

# 2023 Guide To E-Commerce

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## Introduction

In 2020 many brick & mortar stores discovered an urgent need to sell items online and jump into the world of e-commerce. In some cases, sites were frantically set up overnight to match demand. In other cases, some shops missed out entirely, closing their doors for good when foot traffic simply couldn't exist anymore. Those who already had online stores saw giant leaps in revenue as people sought other ways to buy the essentials.

Cut to 2022, which will be the biggest year for e-commerce, with sales in the US alone set to pass \$1 trillion.

[\\*https://www.insiderintelligence.com/insights/ecommerce-industry-statistics/](https://www.insiderintelligence.com/insights/ecommerce-industry-statistics/)

We're not living in 2020 anymore. E-commerce isn't just some sudden afterthought to shift gears when you can no longer welcome foot traffic. For most businesses, selling items and offering reservations online has become an essential way of life.

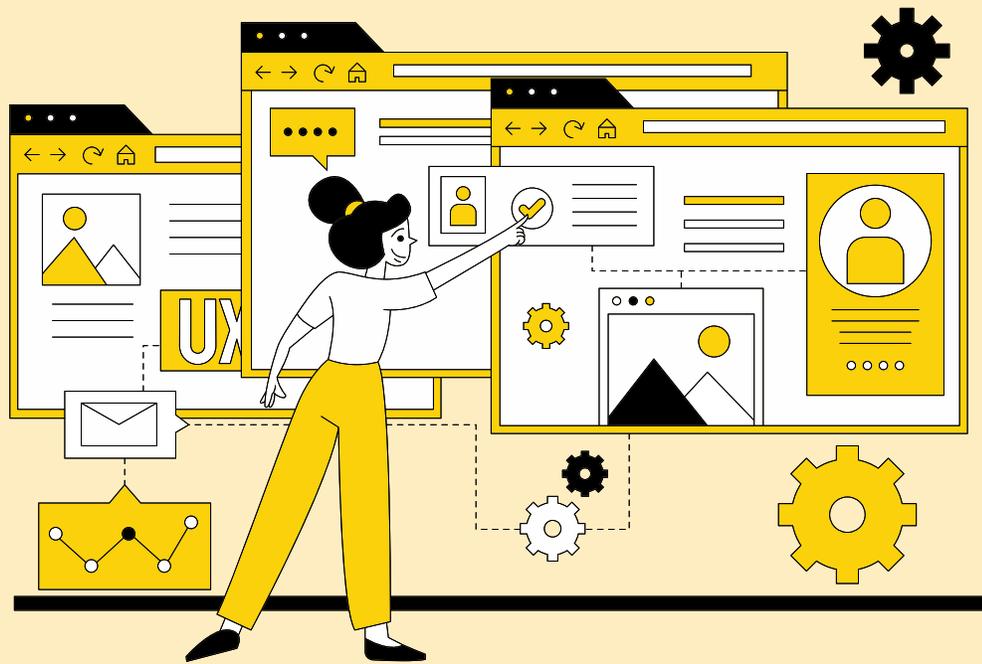
**Online** sales help open the door to a wider market and augment current sales channels **for existing retail stores.**

From food delivery apps to taxi ordering services, from hair appointments to finding a new lamp or gift boxes for friends, consumers expect these services to be online and at their fingertips even when they're on the sofa. Seamless technology has allowed your customers to demand more -- and they want it all online.

So, how can you effectively start an e-commerce business in such a rapidly evolving world?

This book explores the 2023 Guide To E-Commerce and how each has a role in designing (or re-designing) your web store.

# 01



# UX/UI Design

## UX/UI design

Here's an interesting fact: according to Adobe, **38% of shoppers will leave a website if they find the design unappealing**. What does this mean? If you don't focus on website design, you already leave over a third of potential revenue on the table.

UX and UI design is a vast field – people and companies dedicate their lives to getting this right for online stores – but in general, there are a few principles that e-commerce stores can focus on when they're starting out.

### Easy navigation

The more choices a person has, the longer it takes them to make a choice. So, e-commerce sites need to artfully blend the desire to browse with conversions. Too many options and a user may end up in a dead-end category and abandon the site – but too few choices, and there's nothing to browse.

How do you do this? Well, you need solid informational architecture with systematic labelling and category navigation.

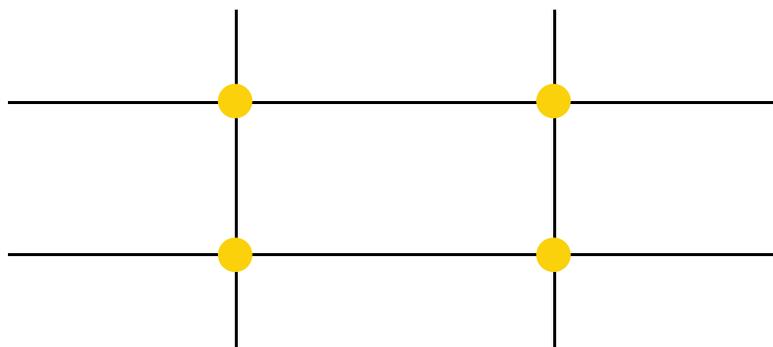
### Simplified checkout

Several tried and tested approaches to checkout design increase sales – they all boil down to keeping it simple. Keeping the checkout process quick and straightforward lowers abandoned carts and increases conversions. Something as simple as reducing the number of fields in a checkout form could improve your conversion rate dramatically.

