

mojo dojo



E-COMMERCE PLAYBOOK

GETTING TO YOUR FIRST \$1 MILLION

LEARN THE TECHNIQUES TO GROWING A SUCCESSFUL ONLINE STORE

99% of websites lose. Almost all of them make the same fatal error.

They focus on traffic, not revenue.

#1 page ranking on Google is great for a trophy keyword. These three-four keywords combinations ranked by your agency have no search volume.

That means, no one is searching for these trophy keywords.

We bet your agency has offered you the 90 day guarantee? We will work for free if you are not on the first page of Google in 90 days. Sounds familiar?

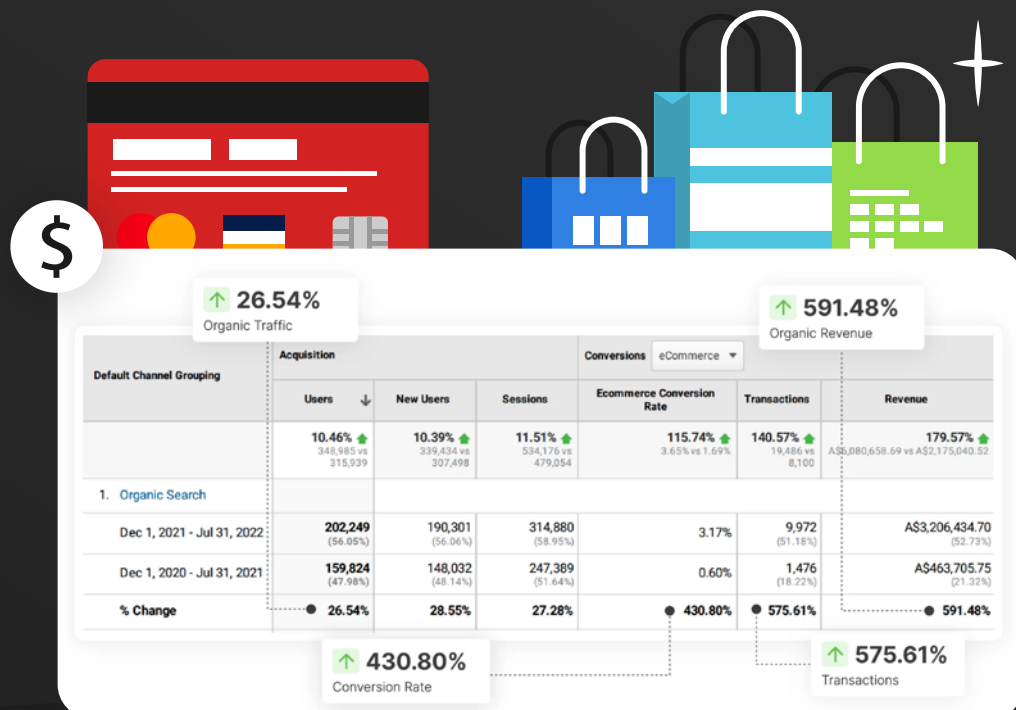
Only for you to sign on the dotted line, pay the deposit and then offer these trophy keywords that no one is searching for.

Maybe your agency is promising you a “guaranteed” way of ranking #1 on Google? In 90 days, no more. They obviously know this “one weird” trick...

We don't care about rankings, traffic or any other metric your agency is trying to skew to make it look promising.

We care about revenue. We have tried over 120 strategies with hundreds of ecommerce sites and measured their performance and ROI with each trial diligently.

Contextual SEO along with these strategies raised revenue of a company by \$2.8 million in 7 months with a 26% increase in high intent keywords SEO organic traffic.



WE LIST FIVE OF THESE STRATEGIES BELOW.

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BETTER PHOTOS IMPROVES ONLINE SALES

You will see a huge difference in your sales just by using professionally photographed product images in your listings.

TAKE PROFESSIONAL PHOTOGRAPHS

Make the most of your products. Hire a professional photographer who is experienced in eBay or Amazon product lighting and highlighting photography. Your fashion e-commerce website needs to have the best lighting and the best visuals. If you are using a model, have him or her stand outside with the backdrop your clothing line is intended for.

