

**McVan** *Available exclusively  
from the finest retailers*

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**ONLINE RETAIL BEST PRACTICES**

**BOOST SALES IN 21 DAYS!**

# DAY 1

## OPTIMIZE YOUR HOME PAGE'S DESIGN TO DIFFERENTIATE AND POSITION YOUR COMPANY

Imagine walking through a mall and arriving at a retail storefront that's uninteresting, boring, dark or lacking in signage and messaging that invites you to enter. You'd walk past it. Online stores share the same challenges. Does your store's graphics and copy answer, up front, "Why shop here?" What's in it for your customers that they've always wanted and never gotten? "Why should they keep coming back?" Do your answers make your competitors irrelevant to those who should be your lifelong customers? Does it guide shoppers onward to find what they're looking for or to encounter products or services they'd be interested in? Make sure your homepage has a unique design, headlines and the proper section to guide the user throughout your online store and online shopping experience.

# DAY 2

## MAKE IT EASY TO SHOP & SEARCH YOUR ONLINE CATALOG

All e-commerce site catalogs should be organized in a logical manner based on product type, product family and consumer search preference. McVan Inc. provides recommended categories and sections for each product, but you are welcome to customize based on your individual needs. Also make sure to include site search function of some sort in all pages. E-commerce stores with many products must have a search function so customers can easily find what they are shopping for within a particular page or site section.

# DAY 3

## MAKE IT EASY FOR BUYERS TO CONTACT YOU TO MAXIMIZE REVENUE!

Many of your orders will come from your online store, but others will also be made via phone. 80% of your buyers are researching and 20% are ready to buy, so make sure that you have multiple ways for your buyers to opt-in or contact you for future off-line purchases. Web trends have shown that most e-commerce providers list their contact information in the top right hand corner. Wherever you decide to list it, make sure it is in a consistent location.

# DAY 4

## GET FOUND ONLINE WITH EFFECTIVE SEARCH ENGINE OPTIMIZATION

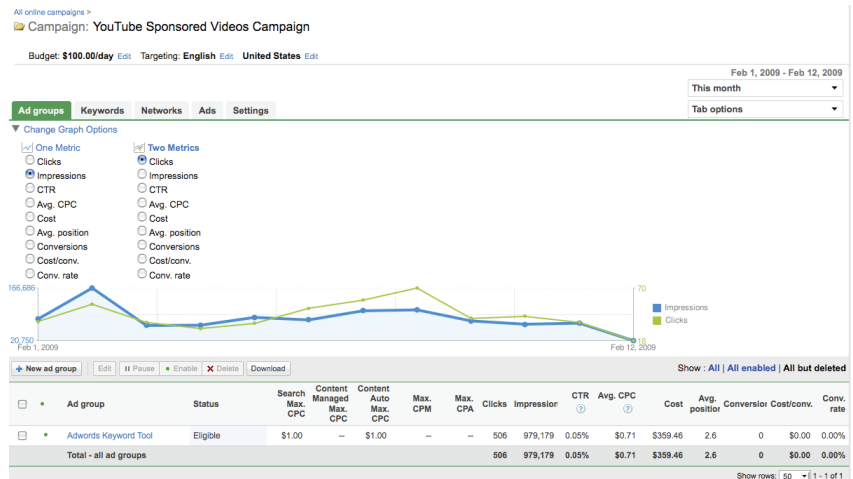
The time when having a beautiful and functional Online Store was enough is long gone. If customers can't find your store, they can't buy from you. You should consider organic search optimization to be found naturally within the search engine results. Make sure to learn or work with an agency that can help you conduct the proper keyword research, selection and optimization for all your information and product pages. For example, lets say you want to rank high for the keyword “rosaries” organically on Google, you will need to make sure that keyword is in your web page Title Tag, Meta Description, Headline, Page URL, and Page Content. You can learn more about Organic Optimization directly from Google or you can contact the McVan Inc team for referrals to potential partners. *Google: Search Engine Optimization Starter Guide - Google*

# DAY 5

## BUY YOUR WAY INTO HIGH WEB TRAFFIC

Google says it well: “You select and bid on keywords, and display ads for immediate high-web ranking”. When people search on Google using one of your keywords, your ad may appear next to or above the search results. Now you're advertising to an audience that's already interested in you. You attract customers by buying traffic for specific search phrases conducted by potential buyers! When someone clicks on your ad, they land on your website where they can learn more about your business or make a purchase. You pay only for results. With AdWords you're charged only if someone clicks on your ad and lands on your website, not when your ad is displayed. In other words, you only pay when your advertising works. Start with any budget. How much you invest is up to

you – there are no minimum budget requirements and no minimum terms. For example, you can start with a daily budget of five dollars and a maximum of unlimited dollars. You can learn more about Adwords by going to [www.google.com/adwords](http://www.google.com/adwords) or by contacting your McVan Inc consultant for a referral to a partner agency.



