FROM 5 AND 6 FIGURES TO 7 FIGURES AND BEYOND

www.paretoecommerce.com

Introduction

- Brendan Tully - Primary business is The Search Engine Shop. Local SEO & Adwords agency in Australia
- In mid 2000s built a store from $100k->$6.5mil in ~2 years -> now do a lot of ecommerce consulting
- Since 2010, through one-on-one consulting, in person training workshops and our services, we've worked with over 2000 businesses
- Actively manage online assets for several hundred businesses today

2 GOALS FOR THIS SESSION

- One easy quick win you can implement in the next 7 days within your existing team
- One high impact longer term win you can implement in the next 1-3 months that will significantly move the needle

SECTION 1 – PROTECTING THE DOWNSIDE

“It is only by being bold that you get anywhere. If you are a risk-taker, then the art is to protect the downside.”

— Richard Branson

THE SIMPLE STUFF - A CHECKLIST

- ✓ all 4 components of hosting with different providers
- ✓ domain whois protection & correct entity owns it
- ✓ rock solid DNS hosting
- ✓ AT A MINIMUM, 2 factor auth on these two services
- ✓ Cloudflare if possible

THE SIMPLE STUFF - PART 2

- ✓ downtime costs $$$, get uptime monitoring > Pingdom.com
- ✓ Alerting on you and your brand - mention.net
- ✓ VPN + HTTPS Everywhere plugin + OpenDNS + Littlesnitch Monitor
- ✓ different password for stuff & two factor auth where doable (use Lastpass or 1Password)
- ✓ staff have their own accounts

BACKUP – You WILL Need it…

From Crazydomains to a Sydney business:

“It’s never easy to say sorry, or to break bad news, but it’s our policy to always be upfront and honest with you.

Due to an unforeseen incident in a storage upgrade the data from your hosting account has unfortunately been irretrievably lost.

As a valued customer of Crazy Domains, to try and go some way towards making up for your loss we applied $100 credit to your account. This can be used for any domains, product or service and does not expire.

BACKUP - RULES TO LIVE BY

1. Accept that data loss WILL happen, it’s inevitable
2. don’t trust ANYONE with your backups
3. two independent backups where possible, one will usually be broken or only partial
4. must be automated with monitoring
5. check regularly, don’t trust monitoring (see point 2)

BACKUP - ACTION PLAN & CHECKLIST

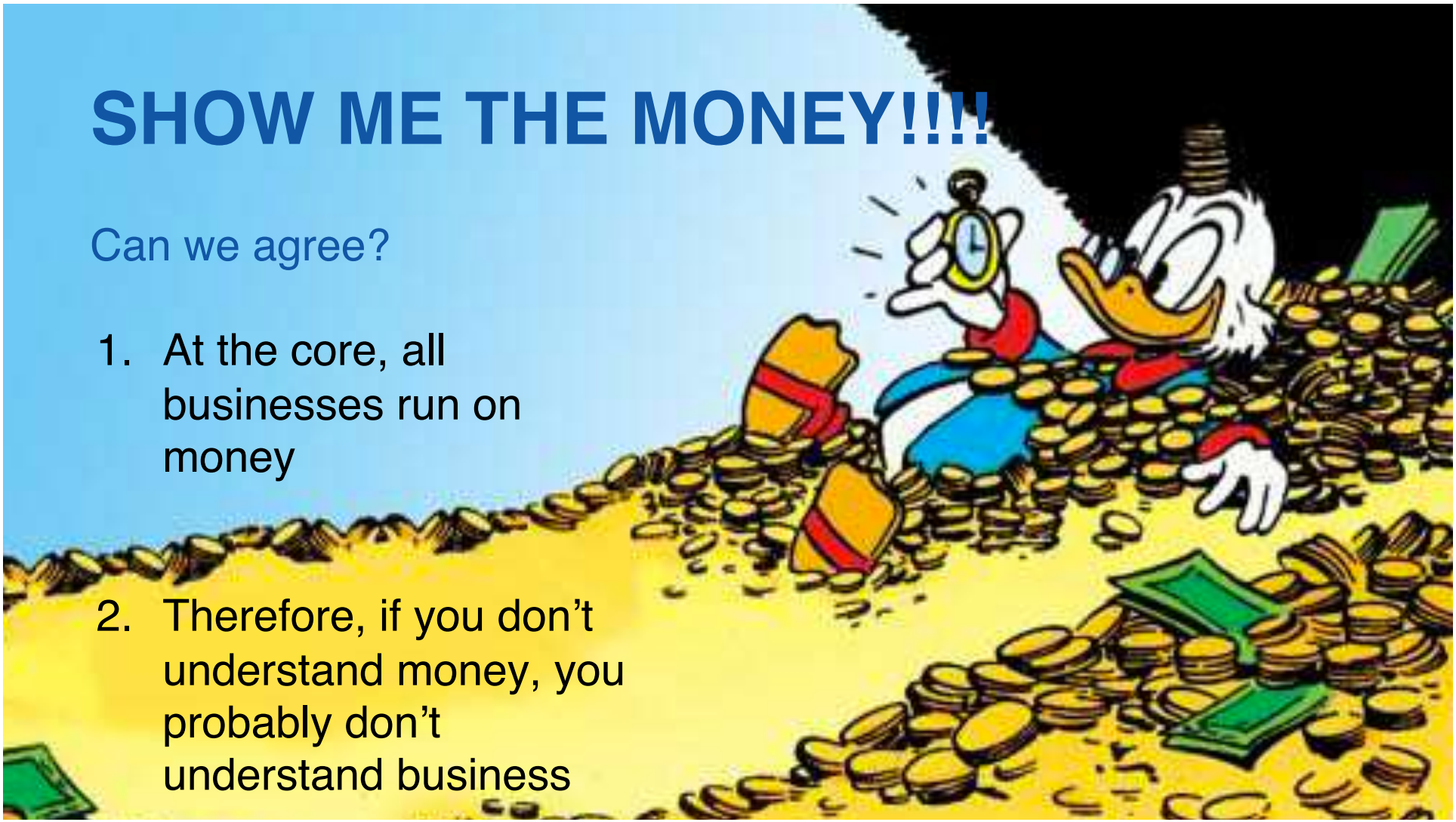
- Vaultpress/Blogvault & managed hosting provider (WPEngine)
- Backup of themes, copy of FTP/root folder especially for cloud hosted (mover.io)
- Email backup - Backupify.com + Gmail Offline/Mac Mail
- Gdocs - Backupify.com + Google Drive Offline
- PC backup - Crashplan/Carbonite + Dropbox & Dropbox Extended Version History
- iCloud backup for idevices / smartphone backup
- UPS Power protection & solar panel for staff in Philippines

