

Conversion

ONLINE
RETAILER
Conference & eCommerce Expo



@eretailer #retailer2014 #ORme

- Who I am
- My role

Kim Carruthers
eChic.com.au

*e*Chic

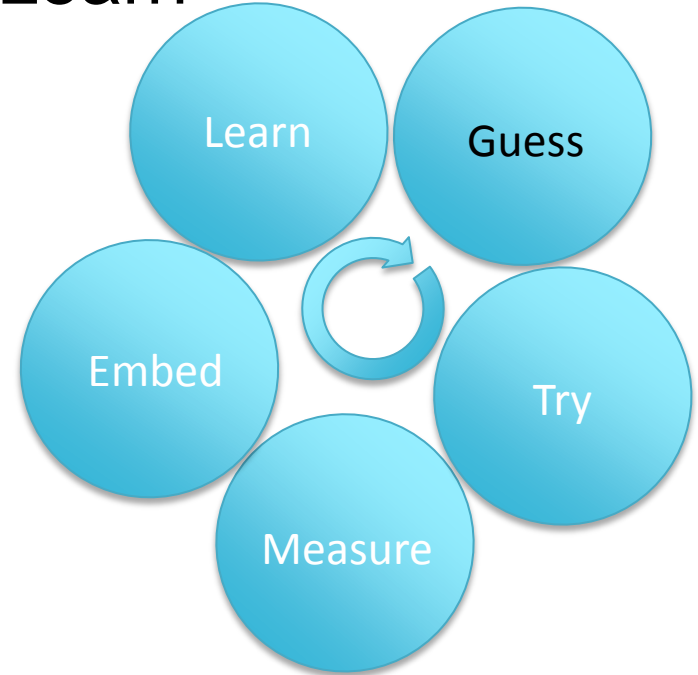
The world is an ambiguous place

There are known knowns

There are known unknowns

There are unknown unknowns

Guess, Try, Measure, Embed, Learn

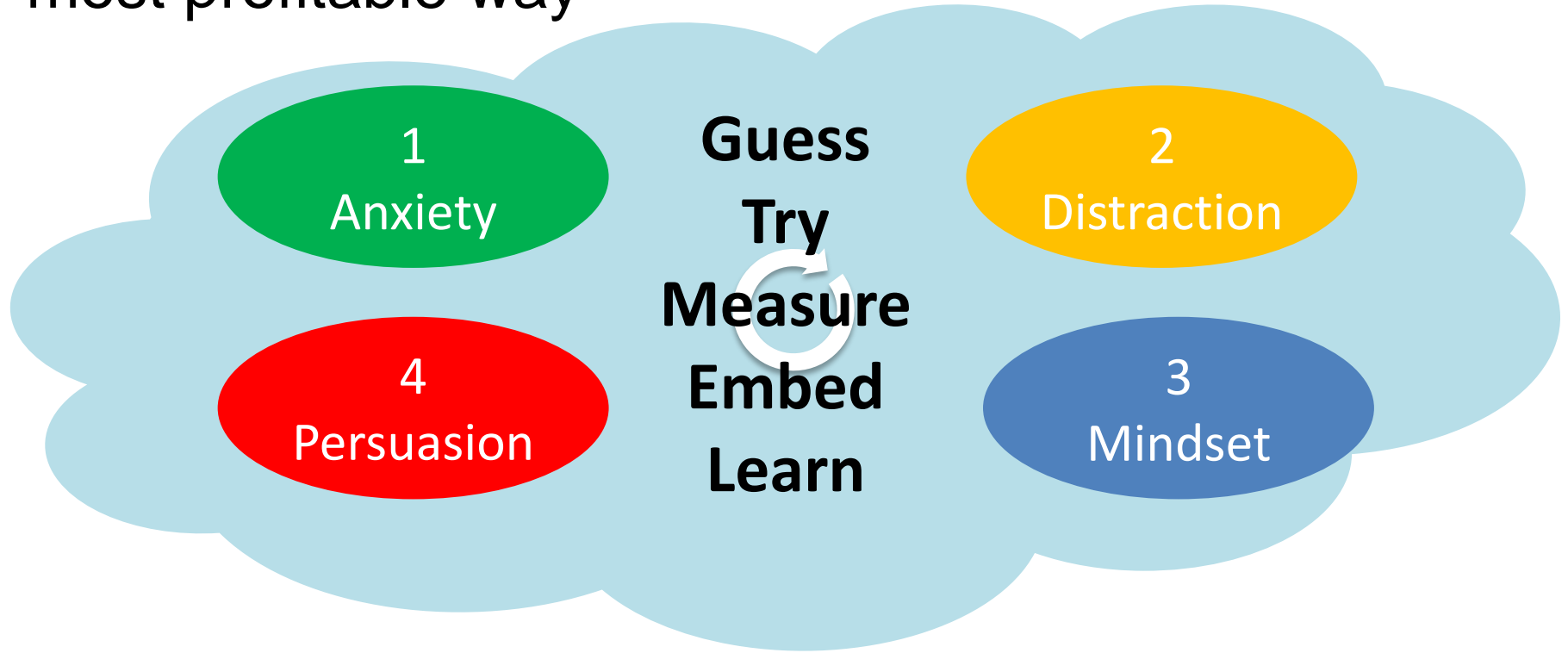


Guess

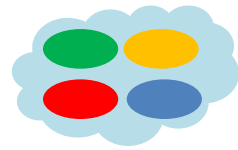
- Don't just throw a dart
- Acknowledge ambiguity
- Prepare to let go if it doesn't work
- Extrapolate

Four approaches to inform your guesses....

How to guess about your website in the most profitable way



Your customer's anxieties



- Process
- Product

Customer anxiety - Legitimacy

- Non-delivery?
- Credit card number stolen?
- Hacked?



Customer anxiety - Legitimacy

- Information sold or shared
- Spam
- Knock offs

INFO

[Privacy](#)

[Returns & Exchanges](#)

[Terms & Conditions](#)

[Shipping Info](#)

[site by eChic.com.au](#)



STYLE CAPITAL

Welcome to STYLE CAPITAL, the destination for stylish fashion accessories, bags and luggage.

Curating a range of on trend accessories, we carry a complete line of iconic and popular Australian and international brands. From backpacks and handbags to carry on luggage and wallets, STYLE CAPITAL combines the best selection of products with unrivaled service and extremely competitive prices and FREE SHIPPING to Australia and New Zealand.

Contact one of our Customer Care Specialists for questions or comments:
Email us at fashion@stylecapital.com.au +61 452 200 638

© 2014 [STYLE CAPITAL](#). All Rights Reserved.

LINKS

[Search](#)

[About Us](#)

[Contact Us](#)

JOIN OUR MAILING LIST

Email address:

PAYMENT METHODS



SOCIAL NETWORKS



Customer anxiety – shipping and hidden costs

 FLAT RATE SAME DAY SHIPPING AUSTRALIA WIDE 

Get shipping estimates

Country

United States



State

Alabama



Zip/Postal Code

Calculate shipping

BlackMilk

SHOP ▼

COLLECTIONS ▼

M

LATEST

POPULAR

LEGGINGS

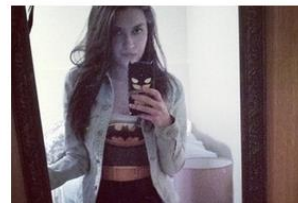
SWIMSUITS

BODYSUITS

DRESSES

SKIRTS

Tag your photos using [#bmbatmancapecsuit](#) on our [Facebook](#) or [Instagram](#). [How do I tag pics?](#)



Convertible Handbags

Shoulder Bag

Satchel

Clutch

Bridal Bags

Ipad Bag

Baby Bag

WALLETS

Women's Wallet

Men's Wallets

RFID Privacy Protective Accessories

Colourful Leather Accessories



This practical soft leather bag boasts a secure zip top closure, outside zip pockets and useful inner pockets and is fully lined. The strap can be worn as a shoulder or pull through to wear as a cross body bag.

PRODUCT DETAILS:

- 100% Soft leather
- Multiple compartments with zip fastening
- Zip top closure
- Outside zip pockets
- Lined interior with inner zip pocket and multiple compartments
- Adjustable strap for shoulder or cross body wear

DIMENSIONS:



VINTAGE VENUS

HOME ▾

MAIN CATEGORIES ▾

MORE CATEGORIES ▾

PRINTS BY THEMES ▾

PRINTS BY STYLES ▾

PRINTS BY COLOUR ▾

PRINTS BY IDEA ▾

NEW ARRIVALS

QUALITY COMES FIRST!

