5 eCommerce Mistakes to Avoid

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About Wix

165M+ users worldwide

4.5M premium users

500K+ Active Stores

190 countries

1,000+ Innovative Features
Every Channel Comes at a Cost
We’d all rather avoid costly mistakes and missed opportunities.
5 eCommerce Mistakes to Avoid
1. Not Knowing Your Target Audience
Know Your Shoppers
Invest in Understanding Shoppers

What are their problems or pain points?

What are they looking for?

What are their hobbies and interests?

Which groups or subcultures do they belong to?

What values are important to them?

Where and how do they engage with content online?
2. Not Knowing which Channels to Choose
Reach Your Shoppers

https://www.bloomingvine.ca
Define Your Ideal Results

Attract potential customers who are actively searching

Re-engage your past customers

Reach out to totally new prospects

Increase traffic quantity and/or quality
Choose Your Channels

- Search Engines
- Online Marketplaces
- Email Marketing
- Retargeting Efforts
- Social Networks
3. Not Investing in Your Product Pages
Engage Potential Shoppers
Create Great Product Pages

Full descriptions: features, specifications, benefits

High quality product photographs or videos

Reliable product reviews and testimonials

Optimized for SEO
4. Creating Poor Shopping Experiences
Help Shoppers Buy
Make it Easy to Buy from You

Simplify your Shopping Cart

Don’t force buyers to set up an account in order to give you money

Don’t surprise buyers with any unexpected fees

Give buyers enough payment options
5. Providing Poor Customer Care
Don’t Lose A Customer
Be there when your customers need you. Offer them your full attention and support.
1. Not Knowing Your Target Audience
2. Not Knowing which Channels to Choose
3. Not Investing in Your Product Pages
4. Creating Poor Shopping Experiences
5. Providing Poor Customer Care
Learn from these eCommerce mistakes to sell more and grow online.
Thank you.