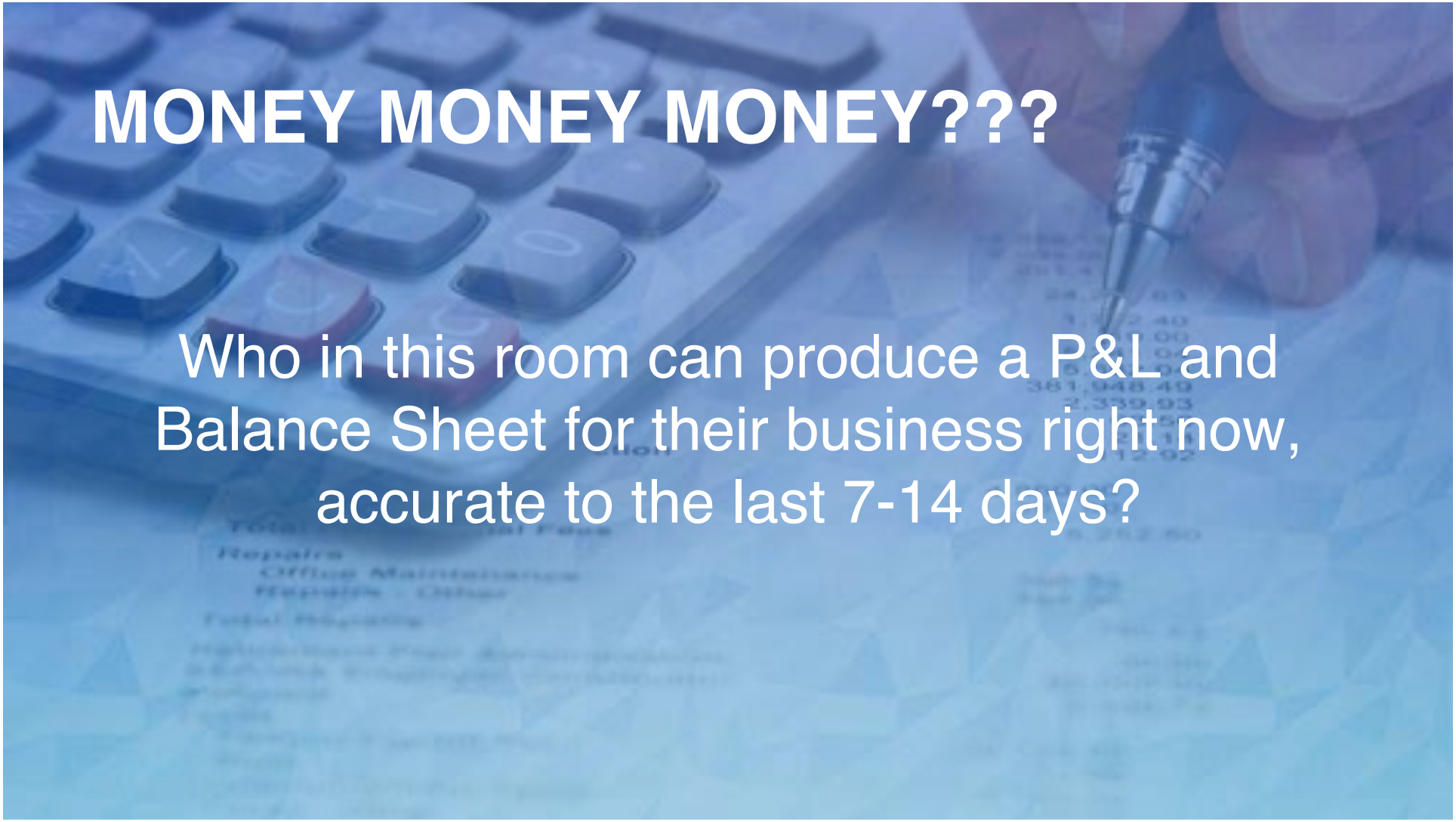
SHOW ME THE MONEY!!!!

