



# 10 Keys to eCommerce Success

Provided by Web Shop Manager

Your eCommerce Success Partner

# 1 Research Your Market

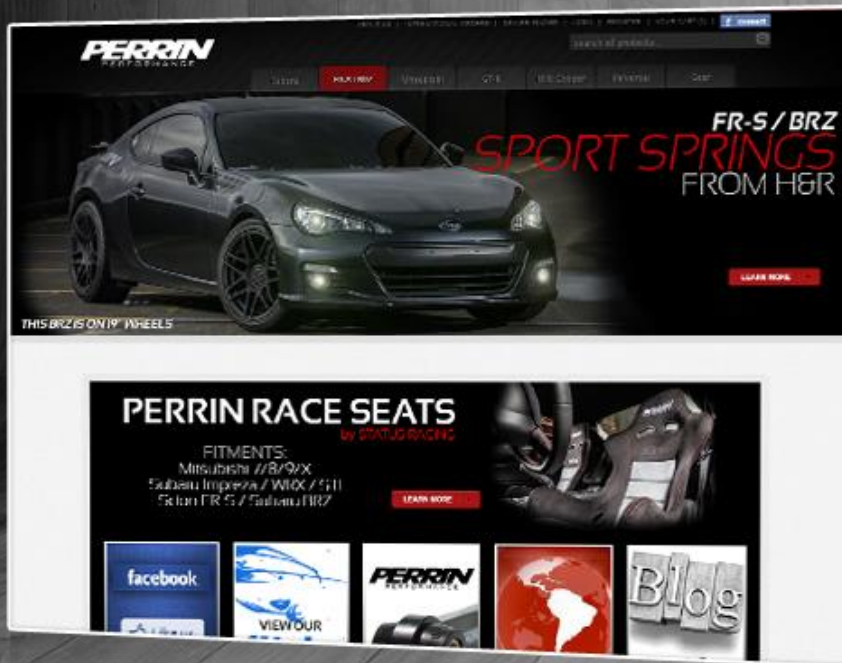


Study and understand the nuances of your market, the strengths and weaknesses of your competition, and the demographics and buying patterns of your ideal buyer.

patterns of your ideal buyer:  
demographics and buying  
of your competition, and the



## 2 Carve Out Your Niche



Personalize your product catalog, site brand, and user community to build a strong relationship with your buyers with a custom offering and experience.

experience

with a custom offering and  
relationship with your buyers

# 3 Develop a Custom Brand Image



Make a strong first impression. Ensure your online image is unique, professional, engaging, credible, and tailored to your ideal buyer.



# 4 Invest in Product Data



Improve the searchability, SEO friendliness, and accuracy of your product data to ensure product search is fast and product data is rich and informative.

data is rich and informative.  
search is fast and product  
data to ensure product

# 5 Invest in the Right Search Technology



K&N Commander PCII, 00 Artic Cat 500/600 STK or w/Exhaust

Magnaflow Exhaust Cut-Out, 2.25»

Magnaflow Exhaust Cut-Out, 2.2»

Magnaflow Exhaust Cut-Out, 3»

