

10 Keys

to Effective
**Product
Merchandising**



Product Merchandising Introduction

Increasing traffic to your online store is only one element in the conversion process.

Converting visitors into buyers (your conversion rate) is the other challenge, one that is growing increasingly difficult as consumers are expecting a superior shopping experience now more than ever.

Product Merchandising is “the display of your products in such a way that it stimulates interest and entices customers to make a purchase.”

Review and incorporate our 10 keys to ensure your product merchandising is sufficiently appealing, credible, and informative to make more sales.

Product Merchandising 10 Keys



- ✓ Multiple Product Images
- ✓ Custom Product Descriptions
- ✓ Product Detail Tabs
- ✓ Coupons and Specials
- ✓ Related Products
- ✓ Mobile Optimized Design
- ✓ Intuitive Product Search
- ✓ Trust and Credibility
- ✓ Quick View
- ✓ Product Fitment Options

1

MULTIPLE PRODUCT IMAGES



Additional Images



Additional Images



Additional Images



Boost product appeal and buyer confidence with multiple high-quality images of your products.

Your product images are the single most important visual element on your eCommerce website. A recent study of online buyers found that over 33% of their time on an eCommerce site was spent looking at product images while 67% of online buyers interviewed ranked image quality as “highly important” when making a purchase.

List multiple high-resolution product images that showcase your products, highlighting their visual appeal, benefits, and functionality. Shoppers want to know what they are getting, so give them what they want.

2

CUSTOM PRODUCT DESCRIPTIONS

Walkin' Wheels Front Splints

(0) Reviews: Write first review

SKU: 13058972

This front leg splint is modeled and inspired after human splints that support injuries of the ankle, foot, or lower leg. These splints are positioned in the back of the dog's leg and can be fully adjusted with Velcro straps placed over the front of the leg. The splint extends completely under the foot,

giving full support to the bottom of the leg. This splint is specifically designed to support the leg using lightweight, waterproof material. If your dog or pet, they will have ability to walk without any difficulty or discomfort. These

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to X-
coup
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CALIPER - SPORT TWIN QUICK CHANGE ALUMINUM CALIPER

(0) Reviews: Write first review

SKU: A22214R

- 2 Piston Hi-Performance D154 Replacement Caliper

1988-2013 Chevy Silverado/CK Hard Folding Tonneau Cover (77" Bed) | BAKFlip VP - 162101

(0) Reviews: Write first review

SKU: BAK-162101

The BAKFlip VP 162101 - A hard folding tonneau cover for your 1988-2013 Chevrolet Silverado/CK truck bed. The BAKFlip VP has no visible hinges and is covered with a ding and souff resistant vinyl top surface. It is custom designed to fit your Chevrolet Silverado/CK pick-up truck bed and performs extremely well in harsh weather climates. It offers full locking security and full access to your truck bed. The BAKFlip VP is value priced for every budget. Made in the USA!

Brand: BAK Industries

Model: BAKFlip VP 162101

Tonneau Type: Hard Folding Truck Bed Covers

Material: Vinyl Covered

Vehicle Application: 1988-2013 Chevrolet Silverado/CK

Vehicle Years: 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013

Truck Bed Size: 77 inch approx. 6.5 ft. - Short Bed

Cab Types: Reg. Cab/Ext. Cab/Crew Cab 4 Door

Optional Truck Bed Tool Box: BAKBox 90100

replacement to O.E. single piston

Includes:

• 38 mm calipers
• and copper washers
• Hardware

Can be used with stock size rotors.

Brake Systems gives you Bolt on it beat! Our quick change caliper replace your O.E. calipers, fit over your factory hoses and fit in

Designed with maximum clamping force distribution across the brake pads the difference in braking! SSBC ultimate braking performance in a kit from billet aluminum, the kits are anodize for maximum corrosion resistance brake pads and are made in the USA. Our easy bolt on grade 8 hardware, installation is a breeze. Will fit most popular wheels*.

