

# Jose Duarte on Considerations for Upgrading an eCommerce Website

---

*Costa Rican entrepreneur and eCommerce specialist Jose Duarte explains what to consider when upgrading an eCommerce website.*

SAN JOSE, COSTA RICA, July 24, 2019 /EINPresswire.com/ -- The world of eCommerce is highly unpredictable. Changes are being made each day and new features are being presented at a staggering rate, helping the Internet to remain applicable and motivating. In the event that an eCommerce site neglects to keep up with the changes, it will ultimately fail. However, simply making changes isn't enough – the updates must take advantage of consumer analytics to make them better and to attract more customers. [Jose Duarte](#), an entrepreneur and eCommerce expert from Costa, discusses some of the points to consider when ready to upgrade an eCommerce platform.

Sales conversions are the lifesaver of any business. The principal thing is to break down and translate the patterns of conversion and detect the potential deformities in the conversion pipeline. Says Duarte, "You should distinguish the reasons why your deals are going downhill (or not improving) and after that, roll out the improvements to your that counter those deficiencies."

During the update procedure, you should lose the emphasis on your key guests. When you understand that your site needs improvement, you can request that your intended interest group set forward their proposals. This will give your eCommerce web improvement group more input regarding the requirements and desires for your intended interest group. The inclinations of your intended interest group must not be overlooked in the update procedure but, rather, should be one of the principal considerations.

In all honesty, there are times when you owe a major thank you to the competition. Sites in explicit ventures share some regular goals and visitors. When you understand that your site needs improvement, examine your rivals. In the event that they are showing improvement over you, at that point attempt to make sense of the key components they are focusing on. Contrast your site and the leading competition and judge the general components of those destinations to see where your site stands. Your rivals can give some better plan thoughts. Also, you can gauge the aptitude level required to accomplish them.

Two of the most fundament – and vital – elements of an eCommerce site are navigation and checkout. While there is no one-size-fits-all solution with regards to both of these and shouldn't be changed unless there is a compelling reason to do so. Never roll out extraordinary improvements in navigation and consistently keep it basic as could reasonably be expected.

Checkout procedures basically rely on the payment solution of your site. Because of designers, there are several free and paid installment solutions created by third-party developers. Explains Duarte, "In upgrading the eCommerce platform, you can coordinate the installation of the payment solution that offers additional incentives to clients. For example, you can include an extension that allows partial payments that will enable your client to buy items from your store and pay you in installments."

Brand personality components incorporate hues, logos, typography and so on. They assume a

significant job in brand faithfulness, and guests consistently need a site to look similar to the existing versions. Sudden changes are probably going to confuse your clients. Shading plan and logos must not be changed. Notwithstanding, in the event that you feel that hues and logos are obsolete, you can roll out some minor improvements – but nothing more than just a slight facelift.

The objective of updating an eCommerce website ought to never be simply to give the site a new look. There must be a reasonable arrangement of objectives and purposes. Updating the site with no pre-characterized procedure can accomplish more mischief than anything to your site. On the off chance that you truly think your site needs changes, take into account these considerations before moving forward.

#### About Jose Daniel Duarte

Jose Duarte is originally from Heredia, Costa Rica. He has been an entrepreneur and business owner for more than 20 years, and divides his time between his existing operations and researching new possibilities in which to invest. When he's not dedicating time to his businesses, he spends time with his supporting wife and two children.

Jose Daniel Duarte  
Jose Daniel Duarte  
8623 1190

[email us here](#)

Visit us on social media:

[Facebook](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.