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**Converting Browsers to Buyers - Website Performance**

**Fill out this form to help you remember the highlights of this session**

**THE INSTRUMENT PANEL**

**The average percentage of website visitors that make a purchase from shops is \_\_\_\_\_\_% to \_\_\_\_\_\_%**

**This percentage is called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ You want to track it every \_\_\_\_\_\_\_\_\_\_\_**

**On average, this ratio of onsite buyers phone the shop instead of completing the purchase online \_\_\_:\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_ is the number you should use to determine your website product**

**THE RULES OF THE ROAD**

**Never have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on your website homepage.**

**Website visitors have a one-track mind. They want to see \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_**

**The exception to this is shoppers for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (event) who want to see a demonstration of**

**your ability. You grab their attention with a \_\_\_\_\_\_\_\_\_\_\_ on the homepage and a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketers use \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ to set price expectations for shoppers. You should use one on**

**every other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (line or page) of your website.**

**Whenever you offer a discount, always get \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in return to offset it.**

**This collection of tools generates more than $1,000 per month in additional website sales**

**1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Questions to help you implement the strategies in this session? Email dan@teamfloral.com**