

CHRIS CARDELL'S

ULTIMATE MARKETING

2021

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life

CHRIS CARDELL'S
ULTIMATE MARKETING



FACEBOOK GROUP

www.facebook.com/groups/ultimatemarketing2021



Contact Us

team@cardellmedia.com

CHRIS CARDELL'S

ULTIMATE MARKETING HUB

www.cardellmedia.com/um-2021-hub/

Website Essentials – Internet Marketing for Online Profits

Traffic x Conversion Formula

Traffic x Conversion Formula

EXAMPLE: 100 VISITORS A DAY

- Convert 1% of them to buyers = 1 sale a day
- Increase your traffic by 50% to 150 visitors a day
- Increase your Conversions by 50% to 1.5%
- Sales increase to an average of 2.25 sales a day
- An increase of **125%**

10 Essential Website Strategies To Maximise Your Online Conversions and Profits



**The Key Question: What is
the purpose of your
Website?**



Web Design Principles

2: Web Design Principles

1. A clean approach

Don't overcomplicate the look of a website. Keep it clean, simple and contemporary.

2: Web Design Principles

Scrolling picture

2: Web Design Principles

Scrolling video

2: Web Design Principles

2. Clear call to actions in the header and easy navigation.

- Call to actions should be clear in the header as well as the top fold of the website.
- A contact phone number, email address, ‘enquire now’ and/or ‘shop now’ button should always be easily visible at the top of the website design.
- Simple navigation



Talk to our team [1-877-810-8787](tel:1-877-810-8787)

[My Account](#) [Heart](#) [Cart](#)

[Get A Free Trial >](#)

[Home](#) [About](#) [Solutions](#) [Product](#) [Industries](#) [Services](#) [Prices/ Licensing](#) [Downloads](#) [Blog](#) [Contact us](#)

Are Your Business Systems & Processes Keeping Your Performance and Productivity In The Dark?

Got two minutes? Learn how the right software can help you transform your business!



Get Your Free Business Planning ERP Optimisation Guide

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

Enter your name here

Enter your email here

[Download Now >](#)



Customer Services
01342 457 337



🔍 My Account 🏠

PRODUCTS ▾

ECO FRIENDLY ▾

ABOUT US

BLOG

TESTIMONIALS

CONTACT



Free UK delivery over £80



Next day delivery on most products

Quality Eco-Friendly Takeaway Essentials for the Hospitality Industry

Free next day delivery over £80



2: Web Design Principles

3. Video in top section and form or call to action close to the video

50% of people leave websites without even scrolling down the page, so what you put in that area at the top of the page is crucial.

2: Web Design Principles



Talk to our team on **0800 155 166**

GET A FREE QUOTE >>>

HOME

ABOUT US

HOME SERVICES ▾

COMMERCIAL SERVICES ▾

GALLERY

CONTACT US

Premium level building maintenance services

We are a highly experienced residential and commercial building maintenance services company



Tap to Call **0800 155 166**

Get a **FREE QUOTE** Today

Enter your name here

Enter your company name here

Enter your email here

What services do you need?

GET MY FREE QUOTE >>>

Over 10 years of experience in
Building Maintenance Services

A job done right
the first time

No risk option,
\$1,000 Money Back Guarantee

2: Web Design Principles

4. Authority bar below the video

Add 3 to 4 quick unique selling points of the business at a glance this backs up the video and headline. Or use accreditation logos of the clients the business has worked with to build trust especially if they are impressive clients/brands. The purpose is to give the website visitor confidence in the product or service to keep them engaged and wanting to find out more.

2: Web Design Principles

The screenshot shows the homepage of Video Doorbells Express. At the top left is the logo, a search bar, and links for 'My Account', a heart icon, a shopping cart icon, and the phone number '301-927-0706'. A navigation menu includes 'HOME', 'ABOUT US', 'VIDEO DOORBELLS', 'HOME SECURITY PRODUCTS', 'BLOG', and 'CONTACT US'. A dark banner below the menu reads 'FREE DELIVERY OVER \$50'. The main content area features a large image of a woman using a video doorbell, a play button overlay, and the headline 'Secure your home and have peace of mind'. Below this is a sub-headline, a 'SHOP NOW' button, and an image of a doorbell. At the bottom, four benefit icons are listed: a shield for 'Feel safer when you're home and away', a smartphone for 'Listen and respond to visitors entering your property', a camera for 'Protect your family and property with state of the art security systems', and a padlock for 'Watch over your property at all times'. Red arrows point from the left and right towards the first and last icons respectively.

VIDEO DOORBELLS EXPRESS

My Account | Heart | Shopping Cart
Talk to our team **301-927-0706**

HOME ABOUT US VIDEO DOORBELLS HOME SECURITY PRODUCTS BLOG CONTACT US

FREE DELIVERY OVER \$50

Secure your home and have peace of mind

We help our customers find the most suitable video doorbell and home security products for their home.