*Google: A guide to building successful AdWords campaigns - Google*

# DAY 6

## INCLUDE EXCLUSIVE ONLINE STORE PROMOTIONS

You'll increase sales by offering special online promotions to your customers when they shop on your web site. These can include discounts; free shipping, frequent shopper programs and product bundles. These strategies combined in your campaigns can maximize your customer online shopping experience.





# DAY 7

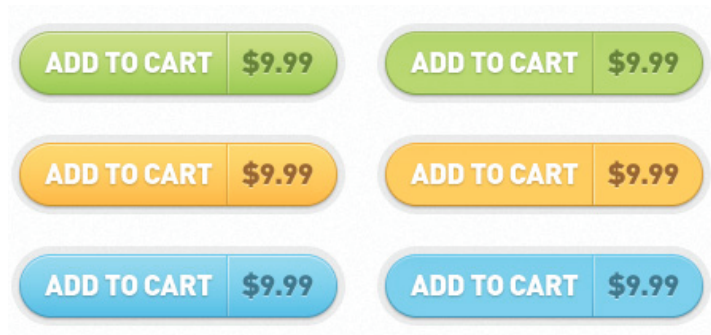
## ENSURE ONLINE AND OFFLINE SYNERGIES

Many retailers have proven the value of tightly integrating "bricks and clicks." The "About Us" messages you convey online should mirror those that consumers encounter in your stores. Many online retailers allow the buyer to order online, but pick up their order or return it at their local store. Their goal is the provision of seamless cross-channel customer experiences. This promotes trust, purchasing, ease of mind, and loyalty. Also keep in mind, that many prospective customers visit your online store with the sole purpose of locating your brick and mortar store. Make sure that your store locator is simple, quick and helpful.

# DAY 8

## USE “ADD TO CART BUTTONS” WITH LARGER FONTS THAT ARE EASY TO SEE

Highly visible “add to cart buttons” are critical to the success of online stores, especially new ones. Checkout buttons that don’t stand out from the rest of the page will dramatically reduce the conversion of shoppers into buyers. Make sure to use colors that stand out and larger buttons.



# DAY 9

## ALLOW GUEST CHECKOUT PURCHASING

Many eCommerce sites do not allow customers to add items to the shopping cart until they gone through the process of registering for a site account. This creates an unwelcome step in the buying process, which could cause the shopper to leave the site before buying. You'll increase sales if you allow shoppers to add items to their cart and checkout before asking them to register as a customer. And don't ask them to provide their information twice. Entering the same information when registering and again when ordering negatively impacts an already-impatient buyer, which can cost repeat business and reduce loyalty.

# DAY 10

## POST CUSTOMER REVIEWS ON YOUR ONLINE STORE

Customers can be your best salespeople if you let them. And, word-of-mouth referrals are the most valuable sales tool of all. The real time insights you capture provide the feedback you need to focus on adjustments, promotional opportunities, and sales messages that customer and prospect feedback provides. Make sure to ask for testimonials a few days after a sale and include those testimonials in your web-site and product pages

# DAY 11

## OFFER THE PAYMENT GATEWAYS THAT BUYERS WANT

Allow flexible payment transactions by including checkout options via all major credit cards, also including Google Checkout, Paypal Checkout, Pay In Store, and Bill Me Later Option. You can learn more about these options at [www.paypal.com](http://www.paypal.com), and <http://checkout.google.com/sell>. Also make sure whichever payment options you enable to add the respective logos to your web-site to increase click-through rates.

# DAY 12

## PROACTIVELY STAY TOP OF MIND VIA EMAIL MARKETING

Don't depend on waiting for customers and prospects to decide to visit you. Per the National Retail Federation, "Email marketing continues to be a work horse revenue driver for on-line retailers. When done right, email marketing can drive 25% or more of an online Retailer's sales." Pay attention to building a powerful mailing list, and segment it by the demographics and buying needs of your customers and prospects so that you can offer them-targeted promotions and messages.

# DAY 13

## BUILD THE “OFFER OF THE DAY” STRATEGY

Consider using an “Offer of the Day” feature to keep customers coming back day after day. Broadcast your offers via eMail Marketing and on your social media pages. Don’t just send sales promotional info. No one likes to receive advertising alone. It’s fine to offer daily deals, but also include targeted news and useful information.





**BUY 1, 50% OFF**  
GET 1  
ALL Imaginarium

**LOWEST PRICES OF THE SEASON!**



In-store only. Discounted item must be of equal or lesser value to the lowest priced item purchased.



**Deals of the Day!**

Valid 3/19 - 3/20/10

**SAVE \$10**  
on ALL video games  
priced \$39.99 or more  
Limit one game per guest.



In-store only. One coupon per guest. Not valid with any other \$10 US offer for same item or on prior purchases. Coupon must be surrendered at time of purchase and value is forfeited if item is returned. Void where prohibited. Valid USA only. Cash value 1/100 of 1¢.