WISHLIST

The most luscious & desirable Vintage Poster Prints you'll ever see!

Quality comes first

Vintage Venus specialises in high quality reprints of vintage images.

luscious, decadent, desirable.

Vintage Venus prints are meticulously restored and digitally remastered from originals and are an exceptional yet more affordable high quality alternative.

We pride ourselves on offering you stunning prints which are highly sought after and many of which are simply not available anywhere else in the world.

Furthermore, our prints are produced using only the best state-of-the-art archival materials and technology currently available and will satisfy even the most discerning print lovers.

We receive constant positive feedback from customers complimenting the quality, look, feel, and vibrancy of our prints.



Anna B.



love my new t-shirt!



Fantastic fit, great quality, I've already ordered another :-)
Love that they are completely Australian made.

2014-06-08

On **Waratah | women's short sleeve, ...**



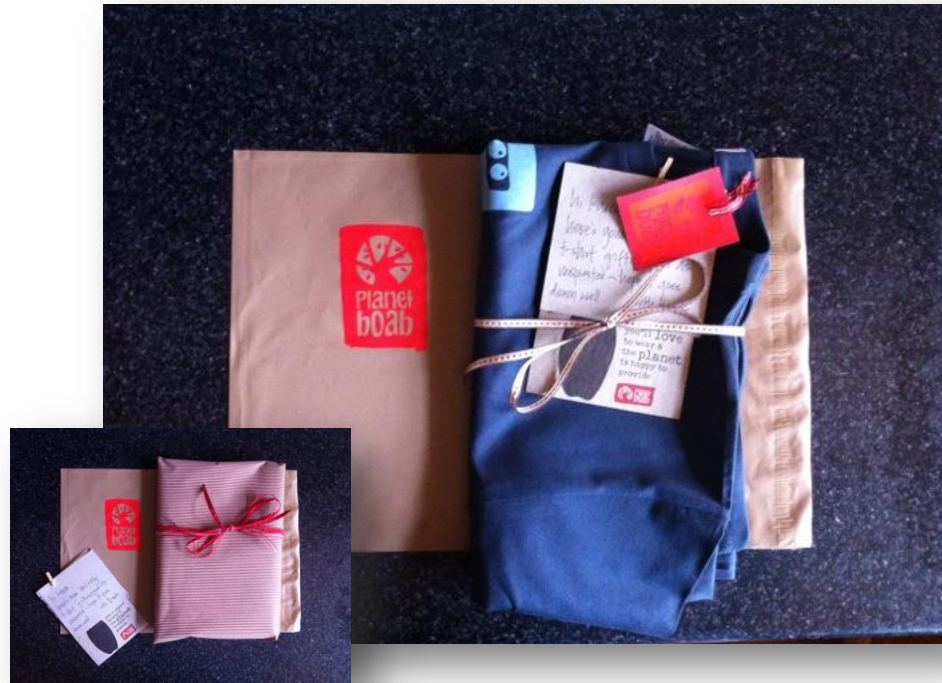
Customer anxiety – will it arrive in once piece?

- Tell customers about your shipping methods, include photos
- Tell customers about what you do when it goes wrong



Trunk Club does an such exceptional job, that customers even make unboxing videos on YouTube which furthers amplifies Trunk Club's reach through word of mouth marketing.

Customer anxiety – will it arrive in once piece?



Customer anxiety – will it fit?

- Help your customers get the right fit
- Reassure them about what will happen if they don't