SHOP NOW

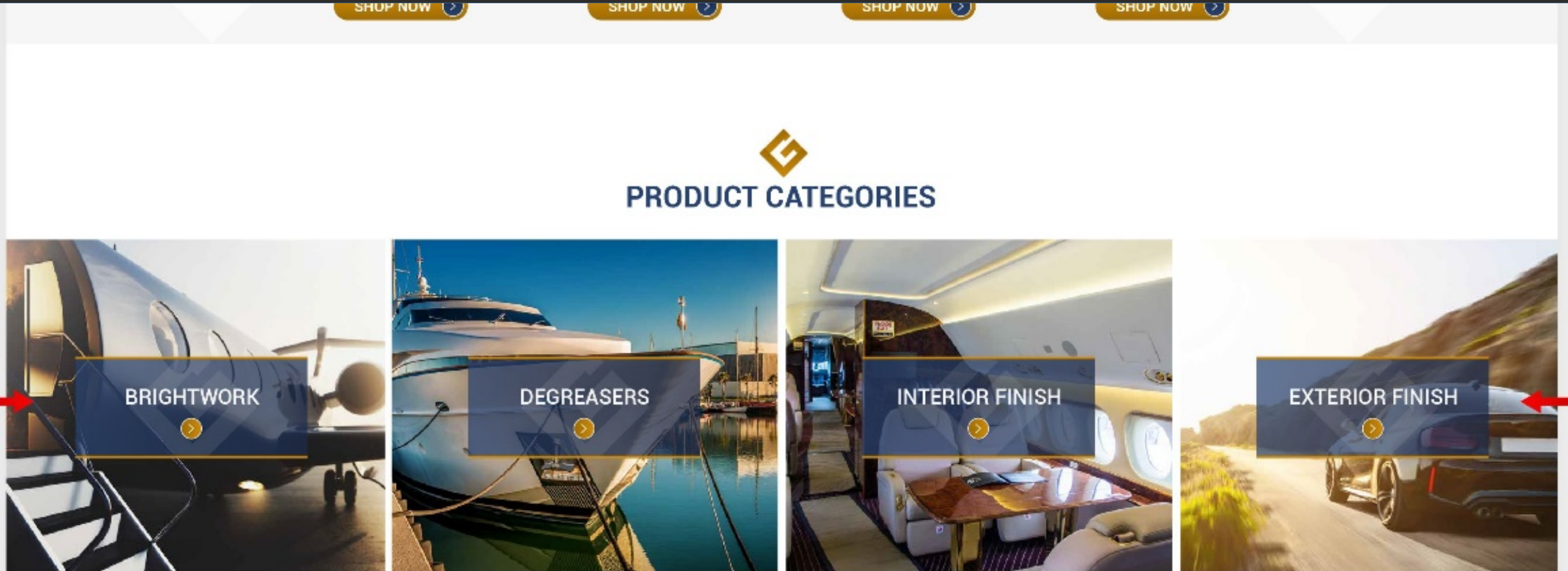
- Feel safer when you're home and away
- Listen and respond to visitors entering your property
- Protect your family and property with state of the art security systems
- Watch over your property at all times

2: Web Design Principles

5. Quick links to key services

Clear, and concise links or buttons to the key services the business offers, also supports the main easy to follow top navigation. It allows the website visitor to easily find what they are looking for and allows them to click through to the individual service page to find out more.

2: Web Design Principles



If you would like to talk to us about our products, please call **+353 86 280 3919**

2: Web Design Principles

6. Testimonials

Testimonials are another crucial section to a home page in creating confidence. Testimonials tend to be further down the page so the visitor can find out what the business offers and then read/watch experiences of others. Integrate with Google reviews/trust pilot if you have it.

2: Web Design Principles



SEE MORE PHOTOS

“I always feel beautiful when I leave”

“I’ve been going to Stacey at Marie’s for three years now for my hair and she does a perfect job every single time! I always walk out of there feeling like I spent time with one of my girlfriends getting pampered and I always feel beautiful when I leave.”

Stephanie P.

Would you like to talk to our team about a salon treatment or beauty product?

Please call **007 333 8856**

2: Web Design Principles

7. Clear call to actions through the page



Decide on and Test Conversion Goals

WE ARE OPERATING AS NORMALLY AS POSSIBLE.

We are able to undertake safely and within government guidelines. Our 24/7 emergency helpline is operating as normal Call Now On 0800 393 364

KEEP YOUR BUSINESS & HOME SAFE

CCTV, Wired, Cloud Based and Wireless Intruder Alarms, Door Entry Systems and more



Tap to Call 0800 393 364

Tap to Email info@britsectec.com

For A No-Obligation Quote

YOUR COMPLETE RETAIL STORE SOLUTION

Providing Retail Solutions For The UK's Biggest Businesses For Over 20 years



Get in contact with our team
to discuss your project:

CALL US ON: 0116 2602060

OR

ENQUIRE NOW >



Talk to our team on **0800 155 166**



GET A FREE QUOTE >>>

HOME

ABOUT US

HOME SERVICES ▾

COMMERCIAL SERVICES ▾

GALLERY

CONTACT US

Premium level building maintenance services

We are a highly experienced residential and commercial building maintenance services company



Tap to Call **0800 155 166**

Get a **FREE QUOTE** Today

Enter your name here

Enter your company name here

Enter your email here

What services do you need?

