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## Ecommerce Homepages

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Q1 - Are homepages still important? What has changed over the last few years to make them more/less important?

Q2 - What are the elements that make a good homepage? What are some good examples?

Q3 - How often should ecommerce sites update their homepages? What factors impact this?

# About #ECOMCHAT

## What's this about?

Every Monday we're running a #ecomchat 'ecommerce chat' session on Twitter. This site is just a neat way of joining all of those together & storing info from them so it's not simply lost in the wind.

- Every Monday at 1pm. (8am Eastern US)
- Each week we post a blog post at [ecomchat.com](http://ecomchat.com) with full details of the next session, the time, and some rough questions.
- Hashtag [#ecomchat](#)

## How do I join in?

Join in on Twitter at 1pm UK time or [follow along using the twitter #ecomchat live stream.](#)

## How does it work?

I'm sure things will evolve over time, but at the moment:

- It's a 1 hour chat session.
- We pick a topic each week (for example, 'content for ecommerce', or 'making the most of mobile')
- We ask 3 questions around the topic to nudge things along.
- Anyone can reply, chip in, reply to anyone if they agree/disagree, etc. (it's totally informal). If you put '#ecomchat' in your answer, everyone else will be able to see it. If you put the answer number (eg. "A1." it makes things a little easier).

## Ecommerce Homepages

Q1 - Are homepages still important? What has changed over the last few years to make them more/less important?

**[@JamesGurd](#)** : I personally really like AO - i think it understands its brand position and does well to promote value messages & social proof [#EcomChat](#)

- [@s17pur](#) : proving it's all about individual tastes, I dislike their homepage. To me it seems too cluttered, with too many links. [#EcomChat](#)

**[@JamesGurd](#)** : For using simple personalisation, i like how [@TheWineSociety](#) surfaces member-centric info on the HP once logged-in e.g. events [#EcomChat](#)

- [@JamesGurd](#) : That said, i've not seen much personalisation based on new/return visitor status [#EcomChat](#)
- [@KevinWaugh](#) : Some companies never understand that new & returning visitors need different things, they think in 1 size fits all. [#ecomchat](#)
- [@KevinWaugh](#) : To take 1 step further, new visitors want trust, returning want recurring value, especially if they already trust you. [#Ecomchat](#)

**[@JamesGurd](#)** : It's interesting to see brands like AO putting social proof in the key content area on the homepage - selling the brand/values [#ecomchat](#)

- [@MontseCano](#) : What I don't understand is why social proof isn't visible everywhere. But some don't get social yet. [#EcomChat](#)
- [@JamesGurd](#) : e.g. does John Lewis need to show "X people like us" as much as AO does? Arguably not, though still relevant [#ecomchat](#)
- [@MontseCano](#) : No, I meant the ability to share content, eg, product pages. Not a fan of numbers next to social buttons. [#EcomChat](#)
- [@OptimiseOrDie](#) : Low or zero numbers are negative social signals and can make your site look Turn numbers off if low! [#EcomChat](#)
- [@MontseCano](#) : Yep. Precisely. [#EcomChat](#)
- [@JamesGurd](#) : Ah OK. Yes showing numbers can be problematic if you're not strong on social and it looks like tumbleweed! [#EcomChat](#)

**[@carmenmardiros](#)** : Surely homepage is an antiquated term from days when it was the main entry point. It's a landing page with special status [#ecomchat](#)

- [@OptimiseOrDie](#) : Yes - it's a 'special' page sure enough but just another landing, linking or influence page to study. [#EcomChat](#)

**[@peter\\_oneill](#) : Check the data first, what proportion of visits enter on the homepage - determines the how big a priority it is [#EcomChat](#)**

