



**HAVE VISITORS
BUT NO SALE
WHY?**

Are you doing eCommerce?
Then you must be asking yourself
several questions, every day...

No sale but have traffic – Why?

Running Facebook Ads but not getting sales – Why is that?

Starting a new store. What should I do for marketing?

Running ads but No Sale

No sale but have visitors – How?

People visit my site but don't buy – What is the problem?

People add to cart but don't buy – What should I do?

Planning to start new store. What steps should I take?

Planning to start dropshipping business. What to do?

**eCommerce businesses everywhere,
be it young or mature seem to
face the same challenges of
not having desired sales numbers.**

**THERE'S NO ONE SINGLE REASON
FOR INADEQUATE SALES..!**

Several factors like **Audience Targeting**, appropriate **Keyword Research**, well written **Product Descriptions** – collectively work towards improving conversions.

**So, how to get on with
increasing sales in your
eCommerce business?**

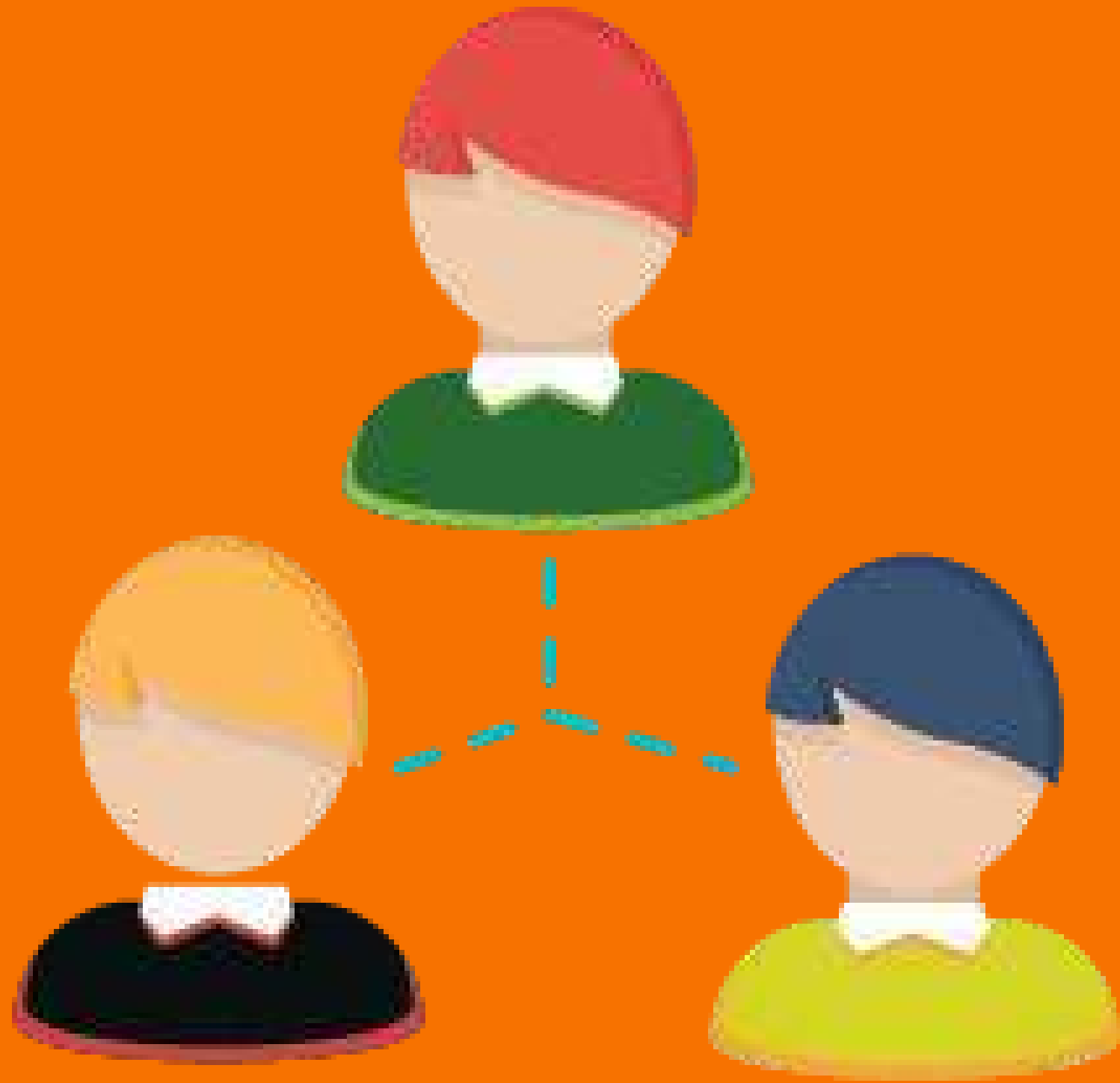
KEYWORD RESEARCH

Keyword Research and Audience Targeting pretty much go hand in hand. For a successful Keyword Research and strategy, you need to know who are most likely to buy from you.



