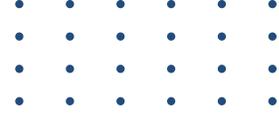


3 Steps To Grow Fashion Online

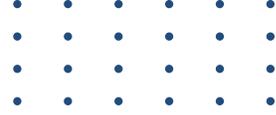




3 Steps to 2x Retail Revenue Online.

This book will heavily reference our success case studies with ALDO, due to their dominance in the industry and their growth in a new market. To 2x revenue, we will optimize each strategy, and then repeat for our new target audiences when done.





1. Speed.

Speed is the #1 factor which influence's your site revenue.

Speed directly impacts how much of your IPT (Initial paid traffic) stays, and how much leaves immediately.

Your Page Sessions are also a representation of how much page visitors, stayed for longer than 3 seconds.

The more visitors that stay is a positive indicator you will have more buyers.

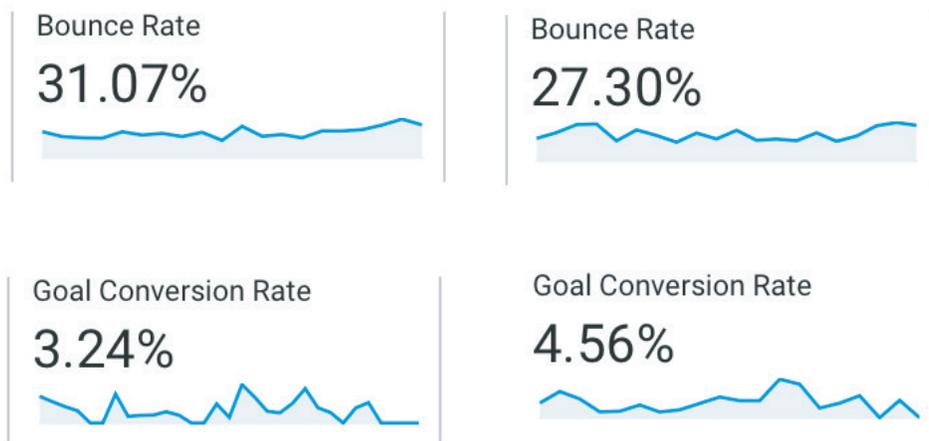
Conversion Rate = Page Sessions/Item Purchasers

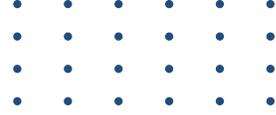
The more customers leave, the higher your "Bounce Rate" in in your analytics.

You want to have as low of a bounce rate as possible and as high as a conversion rate as possible. The average is ~1-2%.

Success Stories:

We attain 27% and 4% For companies like ALDO and Bath and Body Works Respectively.





2. Design

Your website Design is the second most influential step in your online sales.

Your website is simply to be the shortest path to close a sale.

Do not try to oversell your brand, its vision and story, if you are selling goods.

To properly do website design, we consider not only your layout, but also styling and Brand Integrity at every touch point, including buttons, and fonts, to sustain familiarity.

Lastly, keep the buying process sharp and quick.

Do not collect optional data in your checkout form.

3. Marketing

Marketing is word of mouth at scale. With social media marketing, you have the power to communicate to the **right people**, at the **right place**. Do not market to the wrong people, in the wrong places.

Marketing can harvest very effectively who we want, generally, in our stores.

Optimizing this avatar will optimize the advertising experience, which in-turn, optimizes the buying experience when they follow the story we make.

Marketing has many approaches to do correctly, but many to also waste time in.

The best marketing is focused, efficient, and synchronised with your online sales systems.

How to do great marketing: target, penetrate, scale & repeat.



Activity sheet.

Looking to do a quick self-audit? Answer those below.

		Yes	No	N/A
1.	Are your best sellers on your home page?			
2.	Are your buy buttons on every image of your product?			
3.	Is every page displayed showing the ability to immediately choose size and color of product?			
4.	Are your images in jpeg format and compressed for web use?			
5.	Is every element on your home page having a clear purpose?			

We have a sheet attached.

If you do score all 5 YESES, perfect! It's time to do a deeper analysis to examine your conversion and bounce rate.

If you do not have 5 YESES, please reach out for a free analysis to see why you do not have a top score.

FOR YOUR FREE ANALYSIS:

Visit: Hublab.biz, and Schedule your Limited time, free consult*.

Offer lasts until March 30, 2021.