



Current Site Review & Recommendations for Acme

Recommendations and Best Practices for
Acme.com & SecondAcme.com

A Few Key Statistics From the Website

- **0.69%**
approximate % of visitors who are completing a purchase
 - **32%** of visitors are using either mobile or tablets to view the site.
- This was **17%** only a year ago

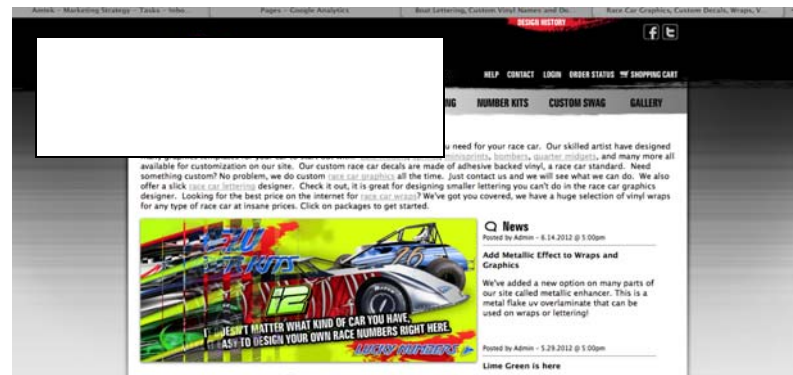
Acme.com & SecondAcme.com Major Opportunities

First Fix the Leaky Bucket:

It is totally understandable that many businesses focus on building more traffic to an ecommerce website to improve sales. However, in the case of Acme.com and BoatLetteringToYou.com, the quick wins are in managing the traffic already coming to the site more effectively.

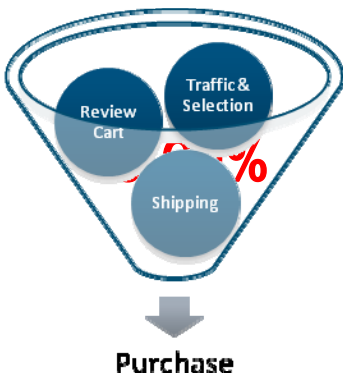
The overall opportunities for revenue improvements really focus on addressing three main areas.

1. Get the Reporting Right:
Better visibility to actual customer behavior through the current Google Analytics to allow adjustment and course corrections of the site based on actual data.
2. Make it Easier to Order & Order More:
In the case of Acme.com it takes no less than 10 clicks to make an order. This number of actions needed by the customer is having a negative impact on their likelihood of purchasing.
3. Re-engage Current Customers to Buy Again:
The 80/20 rule is alive and well. Your current customer base is a rich source of new sales opportunity. Acme needs to nurture these to increase sales.



A Few Key Statistics From the Website

- **45%** the average bounce rate from mobile visitors. (The number of visitors that leave after viewing only one page.) The desktop bounce rate is a much better 35%.
- **80%** the visitors who made it to a product search left without adding any product to the shopping cart.
- **78%** of the visitors who made it to the cart abandoned without proceeding to shipping.



Acme.com

Details on Website Analytics Setup

Reporting Needs to Be Setup:

There are no goals set in Google Analytics. Setting up goals makes it easy to track and review how an ecommerce is performing for effectiveness to deliver a sale. The current settings do not even identify the sites as ecommerce sites. Selecting this setting will make it easier to track revenue reports through the reporting.

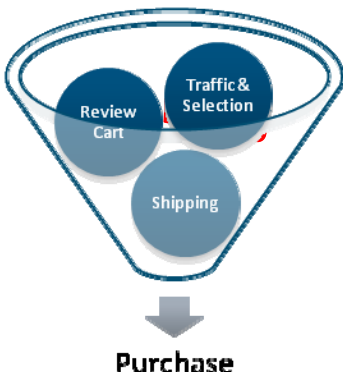
The Google Analytics also is not currently integrated with Google Webmaster Tools. Integrating these will make it possible to track results and traffic of organic search and keyword traffic. Having a better understanding of these will allow Acme to focus on optimization that is most likely to deliver more visits to the site. Finally, the reporting also does not filter any traffic from Acme's own employees. Filtering these "testing" visits will help in eliminating any false positives on what is working or needs improvement in the customer order path.

A few highlights from Acme.com traffic today.