- [@ChinaShopBull](#) : Is it a case of what people do on the homepage as opposed to how many? [#ecomchat](#)
- [@peter\\_oneill](#) : first, does it matter (how many). Then does it do its job (actions taken). So what is the job of an ecom homepage? [#EcomChat](#)
- [@JamesGurd](#) :The £m question - what is the job of the homepage? For me it's a conduit to a better place [#ecomchat](#)
- [@peter\\_oneill](#) : job of homepage does depend on visitor intent, what help/info do they need cc [@carmenmardiros](#) [#ecomchat](#)
- [@JamesGurd](#) :yes definitely - one of the fun challenges is understanding users/personas and why they come [#ecomchat](#)
- [@KevinWaugh](#) : Depends on each site, but I see it as a place to trumpet UVPs and as a hub. [#ecomchat](#)
- [@JamesGurd](#) : it's about connecting people with information they need, whether that's through content or product [#ecomchat](#)

**[@danbarker](#) : What about mobile? TV & radio ads often drive straight to mobile homepage. Albeit you can divert with PPC ads if you wish. [#ecomchat](#)**

- [@ChinaShopBull](#) : that's a simple case of reflecting the marketing message and creating a flow from there with a banner isn't it? [#ecomchat](#)
- [@danbarker](#) : agreed, one of v few areas where homepage importance has increased & where it has to be right to avoid wasting £. [#ecomchat](#)
- [@OptimiseOrDie](#) : You need to make every inch earn it's keep in a window display but website doesn't mirror retail! [#EcomChat](#)
- [@ChinaShopBull](#) : It depends whether you have high footfall or if you are tucked away on a trading estate how much your window display matters

**[@danbarker](#) : What about mobile? TV & radio ads often drive straight to mobile homepage. Albeit you can divert with PPC ads if you wish. [#ecomchat](#)**

- [@ChinaShopBull](#) : that's a simple case of reflecting the marketing message and creating a flow from there with a banner isn't it? [#ecomchat](#)
- [@danbarker](#) : agreed, one of v few areas where homepage importance has increased & where it has to be right to avoid wasting £. [#ecomchat](#)
- [@OptimiseOrDie](#) : Agreed - I say to people "Would John Lewis have the same Window Display all f\*\*\*ing year?" [#EcomChat](#)

**[@ecomchat](#) : MT [@supaswag](#) Majority of brand traffic lands on homepage. Now, what do these people actually WANT when they search for brand only? [#ecomchat](#)**

- [@pferron](#) : [#ecomchat](#) that's why it's functions and layout is key - beauty can distract from function can be a battle at times

- [@supaswag](#) : I hate e-commerce home pages that have nothing but a massive pic and a drop down menu at the top & couple of footer links

**[@krystianszastok](#) : I think homepage is important for your brand - product pages for your SEO/conversions. #EcomChat**

- [@shahbaz\\_ahmed](#) : checkout page = conversion
- [@krystianszastok](#) : yeah but you first have to get people to that checkout page - that's where most ecommerce sites fail [#EcomChat](#)

**[@ahmed\\_khalifa](#) : still important. People still search for brand and aptly land on homepage. And URL tend to be very simple to remember [#ecomchat](#)**

- [@ChinaShopBull](#) : watching non-tech people (friends, parents) shopping they go for the branded homepage and enter there. [#ecomchat](#)
- [@ahmed\\_khalifa](#) : that doesn't surprise me and it signifies the relative importance that homepage have on a site [#ecomchat](#)
- [@ChinaShopBull](#) : It's a reason to understand the user types who land there and make it easy for those people to move forward :-)
- [@JamesGurd](#) : and for SEO, brand usually much higher traffic than generic > points at homepage [#ecomchat](#)
- [@ahmed\\_khalifa](#) : and I can imagine that most user types are non-techies so it's crucial to make it as easy as possible for them [#ecomchat](#)
- [@ChinaShopBull](#) : Will be interesting to see how Google's changes to be non-keyword driven will affect homepage traffic.

