

# **Best Ecommerce Websites Of 2019**



**A Guide for Ecommerce Owners**



## TABLE OF CONTENTS

### INTRODUCTION

#### CHAPTER 1:

**SOME OF THE BEST ECOMMERCE WEBSITE DESIGN INSPIRATIONS**

#### CHAPTER 2:

**BEST ECOMMERCE WEBSITES OF 2019 IN USA**

#### CHAPTER 3:

**BEST ECOMMERCE WEBSITES OF 2019 IN AUSTRALIA**

#### CHAPTER 4:

**BEST ECOMMERCE WEBSITES OF 2019 IN INDIA**

#### CHAPTER 5:

**BEST ECOMMERCE WEBSITES OF 2019 IN UK**

### CONCLUSION



### INTRODUCTION

A lot of eCommerce store owners who don't feel the need to invest on design for their online stores use this argument; "customers don't care if the online store has the best website design." And maybe that's true! Maybe your customers do not think about the design of the site consciously. But, think of all the times when eCommerce businesses have been complaining about abandoned carts and those times when you left an online retail store frustrated because either you didn't find the right products, or you didn't feel safe disclosing your payment information. When you did that, I bet you thought how badly the website was designed.



Website design is that important if you want to have one of the top eCommerce websites.

Modern eCommerce website design does its job silently, giving every customer a seamless shopping experience. Great eCommerce websites will never make you stop and think – "something is not right." They fulfill customers' needs every single day. In this eBook we are going to talk about the best eCommerce websites of 2019 based on how some websites have been performing and what the elements in those websites are that make each of them an eCommerce website design inspiration.



## CHAPTER 1:

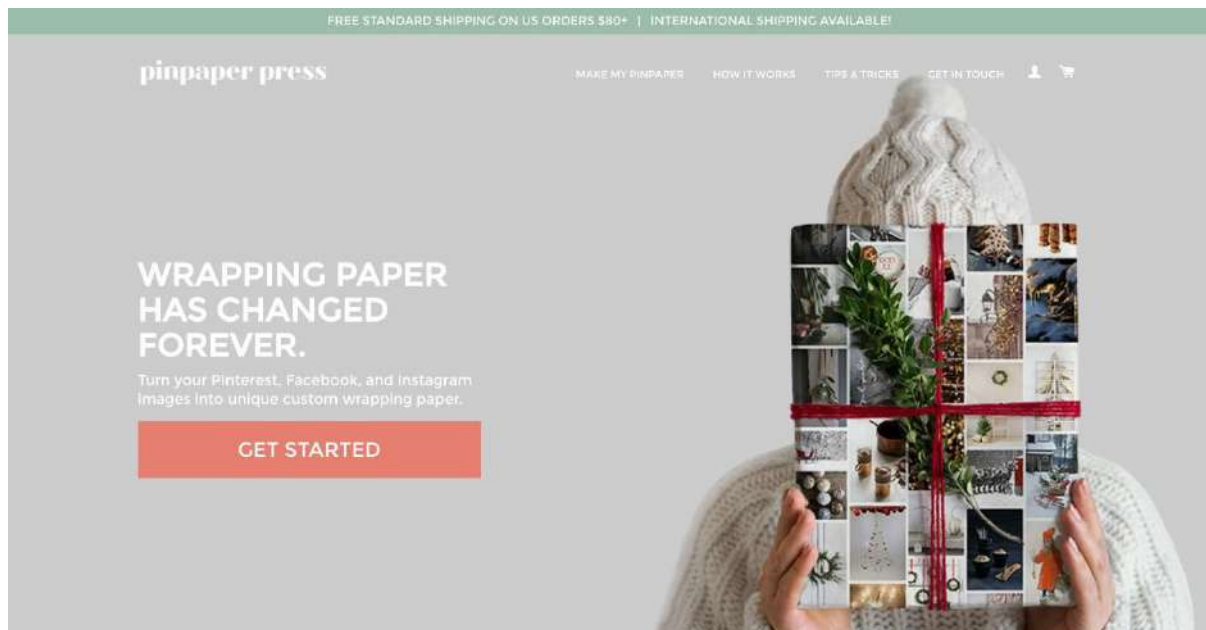
### SOME OF THE BEST ECOMMERCE WEBSITE DESIGN INSPIRATIONS



Do you know how you  
want your customers to  
feel when they first open  
your website?  
Think about it!



## Best eCommerce Websites of 2019

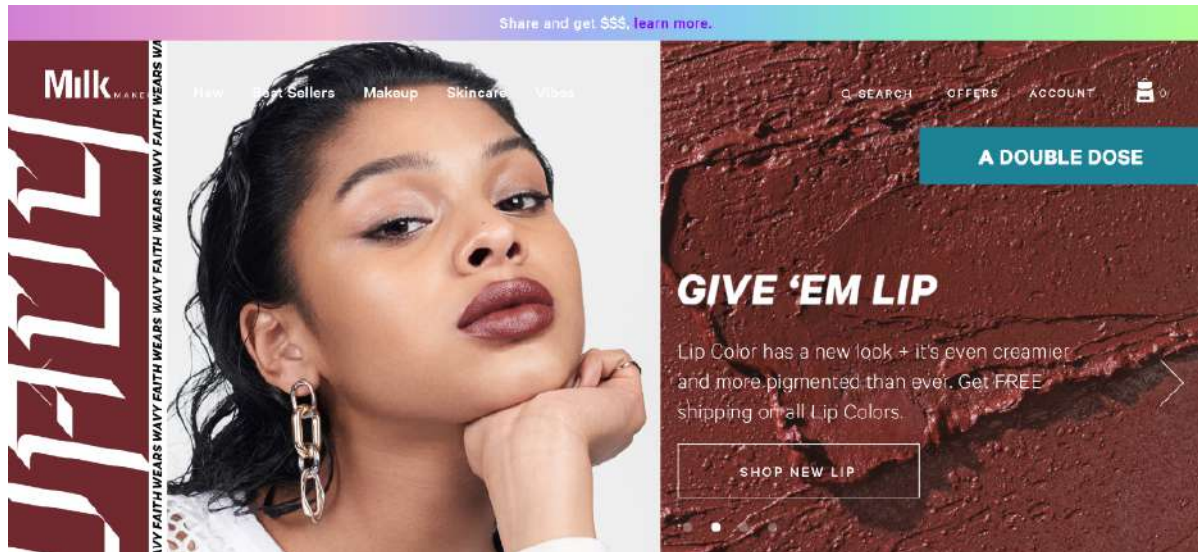


### PINPAPER PRESS

One of the recently launched online stores that we can talk about when it comes to this particular aspect is Pinpaper Press. Pinpaper Press is a gift-wrapping website. The reason we love this website is because it manages to come off real simple and even human. Right from the homepage, you get to know what the brand is about, within the first five seconds of landing on the page.



