



# Three E-Commerce Mistakes to Avoid

## **Taking your core competency for granted**

I've heard from a lot of retailers that are hesitant to put all of their merchandise online. They get caught up in the idea that they need infinite aisles and talk themselves out of it before even starting.

However, in actuality, having too many options might be detrimental. According to research, 42 percent of buyers abandon their online shopping carts because making a decision is too difficult.

My most important piece of advise is to concentrate solely on your area of expertise. When your physical store goes online, the majority of your clients will be familiar with your brand. You've got their backing, so dive in and learn everything you can about yourself. Consider your website in terms of what you excel at, and then expand from there.

Start by putting your top 10 or 20 things on the internet and investing in good photography and detailed product descriptions. Don't underestimate the importance of concentration. It will increase your visibility and encourage you to explore deeper and establish a name for yourself. You can land and expand after you have that platform.

## **Spending all of your money on the construction**

Too many shops are enticed by the latest and best technology's bells and whistles. Don't spend all of your money on a juggernaut that no one knows about. Rather, make sure you spend money on marketing.

Retailers must pull the perfect combination of three levers to develop a successful e-commerce store: gross margin, conversion rate, and traffic. The first two are difficult to influence right out of the gate, but driving traffic has the largest impact right out of the gate - and it's something you can control.

Yes, traffic is a commodity, but paying someone to grow traffic for you is becoming increasingly difficult. Merchants must address three questions: 1) what are we offering that is distinctive, 2) how can we communicate it effectively, and 3) where will that message be most effective.

Here's a hint: Don't be scared to think outside the address bar in this increasingly congested e-commerce industry. It is not necessary to spend marketing funds on the internet. Consider traditional methods of reaching out, such as posting stickers in your community or sending out brochures. A local focus with classic touches, as I've seen, can still work wonderfully.

## **Acceptance of a completed product**

Unfortunately, in the case of e-commerce, the adage "if you build it, they will come" does not apply. Too many merchants believe that the hard work is done once the site is constructed.

[Websites provide](#) a fantastic opportunity to discover more about the people you're interacting with on a regular basis. When my agency first started working with Yellow Shoes, for example, they were a long-standing Montreal company with a functioning but stale website. We built a new website for them, and their conversion rate increased by 6 times overnight. Did we come to an end there? No, since doing e-commerce right requires patience, learning from each iteration, and continually improving.

It's crucial to note that a good website reflects the story behind the store and captures the soul of your brand. Good brands evolve to stay current, but what message does a website that never updates send?

The e-commerce surge of the last two years has caused me to reflect about the first — and most important — professional website I ever created. It went out far better than my Letterman website, but it doesn't mean there wasn't a lot of trial and error involved. One thing I can promise is that branching out into e-commerce will increase your confidence, present you with a constant challenge, and, in the end, make your business more accessible to those looking for you.

After you've conquered your fears and mastered these basic principles, the next stage of exciting possibilities begins: scaling customer service, maximizing personalisation, and eventually reaching a global audience.