GET MY FREE QUOTE >>>



For general enquiries call +971 4 321 8556

+ For Emergencies call 600 525258

Book a veterinary appointment

i COVID-19 - British Vet Statement

Your Local Veterinary Hospital for all your animals health care needs

Experienced team of British qualified vets & nurses run to the standards and clinical excellence and ethics set by the Royal college



Tap to Call +971 4 321 8556

Book a veterinary appointment



PREMIER MASTER JEWELLERS OF ST ALBANS
EXQUISITE BESPOKE DESIGN



BY PERSONAL APPOINTMENT

[BOOK AN APPOINTMENT >](#)



FIND YOUR PERFECT PRESENT
0% FINANCE OFFERED IN STORE
PLANS UP TO 4 YEARS

Speak to Susan on 772-261-4507

You Are Unstoppable

by Susan Mestjian

Home

About Susan

How I Work

Packages

FAQs

Circle of Life

Contact

Be The Best You & Live Your Best Life

Transformational Coaching with Susan Mestjian



Book a Free 30 minute initial consultation with Susan now

Enter your name here ↘

Enter your email address here ↘

Request my Consultation



Re-imagine your life



Overcome fear & obstacles



Follow your dreams & desires

Talk to our team 0116 4105440



My Account



HOME

ABOUT US

NEW IN

SHOP BY BRAND

MENS

LADIES

FOOTWEAR

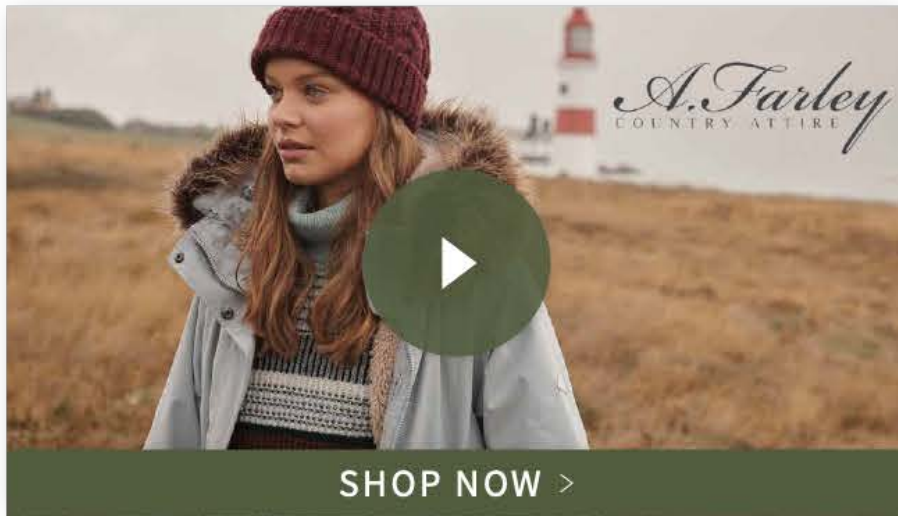
SALE

CONTACT US

FREE UK DELIVERY OVER £50

Fashionable Country Attire since 1968

Sub header to go here



Receive Our Latest News & Offers

SIGN ME UP

Klarna.

Pay later with Klarna

FREE Delivery

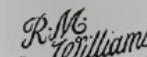
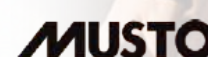
on all orders of £50

10% off

your first order

Returns Policy

90 days returns





A Mobile First Strategy

4: A Mobile First Strategy

Website Design on Mobile

- Mobile responsive websites are a requirement now, not an option.
- Originally, you would have two different sites – one for mobile one for desktop.
- But with the proliferation of different device sizes this not as possible or easy to achieve.

4: A Mobile First Strategy

Website Design on Mobile

- The advancement of CSS / HTML means code can now respond to different viewports (the actual screen of the device).
- The best practice is to have design desktop first, then adapt within your website builder for phone, tablet and laptop.

4: A Mobile First Strategy

Website Design on Mobile

- The pages are the same for both desktop and mobile, but you or your developer need to decide which elements of the page to display for each screen and how they are arranged (i.e., horizontal boxes for desktop and vertical boxes for mobile).
- Mobile view tends to be one column, so you need to decide which column on your desktop website is the most important for the viewer and then stack the rest below that (or hide them).

4: A Mobile First Strategy

Website Design on Mobile

- The function that does this within a website is called ‘media queries’ it’s the filter for different screen sizes within a media query, you can set a minimum width or maximum width or both.
- Responsive design would take a lot of coding without tools that automatically adjust layout and spacing. You or your developer can use the tools to meet the Google mobile-friendly test, you need to edit the settings at each screen size.

4: A Mobile First Strategy

Website Design on Mobile

- You can also show/hide different elements on different screen sizes.
- Given how little space you're working with on mobile devices, you need to hide some elements that appear on the large-screen version. You need to retain the most important information, for example the desktop site might have images that don't add any value to the small-screen version.

4: A Mobile First Strategy

Website Design on Mobile

You need to decide what you need to show on mobile screen of your website.

4: A Mobile First Strategy

The key factors to have on mobile design:

- 1. Make sure your buttons are large enough for users to tap without zooming in.**

4: A Mobile First Strategy



4: A Mobile First Strategy

These key factors to have on mobile design:

- 2. Make sure there are spaces between hyperlinks so if a user clicks, they don't accidentally click another.**

4: A Mobile First Strategy

The image compares the desktop and mobile versions of the Shopify website. The desktop version (left) features a large hero section with the headline "Build an online business—no matter what business you're in" and a form to "Enter your email address". The mobile version (right) has a dark blue header with the Shopify logo, "Log in", and a menu icon. The main content area is simplified, with the headline "Set up your store, pick a plan later" and the subtext "Try Shopify free for 14 days, no credit card required". A prominent blue button labeled "Start your free trial" is highlighted with a red arrow.

