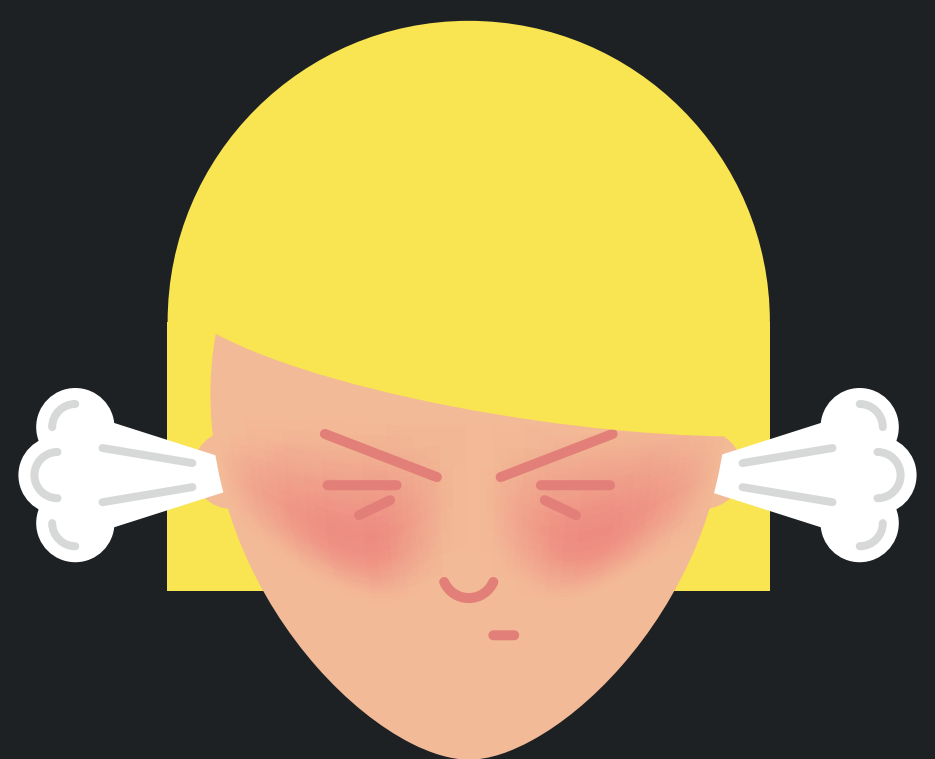
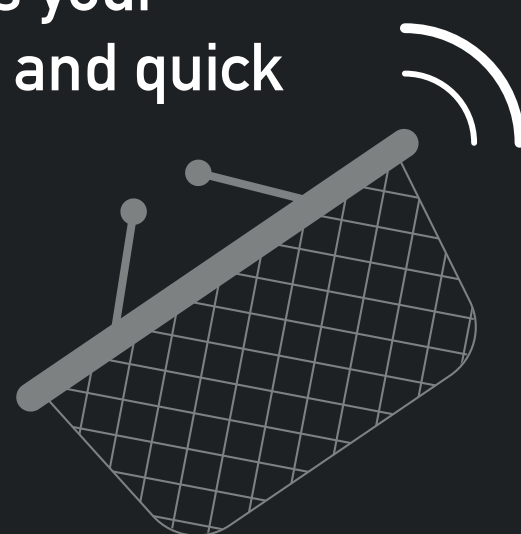




# ways to turn customers off your eCommerce site

## Frustrating checkout

Even if you offer the best quality and value on the market, and the rest of your site is a dream to navigate, you'll fall at the final hurdle unless your checkout process is secure, and quick and simple to use.



## Hidden calls to action (CTAs)

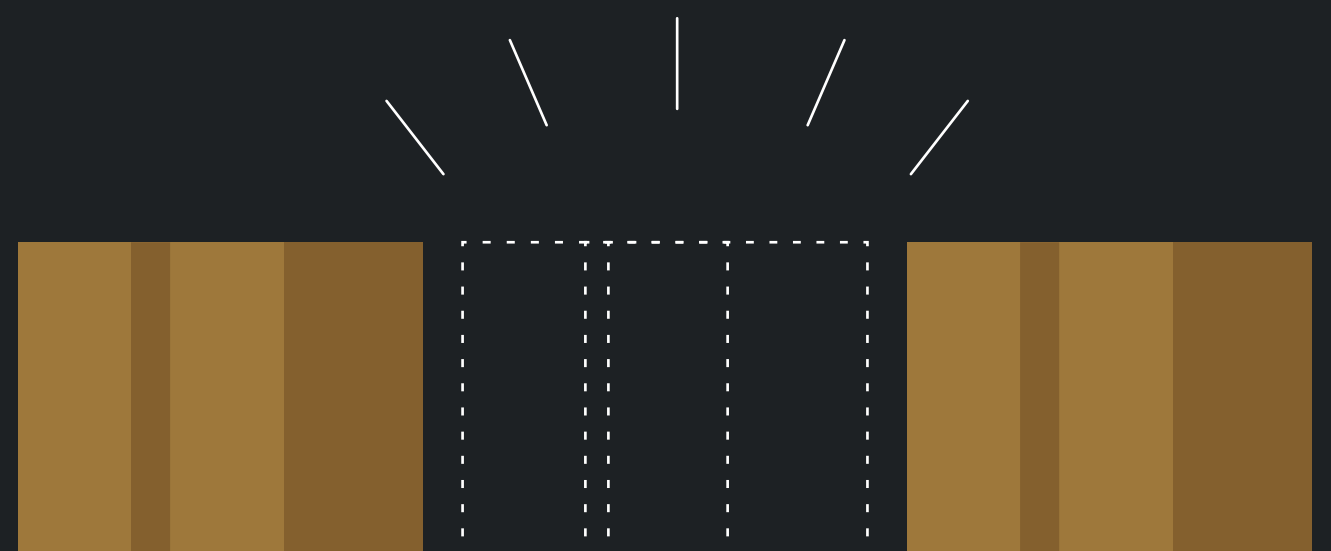


Customers need encouragement to take the action you want them to. To your visitors, an eCommerce site with poor CTAs is like being sent on a scavenger hunt with no clues – they'll simply lose interest and find something else to do.



