



# ECOMMERCE PROFIT MAXIMISER BLUEPRINT

---

YOU SIX STEP BLUEPRINT TO DOUBLE  
YOUR SALES IN HALF THE TIME

---

Stop wasting money on things that don't work and get laser  
focused on what needs to change.



**IN ORDER TO DOUBLE YOUR SALES YOU NEED TO EITHER DOUBLE YOUR CONVERSION RATE OR DOUBLE YOUR TRAFFIC - IF YOU DO BOTH... THAT'S WHERE THE MAGIC HAPPENS!**



**SKIPPING ANY ONE OF THESE STEPS YOU COULD BE COSTING YOU THOUSANDS OF DOLLARS EVERY YEAR ALONG WITH LEAKING POTENTIAL CUSTOMERS AND SENDING THEM DOWN THE ROAD TO YOUR COMPETITION.**

---

## 1. TRACK WHATS HAPPENING | MEASUREMENT PLAN

Having the right tracking and reporting systems in place ensures you have all the information you need to measure the success of your website and make sure your marketing budget is being spent wisely to capture new customers, rather than letting them leak off the site.

## 2. SITE ANALYSIS

Once you have measurement in place you can start to evaluate the data and build a picture of what is happening on your website (or not happening). Identify the holes in your websites structure, content, and marketing that are leaking customer. Once you know your weaknesses you can build a strategy and implement changes to patch up the holes in your sales funnel.





### 3. BUILD A STRATEGY / HATCH A PLAN

Once you find all the holes in the site, it's time to find the right people to patch them up. For this you might need a project manager along with talent (analysts, developers, designers, marketers, copywriters and marketers) to take the problems identified in the site analysis, document the changes needed and assign those changes to the correct people to fix.

### 4. IMPLEMENTATION / OPTIMISATION

This is where the magic really starts to happen. Think of it like plugging up all the holes in a bucket so you can catch twice as many customers from your current traffic. The key here is creating something you can scale. By fixing the problems you can double your conversion rate and double your sales. Then when you turn up the traffic, you can begin to scale.



### 5. TURN UP TRAFFIC

Now your website is set up for success and has a great conversion rate it is time to turn on and up traffic sources. This will allow you to grow your sales and scale your business. Turn on targeted traffic & track it through the sales process to make sure you are getting the most out of your marketing budget.



### 6. OPTIMISE AND REFINE

Now your site is turning over sales, getting new customers and really starting to wind sales up, it is time to tweak, test and measure. Unless your conversion rate is 100% there are always things that can be improved on the website.

What's the next step?...



WANT TO  
TURN  
YOUR  
WEBSITE  
INTO A  
CASH  
MACHINE?

---

If you want us to look at your online marketing efforts and give you a quick critique. We can have a quick 10 minute chat to tell you where the holes are.

If you are interested head to this page and pop your websites address into the box to book a critique.

<http://www.ecommercemarketing.co.nz/10-minute-website-success-audit>