

# 72 Must-Have Features for Ecommerce Website



## Home, Header & Footer

1. Top navigation menu with utility
2. Language option (if relevant)
3. User identity navigation
4. Wishlist
5. Customer login
6. Site footer (if relevant)
7. Search bar
8. Shipping cost
9. Phone number
10. Shipping return procedure
11. Loyalty program
12. Mail newsletters
13. Mail newsletters
14. CTA to push visitors to product collections and new arrivals
15. Featured Products or Best Selling products or New Arrivals
16. Recommended items
17. Test content
18. Contact information
19. Newsletter sign-up
20. Payment options
21. Social media links
22. Use chat
23. FAQ, returns & shipping, store location, contact handling etc.
24. Terms & conditions, Privacy policy & shipping

## Category Page

25. Customer login bar
26. Product filtering and sorting
27. Breadcrumbs navigation
28. Show number of products appearing in the page
29. Page navigation bar

## Product Page

30. Product title
31. Short description of items and benefits
32. Pricing information with personalization
33. Add to cart button
34. Add to wish list button (if relevant)
35. Product description
36. Customer reviews for each product
37. Related Products
38. Add to cart button
39. Product reviews
40. Add to cart button
41. Trust signal (e.g. Add to cart button)
42. Social share button (e.g. WhatsApp)
43. Add to cart button

## Customer Checkout, Shopping Cart and Wish List

44. Billing & Shipping address
45. Shipping methods and their costs
46. Select an order to track to order codes
47. Select all payment methods
48. Cart details
49. Edit price
50. Other items to be added for sale
51. Security alert
52. Add to cart button
53. Add to wish list button

## Blog

54. Sidebar - blog search, categories, popular posts
55. Social share buttons

## Back-end features

56. Dashboard reporting tools
57. Customer management
58. Content management pages, blog, categories
59. Inventory management
60. Email marketing integration
61. Shipping rate setup
62. Tracking code integration
63. Admin user management
64. User & role management
65. Order & shipping management
66. Shipping & payment management

## Other things you should consider

67. Responsive design
68. Cross-device compatibility
69. For digital storefront, access how they receive the product
70. Test loading
71. Multifactor security
72. Automatic site backup

Sources:  
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