

5 eCommerce Mistakes to Avoid

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About Wix

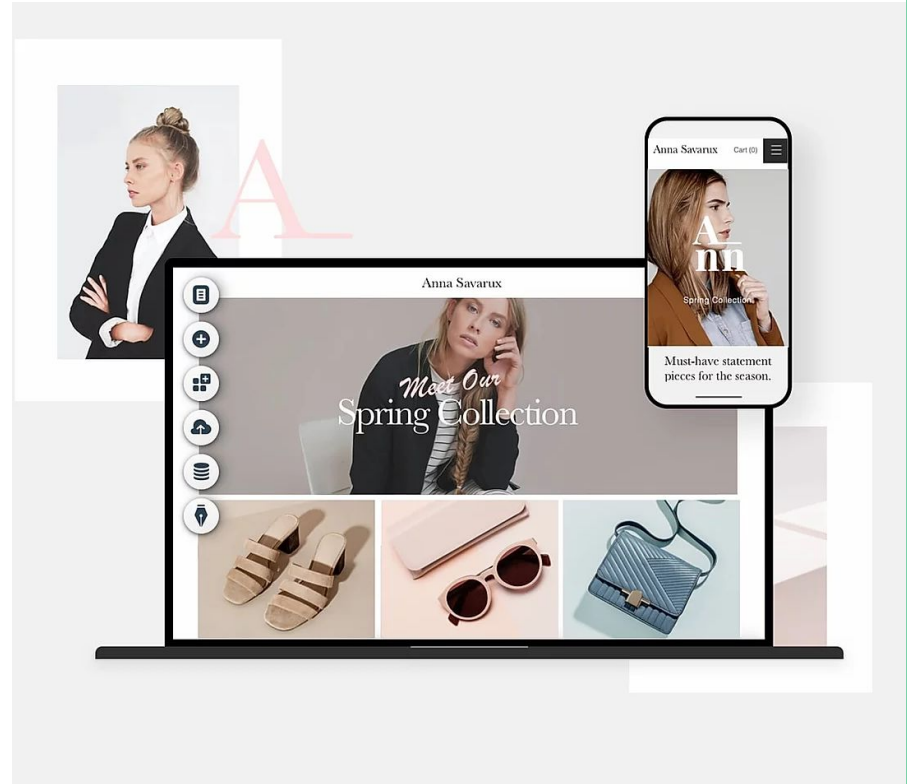
165M+ users worldwide

4.5M premium users

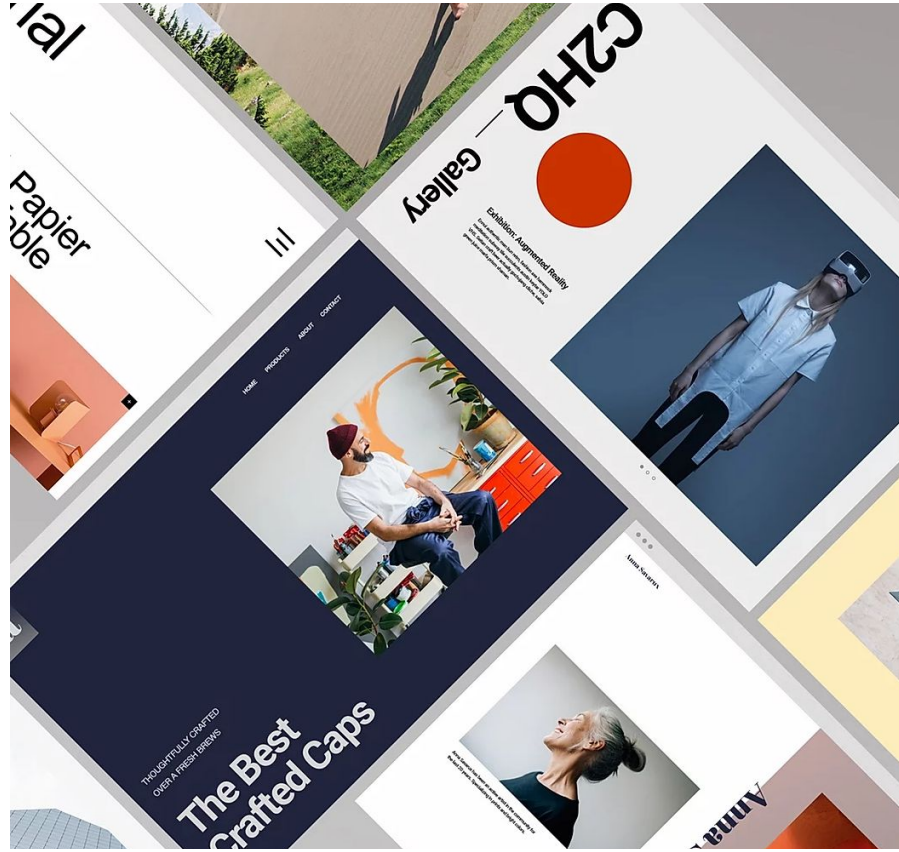
500K+ Active Stores

