Issues and Challenges in Ecommerce Websites and their solutions

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Abstract— The number of internet users around the world is growing day by day thus people got opportunity to set up market at the place where they spend maximum time and which is convenient for customers this is how ecommerce rose. Now days many ecommerce web sites entered in market and competing with each other to provide better services which includes product quality to dispatch time of product. This process has lots of challenges in terms of shipping, segmentation, customer service, taxation, licence, website attractiveness, currency challenges, technical issue etc., In this paper, we present and discuss technical challenges , and identify solutions that will be required for broader acceptance and diffusion of e-commerce websites to enhance this development.

Index Terms - Ecommerce, Ecommerce Apps, SEO performance, URL, Websites.

I. INTRODUCTION

Ecommerce implies electronic commerce. With the advancement of worldwide economy the requirement and importance of ecommerce is growing quickly. Ecommerce is essentially a business model that facilitates organizations or people to conduct business over the net. It involves any transactions that area unit done on-line. It are often categorised as buying-selling stuff on-line, on-line recreation, banking and monetary services etc. It encompasses every kind of companies conducted. net sales area unit increasing quickly as shoppers benefit of lower costs provide by wholesalers marketing their merchandise. This trend is ready to strengthen as websites address shopper security and privacy considerations. Since last decade the recognition of e-commerce is staggeringly magnified attributable to fast and convenient means of exchanging product and services each regionally and globally. Now-a-days

It has become the virtual main street of the planet. Today, e-commerce has grown into an huge trade.

II. IMPORTANCE

Ecommerce is in the market since mid 90's. However until the recent few years ecommerce is getting more attention from entrepreneurs and consumers both locally and internationally. The main reason of its success is, it is less time consuming. From the business perspective it is much more effective than traditional methods. This is because the cost of middleperson can be avoided. The cost for showcasing products physically can also be avoided since it is done online. From the customer point of view also it is beneficial in terms that time and cost is saved.
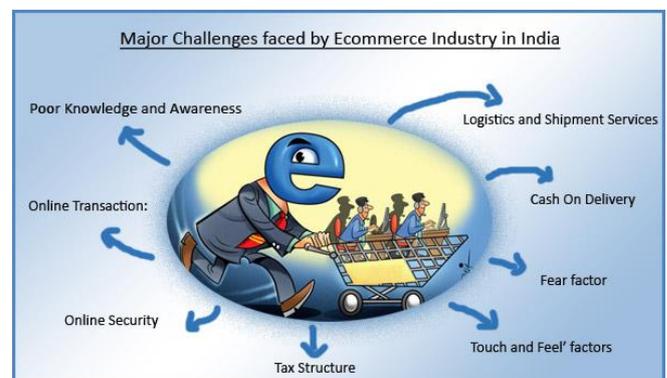
III. OBJECTIVE

A. To understand the technical issues in ecommerce websites.
B. List out solutions to some of the problems.

IV. METHODOLOGY

This research paper is made based on the analysis of various ecommerce websites and content available on the internet.

V. TECHNICAL PROBLEMS IN ECOMMERCE

1. Duplicate content:

One of the necessary factors that affects the program rankings of the websites is duplicate content. merchandise in e-commerce sites square measure given in classes and sub-categories that generate multiple URLs inform to much identical product page. Depending on however your e-commerce web site is structured, ugly, and non-readable URLs square measure generated for every instance of a product page. If these instances get indexed by search engines, they're going to be treated as internal duplicate content or meta-data – that may get your web site penalized in search results

The Solution:

Here are tips and best practices that will help you deal with duplicate content:

- Areas that will produce duplicate content like class pages, sub-category pages, tags and archives is excluded from classification through the /robots.txt Robots Exclusion Protocol

- Reviews, comments and searching carts in e-commerce sites typically produce new URLs counting on however your web site is structured. These pages yet as different duplicate pages generated is excluded from being indexed by mistreatment the canonical tag or have solely one canonicalized version of the page at your website's root

- New URLs generated that build links purpose to a ostensibly duplicate content is embedded with the nofollow attribute

2. Titles that Are Not Unique

Content isn't the sole space search engines investigate to search out duplicate content as they additionally do investigate duplicated title tags, a haul on-line stores and e-commerce websites encounter as they grow larger in scale especially. Identical values or non-unique titles will have an effect on your SEO and search ranking results.