## Best eCommerce Websites of 2019



### MILK MAKEUP

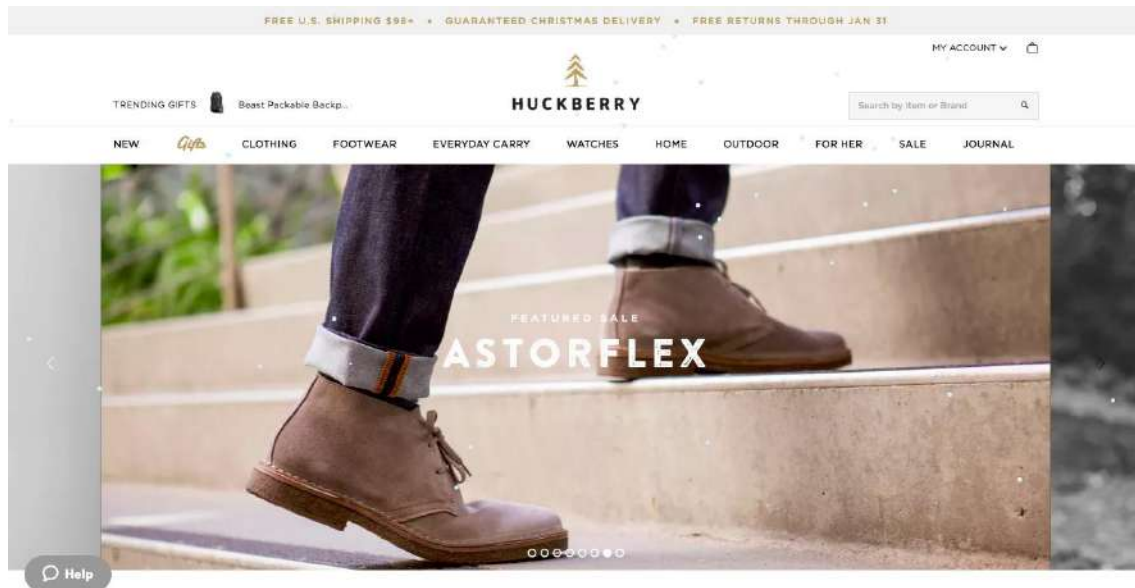
Milk Makeup stands out in this respect too. This US-based online skincare and makeup store has done a fantastic job of understanding their core demographic and how each customer varies from the other. Unlike other makeup companies, Milk offers some education along with its products (offering looks instead of simply shopping by product) and then complements it with videos on the product page showing how the products work on different skin tones.





## Best eCommerce Websites of 2019

Being able to tell a compelling story is another telltale sign of the best online shopping websites.



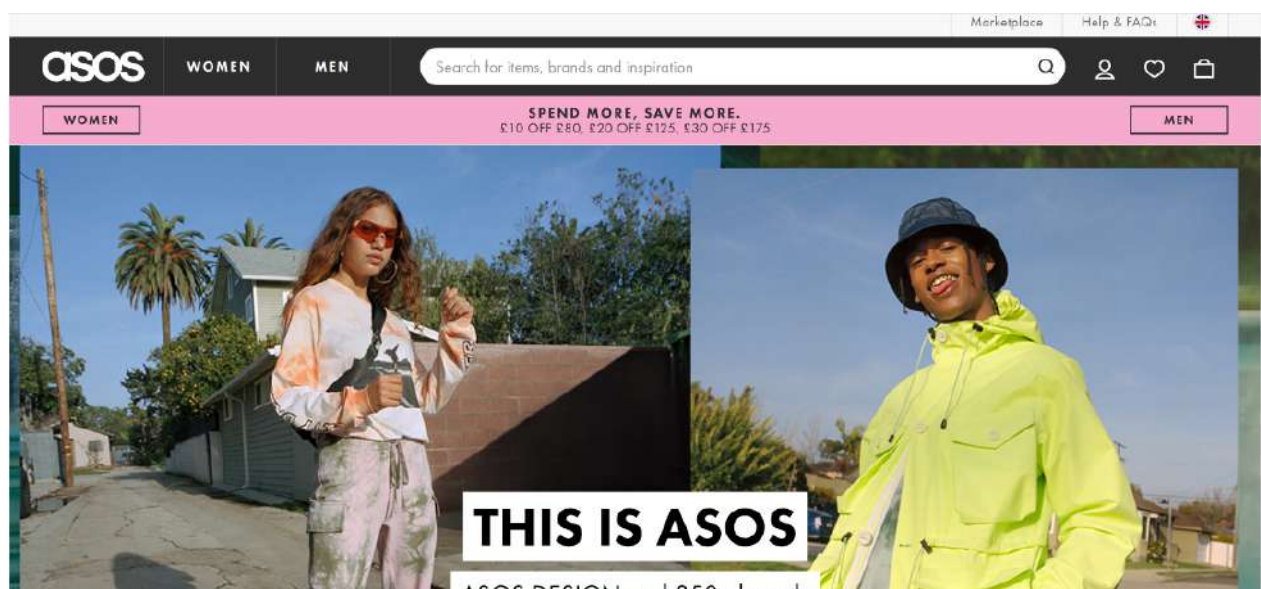
## HUCKBERRY

The objective behind starting an eCommerce website is always selling. But being able to tell a story about your brand is what makes it stick out. Huckberry is one of our favorite eCommerce stores for their keen ability to narrate its brand story and translate it into an effective Call-To-Action.



