

## All the Small Things

Written by Jeff Pittelkow

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No, not the Blink 182 song (though I do own that CD), I'm talking all the little things on your web site that make a difference. These all make up the user experience. Individually, they won't help your sales but together, they collectively move the needle.

In e-commerce, there are three basic things to focus on:

- Content
- Price
- User Experience

While content makes for 30% of most e-comm sites and price about 20%, the user experience is about half the battle. This is because the user will not shop on a site they don't understand or can't find anything on. Even more so, they won't shop on a site that does not look professional.

The user experience are all the things that the visitor "can't put their finger on." They are also the things that the visitor will say "hey that's cool" but wouldn't push them to make a decision.

These things are small. They are how your image gallery works, how you recommend articles to read or other products the user might be interested in. This is the flow of your cart and how you search integrates into your product pages. This also includes how much ajax you use, if it's too much, and is it useful.

The bad part about the small things is it's hard to measure. Adding features such as a quickview, reworked search, and better design won't noticeably move your needle. However, all of them combined and constantly being improved upon will keep your needle moving in the right direction. Albeit slowly, but it'll move.

Remember, keeping up on the small things will improve sales. They may be small, but together they add up to a large section of what helps customers feel safe and comfortable ordering from you and coming back for more.

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