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ULTIMATE MARKETING

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

CHRIS CARDELL'S

ULTIMATE MARKETING HUB

www.cardellmedia.com/umhub63/

Seminar Three

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?**



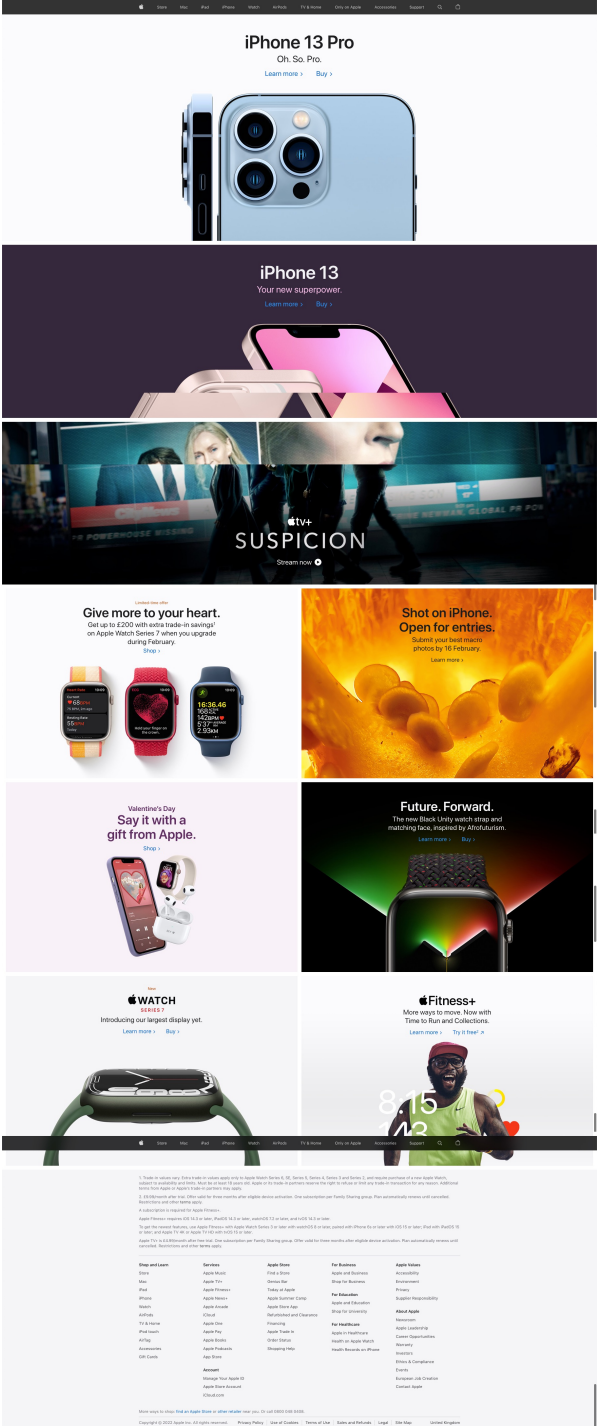
Web Design Principles

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



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**



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Installation by our

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RESIN KINGS

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[TESTIMONIALS](#)

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BEAUTIFUL RESIN DRIVES FROM ONLY £49 PER M²*
INSTALLED IN LESS THAN A DAY

NO DEPOSIT



RESIN KINGS

FINANCE AVAILABLE



CALL FOR A FREE, NO OBLIGATION ESTIMATE



TAP TO CALL 0800 0854 254

*UVR Resin just £59 m2

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.**



Talk to our team **0800 155 166**

GET A FREE QUOTE >>>

HOME

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COMMERCIAL SERVICES ▾

ABOUT

GALLERY

CONTACT US ▾

A much better way to keep your building in great condition

Timaru | Christchurch | Otago | Canterbury



Which residential or commercial building maintenance service can we help you with today?

Call **027 714 4812** for a quote

✓ Over 10 years of experience in residential and commercial building maintenance services

✓ Get the job done right the first time

✓ We run towards the problems, not away from them.

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.**



Call us today
902-805-0935

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We will plan and design your project using partners that have common goals and provide the service you deserve.

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**COMPLETE TURN-KEY
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& CERTIFIED TECHNICIANS**



**SHIPS ANYWHERE
IN CANADA**

WHO WE ARE

Wright Brothers Piping is a family-owned company that provides a range of commercial and residential improvement services. We can manage your entire project (big or small) by contracting and coordinating with subtrades to eliminate your headaches of dealing with multiple trades.



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.**

From carpet to vinyl and everything in between, we've got you covered

[SEE OUR FLOORING PRODUCTS >](#)

[WATCH OUR VIDEO
TO LEARN ABOUT THE
STELLAR DIFFERENCE](#)



STELLAR FLOORING OFFERS A FULL RANGE OF FLOORING PRODUCTS FOR ALL TYPES OF RESIDENTIAL AND COMMERCIAL APPLICATIONS:



WE ARE THE EXPERTS

Choosing a flooring option can be confusing – the features you don't see can be more important than the ones you do! Experience the Stellar difference – come in and talk to a flooring expert who will match your individual needs with the best product choice.

