



Checklist 13 - Adding Value To Your E-commerce Store

Project Name: _____

Date: _____

Yes No

In this modern era, almost everyone is able to develop an e-commerce store, and because of this ever-increasing challenge and competition, entrepreneurs have to add value to their stores to make them outshine the others. If you are one such passionate entrepreneur, then you have to follow a few simple steps to make your online store more valuable. Here is how:

Make It Load Quickly:

1 Most of the customers leave stores unseen because they take more time loading; solve this problem by offering little time to load for the webpage.

2 You can do it by compressing your product images using Photoshop.

3 Use the "Save for Web" option on Photoshop and this will optimize the image size.

4 Avoid relying on third-party technologies because they can overload your store and slower its performance.

Make It Mobile Enabled:

5 Most of the customers like to open online stores on mobile phones rather than desktops, so to add value to your store; you have to make it enabled for mobile use.

Notes

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6 Do not use small font sizes and make the buttons on your store more visible and big.

7 You can develop a menu option that can be opened on mobile phones easily.

Use Different Languages:

8 You can include more than one language in your store to increase its value.

9 Use the plugin named Langify in the Shopify account, and it will translate your website into any desired language in minutes.

10 This way, traffic of foreigners can be the driver to your store, and its value can be increased.

Include Guest Checkouts:

11 Including guest checkouts also help in making your store valuable because it doesn't require making an account to see the store.

12 This way, the customers can purchase products without passing through barriers and steps to create an account.

Provide Free Shipping:

Notes

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- 13 This method is the most reliable one because customers become very happy when they see zero shipping fees while purchasing the products.
- 14 Make use of this method only when it seems profitable so that your margins don't drain.
- 15 You can offer free shipping on orders above a fixed price range, which will increase the chance of sales.
- Provide Free Return:**
- 16 You have to provide valuable products first, but if, for some reason, products get damaged or misplaced, you should offer your customers a free return.
- 17 Keep your profit range into consideration while adding this free return policy to your store.
- 18 And last but not least, allow your customers to keep track of their shipment, so they get ready whenever it's near them.

Notes