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# E-Commerce Website Optimization: Why 95% Of Your Website Visitors Don't Buy, And What You Can Do About It



## Synopsis

For those running e-commerce websites there are three ways to increase sales: increasing the quantity of visitors; increasing the percentage of visitors who buy from the site; and increasing the amount that visitors spend when they buy. E-commerce Website Optimization goes beyond simply increasing traffic, helping readers to improve conversion rates, increase ROI from online marketing campaigns, and generate higher levels of repeat business. It brings together usability, analytics and persuasion to offer a straightforward and detailed 5-step methodology of how to use the tools and techniques of Conversion Rate Optimization (CRO) to increase the e-commerce value of websites. Grounded in the latest theory and research, this will help readers to be well-informed and confident to make the right choices. Backed up with a range of invaluable case studies, E-commerce Website Optimization is perfect for those seeking to implement a data-driven ethos to their organization's e-commerce programme, based on market-tested and robust split-test methodology used across a range of commercial businesses. It supports all those responsible for online sales within an organization, be they the Chief Digital Officer, Head of Online Sales or E-commerce; or entrepreneurs and owners of small businesses deriving a substantial proportion of revenue from e-commerce.

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## Customer Reviews

"Whether you want to attract the best people to your site, test a variety of user interactions or simply want to sell more, this book is the step-by-step guide to increasing revenue, lowering costs and

improving customer satisfaction. It's not just a good read, it's a handbook. Keep it on your desk." (Jim Sterne, Founder, eMetrics Summit Board Chair, Digital Analytics Association)"A must-have for any e-commerce business, this book captures technical expertise and the methodologies required to run very successful optimization programs." (John Donnellan, Director, E-Commerce EMEA, Canon Europe)"The ultimate how-to guide and prescribed reading for anyone wanting to be top of their game." (Manuel Koser, Co-Founder & MD, Silvertree Internet Holdings)"At last, a practical guide dedicated to Conversion Rate Optimization (CRO) for online retail." (Dr. Dave Chaffey, CEO, SmartInsights.com)"Dan and Johann draw from their own in-the-trenches experience to craft an essential read for the developing CRO practitioner. From their strategic approach down to targeted tactics, they provide the playbook on how to uncover insights for e-commerce growth. We live and breath CRO at Qualaroo and this is just the kind of guide I'd want all of our team and customers to read." (Brad Wittwer, CEO, Qualaroo)"Highly recommended for anyone who's looking to optimize their online store." (Paras Chopra, Founder & CEO, VWO)

Dan Croxen-John is CEO of AWA Digital, a global e-commerce conversion optimisation agency. Dan is a certified Web Analyst, a Fellow of the Institute of Direct Marketing, and has served on advisory boards for numerous associations. Dan writes regularly on analytics and Conversion Rate Optimisation and has spoken at many international conferences. Johann van Tonder is COO at AWA Digital. He delivers massive sale improvements for big and small e-commerce businesses alike. Having trained and coached optimisation teams around the world, he makes complex concepts easy to understand.

It can be quite difficult to attract visitors to a website and once you have got them there, perhaps as few as one in twenty may make a purchase or otherwise engage. For e-commerce websites, this can be a very difficult nut to crack; so a book like this may help increase the odds!The authors say that they guide the reader into doing more than just boosting traffic levels – quality matters. There are three key aims – increase the quantity of visitors; increase the percentage of visitors who buy and increase the value of any subsequent purchase – that hopefully are achieved through improved and optimised usability, persuasive communications and a functional venue. The aims are based around current theory and research, instead of hidden mumbo-jumbo and black science, and are presented within an engaging and easy-to-follow book. Additional reference material and case studies help showcase matters to the reader, giving real-world examples to support stated good practices. Naturally, there are many

references for even-further reading and research if required. The book is offered at a very reasonable price, being a somewhat “no-brainer” kind of purchase, when you consider the potential upside and benefits that await the reader. A lot of the advice could even be transferred to a physical sales environment and, of course, your website may not be “transactional” but still it could benefit from much of the authors’ guidance. It certainly punctures a lot of the “BS” offered up by many so-called Internet gurus who burble on about SEO and ranking but don’t get to the real heart of the matter. You will look at your website and perhaps your business in a different light through this very good book that is worthy of consideration.

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