How you are going to target your marketing strategies will depend on your ideal audience. This is to say that you need to reach the particular audience who will have a need for your products.





There are countless ways to segment an audience, and these can be based on:

- Geographical location
- Interests
- Behavior
- Demographics

In the days to come, niche
advertising is going to change
the face of marketing and
Audience Targeting is going to
be the foundation to lay it on.

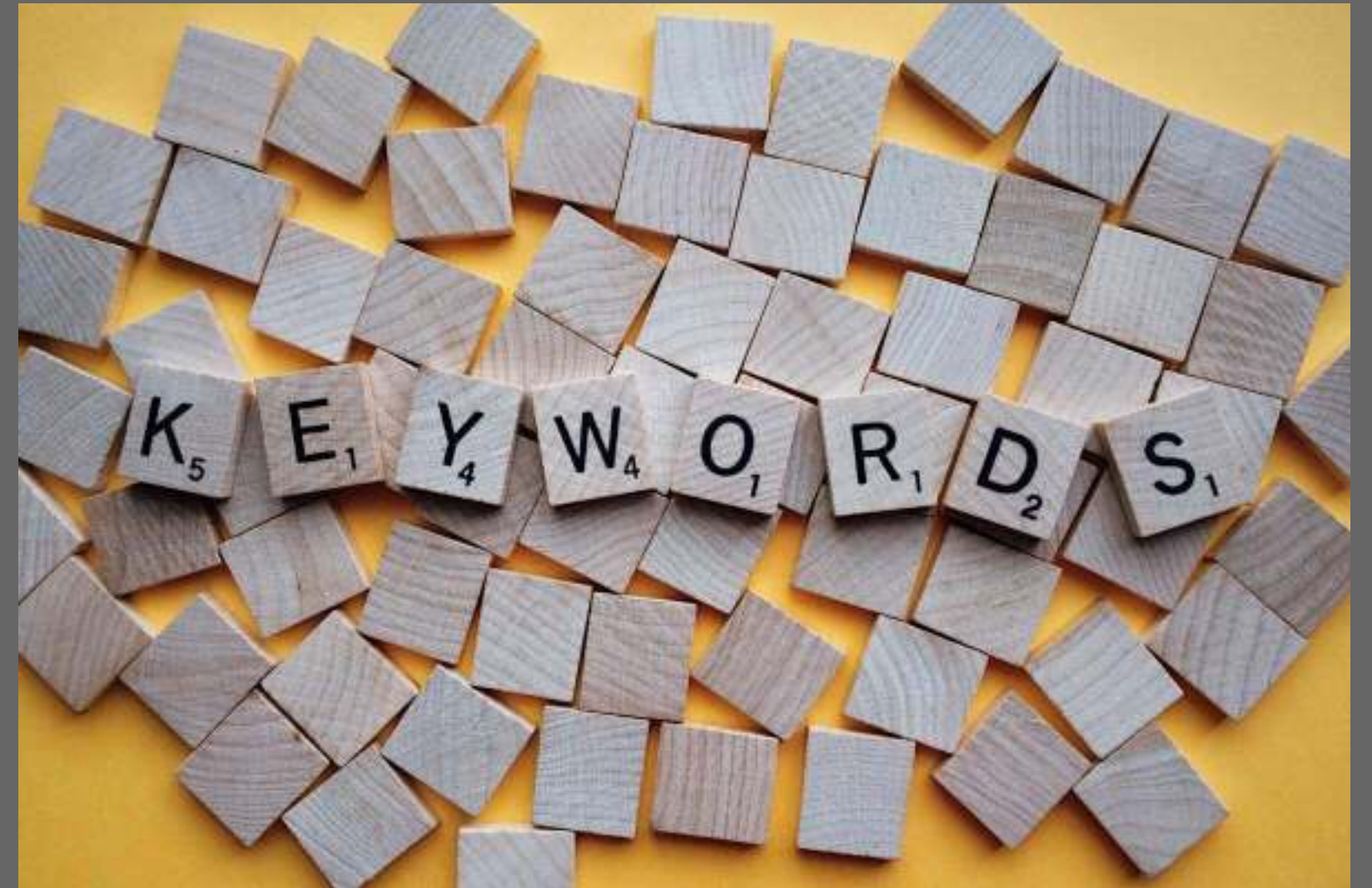




Remarketing already allows companies to target their offers based on customers' online behavior.

