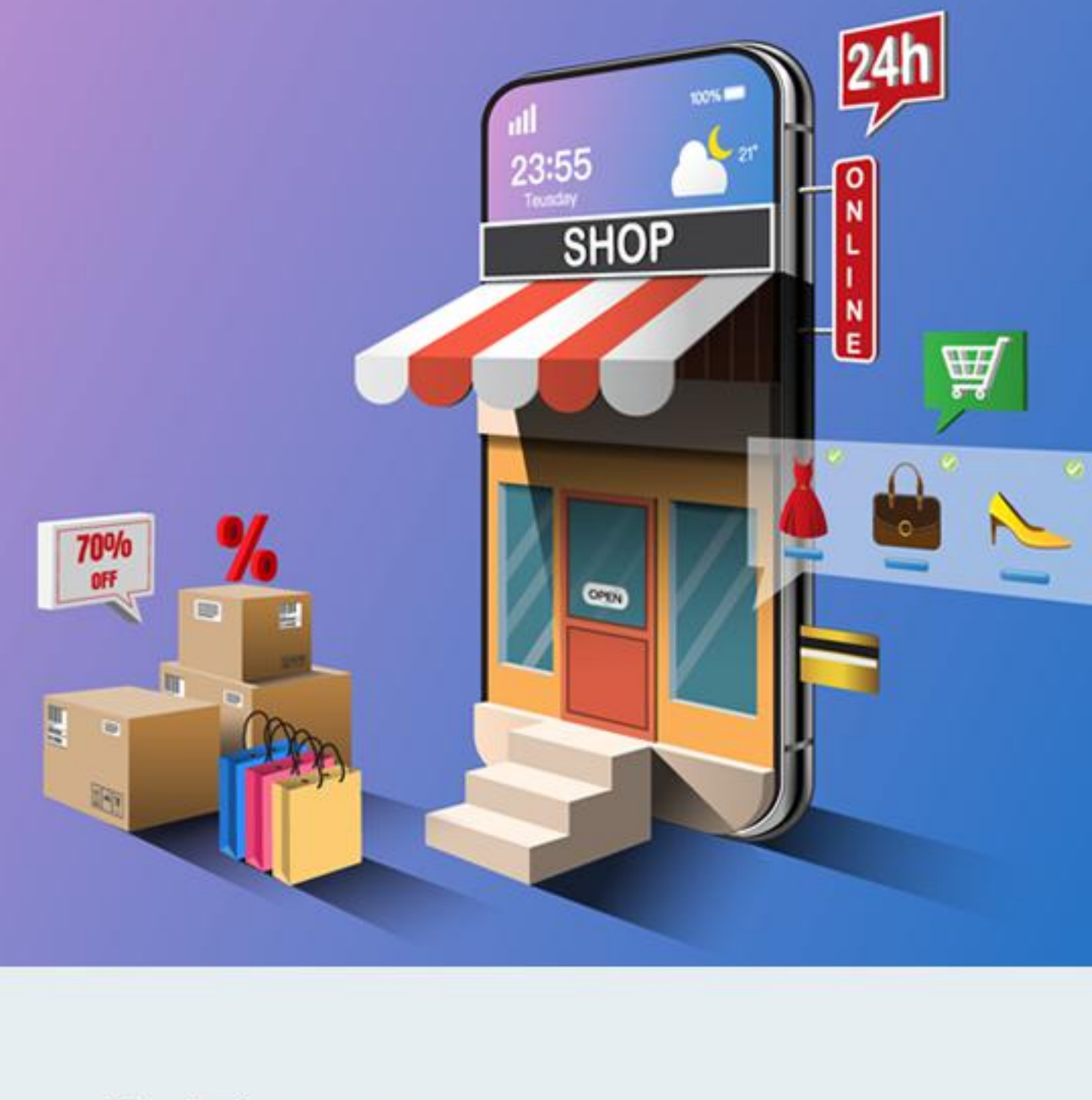


75 Must Have Features For eCommerce Website



Home, Header & Footer

1. Top Level Domain with https
2. Logo
3. User Friendly Navigation
4. Wishlist
5. Customer Login
6. Store finder (if necessary)
7. Language option (if necessary)
8. Shopping Cart
9. Search bar
10. Phone number
11. Unique value proposition
12. Risk reducers
13. Loyalty Program
14. CTA to push people to product collections and important sales page
15. Featured products or best selling products or new arrivals
16. Personalised items
17. Text Content
18. FAQ, returns & exchange, store locator, shipping, order information tracking etc.
19. Contact Information
20. Newsletter sign up
21. Payment system icons
22. Social media links
23. About pages
24. Terms & Conditions, privacy policy & sitemap
25. Live chat

Category Page

26. Consistent image size
27. Breadcrumb navigation
28. Show number of products displaying in the page
29. Product filtering and sorting
30. Page description field

Product Page

31. Product title
32. Good quality of images with zoom in functionality
33. Pricing information with potential sales or discount
34. A field to change purchase quantities
35. Product variables
36. Add to Cart button
37. Trust signal around add to cart button
38. Add to wishlist & Compare button on each product page
39. Social Share button
40. Product Description
41. Alternate views of the product/multiple view
42. Consumer Reviews on product
43. Related products
44. Product Description
45. Upselling Products

Customer Checkout, Shopping Cart and Wish List

46. Final Price
47. Shipping Method (offer low shipping costs)
48. Billing & Shipping Address
49. Security Seals
50. Include an area to punch in promo codes
51. Have an option to change the quantity or remove items
52. Allow item to be saved for later
53. Sidebar: blog search, categories, popular post
54. Card Details
55. Dashboard/Reporting Tools

Blog

53. Sidebar: blog search, categories, popular post
54. Social share buttons

Back-end feature

55. Dashboard/Reporting Tools
56. Administration Management
57. Customer Management
58. Store Management
59. Customer Management: Pages, Blog, Review
60. Order and Shipping Management
61. Payment, Taxes & Location Management
62. SEO Management
63. Email Marketing Integration
64. Discount & Promotion Management
65. Root file upload
66. Tracking Code Integration
67. Responsive Design
68. Fast Loading
69. Browser Compatibility

Other things you should Consider

67. Responsive Design
68. Fast Loading
69. Browser Compatibility
70. For Digital Downloads, explain how they receive the product
71. Multilevel security
72. Automatic site backup

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