CPU ITEM #936302



# DAY 14

## REACH CUSTOMERS AND PROSPECTS ON THE GO

Buying investigations and decisions are increasingly being made via smartphones and tablets. Make it easy for your mobile customers to view and purchase products with a mobile-optimized version of your online store. Consider the following a study by Microsoft 2012, *“By 2014, mobile internet is predicted to take over desktop internet usage”*. Is your online store ready?





# DAY 15

## GET TO THE SECOND SALE AND BEYOND

The most valuable customers in your database can be those who have just purchased. They're most likely to tell others about their experience with your online store and about the purchases they made. They are also likely to return for additional purchases in the future. Reach out to them with thank you emails, customer surveys, and possibly a "thank you" promotion.

# DAY 16

## PROVIDE A "WISH LIST" FUNCTION

Those who aren't ready to buy today continue to think about the products they want, and they'll return to your store as they consider whether and when to buy. You can make this process easier when you allow them to place items on a wish list. You can even mine the data in your wish list to nurture those considering a purchase via targeted emails.

The screenshot displays the 'Wish List' website interface, which is described as 'the ultimate toy registry' and 'Perfect for Birthdays or Special Occasions!'. The interface is divided into three main sections: 'Find a Wish List', 'Create a Wish List', and 'Update your Wish List'. The 'Find a Wish List' section includes a search bar for the creator, and fields for the user's last name, first name, city, and state. A 'FIND WISH LIST' button is located below these fields. The 'Create a Wish List' section prompts users to 'Get started on a new Wish List by clicking below!' and features a 'CREATE WISH LIST' button. The 'Update your Wish List' section asks if the user 'Already have a Wish List?' and provides fields for email address and password, along with a 'SIGN IN' button and a link for 'Forgot Your Password?'. At the bottom of the interface, there is a note '\* Required Field' and an illustration of two children, a girl and a boy, holding up wrapped gifts.

**Wish List** the ultimate toy registry **Perfect for Birthdays or Special Occasions!**

**Find a Wish List**

Search By

\* Last Name

First Name

City

State

**FIND WISH LIST**

\* Required Field

**Create a Wish List**

Get started on a new Wish List by clicking below!

**CREATE WISH LIST**

**Update your Wish List**

Already have a Wish List? Sign in below!

Email Address

Password

**SIGN IN**

[Forgot Your Password?](#)

# DAY 17

## LEVERAGE THE POWER OF SOCIAL MEDIA, SUCH AS FACEBOOK, TWITTER, AND PINTEREST

Social Media sites allow you to connect with prospects and customers before and after the sale. They let you share news, testimonials, announcements, promotions, and videos that result in a community of loyal customers. Sites like Facebook give your brand and its community a publicly accessible area to engage with other customers and your team. They can post reviews, ask questions, and share ideas...all of which can increase your sales via Word of Mouth referrals

# DAY 18

## INCLUDE SECURITY SEALS AND LOGOS ON YOUR WEBSITE TO ENSURE BUYER PEACE OF MIND

However you accept payment, add their logos to the bottom of your website. If you've purchased an SSL certificate, add your security seal to your website – especially the checkout page. This is even more important when you're just starting out. The credibility of major security providers will do much to win your customers trust



# DAY 19

## LEVERAGE LARGER SITES FOR TRAFFIC AND BUYERS

Consider selling your products on the Amazon Marketplace, and Ebay Marketplace. Imagine how many people go to these sites daily? These searches can then be connected to the products you offer and you can acquire new potential customers, which at a future date you can nurture through your own internal marketing. Consider joining Amazon, Ebay, Google and Yahoo Marketplace Systems and get ready for fast revenue growth!

# DAY 20

## MEASURE, MEASURE, MEASURE, MEASURE...

The online world is fantastic because you are able to measure everything, develop a scorecard of metrics you continuously look at for your online store. For example take into consider some of the following metrics:

- Number of Site Visitors
- Number of Incoming Email Subscriptions
- Number of Facebook, Twitter, Google +, YouTube, etc.
- Number of Clicks on Promotions
- Number of New Customers
- Number of Ordered Place

With the following analytics you will get an idea of how your online store is performing, is it trending high, or trending low. It will also give you an idea how your marketing strategies are impacting your bottom line metrics.

# DAY 21

## LEVERAGE MCVAN ACCOUNT MANAGERS

The goal of McVan is to partner with the finest religious retailers in the world to offer the McVan Collection. Our success is based on your success, make sure to leverage your membership with McVan to schedule success coaching sessions, ask questions, and interact with our emails, blog and social media posts. Our goal is to provide you the finest resources to enable your growth, keep us updated on the information, products, and services to help you succeed!