SIZE CHARTS & INFORMATION

Size Charts

FAQ About Sizing

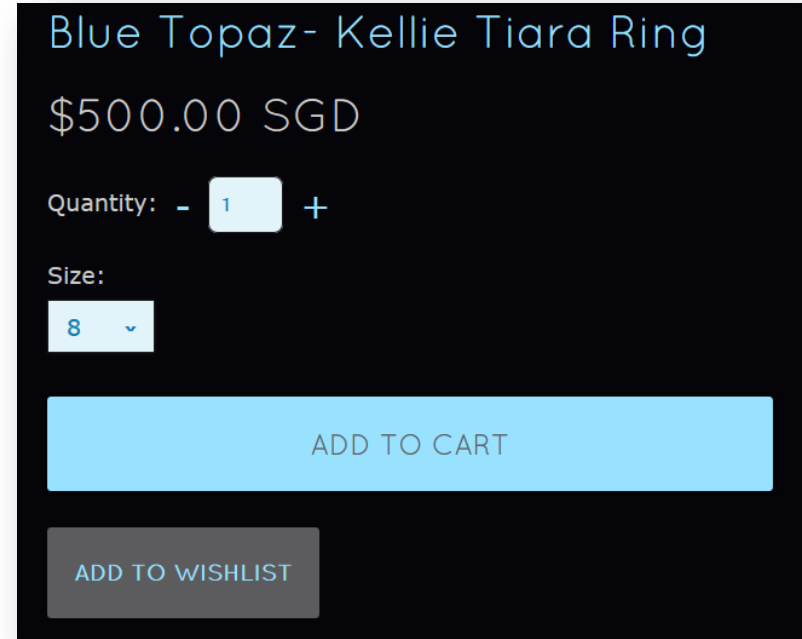
How To Measure Guide

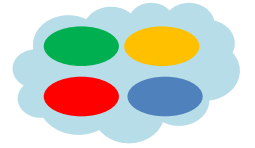
exchanges

We include a free return sticker in each parcel to allow for easy returns. If you need to exchange your t-shirt for a different size, design or colour please post it back using this sticker with a note telling us what you'd like us to do.

Customer anxiety – value for money?

- Price versus **value**
- Call out **all** the features
- Price match guarantee
- Talk **benefits AND loses**
- Wish-list





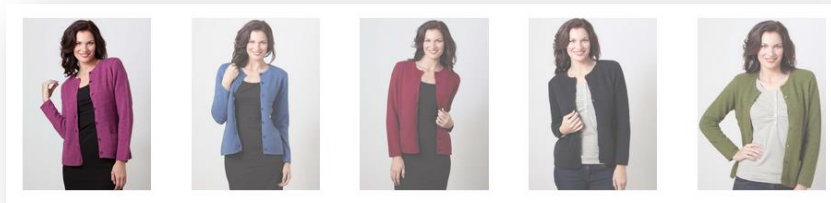
Just make it easy

- Avoid distractions
- Reduce friction

Do I know enough?

Does the user have enough information to make a decision?

- Descriptions
- Materials and dimensions
- Colours
- Images



Home » LEATHER HANDBAG » LZ55900



Gabee

LZ55900

\$179.00

Add to Cart

Customer Reviews

☆☆☆☆☆ No reviews yet

Write a review

Tweet 0

Like 0

8+1

Pin it



Add a comment...

Also post on Facebook

Posting as Kim EChic (Change)

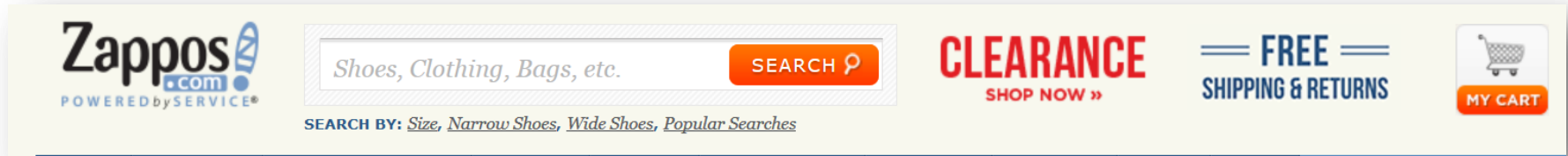
Comment

Facebook social plugin

Is it just too hard?

- Reduce amount of information or link to it
- Pitch language 2 years lower
- Side topics or issues? Link or concertina
- What is the worse is that could happen if you remove each form field

What do I do and where?



It's As Easy As:

- 
1. Upload
Upload your photo or image file
- 
2. Tailor
Specify the size and tell us what you'd like changed
- 
3. Check-out
Check-out then sit back and relax while we create a beautiful painting for you

- Enlarge and highlight primary actions
- Explain
- Remove outgoing links
- Fade footers

Don't distract me

Culprits:

- Passwords
- Discount vouchers
- Sizes / measurements
- Out of stock products
- Credit card



Blue Topaz- Kellie Tiara Ring

\$500.00 SGD

Quantity: - 1 +

Size:

- 12
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22

ADD TO CART



one of our best sellers! Why?

