

# Important and Often Overlooked eCommerce Pages

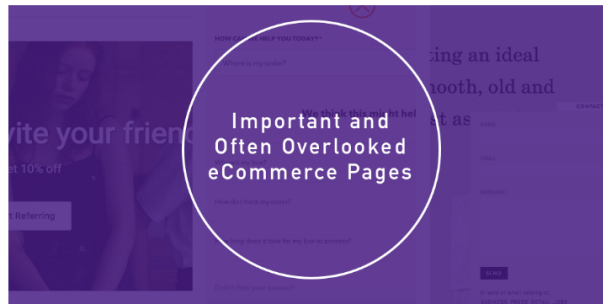


Kiersten Holine

JULY 13, 2018

If your online store is only boasting the **6 essential eCommerce pages**, you're missing opportunities for serious customer relationship building and major sales increases. We rifled through numerous eCommerce stores and discovered 5 critical supporting pages these stores often miss, what they should include, and what apps can help.

If you're sure you have the basics covered, read on to learn about the top 5 most important supporting eCommerce pages your store should implement to thrive in the eCommerce world.



## 1. Contact Page

Despite being thought of as a secondary eCommerce page, the contact page is one of the most important. If customers don't see an easy way to contact you, it's likely that they'll be hesitant to purchase from your store.

### Why The Contact Page is a Crucial eCommerce Page

The contact page is an essential eCommerce page since it helps to build the bridge between your company and your customer. How does it do this? By instilling a sense of trust within your customer that allows them to convert and offers them peace-of-mind by knowing help is a quick click away.

That comfort this eCommerce page will provide your customers is invaluable.

Make sure the contact button is highly accessible in the navigation menu. If a customer can't find it quickly, odds are they'll bail quickly.

### Contact Page Must-Haves

There are three must-haves when it comes to contact pages:

1. **Address.** This helps eCommerce businesses gain credibility and establish trust. Want to gain even more trust? Include a non-PO Box address.
2. **Email address.** Make sure this address is domain-specific. Customers most likely won't trust a business with a Gmail, Yahoo, or AOL email address.
3. **Phone number.**

This is also a great place to include a live chat feature (**one of 2018's biggest eCommerce trends**) and a form so customers can get a hold of you without having to leave your website.

Forms are a breeze to create using **Shogun Drag & Drop Builder**. Easily receive messages and collect email data from customers by using the **form element**.

This will allow you to keep your theme's styling by default, manually style aspects in styling sidebar, configure a custom confirmation message, and export form data right into your Shogun dashboard.

It's crucial to keep your contact forms short, easy to use, and well-designed. Here's a great example of a simple, effective, and well-designed pop-up contact form **Hardgraft** that allows

the user to reach out right from the homepage.



Image via Hardcraft

It can be helpful to provide resources in the contact form process so customers have the possibility of finding the answers they need without needing to make contact.

Dollar Shave Club does a great job of including these resources in their contact process:

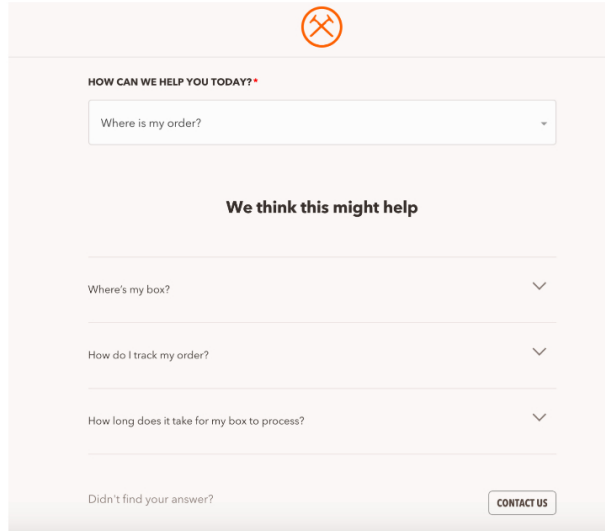


Image via Dollar Shave Club

## 2. FAQ Page

Let's start off with the basics—FAQ stands for Frequently Asked Questions. Although there will be a myriad of questions your customers have for you, there are frequently a core set of questions that will be sent repeatedly to your support team.

