

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The Hudson River is visible on the right side. Overlaid on the image is a large circular graphic divided into five colored segments: orange, teal, dark blue, red, and green. In the center of the circle is a white circular area containing the text '8 WAYS TO SKYROCKET YOUR PERFORMANCE ONSITE'.

8

WAYS TO
SKYROCKET
YOUR
PERFORMANCE
ONSITE

An aerial photograph of the New York City skyline, featuring numerous skyscrapers and the Hudson River. A diagonal teal overlay covers the right side of the image. The text 'Tip 1' is prominently displayed in white on the left side.

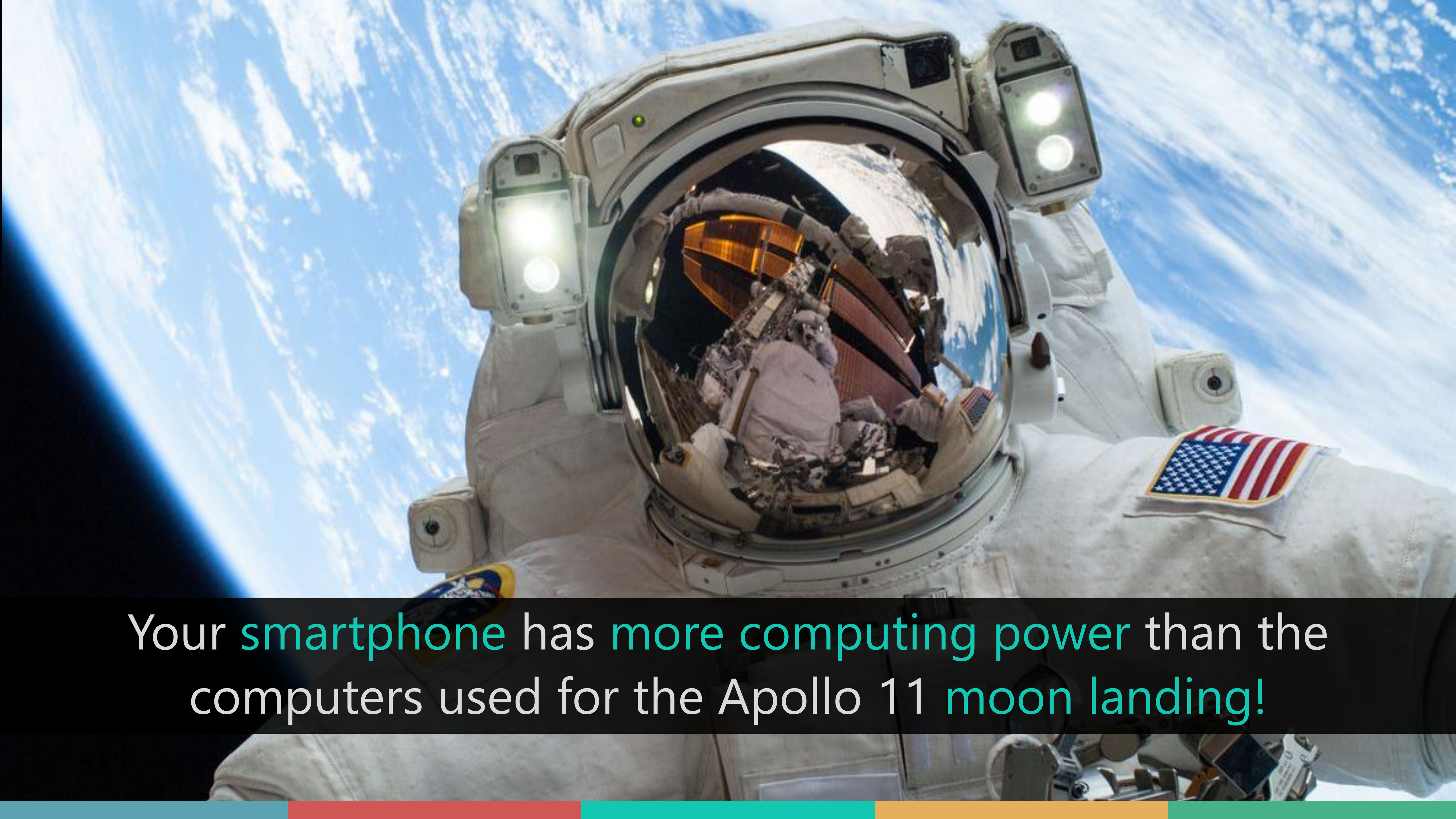
Tip 1

MOBILE
"THIS IS THE FUTURE"

HOW MANY INTERACTIONS?

150x
per day





Your **smartphone** has **more computing power** than the computers used for the Apollo 11 **moon landing!**