Customer participation, reviews and feedbacks have become an integral part of all marketing efforts. Hence, identifying your target audience is very critical.

Once you know who is going to buy from you, your next step is to find what they are looking for, because everything begins with the words typed in the search box.





Keyword research is one of the most valuable and high return activities, because ranking for the right keywords can make or break your business.

By researching your niche's keyword demand, you not only determine which keywords to choose, but also learn more about your customers.



PRODUCT IMAGE & WEBSITE SPEED

Your product image should be able to sell your products. Hence, high- quality and flawless images are recommended for your products, which will be able to display the attributes of the products clearly.





Website Speed is one of the other very important elements for higher sales.

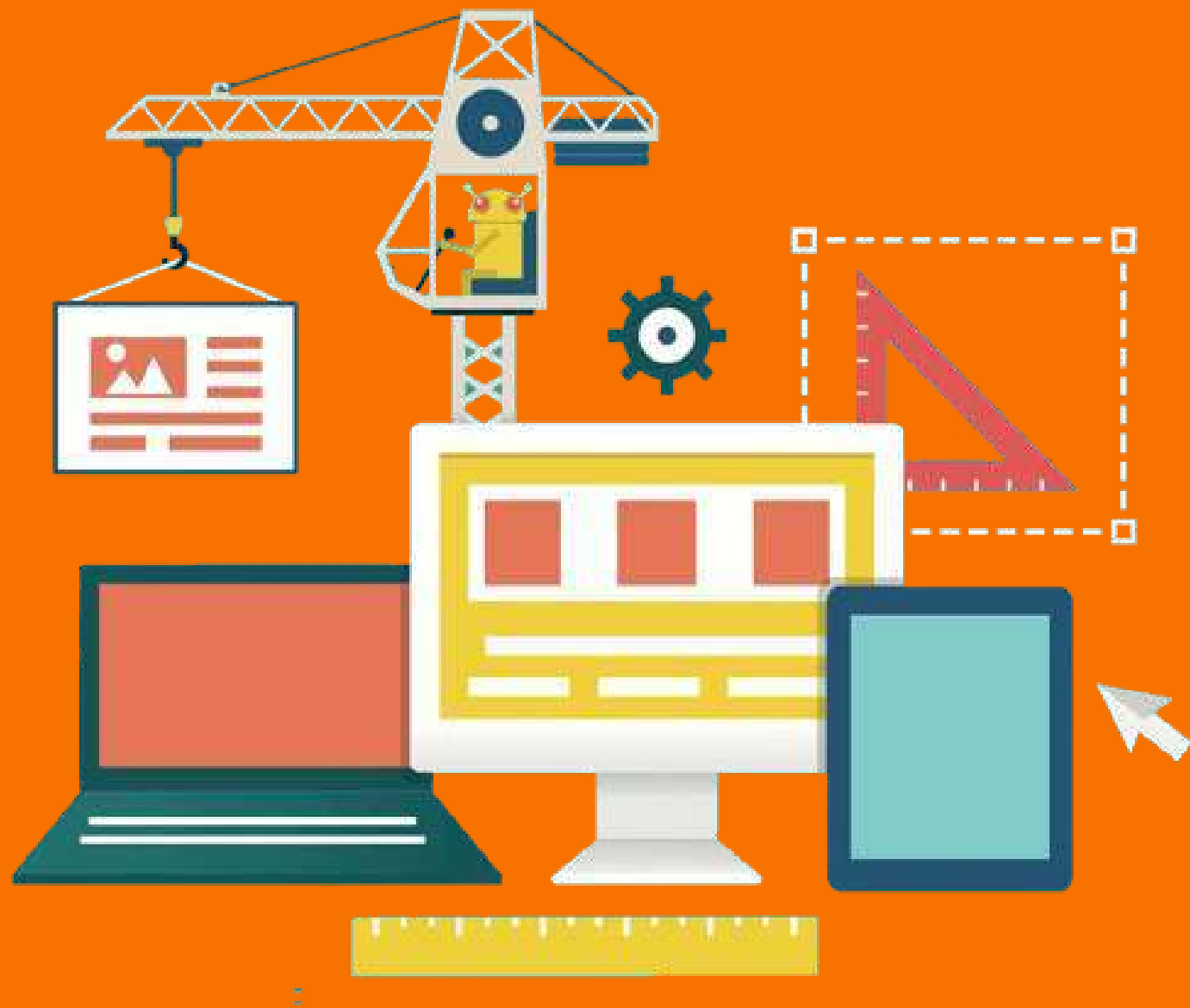
Website speed contributes to the usability of a website, as well as the SEO.