This page should be ultra-visible from your homepage so no hunting is required on the customer's part. Many eCommerce stores opt to call this page "help" so the customer immediately knows where to go when questions arise.

Since users typically read only 20% of a web page (mostly scanning to find a specific piece of information), make sure this page is organized neatly into categories. Leesa does this particularly well:

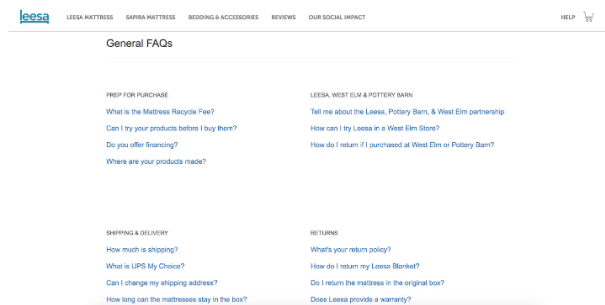


Image via Leesa

Not sure why you'd need to include an FAQ page in your store? The obvious answer is to provide users with the answers to their questions.

That's not where it ends, though.

## The Value of a FAQ Page

This beneficial Commerce page can be a huge time-saver for your support team. Not only does it allow them to retrieve quick answers for your customers, it also gives them a place to

direct customers to and the chance to avoid the reason for being contacted at all.

The FAQ page is also a great way to improve your store's SEO (so make sure you include those keywords).

Additionally, it can act as a wingman to your product page by easing purchasing anxieties the product page wasn't able to do by itself.

Need help crafting your FAQ? Try using a Shopify app like FAQ & Accordion FAQs that allows you to add a FAQ section to pages or products:

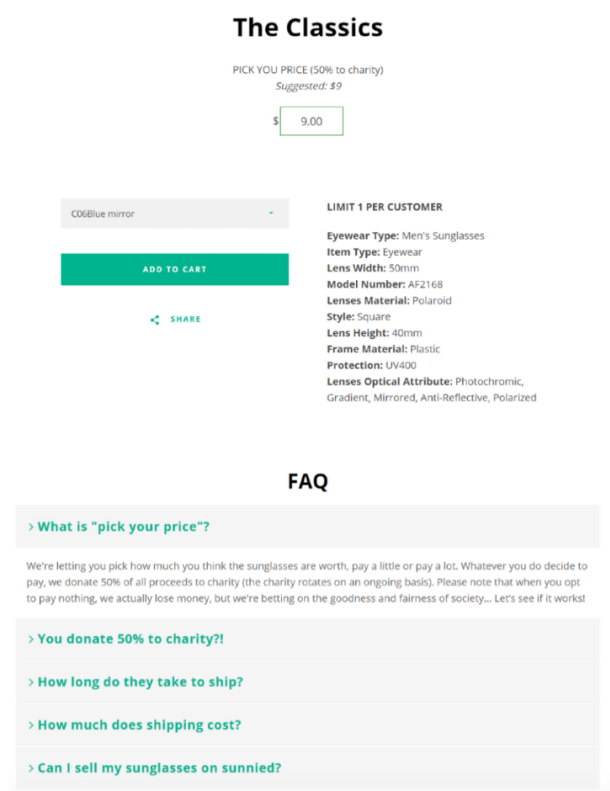


Image via Shopify

### 3. About Us Page

A big hindrance for an eCommerce company is being able to express warmth and personality the way a brick and mortar store can. This is why this eCommerce page is so essential—it's one of the major ways to effectively introduce your company and show some brand personality.

#### Why it's a Crucial eCommerce Page

Humanizing your store should be one of your top priorities. Why? It not only builds trust, loyalty, and helps to sets your store apart from your competition but also helps increase sales.