## ASOS

ASOS is considered an epitome of the best looking eCommerce websites. Featuring pretty much at the top of any top 10 best eCommerce websites, or 50 best eCommerce websites. The company has been doing everything right when it comes to its online presence. Their product images are high resolution and clear. The website loading speeds are great coupled with a smooth web to mobile transition. The website app is uncluttered, intuitive and concise. They have used their data correctly to showcase relevant products to their customers. No wonder, it is considered as one of the top eCommerce sites worldwide.

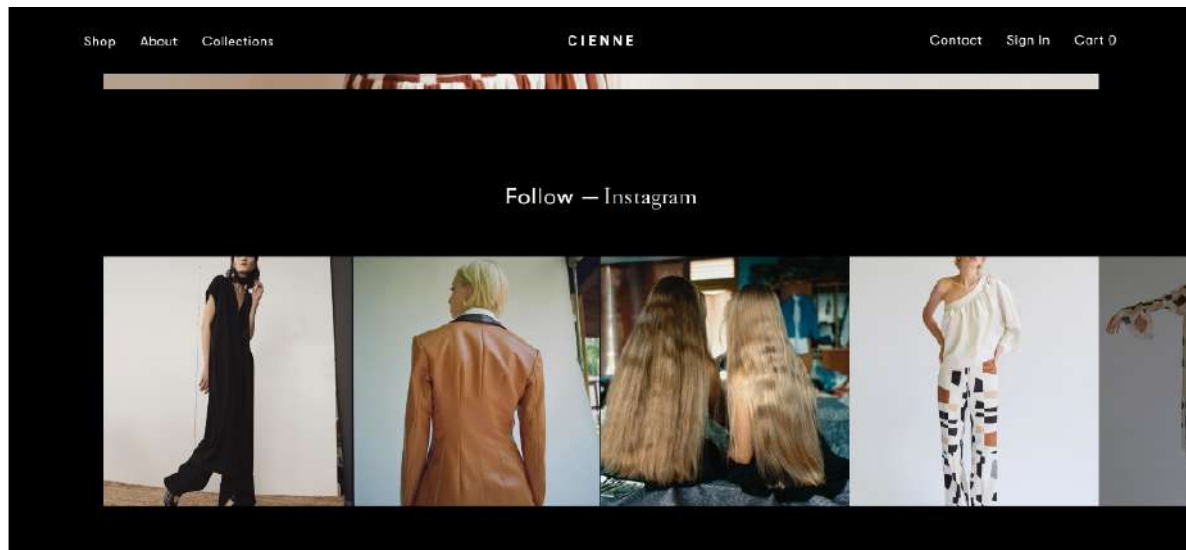






## Best eCommerce Websites of 2019

### CIENNE



Clubbing social media pages with websites can also make some of the best eCommerce websites for fashion. Cienne has a great website. It has a well-styled photography and displays how their audience use their products on their social media pages. This is a great way to showcase their audience's online behavior.





## CHAPTER 2:

# BEST ECOMMERCE WEBSITES OF 2019 IN USA

US retail eCommerce sales are expected to reach \$170 billion by 2022. So, the competition is going to be fierce over the next couple of years.

### 1- TABITHA SIMMONS

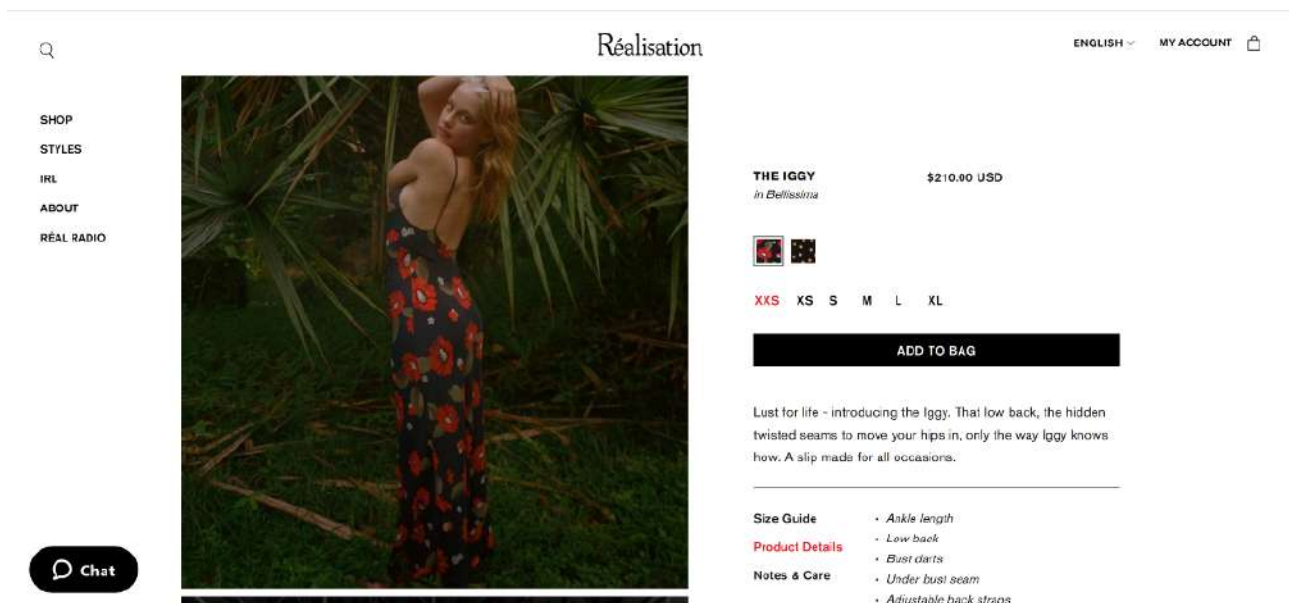


Tabitha Simmons sells women's footwear made from the finest materials. The homepage stands out for its big, beautiful banners with high-end photography. The product pages display premium quality images of Tabitha Simmons' elegant shoes.



