2019 7 methods to boost up the online sales for eShop
My bio

- 15 years of experience of SEO and WordPress.
- Built over 350 WordPress sites for clients.
- Co-organizer of Hong Kong WordPress Meetup.
- Participate at WordCamp SG and KL.
Anyone is running eCommerce business?
What problems do you encounter?
3 main areas to focus on
1/ More customers
2/ Higher AOV
3/ Frequent purchase
1. More customers
but first...measure

- analytics
- surveys
- usability studies
google analytics
heatmap
Optimize UX in your site

Make your website better. Instantly.

Over 300,000 websites use Crazy Egg to improve what's working, fix what isn't and test new ideas.

I am Eggbot. How can I help you today?
getting new customers

- seo
- sem
- re-targeting ads
- direct
- referral
- affiliates
- refer a friend
- social media
- offline PR
3 type of traffic

1. Free traffic
2. Paid traffic
3. Own traffic
Free traffic
seo tips

- title
- meta
- keyword
- sitemap
- friendly url
- search engine submission
This XML file does not appear to have any style information associated with it. The document tree is shown below.

```xml
<url>
  <loc>http://adventure-demo.beta.rezo.com/</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>daily</changefreq>
  <priority>1.0</priority>
</url>

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  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>

<url>
  <loc>http://adventure-demo.beta.rezo.com/terms</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>

<url>
  <loc>http://adventure-demo.beta.rezo.com/contact</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
```
social media

- facebook like & share
- fan page/content distribute
- youtube channel

[2] DAILY DETOX

Write a review

Pineapple, grapefruit, orange.

Taste: Very sweet and little sour.


Promote healthy bowel and radiant skin, boost metabolism and support weight-loss.

300ml

CONDITION  New

$30.00

QUANTITY

ADD TO CART

Add to wishlist

Send to a friend  Share on Facebook!  Print
<table>
<thead>
<tr>
<th>Keyword</th>
<th>Sessions</th>
<th>% Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
<th>Pages/Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>(not provided)</td>
<td>2</td>
<td>(31.88%)</td>
<td>11</td>
<td>(18.97%)</td>
<td>13.64</td>
<td>8.32</td>
<td>00:05:39</td>
<td>0.00</td>
</tr>
<tr>
<td>k11 果汁</td>
<td>2</td>
<td>(2.90%)</td>
<td>2</td>
<td>(3.45%)</td>
<td>50.00</td>
<td>4.00</td>
<td>00:00:52</td>
<td>0.00</td>
</tr>
<tr>
<td>冲压果汁</td>
<td>2</td>
<td>(2.90%)</td>
<td>2</td>
<td>(3.45%)</td>
<td>50.00</td>
<td>4.00</td>
<td>00:02:43</td>
<td>0.00</td>
</tr>
<tr>
<td>果汁</td>
<td>2</td>
<td>(2.90%)</td>
<td>2</td>
<td>(3.45%)</td>
<td>50.00</td>
<td>4.00</td>
<td>00:01:36</td>
<td>0.00</td>
</tr>
<tr>
<td>果汁功效</td>
<td>2</td>
<td>(2.90%)</td>
<td>2</td>
<td>(3.45%)</td>
<td>50.00</td>
<td>4.00</td>
<td>00:00:47</td>
<td>0.00</td>
</tr>
<tr>
<td>果汁商</td>
<td>2</td>
<td>(2.90%)</td>
<td>2</td>
<td>(3.45%)</td>
<td>50.00</td>
<td>4.00</td>
<td>00:00:26</td>
<td>0.00</td>
</tr>
<tr>
<td>水果</td>
<td>2</td>
<td>(2.90%)</td>
<td>2</td>
<td>(3.45%)</td>
<td>50.00</td>
<td>4.00</td>
<td>00:04:12</td>
<td>0.00</td>
</tr>
<tr>
<td><a href="http://superfood.hk/">http://superfood.hk/</a></td>
<td>1</td>
<td>(1.45%)</td>
<td>1</td>
<td>(1.72%)</td>
<td>100.00</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>superfood</td>
<td>1</td>
<td>(1.45%)</td>
<td>1</td>
<td>(1.72%)</td>
<td>100.00</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>superfood果汁</td>
<td>1</td>
<td>(1.45%)</td>
<td>1</td>
<td>(1.72%)</td>
<td>100.00</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>
SUPERFOOD shared Caca Lam's photo.
Posted by Ivan So⁠ ( تعالى) on April 26 at 7:07 PM.

