



**Do\_the Woo**

Building with WooCommerce

[dothewoo.io](https://dothewoo.io)

#271

<Woo Builder\_Story>

# Building with WooCommerce in Uganda

ARTHUR KASIRYE / KasiryeLabs



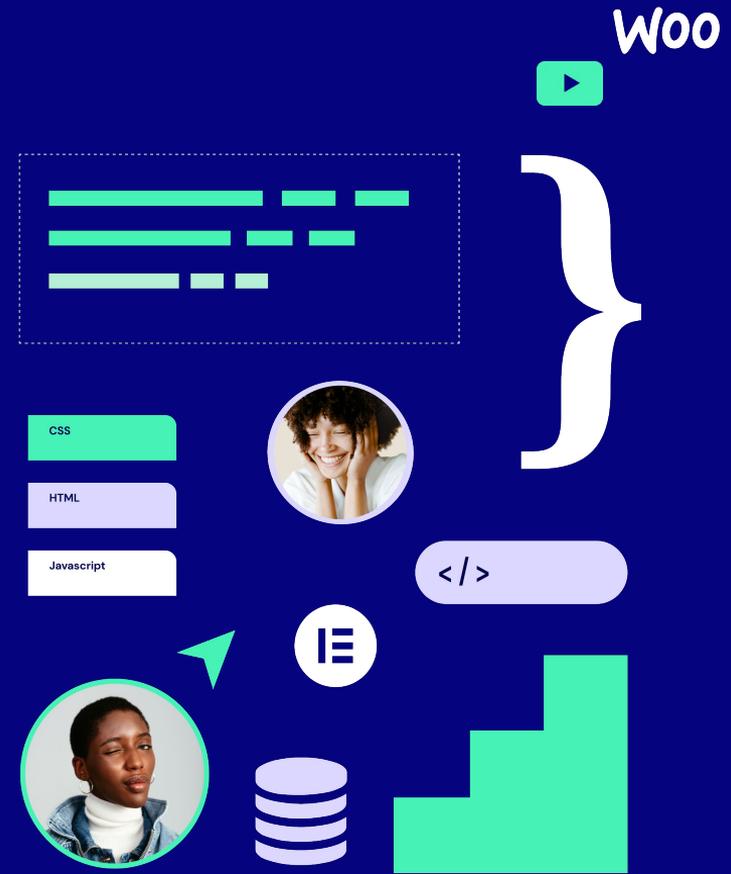
Host: Abha Thakor

# eCommerce Best Practices

Wooing your customer never got easier



WordCamp  
Jinja





**Arthur Kasirye**

Elementor Lead Uganda

I am a passionate web developer, SEO consultant, founding member of the WordPress Community in Uganda as well as Elementor country lead, Woocommerce & WordPress Entebbe  
I also offer digital marketing services at Kasiryelabs.

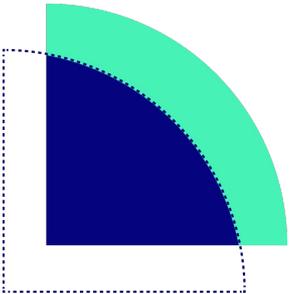
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**“Customers buy for their  
reasons, not yours.”**

Orvel Ray Wilson





If your business sells tangible products, you need to have a strong online presence.

But with so much competition in the ecommerce space, it can be tough for you to establish your ground. Not only are you competing with local and regional brands, but you also have to deal with international giants such as Amazon and Walmart, Jumia among others.

That's why it's important for you to focus on every detail of your ecommerce website



# Avoid Clutter



Ecommerce websites with simple designs have higher conversion rates. Take a look at your homepage right now.

What's the first thing a visitor sees?

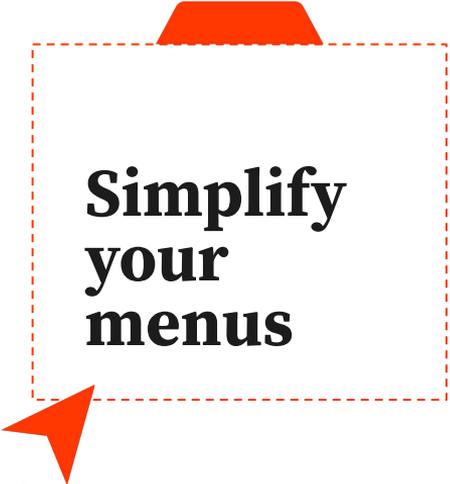
There should be a clear point of focus. The visitor's eyes should be drawn straight to a CTA button or products you sell.

But too much clutter makes it difficult to identify your CTA.

# ABRYANZ x OLAIDE

SHOP THE COLLECTION

<https://shop.abryanz.com/merchandise/?v=1db208cbcff2>



## **Simplify your menus**

Menus are a great way to stay organized and group what you're selling. But as just mentioned, you don't want to overcomplicate things.

