

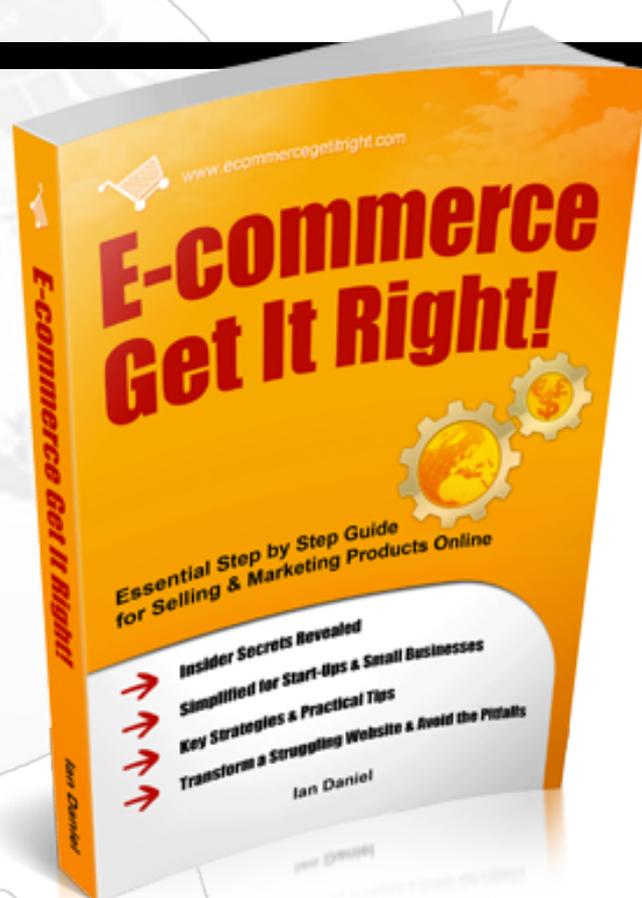
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18 EXPLOSIVE **E-COMMERCE** **TOP TIPS!**

**Fast Track Your New or Existing
E-commerce Website to Sales
& Profits Within 30 Days!**

Ian Daniel

18 Explosive E-commerce Top Tips!



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Top Tips Report from...

www.ecommercegetitright.com

Here's a brief overview of e-commerce before we get into the 18 Top Tips below.

What Is E-commerce?

The Dictionary says: "e-commerce: Commerce that is transacted electronically, as over the Internet."

Synonyms include: e-commerce, electronic commerce, E-commerce, online retail, online trading, and selling online.

Selling and transacting like this can be done thanks to the World Wide Web, which is the global combination of links, information, web pages and e-commerce websites. All of this is delivered to us via the Internet, an infrastructure of computers all linked together.

E-commerce embodies anything from selling a domain name to selling music downloads, or from information products like this eBook to physical products such as a DVD or clothing. Once ordered these products are shipped direct to your customers' door. The term e-commerce is also commonly used for selling physical products to retail customers (Business-to-Consumer, B2C) and business customers (Business-to-Business, B2B). Therefore, we will focus on these below.

A Sad Statistic.

Did you know... 97% of e-commerce websites make \$0 profits in their first 3 years online. Such is the steep learning curve and skill set required to build an e-commerce website that will dominate your product category, market or niche.

Have you heard the phrase '*work on your business and not in your business*'? Well the 97% referred to above are doing the latter. Once trapped running your e-commerce website, it's damned hard to escape and spend time where you should be, marketing your business to greater profits. Aim to be part of the profitable 3% as quickly as possible, and your e-commerce sales and profits will skyrocket...

But it's not all doom and gloom. E-commerce can be exciting, fulfilling and very profitable if you plan from the ground up, grow consistently and get it right from day one.

E-commerce Success Story.

Amazon.com is the most successful e-commerce website online. It's also my all-time favorite e-commerce website! In 1995 Amazon exploded onto the e-commerce scene pioneering the way in online retailing to date. By February 2010 it had 124 million customers worldwide.

Many companies have tried to imitate but very few can replicate such massive success. Amazon's web team fully understands its web customers, and why they buy from its website.