多謝Caca喺Superfood的健康口味。SUPERFOOD Superfood HK

Caca Lam

可能係發現我好啲嘅話同，而唔係啲好啲嘅話嘅話。有嘅冷壓果汁，係比較新鮮嘅話，係好啲嘅話！

#superfoodhk

139 people reached
where do visitors land?

<table>
<thead>
<tr>
<th>Landing Page</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>/tw/</td>
<td>2,874</td>
<td>75.57%</td>
<td>2,172</td>
<td>70.56%</td>
<td>2.79</td>
<td>00:02:03</td>
</tr>
<tr>
<td>/en/</td>
<td>1,344</td>
<td>68.68%</td>
<td>923</td>
<td>73.07%</td>
<td>2.84</td>
<td>00:02:36</td>
</tr>
<tr>
<td>/en/13-juices</td>
<td>24</td>
<td>45.83%</td>
<td>11</td>
<td>41.67%</td>
<td>9.83</td>
<td>00:08:58</td>
</tr>
<tr>
<td>/tw/13-juices</td>
<td>15</td>
<td>33.33%</td>
<td>5</td>
<td>20.00%</td>
<td>3.47</td>
<td>00:00:55</td>
</tr>
<tr>
<td>/tw/15-combo</td>
<td>10</td>
<td>30.00%</td>
<td>3</td>
<td>0.00%</td>
<td>11.80</td>
<td>00:08:25</td>
</tr>
<tr>
<td>/tw/juices/14-apple-beet-carrot.html</td>
<td>10</td>
<td>50.00%</td>
<td>5</td>
<td>50.00%</td>
<td>3.80</td>
<td>00:09:28</td>
</tr>
<tr>
<td>/tw/juices/13-orange-pineapple-beet.html</td>
<td>9</td>
<td>88.89%</td>
<td>8</td>
<td>33.33%</td>
<td>2.78</td>
<td>00:04:40</td>
</tr>
<tr>
<td>/en/content/4-about-us</td>
<td>7</td>
<td>14.29%</td>
<td>1</td>
<td>85.71%</td>
<td>1.29</td>
<td>00:00:04</td>
</tr>
</tbody>
</table>
engaging customers

- news/blog/facebook
- promotion/group buy
- content & photo
- landing page
- ease of use navigation
2/Paid traffic
Traffic is important but most crucial is Conversion

You have to get people to visit the site or page you're directing them to. You may get tons of traffic but it does not mean you’re doing well. Unless you can capture some lead and convert them into your customers eventually.
Traffic is important but most crucial is Conversion

Conversion means persuading the reader to do the thing you want them to do, whether that's to buy a product from your online store, download your case study in exchange for his email address or to call you to set up a consultation.

Your end goal isn't traffic. It's sales! Without sales, you'll be out of business, regardless of how much traffic you have. So define your goal of the landing page.
What is the average conversion rate for an ECOMMERCE WEBSITE?
Surprisingly, studies show that the average conversion rate for a website is between 0.1% and 0.5%, which means it’s only converting a teeny tiny portion of site traffic. With such a poor outcome, why do businesses still rely on the homepage to do the heavy lifting?
Maths questions

- If you have 10,000 traffic to your website, what is the converted traffic for website 1%
If a successful order will earn you $500, which means you need 100 traffic to convert one customer.
Maths questions

Are you making money if each traffic cost $10?
NO, because it will cost you $1,000 to get 100 traffic. Conversion rate is 1% so you need to spend $1,000 to get $500
Maths questions

Are you making money if each traffic cost $2?
NO, because it will cost you $200 to get 100 traffic. Conversion rate is 1% so you need to spend $200 to get $500
So now you know how to justify the advertising dollar for traffic.