## Best eCommerce Websites of 2019

### 2- REALISATION PAR



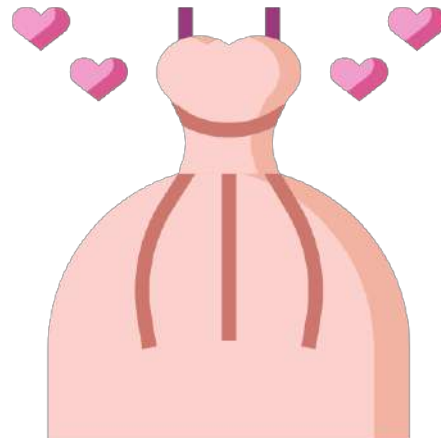
Realisation par is a clothing label specializing in skirts, dresses, and tops. It features a nice “story” with all its products, which makes the products more attractive to customers.





### 3- REVERLY

Revelry is based in Texas and retails affordable, custom-made and trendy bridesmaid dresses. At the same time, it offers an unparalleled online shopping experience. This eCommerce site offers its customers a sample box program, which enables them to try on multiple dresses in the comfort of their homes.







## Best eCommerce Websites of 2019

### 4- YALA DESIGNS



Yala specializes in “feel good” photography, focusing on responsibility and sustainability. Visitors can use the site’s visualization tools to zoom in on products and view them in different colors. It also offers product recommendations “to complete the look” and provides a good Fabric & Care Guide.





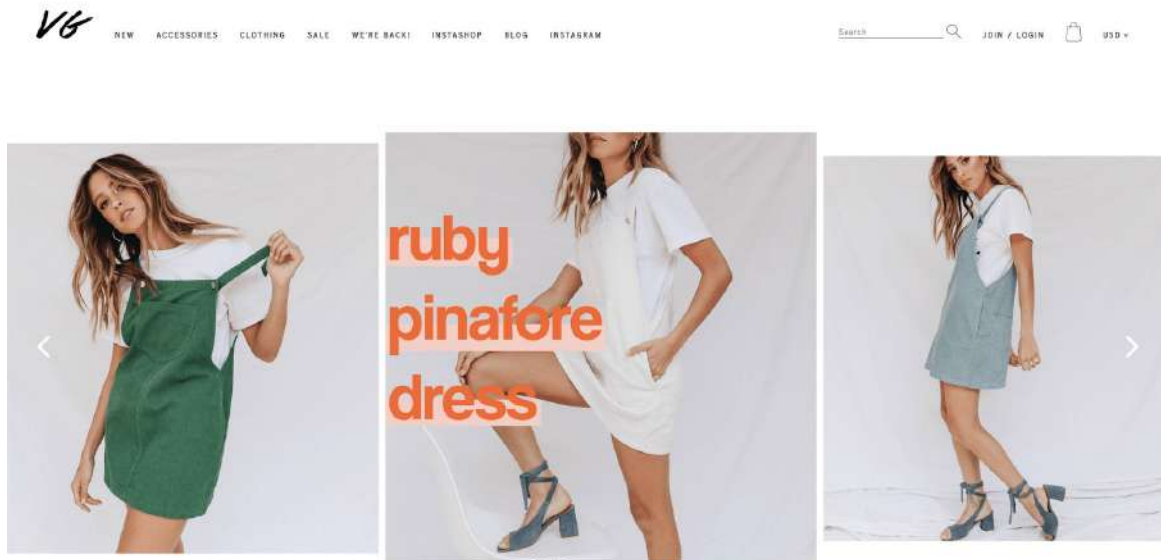


### CHAPTER 3:

## BEST ECOMMERCE WEBSITES OF 2019 IN AUSTRALIA

When it comes to Australia, it is the world's sixth largest country in terms of land area. Thus, eCommerce businesses are growing by leaps and bounds in this country. People have increased the use of online shopping apps in Australia with the increasing percentage of mobile users. Let's look at the 5 best eCommerce websites of 2019 in Australia.

### 1- VERGE GIRL



Verge Girl sells dresses, jackets, denims and other accessories from Australian and international designers. This fashion online store is liked for its irreverent style quotient, its fashion blog and the “afterpay” feature, which allows you to pay for your purchase in several installments.



## Best eCommerce Websites of 2019

### 2- BOHEMIAN TRADERS



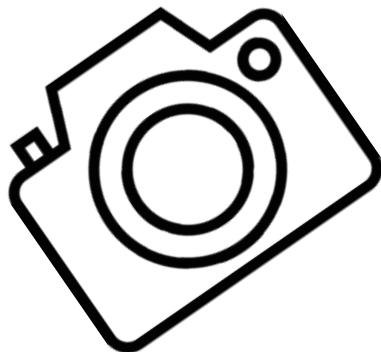
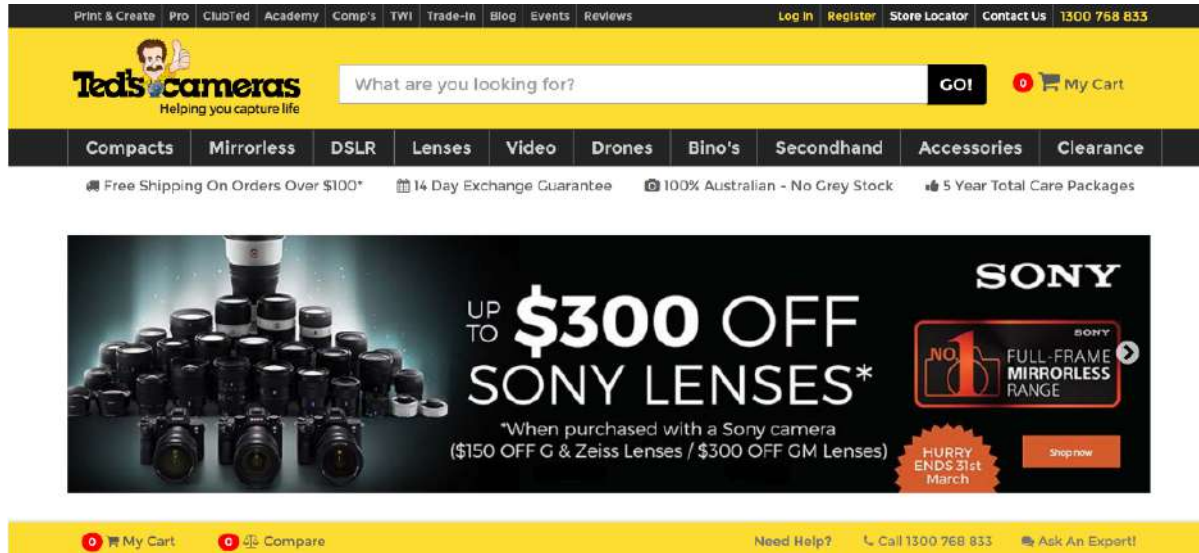
Bohemian Traders is one of Australia's most popular and loved eCommerce websites for fashion and apparel, featuring classic styles for the contemporary bohemian. Apart from multiple views of each product, customers can rate the products, read reviews and receive style recommendations. Another most unique feature of this site is that models appear in different outfits including the same product to show shoppers the different ways that an item can be worn.



