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Secrets Of Efficiency Of Successful Online Shops

The majority of the companies are made by improbable efforts in struggle for the consumer. For the salary of sellers spend the huge sums, train the clients correctly to make recommendations "by word of mouth". And all it is in purpose to catch up with leaders of sales.

But the digital era forms new principles. Ambitious owners of the companies direct resources to development the technician online sales such as optimisation of search systems and system «press and pay».

And still electronic commerce yet completely satisfies the proprietor. And all because of group of buyers which come on a web site is considered by the goods but leave before transaction fulfilment. The wise statistical program has defined that a quarter of online consumers which fill the virtual basket as a result do not make purchase.

One of key advantages of online shops is that you can observe and estimate behaviour of the consumer and to react timely. The consumer gets on a resource in a wide part of a funnel and leaves through a narrow neck after transaction end. All trick in that to fix the consumer and to spend it through a funnel, despite attempts to leave from a site, to find a way to prolong its stay in virtual shop until he will not pay.

One of online companies has received considerable dividends thanks to skilful arrangement of hooks on a site thanks to which the consumer continued shopping.

The personnel in one of the companies, located in Newcastle (Great Britain) of time resources of 10 % spent for making online shopping easier.

The success of virtual sales is in an estimation of the data. If you do not know something it means it is unimportant for you. Safety is one of the basic problems on whom commerce should be focused online. You should be reinsured continually ways. There were many voices contra as actually we overpaid for a standard package but we have seen increase in sales at 2 %, and it about 200 consumers and thousand pounds of the income.

All other changes concerned elimination of potentially-stressful factors. For example, when the consumer ready to make purchase at a final stage found out increase of the price at the expense of delivery and has been shocked by the final price.

Banner advertising on resources where the visitor, right after an exit from virtual shop follows was one of marketing strategy. Advertising included a mention with last four products which purchase the client considered on a site. It is the cheapest marketing because these people have already started up us in the heart. We simply reminded that they should return on this site. That this approach has allowed it to limit the consumer from superfluous movements.

Today without the knowledge about how to [increase web site traffic](#) - your online business is in trouble. Get [website traffic](#) and increase your sales.

P.S. With great traffic - [making money with adsense](#).

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