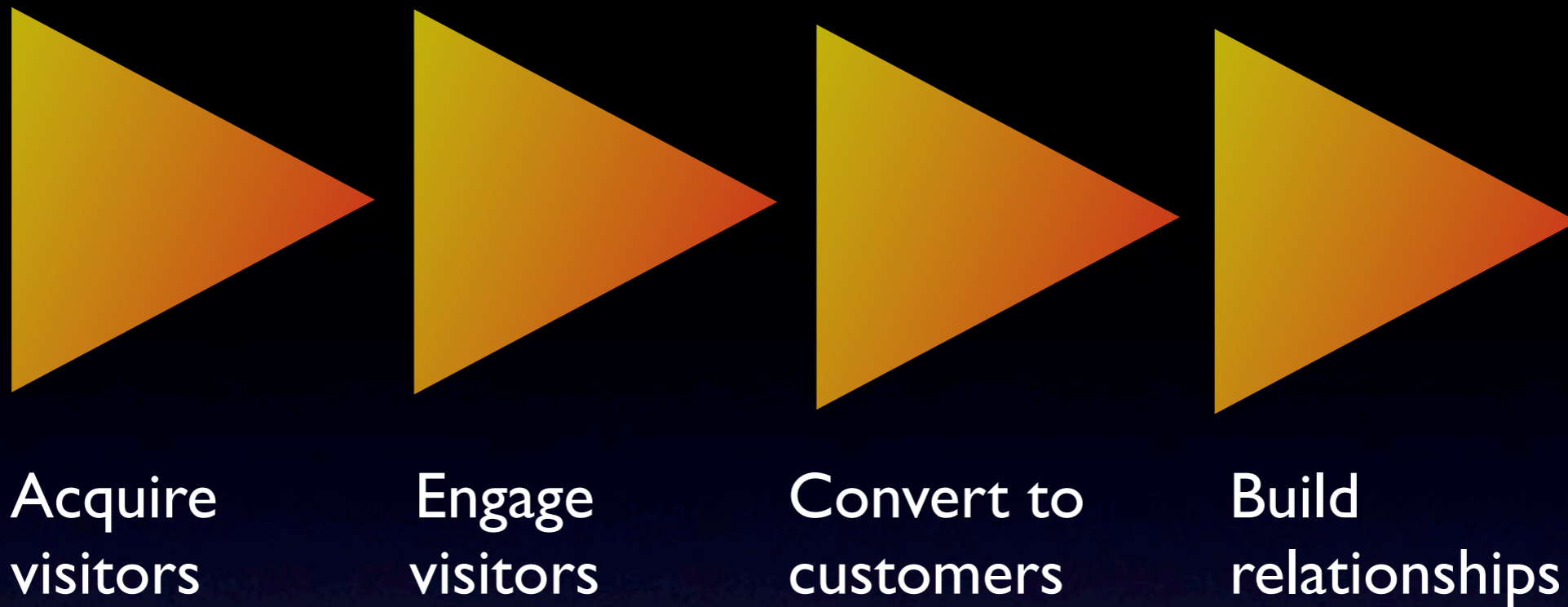
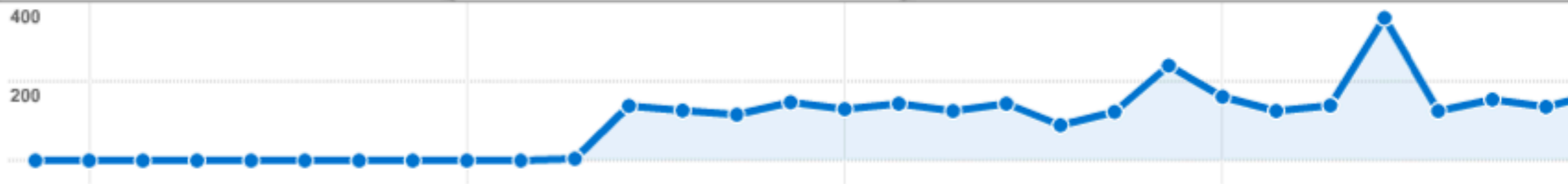


Optimising eCommerce

Jonathan Briggs, Kingston University





Site Usage

3,201 Visits

9,420 Pageviews

2.94 Pages/Visit

56.73% Bounce Rate

00:02:39 Avg. Time on Site

89.13% % New Visits

Visitors Overview



2,881 Visitors

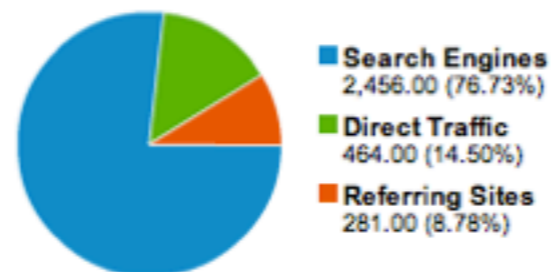
[view report](#)