**Request a consultation with one
of our flooring experts**

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.**

FREE ACTION PLAN CONSULTATION

Arrange a free 20 minute talk
to discuss your or your child's
individual learning journey

FIND OUT MORE >

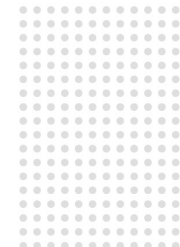
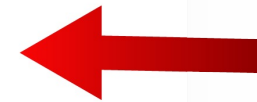


DON'T JUST TAKE OUR WORD FOR IT...



"I went to Karl's classes when I was 13 or 14, because I desperately needed another step in learning English. I wasn't able to speak English whatsoever because of the language barrier. I believe that it was Karl who made me realise that it's not scary to speak a foreign language because at his classes I felt calm and confident. Karl is a great tutor, his lessons are effective, and I'm really glad that I had an opportunity to learn something from such a wonderful person."

Vika - Moscow



2: Web Design Principles

7. Clear call to actions through the page

- **[Text]**

PuraSoft purified water has reduced calcium and magnesium levels for more effective foaming when you soap up in the shower or bath.



PuraSoft purified water causes less scaling which can damage kitchen appliances and leave your bathroom and kitchen surfaces looking worse for wear



To learn more, call us now on

888-783-8020

Try it for FREE

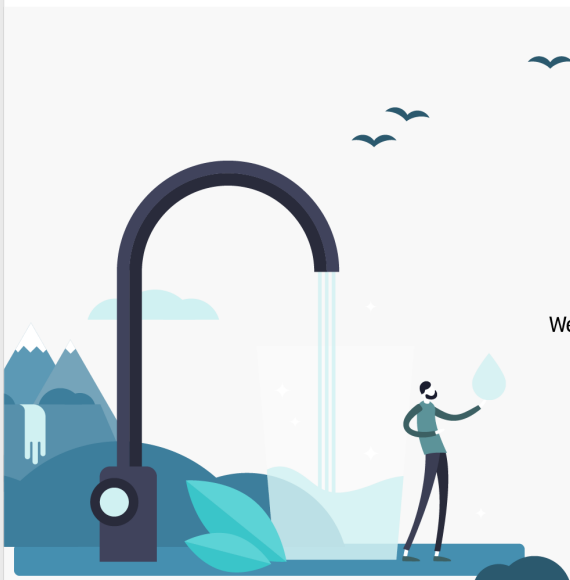
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We're so confident in our water purification system that we offer a free in-home water purification test.

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To get your free in-home water test or to learn more, call us now on

888-783-8020





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

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Enter your company name here

Enter your email here

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+ For Emergencies call 600 525258

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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