We don't GO online. We LIVE online

5 GOLDEN RULES FOR YOUR MOBILE WEBSITE



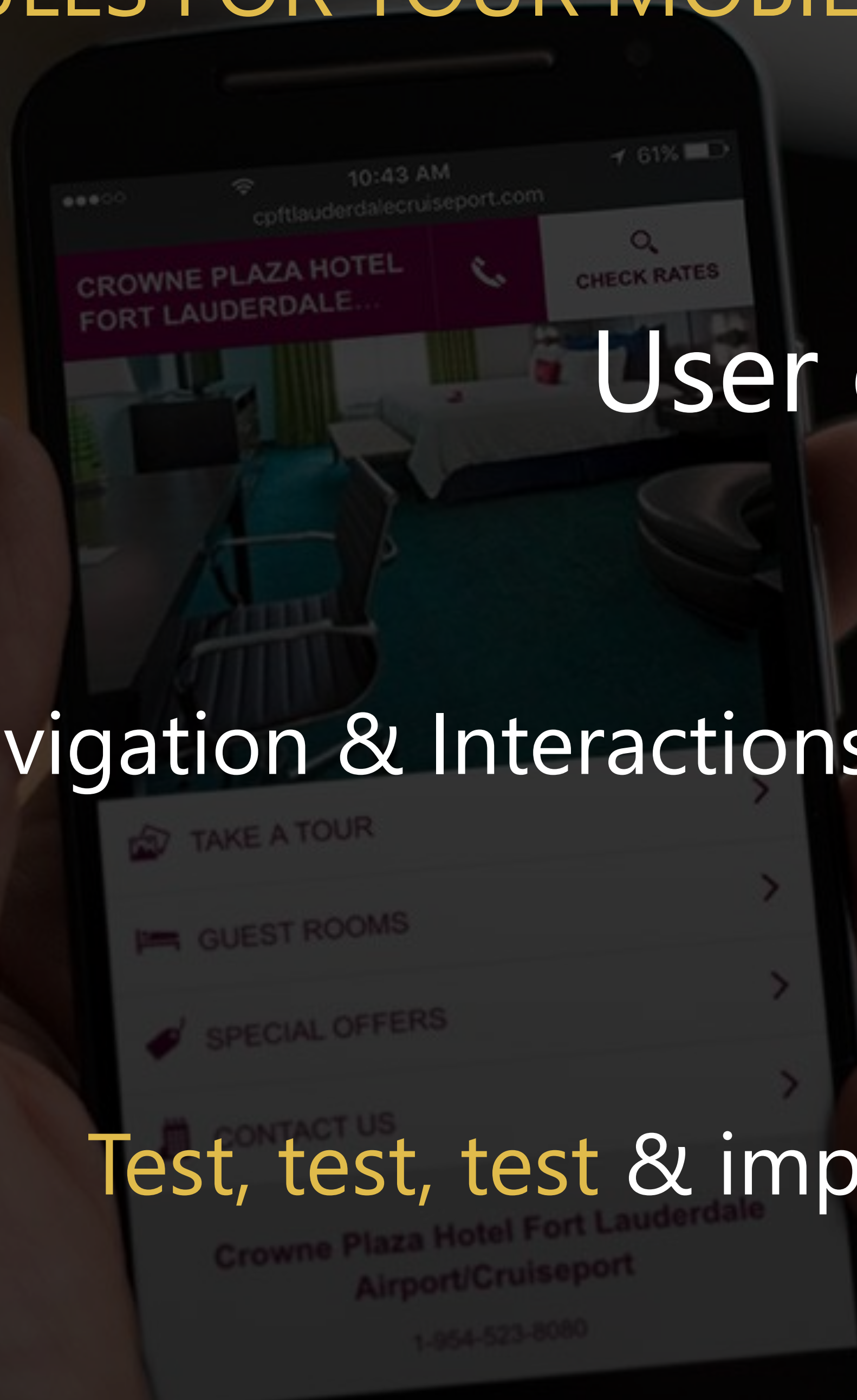
User comes **first**

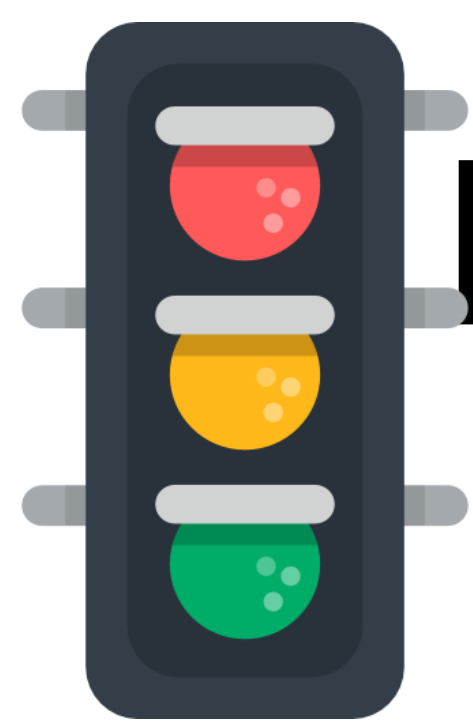
Use a **responsive** framework

Simplify Navigation & Interactions

Optimize for **speed**

Test, test, test & improve





DO's & DONT's

Don't think it has to be just like your desktop

Do make it easy to get back to the home page

Don't cram too many items on your page

Do make most common tasks easily available

Don't hide filter functionality

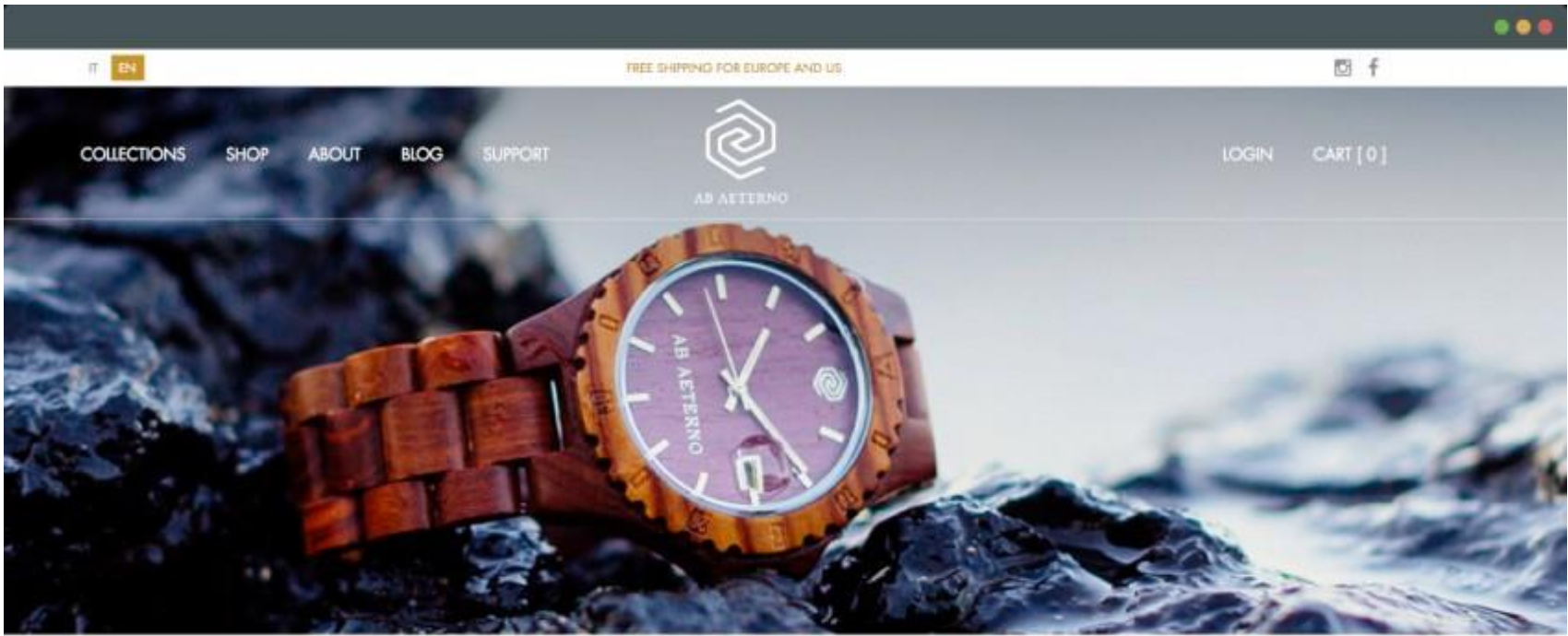
Do allow users to purchase with a guest account

An aerial photograph of the New York City skyline, featuring numerous skyscrapers and the Hudson River. The image is overlaid with a semi-transparent green filter. A diagonal line splits the image from the bottom-left to the top-right. The top-left portion is a lighter shade of green, while the bottom-right portion is a darker shade. The text 'Tip 2' is written in large white letters on the left side, and 'PRODUCT IMAGE' and 'THE HOLY GRAIL' are written in blue and white letters on the right side.

Tip 2

PRODUCT IMAGE
“THE HOLY GRAIL”

SPOT THE DIFFERENCE



SHOP ONLINE



No image available

shutterstock.com · 261719003

ALBA
Maple Wood | \$ 149,00



No image available

shutterstock.com · 261719003

AURORA
Red Sandalwood | \$ 149,00



No image available

shutterstock.com · 261719003

ENVY
Green Sandalwood | \$ 149,00



No image available

shutterstock.com · 261719003

RAY
Green Sandalwood | \$ 159,00



No image available

shutterstock.com · 261719003

ROCKY
Red Sandalwood | \$ 149,00



No image available

shutterstock.com · 261719003

SANDY
Maple Wood | \$ 149,00



No image available

shutterstock.com · 261719003

STORM
Black Sandalwood | \$ 159,00



No image available

shutterstock.com · 261719003

SUNRISE
Maple Wood | \$ 159,00



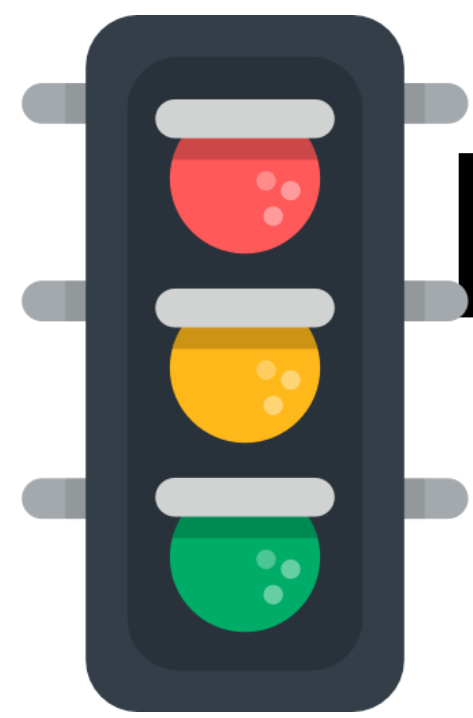
IMAGE : THE CONVERSION KILLER



78%
want more
images from e-
commerce sites.

73%
are more likely to
purchase a
product if they
can watch a
video explaining
it beforehand

93%
consider visual
appearance to
be
key deciding
factor in a
purchasing
decision



DO's & DONT's

Don't use low image quality

Do showcase the product in use

Don't use your smartphone to take pictures

Do have different color for each variation

Don't list a product to your website without image

Do use multiple shots for the product

AirPods

Wireless. Effortless. Magical.

Just take them out and they're ready to use with all your devices. Put them in your ears and they connect instantly. Speak into them and your voice sounds clear. Introducing AirPods. Simplicity and technology, together like never before. The result is completely magical.

[Watch the film](#)  [Watch the keynote](#) 







Tip 3

PRODUCT PAGE
THE “DECIDING” POINT

WHAT DO YOU THINK?