[Help me find my ring size later](#)

... classically girly, and just like candy in all the colours we love! You will love the way the stone colours dance and sparkle. This ring may also be stacked with one or more of our sparkly Eternity Bands for some extra pop.

- Round checkerboard hand-cut Sky Blue Topaz, approximately 7Ct. 12mmx12mm.
- Our Kellie Tiara Rings sparkles with no less than 40 Cubic Zirconia stones.

Style

- Form follows function
- Interesting not distracting

would you buy a security camera from this website

Or this website?

My eyes, my eyes

- Don't include graphics just for the sake of them
- Are the prices easy to see?
- Is the content readable?

Would you buy from this website?

Could you buy from this website?

WE LOVE



GABEE
Madison Leather Tote Handbag Lw54905
\$159.00



Cobb & Co
Cabin Fever Polka Dot Cabin Luggage
Ht53050
\$209.00



GABEE
Daisy Clutch Eg54025
\$44.00



GABEE
Miranda Patent Envelope Clutch
Ee51704
\$30.00



LEGAL | TERMS OF SERVICE | PRIVACY POLICY | SUPPORT

© 2014 Activision Publishing, Inc. ACTIVISION, CALL OF DUTY, CALL OF DUTY GHOSTS, CALL OF DUTY MODERN WARFARE, CALL OF DUTY MW3, CALL OF DUTY BLACK OPS and stylized roman numeral II are trademarks of Activision Publishing, Inc. All rights reserved.

This site uses cookies. By continuing to browse the site you are agreeing to our use of cookies. Find out more [here](#).



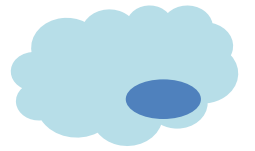
Speed

- Load time
- View, read, scroll time
- Form fields
- Hot-links

Conversely...

- Too rushed?
- Are there too many/not enough pages

Mindset

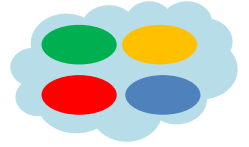


Free Gift
Wrapping



The
man
your
man
could
smell
like

Persuasion



- Overload
- Shortcuts
- Align with your customer's shortcuts

Reciprocation

We like to give to someone who has given us something in the past

MICHAEL PORT

Author, Professional Speaker, Entrepreneur

Let's talk: (414) FOR-PORT
questions@michaelport.com



Bestselling Author



Get 6 free chapters from his books

SORT BY

[SEE ALL](#) [RINGTONES](#) [SCREENSAVERS](#) [WALLPAPER](#)



COME BACK TO BED RINGTONE
DOWNLOAD

FEBRUARY 20, 2010



OLD SPICE COMIC WALLPAPER
DOWNLOAD

DECEMBER 20, 2011

Social proof

- Celebrity endorsement
- 'People like me'
- Reviews



"Neil helped us grow to 500 million pageviews a month."

Ben Huh of I Can Has Cheezburger

[Click here to learn more](#)

The advertisement features a green background on the left with white text. On the right, a man with glasses and a plaid shirt is smiling and holding the green panel. A yellow button with a gradient is at the bottom.

REVIEWS



based on 1 reviews

REVIEWS (1)



Sarah C. Verified Reviewer





Where were these when I had my babies?

I bought these for a friend and am so glad I did. No more pegs that blow off, she can keep babe in the shade in style.

 Share |

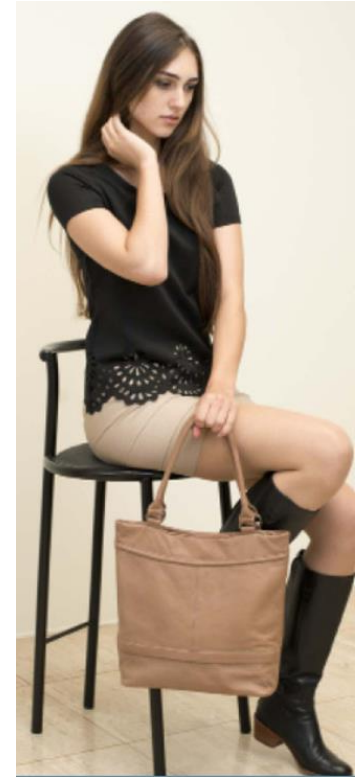
19/06/14

0  0 

Likability

People like people who **like** them

People like people who **are** like them
(or who they want to be like)



Commitment and consistency

DO YOU WANT MORE TRAFFIC?