Available off the shelf at your local store or online. SSBC slotted and plated Big Bite or the perfect match. Most kits are available in red and black powder coat and

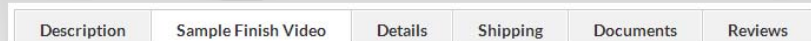
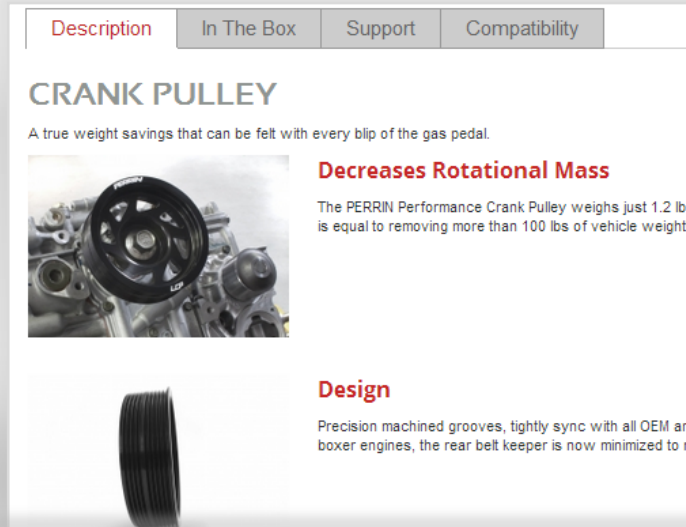
Develop rich, compelling, and unique product descriptions to increase traffic and conversions.

Add informative and persuasive product descriptions, giving your customers the information they need to make an informed purchase. Unique product descriptions and quality content will also increase your product's SEO reach, helping your eCommerce success by getting your products in front of many more potential buyers.

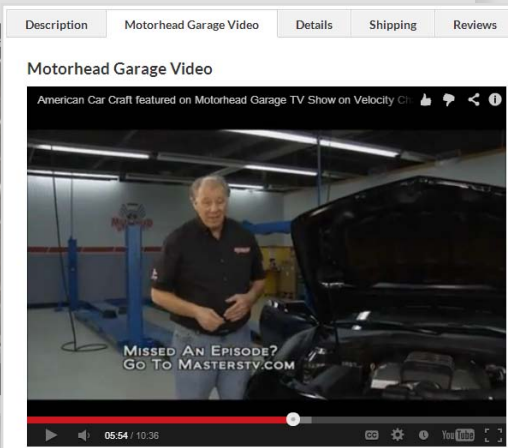
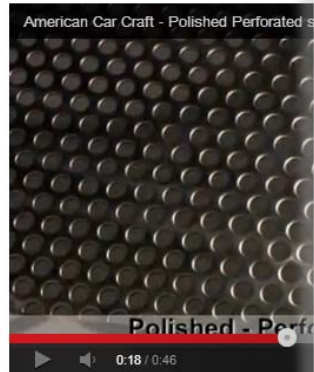
When writing your product descriptions, think like your customer — identify the things that would help them buy the product. Pack your descriptions with useful information that is engaging and helpful. For key features, use a bulleted list to call attention to your product's biggest selling points. Add details to your descriptions that show how products compare to similar offerings.

3

PRODUCT DETAIL TABS



Sample Finish Video



Build trust by providing potential buyers a depth of information about your products.

It's critical to provide the customers as much detailed information as possible about what's being sold, including detailed product descriptions and dimensions, component lists, compatibility details, support resources, product and installation videos, manufacturer information, warranties, and support.

Do away with static product descriptions that reveal only the basics. Instead, provide rich details. Detailed product descriptions and videos will also drive more people to your product pages thanks to better search rankings, resulting in more converted buyers once at the page.

4

COUPONS AND SPECIALS



MUSCLE CAR SPECIAL!!
SAVE 10%
ON QUALIFYING ALUMINUM CALIPER KITS AND DISC BRAKE CONVERSIONS.
[CLICK HERE](#)

This banner features a red SSBC caliper on a blue and white background. The text is in a bold, sans-serif font, with 'SAVE 10%' in large blue letters.