Magnaflow 4" System Pro Series Diesel Performance Exhaust

Magnaflow Dual System Pro Series Diesel Performance Exhaust

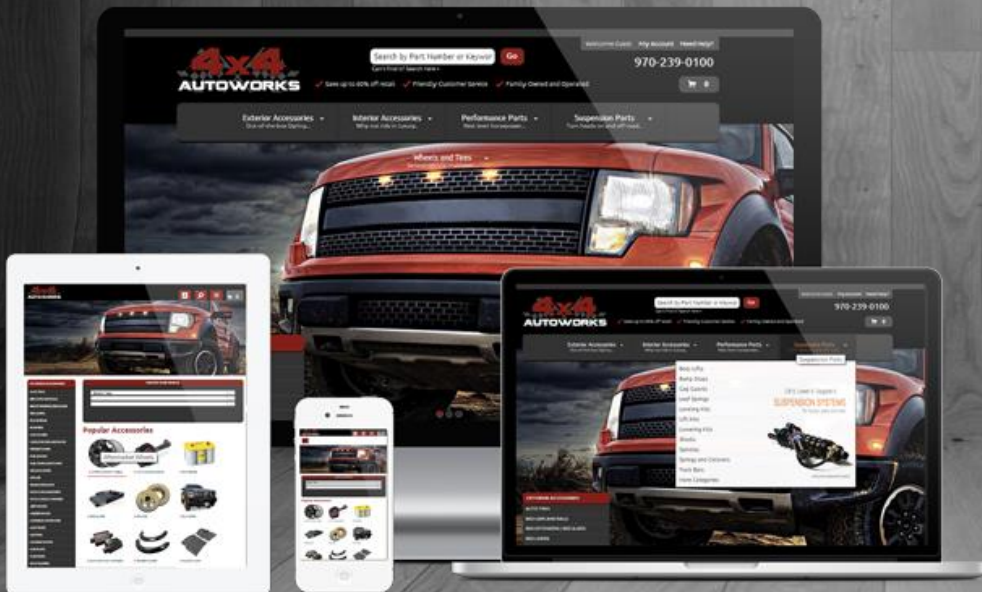
JBA 04-09 Nissan Titan 5.6L (not LB) Exhaust

Provide an elite product search and shopping experience so customers can find products quickly and intuitively regardless of search preference.



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# Develop a Mobile Optimized Site



Leverage responsive design to ensure your site's experience is optimal on any device, from a PC to a tablet and smartphone.

7

# Focus on Product Merchandising



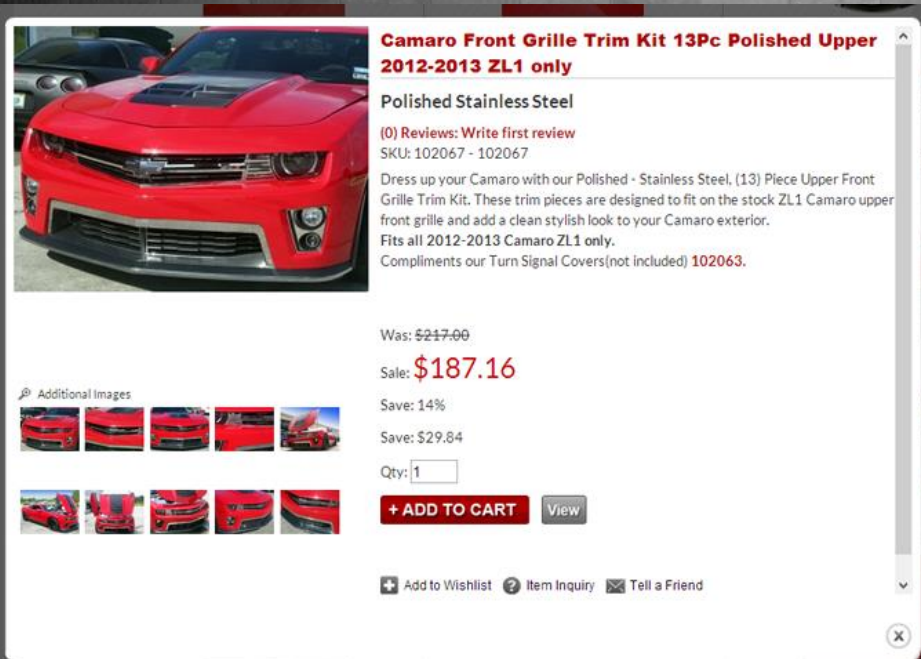
Expertly showcase and promote your products with high-quality product images, product descriptions, product details, related items, and store promotions.

store promotions

details, related items, and



# 8 Provide an Intuitive and Quick Checkout Process



Make it easy to purchase products with a streamlined checkout process, quick view options, multiple payment options, and a one page design.

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# Build a Community of Loyal Buyers



Leverage the power of your promoters and enthusiasts on your site with a user-sharing community that enables customers to show off their vehicle and products while influencing purchases.

influencing purchases:

vehicle and products while





10

# Commit to Ongoing Marketing



Build and invest in a custom marketing plan for revenue growth that includes SEO, paid advertising, social media, and email marketing.

and email marketing.  
paid advertising, social media,  
growth that includes SEO,

# Want to Learn More?

Call us today - 619.278.0872

Email - Sales@WebShopManager.com

Free Consultation

