Best Online Shops 2020

Methodology

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Summary

The Best American Online Shops were identified after passing a number of tests based on **48 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 2018** 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 4).

The online shops that passed the initial screening were then tested one by one by our analysts on **41 objective criteria** divided into **6 dimensions:**

- Structure & Usability
- Trust & Security
- Service & Communication

- Payment
- Purchase & Delivery
- Technical Performance

Alongside these tests, 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 **7 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 1000 online shops with the highest scores were then awarded "Best Online Shops 2020". In addition a Top 10 per category has been selected for the print edition.

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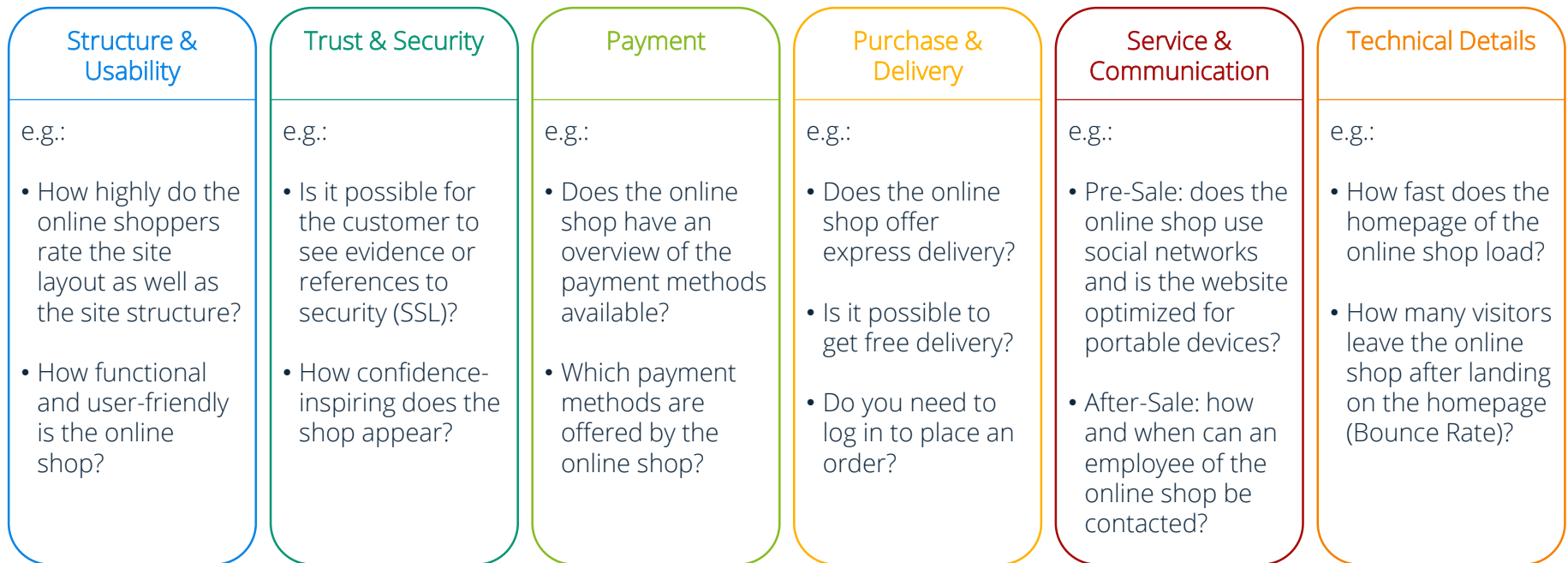
Criteria

41 Objective criteria		7 Subjective criteria
Data collection through professional testers	+	*Online survey conducted by more than 8,000 American online shoppers*

Structure & Usability	Trust & Security	Payment	Purchase & Delivery	Service & Communication	Technical Details
e.g.:	e.g.:	e.g.:	e.g.:	e.g.:	e.g.:
• How highly do the online shoppers rate the site layout as well as the site structure? • How functional and user-friendly is the online shop?	• Is it possible for the customer to see evidence or references to security (SSL)? • How confidence-inspiring does the shop appear?	• Does the online shop have an overview of the payment methods available? • Which payment methods are offered by the online shop?	• Does the online shop offer express delivery? • Is it possible to get free delivery? • Do you need to log in to place an order?	• Pre-Sale: does the online shop use social networks and is the website optimized for portable devices? • After-Sale: how and when can an employee of the online shop be contacted?	• How fast does the homepage of the online shop load? • How many visitors leave the online shop after landing on the homepage (Bounce Rate)?

Displayed above are examples of criteria evaluated.

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
	Opticians, Eyewear
Garden & Craft	Building services (e.g. bathroom, kitchen, electronics)
	DIY, Tools, Supplies
	Flowers, Plants
	Garden furniture and supplies
	Spare parts
Home Living	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