Personalization.

Amazon takes marketing to the next level where most websites simply do not. The people at Amazon analyze user data and utilize this to build, design, personalize and structure their website accordingly, to answer their customers' questions, fears and frustrations and match the wants and desires of their customers exactly. They introduced and pioneered product *'Recommendation Engines and Systems'*.

This essentially means once you have user data you can target and match your products to your customers' buying interests and behaviors. This then means they SPEND like crazy with you. More on this explosive strategy in Step 2 & Step 4 in the E-commerce Get It Right! book.



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18 Explosive E-commerce Top Tips...

1) Take Action Now.

This is critical for an e-commerce business as the internet and technology changes so fast. Too many businesses waste time analyzing, planning and thinking without taking action. These three areas are very important, however as soon as the Research, Numbers and Exit Strategy (or goal) is established and make financial sense, then get started. The perfect time will never come, so take action now.

I'm sure you've heard the saying *'You don't have to get it right, you just have to get it going'*. Well this couldn't be truer online. In 12 months from now the internet will have evolved even further so simply get your e-commerce site live now and move with the internet evolution.

When building a new website, I always push to get it live within 7-10 days from the date the development starts. This enables me to test the website in a live working environment as it develops. Google's spiders can also start to index my site immediately, setting me up with an assertive approach and on the front foot. Because customers won't be on the website yet, it doesn't matter if it is not complete.

More On This In Step 1 of E-commerce Get It Right!

2) Plan, Forecast & Watch the Numbers.

Planning is essential to establish that your new e-commerce website can and will make money. You need to find out:

- ✓ If there is a demand for your product online?
- ✓ Are the products you intend to sell actually selling online and in what numbers?
- ✓ What are your competitors' prices like? Are they charging less than you can buy the product for at trade price? This can happen online.
- ✓ Will your e-commerce website be profitable?

By being disciplined in this area you now have a good idea if your business and e-commerce site ideas are viable and profitable. Be very honest with yourself as most people fail at this point. Look for any leaks in your numbers and document your actual sales on a spreadsheet, against your forecasted numbers as you start to trade and progress. This will keep you on track.

When your site is trading you must monitor key accounting areas at least weekly - especially your sales and costs (P&L = Profit & Loss), and the resulting net profit (bottom line).

Learn More About Planning, Forecasting and Financials In Step 1 of E-commerce Get It Right!

3) Focus. Focus. Focus.

Your plan will include a small written document covering key areas of your website and business and will keep you focused and on track. You have heard the old adage *'If you Fail to Plan, you Plan to Fail'*. How true - unless you hit the lottery and by pure chance you get it right first time without planning. There is a better way. Be...

'FOCUSED. CONSISTENT. PATIENT'

Once you have completed your research, decide on the number of products you will sell - a few products, a hundred products or thousands of products? It's your decision, but weigh up the time to order products, add the products to the site, process orders, stock, ship, provide support, etc.

The more pages on a website, the better for SEO (Search Engine Optimization) reasons. However, many product pages will mean you need to do lots of product management. So be honest with yourself before you begin this project and determine if you can actually afford the time spent on the above processes. Do you have the resources?

You could even split your products into separate websites for each niche or main product category. This would focus your positioning and optimization for each specific product range. Customers will consider you an expert if they see you specializing in one product range. But again, be realistic with yourself, do you have the resources to do this?

Step 1 of E-commerce Get It Right! Explains How to Get More Focused, How to Plan and Lots More!

4) Multi-Channel Retailing for Greater Sales.

Are you planning to sell both online and offline? This is multi-channel trading.

E-commerce accounts for over 40% of all retail sales worldwide and demonstrates that mixing the two sales channels can be very profitable when working in synergy; especially when you run marketing strategies such as *'Buy Online, Collect-in-Store'*.

The advantage of an online business is that you can sell a complete selection of products, with no limits on space. A bookstore can only hold so many books, but online you can display and sell the entire range of book titles the world over, should you wish.

An online business typically has highly automated and more efficient software and systems. Online marketing is highly targeted and ultimately e-commerce overhead costs are lower. On the flip side, if not managed well e-commerce costs can skyrocket and sink your business.