- Monthly Mobile traffic has doubled in past 12 months
 - Mobile & Tablet traffic 32% of total in Sept 2013
 - Mobile & Tablet traffic was 17% in Sept 2012
 - Mobile traffic has the highest bounce rates (45% vs. 35%)
 - Current site is not mobile optimized to this could be an opportunity for long term improvement
- There is a sizable returning visitor traffic 42%
 - Concentrated loyalty campaigns could be a big opportunity for repeat sales

A Few Key Statistics From the Website

- **59%** the average bounce rate from mobile visitors. (The number of visitors that leave after viewing only one page.) The desktop bounce rate is a much better 40%.
- **81%** the visitors who made it to a product search left without adding any product to the shopping cart.
- **70%** of the visitors who made it to the cart abandoned without proceeding to shipping.



SecondAcme.com

Details on Website Analytics Setup

Reporting Needs to Be Setup:

Like Acme.com this site also has no goals set in Google Analytics. These are important to measuring how an ecommerce is performing on traffic and sales. This site is also missing the ecommerce site settings.

The Google Analytics is not integrated with Google Webmaster Tools and is missing the opportunity to track results and traffic of organic search and keyword traffic. Having a better understanding of these will allow Acme to focus on optimization that is most likely to deliver more visits to the site. Finally, the reporting also does not filter any traffic from Acme's own employees.

A few highlights from SecondAcme.com traffic today.

- Monthly Mobile traffic also strong for this site
 - Mobile & Tablet traffic 34% of total in Sept 2013
 - Mobile & Tablet traffic was 25% in Sept 2012
 - Mobile traffic has the highest bounce rates (59% vs. 40%)
 - Current site is not mobile optimized to this could be an opportunity for long term improvement
- Returning visits not as strong as Acme.com but still healthy 30% of total traffic
 - Loyalty campaigns a possibility but not as big an opportunity

Acme.com & SecondAcme.com

Marketing Strategy Recommendations

Focus on 3 Keys to More Sales:



The opportunities both long term and short-term sales improvements are centered around simplifying the order process, upselling add-ons to the customer's original purchase and engaging current customers to bring in more repeat purchases.

While we understand that a total site rebuild is underway, there are several changes that could be made to the current site that would yield results quickly. In fact, in looking at the opportunities we found a number of small changes that could result in sizable sales and revenue gains.

Acme.com & SecondAcme.com

Marketing Strategy Recommendations

Small Changes Can Have Big Impact:

	Current	Increase	Result	
Traffic	9,750	10%		
Conversions				
Entry to Search	5,850	60%	6,435	66%
Search to Cart	612	10%	741	12%
Cart to Shipping	135	22%	180	24%
Shipping to Completed	68	50%	99	55%
Total Start to Finish Conversion		0.69%		
Ave. Order Size	\$300		\$330	
Revenue	\$20,250		\$32,613	
		Monthly	\$12,363	
Total		12 Months	\$148,354	

The chart above outlines what making just a 10% improvement in a few of the key site activities can have on the bottom line.

Making improvements on:

- Entry to Search
- Search to Cart
- Shipping to Complete Order
- Average Size of Order

Just these small changes could mean as much as \$148,000 in increased sales over the next 12 months. Again small numbers can lead to big results.

Acme.com & SecondAcme.com

Marketing Strategy Recommendations

Working Smarter with the Current Site to Improve Order Rates:

While the new site is a ways away, there are still a number of activities that can be taken to simplify the existing site and improve results.

The following is a discussion of both long-term and short-term recommendations for improvements to the site.

The current customer path to purchase has over 10 steps to complete. This is asking too much of the visitor and is reflected in the 0.69% total visit to order completion rate. By looking at what steps in the process could be eliminated the conversion will undoubtedly improve leading to higher sales.