Desktop Version:

- Shopify logo
- Log in
- Menu icon
- Headline: **Build an online business—no matter what business you're in**
- Form: Enter your email address

Mobile Version:

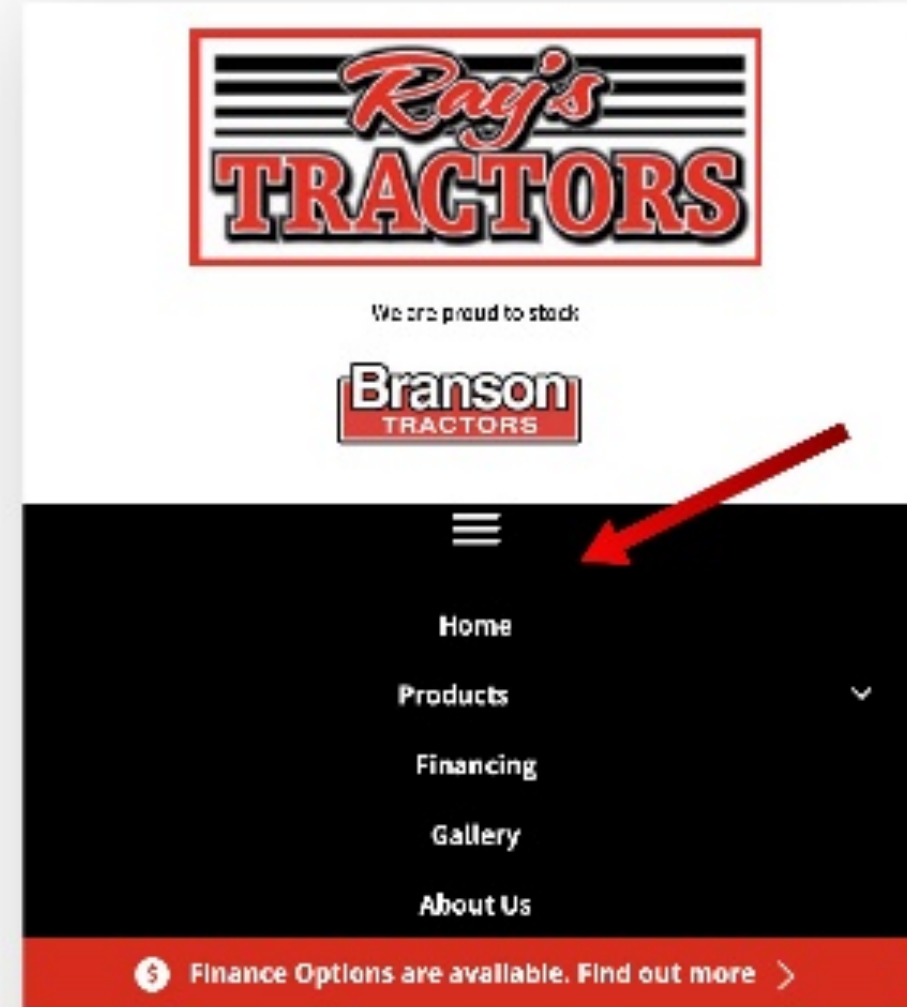
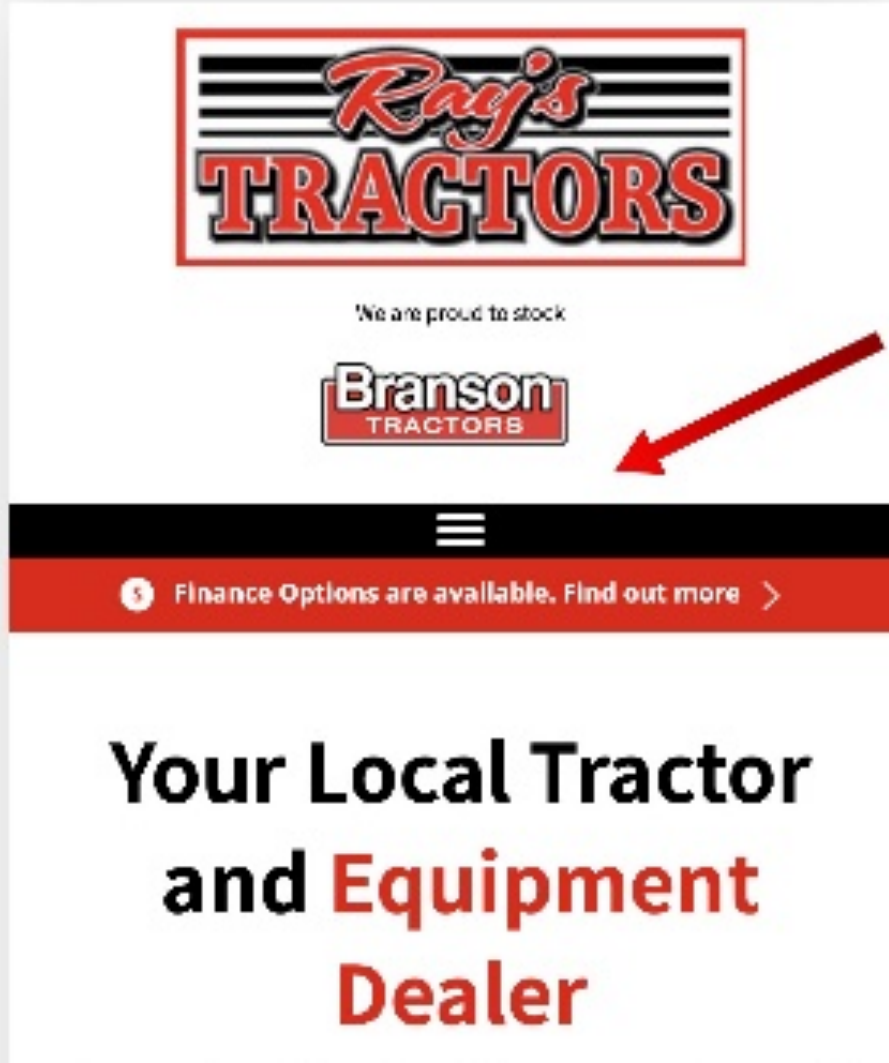
- Shopify logo
- Log in
- Menu icon
- Headline: **Set up your store, pick a plan later**
- Text: Try Shopify free for 14 days, no credit card required
- Button: **Start your free trial**