**LEARN THE NUMBER 1 REASON YOU ARE NOT GETTING ENOUGH
TARGETED TRAFFIC TO YOUR WEBSITE!**

Enter your URL:

http://

SEARCH

Contact This Dealer

> **Infiniti of Coconut Creek**

800-577-7300

> [See All Dealer Inventory](#)

First Name:

Last Name:

Street Address:

ZIP Code:

Email:

Phone:

Comments:

Yes, I'm interested in receiving news and special offers from Kelley Blue Book.

SEND

> [Privacy Policy](#)

> [Get your CARFAX report for this GMC](#)

> [Calculate your monthly payment](#)

> [Get your credit score now](#)

> [Get a free insurance quote for this GMC](#)

I'm Interested

To:



Lehmer's Buick Pontiac GMC

1-866-607-2809

[... More Info](#)

From:

Your message:

Hello, my name is and

I'm writing you today to learn more about the **2009**

CHEVROLET SILVERADO 1500 LT listed for

\$20,995. I live at in

the area and I would like to hear back

from you soon and learn more about this vehicle.

Please call me back on at your

earliest convenience.

[personalize this message](#)

Thank you.

Yes, I'm interested in receiving news and special offers from Kelley Blue Book.

> [Privacy Policy](#)

SEND THIS MESSAGE

> [View the free CARFAX Report](#)

> [Calculate your monthly payment](#)

> [Get your credit score now](#)

> [Get a free Progressive insurance quote](#)

Authority



People have a habit of doing as they are told

Especially by an authority figure

What shows authority?



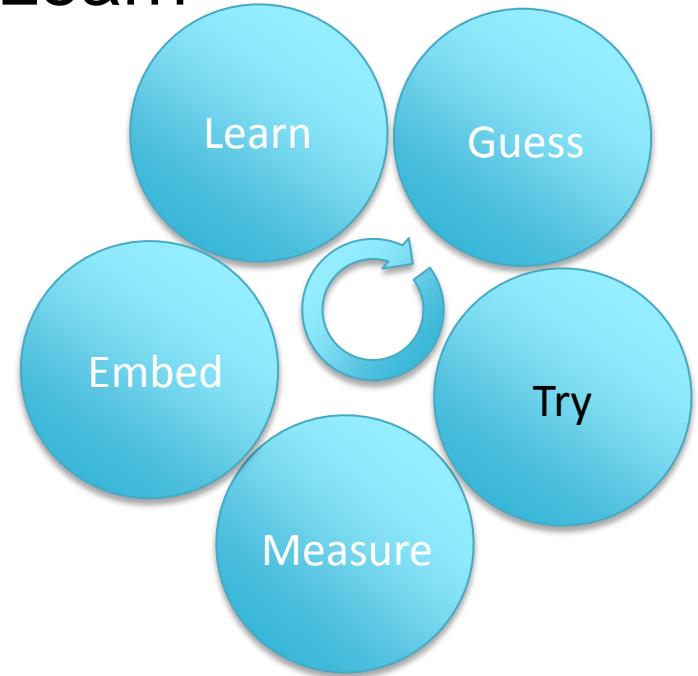
Authority

Being honest about your **shortcomings** lends weight to descriptions of your **abilities**

I don't want to go on and on about myself, but if you pick me, I promise you won't be getting a vanilla sugar cookie. You'll get an honest, hard working, slightly irreverent, sometimes funny, provocative performer who hits his mark every time and has only fallen off the stage and into the orchestra pit once.