Can we agree?

1. At the core, all businesses run on money

2. Therefore, if you don't understand money, you probably don't understand business




MONEY MONEY MONEY???
Who in this room can produce a P&L and Balance Sheet for their business right now, accurate to the last 7-14 days?

FINANCE FUNDAMENTALS - BASIC RULES

1. personal and business $$$ are separate
2. you can produce a P&L and balance sheet (with a few clicks) accurate to within 14 days
3. you have 100% legal and tax compliance and tax is paid upto date (ideally you're incorporated)
4. bookkeeping is done without your involvement, ideally weekly. Your focus is on high level finances & managing the $$$, not basic data entry

FINANCE FUNDAMENTALS - CHECKLIST

- ✓ do you know the difference between cash & accrual accounting
- ✓ do you understand cash flow and your cash flow cycle
- ✓ do you know the difference between markup and margin
- ✓ trends are usually more important that discrete numbers, are you tracking the trend? what is the trend?
- ✓ minimise tax, minimise risk BUT ensure compliancy, tax up to date
- ✓ stop doing your own bookkeeping and accounts and AUTOMATE
- ✓ don't grow too fast, not all growth is good – growth EATS cash
- ✓ keep a personal net worth spreadsheet, update it weekly
- ✓ not all accountants are created equal – maybe you shouldn't take business advice from a tax accountant (3 types of accountant – tax, finance, management)

MASTERING MONEY - RESOURCES & TOOLS

- zapier.com - bridge ecom apps to accounting system
- xero.com/saasu.com (cloud based)
- shoeboxed.com & evernote.com
- ecommercefuel.com articles on P&L and Balance Sheet
- BOOK: Financial Intelligence for Entrepreneurs

SECTION 1 – Recap

- Hosting - downtime costs you $$$
- Secure your stuff – being lazy & ignorant is no excuse
- Backups - 1 is none, 2 is 1
- All business runs on $$$, do you understand it?

SECTION 2 – QUICK WINS

Are you capturing all the current active demand?

Marketing Funnel – 3 Customer States

Marketing Funnel – Our Focus

Where is the active demand?

- Google - PLAs, organic, Adwords, Display Network
  (use PLA keyword data to inform adwords and SEO)
- Ebay – Ebay Store + Global Shipping Program
  (note PLAs/Google Shopping run for Ebay stores too)
- Amazon – FBA + Amazon ads
- *Maybe* - tier 2 price engines (e.g. Shopping.com & Nextag) + marketplaces (Etsy) + Bing + iTunes + Youtube + Word of Mouth/Your Brand + Offline + Partners/Affiliates + Social

How are your <title> tags?

TWO WORDS: Buy + Online

Add the words Buy & Online to your product page title tag:

Buy PRODUCT Online – YourBusiness

OR

PRODUCT - Buy Online - YourBusiness

BUY + ONLINE - WHY?

- most prospects when they're close to buying search "buy PRODUCT online" or some variation or synonym
- PLAs are almost always triggered for search terms that use these words
- this action item means higher ranking for these high converting terms & more PLA impressions

Before, without the words "buy" and "online"

After – using the "Buy XYZProduct Online" template

After, using the alternative "XYZProduct – Buy Online" template

Example 2: Massage Tables

The Earthworks Spirit Portable Massage Table by Massage ...
www.massagewarehouse.co.uk/items/massage-supplies/massage-tables/earthworks-spirit-aluminium-massage-table-detail.htm
The EARTHWORKS SPIRIT massage table is a professional grade massage table of very high quality. It should ...

Before, without the "Buy" & "Online"