Professional photographers know the best light to place your products in. If there's a certain "feel" that you'd like your site to give, then express this to the photographer. They're an artist. They will understand. However, if there is disagreement, try their professional opinion first, because they know a little more than you do about products photos which sell.

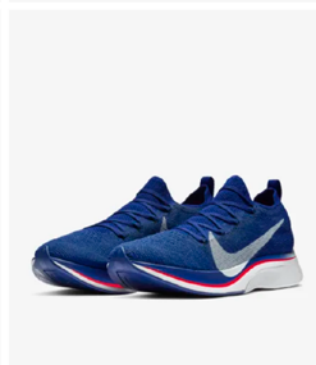
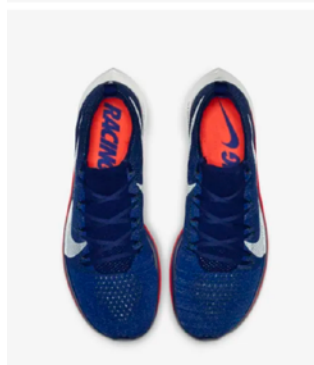
USE THE ZOOM IN FEATURE

Your e-commerce shop needs to have a very visual customer experience. Make sure that they know exactly what they're getting by enabling the "zoom in and out" function for all of your store photos. Your fashion line will not be fully appreciated if people are not able to look at the pictures up close and personal, with lots of detail and visuals on the texture, fabric, shape, and drape of the cloth.

You will always have to be careful that you don't upload a picture which is not big enough to be zoomed into. You'll need ultra-high-quality digital pictures for your fashion site.

POST MULTIPLE PHOTOS

Obviously, posting the same picture in slightly different angles is not good enough for your visual customers to really know what they're looking at. Instead, take pictures from every angle, from every direction, and with each item placed next to a recognisable sizing measure, such as a coin, a backpack, or a doorway.



If you are using models for your fashion site, make sure that the height of your model is recorded and listed below the photo for a size reference for your customers. Many high-end websites offer this luxury and it's a very nice feature for buyers. This helps people of different heights to assess the build of the model and see if they would be able to wear the item themselves. Having great photos means better user experience. Do not however forget to optimise your images for quicker load time.

DESIGN BETTER NAVIGATION

It is important to bring organisation and clarity into naming your products and distributing them within the menu navigation.

PRODUCT CATEGORIES

Make sure the categories of your site are simple and easy to understand. Don't get too creative or use sub-categories unless you sell both men's and women's clothing.