Acme.com & SecondAcme.com

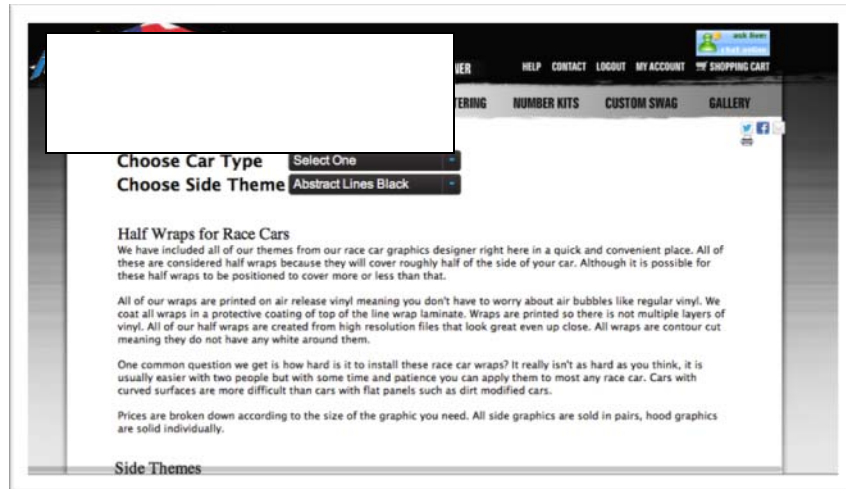
Marketing Strategy Recommendations

Working Smarter with the Current Site to Improve Order Rates:

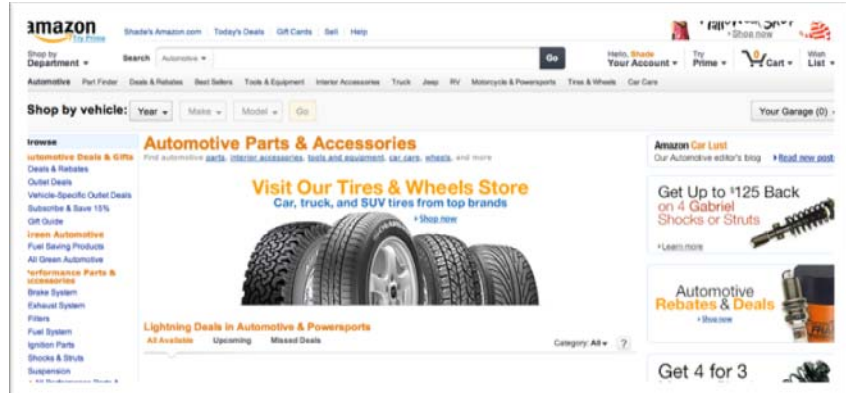
In addition to streamlining the number of pages required to make a purchase, there are also opportunities in how the product is displayed in the current site.

Simple product images or product “hero” shots can go a long way to helping the visitor see and engage with the product to encourage higher conversion rates. Looking at how Amazon.com handles product images in their site we can best see how these simple changes can be implemented.

- Copy Heavy Product Pages
- No Product Images
- Upsells all Below the Fold



- Easy to See Product Images
- Simple Text
- Upsells All in Line of Sight



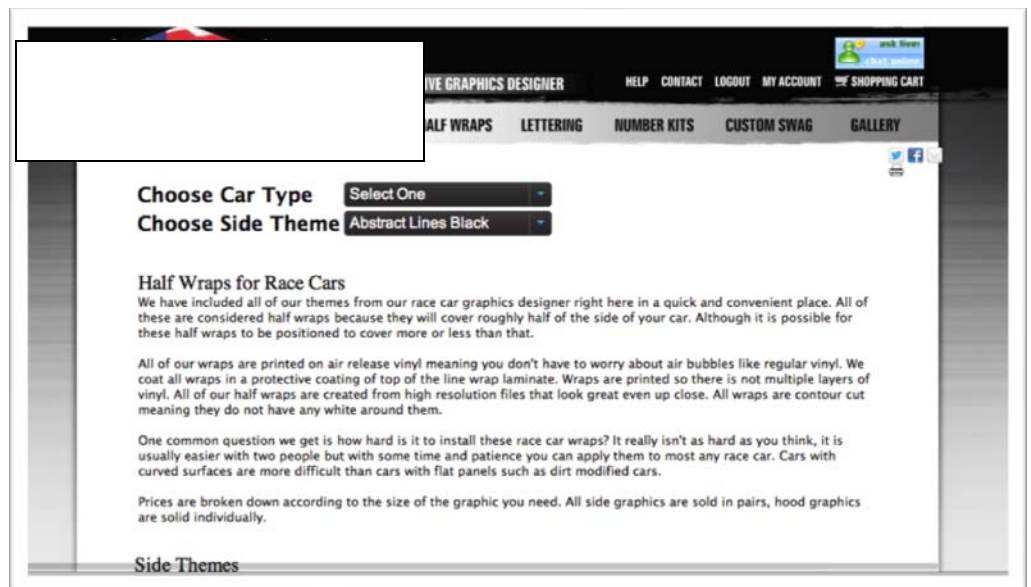
Acme.com & SecondAcme.com

Marketing Strategy Recommendations

Working Smarter with the Current Site to Improve Order Rates:

A summary of site changes we recommend to improve the process & get the customer excited about the purchase includes:

- Consolidate 2 – 3 steps in the Order Process (ie. Wrap Descriptions – View – About Our Wraps)
- Use Product Images to Build Excitement
 - Examples, customer testimonials, etc.
- Simpler Easy to Digest Benefits Bullet Points
 - Eliminate copy heavy, consider moving some to a “more details” page



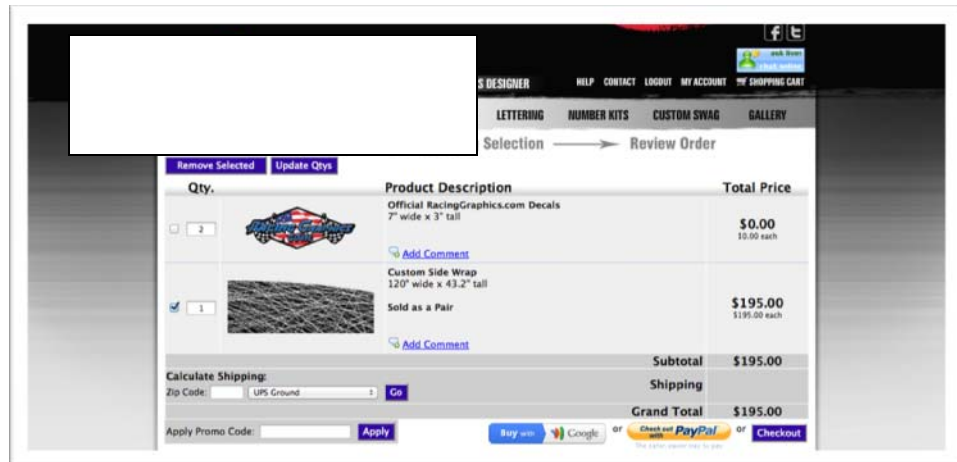
Acme.com & SecondAcme.com Marketing Strategy Recommendations

Encouraging Increased Average Order Size:

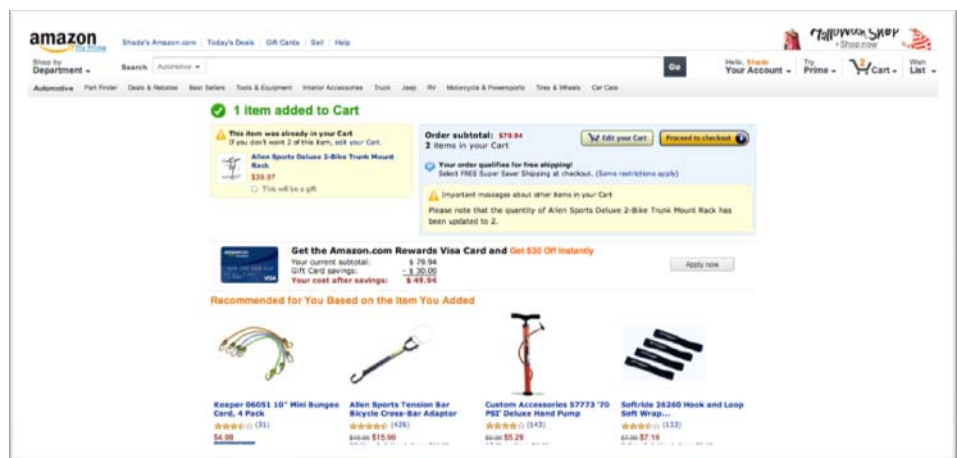
There's a reason that gum is always in the checkout aisle in the supermarket. Impulse purchase are important for profitability. One of the most profitable phases a company ever came up with is "would you like fries with that"

The purpose of the "Add to Cart" should also be about how could we get customers to add MORE to their cart. Making it easy to add more to their purchase will have a real impact on site revenues.