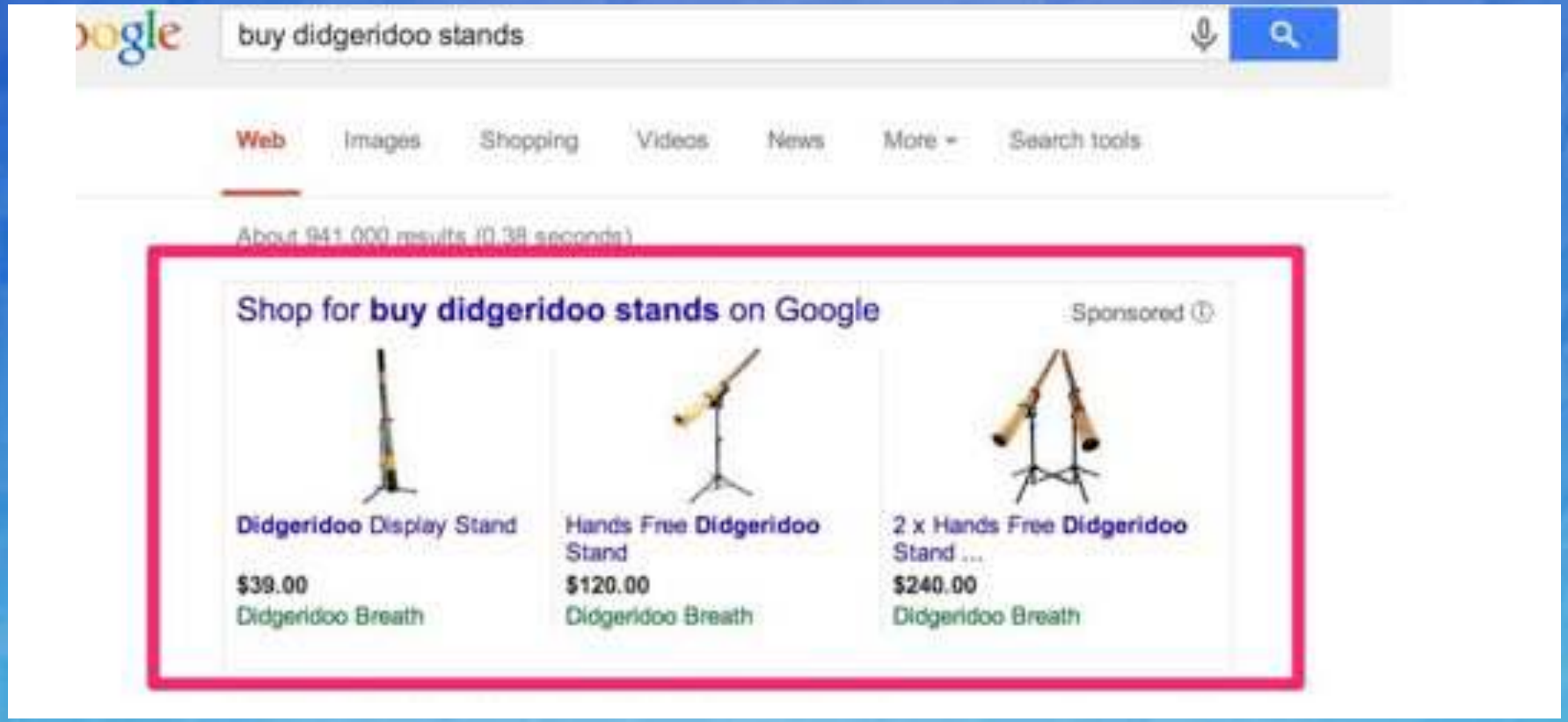
Buy The Earthworks Spirit Portable Massage Table Online - ...
www.massagewarehouse.co.uk/items/massage-supplies/massage-tables/earthworks-spirit-aluminium-massage-table-detail.htm
The EARTHWORKS SPIRIT massage table is a professional grade massage table of very high quality. It should ...

After...

BUY + ONLINE - HOW?

- manually - easy for small number of products
- templated title - better for bigger sites, may need a plugin
- export to CSV, tweak and import back in

GOOGLE SHOPPING OPTIMISATION



GOOGLE SHOPPING OPTIMISATION

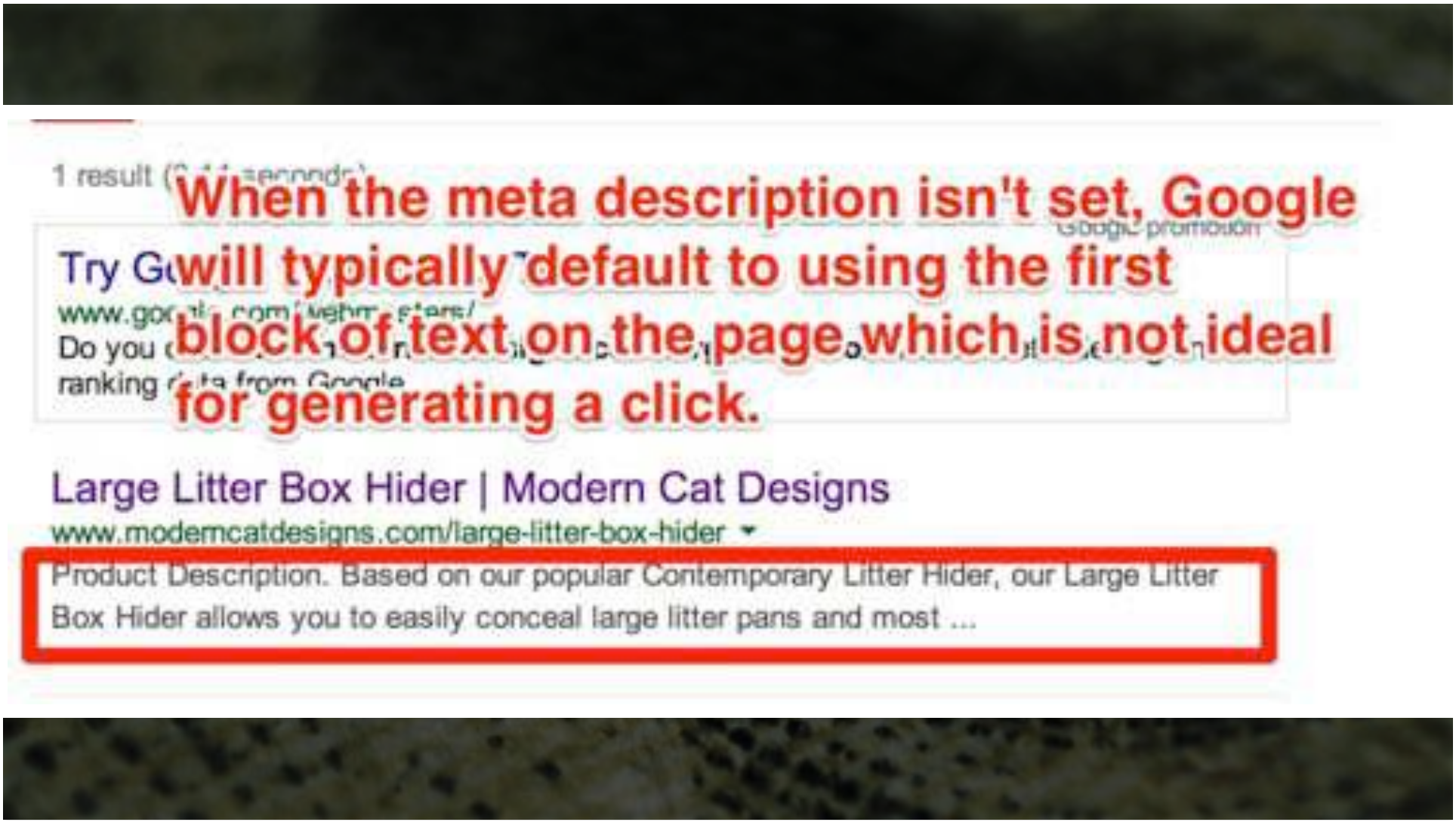
- biggest threat is feed going offline ->> monitor feed daily
- split product categories out in Adwords, use separate campaigns & bids
- Godatafeed.com - advanced feed management & optimisation
- look at keyword data & mine for negative keywords & kw opportunities >> negative keywords are the key to success!

