

User-Friendliness Not Out of Fashion in E-commerce, Says Online Marketing Expert

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Portland SEO's Augusto Beato reminded e-commerce sites not to sacrifice simplicity and ease of use in favor of infusing more advanced designs such as 360-degree product previews, dynamic product search, and animation.

"These trends don?t guarantee conversion rates and go up against the objective of helping shoppers get to what they want faster," warns Beato, who is the CEO of Portland SEO. "These advanced features can clog up the path to purchase due to unnecessary complexities."

Beato, whose expertise in online marketing may be availed through his ?Portland SEO website?, pointed out that studies reveal that 76 percent of consumers say that ease of use is the most important characteristic of a website.

Portland SEO is also offering about retargeting strategies via the following link: http://remarketing.portlandseo.net.

"E-commerce sites should consider their customers' attention span, which runs only up to a few minutes or even seconds," avers Beato. "If your website is overly complex, it will lead to a struggle in navigation and boredom, prompting potential customers to look to another e-commerce store."

Beato added that if a website is easy to use, the content easily adapts to mobile devices. Thus, user-friendliness is key to optimizing the mobile experience.

"Increasing sales is not based on the number of product pages or mind-boggling graphics," says Beato. "Ease of use will unlock the doors to increased sales and much-improved rankings."

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Portland SEO

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