190 countries

1,000+ Innovative Features



Every Channel Comes at a Cost

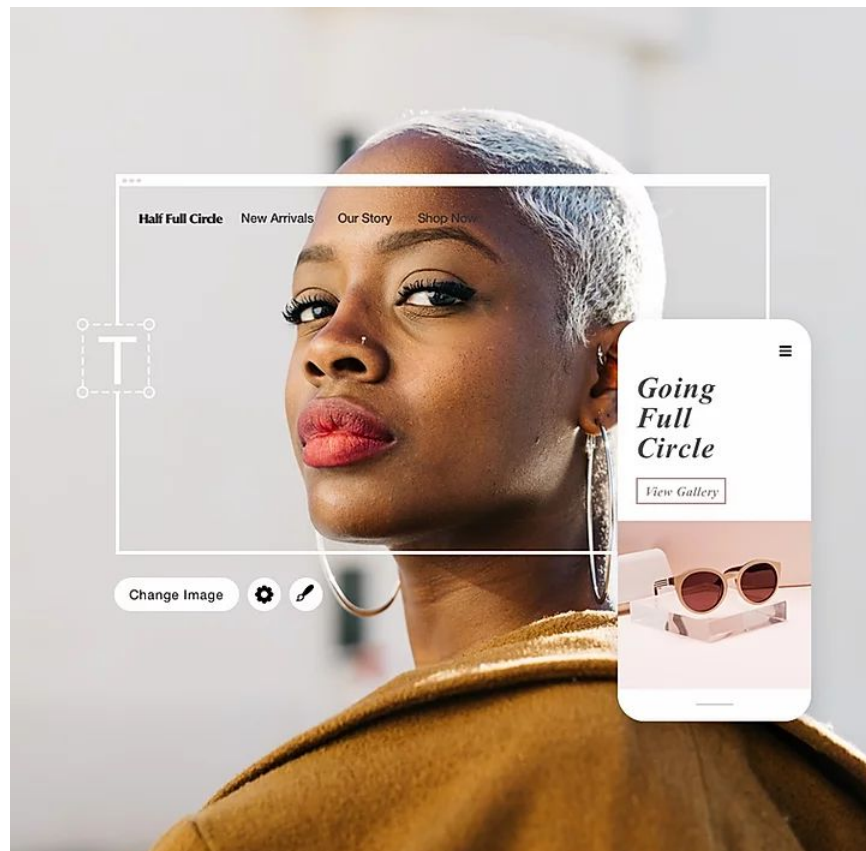


**We'd all rather avoid
costly mistakes and
missed opportunities.**

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?