Too many menu categories will confuse the consumer, preventing them from finding what they're looking for.

Your menu shouldn't be super specific. Instead, use broad terms to categorize your products.

For example, let's say your ecommerce brand sells clothing with items such as: t-shirts, long sleeve shirts, sweaters, tank tops vests

Rather than having five different menu options for each of these choices, you can group them into one category: "tops."



## Checkout Process

Once a website visitor decides to buy something, they should find it easy to complete the purchase. It's your job to make it so.

Each additional step in the checkout process will increase the chances of them abandoning the transaction. In fact, 28% of consumers said they abandoned a shopping cart during checkout because the process was too long and complicated.

The key here is to get only essential information from the buyer.

There's no reason to ask for their mother's maiden name, the first concert they attended, or their favorite vacation spot.

Get their billing information and shipping address. That's all you need to process a transaction.

Returning customer? [Click here to login](#) ▾

Have a coupon? [Click here to enter your code](#) ▾

## Billing details

[Back to Cart](#)

First name \*

Last name \*

Country / Region \*

Uganda ▾

Street address \*

Town / Village \*



Crotchet buttons sweater × 1 UGX72,092

SUBTOTAL UGX72,092

### SHIPPING

Local pickup

Delivery (Around Uganda): UGX11,383

TOTAL **UGX72,092**

Rave



Accepts Mastercard, Visa, Verve, Discover, AMEX, Diners



## **Prioritize SEO**

Not everyone who wants what you're selling will navigate straight to your website.

In fact, research shows that 46% of consumers start the buying process through a search engine, such as Google.

If your ecommerce site isn't one of the top results, they'll buy from one of your competitors instead. That's why it's so important for you to focus your efforts on search engine optimization.

Do everything in your power to reach the top of Google rankings based on searches related to whatever your brand is selling.



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About 17,400,000 results (0.49 seconds)

### Images for genuine african shoes

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Feedback

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### Genuine Men Leather African Craft Shoes

The sleek Genuine Leather Brown Comfort Open Craft Sandals feature a T-strapped design and toe support loop so they fit your feet firmly and perfectly.

US\$ 45,532 · In stock



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### Genuine Women Leather African Craft Shoes



genuine african shoes

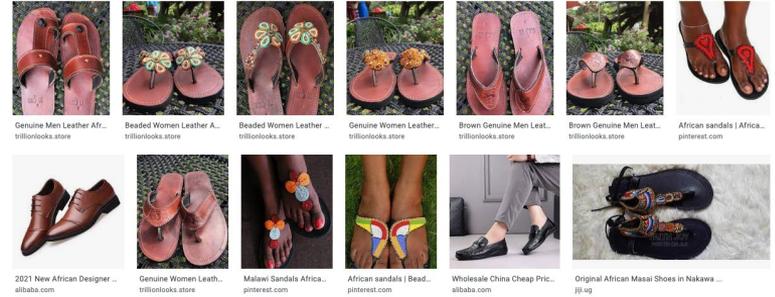
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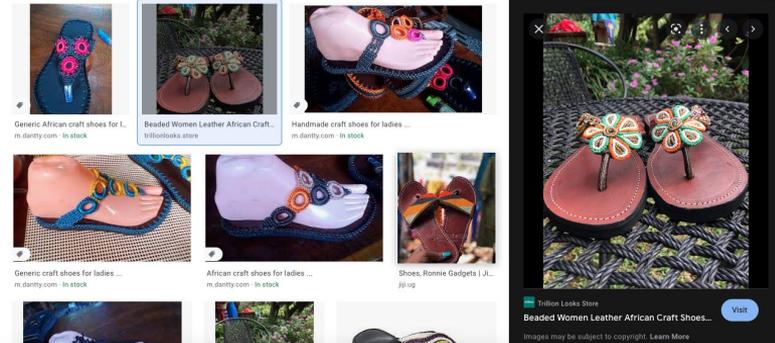
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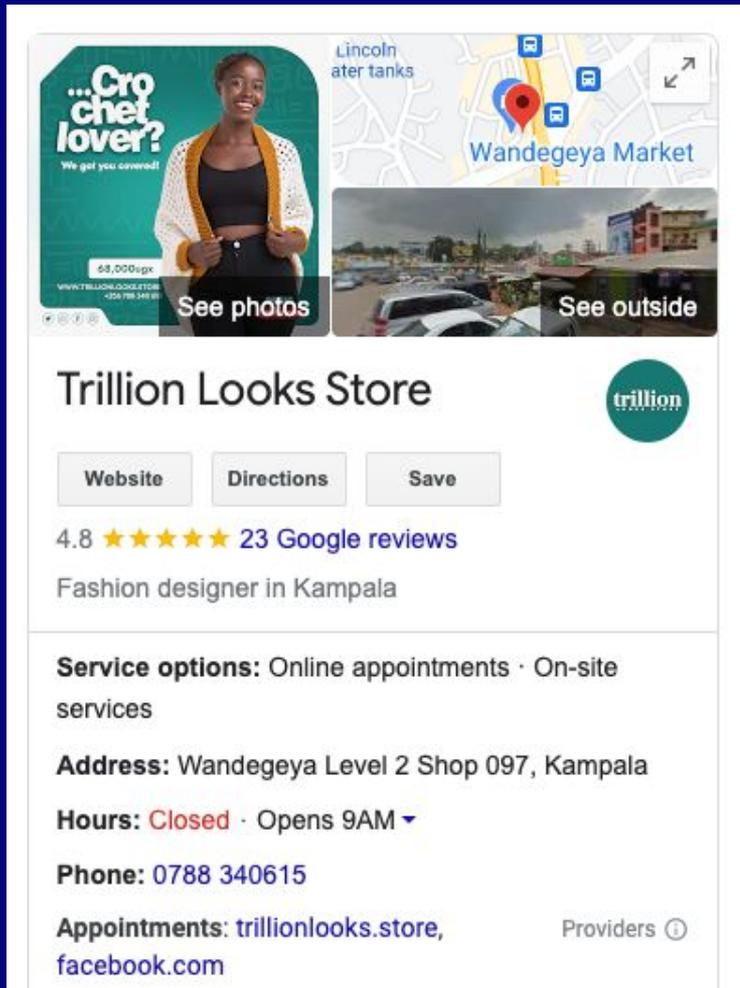