Scarcity and competition

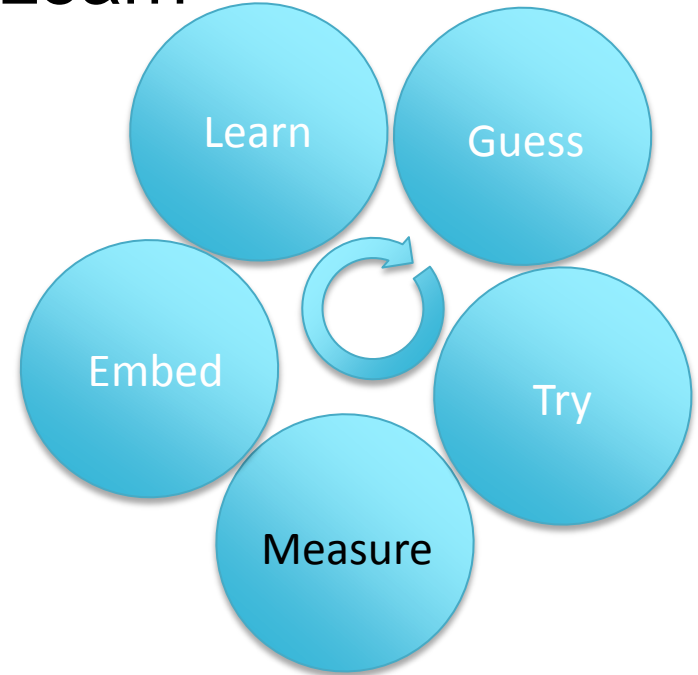
Guess, Try, Measure, Embed, Learn



Try

- Prioritize
- Don't change more than 2-3 things at once. Better still one at a time. A key task for small business is doing less better
- Fail small, fail often, fail fast
- Without deviation from the norm, progress isn't possible

Guess, Try, Measure, Embed, Learn



Measure

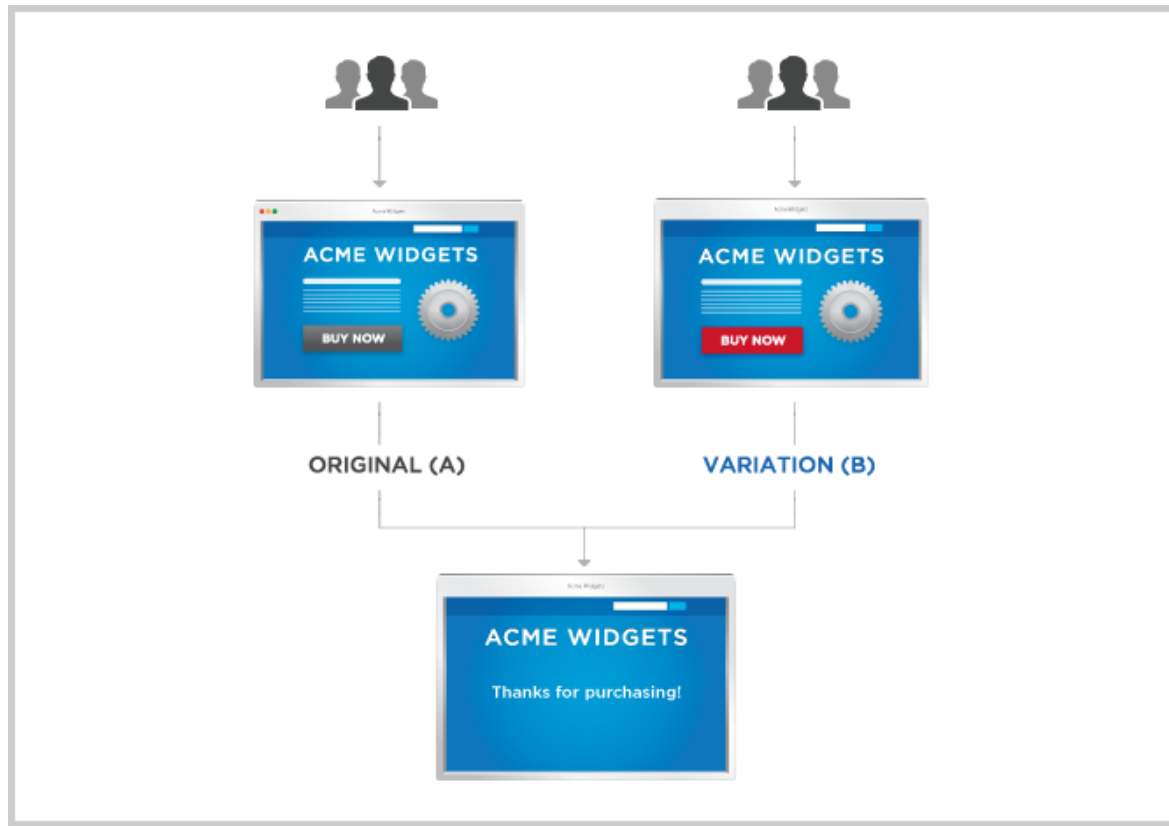
- Revenue
- Side effects?
- Soft and hard measurements
- Big picture

