



BOOT★CAMP
DIGITAL

Optimizing your Website

To drive e-commerce and results

Websites



People spend
7 SECONDS
on your
homepage



75%
determine company
CREDIBILITY from
its website



90% SEARCH
online for
products and
services

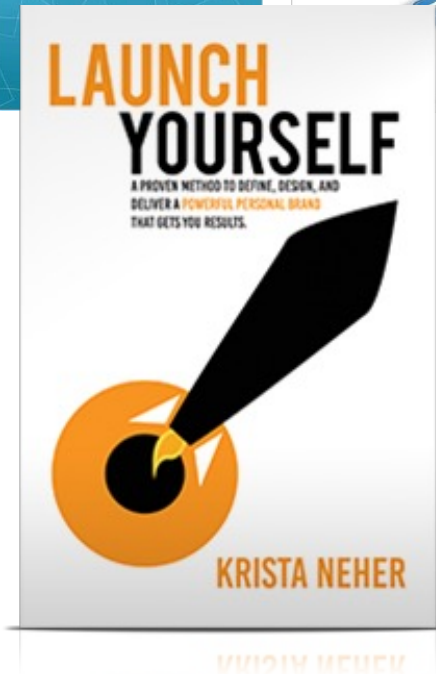
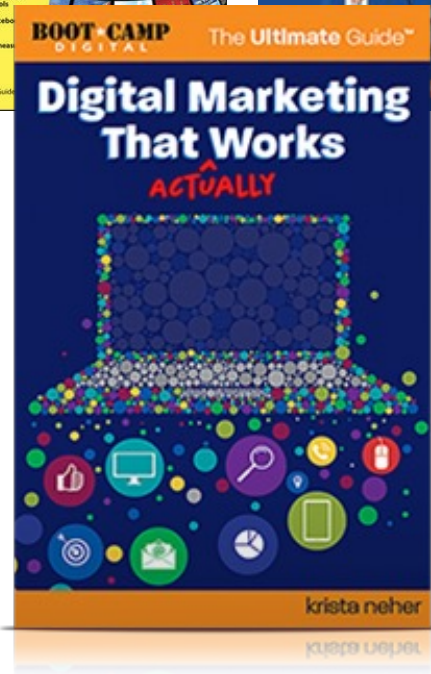
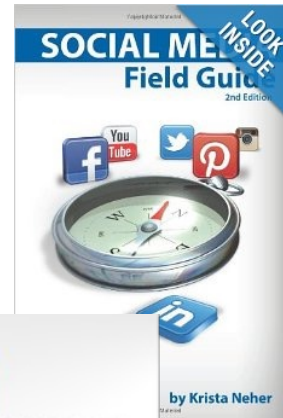
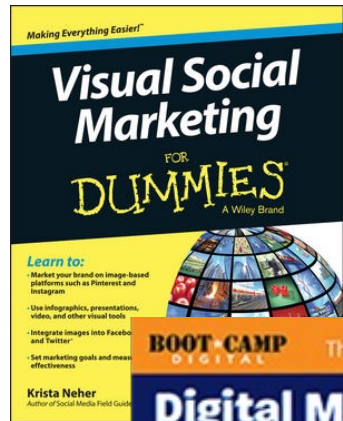


70-80% research a
company on the
web before making
a decision



74% say a website
has direct
influence on
purchase decision

About Krista



As seen on and in:



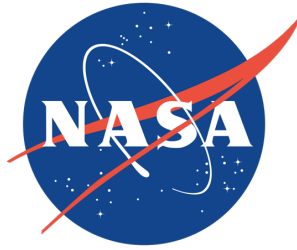
Boot Camp Digital



Procter&Gamble



Prudential



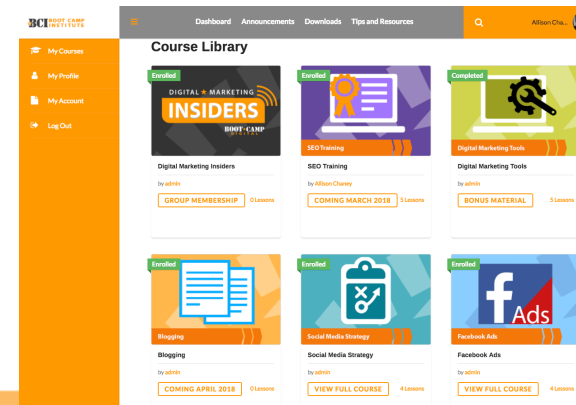
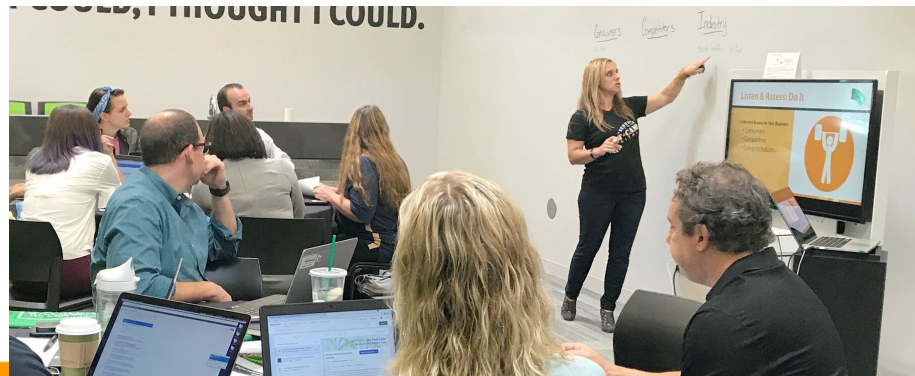
GENERAL MILLS



FIFTH THIRD BANK



verizon



Why Websites Are Important

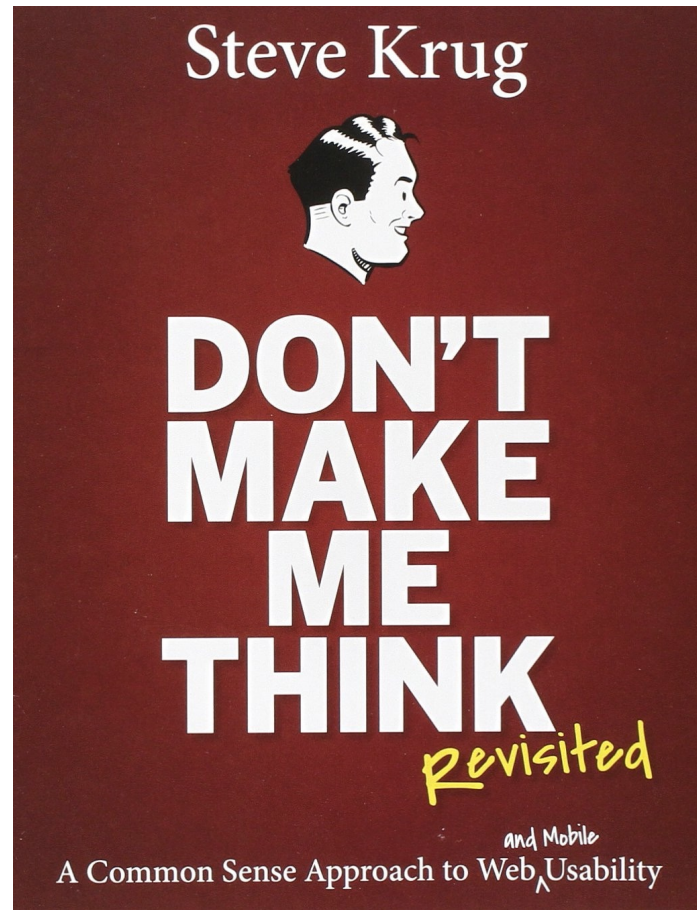
- The core or center of your online presence
- Your “front door” or “lobby”
- Ranks in search
- Credibility
- Facebook is NOT a substitute for a website
- Sales



Key Questions to Ask....