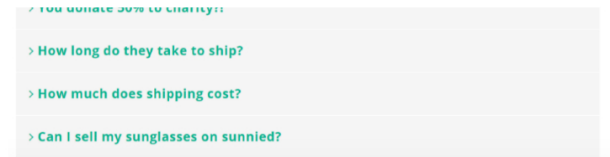


Image via Shopify

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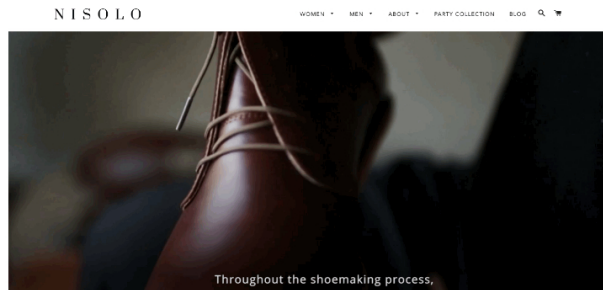
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Here's a great example of an effective About Us page from Nisolo. Notice how they ditched text entirely and used a video to show the care and craftsmanship that goes into their products:



## 4. Loyalty/Referral Page

Never underestimate the power of a good Referral Page. This eCommerce page can be highly profitable for your online store by turning satisfied customers into marketers.

Not just any marketers, though—marketers that have a way better chance of creating conversions. So much better, in fact, that referral leads convert **30% better** than leads generated from other marketing channels.

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other marketing channels.

Wondering how you can reward your customers? Here are just some of the ways:

- Free products
- Points
- Dollar Off Coupons

When luxury Korean fashion retailer, W Concept, launched and promoted their simple Referral Page, they ended up generating \$20,000 in new sales within the first month.

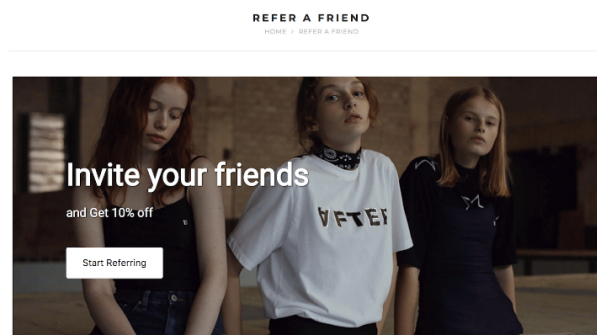


Image via W Concept

If you're feeling daunted by setting up a rewards program, let companies **Smile.io** do the hard work. This points and rewards system can quickly set up and run your rewards program to maximize your earnings and free up your time.

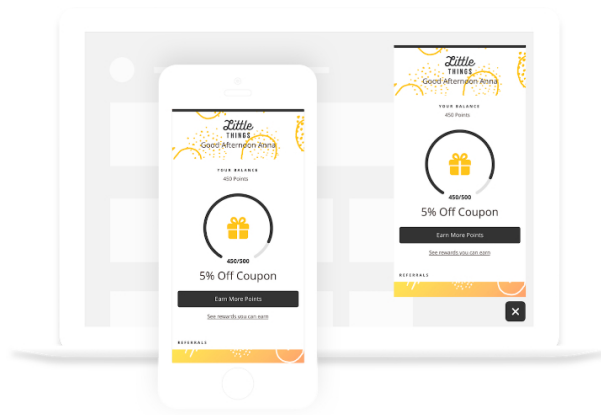


Image via Smile.io

## 5. Returns Policy Page

Are you surprised the Returns Policy page is included in one of the most essential supporting eCommerce pages? You shouldn't be.

This crucial page is a much-needed guideline for customers and directly outlines exactly what they need to go through if they would like to return a product.

Clearly, you want to prevent returns in the first place, but that doesn't mean there shouldn't be a system in place for when it inevitably happens (because it will).

### What a Returns Policy Needs

It's important to be upfront, honest, and concise in this eCommerce page so there's no room for interpretation (and so you won't be met with a barrage of questions).

It's also crucial to personalize this policy to your store. Copying and pasting is a big mistake on this page since return policies are not a one-size-fits-all situation.