Hello. Sign in to get personalized recommendations. New customer? [Start here.](#)

Your Amazon.com

Today's Deals

Gifts & Wish Lists

Gift Cards

Your Account

Help



Canon PowerShot A590IS 8MP Digital Camera

Other products by [Canon](#)

★★★★☆ (102 customer reviews) | Average rating = 3.68 out of 5

List Price: ~~\$129.99~~

Price: **\$109.00**

You Save: **\$20.99 (16%)**

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Quantity: 1

Add to Shopping Cart

or

Sign in to turn on 1-Click ordering.

or

Add to Cart with FREE Two-Day Shipping

Customer Reviews

102 Reviews

5 star: (68)

4 star: (0)

3 star: (0)

2 star: (0)

1 star: (34)

Average Customer Review

★★★★☆ (102 customer reviews)

Average rating = 3.68 out of 5

Share your thoughts with other customers:

Create your own review

Product Details

Product Dimensions: 3.7 x 1.6 x 2.5 inches ; 6.2 ounces

Shipping Weight: 3 pounds ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ (102 customer reviews)

Amazon.com Sales Rank: #12 in Electronics (See [Bestsellers in Electronics](#))

#5 in [Electronics](#) > [Digital Cameras](#) > [Point & Shoot Digital Cameras](#)

Cowboy Studio

US Site | Canada Site

support@cowboystudio.com
214.785.1255

HOME | HELP | PRODUCTS | SITE MAP | INSTRUCTIONS | CONTACT | MY ACCOUNT | MY CART | Search Products

Shopping Cart

(Your shopping cart is empty)

Our Studio Products

TOP SELLERS

New Arrival **New!**

Continuous Lighting

Camera Accessories

Backdrops

Complete Studio Package

Strobe and Flash Lighting

Reflectors/Light Modifiers

Shooting Table/Tent

Softbox

Studio Accessories

Support Systems

Tripods & DSLR Rig

Wholesale

LED Bulbs **New!**

Projector Screen **New!**

Phone Accessories **New!**

Sale **Hot!**

Browse All Products

Newsletter Sign Up

Home > Strobe and Flash Lighting > Mono-light Kits >

Backlight Slave Strobe Flash Stand Photo Studio Lighting Kit, 801-AC-40WSTROBE



LARGER PHOTO

EMAIL A FRIEND

Like Share 2

Alternative Views:



Our Price: \$32.00

Qty: 1 + Add to Cart

Quantity in Stock: 825

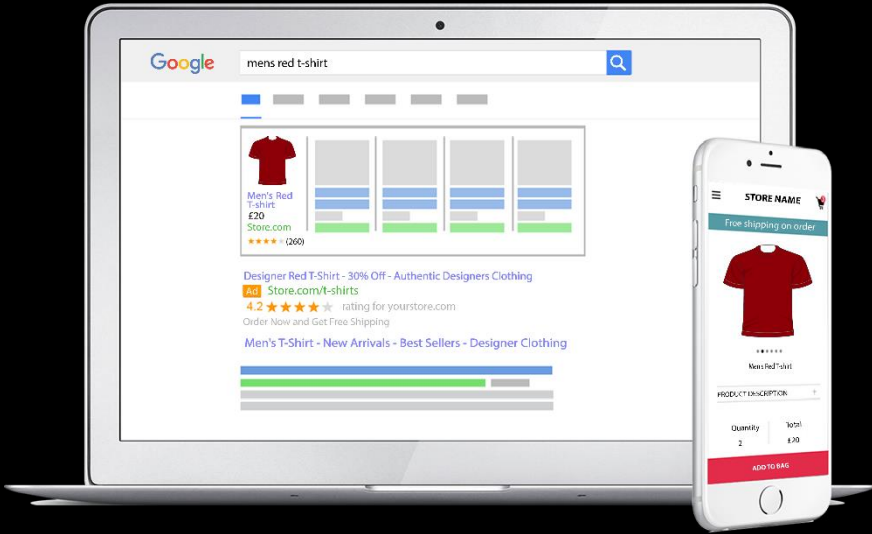
Availability: Usually Ships in 1 to 2 Business Days

Product Code: 801-AC-40WSTROBE

ADD TO WISH LIST

Add to Registry

5 GOLDEN RULES FOR YOUR PRODUCT PAGE



Good
product
description



CTA buttons
that stand
out



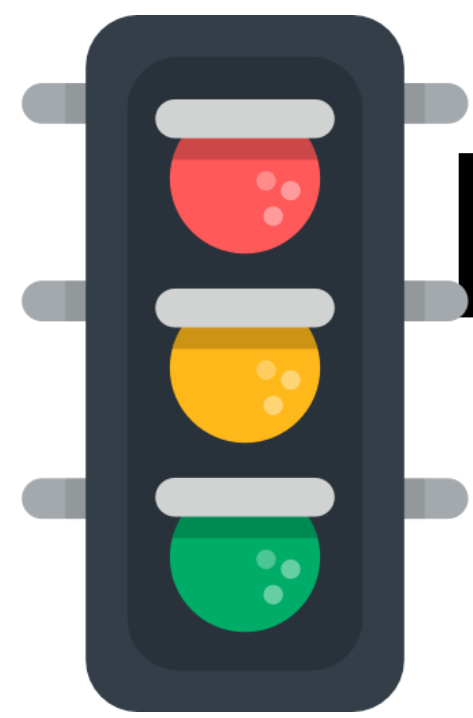
Suggest
products



Detailed
pictures of
the product



Customers
feedback



DO's & DONT's

Don't use social media buttons

Do use High-Quality Images

Don't hide your call to actions

Do use SEO rules for the content

Don't select random Items for recommendations

Do use inspirational photos

MENU



SIGN IN

SHOP

SQUARE MAGSTRIPE READER

Small credit card
reader, big possibilities.

GET A FREE READER

Learn about contactless and chip >



OVERVIEW

FEATURES

TECH SPECS

TESTIMONIALS

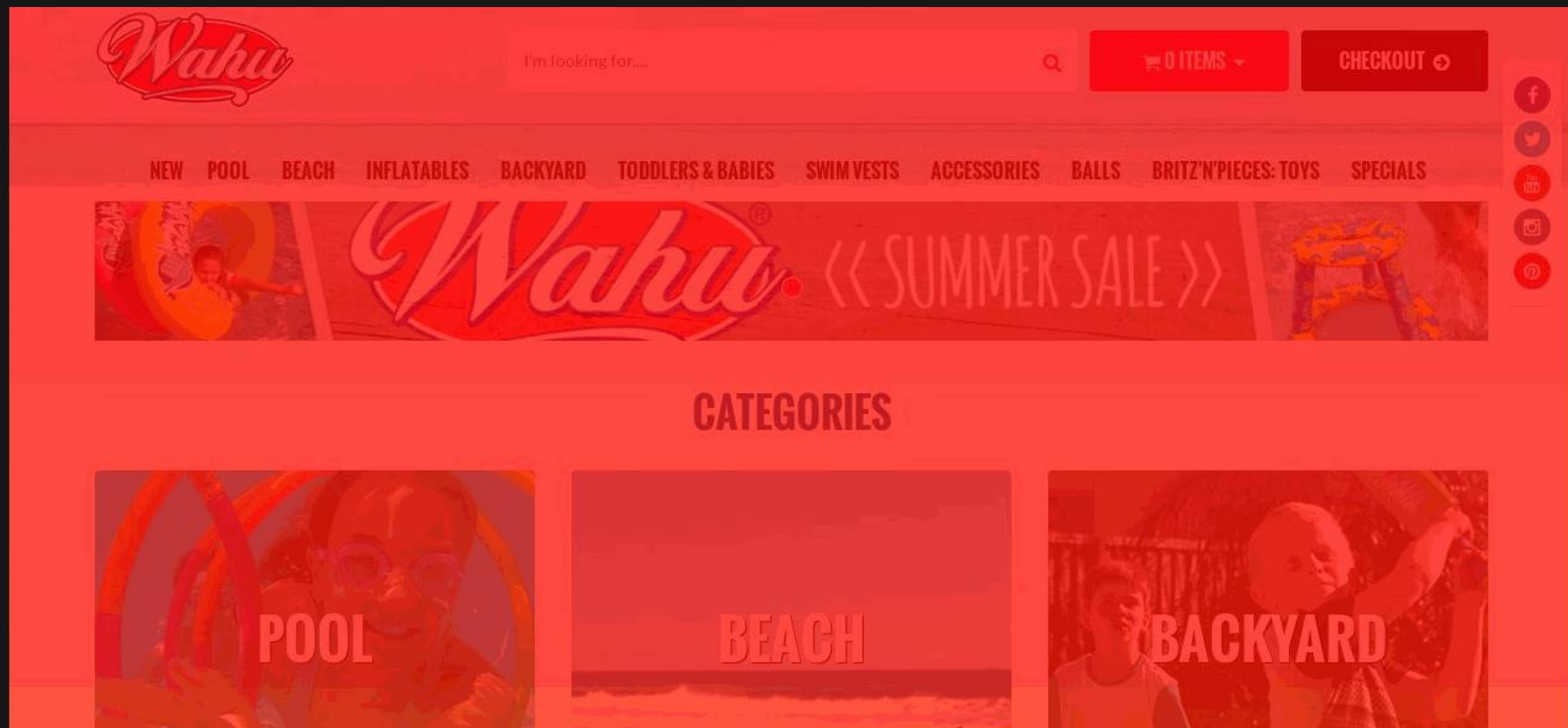
PRICING

GET STARTED






Tip 4

HEATMAPS
“LEARN MORE&MORE”




SCROLL
MAP






Jumbo Beach Ball : 60cm

\$11.99




Mini Footy

\$14.99




Rugby ball

From \$24.99




Skimball

\$6.98



Skimball : Twin Pack


\$9.99




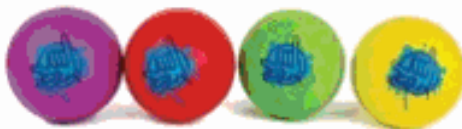
Volley Ball

Neoprene

From \$24.99







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Session Info

Notes & Actions

68f637f3

Australia

81

19th August

Desktop (1920 x 979)

Chrome 52.0.2743

Windows 7

3 actions & 0 notes

Add tag to this recording...

