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## Top E-commerce Website Development Challenges & Their Solutions

*With the increasing competition in each sector, eCommerce business owners look for ways to earn more revenue. Enterprise eCommerce stores face a lot of challenges to get customers. The right mix of site optimization, content marketing, responsiveness of website, and effective marketing can help you increase your online sales. Site loading speed also plays a major role in the ranking of website and enhancing brand recognition. One of the major problems faced by eCommerce small-scale and large businesses is cart abandonment. Some of the major factors that contribute towards this are higher shipping costs, insufficient payment methods, lengthy payment process, and complicated checkout processes. You should step in the end users' shoes and make sure that the checkout process is easy and less time consuming.*