

Ecommerce part 1 - Introduction

Selling stuff online is not as easy as it looks. There are 2 main tasks that you have to master in order to become a successful online business: Getting visitors and converting visitors to customers.

The first task is achieved by SEO, online ads, social media marketing, and traditional marketing (print, magazine ads, TV ads, radio, etc.) The online marketing strategies are covered earlier in this book.

The second task is achieved by Conversion marketing. There is a fine art to increasing conversions. One that the big online stores have invested billions of dollars researching. Amazon didn't happen to use one-click ordering by chance. It was in response to years of testing and trailing different methods or payment procedure.

Your Ecommerce conversion rate is the measure of an ecommerce websites success. You might be getting thousands of visitors every day, but if your conversion rate is close to zero then you are losing out on a huge amount of revenue. Similarly if you have a killer conversion rate of 50% but are only getting 2 people per day, then you are only going to make an average of one sale per day. What you need is a combination of ecommerce SEO and high conversion rates to hit the sweet spot.