Tag this recording...

How to tag Recordings automatically.

⏸

1x

Skip Pauses

0:05 / 0:38

CURRENT PAGE: <http://wahu.com.au/balls/>

⏮

⏭

SCREEN
RECORDING

5 REASONS WHY A HEATMAP ANALYSIS IS A MUST

It gives a quick design analysis

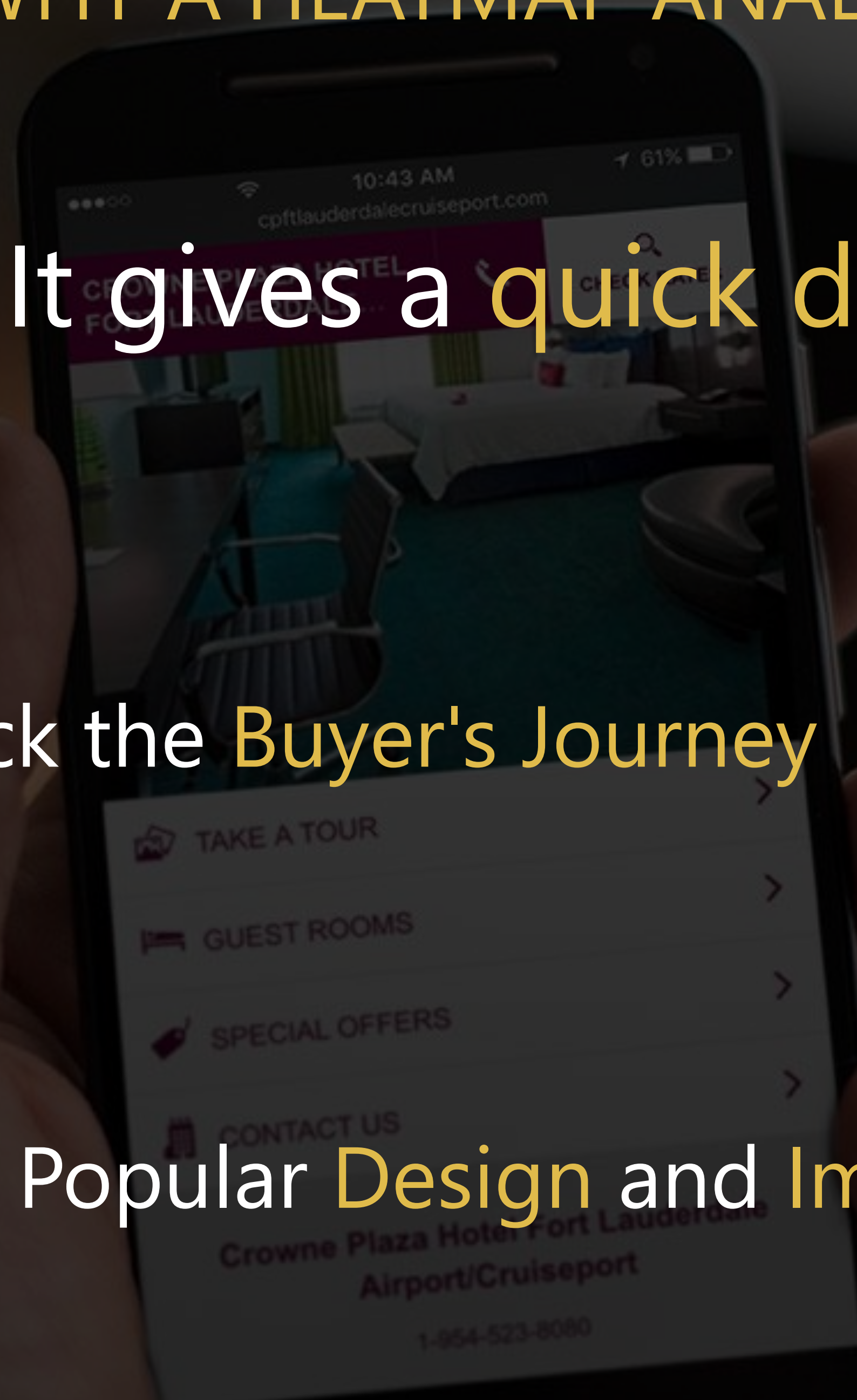


It shows scroll and hover behavior

You can track the Buyer's Journey

Filters Data Into Different Audiences

Highlights Popular Design and Imagery



Tip 5

SEARCH BAR
"SEARCH ME TO
NAVIGATE..."

ETERNAL BATTLE BETWEEN MENU & SEARCH BAR



SEARCH BAR

NAVIGATION BAR

IT'S CYBER MONDAY! Save up to 80 € on select products.* [SHOP NOW](#)



[Products](#) [Why Fitbit](#) [Get Motivated](#) [App & Dashboard](#) [Help](#)

[Setup](#) [Log in](#) [Store](#)

SALE ENDS
27/11

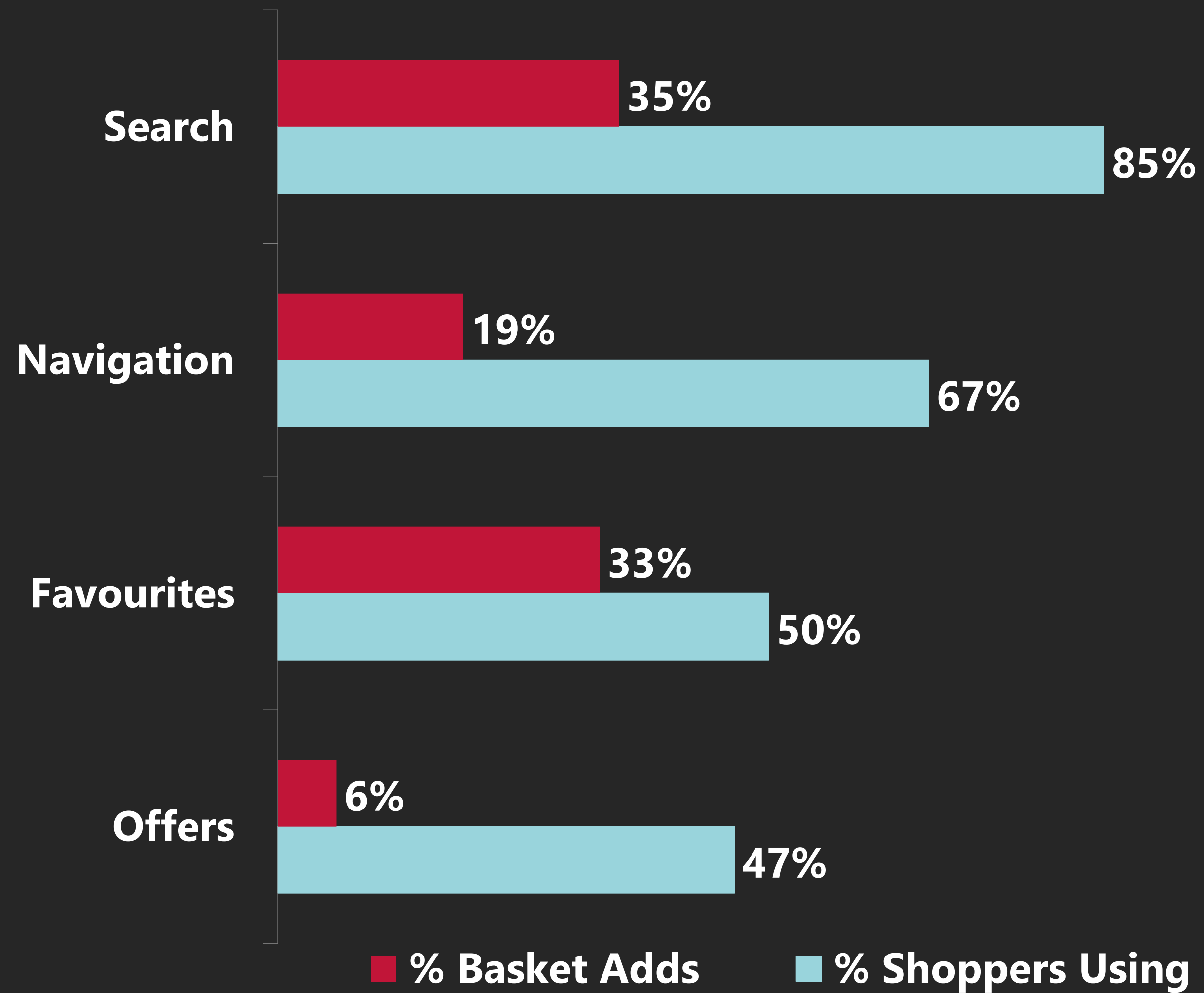
UP TO 80 € OFF SELECT PRODUCTS

IT'S CYBER
MONDAY

Shop for these deals before they've gone.

