BUILDING YOUR WEBSITE TO SELL YOUR PRODUCT
THE EASIEST WAY TO GET STARTED IS TO LEVERAGE AND OUT-OF-BOX SOLUTION (SHOPIFY, SQUARESPACE, ETC) TO GET OFF THE GROUND QUICKLY
### Examples:

<table>
<thead>
<tr>
<th></th>
<th>Squarespace Ecommerce</th>
<th>Shopify</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intro Price</strong></td>
<td>$26 - $40/mo.</td>
<td>$29 - $79/mo.</td>
</tr>
<tr>
<td><strong>Template Library?</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Site Set Up Time</strong></td>
<td>~1-3 weeks</td>
<td>~1 week</td>
</tr>
<tr>
<td><strong>Integrations Capability Score (1-5)</strong></td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>Top Hat Starter Recommendation?</strong></td>
<td>For products that are simpler to sell, but need more digital real estate for narrative.</td>
<td>For complex product SKUs, variants, and shipping needs.</td>
</tr>
</tbody>
</table>
MAKE GETTING TO THE SALE AS EASY AS POSSIBLE

AND THE MESSAGE AS SIMPLE AND DIRECT AS POSSIBLE
Another Big, Droolworthy Image

This is all about you

Your story, why you do this, and why you do it better than anyone who ever lived.

Process, method, specialities.
AS YOU CAN SEE FROM THE PREVIOUS SLIDES, IMAGES ARE EVERYTHING. PRIORITIZE GOOD PHOTOGRAPHY
HOW EFFECTIVE IS YOUR WEBSTE?
CONVERSION RATE

\[
\frac{\text{Website Traffic}}{\text{Sales}} = \text{Conversion Rate}
\]
10,000 visits = 1% conversion

AIM FOR 2-4% CONVERSION
SALES PER DAY

\[
\frac{\text{Number of Sales}}{\text{Days}} = \text{Sales Per Day}
\]
100 purchases ($10 product) = 0.13 sales/day
730 days
USE YOUR SITE ANALYTICS TO BETTER UNDERSTAND WHY YOUR CONVERSION IS LOW AND HOW TO STREAMLINE YOUR SALES FUNNEL.

You can send emails to follow up on abandoned carts, track the busiest time of day for traffic and more.