




# Bricks-and-Mortar Blunders vs. Digital Commerce Dilemmas:

Navigating the Pitfalls of Modern eCommerce

**8 mistakes to avoid**





**It may be reasonable to assume that a digital shopping experience bears no resemblance to its traditional counterparts in the high street and more latterly the move to out-of-town retail parks.**

**Whether B2B or B2C, moving to an eCommerce environment sets businesses firmly in the modern world, but what lessons can we learn from past experiences that stop us from repeating them in the digital space?**

Here's a quick insight into the sort of mistakes that should be avoided to ensure you delight your online customers.

### **1. Store Layout vs. Website Navigation:**

- **Traditional Shop:** Walking into a cluttered store with no clear aisles or signage. Products are haphazardly placed, making it hard to find what you're looking for.
- **eCommerce Site:** A website with poor navigation and a confusing layout. Users struggle to locate products, leading to frustration and often leaving the site without making a purchase.

### **2. Customer Service vs. User Experience:**

- **Traditional Shop:** A store with unhelpful or absent staff. Customers roam around, questions go unanswered, and the overall shopping experience is unfulfilling.
- **eCommerce Site:** Similarly, a website with poor user experience, slow response times, and lack of assistance (like live chat or clear FAQs) leaves online shoppers feeling neglected and likely to abandon their carts.

### **3. Product Display vs. Online Product Information:**

- **Traditional Shop:** Disorganised shelves with outdated or incomplete price tags and product information. It's hard for customers to make informed choices.
- **eCommerce Site:** Low-quality product images, scant descriptions, and missing information. This lack of clarity can deter customers from making purchases and if they do buy, a lack of the right information can lead to a high rate of returns.

## 4. Checkout Process vs. Online Payment System:

- **Traditional Shop:** Slow-moving queues at the checkout counter, leading to customer impatience and walkouts.
- **eCommerce Site:** Lengthy online checkout process with limited payment options, resulting in high cart abandonment rates.

## 5. Stock Management vs. Website Updates:

- **Traditional Shop:** A store that often runs out of popular items or has outdated stock, causing customer disappointment.
- **eCommerce Site:** Reflects a website that fails to update availability status or new product lines promptly, leading to customer frustration and lost sales.

## 6. Accessibility vs. Mobile Optimisation:

- **Traditional Shop:** A store with limited access, perhaps with restrictive opening hours or difficult-to-reach locations.
- **eCommerce Site:** If a website is not optimised for mobile devices, it will limit access for a significant portion of online shoppers who use smartphones or tablets.

## 7. Advertising and Visibility vs. SEO and Online Presence:

- **Traditional Shop:** A store located on a quiet street with minimal signage and advertising - it's hard for customers to even know it exists.
- **eCommerce Site:** An eCommerce site with poor SEO and online marketing strategy, makes it virtually invisible in the crowded online marketplace.

## 8. Customer Feedback vs. Online Reviews and Engagement:

- **Traditional Shop:** A store that doesn't listen to customer complaints or suggestions, leading to repeated mistakes and customer dissatisfaction.
- **eCommerce Site:** An online store that ignores customer reviews and social media engagement, is missing out on valuable feedback and the chance to build customer relationships.



## Summary

If you need practical advice on how to resolve any problem area of your online shopping environment you can take advantage of some time with one of our eCommerce specialists.

This may be anything that may be affecting business operations, profitability or customer service – no question is too big or too small. Alternatively, you can access their knowledge to help establish best practices and support in getting a new store online.

Just choose which free, no-obligation Cloud Clinic suits you best and book straight into their diary at a time that suits you best.

### Site Performance Audit

There could be many reasons your site might not be performing as you need it to. Only by systematically identifying the root causes is it possible to create an action plan for improvement.

This Cloud Clinic is designed to get you the answers you need to set you on the right path.

[learn more >](#)

### Jump Start

This Cloud Clinic consultation is designed to help with the strategic decision-making around tools, platforms and integrations that will be essential to the success of your move to the modern world of eCommerce.

[learn more >](#)