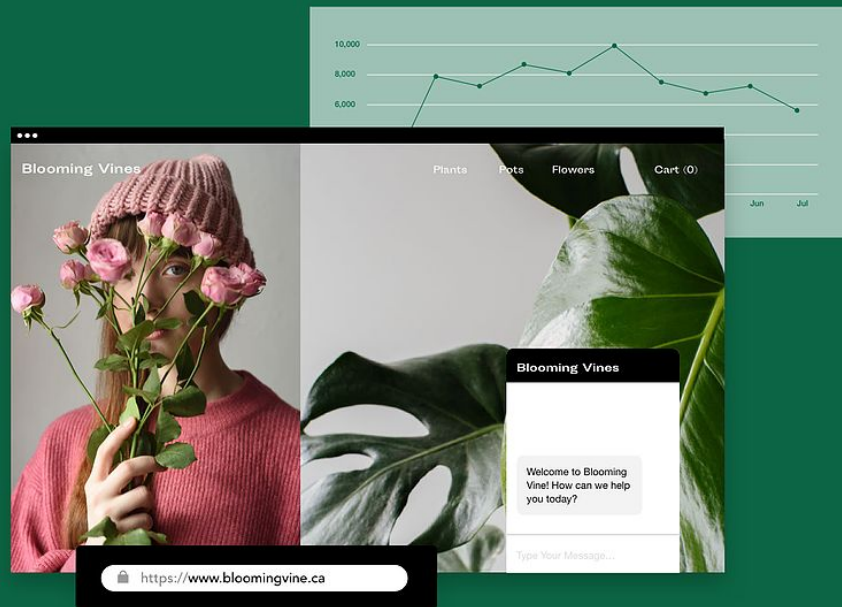
Which groups or subcultures do they belong to?

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



Define Your Ideal Results

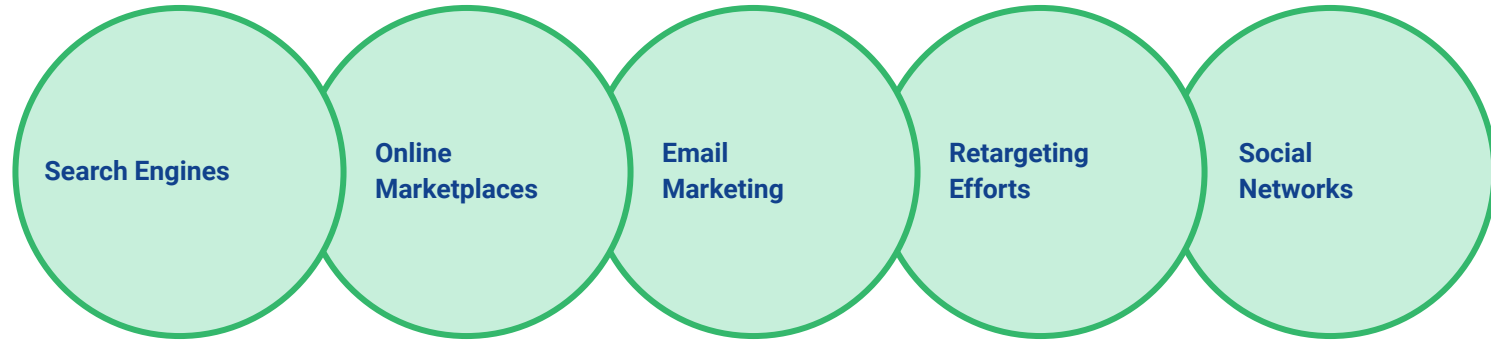
Attract potential customers who are actively searching