Measure - Testing

- Week on week off
- AB testing
- Multivariate testing



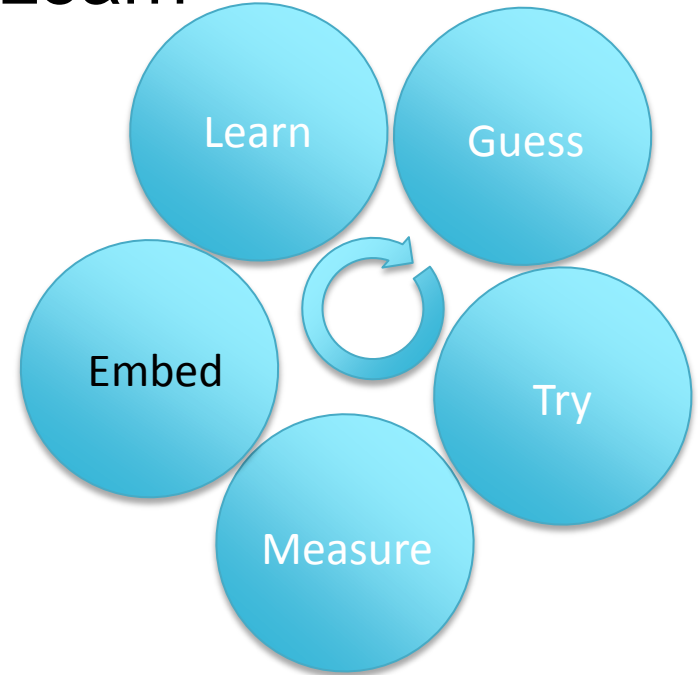
Optimizely



Testing Resources

- Google Analytics Content Research
- Optimizely
- Visual Website Optimizer
- Unbounce
- Webtrend's Conversion Optimizer

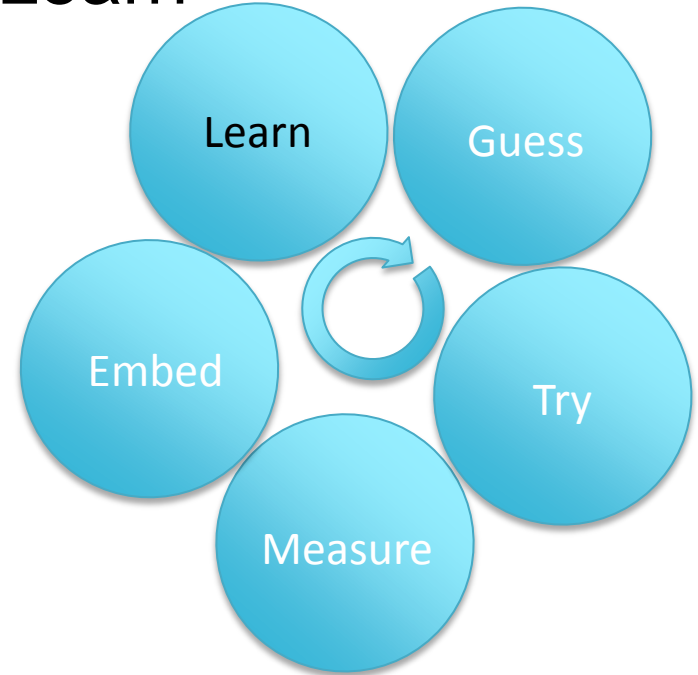
Guess, Try, Measure, Embed, Learn



Embed

- Back out failures
- **Do cost / benefit**
- Takes time
- Embed
- Disciplined approach
- Project
- Tools
- Re-prioritize

Guess, Try, Measure, Embed, Learn



Learn

- Reflect
- Change business model versus tweaks
- Whole business process

Questions?