SHOP SALE





4 GOLDEN RULES FOR YOUR SEARCH WEBSITE

Search bar **visible** on all devices



Ensure **misspellings** still have results

Use **autocomplete** for quicker searches

Use **images** rather than only text

Tip 6

EMAIL MARKETING
“IT STILL WORKS”

TOO MANY...



5 GOLDEN RULES FOR YOUR E-MAIL MARKETING

Think Retention, Not Just Acquisition

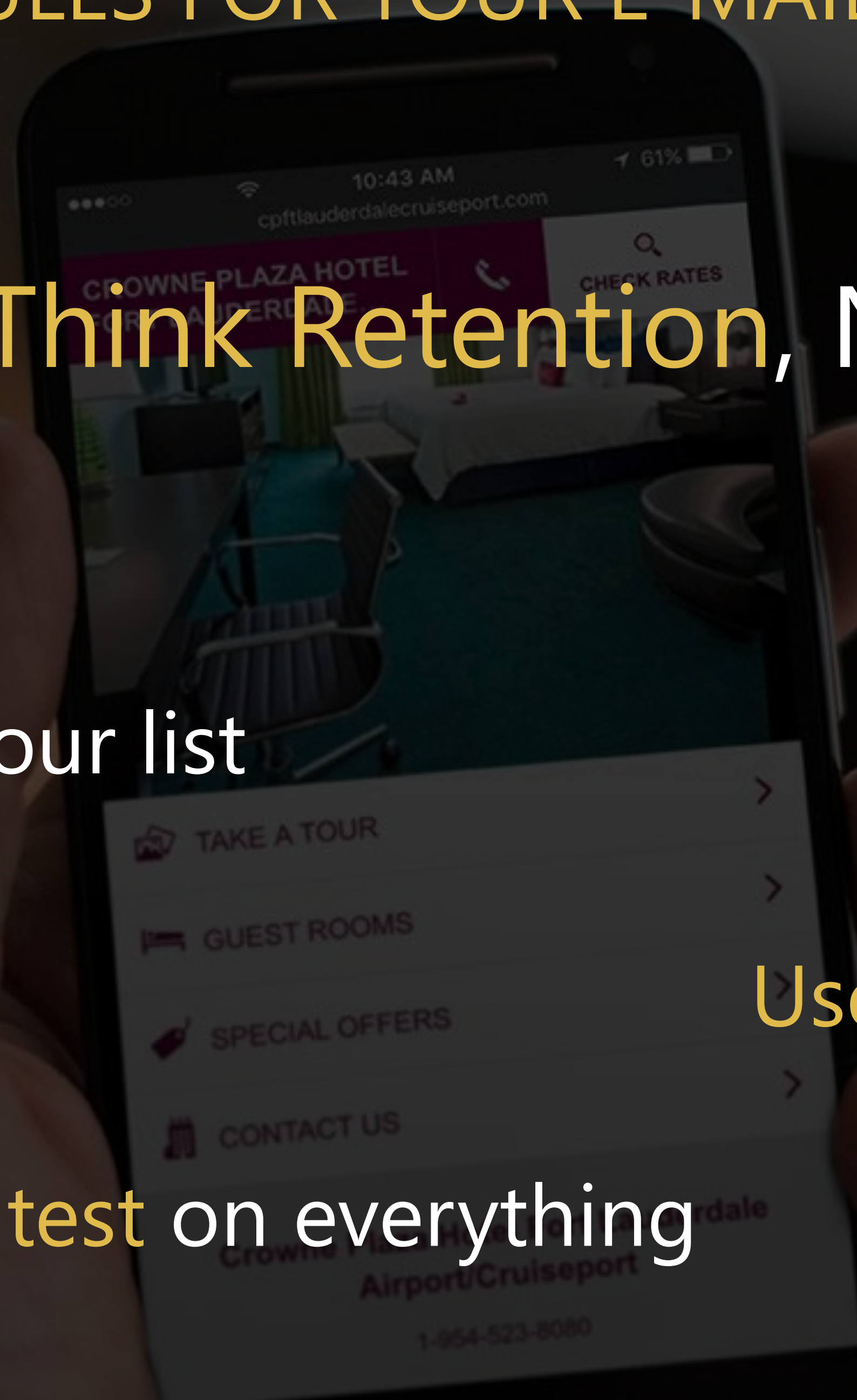


Segment your list

Scrub your email lists regularly

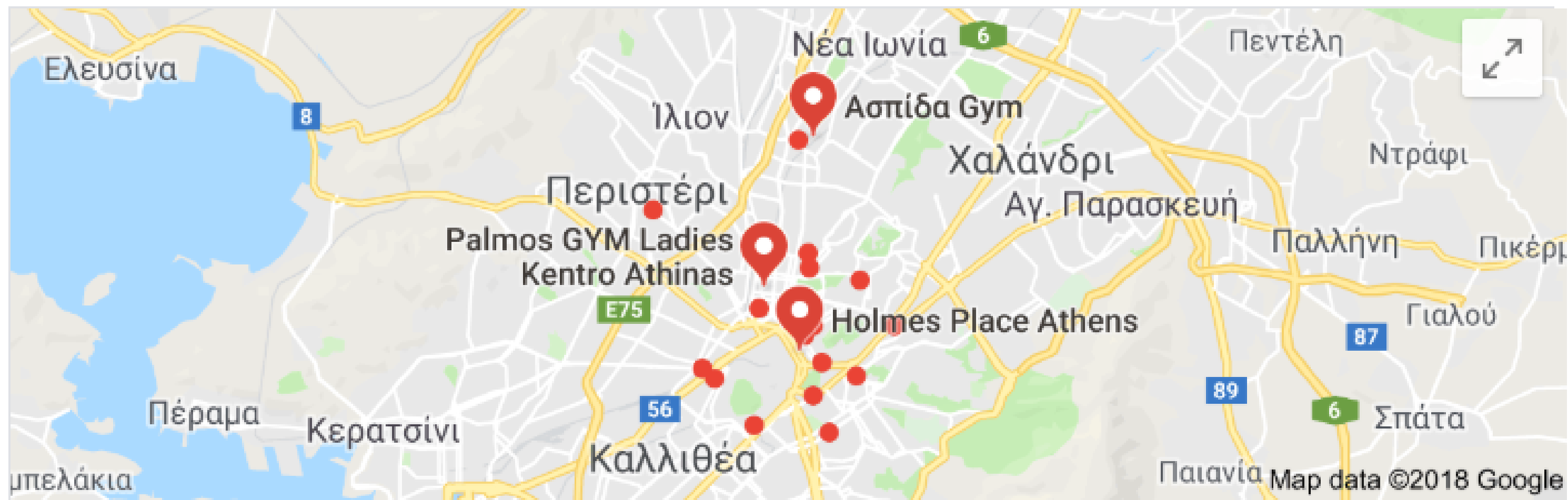
Use metrics to find your ideal send time

Use Split test on everything



Tip 7

RATINGS & REVIEWS
TELL ME WHAT YOU
BOUGHT AND I'LL TELL
YOU WHO YOU'RE



Αξιολόγηση ▾ Ώρες ▾

4,1 ★★★★★ (158) · Γυμναστήριο
Stadiou 4, Voukourestiou · +30 21 0325 9400
Ανοιχτά · Κλείνει στις 12:00 π.μ.



ΙΣΤΟΤΟΠΟΣ



ΟΔΗΓΙΕΣ

4,5 ★★★★★ (8) · Γυμναστήριο
Αγίου Αντωνίου 7 · +30 21 0291 1183
Ανοιχτά · Κλείνει στις 10:00 μ.μ.



ΙΣΤΟΤΟΠΟΣ



ΟΔΗΓΙΕΣ

3,4 ★★★★★ (20) · Γυμναστήριο
Αλκαμένους 10 · +30 21 0884 0413
Ανοιχτά · Κλείνει στις 10:00 μ.μ.



