

How to reduce payment friction and sell online



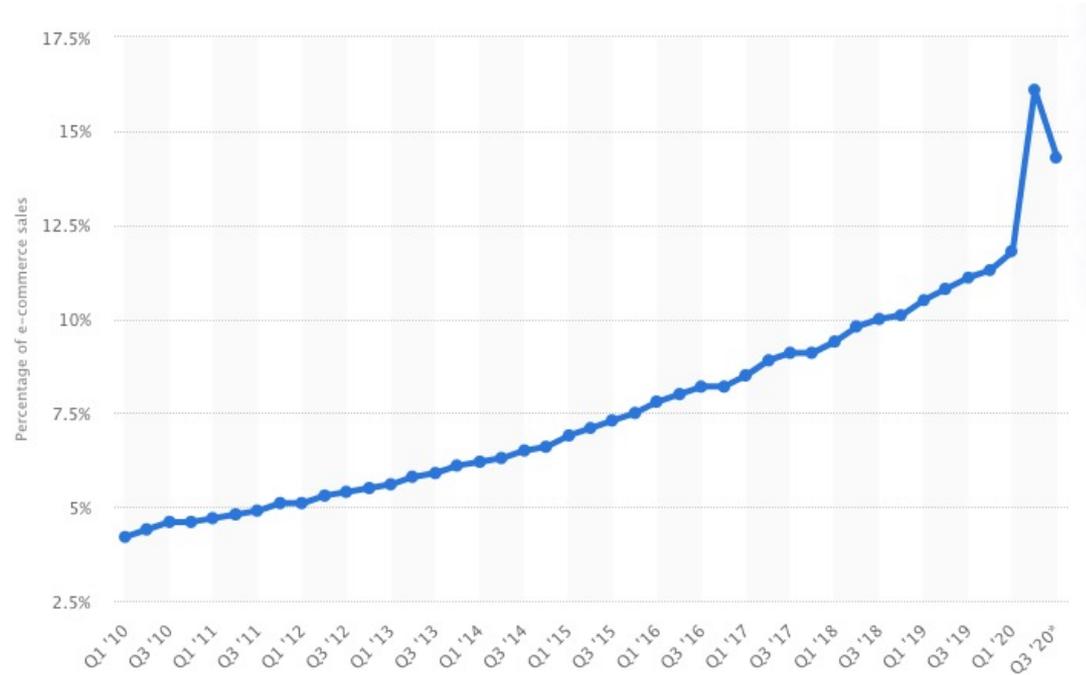
Presented by Rich Gannon
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Great Falls Development Authority

Agenda

- Review of some ecommerce platforms
- Anatomy of a good ecommerce site
- Ways to increase your conversion rate
- One man's epic quest to buy a light bulb online
- No website? No problem

Why bother with Ecommerce?

- » Year-over-year growth nearly tripled in 2020.
- » Every year ecommerce is becoming a large part of all retail sales.



A quick question

- » 1. Do you currently have a website?
- » 2. What platform do you use?

Review of website platforms



- These platforms are for ecomm websites
- Costs start appx. \$350 annually
- Slightly steeper learning curve
- Great for larger stores – highly scalable

Review of website platforms



- Woo Commerce Plugin if you have an existing WordPress site
- Plugin is free – but requires hosting
- \$150-\$300 annual hosting

Review of website platforms



SQUARESPACE



Square

Lots of DIY Website Programs Out There

- Competitive costs - most platforms charge around \$300 annually for ecomm hosting.
- Easier to setup and maintain
- Less technical ability than WordPress, Shopify or Big Commerce



HOME

ABOUT US

PRODUCTS

PARTS

CUSTOM BUILDS

VIDEOS

CONTACT



Easy to Understand
Navigational Structure

Easy to find Contact Link

Shopping Cart
Icon that sticks
to ALL pages

Welcome to GOLD FOX USA

Custom Made Mining Equipment

Clear call to action
"Above the Fold"

SHOP OUR PRODUCTS

Join our mailing list and be the first to know about new products or special offers.

Email Address*

Submit

Anatomy of a good home page

- Clear call to action button above the fold
- Easy to understand navigational structure
 - **No more than 3 clicks between any two pages of the website!**
- Easy to find contact info
- Shopping cart that sticks to all pages



View Cart Icon is still here!