4: A Mobile First Strategy

These key factors to have on mobile design:

- 3. Make sure text is large enough to read without zooming in unless you choose too.**
- 4. Use simple menus due to reduce space on mobile. Present a simple key category and then filter by category etc. Use hamburger symbol to indicate the menu that opens when clicked.**

4: A Mobile First Strategy

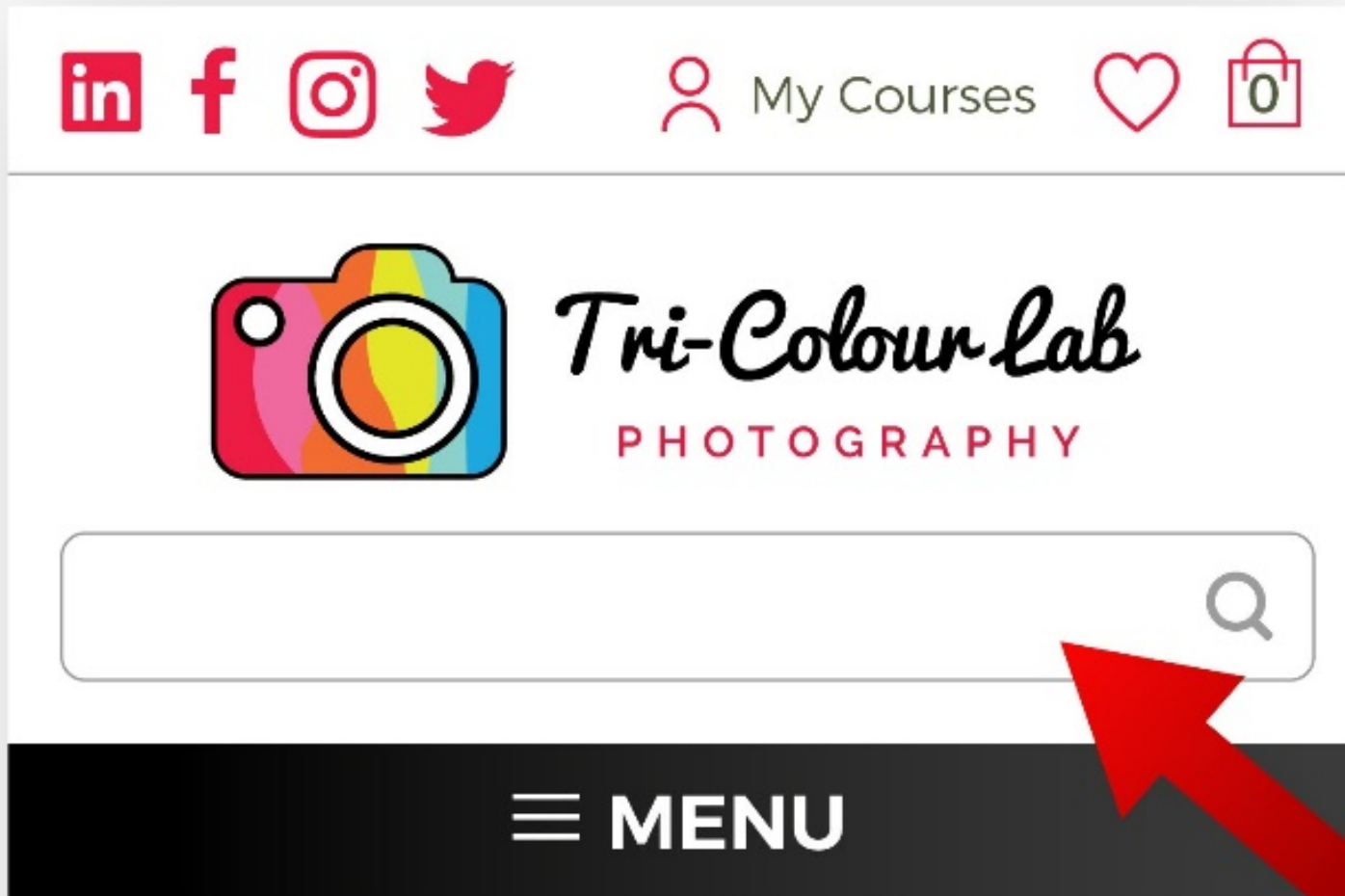


4: A Mobile First Strategy

These key factors to have on mobile design:

- 5. Add search feature in the header to make it effortless for people to find what they are looking for.**

4: A Mobile First Strategy



**HAVE FUN
LEARNING HOW TO**

4: A Mobile First Strategy

These key factors to have on mobile design:

- 6. Have your video directly on mobile screen without scrolling.**



BritishSecurity
TECHNOLOGIES



KEEP YOUR BUSINESS & HOME SAFE



Smart Wired and Wireless Intruder Alarms, CCTV, Fire Alarms and More

4: A Mobile First Strategy

These key factors to have on mobile design:

- 7. Clear call to actions without having to scroll, click to call, click to email, get a quote, contact etc.**

4: A Mobile First Strategy



The image shows a mobile website for 'Supplies' with a video player overlay. The video player has a red progress bar and a dark red control bar. The text 'Tap to Call for Advice 01342 457 337' is displayed in the control bar. Below the video player, there is a dark red button with the text 'SHOP NOW'. Underneath the button, the text 'WE ARE PROUD TO SUPPLY' is visible. The logos for 'Harrods' and 'Hilton' are shown at the bottom of the page. A large red arrow points from the 'SHOP NOW' button to the Hilton logo.

Supplies

2:52

Tap to Call for Advice 01342 457 337

SHOP NOW

WE ARE PROUD TO SUPPLY

Harrods

Hilton

Call ☎ 01342 457 337

4: A Mobile First Strategy

These key factors to have on mobile design:

- 8. Don't use pops on mobile they can be difficult to close and frustrate the user.**
- 9. Make the background white so it's easy to read.**

4: A Mobile First Strategy

Example Desktop:



4: A Mobile First Strategy

Example Mobile:





Ecommerce

5: Ecommerce

The Most Important Elements on a Home Page and Product Page

5: Ecommerce

1. Clear call to actions in the header

- Put contact phone number in as many places as possible, email address, 'enquire now' and/or 'shop now' button should always be easily visible at the top of the website design.
- The 'favourite/Wishlist' heart, 'Account' and 'basket/bag' icons should also be easy to see in the header along with a clear and easy to use search bar.

Customer Services
01342 457 337



My Account  

HOME

PRODUCTS ▾

ABOUT US ▾

BLOG

TESTIMONIALS

CONTACT



Free UK delivery over £80



Next day delivery on most products

QUALITY CATERING INDUSTRY ESSENTIALS

Free next day delivery over £80



Tap to Call for Advice 01342 457 337

SHOP NOW

5: Ecommerce



Talk to our team 1-877-810-8787

[My Account](#) [Heart](#) [Shopping Cart](#)

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Are Your Business Systems & Processes Keeping Your Performance and Productivity In The Dark?

Got two minutes? Learn how the right software can help you transform your business!



Get Your Free Business Planning ERP Optimisation Guide

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

Website Essentials – Internet Marketing for Online Profits

5: Ecommerce

2. Authority bar below the video

Add 3 to 4 quick unique selling points of the business highlight free delivery, express delivery, price guarantees, easy no quibble returns, payment options and logos of the brands you sell.

Talk to our team 0116 4105440

A. Farley
COUNTRY ATTIRE

My Account

HOME

ABOUT US

NEW IN

SHOP BY BRAND

MENS

LADIES

FOOTWEAR

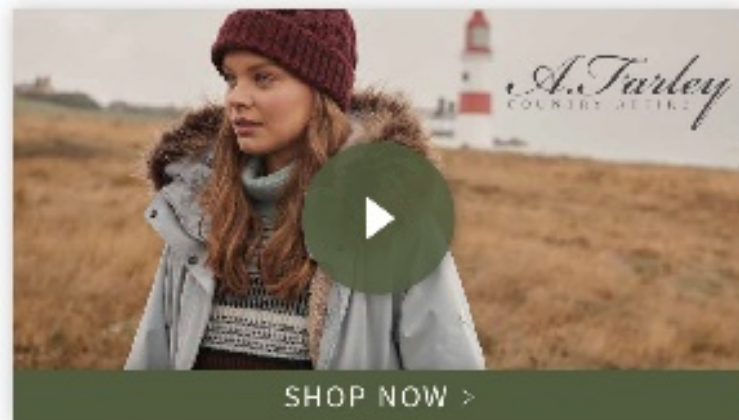
SALE

CONTACT US

FREE UK DELIVERY OVER £50

Fashionable Country Attire since 1968

Sub header to go here



Receive Our Latest News & Offers

Enter your name here

Enter your email address here

SIGN ME UP

Klarna.