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EXQUISITE BESPOKE DESIGN



BY PERSONAL APPOINTMENT

BOOK AN APPOINTMENT >



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Request my Consultation



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Overcome fear & obstacles



Follow your dreams & desires

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SHOP BY BRAND

MENS

LADIES

FOOTWEAR

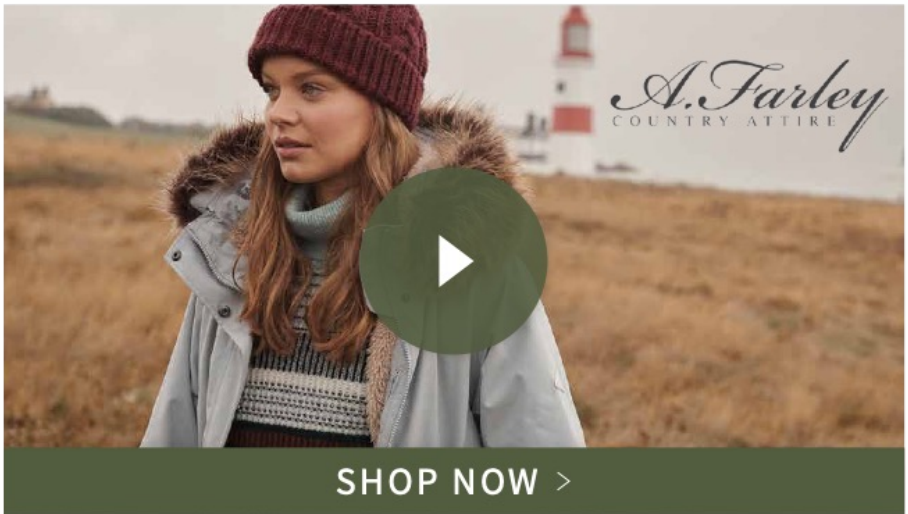
SALE

CONTACT US

FREE UK DELIVERY OVER £50

Fashionable Country Attire since 1968

Sub header to go here



SHOP NOW >

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

ARIAT

HÄRKILÄ

LE CHAMEAU

MUSTO

R. Williams



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

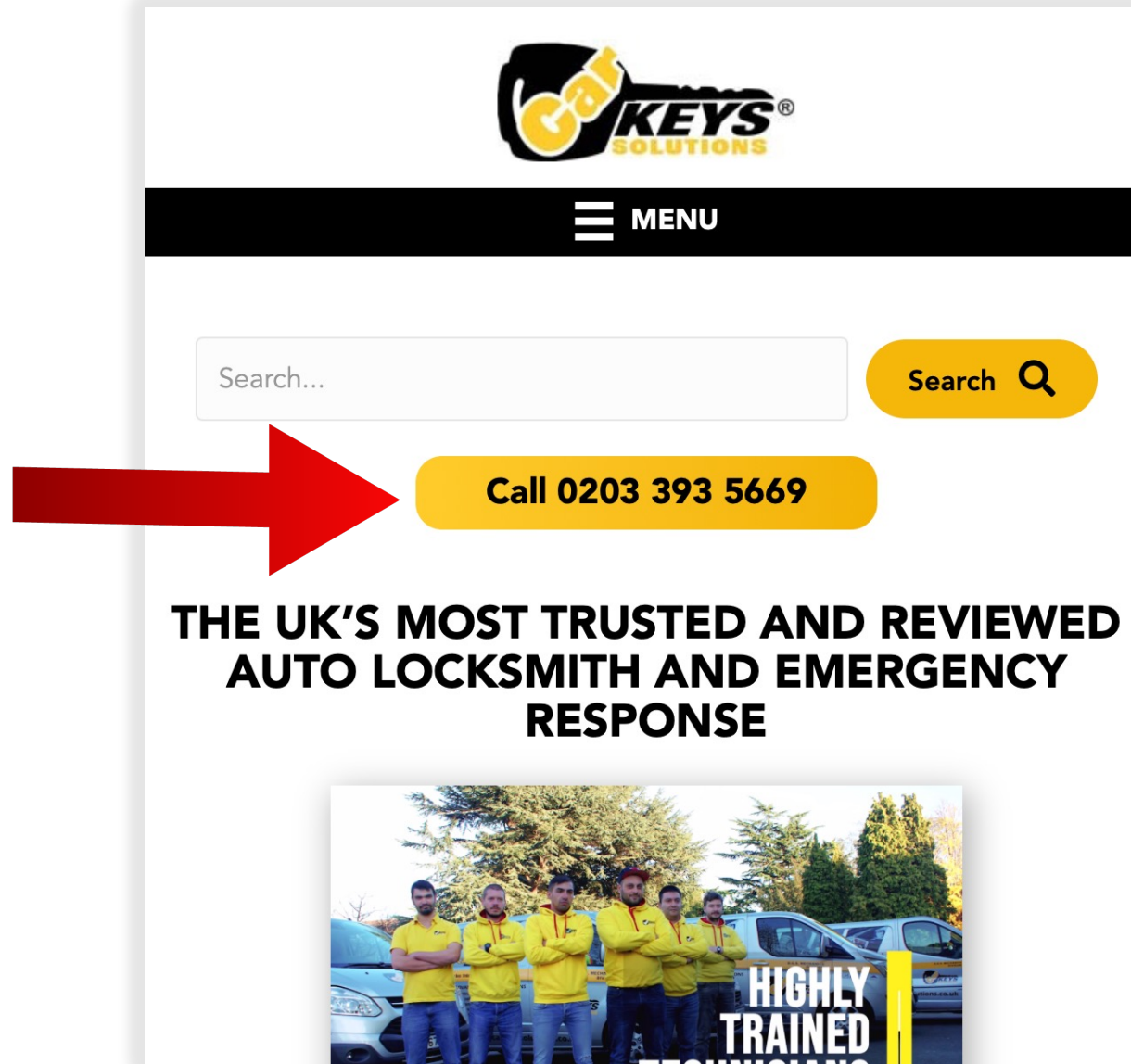
You need to decide what you need to show on mobile screen of your website.

