

PAGES AND DETAILS YOUR E-COMMERCE SITE MUST HAVE

Here is a checklist for the inclusions your site should have to satisfy local e-commerce regulations, and to inspire a sense of confidence and security in your customers.

MUST-HAVES

- **CONTACT DETAILS:** Australian businesses should give their ABN, address and preferably an email address and / or phone number.
- **PRICING:** the currency and the actual price of each item on your website must be clearly displayed to customers.
- **PRIVACY POLICY:** state how you protect customer details, who you may share details with in order to do business (for instance, you may need to share details with your delivery supplier) and how customers can get access to the data you hold on them.
- **REFUND POLICY:** explain how customers can return or cancel an order and request a refund.
- **SECURITY POLICY:** describe the security measures in place protecting customer communications, details and payments (for example, your SSL certificate and SecurePay Online Payments).
- **TERMS AND CONDITIONS:** clearly outline the legal terms governing the use of your website.

“These details can also help reassure customers that you’re a legitimate and trustworthy business.”

RECOMMENDED

- **LOGIN BOX:** if customers have a personal login, they can save shopping carts and can also be offered special deals during specific marketing campaigns.
- **PAYMENT SYSTEM ICONS AND TRUST MARKS:** let shoppers know which security measures and payment systems you use to process transactions, which cards or payment types you accept and who your delivery partners are. For instance, you might include logos for your SSL certificate, SecurePay, Australia Post, PayPal, Visa and MasterCard.
- **SEARCH BOX:** make it easy for customers to find what they’re after as quickly as possible.
- **SHOPPING CART:** features such as a shopping cart that can be filled over time, even during multiple website visits, is a typical customer expectation.
- **SOCIAL MEDIA LINKS:** make it easy for customers to share and confirm positive public opinion about your business, brand or product by including links to Facebook, Twitter, Pinterest and other social media platforms that your audience uses.
- **STORE LOCATOR:** If your products are available in bricks-and-mortar stores too, then let people know where they can be found.