

First aid for stranded webshops

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Darmstadt, 27th April 2006 - Revival measures against still turnover in internet trade. Recognize and correct errors in time.

A recent study by the Market Research Group Enigma GRP emphasised the importance of internet trade. Today 70% of the Germans between 16 and 64 years no longer use the Internet "only" for regular price comparisons. The readiness for online purchase is growing. According to studies, many e-shoppers endorse the development of the spectrum of web offers. According to the majority of respondents, substantial saving of time and an everlasting flow of information, speak for themselves. The readiness for shopping from home is obviously growing.

But some realities are disturbing: Although the number of the completed online purchases rose in the last years enormously, the quality of the webshops is not really first class. Although prognosis for e-commerce is very promising, many online shop owners treat their webshops with step-motherly neglect.

According to studies by the European Information Technology Observatory (EITO), about 40% of the online purchases were broken by the buyer before they could be completed. Estimated turnover loss runs into billions. The webshop owners could only speculate so far about the reasons. According to the study, 95% of the webshop owners are "puzzled" about what drives visitors away from their sites. Hereby, they overlook a long list of loop-holes. Non functioning hyperlinks and missing contents are still among the little things. Problems and mistakes in the structure of webshops and creation of the website often lead visitors into dead-ends. Open security gaps in the order systems offer a good target for hackers - and the list goes on...

"The problems are usually self-made", says Carsten Takac of Sitewards. "The lack of consumer acceptance is not the main cause for the losses, rather a host of problems and gaps in technical knowledge while planning and creating the online presence, which are completely ignored."

Immediate action is necessary if the cost-revenue-ratio goes out of hand. For the mobilisation of shop resources, first a basic reorganisation concept should be developed, which includes detailed consulting and the revision of the existing webshop. Webshop owners, ever so often, trust the "all-in-one out-of-the-box software". Although standard webshop software promises to place products easily on the Internet and there low prices are enticing, it does not necessarily bring the desired efficiency.

Takac explains: "Building a successful internet based business goes further than only a few mouse clicks. A number of important factors (target groups, product portfolio, security...) finally affect Internet based trade. No good software solution or amateur can all alone combine these factors successfully in a complete concept and convert that concept into a wholistic shop system."

Those who would like to become seriously active in Internet based businesses or e-commerce should partner with experienced specialists right from the beginning.

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