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

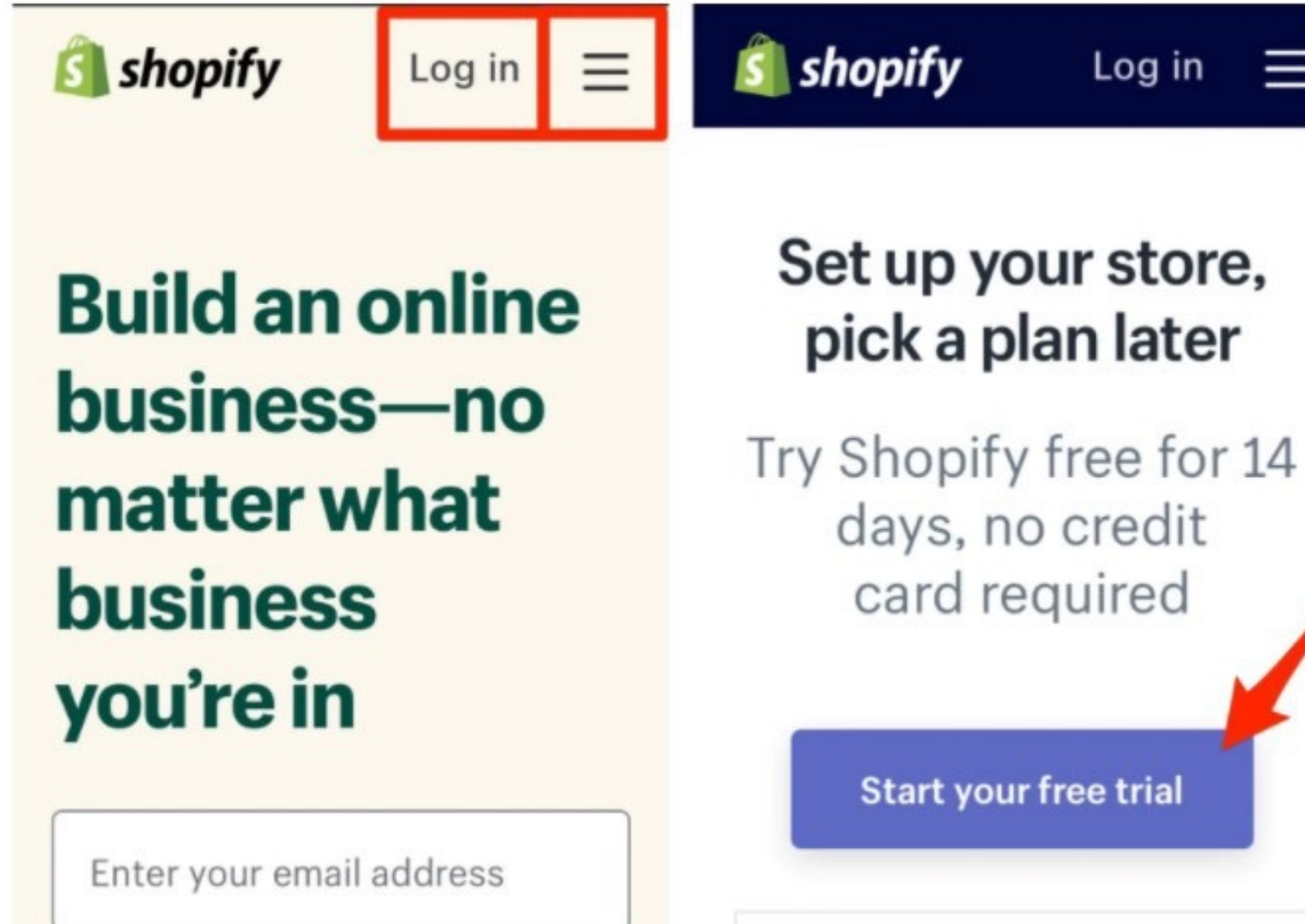


4: A Mobile First Strategy