**[@carmenmardiros](#) : Not just proportion of traffic, type of traffic by task intent - ie returning customers checking account, new prospects etc [#ecomchat](#)**

- [@JamesGurd](#) : Intent definitely key - not treating all users the same with generic experience, or making sure bases are covered [#ecomchat](#)

**[@ecomchat](#) : [#EcomChat](#) Q1: Are homepages still important? What has changed over the last few years to make them more/less important?**

- [@s17pur](#) : yes they definitely are, but from a purely SEO perspective they don't seem to hold the value they once did. [#EcomChat](#)
- [@JamesGurd](#) : surely for pure brand they do still? Strong SEO presence on brand for homepage helps reduce dependency on brand PPC... [#ecomchat](#)
- [@s17pur](#) : yes, but homepages now rank almost exclusively for brand terms in my experience. Used to rank for more terms. [#EcomChat](#)
- [@JamesGurd](#) : yes i think that's true for many sites and IMO it makes sense - homepage is the online brand ambassador [#ecomchat](#)

**[@JamesGurd](#) : a1) and let's not forget the URL most published online & offline is the homepage - still essential to get this page right [#ecomchat](#)**

- [@ProjectOcto](#) : And as people use brand searches (eg 'Argos') then HP is still the choice [#EcomChat](#)

**@peter\_oneill** : Check the data first, what proportion of visits enter on the homepage - determines the how big a priority it is [#EcomChat](#)

- [@OptimiseOrDie](#) : Agreed - also conversion rates via segmented flows through that page (landing or influence) [#Ecomchat](#)
- [@JamesGurd](#) : and also traffic sources - can often find a few referral domains pumping to homepage not deeper [#ecomchat](#)

**@pferron** : [#EcomChat](#) their importance is relative to its traffic flow - I'd suggest a bit of side show for the HIPPO as well

- [@ChinaShopBull](#) : I would agree on that one. Some definite muscle flexing from that direction.
- [@pferron](#) : [#ecomchat](#) it's still a key piece of real estate but is rarely the sole domain of e-coms
- [@ChinaShopBull](#) : It depends on the business. If it's eCommerce on the side of the .com or if it's simply a shop.
- [@pferron](#) : agreed dependent of the focus/make up of the company

**@carmenmardiros** : Not just proportion of traffic, type of traffic by task intent - ie returning customers checking account, new prospects etc [#ecomchat](#)

- [@OptimiseOrDie](#) : Good point re:intent. And also as [@jamesgurd](#) says, Segment by device class/model [#Ecomchat](#)
- [@OptimiseOrDie](#) : A1 : Tip - try walking the key inbound site routes w top customer browsers and devices from SERPS page onwards - to see it. [#EcomChat](#)

## General Points

**Q1 - Are homepages still important? What has changed over the last few years to make them more/less important?**

[@lakey](#) : A1) It depends, but I suspect that homepages are most important for new visitors, so brand positioning is key. [#EcomChat](#)

[@OptimiseOrDie](#) : A1 It's about that flow (every site differs). Knowing traffic/influence of homepage vital to answer that Q. [#Ecomchat](#)

[@KevinWaugh](#) : A1: Even with increased channels to product pages, if I think it's important because it's the front of the building in my mind.

[@OptimiseOrDie](#) : A1 : Since that shape is determined by search engines / ad spend, it drives entry points/flow [#Ecomchat](#)

[@OptimiseOrDie](#) : A1 : They're no less or more less important than they were - it depends on your traffic shape. [#Ecomchat](#)

<http://www.ecomchat.com>

[@JamesGurd](#) : A1) I think still as important as hub & spoke place for generic traffic - how they're used for targeted traffic determines success i.e. if you know where i'm coming from, what device etc you can start to personalise the real-estate to make more relevant  
[#ecomchat](#)

[@OptimiseOrDie](#) : A1 : Data - get some. [#Ecomchat](#)

[@danbarker](#) : I think homepage is still very important, but far, far less often is it the page people land on. [#ecomchat](#)

[@OptimiseOrDie](#) : [#Ecomchat](#) Steve Krug's homepage questions are a good starting point : [http://www.webgeekly.com/lessons/web-design/the-4-questions-your-homepage-should-answer/...](http://www.webgeekly.com/lessons/web-design/the-4-questions-your-homepage-should-answer/)

[@OptimiseOrDie](#) : [#Ecomchat](#) I also recommend these 12 questions for any page : <http://www.inc.com/the-build-network/want-to-improve-user-experience-ask-these-6-questions.html> ...