E-commerce businesses do not have a typical storefront with passing trade (footfall), so you cannot be passive and wait for customers to come to you, as many offline retailers do.

However, just like an offline business, a website needs traffic (customers), conversions (sales) and it's essential you build a relationship by communicating with your customers to offer them valuable information and products on the back-end (after the sale is made).

It's important to look at your e-commerce website like a physical store. What I mean by this is; always think about shops you like to buy from when working on the design, adding features, improving usability and especially how products are displayed. Get your customers in with the least resistance as possible and get that sale!

If you already have an offline business, bolting on an e-commerce business could be the way to double or even triple your profits and reach customers in parts of the world you never knew existed. However, an analysis of the pros and cons must be completed. If approached without planning or checking the numbers it may just add unnecessary costs, which ultimately reduce your profits.

Find Out What Multi-Channel Elements Need to Be Considered Prior to Starting to Trade On and Offline In Step 1 of E-commerce Get It Right!

5) Using the Right E-commerce Software Is Critical.

Using poor quality e-commerce software will affect functionality and usability for you and for your customer. Problems include; a slow load time in your user's browser, poorly laid out products, inferior search engine optimization features, all leading ultimately to an arduous e-commerce experience.

Good e-commerce software loads fast, has a great structure for the user so they can find products easily, and is built so Google can find and index your products with ease. Flexible e-commerce software that can grow and adapt with your business is essential to automate laborious processes. This will free you up to **work on your business and avoid working in it** as previously mentioned.

Use established and reputable e-commerce branded software, built and designed by an external e-commerce specialist company. This is my recommended option for a website that delivers on all your feature requirements, for the best investment. However, not all e-commerce software is created equal, so you need to follow the 3F strategy.

Discover How to Select the Right E-commerce Software in Step 1 & 2 of E-commerce Get It Right!

6) Outsource for Optimum Efficiency.

Outsourcing simply means giving a specific role or project to an outside company or individual. Many of the outsource websites including Elance.com, Freelancer.com or ODesk.com have a plethora of people waiting to handle your project. However a big word of warning; the majority of providers are *'yes men'* and will claim they can do anything you ask or give them. But in my experience of using over a 200 different outsource companies or individual's for various projects from logo design, through data entry to web development, I can guarantee you that at least 70–80% are mediocre at best.

Am I saying all outsourcers are bad? No, and you could effectively run your whole business this way like the very successful Double Your Dating company does. What I am saying is this: take your time hiring someone and select outsourcers with a high positive feedback and absolutely interview them (or grill them even) prior to hiring them. Do not pay any money up front until you have worked with them and are happy with their skills (where possible), and get them to sign a contract that covers various points. See *'Hiring a Web Designer'* in Step 3 of E-commerce Get It Right! for more on this type of contract.

Do You Have the Resources?

Typical daily e-commerce projects or tasks include: web design and development, sales, operations, customer and technical support, packaging and shipping products, copy writing and web content, images, data entry, marketing and SEO.

So take into consideration what you or your team can handle and how you can save time, energy and money by outsourcing, employing staff or by using a fulfillment company. Outsource and fulfillment companies will even handle operations such as order processing, product shipping, returns and refunds. However, I like to keep a few of these operational tasks in-house to ensure the service provided is optimum.

Many outsourcers are self-employed *'individuals'* that are also employed fulltime elsewhere, so bear this in mind when hiring them. If you have timelines to meet with regards completing areas of your project or launching the website, etc, then all targets need to be agreed and documented—in the contract prior to starting.

Learn More About Outsourcing and Making Your Business More Efficient In Step 1 & 3 of E-commerce Get It Right!

7) Design Is Key.

Design is the first visual element that new and existing customers notice on your website when they enter your site. As these processes are subconscious—and adding to the challenge, you only have approx 5–7 seconds to capture your visitor’s attention—your design has to be right or your visitor will leave, also known as bounce. Bounce Rate is an online measurement that expresses the percentage of visitors who only see a single page on your website before leaving.

This all starts with hiring the right web designer for your project needs. Most designers simply do not have the innate ability to design good websites, which is why so many websites die a slow death in cyberspace.