Pay later with Klarna

FREE Delivery

on all orders of £50

10% off

your first order

Returns Policy

90 days returns

Barbour

dubarry
of leeds

ARIAT

HÄRKILA

LE CHAMFEL

MUSTO

Rob Williams

Recent Arrivals

5: Ecommerce

3. Featured Products

- Add a ‘featured products’ or ‘new/recent arrivals’ ‘Main Collections and Bestsellers thumbnails to take visitors straight to those collections.
- This gives the visitor a quick taste of what the business is offering. These products should be updated frequently and relevant if seasonal or time sensitive.

5: Ecommerce



FEATURED PRODUCTS



All Purpose Cloths 38 x 40cm

from £59.85

[FIND OUT MORE](#)



Fish and Chips Tray

£39.95

[FIND OUT MORE](#)



White Muslin Lemon Wraps with Free Ribbon Ties

from £20.42

[FIND OUT MORE](#)



Kraft/Black Single Hamburger Trays

£22.00

[FIND OUT MORE](#)

5: Ecommerce



Recent Arrivals



ARIAT Boots - Womens
Abbey Boots Willow

£180.00

SHOP NOW



MUSTO Jacket - Mens HTX
GORE TEX® Dark Moss

£450.00

SHOP NOW



SEALSKINZ Gloves -
Waterproof

£55.00

SHOP NOW



MUSTO Jacket - Mens HTX
Quilted

£150.00

SHOP NOW



Ladies



Gentlemen



Footwear

5: Ecommerce

SHOP COLLECTIONS



CARDIGANS



DRESSES



GLOVES



HATS



SWEATERS



SCARVES

5: Ecommerce

4. Testimonials

- Testimonials are one of the most important sections of a home page in creating confidence.
- Testimonials tend to be further down the page so the visitor can find out what the business offers and then read/watch experiences of others to give them the final push to get in touch or buy the product or service.
- Add all reviews to your site with names to make them real, if you have Trust Pilot or Google Reviews integrate them directly on the site to stop people clicking off to the review site, there are plugins to do this.

5: Ecommerce

GLOWING REVIEWS

We stayed overnight at this wonderful old Inn. We were in the "Exe" room which was charming. Beautifully decorated with a large modern bathroom. The owners Paul and Ness were lovely. They were welcoming and very knowledgeable about the history of the building and surrounding area.

< The bar and other staff were also really welcoming. We had a really enjoyable 2 course lunch for ten pounds each, excellent value and wonderful home cooked food. The breakfast was great too! >

We will certainly be back!

TRISHA D.

5: Ecommerce

5. Clear information about the product on the product page

- **The product image should be nice and big with a zoom function so visitors can see product detail. Add as many images as possible. Underneath the main product information regarding options and price should be full description and any other relevant information about the product and service.**
- **Re enforce delivery/returns/guarantees details here.**
- **Keep the page clean and contemporary, not cluttered.**

5: Ecommerce



ARIAT Boots – Womens Abbey Boots – Willow



£180.00

Size Guide

Select a Size

Select Colour

Select a FREE GIFT



1

ADD TO BASKET

Description

Additional Information

Delivery & Returns

The Ariat Features Spanish-inspired tassel detailing and a stylish silhouette. This boot was born to move and be seen. Beautifully handcrafted nubuck and special touches include a snap buckle, slanted side zip, plus stretch gusset for the perfect fit.

- ATS[®] technology for stability and all-day comfort
- Premium water-proof nubuck upper
- Classic tassel detail



5: Ecommerce

6. Video

Include Video in your product image gallery to demonstrate the product in action. The more a prospect can see, the more confident they are to buy.

5: Ecommerce



“Just enough zing for my cheeks and eyes. Love it!”

–Taffer C., Boomstick Glimmer customer

A TOUCH OF RADIANCE IN AN EASY-TO-CARRY STICK

Boomstick Glimmer adds glamour to your skin. You can dab this pearlescent stick on your eyelids, cheeks, brow bone, or anywhere else for a little extra radiance! At only 8 grams, it's easy to carry anywhere to add a natural-looking sparkle to your skin.

\$28

1 ▼

ADD TO CART

(OR TRY ALL 3 BOOMSTICKS AND SAVE 6%)

100% NO-RISK MONEY BACK GUARANTEE

4.8 ★★★★★

5: Ecommerce



5: Ecommerce

7. ‘You may also be interested in...’ section underneath main product details on the page.

- **Encourage buyers to purchase more by adding adding related products to what they are viewing/purchasing at that time.**
- **You May Also Need.. for example buying the cups, do you need the lids?**
- **Add to cart in one click...**

5: Ecommerce

The company also has its own retail outlets in distribution

2. Use of email to send details of availability of seasonal variants (e.g. Christmas promotion) post-Christmas

3. Use of social media to build brand awareness

4. Don't forget your coffee and

5. Remember your coffee and

YOU MAY ALSO NEED



1. Double wall coffee cup
(200044)
£0.90

ADD TO CART



Double wall brown kraft cup
(200044)
£0.90

ADD TO CART

FREE UK DELIVERY OVER £80

5: Ecommerce



YOU MAY ALSO BE INTERESTED IN...