ΙΣΤΟΤΟΠΟΣ



ΟΔΗΓΙΕΣ

☰ Περισσότερα μέρη



78%
say that
recommendations
are the most
credible form of
advertising

63%
Are more likely
to purchase
from a website
with R&R

68%
trust reviews
more when they
see both good
and bad scores

4 GOLDEN RULES FOR YOUR R&R

Ratings & Reviews available for all formats

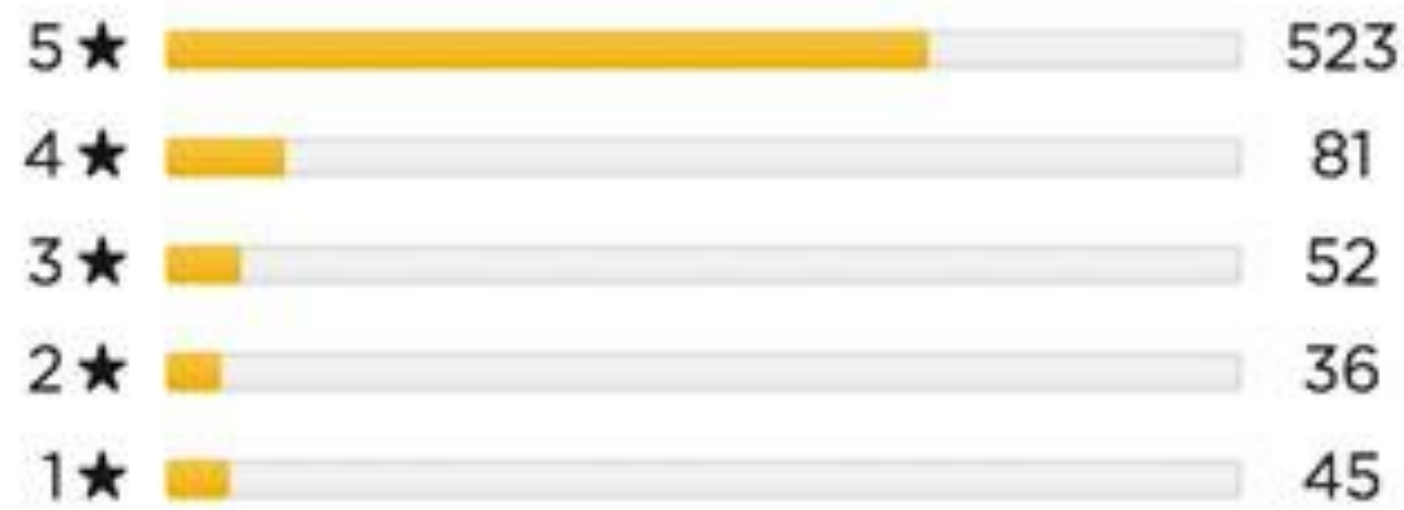
Do use star system for ratings

Use also text

Allow users to attach images



Select a row below to filter reviews.



1-8 of 40 Reviews

Sort ▾

Active Filters

4 stars

Clear All

★★★★★ Pearl Anniversary · 19 days ago

Sounds great...works great..but

It's silver...not "pearl"....ordered online so had not seen it in person. Not that this matters to most and definitely would not prevent me from recommending it, but when your giving as a gift and expect PEARL (white)... it's kind of a downer when your gift is opened. Huge fans of Bose. 2 home theater systems. Radio in the kitchen. Bookshelf speakers in the garage, both vehicles, headphones, earbuds....this little guy is a welcome addition even if it is the wrong color!



Tip 8

PERSONALIZATION
"MAKE IT PERSONAL"

eCommerce personalization means showing individualized offers, product recommendations, and other content to your visitors based on their previous actions, demographics, and other personal data.

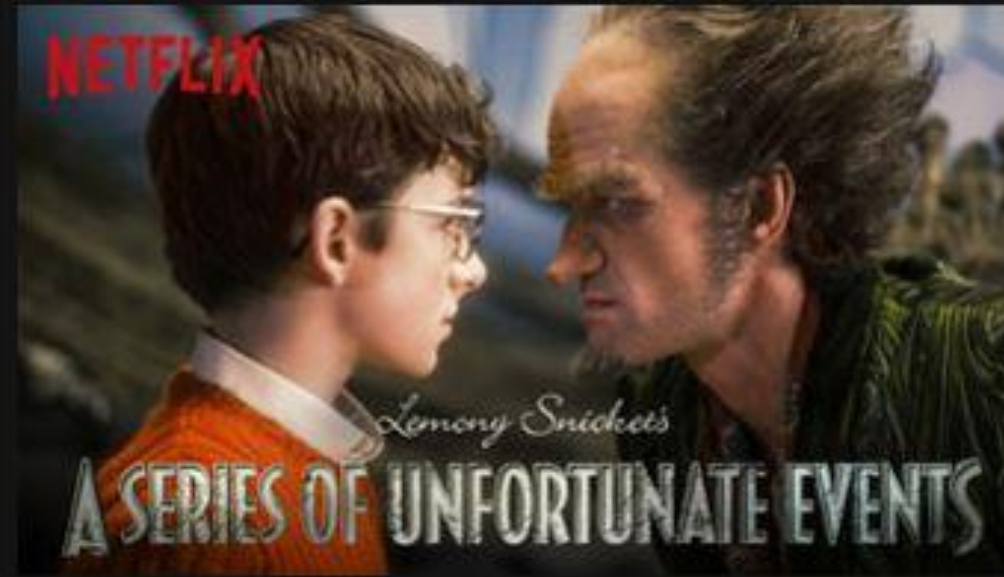
NETFLIX

Browse

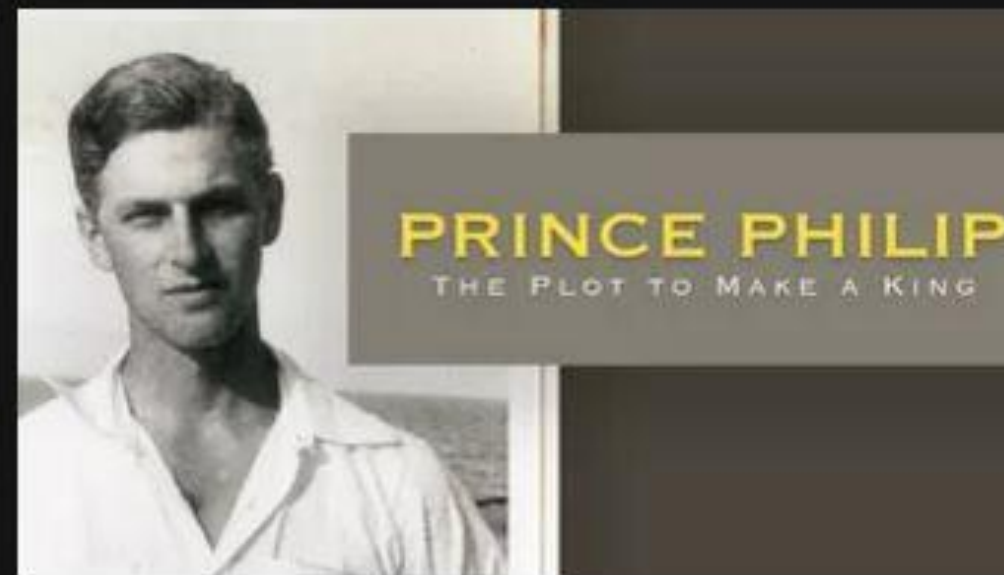
DVD

Q S

Because you watched Stranger Things



Because you watched The Crown



Because you watched American Crime Story: The People v. O.J. Simpson





Hi, Amanda

Your Orders
3 recent orders

Try This:
"Alexa, will it rain Sunday?" ›

Amazon Prime Store Card
Start Earning 5% Back ›

Groceries to Your Door
Try Amazon Fresh for FREE ›

Mother's Day [See the entire Mother's Day Gift Shop](#)



MOTHER'S DAY SHOP



FOOD & KITCHEN



STATEMENT MAKERS



GADGETS & GAMES

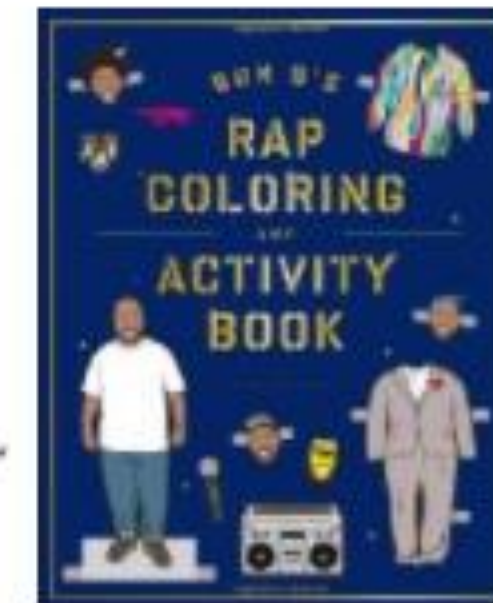
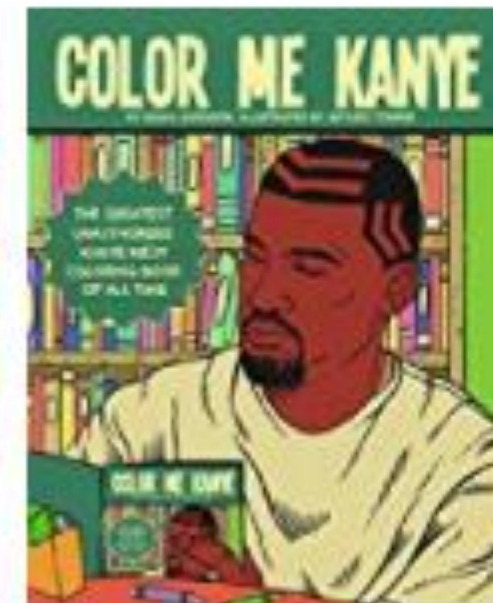
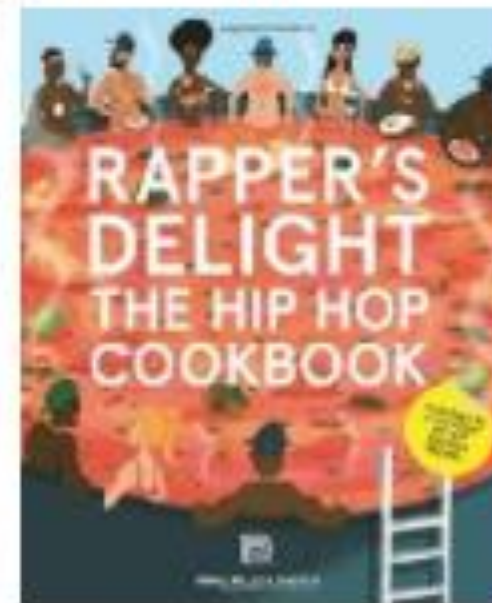