The Problem:

E-commerce deals with multiple merchandise from totally different brands and in several cases many variations of an equivalent merchandise from an equivalent brands. every product variation ar typically selected with its own product page which will have an equivalent data, content, keywords and even title tags and parts. Title with similar tags and parts will be treated by search engines as duplicate content that may get your web site doubtless penalised from search rankings

The Solution:

The following ar tips and best practices which will assist you take care of non-unique titles:

- Structure your title tags as: whole – Model – Item sort, victimisation distinctive model numbers which will build every title tag distinctive and stands out

- Instead of victimisation single keywords in your title tag, use distinctive key phrases instead for every of your things. Use key phrases that your targeted customers can really use once checking out the kind of merchandise you supply

- In your meta title descriptions, use an equivalent distinctive key phrases on prime of the item's direct name

3. Poor URL Structure

Depending on how your e-commerce website is structured, particularly the CMS type you used to build your site, a default URL is generated for every product page produced and uploaded by your website. In many cases, the URLs generated are ugly (with too many extra characters with no semantic meaning) and not readable (using characters or plain numbers.
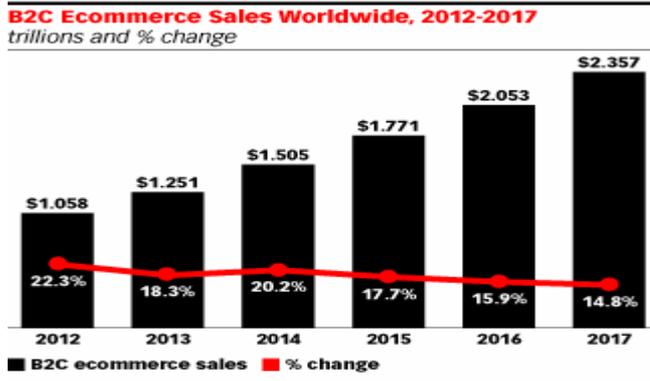
The Problem:

Default URLs generated by CMS applications used for e-commerce sites for every product page area unit typically not keyword-friendly or reader-friendly. though these computer addresss create use of anonymous IDs or distinctive URL strings, they'll not be clear from the attitude of search users, which might gift a drag for you, currently that search engines area unit focusing a lot of on the linguistics – or the which means of words utilized in search terms – in ranking relevant websites for search results.

The Solution:

The tips and best practices given below can assist you wear down a poor computer address structure:

- Make your URLs clean, short, simple to browse and perceive, and relevant to the merchandise given on the page

- Capitalization encompasses a sizable impact on however search engines treat URLs thus it might be best to stay to lower-case letter letters in your URLs

- Instead of areas or underscores in your URLs, use dashes instead

- Do not cannibalize the keywords in your URLs and certify you utilize solely relevant selection of keywords that may best describe the merchandise

- Make your URL short and is sufficient enough to let readers like a shot perceive what your web site is all concerning simply by watching your URL

B2C Ecommerce Sales Worldwide, 2012-2017
trillions and % change

raw materials used, distinctive options, and alternative info that targeted readers could notice relevant and attention-grabbing

• Make certain product description is uploaded to the merchandise page itself ANd not through i-frames which is able to perform poorly from an SEO perspective

5. Product Variations

Many product are available in totally different variations that ar basic to their styles like sizes and colours. In several cases, every variation is selected with its own page – which is able to produce some problems for you from Associate in Nursing SEO perspective.

The Problem:

Variations of a product occur if there ar quite one vogue, size, or color. counting on your web site structure, every variation could have its own page which is able to be treated by the search engines as duplicate content, so poignant SEO. Take this instance from WorkingPerson.com that conferred totally different pages for each color variation.

The page on top of samples the merchandise employing a explicit color and a brand new page is formedHaving multiple pages won't solely place your web site into hassle attributable to duplicate content, it'll conjointly drive your link equity skinny because it becomes detached on all variation pages – which is able to not prognosticate well for your SEO efforts.