Wisely use coupons and offers to brand your business, promote specialty products, and increase online revenue.

Coupons are a highly effective tool for increasing conversions, especially when targeting a specific type of buyer.

Use Web Shop Manager's rotating banners, coupon page, sidebar call outs, and product pages to strategically highlight coupons, sales, and promotions. Coupon codes are not only valuable for increasing conversion; they also help you measure the effectiveness of your marketing campaigns.



EXTREME SALE
SAVE \$100's ON

STRIDER
No-Pedal Balance Bike
PREBIKES
Motoworld Sponsored
In Stock and on Sale Today!

This banner features a child riding a red Strider balance bike. The text is in a bold, sans-serif font, with 'EXTREME SALE' in large red letters. The background is a mix of black and orange.



FREE SHIPPING
On all orders over \$100 »

This banner features three boxes of Fetch 101 dog food. The text is in a bold, sans-serif font, with 'FREE SHIPPING' in large green letters.

5

RELATED PRODUCTS

RELATED PRODUCTS



PERRIN 4 Bar MAP Sensor 2008-11 WRX



PERRIN 4 Bar MAP Sensor 2008-11 WRX



AccessPORT ECU Tuner for Subaru 04-07 WRX/STI



PERRIN 4 Bar MAP Sensor 2004-07 WRX, STI all

May We Suggest



1999-2005 Mitsubishi L200 Hard Folding Tonneau Cover (58.5L x 57.25W " Bed) | BAKFlip F1 72210



1988-2013 Chevy Silverado/CK Hard Folding Tonneau Cover (96.25" Bed) | BAKFlip F1 - 72102



2000-2004 Nissan Frontier Hard Folding Tonneau Cover (76" Bed) | BAKFlip VP - 162501

May We Suggest



Corvette Emblem Trim Rings Polished 2Pc 1991-1996 C4



Corvette Doorsills Polished Stainless 2Pc 1988-1996 C4



Corvette Hood Panel Polished 8Pc 1988-1996 C4

Upsell AND cross sell clients by providing smart product suggestions on your products and checkout pages.

Provide buyers additional or complimentary products they can easily add to their order. Offering the right products at the right time on your website results in increased conversions and a higher value of each sale. Related products can actually increase conversion by 3% when shown on the product page or checkout page.

Customers like related products since they help them discover what they may need or want. Related products are also helpful for upselling, enticing a customer to swap out the product they are viewing for a more expensive option. You'll benefit from related product promotions as they increase per-customer sales, boost profit, and offset shipping fees.

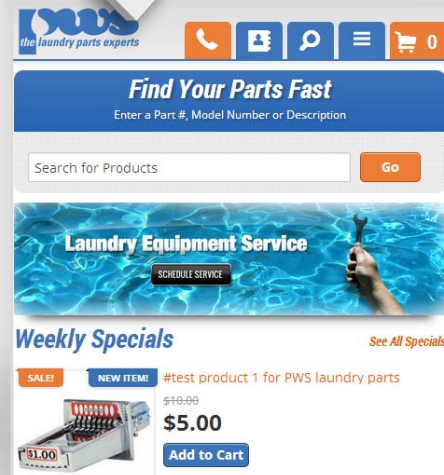
6

MOBILE OPTIMIZED DESIGN

From Desktop Optimized Display



To Tablet or Mobile Optimized Viewing



Maximize Mobile Sales with Responsive Design

By the end of 2013, there will be more mobile devices on Earth than people. (Source: Cisco, 2013)
As smartphone and tablet adoption rapidly increases, so does the importance of mobile-friendly websites to site experience and conversion. According to comScore, 4 out of 5 consumers use smartphones to shop.

With Web Shop Manager's mobile optimized design (responsive design) structure your site for optimal viewing, no matter which mobile or tablet device is being used.

