

Published based on [Give a tap on the back so your online store deserts fewer orders](#)

# **Give a tap on the back so your online store deserts fewer orders**

Web-based marketers and analysts worry over the reasons why clients desert their orders online.

These are some of the main reasons they justifiably give.

#### Delivery Charges

Many shops fail to show or explain the delivery charges on top of the retail price of the things in the shopping basket. The consumer has an expectation of the order price only to be surprised by extra shipping charges when they come to enter their Mastercard details

#### Making or Logging into an account

Many shops insist in forcing a consumer to open up an account at their online store or remembering their username and password. Unless you are one of the major retailers that folks often purchase from, your internet store will probably just receive one off only orders from a purchaser. By causing the client thru this fairly worthless step you are facing a bigger prospect of losing web sales.

#### Secure Checkout page

The purchaser is smart. Whenever she sees anything unfavourable on the checkout page she hesitates. For instance, there's no secure padlock or there's a caution alerts that this is not a secure page. However in addition to this, a complex checkout page that asks the customer to enter too many needless details can make her abandon her order. With Adobe [Business Catalyst](#) and other ecommerce platforms, developers can fully customise the checkout experience.

Nevertheless if all these issues have been cleared up and there is still a problem with abandoned orders, sometimes the issue is that the customers just requires a pat on the back.

She needs re-assurance that she is purchasing the right product. That she won't regret purchasing this item for herself or for a loved one.

And the easiest way to give her a pat on the back or buying re-assurance is by displaying an image of the product in the shopping basket and including a message like "You're making a great purchase. If for some reason, the product doesn't meet your needs, you can return and receive a full refund".

That's all she wants a pat on the back for re-assurance.

Molly Jamieson writes for Adobe [Business Catalyst](#) partner Platonik. They have examples of online stores built using Adobe [Business Catalyst](#).

You can also find this article published on [Give a tap on the back so your online store deserts fewer orders](#), and on the tag pages [ECommerce](#), [Online retailing](#), [Online Shopping](#).