Insights *for* An Optimum eCommerce Website

A study from the Top 50 eCommerce websites
Brought to you by eClerx Digital

ONLY 25% r(e)tailers have Quick Add Buttons on the Product Listing Page

Despite the fact that some products do not require much consideration or thought before buying

only 25% have the option of adding the products to the Cart from the listing pages.

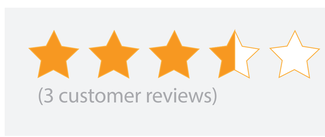
Despite the fact that some products do not require much consideration or thought before buying

Nearly 75%

sites have user ratings displayed on the listings page,

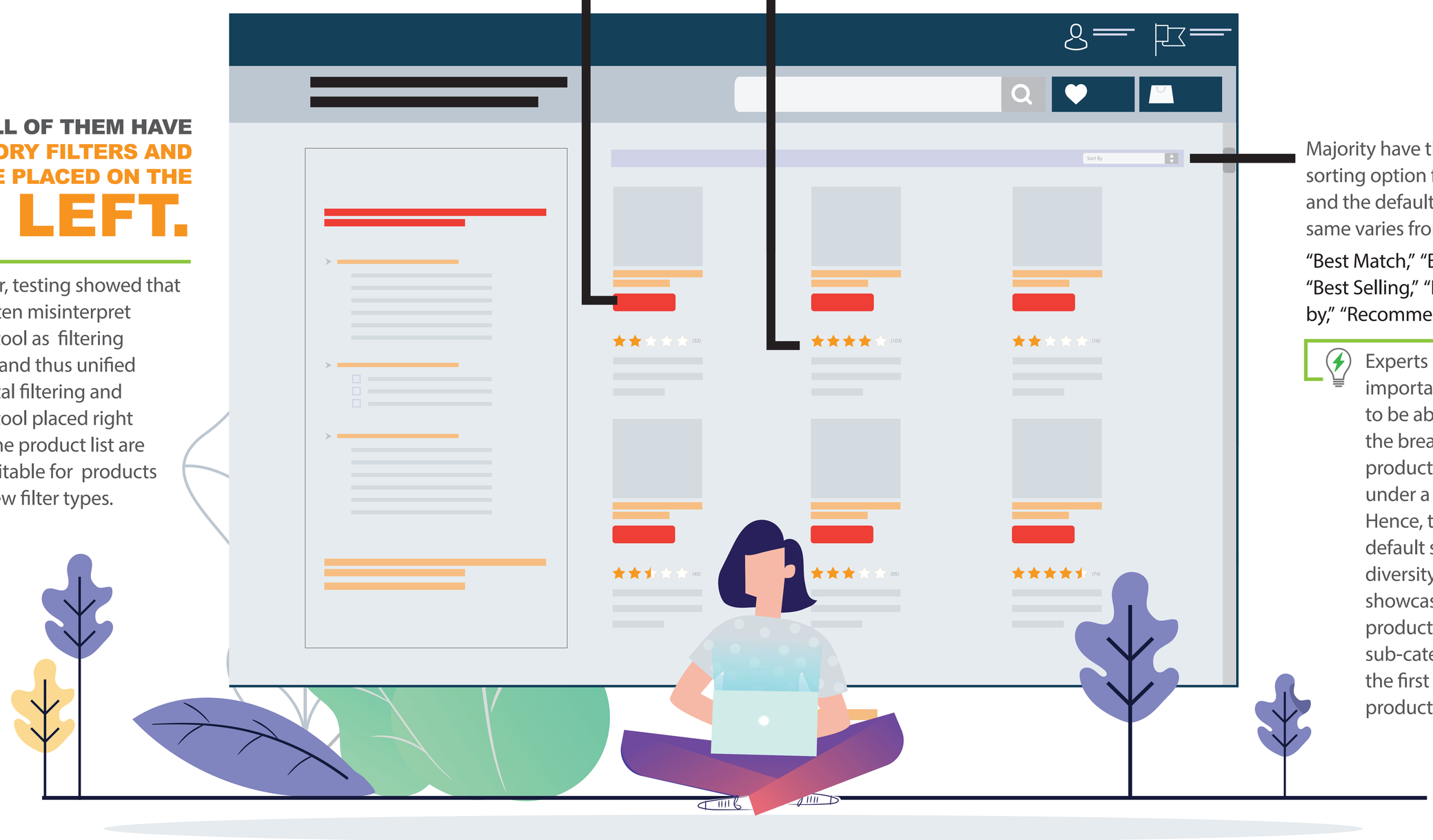
but only 35%

display the number of ratings that play a critical role in establishing the reliability of average rating.



ALMOST ALL OF THEM HAVE CATEGORY FILTERS AND ARE PLACED ON THE LEFT.

However, testing showed that users often misinterpret sorting tool as filtering options and thus unified horizontal filtering and sorting tool placed right above the product list are more suitable for products with a few filter types.

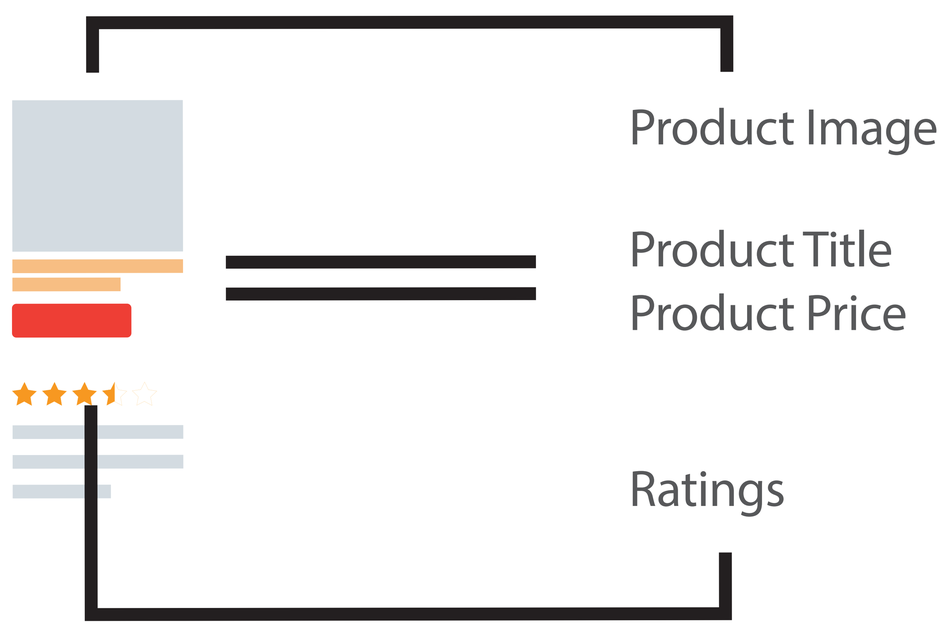


Majority have the sorting option for the products and the default order of the same varies from

"Best Match," "Best Sellers," "Best Selling," "Featured," "Sort by," "Recommended"

Experts suggest it's important for users to be able to assess the breadth of products available under a category. Hence, the best default sort type is diversity based that showcases popular products from each sub-category within the first 10-20 products

MOST COMMONLY FOUND ELEMENTS ON A PRODUCT LISTING PAGE ARE



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