## Impossible-to-find products

Customers expect to be able to find what they're looking for quickly and easily. It's good practice to make your site search box stand out, ensure it can handle long tail semantic searches and enable autocomplete.



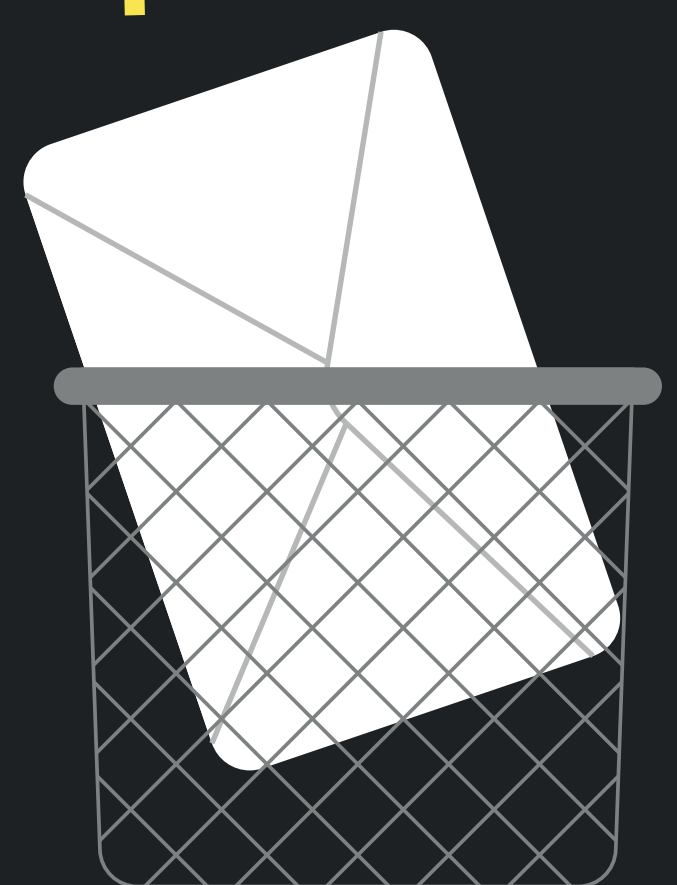
## Obscure navigation



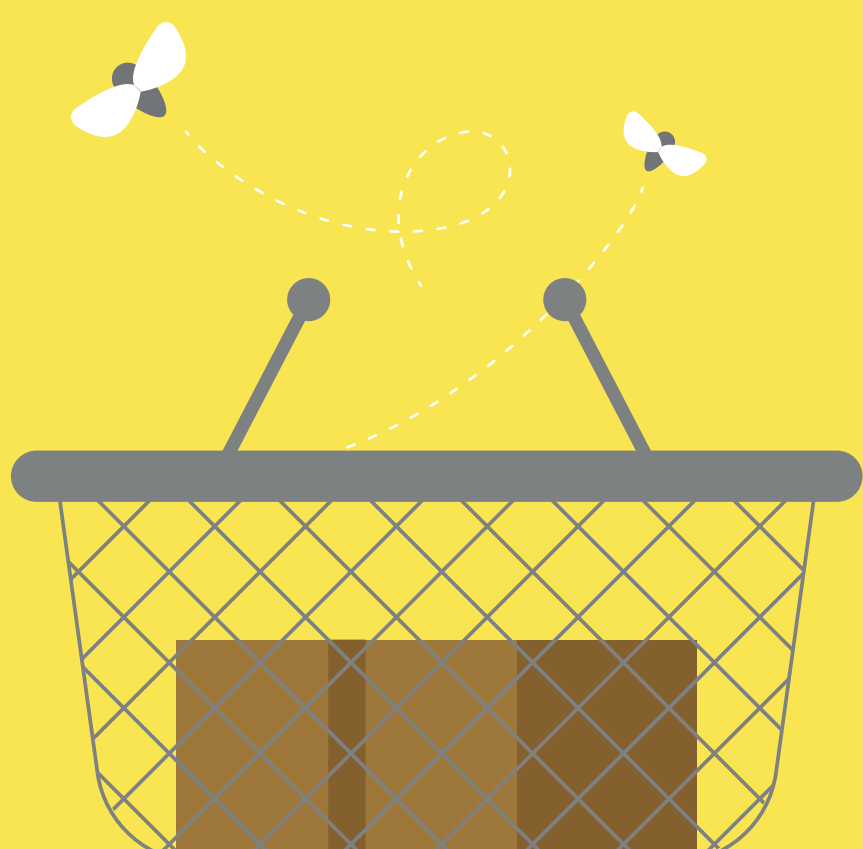
To create an intuitive navigation bar, pin-point the main options on your website and list each one as a category. For example, if you are an online clothes retailer, ensure that your customers have the option to narrow their search down through factors such as price, brand, material and colour.

## Forgotten customer queries

Clearly display your contact details, including phone number, email address and social media buttons, and ensure you respond promptly to queries – online shoppers expect immediacy. You might also consider adding live chat to your online store.



## Ignoring abandoned carts



All is not lost if you lose a sale – it's possible to re-engage with a customer and entice them back to your site to complete their transaction. Remarketing targets users with ads for items in which they've shown interest.