[@DaveAnalyst](#) : Most companies don't know! Tricky to go beyond traffic flow in analytics as home page is unique, so no benchmark you need to spend time with customers on site to understand it's impact and then validate with split testing [#ecomchat](#)

[@carmenmardiros](#) : One of my favourite reports is Landing Page>Second Page visited. Works great for homepage to determine intent. [#ecomchat](#)

[@Tony DWM](#) : [#ecomchat](#) Great resource here from [@moz](#) <http://moz.com/blog/what-should-i-put-on-the-homepage-whiteboard-friday> ... plus comments..

[@danbarker](#) : Very good point from [@daveanalyst](#): There's only one homepage, so harder for companies to know whether it is over/underperforming. [#ecomchat](#)

[@ChinaShopBull](#) : It seems the more niche = more important it is? Is it important to Asos? I guess not, small B2B player, maybe more so? [#ecomchat](#)

## Q2 - What are the elements that make a good homepage? What are some good examples?

[@danbarker](#) : I always like <http://folksy.com> too - some very nice stuff on the homepage, & nicely responsive. [#ecomchat](#)

- [@supaswag](#) : Would be interesting to see how page traffic increases when "picked by the Folksy Team" & featured on the home page
- [@quiffboy](#) : [#EcomChat](#) I'd be interested to see what people think of our client's <http://asicsamerica.com> (we suggested structure/IA, they create content)

**@danbarker** : Any examples of very successful [#Ecommerce](#) homepages? Or people doing interesting stuff via homepage? [#EcomChat](#)

- [@lakey](#) : I like Crate & Barrel's minimal approach (<http://bit.ly/1iFOliD>). It's the anti-Sports Direct. [#EcomChat](#)
- [@MontseCano](#) : I love this one. Minimal approach works really well for me. [#EcomChat](#)
- [@lakey](#) : C&B has always had a good look. Pretty typography and a lack of clutter. Fits the brand. [#EcomChat](#)
- [@MontseCano](#) : Curiously enough, been dealing with typography this morning.
- [@lakey](#) : A lost art, given the rise of image-rich websites, but so much scope. I intend to write about responsive typography.
- [@MontseCano](#) : By the way, lovely pics too, easy to navigate. I wanna manage a site like that!
- [@ChinaShopBull](#) : that home page feels like AA's site last time I saw it - not checking from here, can't be sure it's work safe ;-)

**@danbarker** : Any examples of very successful [#Ecommerce](#) homepages? Or people doing interesting stuff via homepage? [#EcomChat](#)

- [@s17pur](#) : not sure if it's successful, but happy to open ours up to ridicule: <http://www.festive-lights.com>. [#EcomChat](#) (missed the tag first time)
- [@ProjectOcto](#) : Yeah perfectly good mobile version that
- [@ChinaShopBull](#) : you have an awesome business there. Spent a few years working in lighting. Love it (I'm easily pleased)
- [@JamesGurd](#) : Yep i like the pinned nav as well - really surprised not more brands use this [#EcomChat](#)
- [@s17pur](#) : the mobile site itself is actually under review. Times have changed very fast on that front!
- [@s17pur](#) : yeah the navigation is something we've had a lot of positive feedback on, particularly the images. [#EcomChat](#)
- [@s17pur](#) : alas, I am not the owner but a mere servant ;) it is a good business, seasonality tough to combat though.
- [@ChinaShopBull](#) : I can imagine Novermber-January are insane. I like the idea of the valentines sell. Are you advertising externally on that idea?
- [@s17pur](#) : very much so, starts as early as September (a lot of trade). No external Valentine's stuff atm, very niche market tbh.
- [@ChinaShopBull](#) : I thought maybe editorial PR pointing back to the site. I used to be desperately looking for for LED festoon for events in December!
- [@s17pur](#) : it's something we don't do enough of to be perfectly honest. Yeah festoons aren't easy to come by, so we do well with them!
- [@ChinaShopBull](#) : Hold some back until mid-december then run PPC - events firms will bite your hand off - of course you can double the price ;-)
- [@s17pur](#) : haha I'll bear that in mind! Buying is always tricky for festoons as the colour preference tends to change each year.

