



BUILDING YOUR WEBSITE TO SELL YOUR PRODUCT



**CREATIVE
BUSINESS
ACCELERATOR**
BRIDGEWAY CAPITAL





**THE EASIEST WAY TO GET STARTED
IS TO LEVERAGE AN OUT-OF-BOX
SOLUTION (SHOPIFY, SQUARESPACE.
ETC) TO GET OFF THE GROUND
QUICKLY**

EXAMPLE:

	Squarespace Ecommerce	Shopify
<i>Intro Price</i>	\$26 - \$40/mo.	\$29 - \$79/mo.
<i>Template Library?</i>	Yes	Yes
<i>Site Set Up Time</i>	~1-3 weeks	~1 week
<i>Integrations Capability Score (1-5)</i>	3	5
<i>Top Hat Starter Recommendation?</i>	For products that are simpler to sell, but need more digital real estate for narrative.	For complex product SKUs, variants, and shipping needs.

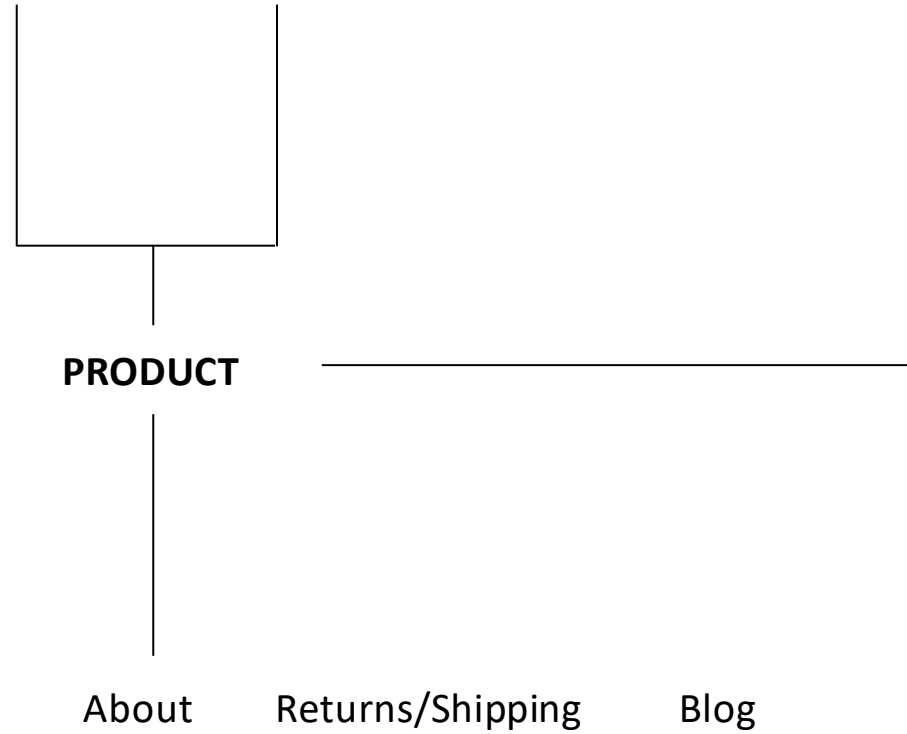


**MAKE GETTING TO THE SALE AS
EASY AS POSSIBLE**

**AND THE MESSAGE AS SIMPLE AND
DIRECT AS POSSIBLE**

Primary Pages

Home Shop Cart/Checkout



Secondary Pages

Big, Droolworthy Image

Product pitch
or
differentiators

Product

Product

Product

Shop
ver. 1



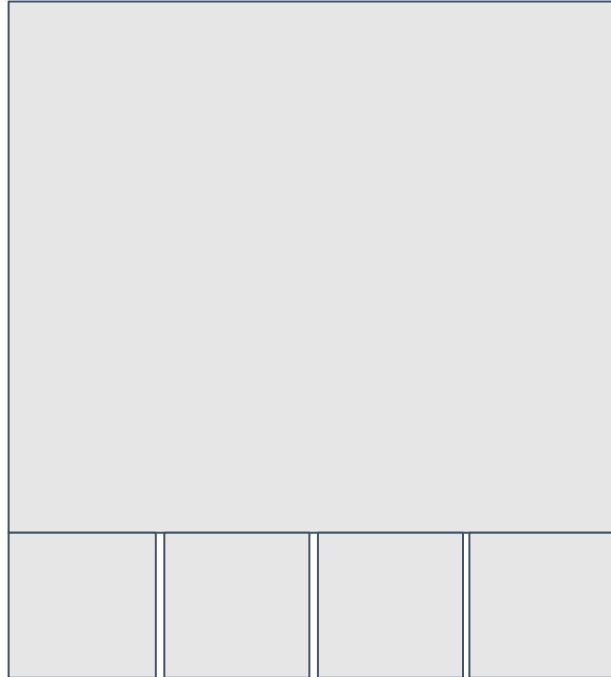
Category Name



Category Name



Product



Product Name

\$100

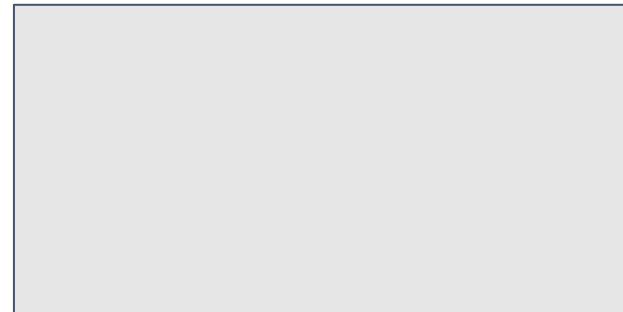
- Quality
- What it's for
- Why buy it

ADD TO CART

The fold

In-Depth Product Info

- How it's made
- Special notes - shipping, donating profits, etc.



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.

Product

Product

Product



**AS YOU CAN SEE FROM THE
PREVIOUS SLIDES- IMAGES ARE
EVERYTHING. PRIORITIZE GOOD
PHOTOGRAPHY**



HOW EFFECTIVE IS YOUR WEBSITE?




CONVERSION RATE

$$\frac{\text{Website Traffic}}{\text{Sales}} = \text{Conversion Rate}$$



$$\frac{10,000 \text{ visits}}{100} = 1\% \text{ conversion}$$

Low 

AIM FOR 2-4% CONVERSION




SALES PER DAY

$$\frac{\text{Number of Sales}}{\text{Days}} = \text{Sales Per Day}$$



$$\frac{100 \text{ purchases } (\$10 \text{ product})}{730 \text{ days}} = 0.13 \text{ sales/day}$$

Low 



**USE YOUR SITE ANALYSTICS TO BETT...
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.**