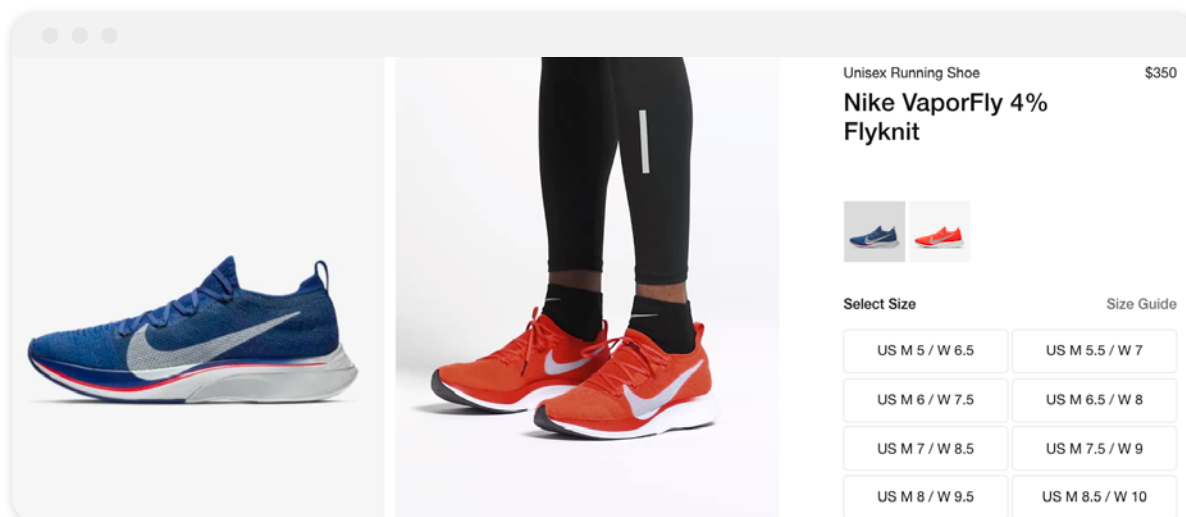
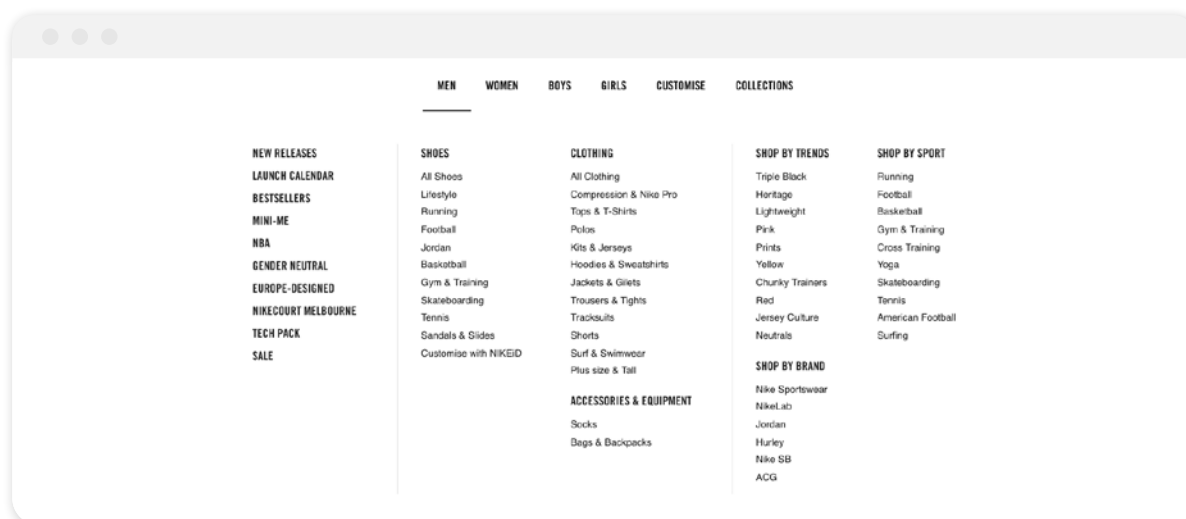
Use "Women's Skirts" and "Men's Jackets" for your product categories. If you run a niche shop, categorise by type: "Bomber Jackets" or "Animal Ankle Bracelets".

If you run an extremely niche site, then don't write out the full name of the product. Simple "Animal Charms" and "Fairy Charms" are good enough.

INDIVIDUAL ITEM NAMES

When you are naming individual items, you can get really creative or too simplistic. Avoid both of these extremes and use simple, clarifying language for each product name. Instead of "Beautiful Women's Deep-Red Party Dress" or "Sleeveless Red Dress", try something a bit more compelling and clear, like "Sleeveless, Key-hole Neck, Pleated Skirt Red Dress".

If you wish to rank locally and you are only a local e-commerce company, then having geolocation in your URL can help. However, if you wish to target national or international markets for your commerce, you should probably acquire an e-commerce SEO package from a professional SEO services company.



BUNDLES & GROUPED DISCOUNTS

Selling conversion rates will increase after bundles are offered at discounted rates.

BUNDLE YOUR TOP SELLING PRODUCTS

if you have five or ten or even twenty-two top-selling products, bundle them together in groups of two, three, and four. Add up what their price would be with everything together, knock off a certain percentage (10-15% is a good range), and sell the bundle together in the middle of a group of single products.

Why not put the bundles at the bottom of the screen? Sometimes, people want the group of products, they want the extra discount, but they don't scroll all the way to the bottom. Eliminate this complexity for them.