Avoid using Flash (a tool for presenting images and text in a graphical format) if it is not required. Flash has no place on an e-commerce website as it’s big, clumsy, loads slowly and can’t be indexed by Google. This in turn means it is bad for SEO. Flash shows off the design skills of the Flash designer but is next to useless when designing a site for profits. There is one exception to this comment: product demo videos produced in Flash can be very useful, but ensure they are compressed using FLV format, so they are quick to load.

Keep the colors clean and pertinent to your positioning and product ranges, and use clean uncluttered text and font styles. Make it easy to read by using lots of background white space, with text headers and items grouped in small boxes or small sizes for quick page scanning. Ultimately, your website has to load Fast, be Functional and be Familiar; this is the 3 F Strategy.

More On Design and the 3F Strategy Including How to Hire a Great Designer In Step 1, 2 & 3 of E-commerce Get It Right!

8) Why Busy & Cluttered Sites Suck!

How many websites have you visited where they hit you with too much content too soon, whether it’s graphics, images and options, and you have no idea where to start? There is no clear entry to the products, no sales funnel, and no clear path through to the checkout. This equals failure!

So keep your design clean and clear, keep it simple, keep text and image actions direct and to the point, and give your site visitors what they want in an organized layout from the second they enter your website to the second they leave. This is about guiding them through your sales funnel (from site entry to exit) with the least resistance as possible. Use clean lines and boxes with straight or round edges, and group items such as text or images in small boxes or small blocks on the web page for easy scanning. Use small text headlines for each block—if appropriate—so the eye can easily scan your site pages without getting confused with one big splash of information, with too many links and options. When a visitor is reading or viewing your website they are using ‘*Foveal Vision*’, which is the small area you focus

on at any one time. So grouping items as above is perfect for quick scanning of your pages and data assimilation.

Find Out More About Using Key Design Elements In Step 1 & 2 of E-commerce Get It Right!

9) Improve Usability & Keep Visitors On Your Site.

On entering your website you have approx 5–7 seconds to hold your visitors' attention or they will *'bounce'* and will leave before clicking to another page. Less than one person in every 100 visitors to the average e-commerce website will buy!

Increasing this visitor-to-sale conversion rate is all about usability and a simple conversion path. This includes everything from the way the graphics, images, text, navigation menus are used on the website. Prospects (potential customers) need a simple, clean path from entry (entering your website) to exit (having bought your product) without resistance or site elements that make them have to think or work out what to do.

A clean, clear and simple navigation layout, with multiple navigation and product search options is the way to optimize usability—and consequently maximize sales.

Finding products easily is down to using a clear hierarchy of product tiers, using text links or buttons to navigate from the home page down to the product pages. This clear structure is critical so your site user knows where to click to find the products they want. Use clean and uncluttered product menus and navigation bars. If you have a long product menu, split this into groups with a small heading per group so that it's not one long—hard to read—menu.

Learn More Usability Techniques In Step 2 of E-commerce Get It Right!

10) Build a Solid Foundation With the Right Keyword & Key Phrase Selection.

Many websites fail to match their site content with the search terms that their prospects search for in Google. This critical component to driving lots of free organic—also known as natural—search engine traffic to your website starts with detailed Keyword research.

When writing content for your website, especially on your home page, category and product pages, you need to target these specific keywords and key phrases—which your prospect will type in the Google search box—in order to get this traffic on to your website.

When you start to perform keyword research, you will find your main key phrases—with lots of search volume—will actually account for approximately 20% of your keywords total,

and the 80% of key phrases will have much smaller search volume—these are Long Tail key phrases.

This means if you target the Long Tail key phrases (the lesser searched for keywords and key phrases) you can get more traffic overall, as added up they swamp the main keywords. This is an essential strategy if you are in a very competitive market, where all the players are targeting the main key phrases. Blogs and articles are ideal for long tail keywords.

Discover More About Keywords and Key Phrase Selection In Step 1 & 4 of E-commerce Get It Right!

11) Content Is Key.