A slow website will discourage users to carry on and will force them to go to your competition instead.

This is the primary reason that it is one of Google's key search algorithm also factors.



WEBSITE DESIGN



Your website design is your first impression to someone visiting your site.

We humans are visual beings, and we often leverage on that.

Sadly, a large number of websites are shoddy and poorly designed; this is not going to help you stand out or get ahead.

Your website design must be personalized and aligned to your customers' comfort.



PRODUCT DESCRIPTIONS

A lot of eCommerce businesses are seriously underestimating the significance of impactful product description while designing their website.

So much focus is given on the technical aspects that they forget that a well written product description is equally important to boost your conversion rates.

HOT BUY HOT BUY HOT BUY HOT BUY HOT BUY

Ships only to US customers

GNC Pro Performance® 100% Shark Isolate Protein - Great White Vanilla

2 lb(s)
3863038

Price: was \$42.99 **Now \$33.99**

<1 100% Shark Protein - 2 for \$50 - Add 2 to Cart for Discount! [Details](#)

★★★★★

[Read 10 Reviews](#)

[Write a Review](#)

[Recommend](#)

63 people recommend this. Be the first of your friends.

Receive Wednesday - Order within 3hr 45min
FREE 2-Day Shipping [Learn More](#) | [Sign In](#)

QTY:

ADD TO CART

ADD TO MY LIST

[Learn More](#)

AVAILABILITY: In stock, Ships in 1-2 full bus. days. [Details](#)

No Payments! [Bill Me Later](#)

No Interest if paid in full in 6 Months

On orders over \$250. Subject to credit approval. See Terms

DESCRIPTION	SUPPLEMENT FACTS	HEALTH NOTES	LABEL	RATINGS AND REVIEWS	ASK A QUESTION
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WILD-CAUGHT, LACTOSE FREE

- 42g of Ultra-Microfiltered, Multi-Source Shark Protein
- Extremely Bioavailable and Highly Absorbable
- Mercury Free Formula Provides All 9 Critical Amino Acids

BECOME AN APEX PREDATOR™:

Pro Performance® 100% Shark Isolate Protein is the first-ever protein formula to be completely sourced from a variety of only the most dangerous wild-caught sharks. Shark protein is one of the most highly-absorbable and highly-bioavailable protein sources on Earth, and is ideal for muscle growth, recovery and swimming stamina. Combining protein from a collection of the most fearsome ocean predators to maximize effects. Pro Performance® 100% Shark Isolate Protein, will help you develop a killer training instinct and put you at the top of your gym's food chain.

IT'S SAFE TO DIVE IN:

Pro Performance® 100% Shark Isolate Protein has been purified 37 times to ensure all contaminants including mercury, lead, PCBs and gullibility have been removed. Additionally, this formula is ideal for those on a pescetarian diet, or for those with lactose restrictions, because, well, it's made completely from sharks.

TYPICAL NATURALLY OCCURRING AMINO ACIDS PER SHARK VARIETY

- Great White 6680mg
- Tiger 4761mg
- Shortfin Mako 2965mg
- Scalloped Hammerhead 4102mg
- Bluegray Carpet 1432mg
- Spiny Dogfish 3623mg
- Icelandic Silverstripe 3115mg
- Rockfish/Blow 6707mg

[Share](#) | [Facebook](#) | [Twitter](#) | [Email](#) | [Print](#)

PEOPLE WHO BUY THIS ALSO BUY:

GNC Pro Performance® AMP Amplified Whey Protein Extreme 80™ Platinum Edition - Chocolate

★★★★★

Regular Price: \$89.99

Sale Price: \$72.99

GNC Ultra Mega® Gold without Iron

★★★★★

Price: \$19.99

GNC Pro Performance® 100% Whey Protein - Chocolate Supreme

★★★★★

Regular Price: \$76.99

Sale Price: \$54.99

[With Gold Card Purchase: \\$43.99](#)

YOU MAY ALSO BE INTERESTED IN:

Optimum Nutrition 100% Whey Gold Standard™ Double Rich Chocolate 5 lb(s)

★★★★★

Regular Price: \$92.99

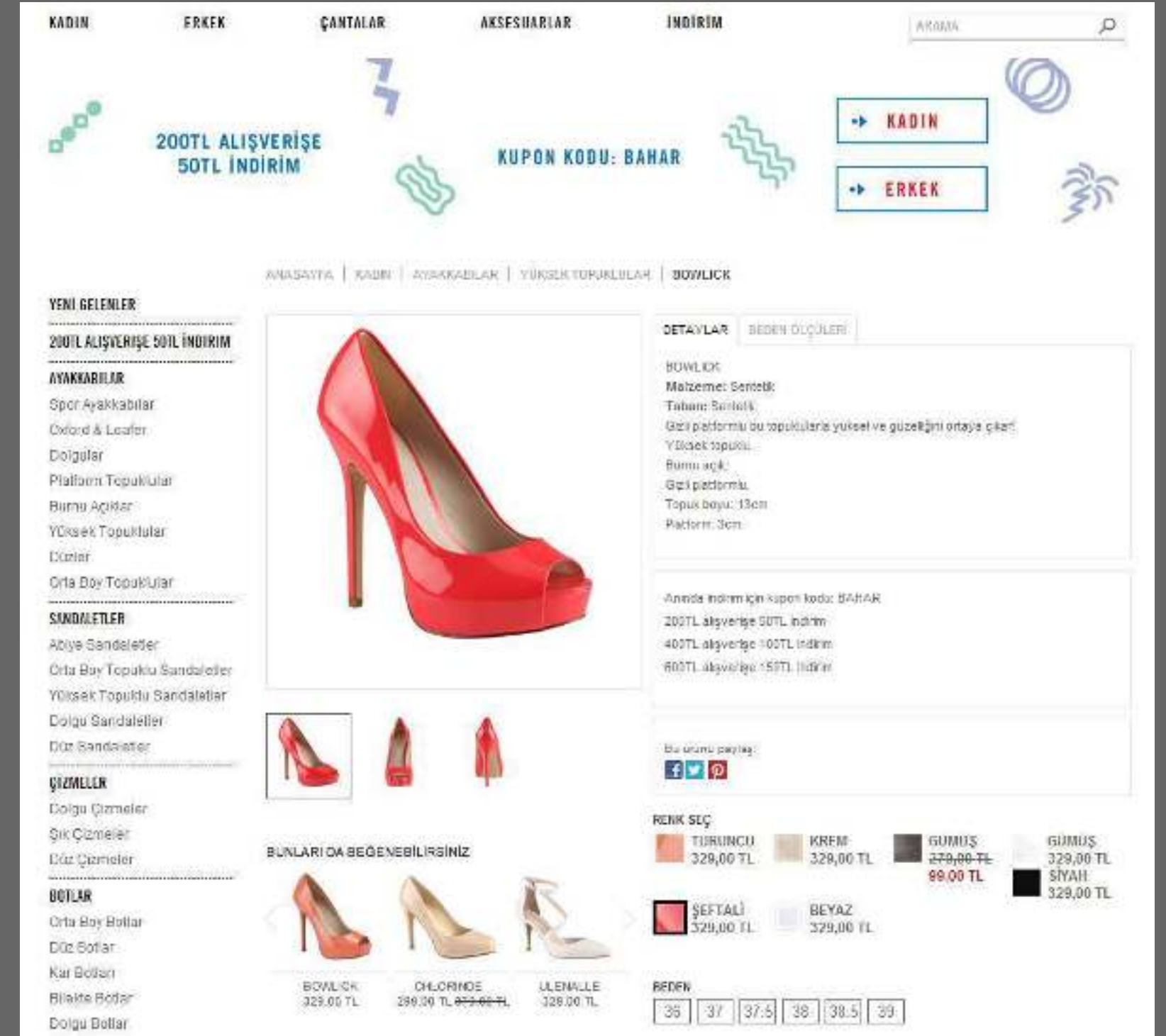
Sale Price: \$53.99

GNC Pro Performance® AMP Ripped Vitapak® Program 30 packs

★★★★★

A good product description explains the product and convinces the customer to buy it.

A nicely crafted, keyword-rich product description improves your search engine rankings.



PERSONALIZATION



What most of the eCommerce businesses lack and is one that is one of the most important drivers of sales and conversions is personalization.

Ideally, an eCommerce website should begin and end with personalization.

