

# Increase Trust in Your E-Commerce Users!

Giuliano Ciari of Keyweb wrote an interesting article with ten simple rules for improving your e-commerce site, making it easier to use and increasing user trust.

## How to Improve Your E-Commerce Site Quickly

- Reassure potential customers with certificates and security signals.
- Implement a cart that allows purchases without registration.
- Offer a discount coupon during registration.
- Reduce the number of clicks needed to complete a purchase.
- Always show the phone number for customer support.
- Do not force customers to enter too much information.

- Use coupons and incentives clearly.
- Allow a shipping address different from the billing address.
- Keep the shopping cart always visible.
- Improve the thank-you page.

## How to Increase Perceived Reliability

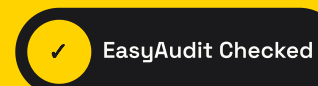
Trust is the most important factor for overcoming initial hesitation and increasing the value of the first purchase. It is built through a polished image, visible contacts, support, security seals and transparency.

EasyAudit WEB checks web applications for vulnerabilities and issues a guarantee seal. It is a professional mini Penetration Test, tailored for Italian SMEs, far more concrete than generic "SSL" or "Malware Free" seals.

## Want to know if your company is truly protected?

EasyAudit checks applications, infrastructure and e-commerce platforms with a clear, concrete audit designed to turn technical risks into simple decisions.

[Request an audit on easyaudit.org](https://easyaudit.org)



The visible sign of a serious commitment to security.