GROUP TOP SELLING RELATED PRODUCTS

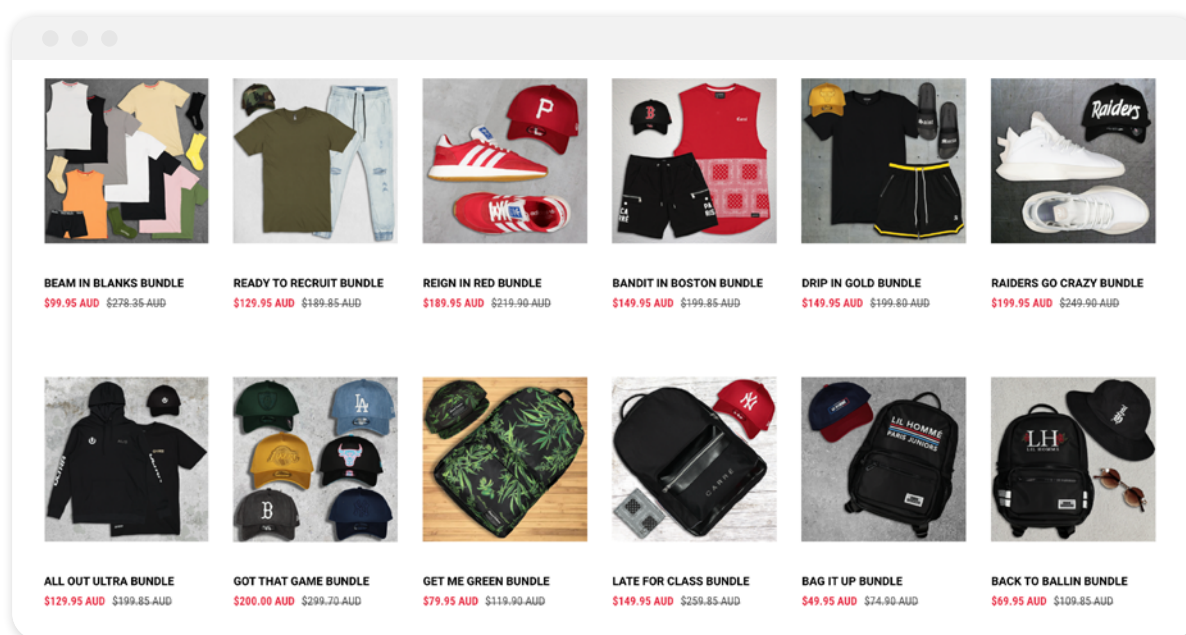
If you have a set of related products, like a set of tops, or headbands, or animal charms, bundle three or more of these together into a group of related products offered at a discount.

This is a great way for you to get even better feedback from vocal customers. Even if they don't like everything they get, if they like most of their items, they will still leave a positive review. This engages social-proof customer reviews which is Tip #5 down below.

OFFER LARGE & SMALL BUNDLES

If your customers tend to buy a few large things and several small items, then you can take advantage of your typical customer's buying habits by offering discounted bundles with this exact product distribution. Pick one of your top-selling big-ticket items, a medium-selling big-ticket item, one medium-ticket product, and several smaller products, and bundle them together.

This scenario catches the bargain shoppers (who like a variety of purchases) and those who enjoy going to the mall and getting a collection of purchases. It's part of the entire abundance mentality of people who enjoy shopping. This is a great way to pick up those types of customers. Not optimising for the bargain hunter is a grave SEO mistake.



SCARCITY OF STOCK

Create artificial scarcity and the fear of missing out (FOMO) by marking items as “Only 2 left in stock”.

“X ITEMS LEFT” ON LARGE PRODUCTS

Scarcity and the fear of losing something you want is a powerful motivator for most people. In fact, it engages the sub-conscious mind which is heavily involved in our desire to keep as many resources as possible, just in case.

Make your big-ticket items the most scarce. Not only are they priced higher and therefore seen as more valuable, but you can increase both the desire and the perceived value even further by making it something that they may lose out on if they don't buy right away.

Why is this important? It has to do with buying patterns. It's easy to window shop online, but perceived scarcity actually makes buyers want to immediately make a purchase. Don't think that they will return soon unless they have already made a purchase.

“XX ITEMS LEFT” ON SMALL ITEMS

It's okay to have small-ticket items in slightly greater abundance, but still with perceived scarcity attached to them. Since we are all more likely to buy more of the cheaper items, it's okay to allow customers the chance of seeing them as “4 Items Remaining”.