The use of poor content including headlines, product descriptions, font styles, colors, etc, on a website can massively reduce sales. Incorrect spelling (typos), poor grammar, uninspired and feature focused product descriptions all written in a boring style determine whether a customer stays (sticks) or leaves your website. To reiterate, you have approximately 5–7 seconds (maximum) to capture your prospect's attention, when they enter any page of your website. So make your web pages are sticky.

Your content needs to captivate, educate and inspire your prospects to want to take action and buy your products, read your blog or sign up to your email newsletter. Use emotional triggers by focusing on benefits, experiences and results that your products will give your prospects and future customers.

Google constantly searches for and recognizes new content on websites in its index. Blogs especially are regarded as fresh and relevant content that Google likes to rank and supply to its Google searchers. Google ranks blogs rapidly and high in its search engine results. This is why I recommend you write and post blogs often.

More On Content Generation and Syndication In Step 1, 2 & 4 of E-commerce Get It Right!

12) Control & Dominate Your Product Category, Market & Niche!

As a website owner you will publish lots of information including product descriptions, how-to guides, blogs, videos, newsletters and RSS feeds. Therefore, through your content make it your objective to control your prospects and customers, and only give them access to the information you feel is right for them, in order to get them to buy your products.

This is not about crossing ethical and moral boundaries but essentially leading and directing your product category, market or niche.

'Your Customers Want What You Are Offering, So Do Everything You Can to Give It to Them... Before Your Competitors Do!'

This control allows you to build rapport and prime your audience, persuading them that you have a product that fits their needs and wants. This is all about positioning and using psychology or *'mind control marketing'* as Mark Joyner calls it—This is critical to become a market leader and a voice buyers listen too...

Learn How to Dominate Your Marketplace Easily and Effortlessly With the 4 Key Foundation Principles In E-commerce Get It Right!

13) Traffic. Traffic. Traffic.

No Traffic = No Sales. Simplified, Web Traffic is visitors to your website. Without this you will not sell your product, your service or your brand.

The key to more sales is about generating multiple ways or methods of traffic that are efficient and effective but not just one, they all must work synergistically. This is accumulation. Traffic generation via search engine results is driven by blogs, communities, directories, forums, PR sites, affiliate sites, review sites, plus many more sources.

The key to success for your business online is by driving traffic from a plethora of different sources to create an accumulative effect, with the result being hungry ready-to-buy traffic generated by multi-level marketing messaging. All positioned on a solid website base where the conversion process (sales) takes place.

Very few prospects (potential customers) buy from you or take your desired action on the first contact with your business, website or marketing message. So the key to your success is by connecting you with customers at every possibility, through a strong website presence, a strong relationship model with email and social media playing key roles, and aggressive marketing including organic search through the Google search engine.

Generating masses of high quality traffic is no secret, its hard work, a process, and ultimately requires experience and a proven formula. Traffic Generation and Search Engine Optimisation is not for the feint hearted, definitely not for the part-timer, nor inexperienced.

There are many other different ways to get hordes of ready-to-buy traffic to your new site such as Pay Per Click advertising or social media marketing. However, it makes sense to start with strong foundations and a long term free and organic search engine traffic strategy in mind, as the ROI (Return On Investment) is far greater

More Traffic Generation Tips, Tricks and Techniques In Step 2 & 4 of E-commerce Get It Right!

14) The Power of SEO (Search Engine Optimization).

When e-commerce websites are built correctly from the ground up, integrating specific and advanced on-site 'White Hat' SEO techniques, they become explosive SEO machines! White Hat simply means ethical, and in-line with Google's recommended practices.

On-Site SEO also known as On-Page SEO is the process and skill-set of engineering your website using SEO techniques exclusive to your website pages, and not techniques that are used off of and external from your website (Off-Site SEO or Off-Page SEO).

Using super-charged SEO modules and 'White Hat' strategies on your e-commerce website is your secret weapon. This builds a solid SEO foundation to get you ranked high in Google in the shortest space of time, and as a bonus these SEO modules come with your initial website build, integrated with the website and your purchase.

Because the majority of web searchers use the Google search engine (approx 70-80%), it has the market share majority with regards to web traffic. The sole purpose of the Google search engine is to send these web users to appropriate and matching sites. This is where your site needs to be. Being in the top 10 is vital - anything under this and your traffic potential plummets.