## Best eCommerce Websites of 2019

### 3- TED'S CAMERAS

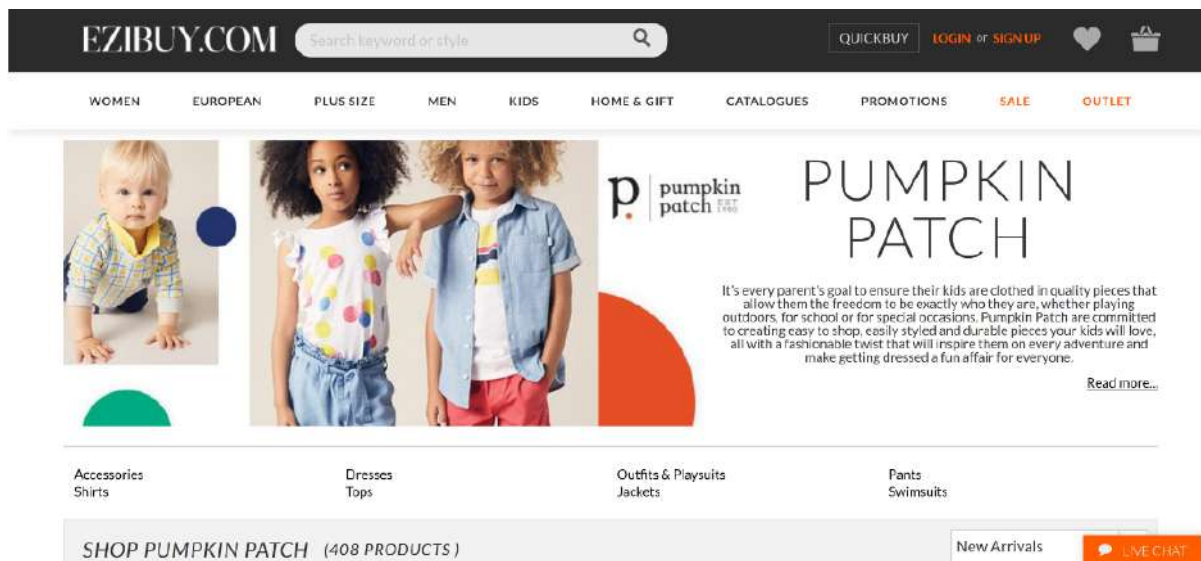
Set on a bright yellow background, Ted's Cameras, as the name suggests, is an online retailer for cameras. The site structure is rather simple with a section dedicated to new arrivals supported with a detailed product description for each item complete. Each product features a video too. The website also has a "Teducation" section which educates visitors on tips and tricks on using cameras and includes reviews of different cameras.





## 4- EZIBUY

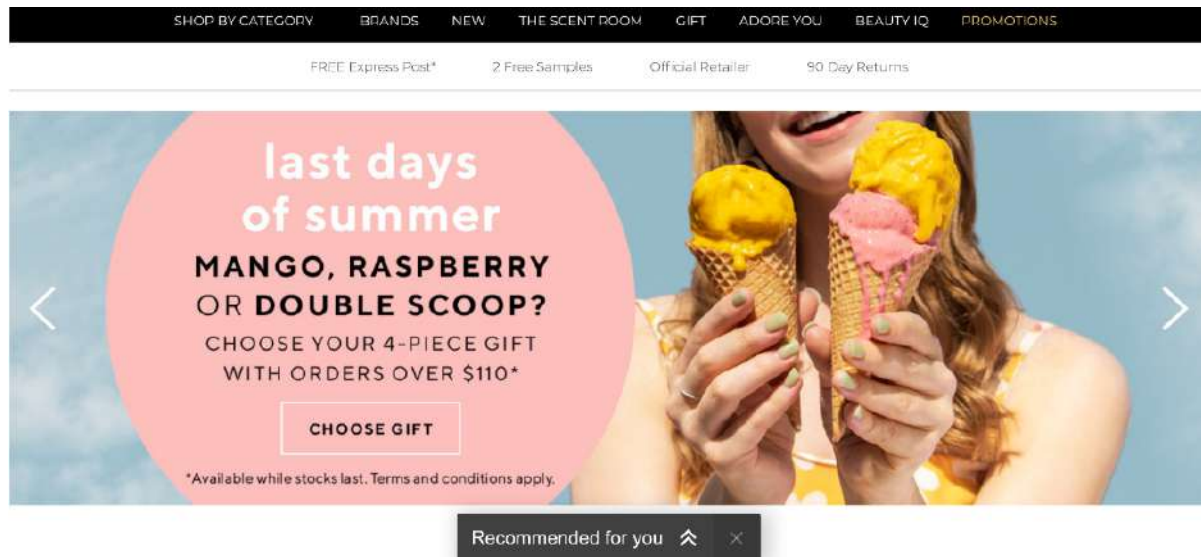
Ezibuy is another Australian eCommerce site selling kidswear. The website is clean, crisp and does a very good job of seamlessly navigating visitors through the website. The products are featured with all the available size and color options on the homepage. The visitors can immediately learn about the availability of a product.







### 5- ADORE BEAUTY



Adore Beauty is a multi-brand online retailer for perfumes and beauty products. The company is quite unique in the sense that they focus a lot on gifts and freebies to lure their customers. Apart from the colorful banner, the rest of the website is on a white background, which balances the design. They also have a beauty blog, which talks about product reviews and upcoming products.