Here's what your Returns Policy Page should include:

- **How many days a customer has to return a product.** Believe it or not, extending your return policy for as long as possible can help you make **more than it will cost you**. Customers tend to trust companies that help them to not lose their money.
- **How will they receive the refund** (store credit or cash).
- **Who pays for shipping to return the product.**
- **Testimonials from satisfied refunded customers.** When customers see testimonials, they're more likely to buy from you. Don't restrict testimonials to landing pages—they're valuable for an eCommerce page like the Return Policy Page as well.

L.L. Bean manages to be clear and direct while expressing that they want what's best for their customers (returns accepted within 1 year) in their Return Policy Page:

FREE SHIPPING with \$50 Purchase Details

800-441-5713 • Customer Service • Track a Store • Gift Cards • L.L.Bean® Mastercard® • Log In

L.L.Bean

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L.L.Bean > Customer Service > Returns & Exchanges

**Customer Service**

Returns & Exchanges

Carets

Hotels/Hotels

### Return and Exchanges

**Return Policy**

If you are not 100% satisfied with one of our products, you may return it within one year of purchase for a refund. (Please note that products purchased before February 5, 2018, are not subject to this one-year time limit.) After one year, we will consider any items for return that are defective due to materials or craftsmanship.

We require proof of purchase to honor a refund or exchange. If you provide us your information when you check out, we will typically have a record of your purchase. Otherwise, we require a physical receipt.

Please include your proof of purchase with the products you wish to return or exchange and bring it with you to any of our stores, or include it in your package of returned items. We will reimburse the original purchase price to either your original method of payment or as a merchandise credit.

[Special Considerations](#)

**Return or Exchange by Mail**

**Need an exchange right away?**

Call 800-441-5713. When we ship out your new item, we'll waive the standard shipping fee. You will still be charged \$5.99 to ship you a returned item if using the UPS convenience label. Return shipping is FREE for L.L.Bean Mastercard members.

**Refund details**

Allow us to two weeks to receive your refund from the time we receive your package. In most cases, we will refund the original payment method. Gift recipients will receive merchandise credit.

**1. Locate the Packing Slip**

Find and complete the form printed on the packing slip that came with your order. We require proof of purchase to honor a refund or exchange. If you need assistance locating your order number, please contact us.

**L.L.Bean**

100 Main Street  
Lebanon, NH 03756-1000  
Tel: 800-441-5713 • Fax: 603-441-5713

Call us anytime 800-441-5713

**Can't find your packing slip?**

Print a return and exchange form

Print a return shipping label

Image via L.L. Bean

Here's a quick tip— minimize returns by minimizing disappointment. How can you do that? Create detailed, accurate product descriptions and great product photography.

### Summary

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These important and overlooked eCommerce pages can make for much happier customers and a more successful, functional online store.

Not only will they minimize customer questions, they'll help to build loyalty and drive sales. Use the list below as a checklist for your store:

1. **Contact Page.** Make sure to include your non-PO Box address, email address, and phone number in this essential eCommerce page. Don't forget to include a simple form so your customers will stay on your website.
2. **FAQ Page.** This essential supporting eCommerce page should be easy to find and filled with answers to the questions you receive most. It's crucial for this page to be well-categorized and well-designed.
3. **About Us Page.** Give your customers a more in-depth look at your business by showing off your brand's personality and explaining the care and craftsmanship you put into your products.
4. **Loyalty/Referral Page.** Get a big sales boost with this beneficial secondary eCommerce page. Get some help from companies like Smile.io to set up and run your loyalty program.
5. **Returns Policy Page.** Make this eCommerce page is clear, concise, and upfront so your customers know exactly what your return policy entails.

Ready to try out an eCommerce page above? Use Shogun's **10-day free trial** to start building it today.

Already have these pages implemented in your online store? We'd love to hear which of them you've had the most success with—comment below!



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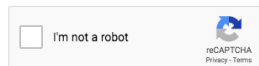
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getshogun.com

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