



Top 10 tips eCommerce navigation

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1. Offer the "C" navigation - 3 tiers of navigation, top, left and bottom
 - Top = action
 - Left = whats in store
 - Bottom = regurgitation
2. Right hand side is used for selling
3. Header should be "benefits" orientated or special offers
4. Newsletter signup – not ready to buy?
5. Tell a Friend
6. Graphics or flash used should have a strong offer message or else don't overuse. Use bright colours and simple animation
7. Site map
8. Search function (unless you have very few products)
9. Refund policies, security & delivery info
10. Contact details prominent, don't hide it

Please note that this list is not exhaustive

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