ITALIAN CHAMBER OF COMMERCE
AND INDUSTRY FOR THE UK

London, Manchester, Glasgow & Edinburgh

SELL ONLINE THROUGH E-COMMERCE

8 TIPS TO IMPROVE YOUR E-COMMERCE AND ATTRACT MORE VISITORS

HAVE YOU JUST CREATED, OR ARE YOU PLANNING TO CREATE, AN E-COMMERCE?

With the spread of COVID-19 and the advancement of modern technologies, never before has it been more essential than ever to own an e-commerce in order to sell your products and services online. With this short **6-point checklist**, we hope to give you some helpful tips to make the most of your site and reach more users.

CHOOSING THE RIGHT PLATFORM

If you haven't created your ecommerce yet, be sure to use the platform that best suits your needs. Some, like **Shopify**, allow you to create an ecommerce without having any prior technical expertise and offer a free, no obligation trial period. Others, like **Wordpress** or **Magento**, require more effort but also offer better customization options.

OPTIMIZE PRODUCT PAGES

Product pages are the most important area of your e-commerce. Make sure you create a unique and catchy description for each product: do not copy and paste from other websites!

Descriptions created in this way are not only appreciated by your visitors, but also by search engines, whose algorithms **reward original content**.

STUDY THE COMPETITION

Studying how your competitors are performing can spur you on to do better and offer a more competitive service.

Tools like **Ubersuggest** (neilpatel.com/ubersuggest) that also offers a free trial, allows you to find out with which keywords a particular site ranks on Google and gives you an overview of the effort you'll need to put in to get past it.

Give it a try now: visit Ubersuggest and enter **Zalando.it** in the search bar (selecting Italy from the drop-down menu) to find out some of the keywords it ranks with on Google.

ENHANCE USER EXPERIENCE

Does your site display properly on smartphones? Is it easy for your users to find what they are looking for? Is completing the purchase an user-friendly process?

If the answer to these questions is yes, then the **User Experience**, or "UX" on your site is optimal and there is a much better chance that a user will purchase something. You will also stand out more in the eyes of search engines in this case as well.

GET FEEDBACK FROM YOUR USERS

One of the values of an ecommerce business is **loyal users** who are more likely to return to the site and buy.

If you don't already, use a free tool like **Mailchimp** to collect email addresses from your visitors and get in touch from time to time with interesting offers and news. Don't be too pushy! so you don't end up in spam - an email every 1 or 2 weeks is more than fine - and always remember to ask for your **users' consent** before storing their data.

To install the registration form on your ecommerce, Google the name of your platform preceded by "Mailchimp integration", for example: **"Mailchimp Shopify integration"**. You'll find lots of free and easy-to-install tools.

UPLOAD HIGH QUALITY PHOTOS FOR YOUR PRODUCTS

So many ecommerce businesses lose so much potential just because their product photos **aren't eye-catching enough**, leading visitors to leave the site.