Rules to live by:
DON'T ASK, DON'T GET

- many providers automatically offer discounts if asked
- Shopify, Credit Card Processor & Paypal, Fulfilment House or Freight Company Phone Provider
- Switching from monthly to yearly is often a 20%+ discount (sometimes you have to ask)
- ask every 3 months – put it in your calendar

MONEY META DESCRIPTIONS

- In the Adwords world CTR is a big deal, why does it not get more attention in the SEO world?
- small tweaks=100% increase in CTR or DOUBLE the organic traffic (don’t forget social/Opengraph)
- many ecommerce sites don’t even have ANY meta description set on product pages and important pages like the homepage, what does you homepage meta description say?


When the meta description isn't set, Google will typically default to using the first block of text on the page which is not ideal for generating a click.
Large Litter Box Hider | Modern Cat Designs
www.moderncatdesigns.com/large-litter-box-hider
Product Description. Based on our popular Contemporary Litter Hider, our Large Litter Box Hider allows you to easily conceal large litter pans and most ...

OUR META DESCRIPTION RULES

1. every page needs a unique meta description
2. use capitals at the start of important words
3. use all caps strategically, FREE, HUGE, MASSIVE
4. sell the sizzle! The meta description is a mini sales letter
5. Use rich snippets, your phone number, remove duplication and filler words

Here the meta description is using the product description which explains what Vitamin D does but that won't help generate a click from the SERPS

Do you own naturalstacks.com/products/vit...d3? Get indexing and ranking data

Vitamin D3 - Natural Stacks

naturalstacks.com/products/vitamin-d3

Vitamin D3 plays an integral role in regulating the neuromuscular and immune systems, as well as mood and sleep. It's also a critical hormone precursor that ...

Vitamin D3 - Natural Stacks

High Potency Vitamin D3 Capsules with Certified Organic Coconut Oil to Boost Absorption. Buy Online with Fast, Insured, Nationwide Shipping.

