

## HSCG Conference 2023

# Craft an E-Commerce Website Strategy for Success

BY: REBECCA INKROTE | BEXMARIE.COM

## Website Essentials

### Overall Must-Haves

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

### Key Pages

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

## 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 browse 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 all the work that can be done “offline” to minimize your hosting expenses while your site is in-development

Download it: [bexmarie.com/hscg23](https://bexmarie.com/hscg23)

#### 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/hscg23](https://bexmarie.com/hscg23)

### 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 business. 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](https://bexmarie.com/resources)