7

TRUST AND CREDIBILITY

**SHOP WITH
CONFIDENCE**

CUSTOMER SATISFACTION
Our #1 priority is our customer!

MADE TO ORDER
All products made to order and shipped in 7-10 days from order date.

NO HASSLE RETURNS
Easy returns or refunds!

MADE IN THE USA
Highest quality workmanship done with pride!

**MADE IN THE
USA**

Safe & Secure Shopping



GUARANTEE

CUSTOMER SATISFACTION
Our #1 priority is our customer!

FAST SHIPPING
Same day shipping if ordered by 12pm PST

NO HASSLE RETURNS
Easy refunds and returns



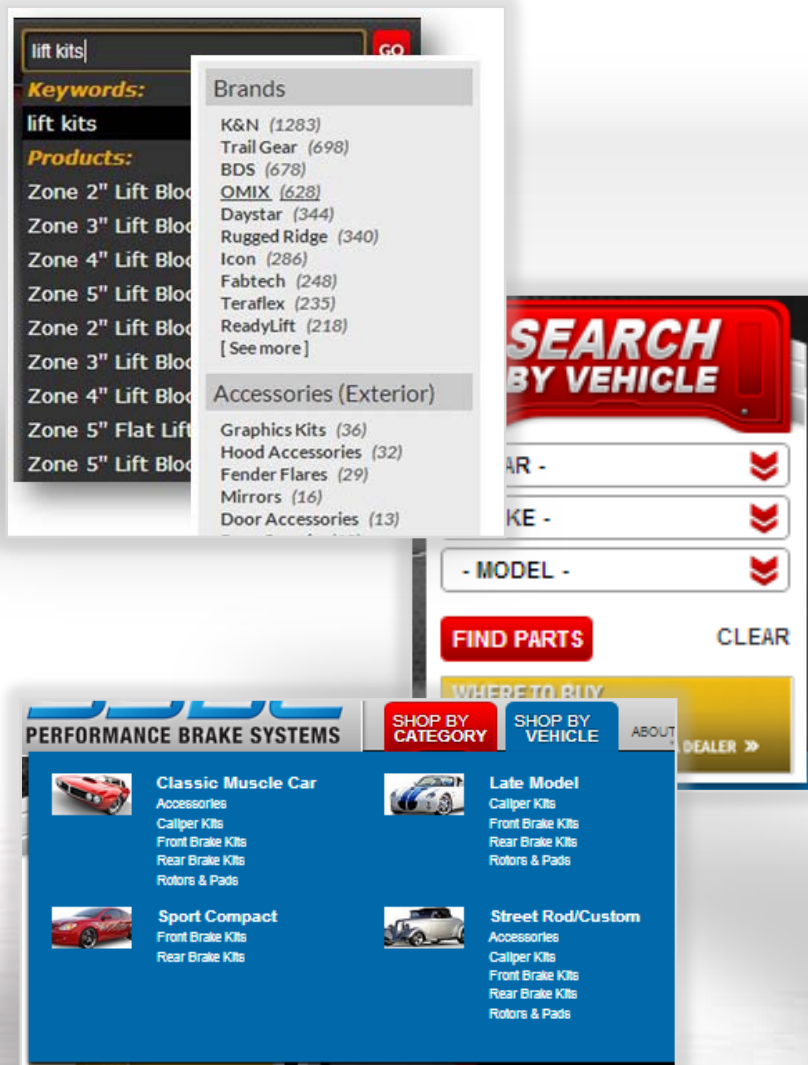
Judiciously use trust and credibility symbols to lower buyer anxiety and increase conversion.

Immediately building trust is essential to eCommerce sales. A recent survey found that customers terminate close to 70% of online sales due to lack of trust.

Promote the right trust elements, focusing on visibility, placement, and frequency. Make sure your customers feel comfortable buying from your store.

8

INTUITIVE PRODUCT SEARCH



Ensure buyers can find the product they are looking for quickly and intuitively.

