

Nevermind the webollocks

The one page, no nonsense guide to E-commerce

General

How much!?

Clearly state delivery costs and times.

Do you have any _____?

Search facility at the top of the page

What does that come to?

Show the current number of items in the basket and the total amount.

Where are you?

State where your company is located.

How secure are you?

Show me how safe you are – SSL is a must (the padlocky thing).

What about my personal information?

Clearly show your privacy policy.

Checkout

Once the order is complete, show me: what I ordered, when it will be delivered and how much it all costs.

Allow users NOT to register, if they don't want to.

Après Ski

Send me an email repeating all the order information and giving me a way to contact you directly and track the progress of the order.

If the product is going to be delayed – let me know.

Inspiration

Example e-commerce sites that are pretty good, (well, they were at the time of writing):

- <http://www.jdcycles.co.uk/>
- <http://www.uo.com.au/>
- <http://www.littlezebra.com/>
- <http://www.furioustees.com/>
- <http://www.millets.co.uk/>