ACTIVE GEAR

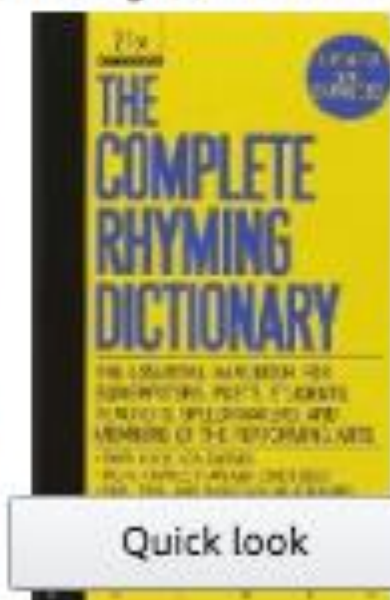


C

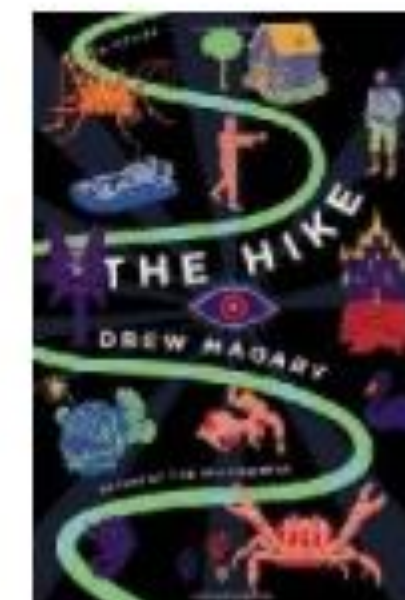
Related to items you've viewed [See more](#)



Recommendations for you in Books



Quick look



🔍 Δοκιμάστε “Τενερίφη”

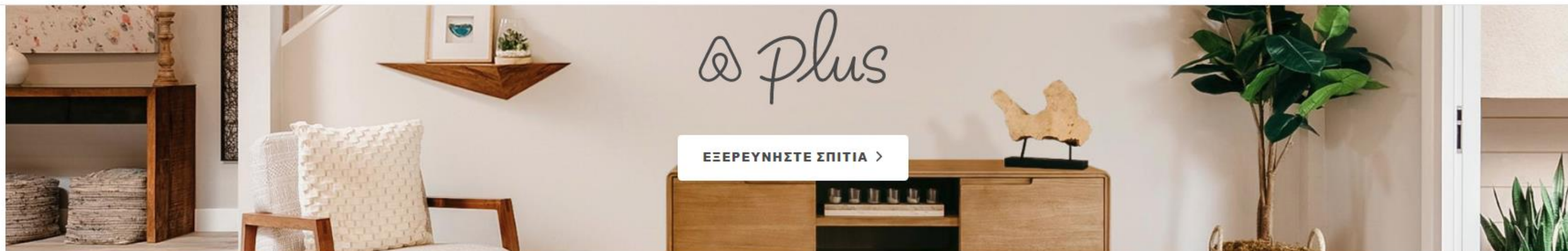
Γίνετε οικοδεσπότης

Αποθηκευμένα

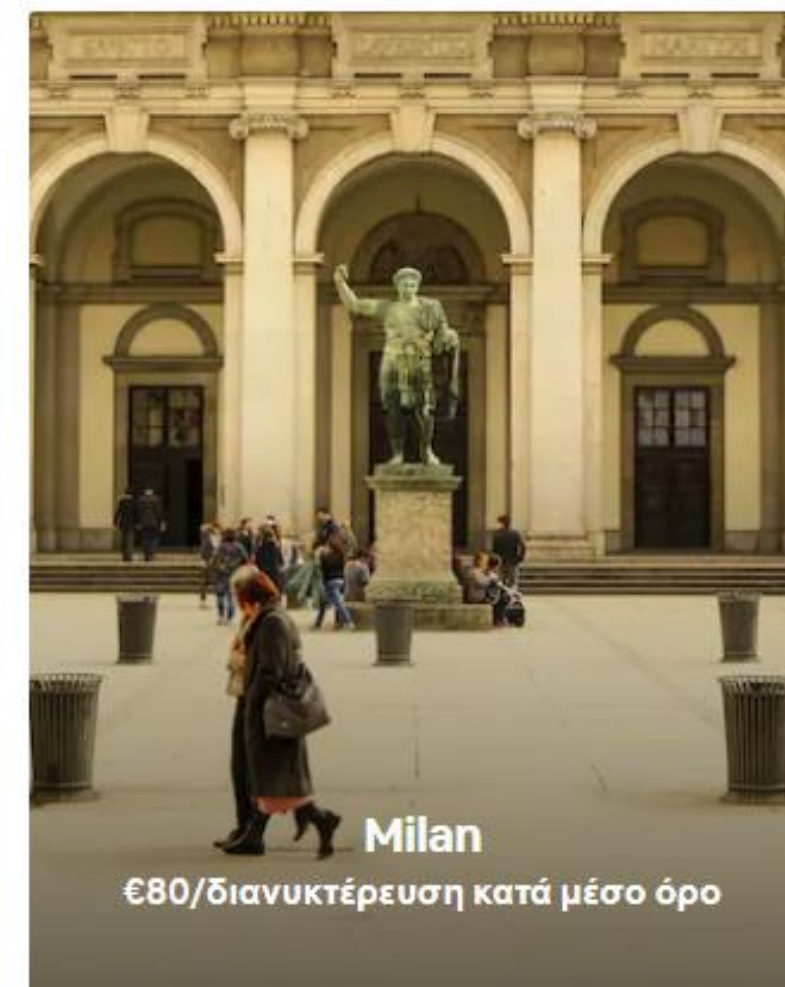
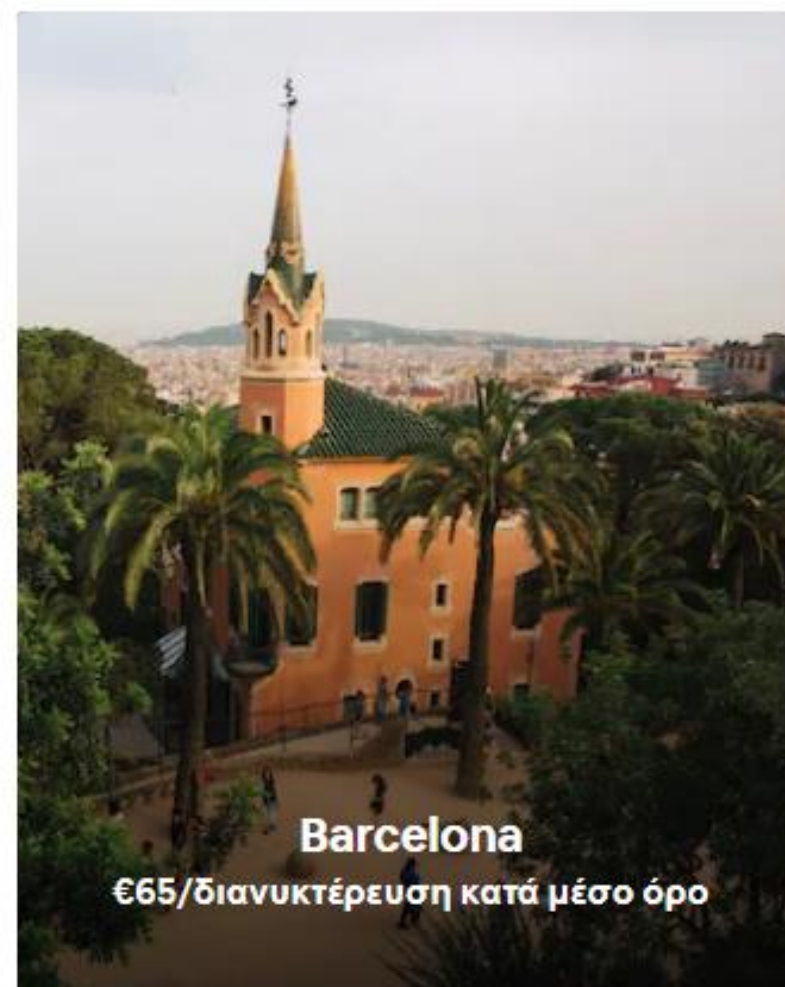
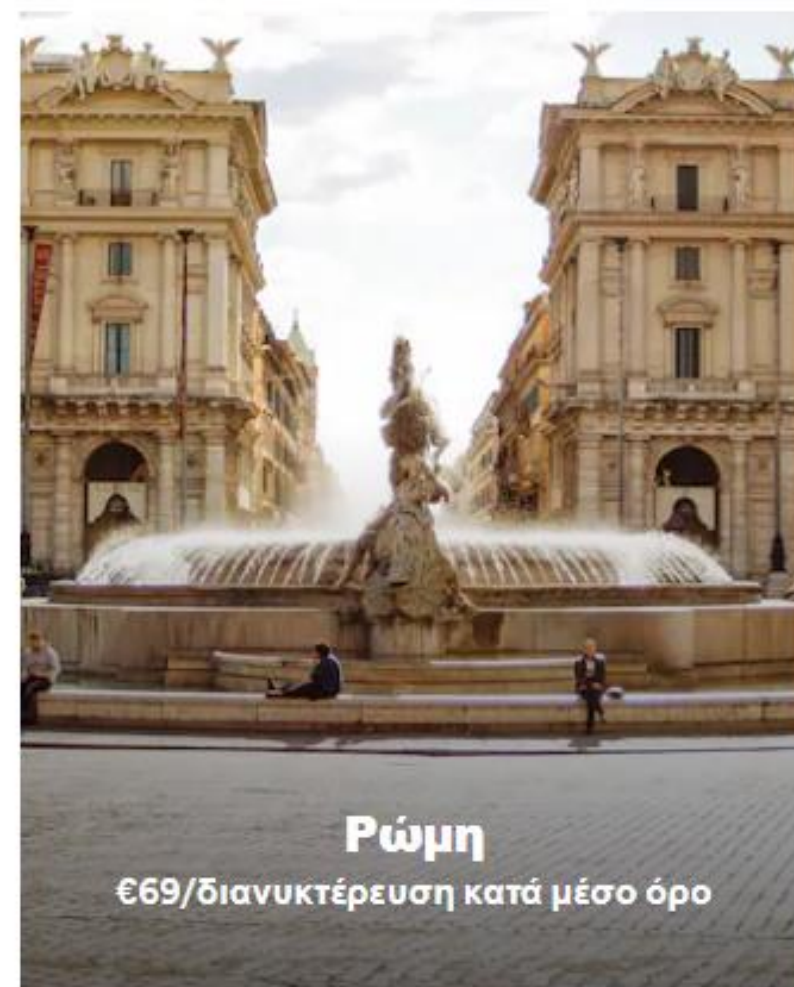
Ταξίδια

