

Fifth lecture

Different aspects of website design (3)

- The aspect related to the characteristics of a good online store
- The aspect related to the marketing role of the online store site
- The aspect related to the effectiveness of the online store site

- **The aspect related to the characteristics of the good online store:**
- **Set of characteristics should be available in the online store in order to consider it good, as follows:**
 - Availability of a high degree of confidentiality regarding the user's financial and personal data.
 - Availability of necessary and correct data on the online store site, such as its address and phone number.
 - Existence of a system to confirm buyers' requests that allows them to ensure that their requests are met and shows when the order will be shipped and arrived.
 - Online store's ability to make the shopping process enjoyable, as that makes users repeat their visits to the online store and repeat the purchase process.

- Online store should keep a record of each buyer that includes his previous purchases, because this helps the store to accurately determine the needs and desires of consumers, as there is a relationship between the previous buying behavior and the subsequent buying behavior.
- Ability to anticipate questions that the user may ask when visiting the store's website and to provide programs that give quick and adequate answers to these questions.

- The aspect related to the marketing role of the online store site:

• We can look at this aspect from multiple angles, including:

- The website is considered a part of the promotional activity and advertising activity of the organization.
- The website is considered a distribution port.
- The website is considered a part of the product packaging process, in that it presents the attractive packaging role for the organization's product that is being put up for sale.

■ From the above, organizations have devoted a special section for coordination and organization of business via the Internet. Website design is one of the most important elements of the electronic marketing mix, and organizations always strive to achieve customer visits to their website and to maximize the volume of these visits through external marketing activities.

- **The aspect related to the effectiveness of the online store site:**
 - In order for the website design to be effective in marketing, it is necessary to provide a set of dimensions and conditions that many researchers have included as dimensions that express the effectiveness of e-marketing, these dimensions are:

1- Effectiveness of the content

2- Effectiveness of the design

3- Effectiveness of the organization

4- Effective ease of access, use and handling

- We can review the previous dimensions in more detail, and they are usually more effective on single sites compared to affiliate sites.

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