So, build your website based on an organic and 'Google friendly' search strategy. Nothing comes close to targeted search engine traffic, subsequently mixed with social media marketing and Pay Per Click, for the optimum traffic generation strategy.

**Discover the Key Fundamentals of On-Page & Off-Page SEO
(Search Engine Optimisation)
SEO In Step 2 & 4 of E-commerce Get It Right!**

15) Conversion. Conversion. Conversion.

No Conversions = No Business! Once high quality traffic lands on your website you need to convert this into paying customers. Conversion really is the difference between a good and bad website. It's the difference between profits and losses.

What is your Call to Action or Most Wanted Response? Let's be clear - with an e-commerce website, you want the sale! As a minimum, you need to capture their email address or get them to click your AdSense advert (an Advertisement that you can put on your site to make you money) when they leave (exit) your site - this is a 'monetized' exit click.

Average conversion rates in e-commerce suck. Approximately 0.7 out of every 100 visitors will buy your product. You have to guide your visitors from entry to sale, they must easily understand what you want them to do. If not, forget it - just one 'CLICK' and they are gone to your competitors!

A clean, simple yet professional site design, based on a fast, functional and familiar layout. Navigation and structure with clear instructions and content. These are the things to help you to increase your desired conversion rate - anywhere from 1% to 4% overnight.

Do the math - if you've been selling one product per day at \$100, then overnight after making some subtle design, navigational and conversion changes on your website you could increase this to \$400, without spending a cent more on off-site marketing.

Learn More Key Conversion Techniques In Step 2 of E-commerce Get It Right!

16) Analyze User Data & Keep Testing.

The internet, user behavior and buying habits are in constant change. Most website owners do not use the free—and very detailed—statistics available to analyze their customer behavior, preferences and the products they buy. Using this free data such as your e-commerce admin statistics and your server logs (hosting account stats) will present you with key information enabling you to refine your website, resulting in a big increase in sales and profits.

Successful websites including Amazon.com often run multiple tests on their website daily to gather data and respond to the results. They test everything from a simple image placement on their homepage, product layout, add-to-cart buttons, to the messages and products you see when you have placed an order—the order confirmation (order success) page.

Further to this, testing allows you to see which areas of your website are performing or where the leaks are that need repairing. When you make changes, ask your family, friends or colleagues to see if your site and its functions are seamless and easy to order. The less experienced the tester, the better, as you will get a realistic view from their responses.

Discover More About Analytics In Step 2 & 4 of E-commerce Get It Right!

17) Use the 80/20 Rule for Your benefit.

Give or take, most web actions and results work out at 80/20 and this simply means 80% of your results (effects) will come from 20% of your actions, products or processes (causes).

As an example, you will find approximately 80% of your sales come from 20% of your product range and 80% of customer service issues will come from 20% of your products, etc.

Once you have data to work with you can start a *'Best Sellers'* page and promote your top sellers. You can automate and extract your top selling products and display these on the live site. Apply this where you can throughout your e-commerce business and it will help efficiency, productivity, sales and profits.

Use the 80/20 Rule for Your Advantage and Learn More In the 4 Foundation Principles and Step 4 of E-commerce Get It Right!

18) Market to Your Back-End & Watch Profits Soar.

Back-end strategies are marketing methods for generating sales of additional products to an existing customer database or email list. Back-end marketing is critically important for long-term business growth and for the overall success of an e-commerce sales and marketing strategy online.

Back-end marketing is very inexpensive when compared to front-end acquisition marketing as the people you are marketing to are already your customers and you have their details. The largest investment of money was already made in acquiring that customer on the front-end.

A key advantage to back-end marketing is that your response rates and conversions will be much higher because your customers already know, respect and trust you.

Despite the benefits of back-end marketing—low cost, higher conversions, higher profits, etc—it's the most underused and even ignored form of marketing strategy.

Implementing Newsletters, Blogs, RSS, Twitter, Social Media Marketing, etc, on your e-commerce website can increase sales by up to 35% overnight!