Μηνύματα

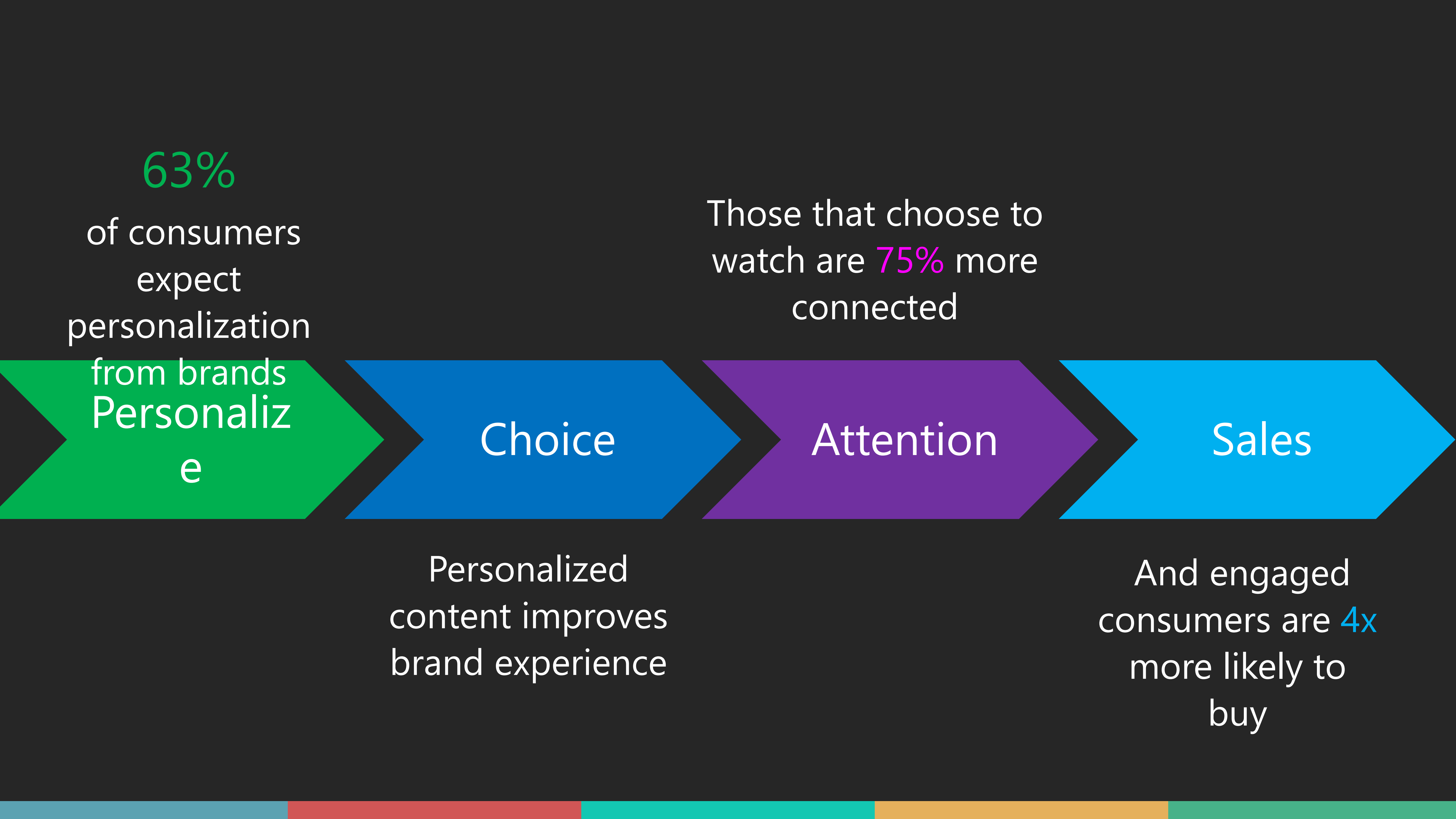
Βοήθεια

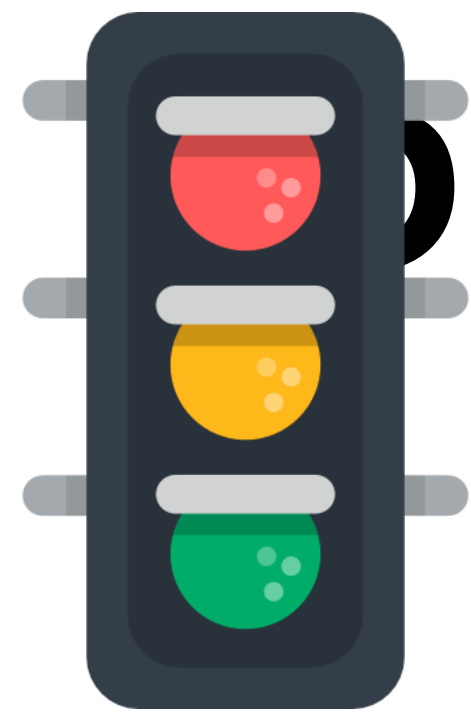


Προτάσεις για εσάς



🌐 Όροι, απόρρητο, νόμισμα και άλλα





DO's & DONT's

Don't get too personal

Do understand who your ideal customer is

Don't make your content seem too automated

Do make sure you process relevant data for your audience

Don't personalize just because you can

Do get creative



8 Ways to
skyrocket
your
performance
onsite

1. MOBILE
2. PRODUCT IMAGE
3. PRODUCT PAGE
4. HEATMAPS
5. SEARCH BAR
6. NEWSLETTER
7. RATINGS AND REVIEWS
8. PERSONALIZATION



That's all Folks!