naturalstacks.com/products/vitamin-d3 - Cached - Similar

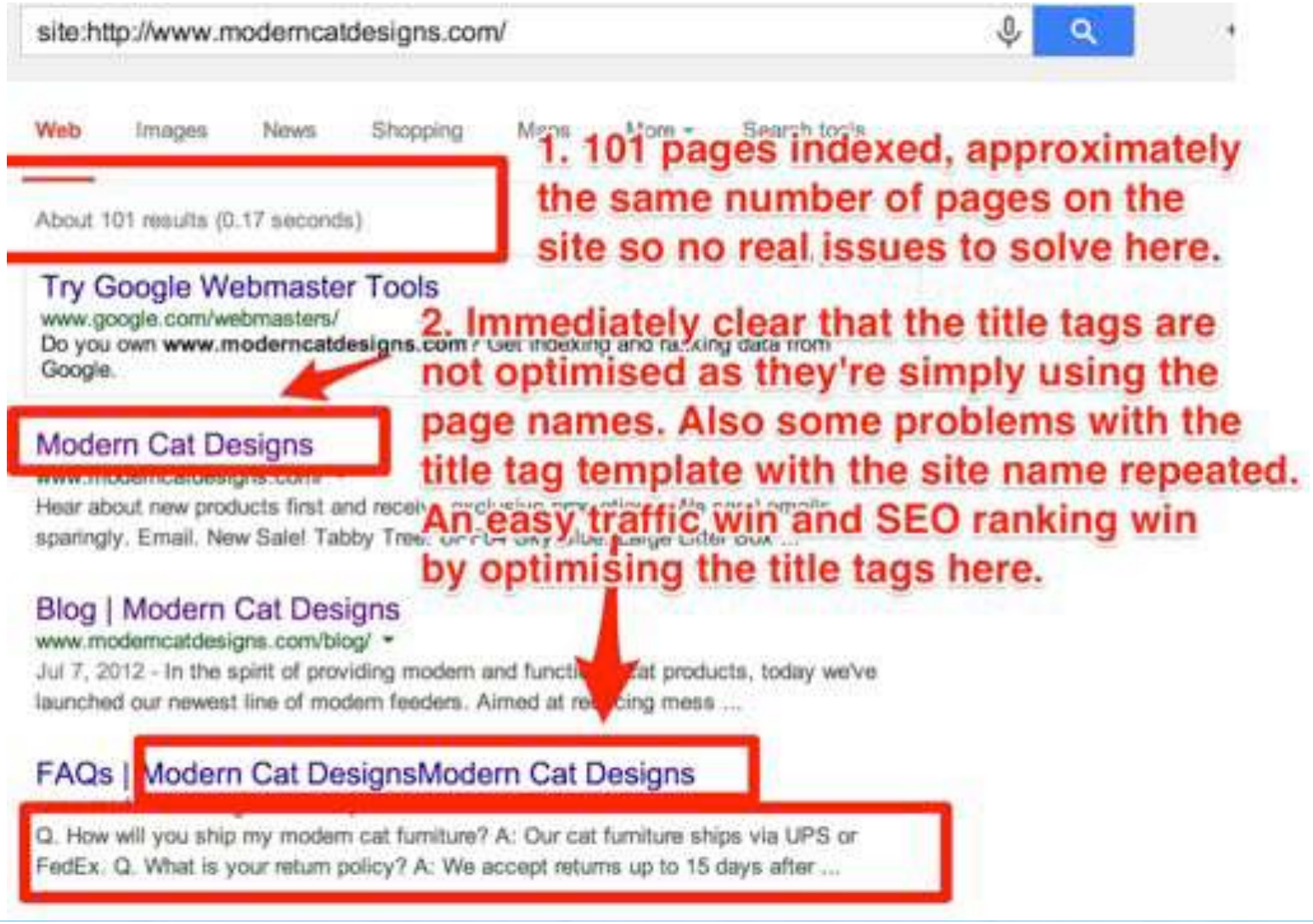
MONEY META DESCRIPTIONS - TOOLS

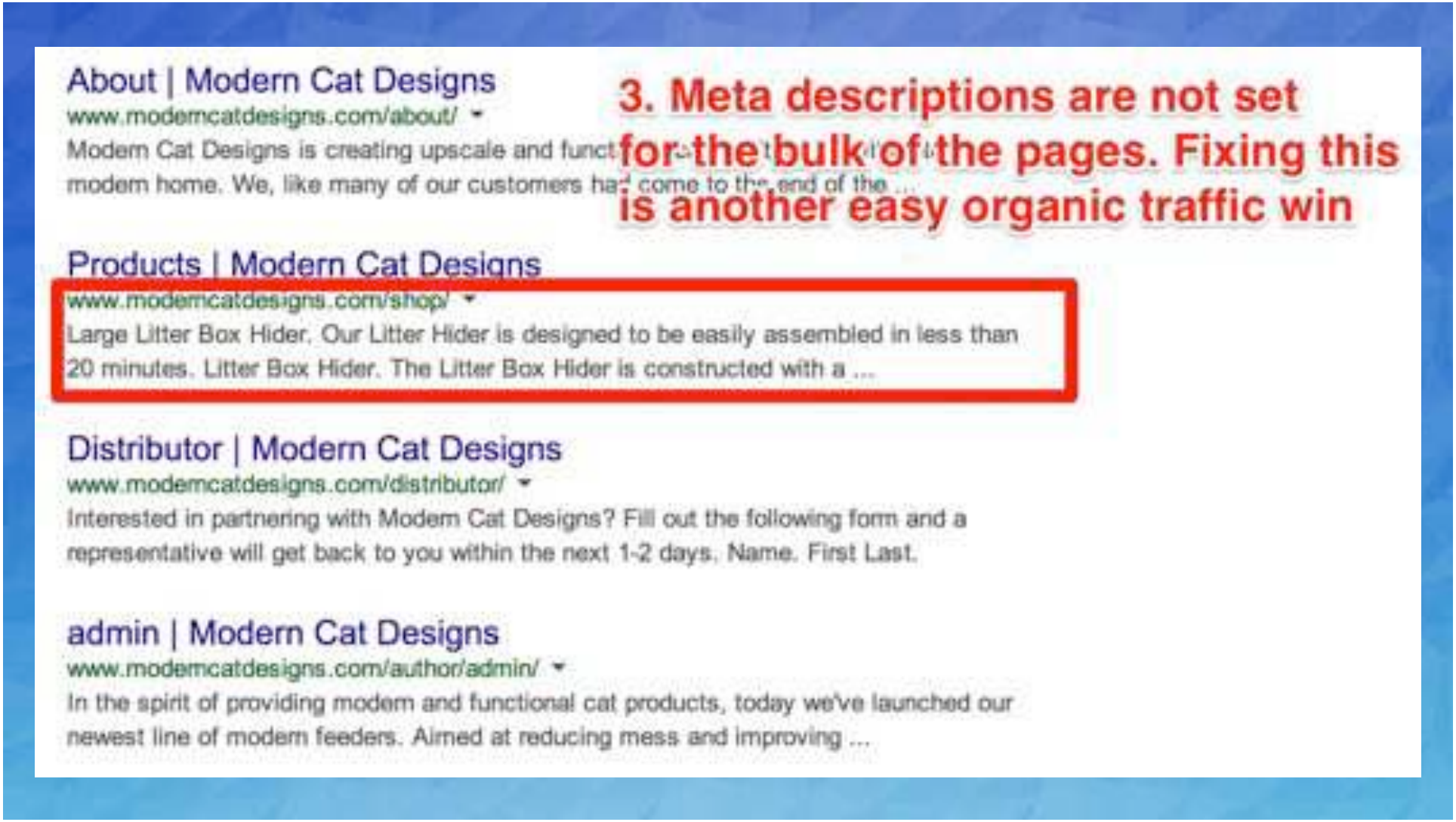
- Screaming Frog SEO Spider (free for 500 URLs)
- Xenu Link Sleuth (free)
- site:domain.com search

