

Craftcation 2023

Craft an E-Commerce Strategy for Website Success

BY: REBECCA INKROTE | [BEXMARIE.COM](https://www.bexmarie.com)

Website Essentials

Key Pages

- Home
- About
- Contact
- Privacy Policy
- Shipping & Returns
- FAQs

Overall Must-Haves

- Clean and uncluttered design
- Mobile-responsive layout
- Fast & Easy to use
- Clear and compelling text + buttons
- Great photos
- Trustworthy & Secure
- Automated daily backups + restore ability

ECommerce Strategies

Prevent/Recover Abandoned Carts

- Flat rate, low cost, or free shipping
- Calculate total in cart before checkout
- Simple and easy checkout process
- Fast order fulfillment
- Abandoned Cart Recovery Email Sequence

Increase Average Order Value (AOV)

- Incentivize total spend 30% above modal order value
- Offer bundles and sets
- Organized and easy to shop
- Upsell & Cross sell
- Buy Now Pay Later options

Keep Customers Coming Back

- Email Marketing
- Subscriptions or Auto-Refill

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Printable Resources

Website Roadmap

A step-by-step overview of my web design process. Frontload most of the work that can be done “offline” to minimize your hosting expenses while your site is in development.

Download it: bexmarie.com/cc23

1-Page Website Blueprint Worksheet

Use this worksheet to plan out the goals, pages, and must-have features for your website.

Download it: bexmarie.com/cc23

More Resources

My Favorite Services & Tools + Free Resources

This page on my website has links to all my favorites, from domain registrar to hosting plan and more - all curated specifically for handmade businesses.

You'll also find a few more free resources like the Etsy Fees vs Website Costs Calculator and Website Launch Kit.

Get them: bexmarie.com/resources