**Imagine a shop
where you knew the
name of every
customer who
walked in and what
they wanted.**



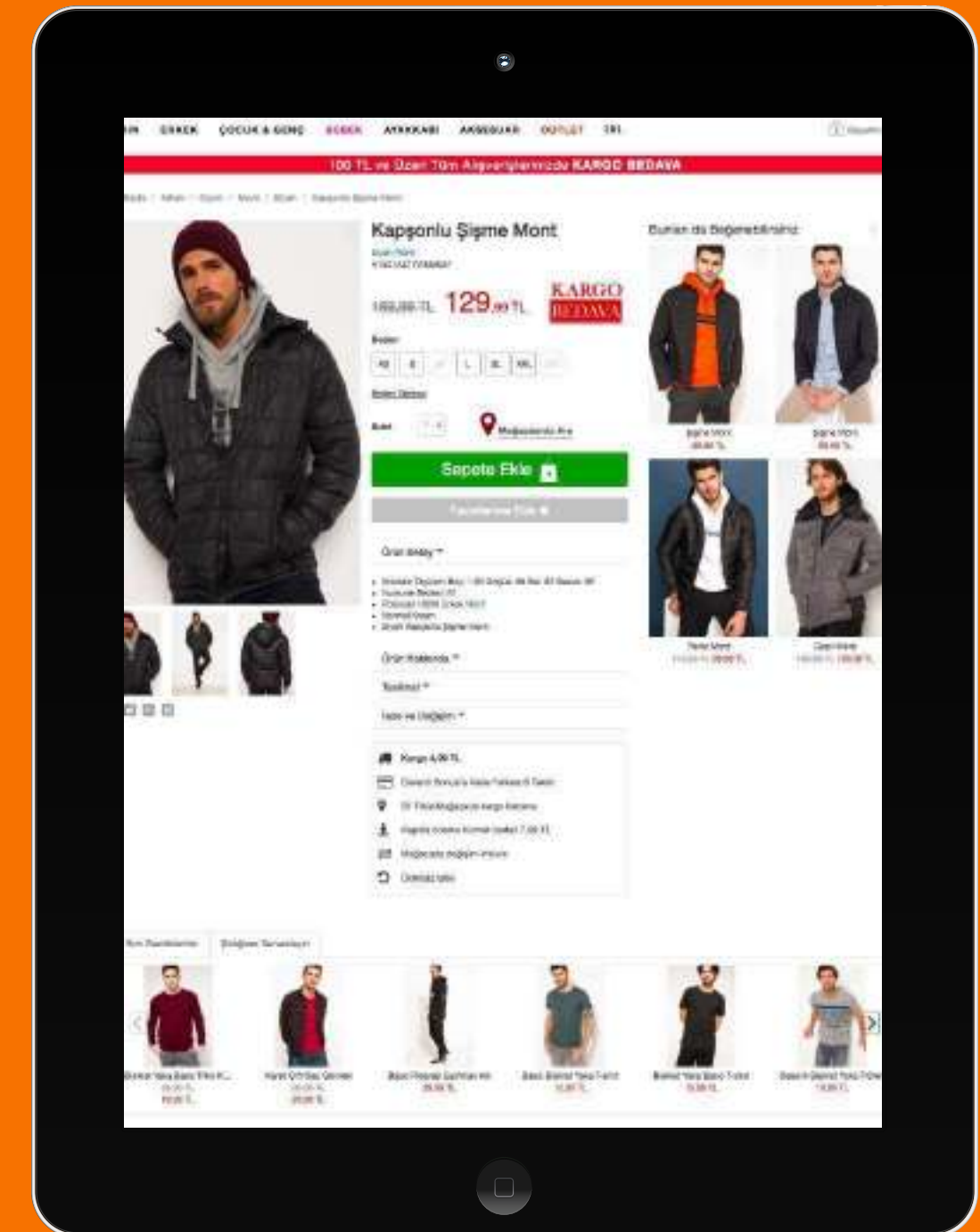
**Now imagine how much that shop would flourish, solely
because every customer knows that their needs are being
taken of.**



This is the level of customization, personalizing your website brings to your eCommerce business – an experience which is tailored to every customer's needs.

In simple words, in order to:

- avoid no sale issue
- increase sales
- reduce cart abandonment



YOU NEED TO PERSONALIZE YOUR ONLINE STORE

CONVERSION RATE OPTIMIZATION (CRO)



Conversion rate optimization is usually the answer to most of the questions of no sale.