site:DOMAIN.COM Search

Example, put this into Google:

site:moderncatdesigns.com.au


site:http://www.moderncatdesigns.com/
Web
Images
News
Shopping
About 101 results (0.17 seconds)
1. 101 pages indexed, approximately the same number of pages on the site so no real issues to solve here.
Try Google Webmaster Tools
www.google.com/webmasters/
Do you own www.moderncatdesigns.com?
Google.
2. Immediately clear that the title tags are not optimised as they're simply using the page names. Also some problems with the title tag template with the site name repeated.
Modern Cat Designs
Hear about new products first and
sparingly. Email. New Sale! Tabby
An easy traffic win and SEO ranking win by optimising the title tags here.
Blog | Modern Cat Designs
www.moderncatdesigns.com/blog/
Jul 7, 2012 - In the spirit of providing modern and
launched our newest line of modern feeders. Aimed at
FAQs | Modern Cat DesignsModern Cat Designs
Q. How will you ship my modern cat furniture? A: Our cat furniture ships via UPS or FedEx. Q. What is your return policy? A: We accept returns up to 15 days after ...


About | Modern Cat Designs
www.modemcatdesigns.com/about/
Modern Cat Designs is creating upscale and funct
modern home. We, like many of our customers ha
come to the end of the ...
3. Meta descriptions are not set for the bulk of the pages. Fixing this is another easy organic traffic win
Products | Modern Cat Designs
www.modemcatdesigns.com/shop/
Large Litter Box Hider. Our Litter Hider is designed to be easily assembled in less than 20 minutes. Litter Box Hider. The Litter Box Hider is constructed with a ...
Distributor | Modern Cat Designs
www.modemcatdesigns.com/distributor/
Interested in partnering with Modern Cat Designs? Fill out the following form and a representative will get back to you within the next 1-2 days. Name. First Last.
admin | Modern Cat Designs
www.modemcatdesigns.com/author/admin/
In the spirit of providing modern and functional cat products, today we've launched our newest line of modern feeders. Aimed at reducing mess and improving ...

Checklist for the SITE:DOMAIN.COM search

- too many pages indexed?
- not enough pages indexed?
- multiple/alternate domain names indexed?
- how do titles and meta descriptions look?
- incorrect handling of WWW and non-WWW URLs & HTTP and HTTPS

EMAIL - A SPECIAL CASE & PROBABLY YOUR BEST & CHEAPEST MARKETING CHANNEL

- Actually do it! Consistency is key
- Low hanging fruit – monthly newsletter, abandoned cart emails, order & purchase followups

8020 CONVERSION OPTIMISATION

- Livechat with proactive chat
- Google Remarketing + dynamic remarketing
- Crazyegg & Lucky Orange
- Product page content - should standalone
- Ditch Paypal Express buttons

SECTION 2 Recap

- Is there active demand? are you capturing all of it?
- Title tags & meta descriptions - massive leverage in the search results AND social
- Google Shopping - are you optimising?
- Remember: don't ask, don't get
- Do the site:domain.com test on your site
- Email marketing - potentially best marketing channel
- 8020 of conversion optimisation

SECTION 3 - MODELS

SECTION 3 - FRAMEWORKS & MENTAL MODELS

As to methods there may be a million and then some, but principles are few.

The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.

– Ralph Waldo Emerson

DO YOU KNOW HOW
TO MAKE MONEY?

