



Best Online Shops 2021

Methodology

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Summary

The Best American Online Shops were identified after passing a number of tests based on **51 objective and subjective criteria**.

First, a list of **more than 9,500 online shops in the United States** was compiled using Statista and online databases, online directories and price comparison websites to identify the most relevant online shops. The online shops with **the most American visitors in 2020** were selected as candidates for further evaluation. Online shops selling mainly digital goods (ex: airbnb.com, netflix.com), subscription-based shops, C2C marketplaces (e.g. ebay.com), B2B online shops, showcase websites and online shops that do not display their site in English were excluded from further evaluation to allow a better comparison between them. The online shops were then organized according to their main product offering into **39 categories** (see slide 5).

The online shops that passed the initial screening were then tested one by one in 41 objective criteria and 10 subjective criteria on 7 dimensions:

- Structure & Usability
- Trust & Security
- Service & Communication
- Payment
- Purchase & Delivery
- Technical Performance
- Likelihood of Purchase

Alongside the objective test, an online survey of a panel of more than **8,000 American online shoppers** was conducted to assess the appearance of the online shops on **10 subjective criteria** (e.g. “The homepage is very clear and well structured”).

After the test phase was over, a sub-score for each dimension was calculated. Based on these results, a score out of 10 was determined for each online shop.

The top 1,000 online shops with the highest scores were then awarded “Best Online Shops 2021” and listed on the Newsweek website. The top 5, 10 or 20 per category has been selected for the print edition based on category size.

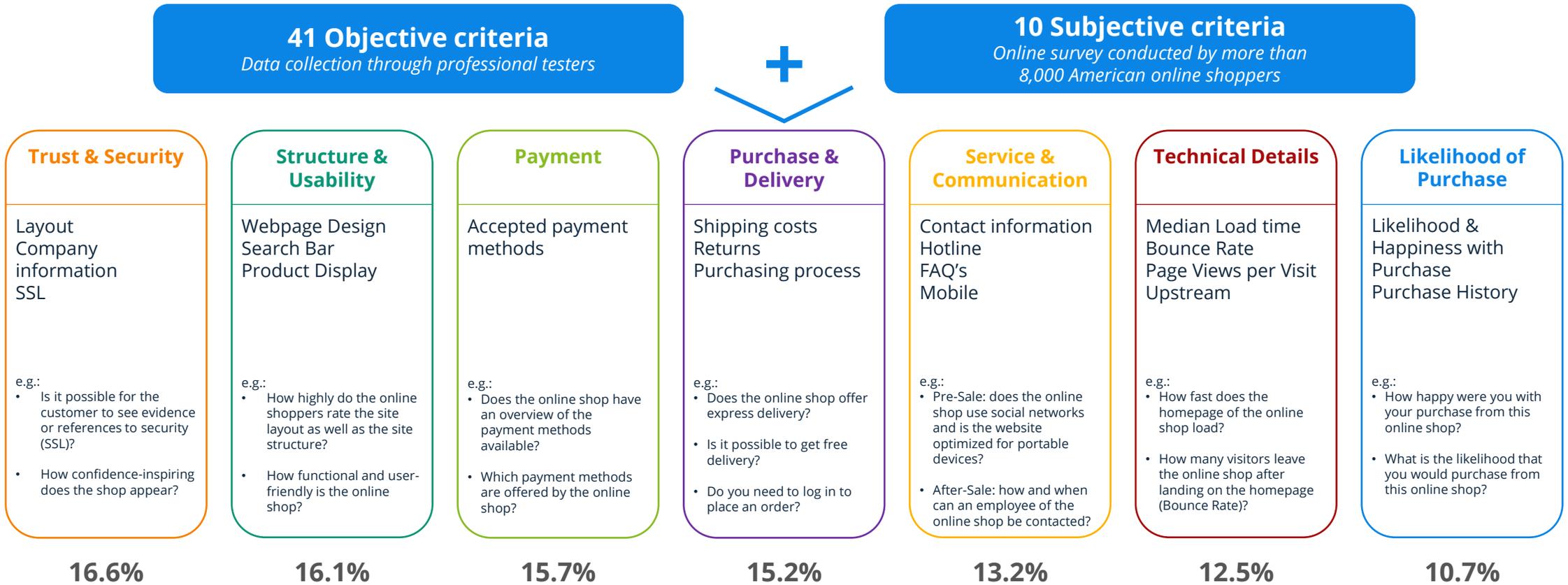
Every online shop has been tested by professional testers and rated by consumers

7 dimensions evaluated for each online shop both objectively and subjectively



Examples of criteria evaluated on the 7 dimensions

Every shops tested in the 7 dimensions that make for a well-rounded online shop



Weighting*

*The dimensions are weighted according to the importance that 8,000 shoppers give them in the survey. Displayed above are examples of criteria evaluated. Weightings are applied to both the objective and subjective criteria within an evaluation dimension.

Deep dive of the subjective criteria in the online survey

Questions are based on online shops displayed to survey participant ⁽¹⁾

10 Subjective criteria

Online survey conducted by more than
8,000 American online shoppers

Statements ⁽²⁾ (6-point Likert scale)

1. The homepage is very clear and well-structured/designed
2. The navigation of the website is clear and understandable
3. The shopping cart is easy to find
4. The search bar is easy to find
5. A menu displaying different product categories is available
6. The shop looks of a very high quality (quality, color schemes, design, advertising)
7. The online shop evokes confidence right away

Likelihood of Purchase

8. Disregarding price: Imagine you are interested in a certain product. How likely is it, that you would purchase the product from the displayed Online-Shop? (0 – not likely to 10 – very likely)
9. Have you purchased products from this online-shop before? (Yes/no)
10. How pleased were you with your purchase from this online-shop? (6-Point Likert scale)

8 main industries divided into 39 categories to cater to each readers' interests and shopping habits

Industries

Industries	Categories
Fashion & Accessories	Accessories (e.g. handbags, suitcases, leather goods)
	Fashion (multi-brand)
	Fashion (single brand)
	Jewelry
	Shoes
	Watches
	Women's Fashion (multi-brand)
	Women's Fashion (single brand)
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)
	Drugstore products, Cosmetics (single brand)
	Food
	Health products, Food supplements
	Medical supplies, Medication
Garden & Craft	Opticians, Eyewear
	Building services (e.g. bathroom, kitchen, electronics)
	DIY, Tools, Supplies
	Flowers, Plants
	Garden furniture and supplies
Home Living	Spare parts
	Furniture
	Home decor and textiles
	Household appliances
	Household goods

Industries	Categories
Leisure, Games & Hobby	Arts and Crafts
	Collectibles
	Hobby, Leisure items
	Music equipment
	Pet supply
	Photo, Print
	Toys, Baby
Office, Electronics & Media	Consumer electronics
	Consumer electronics (accessories)
	Media (e.g. books, CD, DVD, software)
Sport, Outdoor & Motor	Bicycle, E-Bike
	Car, Motorcycle, Boats
	Outdoor
	Sports products (general)
	Sports products (specialized)
Universal Provider	General