



## 2019 Important Trends for Online Shop

# 2019 網店重要趨勢

With the exciting start of 2019, we are seeing more and more e-commerce trends and predictions on the internet. This article summarizes some important trends that you have to know as an online store owner.

### Various Payment Options

Safe, secure and easy-to-use payment options is one of the key qualifications of a successful online store. Multiple credit card options, bank transfer, e-wallets and auto-save of customers' payment information are usually selling points of online stores, and will slowly become an essential part of any online store. With the rise of mobile payments like FPS, PayMe, Google Pay and Apple Pay, online shopping with mobile phones is becoming a new habit of consumers, leading to a more easy and fast shopping experience.

According to Ben Froedge from Underwaterpistol, 2019 will be a revolutionary year of multiple payment options, as some of the merchants will start to use deferred payment and other brand new payment methods to boost sales. This new arrangement can greatly reduce the burden of online shopping, customers can finish their purchase even without the need to input their payment details, and they can settle the payment after receiving the products, which also help boosting sales.

### Voice assisted searches

Voice assistant is becoming a major way for online shoppers to search for the products they want, thanks to the technological advancement of voice recognition, the results of voice search are becoming more accurate and fast. At the same time, smart speakers with voice assistant features like Google Home, Home Pod are becoming more popular in households, which also helped increasing the convenience in searching and buying products online. The uniqueness of voice search is that customers don't have to hold any device in hand,

2019 年第一季過去，網絡上不少電商走勢預測和分析都開始出現。今次為你總結幾個 2019 重要電子商務趨勢，助你的網店做得更出色！

### 多元化金流選擇

付款方式一向是網絡商店成功的重要元素之一，店家一直以來都以提供多項付費選擇和簡便的結帳流程作為自己網店的賣點。例如支援多種信用卡多、銀行轉帳，以及在瀏覽器使用已儲存的付款資訊等，已經成為經營網絡生意不可或缺的部分。除此以外，手提電話和電子支付方式的出現，也改變了市場的付款習慣。例如「轉數快」、PayMe、Google Pay、Apple Pay 等，都令網上消費變得更快捷、方便，並且能夠更隨時隨地。

Underwaterpistol 的 Ben Froedge 預測，2019 年將會是多元化金流的革命性一年，因為世界上將會有不同的店家開始利用延遲付款等嶄新方式推動消費者於網店購物。這樣做最主要的原因在於能大大降低消費者購物的門檻。假如客人在購物時，連付款資訊都不用填寫，只要填上送貨地址就可以先買貨後付款，自然能夠大大提升客人的衝動消費機會！

然而，在這種做法還未普及之前，還是先抱觀望態度，期待一下「無付費網購」的未來吧！

### 聲音搜尋

透過識別聲音而進行的聲音搜尋在裝置及搜尋引擎上找產品越來越流行，主要原因在於聲音識別的技術越來越成熟，準繩度相對提高。同時，智能喇叭的流行亦協助了提升搜尋產品的便利性，無論何時何地，甚至裝置不用長期在手上，都可以進行相關搜尋。Apple 的「Hey, Siri」和 Google 的「OK, Google」功能就是最佳示範。

站在消費者角度來說，以聲音進行搜尋相比起文字輸

they can simply say “Okay Google” or “Hey Siri” to command the speaker to do the search.

From customers' perspective, using voice as a mean to search is way faster and easier than typing. For one thing, customers can do searches when they are walking, in commute or any other situations as if they are talking to someone, without the need to slow down their pace or stop walking and type. In addition, using voice to search is a much faster way to get information and results for the customer. If you want your online store to be a voice-friendly one, there are some tips you can be aware of:

- ✓ Keywords input using voice search are usually longer: as it is easier and more natural for users to speak instead of type, users tend to speak longer keywords to get a more accurate result. That said, you can think about how to target Long-tail Keywords for your website SEO, other than just general keywords, also think about how people would search provided with your website content.
- ✓ Voice-assisted searches are more conversational: as verbal sentences and written sentences have different grammatical structures, during searches, people may tend to speak out the whole sentence instead of just typing keywords. Thus, a website with rich content is important for SEO results. Aside from specific keywords, you should also consider how to own a certain topic so whenever users are searching for related keywords will see your website in the search results page.

With these trends in mind, let's make the best use of SHOPLINE's ecommerce tools and take your store to another whole new level!

## Shopline

SHOPLINE empowers merchants to succeed through omni-channel and build their brands, has grown in six years to become the market leader in Asia. Founded in 2013 and accepted into the Silicon Valley-based 500 Startups accelerator in 2014, with offices in Hong Kong, Taiwan, Ho Chi Minh City, Shenzhen, and Kuala Lumpur. SHOPLINE always prioritises its customers with the aim to help brands of all sizes to strengthen their local businesses and sell products in everywhere. SHOPLINE offers seven key services to customers including store opening, advertisement placement, strategy consulting, interface design, marketing, O2O, and API. Till now, SHOPLINE has helped over 150,000 brands to open their online stores, including well-known brands such as bla bla bra, Max Choice, Durex, Hiwalk, Lemon King, and Tso Hin Kee. As of 2018, SHOPLINE has helped merchants reach over 200 million customers.

全球智慧開店平台 SHOPLINE 創立至今短短六年間成為亞洲第一大開店平台，以「開啟全方位新零售，打造品牌新藍圖」為願景，協助店家設立品牌官方網站。2013 年於香港創立，2014 年獲選加入矽谷 500 Startups 加速器計劃，目前已在香港、台灣、胡志明市、深圳、吉隆坡等地擁有分公司。SHOPLINE 的願景是以客戶為優先，讓各種規模的品牌電商都能扎根本地，並成功銷售到世界各地，實現全方位新零售。SHOPLINE 為客戶提供包含網店開店、



入更加容易和快捷。一來，客人能在步行、乘車途中較輕鬆地使用，不必花時間打字。二來，使用聲音輸入的速度夠快，能夠讓使用者更迅速地取得資訊。如果想要你的網店更能夠更容易在客人進行聲音搜尋時找到你，可以留意以下的聲音搜尋特性：

- ✓ 聲音搜尋的關鍵字通常較長：由於說話比起打字更容易，使用者通常會說出一些較長的關鍵字，讓搜尋結果更精準。所以，在為網頁思考如何做好 SEO 時，不妨多從「Long-tail Keywords」，即長尾關鍵字入手。除了有簡易明白的籠統關鍵字之外，也多加入一些較詳細的字眼，配合聲音搜尋的使用者。
- ✓ 聲音搜尋與日常對話較相似：由於聲音搜尋的使用者較少顧及文字輸入時的文法，一些使用者可能會對著裝置說出完整問題。面對此情況，你的網店是否有充足資訊，在不同領域的題目上都能夠解答消費者的問題，而不是只針對單獨關鍵字，成為了網店成功與否的重要因素。

掌握電子商務趨勢，運用到你的網店上，讓 2019 年有更飛速的發展吧！

廣告投放、策略顧問、前端設計、行銷企劃、全方位銷售、技術串接等七大服務，建立完整的電商生態系統。目前，SHOPLINE 已協助全球超過 15 萬品牌開店，包含 bla bla bra、大棧、杜蕾斯 Durex、海邊走走、檸檬王、左顯記等知名品牌的網絡商店。在 2018 年，SHOPLINE 也幫助店家接觸累計超過 2 億名消費者。

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