## Conversion design

Ultimately, it's not just how well your website or app looks but how it converts! Of course, there's a real science to designing for conversion right, but here are some hot tips:

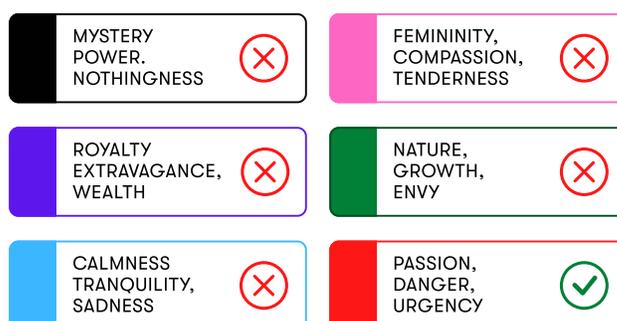
- **Colour matters:** The colours you use influence conversion rates. If you want people to stay on your site for longer and trust you? No problem, use a blue colour like Meta, Twitter, and LinkedIn do. Those sites are designed to be browsed. Do you need people to convert faster and feel just a tiny bit uncomfortable or excited? Then red or black will perform better.
- **Size matters:** We'll come to this later in mobile web development, but the size and shape of your CTA's (calls to action) have a massive impact on conversion rates.
- **Rule of thirds:** Our eyes like symmetry and patterns! If you place calls to action and links in the places where a grid of three horizontal and three vertical lines intersect, it will increase conversions.



- **Negative space:** Despite the name, negative space is often a positive thing for conversions in web design. This refers to the space between elements on your site. Giving everything enough breathing room can increase conversions because it makes your site easier to read and skim-read.
- **It's all F'd:** When we scan web pages, we use an 'F' pattern with our eyes. What does this mean? People look at a website from the top left to right, then scan down but look towards the right decreasingly. The area of your site with the most visibility is the top, and the least is the bottom. Conversion-driven web designers utilise this by placing calls to action and essential objects within that 'F' shape on a page.

## Conversion design

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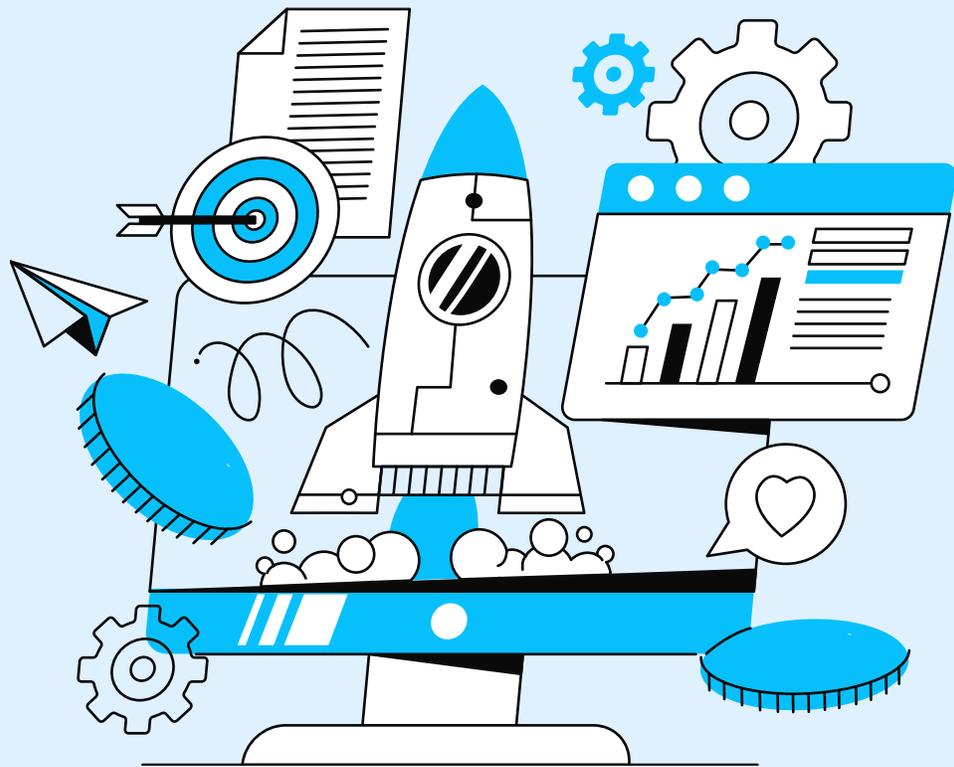
Have you purchased  
your ticket yet?

Book now

Have you purchased  
your ticket yet?

