

Internet Retailer Re-Design

One of the last sites in the E-Commerce industry to finally make the plunge into modern times with their website is none other than Internet Retailer.....but did they do it right?

If there was ever a site that screamed out "1998" as loud as possible it was always the Internet Retailer website. (www.internetretailer.com). The reason they were able to get away so long using an out of date site is the fact that they delivered good content. It wasn't always easy to find, but if you knew where to look you could find all the information on the ecommerce industry you could want.

Now IR has finally stepped up the plate with a full website re-design. It's clean, professional and well, kind of boring. It's not boring because it's bad, it's just a style that is heavily overused since the world found WordPress. There is still good content and information, but it's not posted like it used to be, and they seem to think the way to win over crowds is with much more opinion based content than news updates and press releases. I for one disagree with this method. Ecommerce magazine sites are a dime a dozen these days (you're on one:). I liked IR because I always got the ecommerce information I was looking for straight forward without all opinionated columns getting in the way. I know some people find them helpful, I do as well on occasion, but I don't go to CNN.com to hear with people think, I go there to get information, and the same applies with IR.

In closing, I'll say that the new IR site is very functional and eye pleasing, I just wish they would bring back the straight forward news and lose the magazine style columns.