The 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

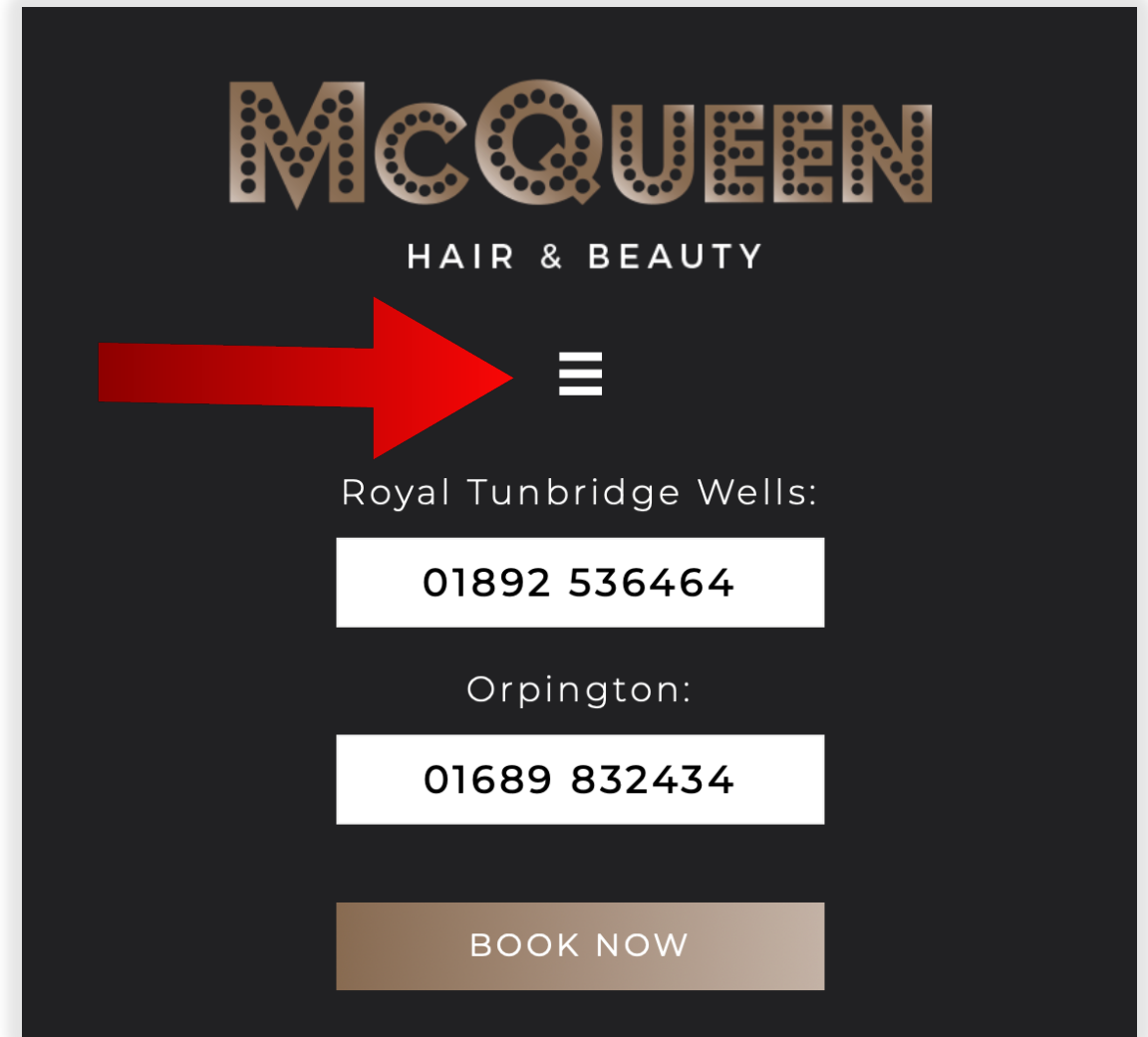
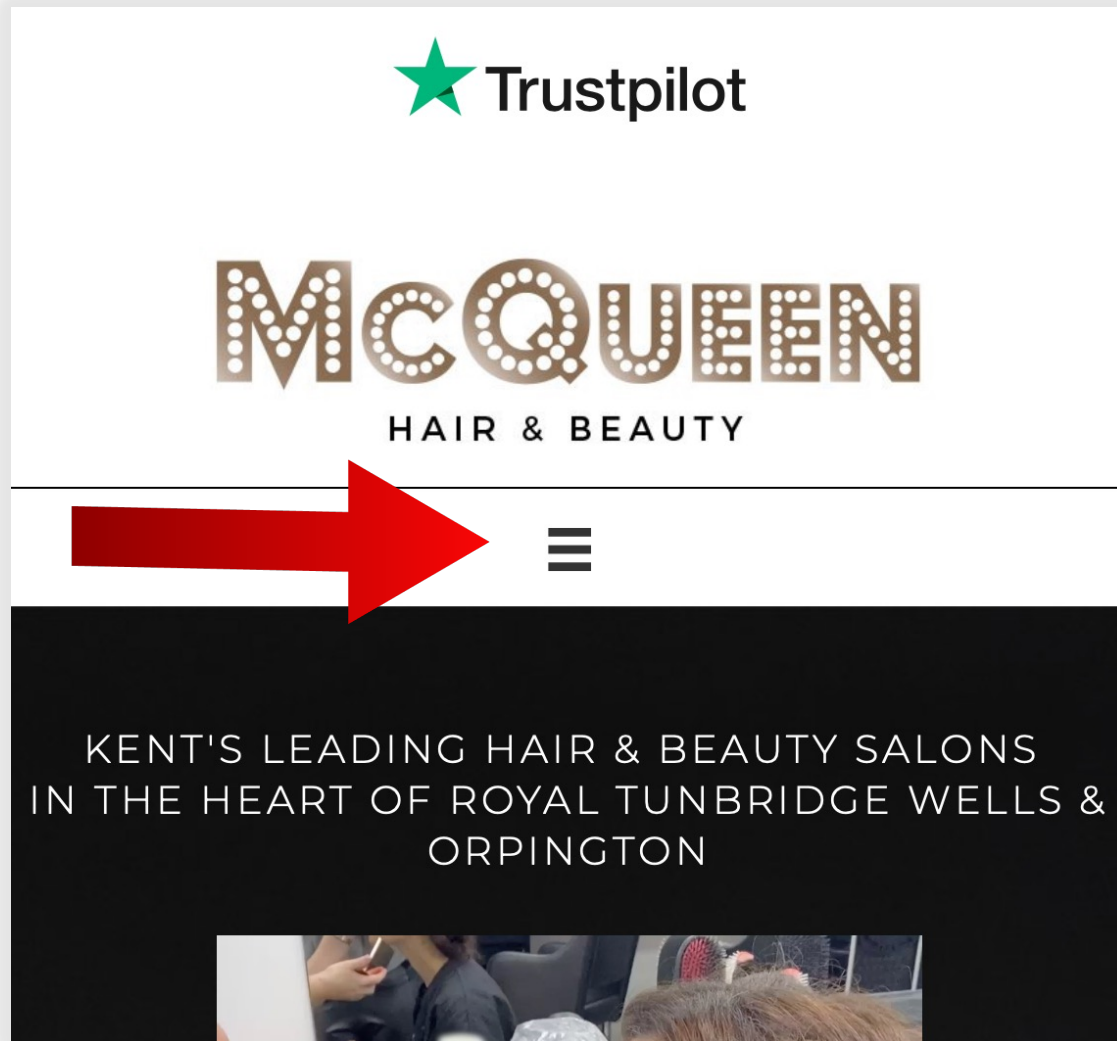