Multiple Product Photos

Descriptive Product Title

Home / Products / 5" DELUXE / flare sluice

< Prev | Next >



5" DELUXE / flare sluice

Clearly Stated Price

~~\$1,611.00~~ \$1,591.00

2021 New Improved Gold Fox Deluxe 5" portable gold trommel sluice/flare, new nugget trap
[Read more](#)

Detailed Product Description

Color



Build Time

Select

Classing Barrel Sizes

Select

Size

10" wide sluice

Quantity

1

Add to Cart Button



Add to Cart

Anatomy of a product page

- Quality product images
- Descriptive product title, “Shoes” vs. “Men’s Nike Trail Runners”
- Easy to find, clearly stated price
- Detailed product description – influenced by product price and type
- Add to Cart or Buy Now button

Conversion Rate

The formula

$CR = (\text{sales} / \text{total site visitors}) \times 100\%$

- Conversions don't necessarily mean sales
- Use Google Analytics to get visitor stats - <https://analytics.google.com/>
- Ex. In June a website has makes 23 sales from 540 site visitors. The conversion rate for this site is 4.20%
- Conversion rates vary by industry, averages are 1.5%-3%
- You should know and monitor your conversion rate - "if you can't measure it, you can't improve it"

Ways to increase conversion rate

Optimize Page Speed

- Decrease page speed load times
- Aim for 3 second load time...faster is better.
- Walmart.com found that for every 1 second improvement in load times conversions increased by 2%
- Test your site load times at, <https://developers.google.com/speed/pagespeed/insights> or <https://tools.pingdom.com/>

Ways to increase conversion rate

Create an Abandoned cart email automation

- Most Ecomm platforms have this function. Use it!
- Offer a discount to make the sale.
- Average cart abandonment rate is 74%*
- Almost half of all cart recovery emails are opened *
- Over 1/3 of clicked cart recovery emails convert to a sale*

source; <https://www.elasticpath.com/blog/cart-abandonment-stats-infographic>

Ways to increase conversion rate

Add Live Chat

- Most Ecomm platforms have this function. Use it!
- Growing number of consumers prefer this method for contacting companies.
- Chatters tend to spend 60% more per purchase.*
- If a visitor engages with a live chat agent, they're 2.8 times more likely to end up purchasing a product. *

*source; <https://www.campaignmonitor.com/resources/knowledge-base/how-much-does-live-chat-increase-conversions>

Ways to increase conversion rate

Conduct A/B Testing

- Change one element on a home page or product page and measure difference in conversion rates.
- For example, move the “Shop Now” button higher up on the page.
- Use Google Optimize to create and monitor results www.optimize.google.com

Ways to increase conversion rate

Consider Free Shipping

- Create thresholds to get free shipping, ex. “free shipping on orders over \$50” to increase your average transaction amount
- Important to understand your over all shipping costs and product margins
- Consider LTV of customers

Light Bulb Replacement

Range hood light bulbs will burn out over time. Below are replacement instructions for the types of bulbs used in Vent-A-Hood® range hoods.

Safety is important when it comes to replacing a light bulb of a range hood. The first thing to remember is to turn off power and allow lights to cool before proceeding.

LED Bulbs (Magic Lung Models)

Replace the bulb with a genuine factory replacement part (Vent-A-Hood® part number P1350).

1. Use caution when pulling down on the old bulb to prevent the springs from snapping back against your hand. See Fig. 1 and Fig. 2.
2. Once the bulb is hanging beneath the light panel (Fig. 3), simply disconnect the old bulb from the harness via the quick connect adapter.
3. Remove and discard the wire and plug section from the harness on the new bulb. Connect the new bulb to the hood wiring harness via the quick connect adapter.
4. While securing the slack in the wires, feed the wires into the light panel and insert the new bulb into the panel opening. You will need to press the springs on the bulb far enough backward to be able to fit them into the light panel. Use caution when inserting the new bulb to prevent the springs from snapping back against your hand or the light casing.
5. Turn the power on at the service disconnecting means on the service panel and test all blower and light functions to ensure they are operating properly.

But how do I order this?