If you can do so, enlist the help of a professional for your product photos. If that's not possible, use a smartphone with a good camera and try to maintain some **consistency between all your photos**, such as using the **same background and angles** for all your products.
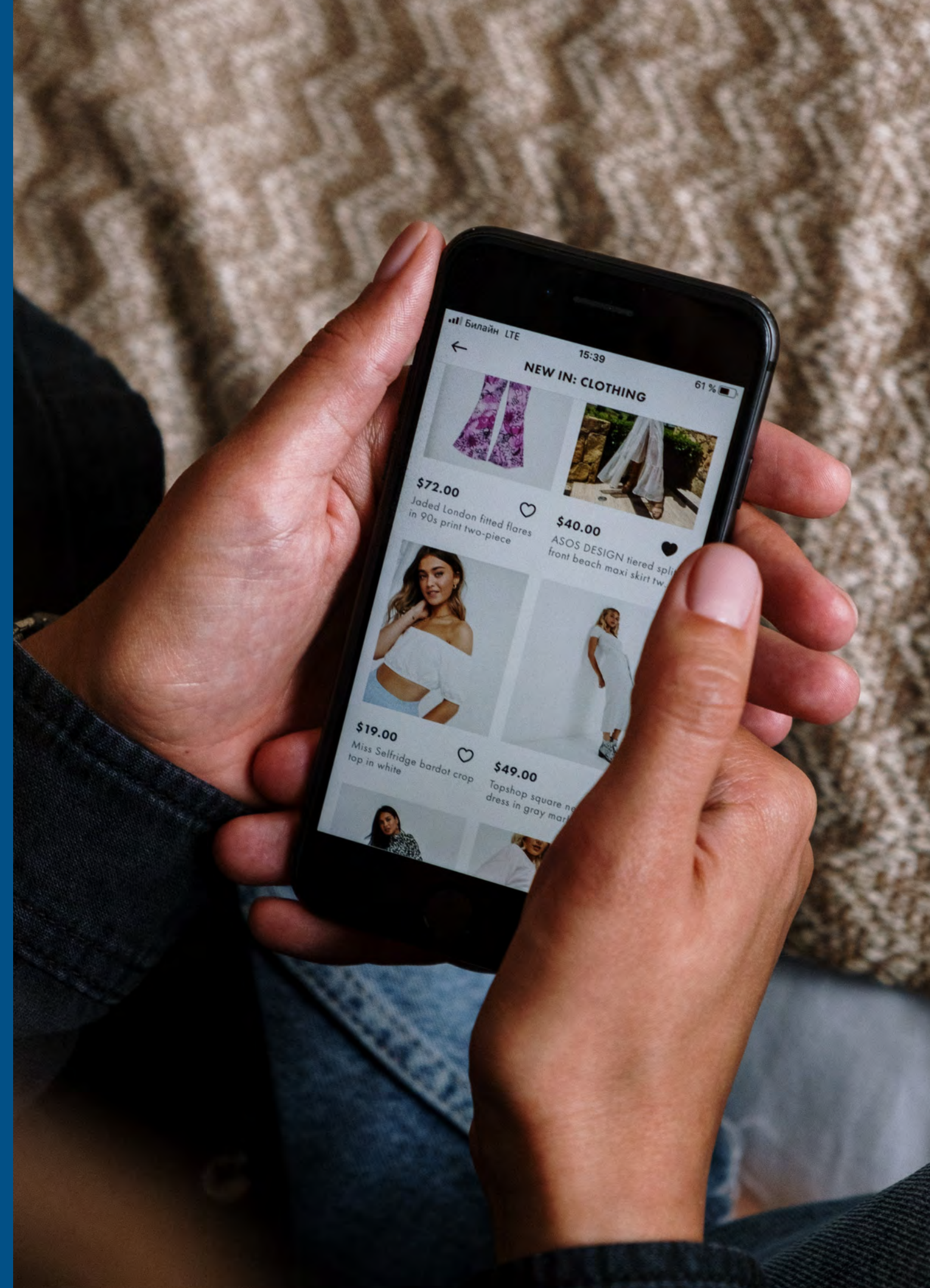
AIM AT SOCIAL PROOF

How are your products or services being perceived by users? Nowadays, focusing on **social proof** - the social proof that what you sell is appreciated by the public - has become an essential factor for any self-respecting e-commerce.

Don't just build a showcase to display your products, be present on social media and stay in close contact with your buyers and listen to their feedback.

By winning the trust of your users, you can **create a community** and get valuable reviews that will help improve your **brand awareness**, as well as reach **influencers and prominent personalities** that will give your e-commerce even more visibility.

THINK ABOUT YOUR TARGET AUDIENCE (WHEREVER IT MAY BE)

Internationalization is no longer as unattainable for an e-commerce as it was several years ago, but it is important to be aware that in order to take this step, it is first necessary to study the target market carefully.

