

# HOW TO MAXIMIZE SALES FROM YOUR ONLINE STORE

## CHECKLIST

Check	Task
<b>First Steps</b>	
	Be prepared to make an honest assessment of where your business is
	Use a program such as <a href="#">Google Analytics</a> to continually monitor performance
	Learn the key metrics
	New Visits
	Conversion Rate
	Conversion Rate by Day and Time
	Visitor Behaviour
	Unique Purchases
	Shopping Cart Abandonment
	Make sure each analytic has a clear goal
	Remember the 80/20 rule – 80% Results from 20% Effort

Check	Task
	Identify essential analytics and use them to make changes
<b>CLEAR AND CONSISTENT BRANDING</b>	
	Deliver one simple and consistent message to your prospects
	Plan your brand around what your customers think when they hear your company's name
	Create a Value Proposition
	State the value or benefit you offer and what sets you apart
	Keep your proposition short and simple
	Look for where your target market is and broadcast your brand in those places
	Take every opportunity to connect with customers
	Build relationships at every possible touch-point
	Stay away from self-promotion and encourage interaction
	Offer help
	Put the customers' needs first
	Get feedback to discover what customers think and feel about your brand
	Monitor conversations and sign up for alerts

Check	Task
	Understand and meet customers' needs and pay it forward with help
<b>MAKE IT EASY FOR YOUR CUSTOMERS TO SHOP FROM YOU</b>	
	Remember that difficulties purchasing will send customers elsewhere
	Ask those who have used your sales funnel
	Ask for changes they'd like made
	Offer a discount or freebie for their time
	Look at successful companies such as Amazon
	Study others' sales process and see what you can use
	Hire a tester to go through your sales process and find weaknesses
	Enlist friends and family to go through the process and record it
	Make your sales process simple, enjoyable and smooth to maximize effectiveness
<b>WAYS TO INCREASE CUSTOMER CONVERSIONS</b>	
	Consider hiring a professional copywriter for your web copy
	Find others to critique and give feedback
	Remember key elements of good copy
	Grab the visitor's attention with the headline

Check	Task
	Conversational tone
	Use 'You'
	Stay away from complexity
	Keep it short and to-the-point
	Use keywords but don't go overboard
	Emphasize benefits to the reader
	Encourage your reader to take action
	Add videos and graphics to increase conversions
	Be tasteful and don't clutter
	Add Alt tags and captions
	Include testimonials and pictures for social proof
	Offer freebies or discounts for repeat purchases
	Check your shopping cart abandonment rate
	Consider streamlining your sales process to make it easier
	Check and test your site on a regular basis
	Make checking a regular part of running your site

Check	Task
<b>OPTIMIZE FOR MOBILE</b>	
	Make sure your theme, layout graphics and copy are clearly viewed on a mobile screen
	Keep images large and text to a minimum
	Make sure your shopping cart and checkout processes are smooth
	Keep forms to a minimum
	Use auto-fill where possible
	Check link sizes
	Eliminate pop-up ads
	Consider building a specific mobile version of your site
	Use responsive software to make your site more accessible
	Test your site on mobile using different devices and emulators
	Make sure your site functions well and looks good across multiple platforms
<b>UP-SELL, CROSS-SELL AND DOWN-SELL</b>	
	Consider implementing various strategies for selling
	Offer customers a totally different product to that which they are purchasing
	Make sure it's something the customer could use

Check	Task
	Offer upgrades, complementary or related items that are more expensive
	Offer a less expensive item or good deal
	Down-sell to build relationships and gain trust
	Use buyer tracking software to offer similar items
	Set up an email marketing campaign to offer exclusive deals
	Provide excellent customer service
	Make sure everything is in stock
	Put your customer first to build relationships and strengthen your brand
<b>EXCEL AT CUSTOMER SERVICE</b>	
	Provide excellent customer service to boost sales and spread a great brand image
	Make your contact info clear and easy to find
	Follow up quickly
	Make dealing with customers your first priority
	Add FAQs and anticipate questions people might have
	Keep adding to your FAQs
	Set the example to the rest of your organization by making it your own top priority

Check	Task
	Turn mistakes into customer service opportunities to prove yourself
	Show your speedy and efficient response to issues publicly
	Create and state a clear refunds policy
	Use customer feedback to improve products and services
	Put yourself in your customers' shoes
	Create protocols and make sure your staff understand them
	Always strive to improve
<b>TAKE ADVANTAGE OF SOCIAL MEDIA</b>	
	Maintain an active social media profile
	Sign up with popular networks and get the hang of each
	Choose the sites that are right for your brand
	Think about where your target market is
	Use social media to engage and build relationships but don't promote
	Encourage interaction and sharing
	Post and interact constantly and consistently
	Devote time each day

Check	Task
	Automate some aspects, but be there to monitor what goes on
	Use multimedia to encourage sharing
	Ask people to share
	Decide what you want to achieve with social media
	Write down a statement outlining what you'll do
<b>EMAIL – YOUR BIGGEST SUCCESS FACTOR</b>	
	Make sure your email marketing platform has the features you need
	Test different service providers before making a big investment
	Segment your customers appropriately
	Test different types of email on different demographics in your target
	Set up an automated email to follow-up on cart abandonment
	Offer discounts, offers and freebies to those on your mailing list
	Make sure you're offering goods you can deliver
	Do a little research to ascertain the habits of your niche
	Be consistent with your emails
	Don't overwhelm – find the key balance



Check	Task
	Incorporate 80% information and 20% promotion into your emails
	Keep track of analytics and tweak the parts that are less effective
<b>CONCLUSION</b>	
	Formulate an action plan
	Decide what actions you need to take
	Draw up a schedule to implement strategies
	Continually test, monitor and adjust
	Pay attention to successes and failures
	Always be on the lookout for new techniques or ideas to improve