The Solution:

To avoid duplicate content whenever somebody appearance at a color variation of an equivalent product, it might be best to take care of one page for each product wherever all data will be accessed, together with color variations which may be best viewed not as a separate page however through JavaScript application – a bit like what Target makes use on their web site.

6. Homepage Redirects

Ideally, the Homepage button ought to bring you back to the foundation of your web site, the place to begin from that all different pages and content are often launched from. However, several e-commerce sites ar structured that redirects homepage references to not the most root however to a different page.

The Problem:

The main drawback with homepage redirects is that your web site can find yourself with link equity obtaining diluted, touching your SEO performance. except for homepage links,

4. Not Optimized Product Pages

One of the key components in e-commerce websites that may bring nice results for your business is on however well you have got crafted your product description and optimized your product pages. simply keep in mind that you just are optimizing your product pages for each targeted customers and search engines.

The Problem:

Search engine robots crawl websites to visualize for relevant info that they'll match with search queries. while not sensible info, search engines can haven't any method of knowing what your web site is all regarding and can after all not rank you in search results associated with the product you're merchandising in your e-commerce websites.

Many e-commerce sites build the error of posting solely footage of the product, short title and also the worth of the merchandise. However, computer programme robots don't scrutinize pictures within the same manner as folks do – and would depend upon alternative info that may facilitate them index your pages for future search queries.

The Solution:

Presented below ar some tips and best practices that may assist you optimize your product pages:

• Use keywords supported what your targeted audiences use for looking for the sort of product you gift in your e-commerce web site. don't over-optimize your pages with keywords but, like repeatedly mistreatment these keywords all throughout the page

• Category pages ar higher conferred with sensible introductory content for each SEO and providing price to look users. build use of descriptive and informative text that may tell audiences what your pages ar all regarding

• Avoid mistreatment normal product descriptions that return from the makers (which in several cases ar worn out poorly written English) or duplicate those found from alternative e-commerce websites

• Add additional elaborated info that targeted users could also be yearning for like however the product were created,

another apply seen which will dilute link equity is that the improper link designations to the header emblem – that ought to send to the homepage – and to not another page.

The Solution:

Homepage redirects to a different page aside from the foundation page could are caused by the sort of CMS you used for your web site, notably if it used session ID's once generating URLs for every page. certify you modify the default to distinctive title structures and check every of your page links if they purpose to the proper pages in your websites.

7. Image ALT Tags

As mentioned earlier, search engines haven't any method of viewing pictures unless correct descriptive info that tells what the image is all concerning is incorporated into the image ALT tags.

The Problem:

Without knowing a way to reason a picture, the page won't be properly indexed and hierarchical by the search engines. this may gift a giant impact on your website's SEO, which might be combined additional as additional product – and pictures similarly – ar adscititious into your listings.

The Solution:

Include correct descriptive info along with your Image ALT Tags, together with correct keyword phrases similarly as different info which will facilitate search engines apprehend what the image is all concerning, and search users place confidence in once sorting out pictures a couple of explicit product or whole.

8. Lack of Product Reviews

As a Business-2-Customer set-up, most e-commerce sites ar structure with its own product review and grading system, which may facilitate boost your SEO.

The Problem:

Online users trust heavily on the opinion of others before them and would 1st hunt for similar data before they choose getting a product.. Reviews are necessary from associate SEO perspective, currently that search engines endlessly improve on search algorithms which will build search additional linguistics, consumer-centric, and social.

The Solution:

It would be best to integrate a decent review app and system together with your e-commerce web site wherever patrons will simply place their reviews on merchandise they purchased or viewed. The system ought to be straightforward for them to use and find access to, thus make certain the

system is prepared before you raise or encourage targeted customers to dig in their reviews and feedback.

Maintaining a productive e-commerce web site and business may be a good way for earning substantial financial gain on-line. Success depends on however well you structure your web site, however straightforward it's for on-line users to navigate and use – and the way effective you cope with common SEO issues e-commerce websites encounter.

VI. CONCLUSION

Thus Ecommerce websites face many technical challenges along with problems in business processes which can be resolved using solutions provided in the research.

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