If $2 can bring in one traffic, which mean you use $200 to earn $500. How much is your ads budget?
Maths questions

If a customer really use $10 to bring in a traffic, which mean they spend $1,000 to get $500 income.
Do you know WHY?
Consider LTV

A customer could buy 4 times in a year which end up $1,000 to get them to buy the first time of $500 is making sense.
3/Own traffic

eDM
2. Higher AOV
STAY NUTRITIOUS & HEALTHY WITH SUPERFOOD

100% COLD-PRESSED JUICES

PURIFY & COLD-PRESSED

TOPLIST OF THE WEEK

- Fresh pineapple slices
- Organic apple slices
- Tasty beetroot slices
- Bright orange slices
Superfood 100% Cold Pressed

DIRECT DELIVERY ABOVE HK$360

HOME > JUICES

JUICES

There are 6 products.

1. Grapefruit Moon
   Price: $30.00

2. Daily Detox
   Price: $30.00

3. Apple, Beet
   Price: $30.00

TAGS:
- orange
- beet
- pineapple
- apple
- grapefruit
- carrot
- pear
- ginger
[6] YOUTHFUL

Carrot, orange.
Taste: Very sweet and little sour.
Anti-aging, reduce water retention, alkalise blood acidity, cleanse the body, strengthen immunity, support healthy blood cholesterol balance and improve vision.

300ml

CONDITION New

$30.00

QUANTITY 1

ADD TO CART
Superfood
100% COLD PRESSED

Juices
Snacks
Combo

Viewed Products

Youthful
Carrot, orange
Taste: Very sweet and...

Daily Detox
Pineapple, grapefruit, orange.
Taste: Refreshing and...

ADD TO CART

carrot, orange
cross selling

5 OTHER PRODUCTS IN THE SAME CATEGORY:

1. Grapefruit Moon
2. Daily Detox
3. Apple, Beet
4. Refresher
Winnipeg Jets Hat

$29.99

Add to cart

When purchased by itself this hat is normally $29.99

This is an example of not only a sweet hat, but a product that is part of a bundle sale. If you look down below there are two other items that when purchased together with this item will qualify you for a 25% discount. This is created using the Product Bundles app. You can grab the BETA version here.

Share this item: +1 Tweets Pin it Likes

Bundle your Jets gear and save 25%!

Winnipeg Jets Hat $29.99 $22.49
Winnipeg Jets Jersey Small (Bundle price) $157.49

Add Bundle to Cart 25%

You can add the entire bundle with one click!

When purchased as part of a bundle sale it’s 25% off!
Why do we up sell / cross sell / bundle product to customers?
但毛利率並不是HKTVmall最大的致命傷。最恐怖是其他營運開支，半年就花了3.36億元，跟營業額的數字差不多，真係好鬼得人驚！雖然HKTVmall較零售店節省了一點租金，但每100元的營業額，市場推廣及O2O門市營運開支12.1元（已經等於759的店舖租金比率）成本高達38.1元，點計都冇可能賺到錢。除此之外，電子商貿業務運作及後援支援成本23.7元，也是一個很大的致命點。
responsive design
facebook login
pop up after x second
Solve customer problem during purchase
delivery options

- free shipping over $xxx purchase
- next day delivery
- select date/time delivery
<table>
<thead>
<tr>
<th>Time</th>
<th>4th May</th>
<th>5th May</th>
<th>6th May</th>
<th>7th May</th>
<th>8th May</th>
<th>9th May</th>
<th>10th May</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Tuesday morning</td>
<td>Wednesday morning</td>
<td>Thursday morning</td>
<td>Friday morning</td>
<td>Saturday morning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:00</td>
<td>Tuesday midday</td>
<td>Wednesday midday</td>
<td>Thursday midday</td>
<td>Friday midday</td>
<td>Saturday midday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18:00</td>
<td>Tuesday evening</td>
<td>Wednesday evening</td>
<td>Thursday evening</td>
<td>Friday evening</td>
<td>Saturday evening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**schedule delivery**
review & rating
(on/off site)
Customer Reviews for WooCommerce