**@quiffboy** : [#EcomChat](#) Ecom HP content should establish brand, signpost into key categories, highlight popular products, and/or showcase breadth & depth.



- [@quiffboy](#) : The exact % mix of those functions will depend on product/service type, audience type, and of course your analytics data.
- [@quiffboy](#) : All those elements should help orientation, establish brand & trust, and signpost onwards to relevant content.
- [@quiffboy](#) : As [@OptimiseOrDie](#) said Krug had it nailed many moons ago with his 3 q's a site should answer: Where am I, what does it do, etc
- [@OptimiseOrDie](#): (nods) - Yeah and if you haven't thought about those Q's from people perspective, there's probly a gap. [#Ecomchat](#)

**[@OptimiseOrDie](#) : A2 : It helps as many people as possible perform the tasks and reach the goals they had. Like Department store signage. [#EcomChat](#)**

- [@OptimiseOrDie](#) : Q2 Examples : Airbnb is one of my faves - excellent photos sell experience, simple, crafted very well. [#EcomChat](#)
- [@ProjectOcto](#) : Utterly gorgeous site!
- [@MontseCano](#) : Definitely! I think that other brands that sell experiences, plans for the night, etc, could do it too. [#EcomChat](#)

**[@ecomchat](#) : Q2: What are the elements that make a good homepage? What are some good examples?**

- [@MontseCano](#) : I think it depends on device. For mobile phones, the message needs to be straight to the point [#EcomChat](#)
- [@ProjectOcto](#) : As well as tech elements such as quick to load, big search area, view all type approach
- [@MontseCano](#) : Also, I don't mind sacrificing style details, so long branding is there. [#EcomChat](#)

**[@danbarker](#) : Here's a free [@GoogleAnalytics](#) Custom Report for understanding intent:**

**"Second Page Viewed after Homepage": <http://bit.ly/afterhome> [#ecomchat](#)**

- [@gcharlton](#) : Thanks Dan - here's ours since Jan1: <http://i.imgur.com/R5Ozs4W.png> [#EcomChat](#)
- [@danbarker](#) : good to see 'Ecommerce' 2nd biggest topic & about to topple advertsing ;) [#EcomChat](#)
- [@gcharlton](#) : Yep - any reason I can't get data for this before Jan 1 2014 btw?
- [@danbarker](#) : I \*think\* that's when they opened up 'second page' as a UI dimension. used only to be in the api. [@googleanalytics](#)
- [@gcharlton](#) : I see. Would have been good to see historical trends.

**[@JamesGurd](#) : That said, i've not seen much personalisation based on new/return visitor status [#EcomChat](#)**

- [@KevinVaugh](#) : Some companies never understand that new & returning visitors need different things, they think in 1 size fits all. [#ecomchat](#)
- [@JamesGurd](#) : yes it's the curse of the HP - once it's built, apart from key marketing messages, the content rarely changes [#EcomChat](#)

**@peter\_oneill** : Does anyone have an example of a homepage with good analytics tracking implemented? [#EcomChat](#)

- [@JamesGurd](#) : surely all the ones you and [@danbarker](#) have worked on mate:) [#EcomChat](#)
- [@peter\\_oneill](#) : I don't have a client that I have talked into doing detailed tracking on the homepage, but could describe in blog post

**@quiffboy** : [#EcomChat](#) I'd be interested to see what people think of our client's <http://asicsamerica.com> (we suggested structure/IA, they create content)

- [@JamesGurd](#) : Overall looks nice and clean. Contrast of copy & background colour may be an issue in footer? [#EcomChat](#)
- [@quiffboy](#) : White in dark blue? Yeah brand colours used at some expense of legibility. [#gah](#) Thanks

**@JamesGurd** : As a man with long sighted issues, contrast is something i have minor OCD about!!! Nice overall design though. [#EcomChat](#)