4: A Mobile First Strategy

The 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

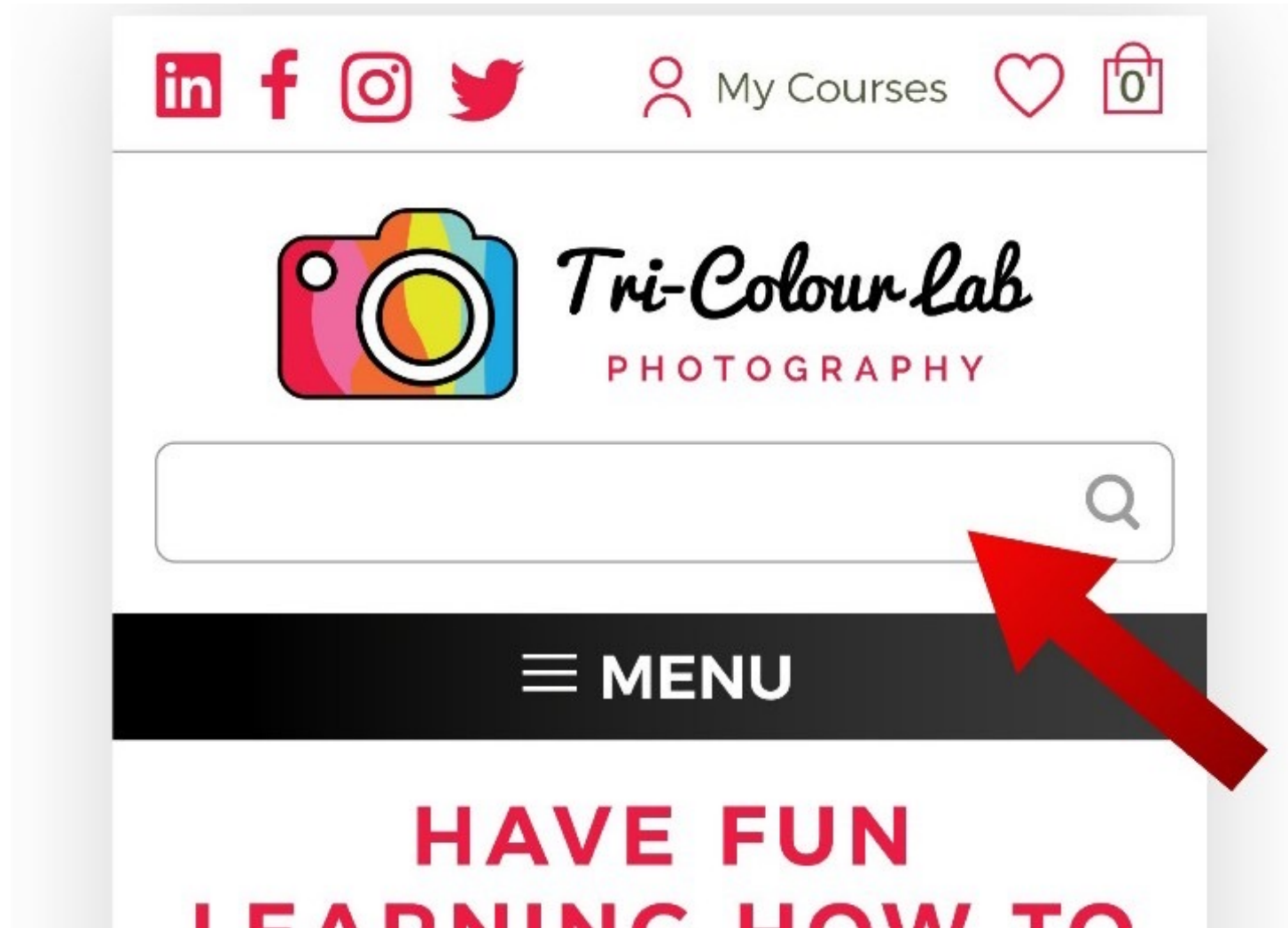


4: A Mobile First Strategy

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



4: A Mobile First Strategy

These key factors to have on mobile design:

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

4: A Mobile First Strategy



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



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.**

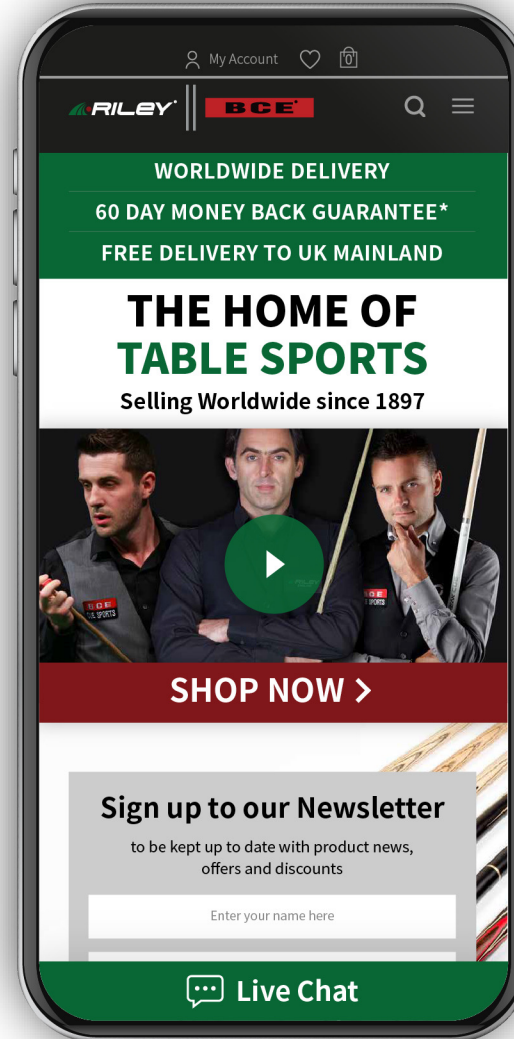
4: A Mobile First Strategy

Example Desktop



4: A Mobile First Strategy

Mobile Desktop