More On Back-End Marketing In Step 1, 2 & 4 of E-commerce Get It Right!

That's the End of Your FREE 18 E-commerce Top Tips Report! Like What You See?

Let me introduce you to E-commerce Get It Right! an Essential Step by Step E-commerce Guide for Selling and Marketing Products Online. It's loaded with Insider Secrets, Key Strategies & Practical Tips. Simplified for Start-Ups and Small Businesses.

E-commerce Get It Right! Is a newly released book available in 4 formats (ebook, epub, paperback and Kindle) and written in a no holds barred style... This exclusive step-by-step E-commerce guide with the latest techniques and 10 years of hands-on experience, will show you everything you need to know about achieving success with your own e-commerce website and business.

Inside You'll Learn...

- ✓ How to Build & Launch a Super-Charged E-commerce Website & Business – Fast!
- ✓ How to Generate High Quality, Ready-To-Buy Visitors!
- ✓ How to Convert More of these Visitors into Paying Customers!
- ✓ How to Transform a Struggling E-commerce Website!
- ✓ How to Fast Track Your Learning & Avoid the Pitfalls!

...and Everything Else In Between for E-commerce Success!

The E-commerce Get It Right! guide is designed for you to easily and effortlessly assimilate the knowledge inside. You'll be able to implement the practical tips immediately on your website to maximize sales and profits in the fastest possible time. The information is presented in a simple-to-use, quick-fire style, with magic bullets one after the other. For Start-Ups and Websites that are Struggling to make a profit.

Everything is covered: from planning an e-commerce website and business, to refining and marketing your website to triple or even quadruple sales. Hiring a kick-ass web designer, how to drive masses of traffic to your website, how to lower bounce and cart abandonment, and how to increase conversion rates, all using simple and common sense, yet powerful e-commerce strategies!



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Or get your paperback copy at Amazon,
Your Kindle eBook at the Kindle Store
and your iPad ready ebook in the iBookstore

Warning: Most People Find the Contents of This Book Highly Profitable!

“I was able to approach my e-commerce website with a new plan, increasing sales from 1 in 300 visitors-to-buyers to 1 in 75. Using this e-commerce guide gives me new options, and on every page I find gems that I can immediately action on the live website. My advice, read it now.” **Steve, Hancocks Jewellers**

“The E-commerce Get It Right! book woke me up to the potential of e-commerce and how successful online businesses operate and can make big profits. It taught me to change the way I viewed e-commerce! As a result my sales increased from 3 to 17 a day within 30 days of reading the book and implementing what’s inside.” **Paul, In-Car Digital**

“E-commerce Get It Right! helped me refine and enhance customer usability in Etaila software. Ultimately delivering an e-commerce software that looks good, is easy to use, ranks at the top of the search engines and sells products in the thousands per month for happy clients.” **Luke, Etaila.com**

“I’ve been selling online since 2003 on and off of eBay, and I thought I had E-commerce mastery. But using the E-commerce Get It Right! book and the techniques, the no-nonsense approach and the practical tips inside opened up a whole new realm of e-commerce profits for my e-commerce websites.” **Dean, Funky Footwear**

“What else can I say about E-commerce Get It Right! but THANK YOU! Over a period of 2 years I’d used 5 different designers and had a series of poorly designed websites and was tearing my hair out. Not anymore... every designer I work with now has to read it first” **Stefan, Sol-Ace**

“If you are serious about developing e-commerce websites then E-commerce Get It Right! is not only recommended, it’s an absolute must. The authors’ proven experience in developing, managing and exiting e-commerce businesses gives the reader a great insight and inspiration into what can be achieved. Inside knowledge and practical tips and tricks gives newbies and experienced pros a competitive edge over their competition. I insist all my clients, old and new read E-commerce Get It Right! and take their projects to the next level.” **Jon, JD-CUK.com**

“My business debts were out of control then a good friend recommended this ebook. Within 2 months I learned how to multiply my web traffic by 3, I increased my conversions by 20% and started to contact my customer database of 20,000 people on a weekly basis. Back-end marketing alone has added at least \$2k a month to my bottom-line.” **Dan, TGStore.eu**