Map Overlay



[view report](#)

Traffic Sources Overview



[view report](#)

Content Overview

Pages	Pageviews	% P
/	974	
/pages/10-great-recipe-ideas-for-foie-gras	953	
/collections/foie-gras	692	
/collections/gifts	462	
/products/confit-de-canard-du-sud-ouest	348	

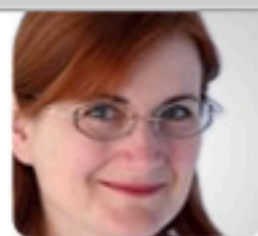
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Key indicators

- Numbers of visitors
- Sources of traffic
- Landing pages
- Bounce rates
- Returning visitors
- Visitor demographics
- Time on site
- Goal completion
- Changes over time
- Advertising ROI
- Conversion rates

Improving your site

- Marketing
- Search engine optimisation
- Improve customer journeys
- Better landing pages
- Recognise repeat visitors
- Remove barriers
- Improve information
- Improve calls to action
- Improve decision support
- Improve customer service
- Change the proposition: free shipping, 2 for 1, click & collect



Anne Holland's WHICH TEST WON?



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Test of the Week:

PPC Landing Page A/B Test: Which Version Made More Ecommerce Sales?

VERSION A

VS.

VERSION B

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Live Webinar
"Award Winning Tests Revealed"
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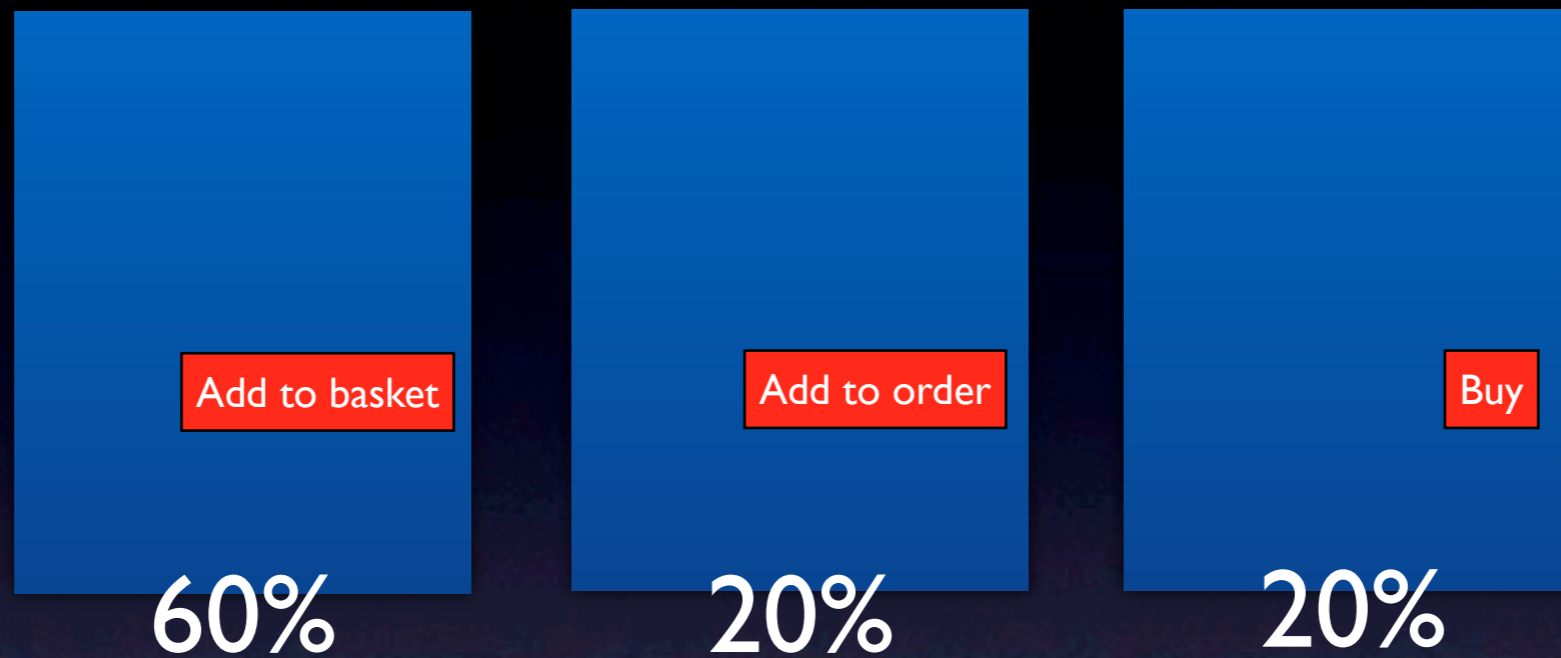