It's important to notice that this false scarcity really does get people to buy, whereas otherwise, they would be another abandoned cart statistic. If you can pick up abandoned carts through re-targeting in your ads and prevent the carts from being abandoned in the first place through perceived scarcity, you're making the most of your store.



FREE ITEM WITH PURCHASE!

Even if you don't use false scarcity, or you use it with your best-selling products, you can still market on another perceived scarcity technique by offering free products with purchase... but only for a limited time! This “limited time” mantra actually works, even on really savvy shoppers, because it still plays into the sub-conscious mind's desire to “not lose out on something”. It's very effective.

If you have the blessing of many repeat customers, avoid making this look too scammy by changing out the “extra item” every two weeks. You can pick a poorly-selling product and offer it free and then change out your limited time offer every two weeks for variety with your loyal customers.

SOCIAL PROOF

Making reviews and feedback available creates trust between your site and future customers. Online reviews can improve your SEO rankings.

ENABLE REVIEWS

Many inexperienced e-commerce owners think that enabling reviews may allow disgruntled customers to post defaming comments before you get your process and store up and running smoothly, like the way they really want it to be.

This is naive for the following reason - customers trust opinions from other customers and, whether or not that opinion is good, it helps them choose something else *on the same site* if they think that they would agree with the reviewer.

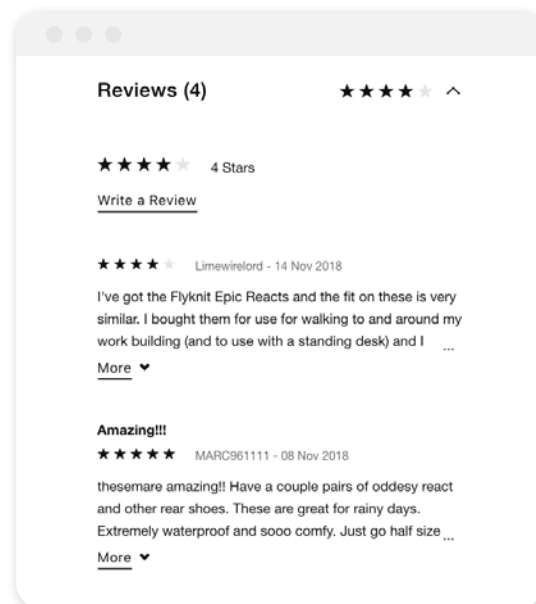
Whether they agree with the reviewer or not, they feel calmed and soothed in their buying decision by having received feedback from other people. People always feel more comfortable when validated or expanded by other people.

POST ONE REVIEW FOR MOST ITEMS

When you first begin your e-commerce store, you may want to get the review writing process off to a good start by posting one review on most of your items.

However, when doing this, you will want to be extra careful! If the review sounds too salesy or too upbeat (without specific and realistic detail), the review will be perceived as fake or bought and the customers will not feel as if your site is legitimate.

If you're going to post a few starter reviews, they have to be three and four-star ratings, not five-star ratings. There have to be some misspellings in there. And, above all, they have to sound like an actual buyer wrote them.



ORDER REVIEWS BY DETAIL, NOT STAR RATING

Once you have several reviews on some of your products, make sure to check them on a weekly basis. Reorder the reviews to see the ones with the most details (not the highest-rated ones) at the top. This creates more social-proof selling, even if it's just a three-star review.

Again, this is something you need to check on and keep up with on a regular basis, so have a to-do system for yourself where you check on all of your reviews once a week and reorder them with the longer, more detailed ones at the top. This site maintenance will help build trust and integrity between you and your customer base because they will all feel as if they are going into their purchase with their eyes open.

Also, if you consistently get bad reviews on a specific product, order it for yourself from your distributor and check it out. It may be a matter of changing how you describe and represent it on your site or it may be a matter of deleting it from your inventory.

In conclusion, you will want to implement these techniques one at a time after measuring your current sales correctly so that you can see which versions for your store work best and which are not particularly helpful for your fashion e-commerce store. Just like changing a recipe, fashion SEO can be tricky and must be approached methodically. Some of the best SEO agencies will ensure that these things are addresses in the initial SEO audit.

You will need to keep detailed records and accounting for several weeks on each technique so that there is a time buffer after you implement something new and before the increase in sales. Not every site responds right away to the changes.

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