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



Q My Account 



PRODUCTS ▾

ECO FRIENDLY ▾

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BLOG

TESTIMONIALS

CONTACT



Free UK delivery over £80



Next day delivery on most products

Quality Eco-Friendly Takeaway Essentials for the Hospitality Industry

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Talk to our team **1-877-810-8787**

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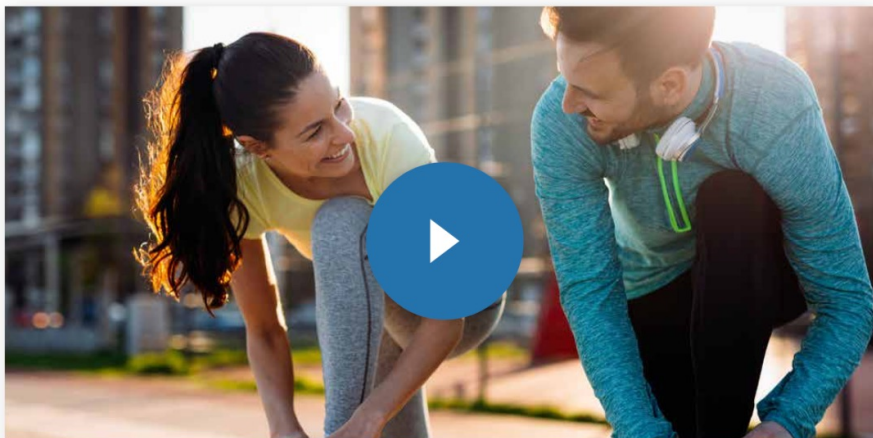
5: Ecommerce

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.**

Great Health Starts Here

Supplements to help you stay active!