The English public, for example, has a different way of thinking and different tastes from the Italian one. There is no guarantee, therefore, that a marketing action that has worked well in Italy will have the same results in England. If you believe that this is the right way to go, do the necessary **research on the market** in which you want to launch or **rely on a company already present in the area**, which can save you time, money, and from making many mistakes.
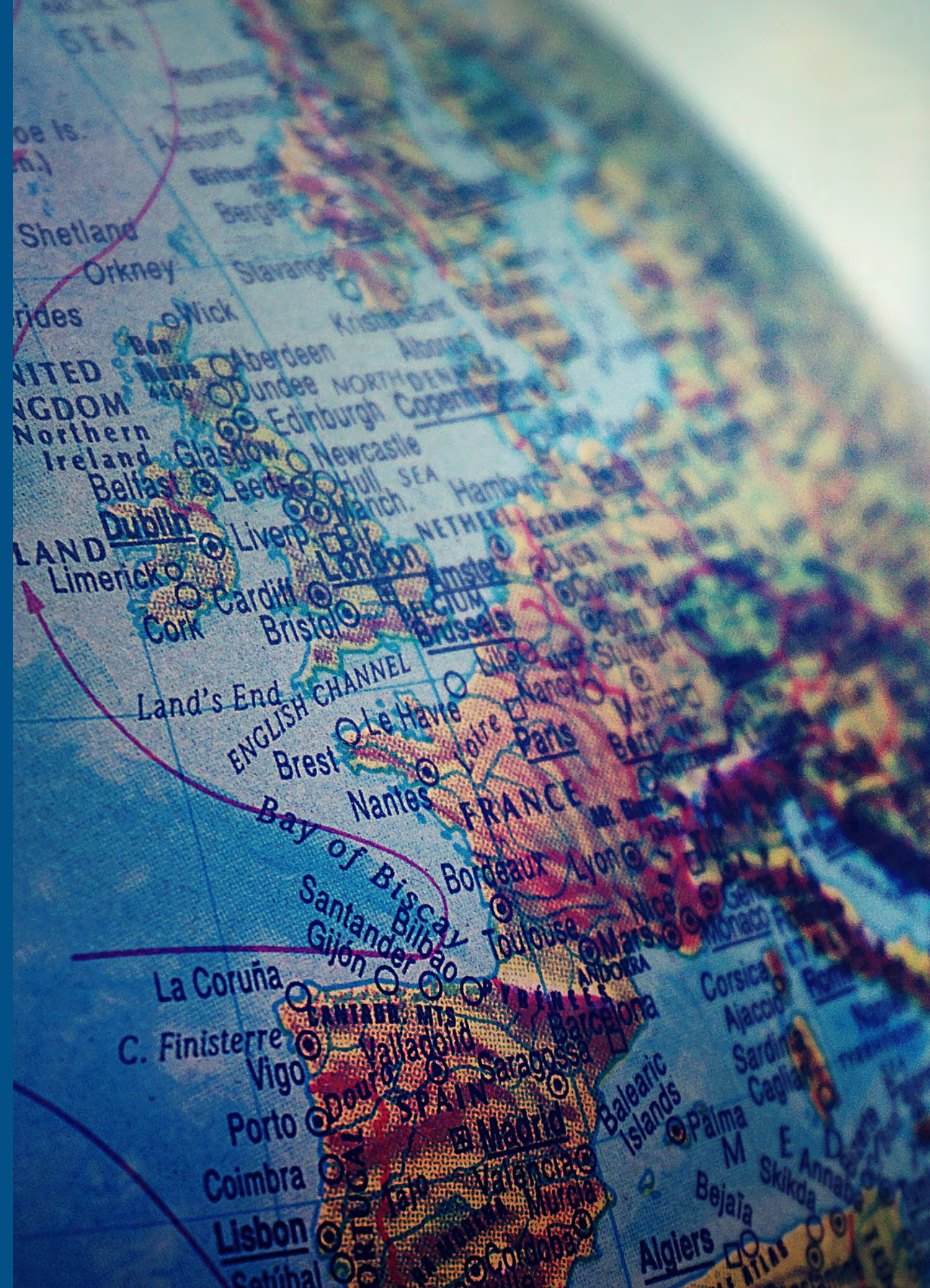
HOW CAN WE HELP YOU?

The Italian Chamber of Commerce and Industry in the UK has signed an agreement with selected partners for the provision of digital services, thanks to which you can enjoy **exclusive discounts on services** and an introductory consultation (worth £100.00) completely free of charge.

Among other services, we can help you with the **set-up and optimization** of your e-commerce and with the diffusion of your products to get reviews, subscribers and get them promoted by **numerous micro-influencers**.

FOR MORE INFORMATION CONTACT US AT
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