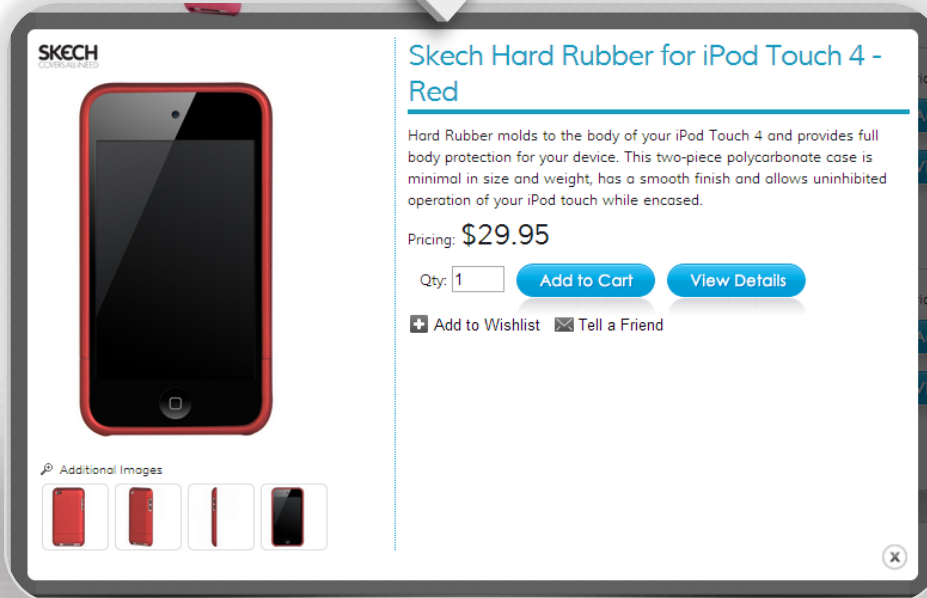
The biggest reason potential buyers leave your site isn't price, it's because they can't find what they are looking for. Make sure products on your website can be found quickly and easily.

With Web Shop Manager make your search and product lookup fast and intuitive. The following options will aid your customer in finding products quickly:

- Keyword Search
- Category Search
- Product Type Search
- Brand Search
- Featured Products
- Year-Make-Model, Vehicle Search

9

QUICK VIEW



Use Quick View to review product details on a category page without a disruptive page refresh.

Increase conversion by decreasing the time it takes buyers to add products to their cart on your store.

With quick view reduce the time and clicks it takes shoppers to initiate their order by enabling visitors to view product details — on a category page, a cart, or any other page — without a page refresh. The product details are launched in a pop-up window which provides essential information about your product along with an “add to cart” button.

10

PRODUCT FITMENT OPTIONS

Customize Your Item

- Select Splint Size - * required

Extra Extra Small

Extra Small

Small \$10.00

Medium \$10.00

Large \$30.00

Extra Large \$30.00



PRICING: **\$1659.99**

CUSTOMIZE YOUR ITEM

- Select Color... -

* required

- Select Resonator Option... -

With Resonator

Without Resonator

Qty: 1

ADD TO CART

Add to Wishlist

Tell a Friend

Customize Your Item

Polished caliper upgrade

- Polished Caliper Upgrade -

Add Red or Black Powder Coat to your brake calipers.

- Powder Coat Upgrade -

Red Powder Coat \$100.00

Black Powder Coat \$100.00

Personalize your products and ensure correct fitment to boost conversion.

Make a variety of product fitment and personalization options accessible to site visitors that will encourage them to complete their order and to lower your return rate. Correct fitment, such as by vehicle type or shoe size, increases buyer confidence and your conversion rate.

You can provide not only basic options like size, color, and type, but also more unique personalization options, such as engraving, custom images, gift wrapping, or in-store installation. You are able to provide services and customizations that are typically only available in a brick & mortar location.

Want to Learn More?

Call us today - 619.278.0872

Request Consultation

