



5 Reasons Customers Won't Buy From Your Website

eBC Guide to Common eCommerce Problems

Potential customers are coming to your website but why aren't they buying? If your products are competitively priced and in demand but there haven't been many sales the problem could be your website. Here are 5 reasons why customers won't buy.

#1) You're anonymous

Customers will not buy from your website if they can't quickly determine who you are, where you are located and how to contact you. It's all about trust. If customers don't know or can't find these 3 basic things, then they will not buy from you.

Put your address and telephone numbers on the bottom of every page. Create an About Us page and make certain it's easy to navigate to. Provide information about you and your company, your location, office hours and contact numbers.

#2) Your shipping rates aren't displayed until the end of the checkout

The main factor in considering an online purchase is the cost of shipping the product. Nothing is more frustrating than deciding on a product and going through the checkout process only to discover that the shipping fees are too high.

Give your shoppers a few samples of what the shipping fees were on some past orders, eg: *It is approximately X dollars to ship product Y to location Z by postal.*

#3) You don't mention security or protection

What are you doing to ensure that credit card numbers are being protected? Online shopping is still relatively new and the media has done a terrific job of scaring people. Responsible businesses will take steps to ensure their customers are protected – consumers demand it.

Detail the steps you take to protect your shoppers. Use plain language and be clear about what you have done, do no and are going to do in the future.

#4) You focus on technology

A shopping cart is a complex thing – but your customers don't care about that. They want information and ease of use. Too often business owners are preoccupied with how the store works and fail to consider the user.

Have you tested the interface – the navigation and display of information – that shoppers will use to buy your products? Is it intuitive and user friendly? Don't assume that because you find it easy then everyone must.

#5) You don't provide customer service

Shoppers often have questions that need to be answered before they complete the sale. If they can't get the answers they need then they will not buy and will leave your website. Now they may have buyers remorse, forget to bookmark your website, go to a competitor or even choose to buy the product at a retail store. You've lost the sale.

Provide your shoppers with multiple ways to contact you and make sure they are easy to spot on every page. 1 800 numbers are often the best option however there are easy ways to add real time chat functionality and instant messaging services too.