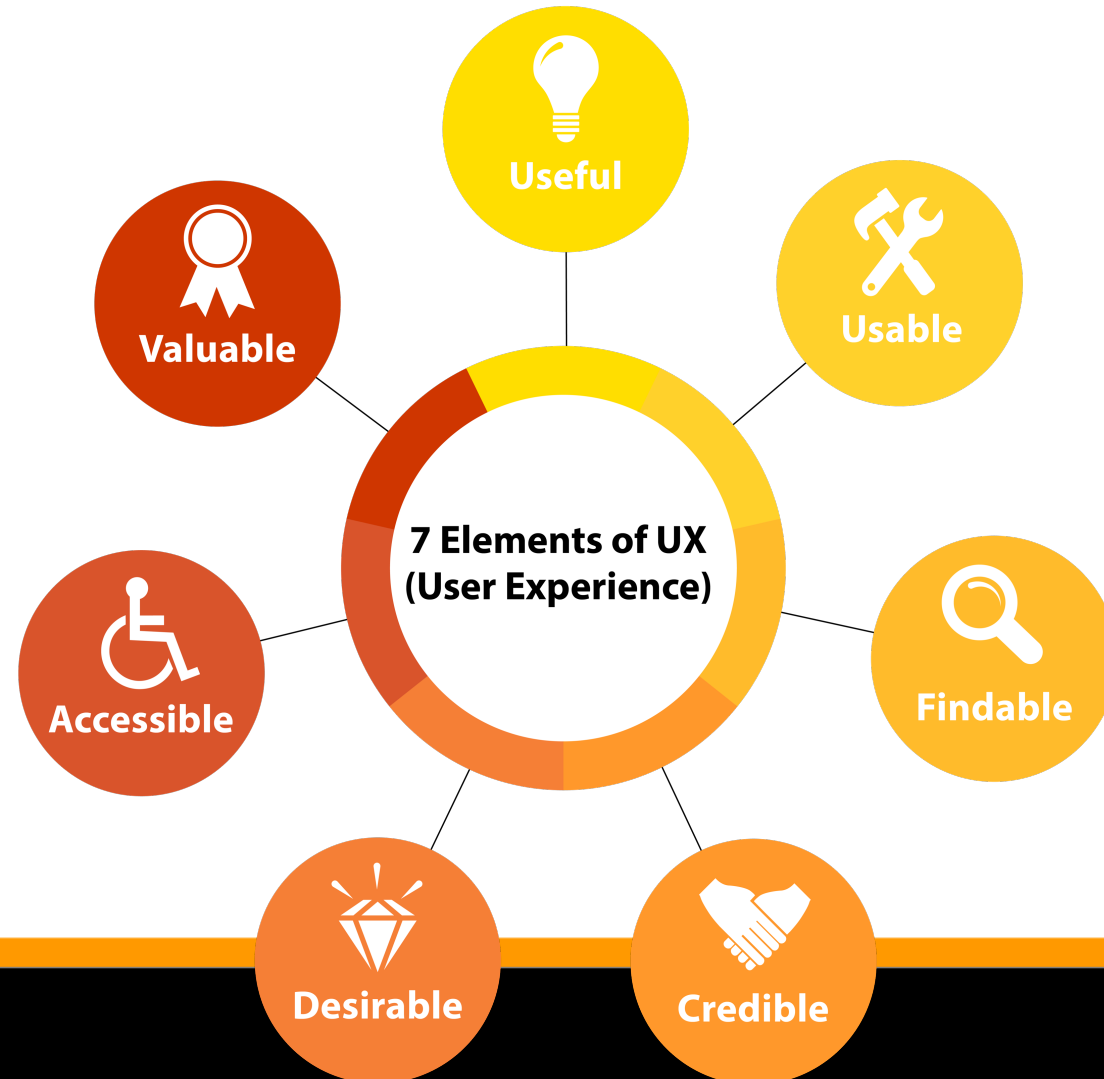
- WHY is someone visiting my site?
- Can they EASILY find what they need?
- Do I have a compelling CALL TO ACTION to convert my web visitors?
- Do I build TRUST and CLOSE sales?
- Am I POSITIONING my company effectively?

What Makes A Great Website?



What Impacts User Experience?

- Useful
- Usable
- Findable
- Credible
- Desirable
- Accessible
- Valuable



Site Best Practices

- Navigation should be clear and easy
- Link to other assets (social)
- Grow your list (email opt-in to learn about offers)
- One single website

Be Accessible and Answer Questions

- FAQ
 - Delivery section, etc.
- Contact info
 - Email, phone, form
 - Have contact info in header if possible
- Livechat

Home Page Optimization

- Build trust
- Position your business
- Get me to my next page
- Highlight features/benefits that increase desire
 - Sales
 - Special or unique products

(in 7 seconds)

Build Trust

- Reviews
- Testimonials
- Associations
- Awards
- Guarantee
- Client lists
- Shopper approved
- Google listing + reviews

Product Page Optimization

- Title – Clear to users and search engines
- Organization – Easy to follow/find information
- Easy and clear to add to cart

Product Page Growth Tips

- Recommended products on page
- Sales + discounts
- Bundles
- Bogo
- Add-ons
- Tags “popular”, “top-rated”, “recommended”

Product Image Optimization

- Multiple photos
- Realistic images
- Stunning images
- Videos
- User-generated photos

Product Description Optimization

- Desirable language
- Clear and descriptive
- Be specific
- Bullets and emojis
- Search engine friendly
- More is OK – just keep it organized
- Answer common questions

Review Analytics

- Popular products
- Popular pages
- Time on site
- Engagement rate
- Conversion rates

What to do next?

- Define the role of your website
- **PRIORITIZE**
 - Analytics
 - Top-sellers
- Create a template and replicate
- Create a list and tackle it over time
 - Low hanging fruit
 - Big wins

Let's Connect!



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