- [@MontseCano](#) : Lovely big pictures there!
- [@ChinaShopBull](#) : Does long sightedness affect contrast clarity? That would explain my preferences :-)
- [@quiffboy](#) : Thanks guys. Part of the brand vision was huge product photography ("make the product the star" was one of the brief)
- [@quiffboy](#) : Looking at it again I've just realised thats a bug. Text is supposed to be white not grey! Will raise it. Good spot. [#EvenMoreGah](#)
- [@quiffboy](#) : I think US has implemented better than UK (<http://asics.co.uk>) US has had system for 6 mths longer to be fair.
- [@MontseCano](#) :What CMS are you using?
- [@quiffboy](#) : Not really a CMS as such but a entire ecom platform with (some) CMS functionality, called Hybris / [@hybris software](#)
- [@MontseCano](#) : Never used any ecom software.Aching to get my hands on one!!I'll check for an online free trial to play
- [@quiffboy](#) : Don't think [@hybris software](#) do a free trial. It's real enterprise stuff - lots of back end integration required.
- [@quiffboy](#) : You'd be better of trying something like Magento. Semi-enterprise :) Still needs config, but easier to run standalone

**@danbarker** : Any examples of very successful [#Ecommerce](#) homepages? Or people doing interesting stuff via homepage? [#EcomChat](#)

- [@lakey](#) : I like Crate & Barrel's minimal approach (<http://bit.ly/1iFOLiD>). It's the anti-Sports Direct. [#EcomChat](#)
- [@lakey](#) : Then there are ones that are minimal-yet-engaging above the fold: <http://bit.ly/1iFPITV> [#EcomChat](#)
- [@lakey](#) : Mack takes an innovative approach. Click all over the image to reveal products: <http://bit.ly/1iFQ2fQ> [#EcomChat](#)
- [@danbarker](#) : That's really nice - like 'Amplience', but it doesn't seem to be. [#ecomchat](#)

<http://www.ecomchat.com>

- [@lakey](#) : Yes, it works well... on a desktop, at least! [#Ecomchat](#)
- [@SEOsherlock](#) : I like [@pactcoffee](#)'s site with a very rich ux flow and interactive forms.
- [@lakey](#) : And some lovely little animations.
- [@SEOsherlock](#) : And those too. A great example of "why before what" branding.
- [@pactcoffee](#) : Thank you so much for your kind feedback guys!

**[@danbarker](#) : Any examples of very successful [#Ecommerce](#) homepages? Or people doing interesting stuff via homepage? [#EcomChat](#)**

- [@lakey](#) : I like Crate & Barrel's minimal approach (<http://bit.ly/1iFOliD>). It's the anti-Sports Direct. [#EcomChat](#)
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- [@lakey](#) : Mack takes an innovative approach. Click all over the image to reveal products: <http://bit.ly/1iFQ2fQ> [#EcomChat](#)
- [@peter\\_oneill](#) : Not a fan of Mack - if I want to check diff pillows for eg, must find the nav via top left or no options [#EcomChat](#)
- [@lakey](#) : If you click on the pillow you can navigation to the sub-category direct from there...
- [@peter\\_oneill](#) : I didn't realise that - means I have to think. I don't like sites trying to be clever/cool, I want them to be simple
- [@lakey](#) : I wholeheartedly agree. I think they've executed the idea pretty well but a more simple site might perform better.

**[@JamesGurd](#) : For pure design and a funky site wide footer, i love [@freepeople](#) in the US: <http://www.freepeople.com/> [#Ecomchat](#)**

- [@ChinaShopBull](#) : that is a pretty site. I would be intrigued to see some user testing on it. I guess I am not the key demographic ;-)
- [@JamesGurd](#) : Ha ha you never know Tim - some nice dresses on there:) It's one of my fave sites to use as example [#EcomChat](#)
- [@ChinaShopBull](#) : It is beautiful to look at. I work for engineering/techy companies so while I like looking at that site it doesn't feel right :-)

**[@krystianszastok](#) :Yup, personas are very important for the homepage, I recommend this read by [@iPullRank](#) [http://moz.com/blog/personas-understanding-the-person-behind-the-visit ...](http://moz.com/blog/personas-understanding-the-person-behind-the-visit...) [#EcomChat](#)**

- [@MontseCano](#) : I thought that was a good one. There's a book about personas on my 'to read' list. [#EcomChat](#)