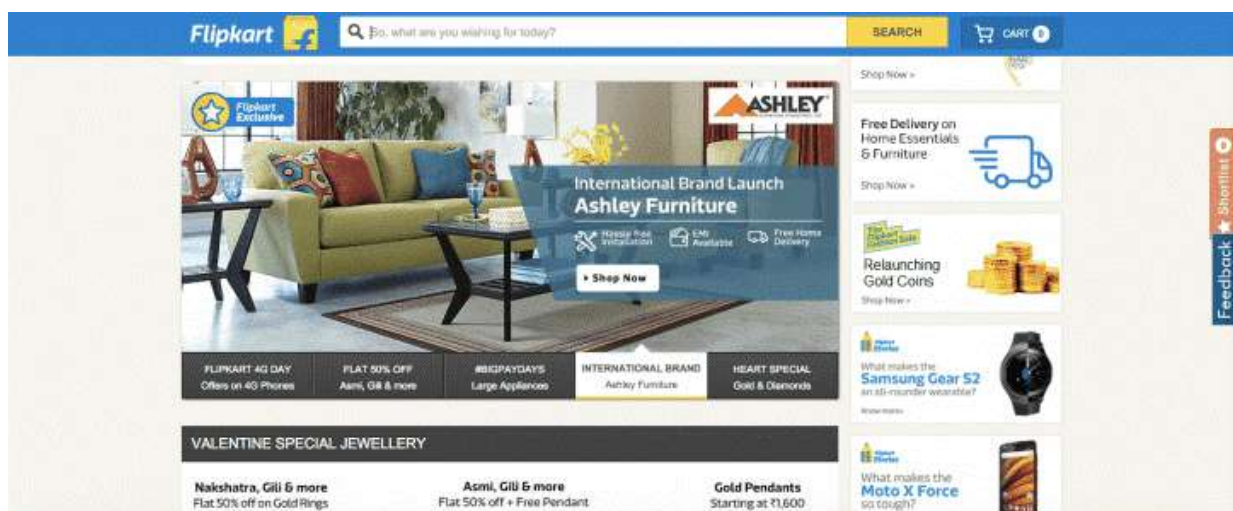


## CHAPTER 4:

# BEST ECOMMERCE WEBSITES OF 2019 IN INDIA

Online shopping has become a way of life in this sub-continent thanks to the growing use of Internet in recent years. Companies like SnapDeal and Flipkart have really raised the bar high with respect to online shopping in India.

## 1- ADORE BEAUTY



Flipkart is pretty much the king of eCommerce stores in India. By far is one of the best eCommerce retail websites in the country. Being one of the best eCommerce responsive websites, the company almost beats Amazon with respect to its app transactions.

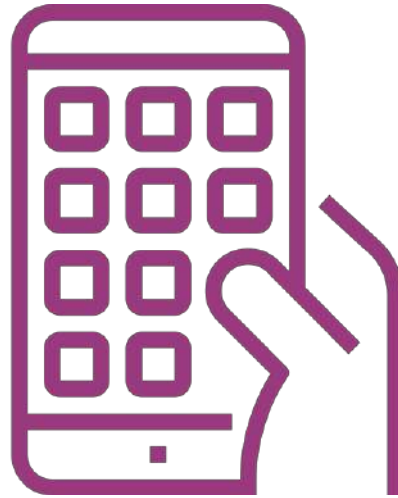


# Best eCommerce Websites of 2019

## 2- SNAPDEAL

SnapDeal is a self-professed Walmart. Modelled after Alibaba, SnapDeal is a convenient, clean and no-nonsense website focusing on sales and only sales. But that has clearly worked for the company, considering the cool website designs – *which do not convert* – every other online retailer chases.





### 3- ALIBABA

Don't be surprised to see Alibaba in this list, because when it comes to one of the best eCommerce websites of 2019 for electronics and bulk purchases, Alibaba wins it hands down. Its shipping via AliExpress has also gained a lot of popularity in the subcontinent.





## 4- AMAZON INDIA

Indians love to shop for international brands, and that's where Amazon India's popularity comes into play. Amazon's super-intuitive website, product recommendations, vast range of products, unparalleled shipping and return policies are what makes it stand out in India.

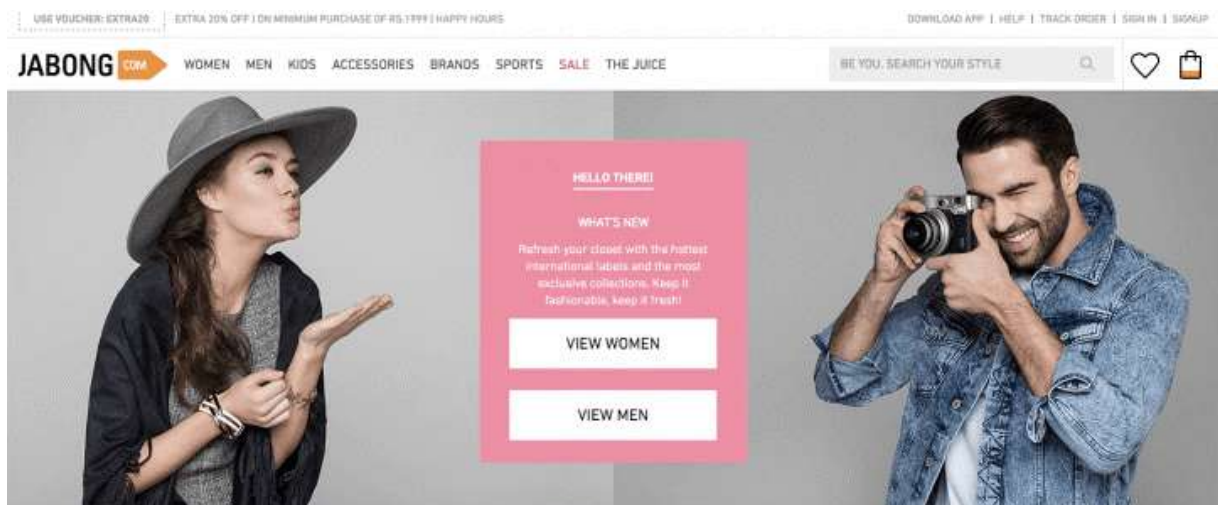




## 5- JABONG



Last, but not least, Jabong is also in this list. This online retailer of clothes and accessories has found a fine balance between Amazon and Flipkart. The website is clean and the product pages are well organized, giving this website a nice look.