- In the Current Site "Add To Cart" Takes the Visitor Directly to the Checkout



- Add to Cart Encourages Additional Shopping
- Also Paired Upsells Always visible



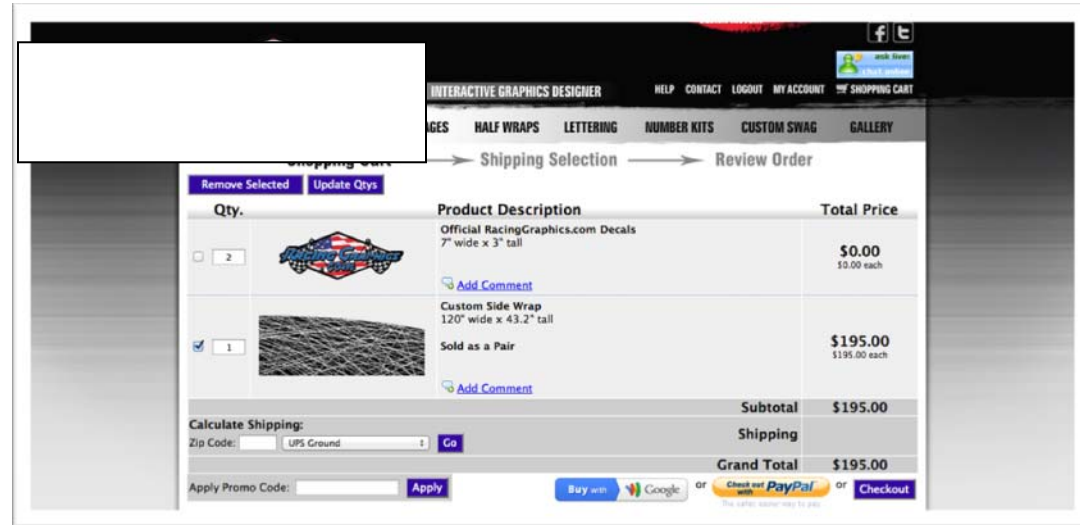
Acme.com & SecondAcme.com

Marketing Strategy Recommendations

Encouraging Increased Average Order Size:

A summary of site changes we recommend to improve order size includes a look at pairing logical product upsells, like additional wrap sets for multi-races, etc.

- Move Upsell Product to a More Visible Position
- Promote Additional Services
- Quick “Add to Cart” and Continue Shopping

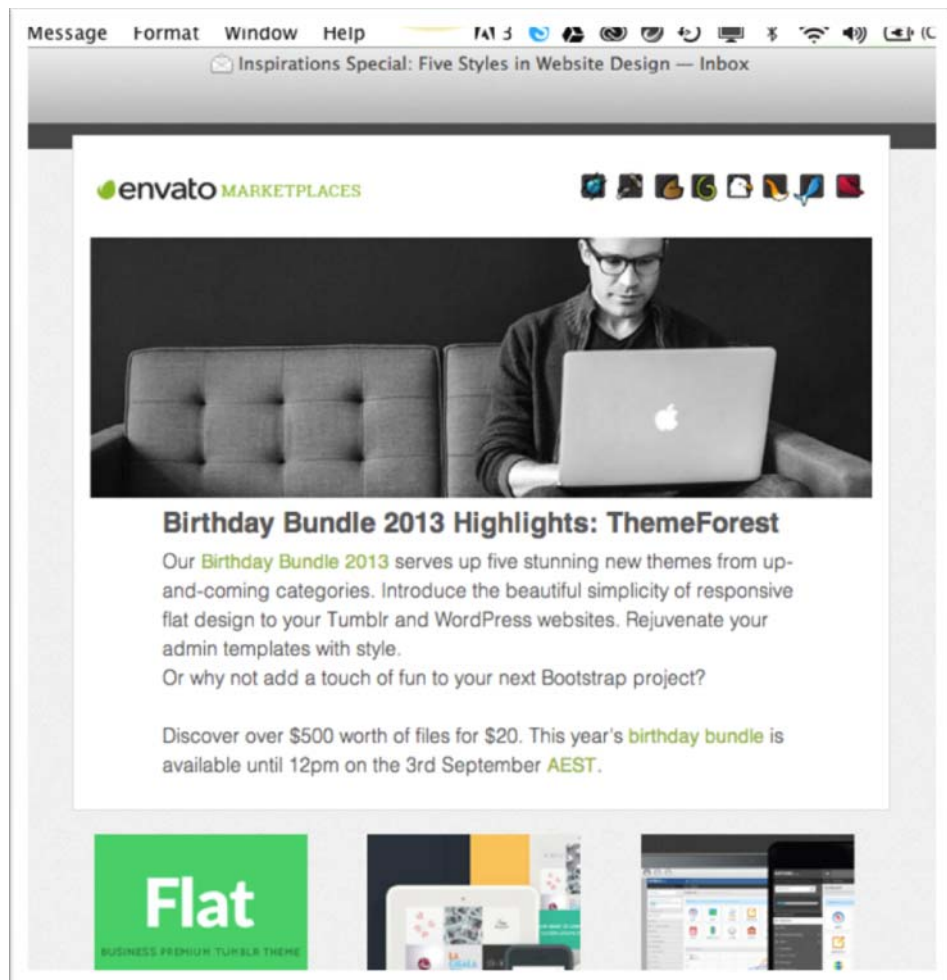


Acme.com & SecondAcme.com Marketing Strategy Recommendations

Using Email to Re-Engage Existing Customers:

Email is no longer effective as a prospecting tool, but as a part of a customer loyalty / retention program it can be very effective. The best customer email programs recognize what the customers have purchased before and either pairs new complimentary products or re-order of their prior order. The idea is to remain top of mind for your customers.

- Use Customer's Past Order Behavior to Show and Upsell Additional Products or Reorders



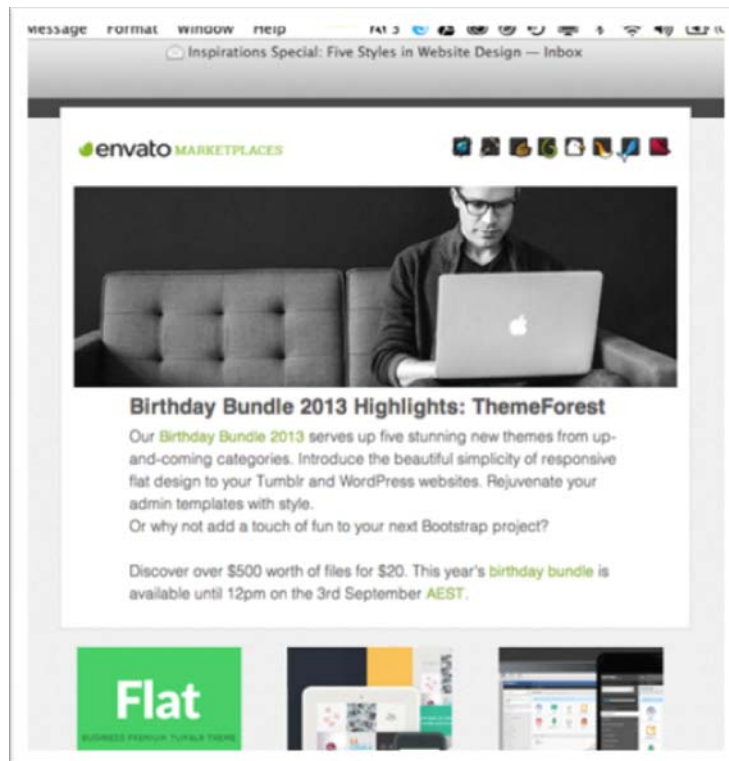
Acme.com & SecondAcme.com

Marketing Strategy Recommendations

Using Email to Re-Engage Existing Customers:

By sending purpose driven emails about new offers, interesting news you will give existing customers a reason to purchase again

- Fix the Privacy Policy to Allow Marketing Beyond Initial Order
 - Current Privacy Policy Language Does NOT Include Marketing
 - *Information may be used to contact an individual, for the completion of a transaction initiated by that individual on the Web site.*
- Develop an Email Communication Plan Based on Purchase Behavior
 - Product Relevant
 - Activity Focused
 - Customer Benefit



Acme.com & SecondAcme.com

Marketing Strategy Recommendations

A Tactical Plan for Tackling the Site Improvements Short-Term & Long-Term:

By sending purpose driven emails about new offers, interesting news you will give existing customers a reason to purchase again

- Immediate changes to be tackled right way in the Existing Site:
 1. Update the Privacy Policy to Allow Email Notifications
 2. Simplify Product Pages Copy by Using Bullets and Shorter Text Copy
 3. Include Images on the Product Pages Above the Fold. Show the Product and How Great it Can Look
- The Second Phase of Changes that Can Also be Done in the Existing Website:
 4. Move Upsell Product to a More Visible Position on Cart Page
 5. Develop an Email Communication Plan Based on Purchase Behavior and Promote Repeat Purchase
- Longer-Term Changes that May Need to Wait for the New Site Development Before they Can Be Implemented
 6. Consolidate 2 – 3 steps in the Order Process
 7. Quick “Add to Cart” and Continue Shopping