Re-engage your past customers

Reach out to totally new prospects

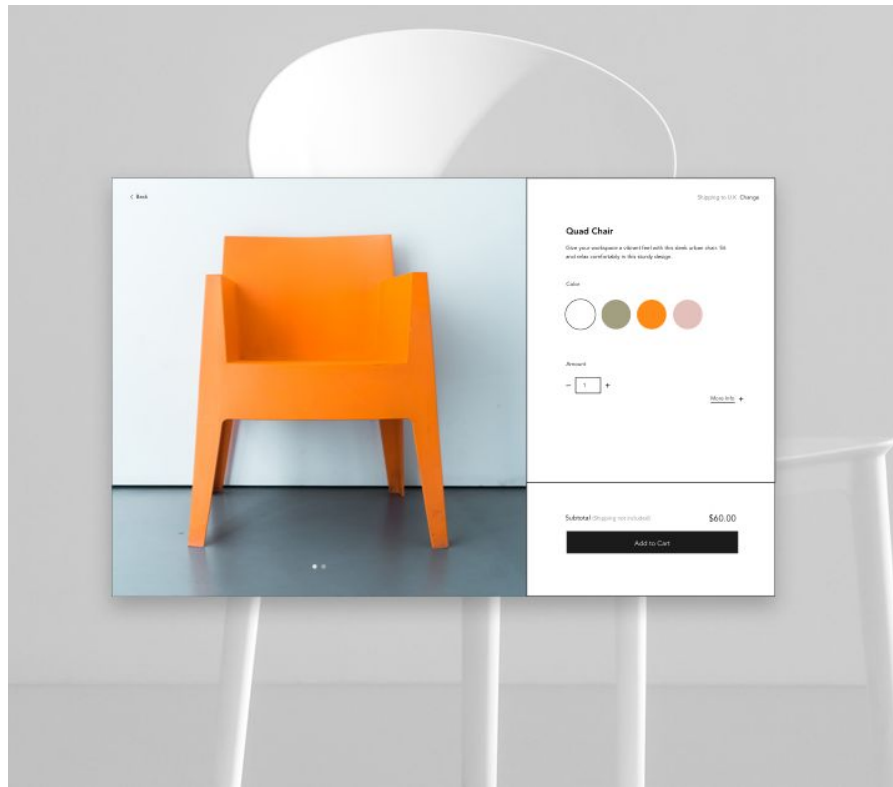
Increase traffic quantity and/or quality

Choose Your Channels



3. Not Investing in Your Product Pages

Engage Potential Shoppers



Create Great Product Pages

Full descriptions: features, specifications, benefits

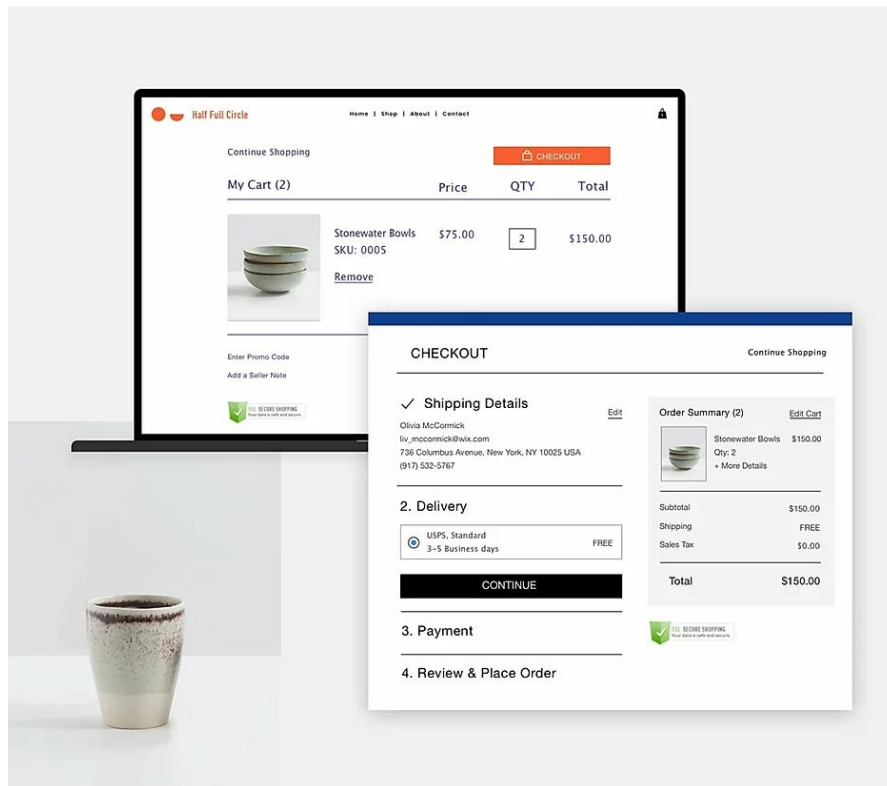
High quality product photographs or videos

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.

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