Riley England - Burwat Black
Snooker Cue - 1

SKU: RENG-1

£629.00

[SHOP NOW >](#)



Riley England - Burwat Black
Snooker Cue - 1

SKU: RENG-1

£629.00

[SHOP NOW >](#)



Riley England - Burwat Black
Snooker Cue - 1

SKU: RENG-1

£629.00

[SHOP NOW >](#)



Riley England - Burwat Black
Snooker Cue - 1

SKU: RENG-1

£629.00

[SHOP NOW >](#)



5: Ecommerce

8. Add To Cart

- When you add a product to the cart, don't take them to the checkout page
- Use a simple cart pop up message that shows you have just added to your cart, you can go to cart or just continue shopping.

5: Ecommerce

The screenshot displays the 'QAR Supplies' website. The top navigation bar includes the logo, a search icon, 'My Account', and a shopping cart icon. Below this is a menu with 'ABOUT US', 'BLOG', 'TESTIMONIALS', and 'CONTACT'. A dark grey banner at the bottom of the navigation area states '£80 Next day delivery on most products'. The main content area features a product titled 'Double wall brown Kraft cup - 16oz (400/pack)' priced at '£69.68', with a note for 'FREE UK DELIVERY OVER £80'. A red arrow points from the 'VIEW CART (3)' button in the cart notification to the product page.

QAR Supplies

Search My Account

ABOUT US BLOG TESTIMONIALS CONTACT

£80 Next day delivery on most products

JUST ADDED TO YOUR CART X

Double wall brown Kraft cup - 16oz (400/pack) Qty: 1

VIEW CART (3)

[Continue shopping](#)

Double wall brown Kraft cup - 16oz (400/pack)

£69.68

FREE UK DELIVERY OVER £80

Add to wishlist

5: Ecommerce

Improve Ecommerce conversion rates

5: Ecommerce

1. The Check Out Process

- Make this as fewer steps as possible, no more than 3 (which is Shopify's default check out option)
- The ultimate goal is a One page Checkout.

Contact information

 Keep me up to date on news and exclusive offers

Shipping address

Shipping method

 Free Shipping Free Standard Shipping €10.00

Payment method

 Credit card PayPal Money Order

Billing address

 Same as shipping address Use a different billing address

ORDER SUMMARY



Green juice 100 servings

\$69.95

Apply Coupon

Subtotal \$69.95

Shipping --

Total USD \$69.95

Complete Purchase



Shopify
SECURE



McAfee
SECURE



Norton
SECURE

5: Ecommerce

2. BUY NOW

- Add BUY NOW in addition to add to cart buttons to your product pages that take you straight to pay.
- Amazon & eBay are the biggest sites that do this.

5: Ecommerce

[Back to home page](#) | [View in category](#) | [Home & Furniture > Vacuums & Floor Care > Appliances > Corded Upright Vacuum Cleaners > Shark Corded Upright Vacuum Cleaners](#)

[See more Shark Lift-Away 1.1L Corded Upright Vacuum Cle...](#)

    | [Watch this item](#)



Mouse over image to zoom



Shark Corded Vacuum with Lift-Away Technology and Anti Allergen NV602UKT

Official Shark Store - Free Delivery & 30 Day Returns

 **194 viewed per day**      31 product ratings

Condition: **New**

Quantity:

More than 10 available
484 sold / [See Feedback](#)

Price: **£269.99**
From £13 per month for 24 months

[Buy it now](#)

[Add to basket](#)

 [Watch this item](#)

100% buyer satisfaction

Click & Collect


More than 90% sold

 Collect **270 Nectar points** [Redeem your points](#) | [Conditions](#)

Collection: Click & Collect - Select store at checkout.

Postage:  **FAST & FREE**

Shop with confidence

 **Direct from SHARK**
Item sold directly by the brand.

 **eBay Money Back Guarantee**
Get the item you ordered or your money back. [Learn more](#)

Shark

[Shop SHARK on eBay](#)

 [Save this seller](#)

[Contact seller](#)

[Visit Shop](#)

[See other items](#)

Registered as a business seller

 **Have one to sell?** [Sell it yourself](#)

5: Ecommerce

3. Increase Sales at Checkout

Offer:

- One click upsells
- Cross selling of related products
- You may also like
- Add a limited time offer to your order now...

Limited time offer

Add a BOOM! Nectar 2oz to your order

This limited time offer ends in **09:20**



BOOM! Nectar 2oz

~~\$82.00~~ **\$73.10** (\$20.00 Savings)

Include a short, benefit-driven description of what your product does and how it can improve your customer's life.

Size
2oz

Quantity
12

Subtotal	\$73.10
Shipping	Free
Taxes	\$5.70
Total	USD \$78.80

Pay now - \$78.80

Decline this offer

5: Ecommerce

4. Make it as easy as possible for people give you money!

- Give as many payment options as possible
- ‘PayPal, Google pay, Amazon pay ‘where your customers payment details are already stored in there devices and do not have to re enter them or go and find a card.
- Super easy to buy on the bus!

5: Ecommerce

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop  Pay

 Pay

 PayPal

OR



Test and Measure



**The 80/20 Principle – It's all
about your Home Pages and
Key Landing pages**

7: The 80/20 Principle – It's all about your Home Pages and Key Landing pages



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Copy

8: Copy

- **Benefits**
- **“You”**
- **Authority**
- **Call To Action**



Video

9: Video

- **British Vets - redone now 3:11 in length.**

10

Remarketing

10: Remarketing

- **Add Google and Facebook Remarketing code to your site**

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