it easier for visitors to digest the product information and find what they're looking for.



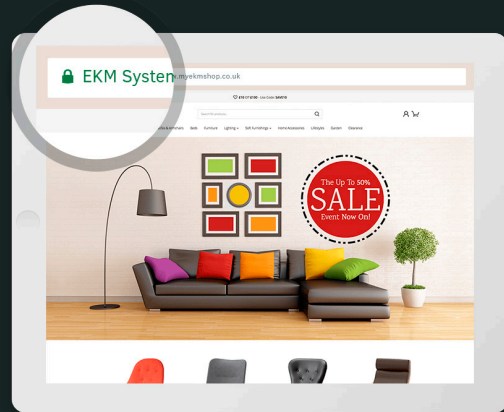
Top tip - Don't information overload your visitors!

Don't use huge blocks of text! Keep your product descriptions short as **people don't read web-pages, they scan them**. Segment your information to make it easier to digest.

5

Make sure your payment information is clearly visible and your security status (SSL) is on show

Display card logos for the cards you accept on your website, recognisable logos such as Visa, Paypal & Klarna instil confidence in shoppers and tell them what to expect when they hit the checkout. All EKM shops come with this functionality via the **Card Logos feature**.



If you sell high ticket items and offer finance then make sure that you display this at all touch points. Your homepage, USP bar, category page (use promo stickers) and on the product page itself.

Make sure your site is showing as secure by **installing an SSL Certificate**, SSL's are included on all EKM plans. If you don't utilise an SSL customers will see your site is not secure, and your search engine ranking may be affected.



Top tip - Upgrade to a more advanced level of SSL

Upgrade your SSL to go beyond security and for the ultimate level of protection (EV or OV SSL Certificates). It shows you are truly a reputable shop that care about security and your customers

6

Make sure your delivery and returns information is prominent and clearly accessible

If you can factor it into your prices **free delivery is proven to be the number 1 factor that influences purchases online**. Make sure if you do, you shout about it, on your website so that your visitors know. If you don't offer free delivery but have an offer such as free delivery on orders over £50, then make sure this is prominent too. Ensure that your delivery and returns policies are **clearly accessible**.



Top tip - Offer your customers pay after delivery with Klarna

You get paid as normal, 3 working days after the transaction. Your customers will then have up to 14 days to settle the payment with Klarna. Learn more at www.ekm.com/klarna

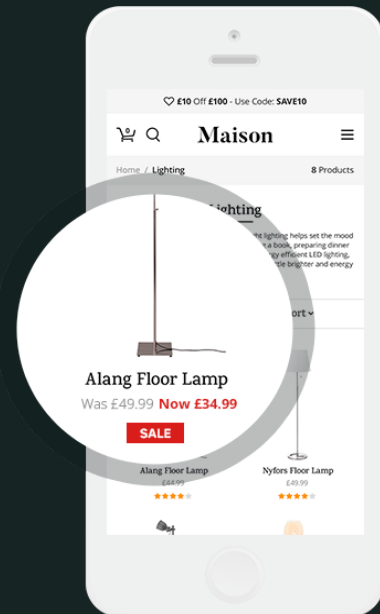
7

Clearly mark products that are on sale, and if you have discount codes available make them clearly visible

Make sure you **have a clearly accessible sale category, or special offers on your homepage.**

If you have a discount code available make this prominent on your website utilising banners or your shops USP bar so people don't need to leave your site in order to find a code.

On both product pages and category pages **mark products that are on sale**, and show both the RRP and new price and even percentage saving of products that are on offer to show people just how much they are saving.



Top tip - Use product stickers to highlight discounted products

Use the EKM feature product stickers to mark products that are discounted, highlighting with a sticker will draw attention to them so people know what is on sale.

8

Add trust by having your contact details clearly on show, and link up your social profiles

Make it easy for customers to contact you, display your contact details (telephone, phone number and address) prominently either in the header or footer of your website. Utilise the EKM Social Plugins feature to link up your social profiles, if you're posting regularly and have a strong following you're more likely to be perceived as a genuine credible business.



Top tip - Use live chat to improve customer service and conversions

Live chat is a powerful feature included with all EKM plans, answer visitors questions in real time and offer instant support, even better it's proven to drive conversions.

9

Use product specific reviews and 3rd party review websites to boost your products and brand reputation

Reviews instil confidence in shoppers, they show that your product and service has been well received in the past, **turn on the EKM product reviews feature to start collecting** them. You can also use 3rd party review sites like Trustpilot, Reviews.io and Feefo to collect service and product reviews and **embed the widget that shows your star rating on your website.**



Top tip - Collect more reviews by sending review links to your customers

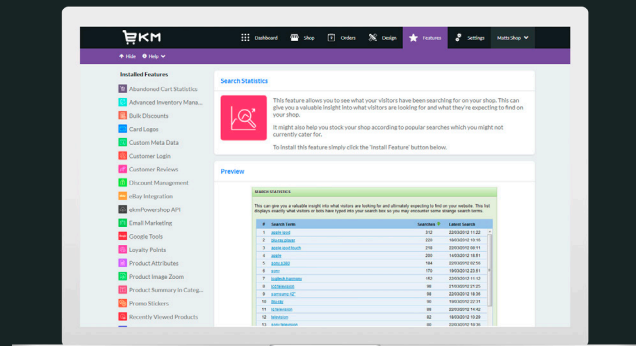
Email your customers a few days after their order with a link to review both the product, and yourself on whichever 3rd party review site you are using.

10

Gain a deeper understanding of how people use your site by testing with real people and using visitor behaviour tools

Your website will benefit greatly from having someone from the outside looking in, get friends and family to run through it and tell them to give you honest feedback and observe how they use it to see if you spot any issues.

Add Hotjar to your EKM shop, it's a free (up to so many visitors) behaviour analysis tool that collects heat-maps and recordings of behaviour so you can see how people browse your site, you should be able to spot any patterns or issues and correct them.



Top tip - See what people are searching for with Search statistics

Utilise the free EKM feature search statistics to see what your visitors are searching for the most, the insight gathered can be used to shape your shops structure.



www.ekm.com