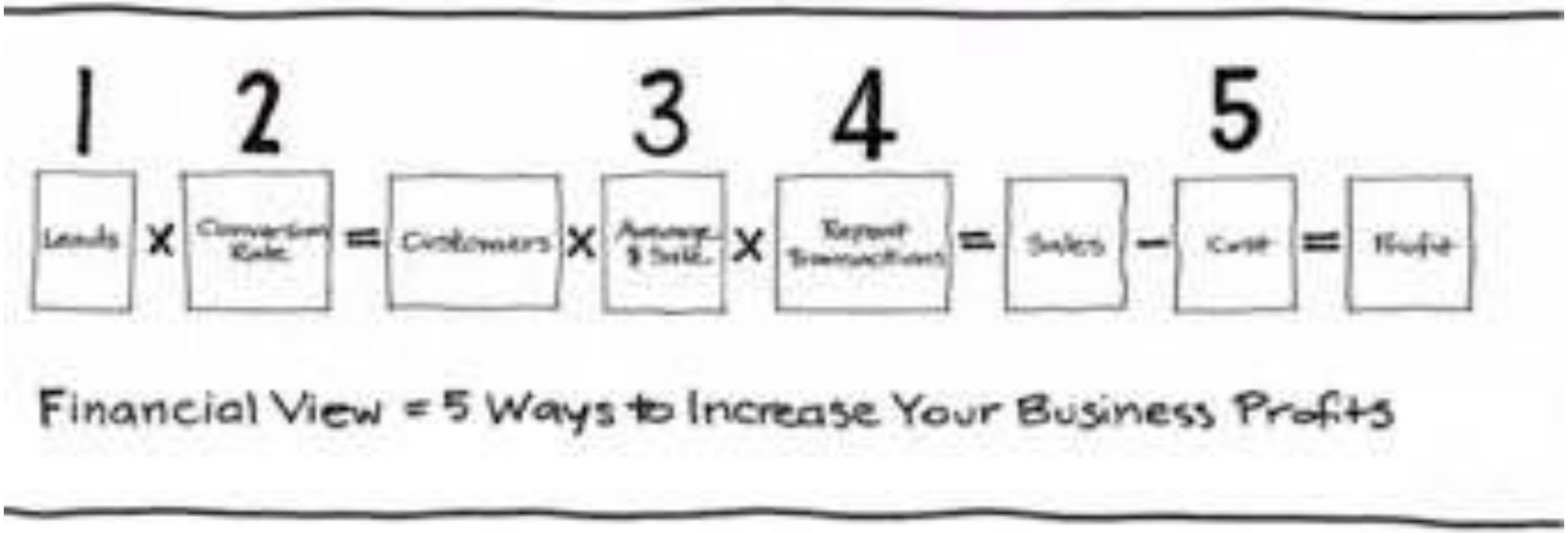
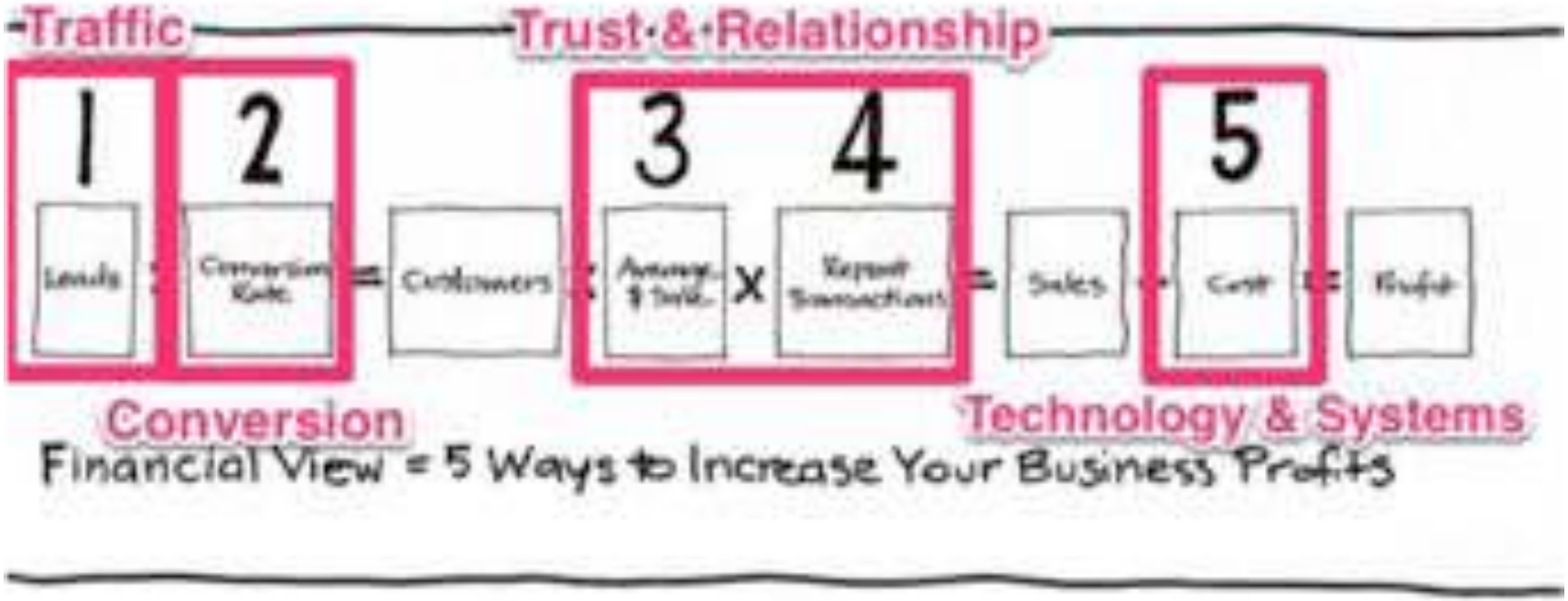


Image from the book "The Business Mystic - A Practical Guide to being in business & having a life"


Traffic
Trust & Relationship
1
2
3
4
5
Leads
Conversion Rate
=
Customers
X
Average $ Sale
X
Repeat Transactions
=
Sales
Cost
=
Profit
Conversion
Technology & Systems
Financial View = 5 Ways to Increase Your Business Profits

Online business model

Want more?

- Sign up for the 7 day ecommerce crash course at paretoecommerce.com
- Email me – brendan@paretoecommerce.com