By ivole

This plugin is not translated into 简体中文 yet. Help translate it!
make it simple to purchase

- basket
- security
- delivery cost
- big buttons (especially for mobile)

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>DESCRIPTION</th>
<th>UNIT PRICE</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>[3] Apple, Beet</td>
<td><img src="image" alt="Apple, Beet" /></td>
<td>$30.00</td>
<td>1</td>
<td>$30.00</td>
</tr>
<tr>
<td>[2] Daily Detox</td>
<td><img src="image" alt="Daily Detox" /></td>
<td>$30.00</td>
<td>1</td>
<td>$30.00</td>
</tr>
</tbody>
</table>

**TOTAL PRODUCTS**: $60.00

**TOTAL SHIPPING**: $36.00

**TOTAL**: $96.00
packaging
making it simple to purchase

- more payment options
- no distractions (same header/look & feel)
- language & tone
- registration or guest checkout
- analytics
### SHOPPING CART

Add **HKD$4,932.8** more to cart and get free shipping!

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EverBlock - 12”x6” Full Block - White</td>
<td>HKD$67.2</td>
<td></td>
<td>HKD$67.2</td>
</tr>
</tbody>
</table>

### CART TOTALS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtotal</td>
<td>HKD$67.2</td>
</tr>
<tr>
<td>Shipping</td>
<td>HKD$200.0</td>
</tr>
</tbody>
</table>

**Total**

HKD$267.2

[CONTINUE SHOPPING]  [UPDATE CART]

[PROCEED TO CHECKOUT]

[Coupon code]
Last step to increase average order value
4 in 1 marketing plugins

- Get more subscribers and deliver coupon
- Create urgency for purchase
- Show how many people are looking at the product right now
- Create curiosity and awareness
WE HELP YOU BUILD AMAZING THINGS
MODULAR PLASTIC BLOCKS
IDEAL FOR DOZENS OF APPLICATIONS AND INDUSTRIES
MADE IN NEW YORK
3. Frequent purchase
Flash sales

- Philips 40" FHD LED TV: $399 (Original: $899)
- Onkyo HT-S3700 Home Theatre: $599 (Original: $779)
- Philips Blu-ray player: $8 (Original: $229)
abandoned cart reminder

70% people add to cart but quit the site without checkout.
Re-capture customers order
survey
after order
simple multiple choice
getting them to come back
re-targeting ads
To sum up, focus on 3 main areas

1. More customers
2. Higher AOV
3. Frequent purchase
Positioning

- USP (unique selling point)
- Differentiation
- Single brand / multiple brand
Branding
<table>
<thead>
<tr>
<th>No.</th>
<th>Materials</th>
<th>Unit</th>
<th>Price (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>碎石  *</td>
<td>tonne</td>
<td>55</td>
</tr>
<tr>
<td>2.</td>
<td>濃青</td>
<td>tonne</td>
<td>7,517</td>
</tr>
<tr>
<td>3.</td>
<td>混凝土磚，100毫米厚</td>
<td>square metre</td>
<td>80</td>
</tr>
<tr>
<td>4.</td>
<td>柴油 #&lt;br&gt;工業用（輕質）&lt;br&gt;汽車用</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>工業用（輕質）桶（200公升）&lt;br&gt;100公升</td>
<td>200-litre drum</td>
<td>2,448</td>
</tr>
<tr>
<td></td>
<td>For industrial use (light)&lt;br&gt;For road use</td>
<td>100 litre</td>
<td>1,215</td>
</tr>
</tbody>
</table>
Red clay brick on sale for up to $1,000 on eBay

Highly anticipated fashion item by skateboarding brand Supreme sold out at original price of $30 within minutes
Thank you & Q&A

Connect with me at
ivan@hdcourse.com and
www.fb.com/ivansopage