craft shoes for ladies



Sign in





Lincoln ater tanks

Wandegeya Market

See photos

See outside

## Trillion Looks Store

Website Directions Save

4.8 ★★★★★ 23 Google reviews

Fashion designer in Kampala

**Service options:** Online appointments · On-site services

**Address:** Wandegeya Level 2 Shop 097, Kampala

**Hours:** Closed · Opens 9AM ▾

**Phone:** 0788 340615

**Appointments:** [trillionlooks.store](http://trillionlooks.store), [facebook.com](https://www.facebook.com)

Providers ⓘ

"Trillion Looks Store is an African art and Fashion Social enterprise with a mission to improve lives and communities of marginalized artisans in Uganda through helping them mass produce, market and sell their products to a global market place. We... [More](#)



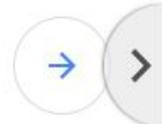
Trillion Looks Store  
on Google



Are you a lover of handmade fashion products? Our women crochet beautiful crochet...

4 days ago

[Buy](#)



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# Payments

## Accept as many payment options as possible

You can't assume everyone has a Visa or MasterCard.

Even if they do, that doesn't mean it's their preferred payment option. One of those cards may be maxed out, or they could have better membership benefits on another card.

Even if other credit card companies charge higher merchant transaction fees, you still need to take other cards like Discover and American Express.

Your ecommerce site also needs to accept alternative payment options such as PayPal and Apple Pay, mobile money.





## Chats

### **Answer All Relevant Questions On Your Website**

Because you're not there physically to answer all client questions, it is important that you provide every single piece of information your customers need to make a decision.

Don't overestimate what your customer knows. Lay everything out for them, from Frequently Asked Questions to your Return Policy, and from Delivery Dates to your Shipping Policy.

Be clear and transparent in your transactions with them, and your customers will trust and love you.

trillion Hi there 🖐️

- We reply immediately

Hi there! Nice to see you 😊 We have a 10% promo code for new customers! Would you like to get one now? 📦

No, thanks.

No problem. I'll be here in case of any questions 😊

Enter your message...

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Men Women Art Kitchen and Dining Craft Shoes Projects

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## Search Bar

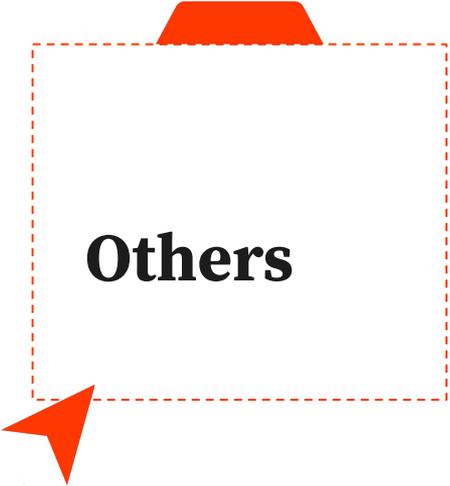
### **Have An Omnipresent Search Bar**

According to a study by eConsultancy, 30% of your visitors will use internal search and visitors who used search will convert better than those who didn't.

That's why it's important to get your internal site search right.

For starters, make your search bar obvious. Don't make your visitors search for your search bar (no pun intended).

Something like this works great:



**Others**

- 
- Product Photography
  - Website Security
  - Brand
  - Give video demonstrations
  - Blogging
  - Hosting
  - Responsiveness

**Thank you!**

