

Good E-Commerce Design Elements

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E-commerce design is very different from regular site design. An e-commerce web site has to serve two main purposes, the first one is to cater to the needs of customers and the second one is to sell more products. Web consumers generally become easily distracted and quickly lose their patience. The key is to focus more on usability and less on cool but complicated features. As soon as they reach your online store they should already have a good idea of what to look for, your job is to let them find it in as little steps as possible. Finally the words and images on your product pages should convey a clear message of how wonderful the product is, its features and benefits.

The homepage is definitely one of the most prominent pages on an e-commerce web site. There may be many pages on the website that serves as the landing page, however none of them can be used as effectively for announcements and promotions as the homepage. E-commerce design for a homepage needs to be both clean and simple. Fancy flash animation and other animated images will only frustrate your consumers. The most important content area should have either one large image, separate sections for images or text or a slideshow to display more than one images. This area is best used for featured products, top sellers, new arrivals, promotions, discounts or special offers. Vivid images, striking colors, catchphrases and a sense of urgency are all commonly used in the homepage. Use your imagination to make the most out of this area.

The header, sidebar and footer make up the frame of a web site and they can be effectively used for branding, usability and navigation purposes. This entire area is a crucial part of e-commerce design, because it shows up no matter which page the visitor lands on. When online shoppers want to navigate away from a particular page, they will most likely rely on these areas to help them decide where to go. Here are some of the most common elements that can be found in each of the main areas:

Header

- Name, logo and tagline for your store
- A link to 'My Account' if this feature is available

- Link to shopping cart and checkout
- Search box
- Top navbar featuring company details, faqs, contact information and more

Sidebar

- A link to product listings pages by category, brand or price
- Subscription opt-in box for email list
- Search box
- Featured product with image and price
- Links to specific category pages for featured products, top sellers, promotions and new arrivals

Footer

- Copyright message
- Link to information pages such as about us, contact, shipping & return policy, privacy policy and terms & conditions
- Additional links for my account, shopping cart and checkout
- Ecommerce privacy and security logos

Great e-commerce design focuses on the product page. Whether or not the potential customer buys from you depends in large part on how well the product page is constructed. It is crucial for these pages to be short and concise, and to use persuasive words and images to make sure visitors take action. Traditional e-commerce design places the product image on the left side and the description on the right. It's important not to break with tradition, because web visitors have become accustomed to this layout and their eyes will naturally look at a web page from the left side to the right side. For optimum results, try to keep both the main images and description above the fold. Use several product images, display the product at multiple angles, and depending on the product, its fit, size and how it looks when in use. Always make sure the pictures are high quality and if possible, add a zoom feature for added visual benefit. The description should be short and to the point, make sure important information such as available colors and sizes end up above the fold and make use of bullet points when possible. Online shoppers tend to focus on the image and skim the rest of the content so do not give them too much information. Most importantly, be sure your call to action button stands out.

E-commerce design can now be easily achieved without having any technical skills or a lot of money to hire someone who does. Many e-commerce solutions are offering features to customize the look of your online store. Basic features you should look for include:

- Choice of templates for those with no html knowledge
- Ability for those with html knowledge to upload their own design
- Be able to customize pages with built-in WYSIWYG editor
- Gives you full control over online store design
- Use selection of e-commerce call to action buttons
- Create thumbnails with automatic image resize function without losing image quality

Having the ability to build great ecommerce web page design depends in large part on the e-commerce solution you choose. Look for features and tools that lets you customize and design an online store that is entirely unique instead of one that is generic. Add simple navigation and usability functions to create your customers with the best shopping experience.

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About Author:

Core Commerce is a full service all-in-one hosting, design, and marketing software made specifically for e-commerce businesses. You can set up your store in minutes, and with powerful tools to help with not only ecommerce web site design, but also SEO, product marketing and mobile commerce, it's no wonder why it has been rated one of the best e-commerce solutions. [Click here](#) to try it absolutely free for 15 days, no credit card required!