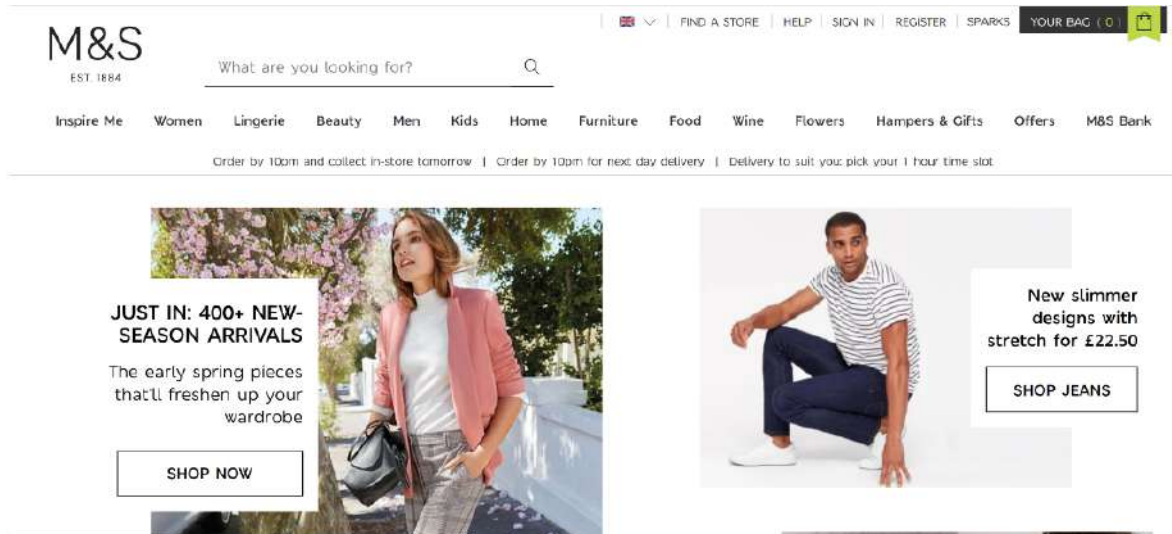


## CHAPTER 5:

### BEST ECOMMERCE WEBSITES OF 2019 IN UK

Amazon UK tops the list on this one, with its unparalleled position as the “go to” place for shopping for the English folks. Even if you talk about the top eCommerce companies by revenue, Amazon ranks at the top.

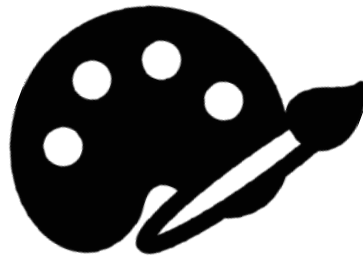
#### 1- MARKS AND SPENCERS



If you haven't noticed, M&S has the longest domain name ([www.marksandspencers.com](http://www.marksandspencers.com)). But that hasn't stopped the company from taking a major chunk of eCommerce revenues in UK. The website is clean, products are very well categorized and their shipping and delivery is commendable.

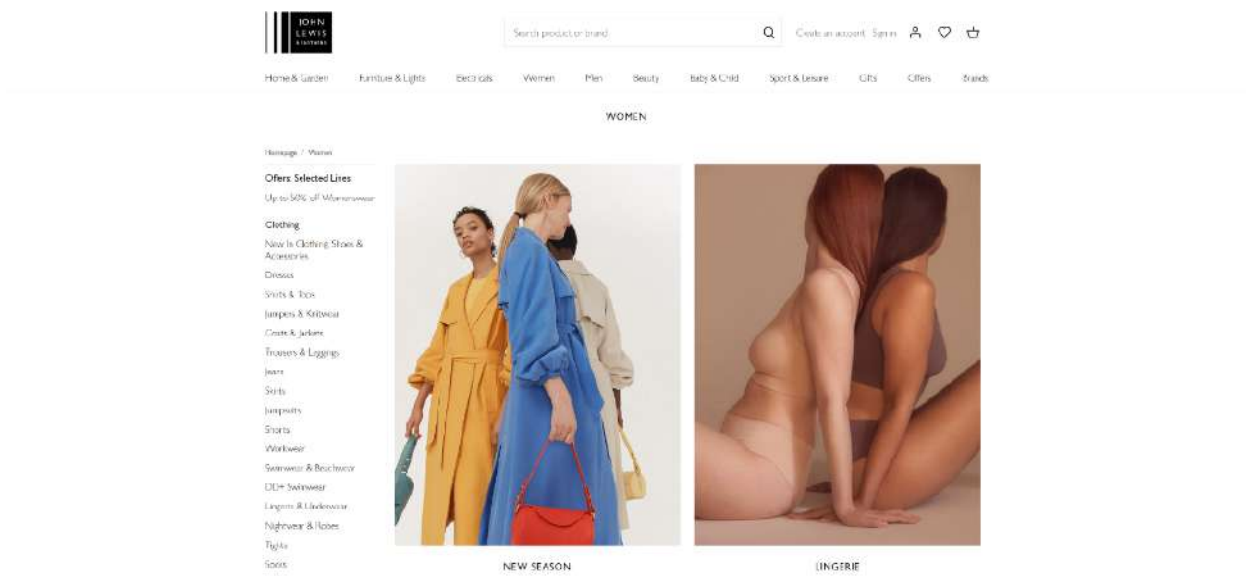


# Best eCommerce Websites of 2019



## 2- JOHN LEWIS

John Lewis is a website where comfort meets style. Clean, simplistic and elegant, this fashion online retailer steals the show with its sheer panache. Set in a white background, the website uses colors beautifully.