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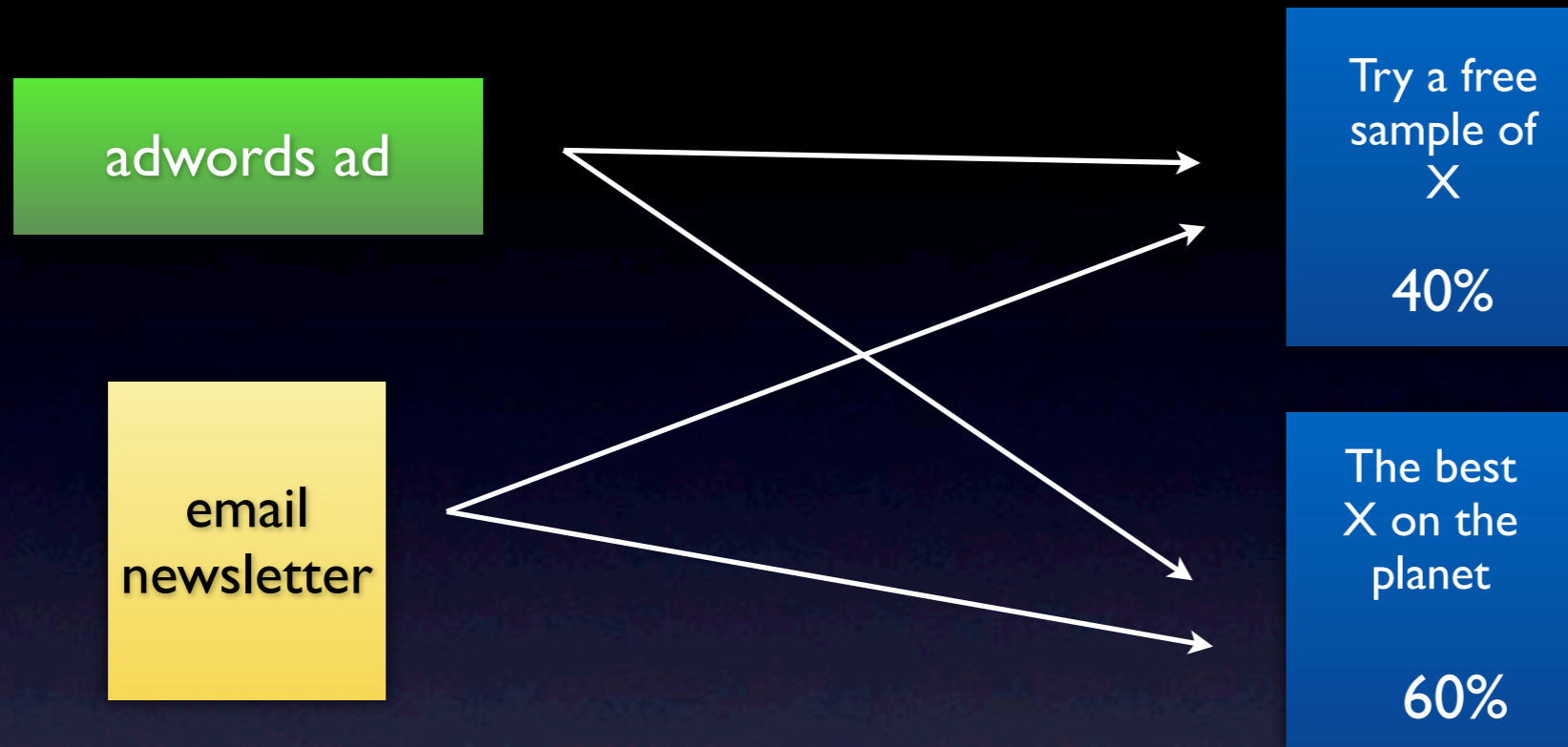
Search:

A/B testing



- Test out your changes by offering different experiences to your visitors
- Different calls to action, design, information, offers
- Don't assume that there are general rules
- Test the big changes first
- Use a testing tool such as Google Website Optimizer

A/B testing for marketing



- Test creative including calls to action
- Test “maintaining scent”
- Test proposition

Statistics

- Sites convert 1% - 8% of their visitors to customers
- Small changes can have dramatic effects on revenue: going from 1% - 2% doubles revenue
- Acquiring new customers can be more expensive than retaining customers
- Many sites are optimised rather than being redesigned

What should you learn?

- How to read analytics and look at the key numbers
- Some basic business thinking
- How to design small experiments
- How to think like your client
- That this applies to ALL web design and not just eCommerce

Issues involved

- Tracking visitors versus tracking patterns
- Privacy and data protection
- Seeing the wood for the trees
- Working with clients and designers
- Lessons from one site won't necessarily transfer to another

Q&A