There are two stages of CRO, onsite and offsite.

Once your eCommerce website starts attracting regular visitors, the next thing you should be focusing on is conversion rate optimization or CRO.





Some of the offsite ways in which you could ensure CRO are:

- Personalized Advertising
- Email Marketing Campaigns
- A/B testing

A well implemented CRO strategy means better ROI, cost effectiveness and getting the right customers for your eCommerce website.

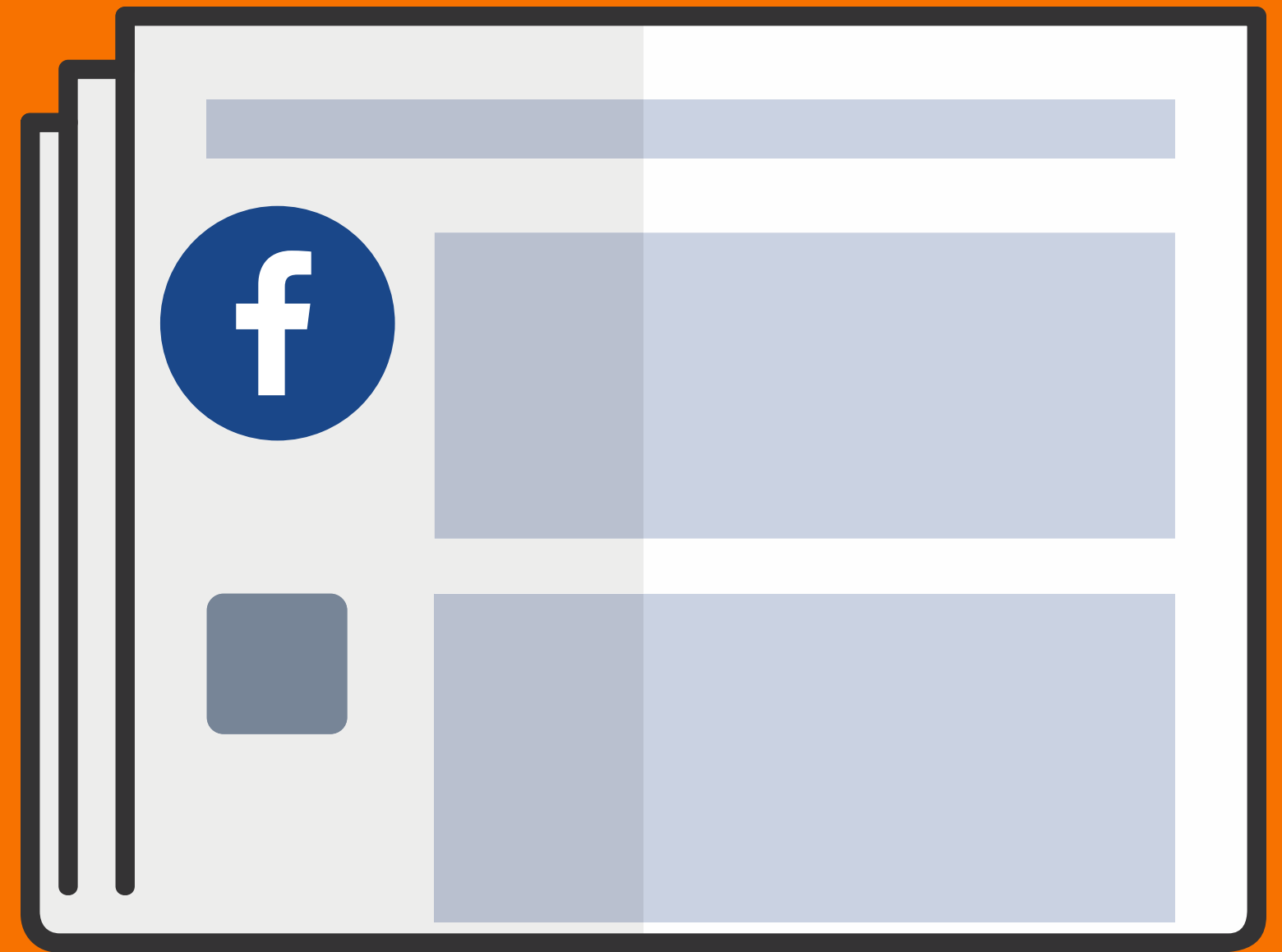


ADVERTISING



Nothing can beat the power of advertising in the modern-day marketing. Then be it Facebook Ads, Display Ads or Instagram Marketing – all have a role to play.