## General Points:

**Q2: What are the elements that make a good homepage? What are some good examples?**

[@ahmed\\_khalifa](#) : it's a start of a journey for anyone who lands there, regardless of traffic source so strong navigation is crucial [#ecomchat](#)

[@OptimiseOrDie](#) : A2 : It helps as many people as possible perform the tasks and reach the goals they had. Like Department store signage. [#EcomChat](#)

[@OptimiseOrDie](#) : For HP page work, get UX & Behaviour (interactions, events, session replay) - these slides have resources : <http://slidesha.re/1jpROok> [#EcomChat](#)

[@krystianszastok](#) : A2: I like ebay - they have a nice card/product design and I always find stuff quickly. [#EcomChat](#)

[@KevinWaugh](#) : [#ecomchat](#) A2: [@Bonobos](#) has a great look on the homepage <http://www.bonobos.com/> simple, but nice images with good CTAs.

[@quiffboy](#) : [#EcomChat](#) Nike HP ain't too bad. Communicates brand VERY well, exposes depth of product range, and featured products. It's very them.

[@lakey](#) : Q2. A clear positioning statement. Ultra-obvious navigation. Lots of social proof / testimonials. Compelling CTAs. [#EcomChat](#)

### Q3 - How often should ecommerce sites update their homepages? What factors impact this?

[@OptimiseOrDie](#) : A3 Make sure you don't keep adding stuff - take away things that don't get use/interactions. HP pixels should earn like retail. [#EcomChat](#)

- [@OptimiseOrDie](#) : A3 : Get UX tests, Data, Personas, Insight - as much as possible. Then draw up hypotheses in brainstorming along these lines... [#EcomChat](#)
- [@JamesGurd](#) : What do you recommend for 1st time builds like start-ups where no web data available? [#EcomChat](#)
- [@CraigWSoftcat](#) : What's your elevator pitch? Tell me what you do in ten seconds. Then direct me to it clearly [#EcomChat](#)

[@OptimiseOrDie](#) : A3 Make sure you don't keep adding stuff - take away things that don't get use/interactions. HP pixels should earn like retail. [#EcomChat](#)

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- [@CraigWSoftcat](#) : What's your elevator pitch? Tell me what you do in ten seconds. Then direct me to it clearly [#EcomChat](#)
- [@OptimiseOrDie](#) : Put analytics tags on! Few of us thinking of running an analytics for startups group teaching programme. [#EcomChat](#)
- [@OptimiseOrDie](#) : Ah your question - you mean in terms of product research? Build a prototype and take it out into the street, the world, the bar

- [@OptimiseOrDie](#) : Find out about competitors, target market, similar products. All stuff is product+you=better person. Find out how to make it so
- [@OptimiseOrDie](#) : A good startup idea is nothing unless tempered against the world. Airbnb was an accidental byproduct of real interactions.
- [@OptimiseOrDie](#) : It's so simple to make a mobile proto that looks good and do cheap testing in bars, coffee shops, stations - beer for insight.

[@OptimiseOrDie](#) : A3 : Experiment regularly if it's a high priority (influence, traffic) page. Testing means creating hypotheses. [#EcomChat](#)

- [@pferron](#) : [#EcomChat](#) a3 if you have the kit or the agency testing should be continuous assuming you have a strategic aim or metrics to improve
- [@OptimiseOrDie](#) : A3 : Get event tracking on everything on the HP - know what drives value and what wastes space. [#Ecomchat](#)

## General Points:

**How often should ecommerce sites update their homepages? What factors impact this?**

[@danbarker](#) : I think the key factors in frequency of updates are your user types and your products. [#ecomchat](#)

[@ProjectOcto](#) : [#EcomChat](#) Always set up event tracking on HP C2As so you can see what works

[@quiffboy](#) : [#EcomChat](#) With apparel should be at least with new campaigns or seasons. Can be hard to compare as could be new season is more popular.

[@pferron](#) : [#EcomChat](#) a3 - I am a long term convert to personalisation but failing that it should be linked to the promotional calendar of the company

Thanks to all of the contributors and follow them on  
twitter!

And thanks from Dan Barker, James Gurd & Jack Saville