



ECOMMERCE OPTIMISATION

EVOLVE WITH ECOMMERCE OPTIMISATION

Squeezing the maximum out of every visit to your site requires ongoing optimisation - you have to test what is working for you and what isn't and adjust your site accordingly. The outcome of a structured approach is a considerable uplift in revenues.

What is it?

Ecommerce optimisation is assessing the all-round performance of your site, identifying areas of opportunity for improvement and implementing and testing the effectiveness of any changes made. It is essentially about going through a constant cycle of enhancement to make sure that your site evolves in line with your customers needs, in turn generating the maximum revenues for you.

Why should we do this?

An ecommerce site should never be considered the finished article, there is always an opportunity to leverage additional sales and revenues through iteration, merchandising, testing and analysis.

In summary ecommerce optimisation will:

- **Increase sales**
- **Improve conversion rates**
- **Increase average order values**
- **Keep customers happy!**

How do we do this?

A/B and Multivariate Testing

This is the process of testing one approach alongside another, comparing the results and then implementing the most successful one going forward. We apply A/B, or Multivariate Testing in the following areas:

- **Site Copy** – conversion rates can be affected by the textual content of a site, particularly in header copy, so testing different approaches will result in increased sales.
- **Product Images** – The quality and content of product images can significantly impact a shopper's decision to buy.
- **Page Layouts** – Different page arrangements are tested alongside one another to see which converts the most visitors to sales. The most successful is the one used going forward.
- **Promotional Content** – Using different strap lines, marketing messages or ad copy can alter the

218 visits via 6 values for VWO-2

Site Usage		Goal Set 1	Ecommerce						
Visits	218	Hits	488	Pages/Visit	2.24	Avg. Time on Site	00:03:01	%	6
% of Site Total:	76.22%	% of Site Total:	70.11%	Site Avg: 2.43	(-8.01%)	Site Avg: 00:03:18	(-8.41%)	Sil	(11)
Custom Variable	None	Visits ↓	Hits	Pages/Visit					
1.	Combination-3	57	130	2.28					
2.	Control	46	114	2.48					
3.	Combination-2	34	83	2.44					
4.	Combination-4	34	64	1.88					
5.	Combination-5	24	57	2.38					
6.	Combination-1	23	40	1.74					
Filter Custom Variable:		containing	%20	Go	Advanced Filter				
					Go to: 1 S				



success rate of a promotional campaign.

- **Newsletter Registration** – Collecting email addresses for email marketing is a key component of ecommerce. Testing the signup call to action means we can find the most persuasive text and use it going forward.

Promotions & Merchandising

Retail is a seasonal business, customer demands are influenced by weather conditions, Christmas festivities, Easter, School Holidays and many more variables. It's important that promotional activity is geared around these demands and is amended in line with real customer behaviour. Product merchandising can be used all year round to stimulate sales – putting the right offer in front of the right customer demographic always boosts revenues.

Monthly Reporting

Every month we produce an ecommerce optimisation activity report detailing what we have done for you during the month, what the results are and what recommendations we have for the future.

Monthly Telephone Call

We start each month with a phone call to discuss the results of the previous month's activity and discuss opportunities for the coming month. We agree on a plan and we go away and employ our expertise to implement it.

What next?

If you'd like to know how Ecommerce Optimisation from Egghead can help you transform your online business, call for a chat on **01455 559 005** or email **talktous@eggheaddesign.co.uk**