Facebook Ads ensure that your target audience sees your posts. And from what it seems, paid Facebook advertising is the most immediate way to influence reach.



EMAIL MARKETING



Email is not just a better channel for customer acquisition; but also, the best marketing strategy to drive more traffic than social.

The simple reason is
that through emails
you have a one-on-one
conversation with your
customer.



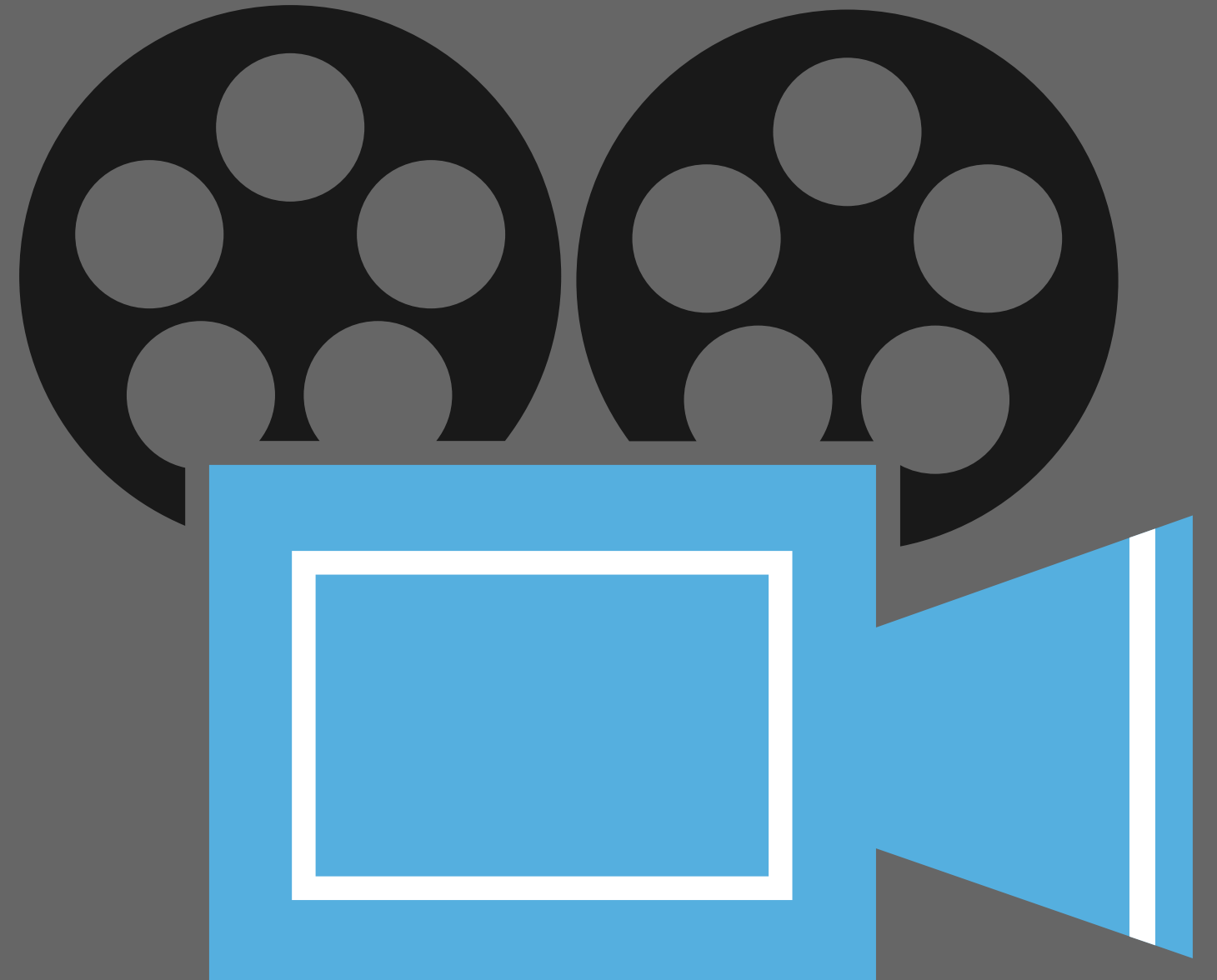
VIDEO MARKETING



About 64-85% of customers are more likely to buy a product after watching a product video.

If you have a product video,
you are more likely to get 73%
more customers.

Google prioritizes and favors
those sites that have product
videos.



THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

CLICK TO DISCOVER