Tap to Call **64.21 0297 1932**



FREE Shipping in
New Zealand



78,000 Customers Love
Our Products



30 Day
No Hassle Returns



100% Secure
Payment System

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.**

FEATURED PRODUCTS



All Purpose Cloths 38 x 40cm

from £63.44

[FIND OUT MORE](#)



Fish and Chips Tray

£39.95

[FIND OUT MORE](#)



White Muslin Lemon Wraps with
Free Ribbon Ties

from £23.05

[FIND OUT MORE](#)



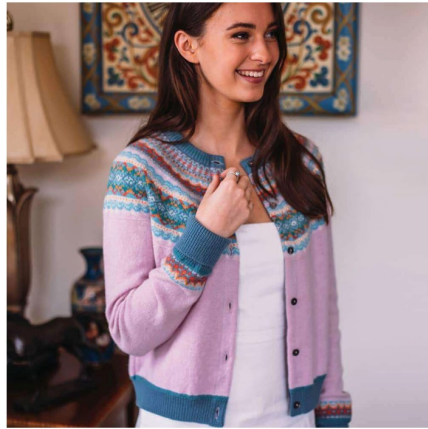
Kraft/Black Single Hamburger
Trays

£22.00

[FIND OUT MORE](#)

FREE UK DELIVERY OVER £80

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.**

5: Ecommerce

4. Testimonials

- **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.**

WHY OUR CUSTOMERS LOVE US



"I received my order this morning. Thank you so much, so lovely! Love the scarf it is so soft. I have put a review on your Facebook page. Have a great day and thanks again xx"

SABRE KING

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.**

5: Ecommerce

5. Clear information about the product on the product page

- **Re enforce delivery/returns/guarantees details here.**
- **Keep the page clean and contemporary, not cluttered.**

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01896 755540
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- OUR STORY
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28 Day Money Back Guarantee

Free UK delivery on orders over £150

International Delivery



Alpine Short Cardigan

£149.00

Tax included. Shipping calculated at checkout.

Paradise

S

Add To Wishlist

1

ADD TO CART

- DESCRIPTION
- SIZE GUIDE
- DELIVERY INFORMATION

Dainty, short cardigan with tweed pattern detail only on the shoulders, ideal for our petite customers. Hip length with extra long cuffs and mother of pearl buttons. Choose from our carefully handpicked range of colours, designed to compliment all skin tones, and pair with waisted trousers, skirts or dresses. Made from 100% Merino Lambswool.

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.**



“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

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...**



YOU MAY ALSO LIKE



Taransay scarf
£79.00

SOLD OUT

[Product details](#)



Alloa Beret
£37.00

[Product details](#)



Alloa Scarf
£65.00

[Product details](#)

YOU MAY ALSO LIKE



20% OFF - ARIAT Boots -
Womens Grasmere H2O
Insulated - Chocolate

£232.00 ~~£290.00~~

SALE

TOP SELLER!



ARIAT Boots - Womens
Wythburn H2O Waterproof -
Weathered Brown

£159.00

TOP SELLER!



20% OFF - SEALSKINZ Gloves -
Waterproof All Weather - Black

£35.95 ~~£45.00~~

SALE



HICKS & BROWN Hat - Ladies
Suffolk Guinea and Pheasant
Feather Fedora - Dark Brown

£89.00

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.**

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From Scotland

28 Day Money Back Guarantee

Free UK delivery on orders over £150

International Delivery

JUST ADDED TO YOUR CART



**Stoneybrek
Sweater**

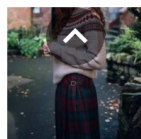
Qty: 1

Color: Arctic

Size: L

VIEW CART (1)

[Continue shopping](#)



Stoneybrek Sweater

£199.00

Tax included. [Shipping](#) calculated at checkout.

Arctic ▾

L ▾

[Add To Wishlist](#)

1



ADD TO CART

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.**

http://www.eribe.com/

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

Contact information

Already have an account? [Log in](#)

☐ Email me with news and offers

Shipping address

Country/region
United Kingdom

First name (optional)

Last name

Address

Apartment, suite, etc. (optional)

City

Postcode

Phone

[Continue to shipping](#)

[Return to cart](#)



1

Stoneysbrek Sweater
Arctic / L

£199.00

Discount code

[Apply](#)

Subtotal

£199.00

Shipping ?

Calculated at next step

Total

Including £33.17 in taxes

GBP **£199.00**

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.**



Mouse over image to zoom



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

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

5: Ecommerce

3. Increase Sales at Checkout

- **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

~~\$83.00~~ \$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.

Unit
1 set

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.**

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

Express checkout

shop Pay

G Pay

PayPal

OR



Test and Measure



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



Tri-Colour Lab
PHOTOGRAPHY

Talk to our team **0488 473 937**



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Our courses are
affordable



We cater to a range of
photography talent



We operate in multiple
states across Australia



Copy

8: Copy

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



Video

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



Remarketing

10. Remarketing

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

CHRIS CARDELL'S

ULTIMATE MARKETING HUB

www.cardellmedia.com/umhub63/

CARDELL MEDIA



THE CARDELL MEDIA

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ULTIMATE MARKETING

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