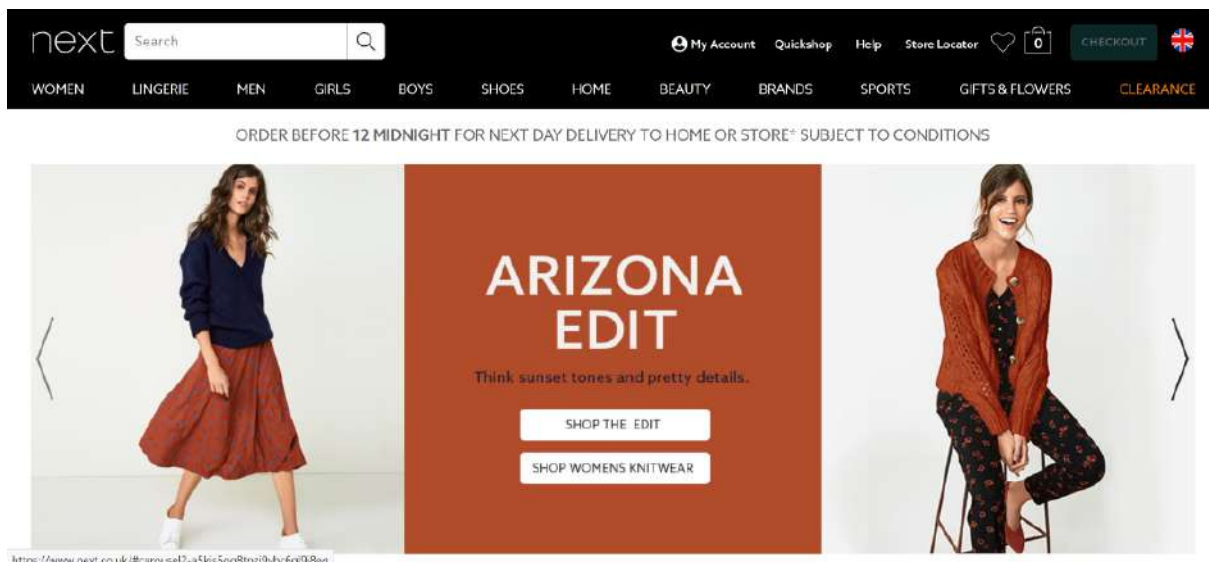




## Best eCommerce Websites of 2019

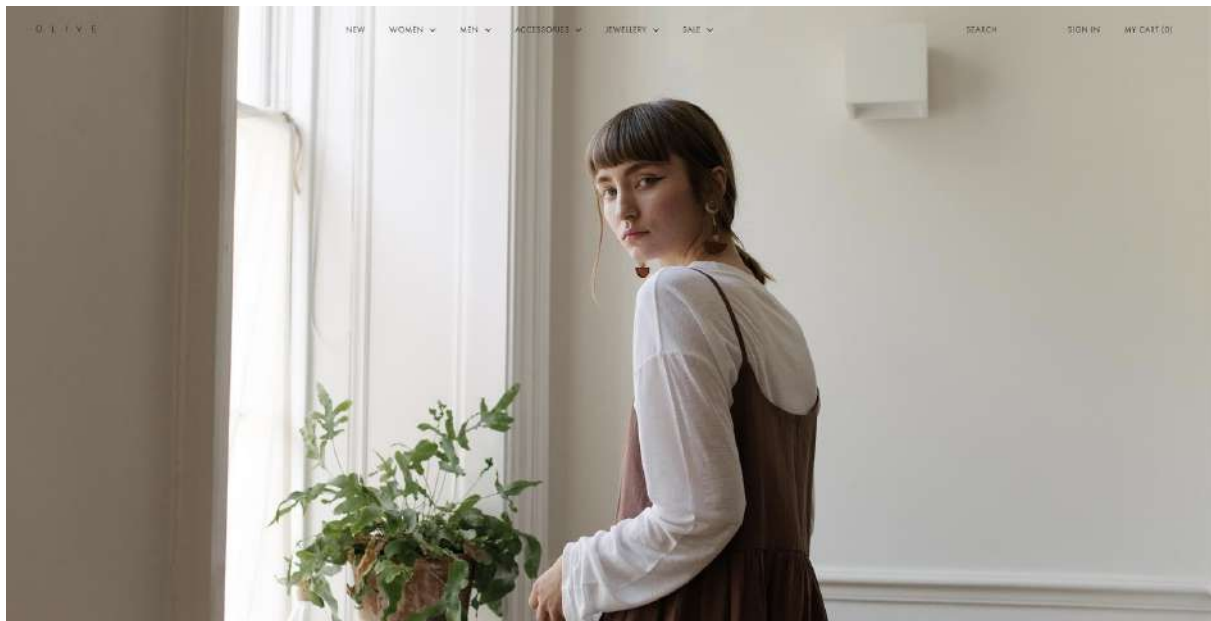
### 3- NEXT

This website is featured in this list because of its minimalist design elements. The website is also very easy to navigate through and customers will have a joyous shopping experience on this online store.





### 4- OLIVIA CLOTHING



Olive Clothing is a British contemporary online clothing brand. The company's website offers different styles that combine tradition with modernity, simplicity with perkiness and street style with elegance. The homepage attracts visitors with a full screen image, and the faceted search functionality makes it possible to navigate through the company's extensive catalogue.



## Best eCommerce Websites of 2019



**Customers want to know everything about a product before they buy it. You need to make sure that you have given them the best eCommerce website layout fulfilling their needs.**

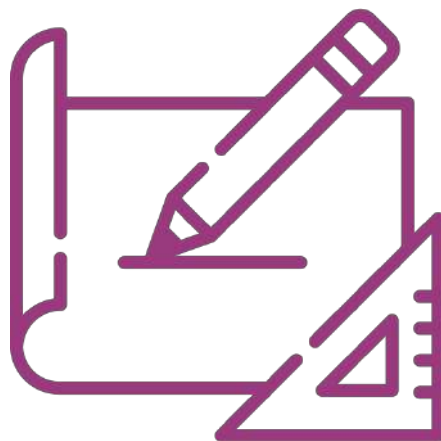






### CONCLUSION:

There are no universal design or feature options, which can guarantee popularity for your online shop. There are just general essentials and desirable things from your customers' point of view that you need to take into account. Nowadays customers watch what they spend on. They want to know everything about a product before they buy it. All you need to do is to make sure that you have given them the best eCommerce website layout fulfilling their needs. And these best eCommerce websites of 2019 will surely act as an inspiration.



# THANK YOU

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