Fig. 1



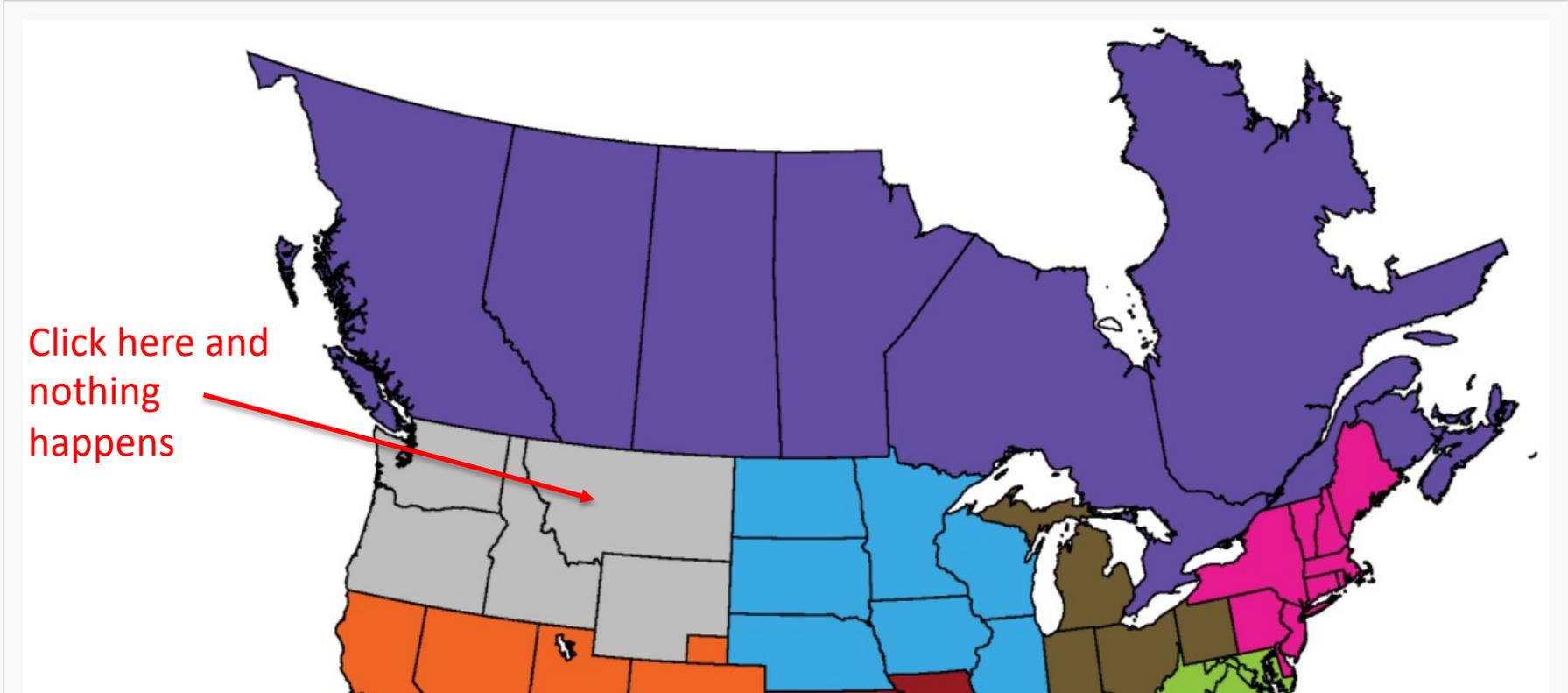
Fig. 2



Fig. 3

Vent-A-Hood® Parts & Service

If you need parts or service please contact the Distributor for your state/province below. Click on your area to find the Distributor that covers your region (Distributor information will display below the map).





Luwa Luxury Products

State:

- Montana
- Wyoming
- Idaho
- Oregon
- Washington
- Hawaii
- Alaska

Contact Information:

Web: www.luwaluxury.com

Phone: 800-205-6450

Email: info@luwaluxury.com

Put Important stuff
"Above the Fold!"

Connect With Us Today



Live a Life of Luxury Explore our luxury indoor and outdoor kitchen products, schedule a service call or visit our luxury showroom.

LUWA



VENT-A-HOOD

Vent-A-Hood Integrated LED Light Assembly

☆☆☆☆☆ No reviews

P1350

\$73.59

Quantity

- 1 +

ADD TO CART

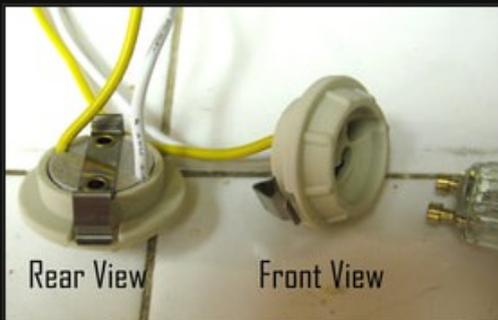
♥ ADD TO WISHLIST

 Share  Tweet  Pin it

Price and technical info should influence product description...

Contact link or chat would be helpful!

 ADD TO CART



Rear View

Front View

P1124 GU10 Quarter Turn Halogen Light Socket

P1124 QUARTER TURN GU10 HALOGEN BULB SOCKETS

This vent a hood halogen light socket is compatible with newer hoods made after 2010 that feature the GU10 quarter turn two prong halogen bulbs. The manufacturer had two designs for this socket and this is the replacement piece is compatible with both models.

\$9.45

P1350 LED REPLACEMENT BULB



Running changes include

- Spring tensioning side clips
- Quick disconnect or hardwire

Universal led bulb fits old and new style

P1350 Replacement LED bulb

The LED bulb was first introduced in 2013 and this part is proprietary to their product. This part is available through authorized vent a hood resellers only. No generic version exists

\$54.91

 ADD TO CART

HEAT LAMP SOCKETS FOR OLDER VENT A HOODS PRE 1994

 ADD TO CART

Appliance Support Authorized Dealer Genuine Vent A Hood Parts

Motors & Wheels

Bulb Components

Blower Housings

Switches

Tools - Damper - Misc

Transitions - Wall Louvers - Roof Caps

Video Instruction

Contact

Return Policy

Manual's

How to replace your Vent A Hood blower motors and blower Wheels



Where is my cart?



So...Did I buy a light bulb online?



But I don't have an online store!

Other Ways
to decrease
payment
friction

- Email customers invoices that they can pay online.
 - PayPal, Square, Wave, Quickbooks etc.
- Accept SMS Text payments
 - Venmo
- Increase cashflow, decrease your A/R time
- Enable mobile payments at your POS – Apple Pay, Google Pay.