Book now

# 02



## Development

## Development

A great design is useless if it doesn't work, meaning getting the web development of your store right is paramount. Think of your site like a brick & mortar store – an attractive window display is excellent, but if you walk in and nothing is where it should be, or you can't buy products without a huge hassle, you'll walk right out again.

A good e-commerce web developer merges design with functionality and security, ensuring that payment options, SSL configurations, page load speeds, and server resources are all working in harmony.

The image shows two side-by-side login form mockups. The left form has an 'E-mail' field with 'delano@airvumedia.com' and a 'Password' field with '\*\*\*\*\*'. Below the fields is a red 'Error!' message. A red 'X' icon is centered below this form. The right form has an 'E-mail' field with 'delano@airvumedia.com' and a 'Password' field with '\*\*\*\*\*'. Below the fields is a red message: 'Password incorrect. if you don't remember your password, [reset it](#)'. A green checkmark icon is centered below this form.

## Speed

A recent US study on internet buying habits found that if Amazon's website loaded just 1 second.... slower, they would lose up to \$1.6 Billion in revenue a year.

The study also found some mind-boggling data about consumers' impatience: 1 in 4 people abandoned surfing a website if the page load time was longer than 4 seconds, and 4 in 10 abandoned if load times were over 3 seconds.

If your website has an average load time of over 3 seconds, you're leaving money on the table!

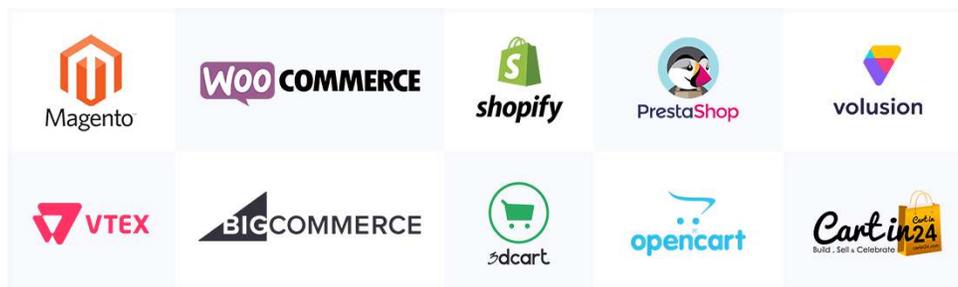
But consumer impatience is just one factor, Google will also penalise sites with slower load times in its search rankings. So a slower load time may also impact people's ability to find your property online.

## Security

Trust is hard to gain and easy to lose – your e-commerce site must build trust from the very first page view. Simple things like using a HTTPS protocol on every page (not just on payment) and being able to accept 3D payments allow users to trust your store. Having vital data (like credit card numbers) not stored on your site at all provides customers with the assurance that their information is locked down.

## Which Is the best e-commerce platform?

The right e-commerce platform will depend greatly on your business needs. However, there are a few to choose from that we work with regularly:



## Woo-Commerce

This is the best all-rounder and the largest e-commerce platform in the world, with over a million stores powered by Woo-Commerce.

Woo-Commerce makes e-commerce easy and is highly customisable. Woo-Commerce can take you from a little store to a multi-million dollar site with the right custom web developer.

Woo-Commerce is often a preference for web developers because it hooks up seamlessly with WordPress, another custom solution, giving merchants infinite options for their stores. It's the gold standard of customisable web development.

## Shopify

When people think of e-commerce, many already know about Shopify. It's the most accessible platform for burgeoning stores because it helps you manage your online store in a simple and easy-to-navigate interface.

In Cayman, people typically run into issues with payment integrations on Shopify – Stripe and PayPal payments don't work here – meaning there can be some teething issues with Shopify for beginners. If your business has any plans on running subscriptions, then Shopify will not be an option for you, due to the limitations of Shopify Payments.

If you're using a payment gateway like JudoPay, however, setting up a Shopify site can be a breeze.

Typically, we see people move away from Shopify as they grow because it lacks customisation and can be expensive for middle to larger businesses to use.

## Shopify Plus

So we have all heard of Shopify, but have you heard of Shopify Plus?

This platform is an excellent option for high-growth and high-volume businesses looking for scalability. It's the enterprise version of Shopify with a lot larger store features.

With plans starting around \$2000 a month, this platform doesn't make sense for anyone doing less than \$1M a year.

Shopify Plus is easy to use, but with that ease comes a lack of customisation that turns some businesses off. If you have very specific inventory management or fulfilment processes, this might not be the platform for you.

## Adobe Commerce (formally Magento)

Adobe Commerce is an absolute titan in the e-commerce space, but you'll need a large e-commerce business to match it. However, it is open-source and self-hosted, so this e-commerce platform is an excellent option for larger enterprises wanting custom stores. But, of course, the keyword here is 'larger'.

Anyone starting out in e-commerce is likely to find the investment of time and money required for Adobe Commerce too big – it's a complex piece of kit!

Adobe Commerce has real power behind it – and businesses like The Coca-Cola Company and Ford love it – but because it's such a hefty piece of kit, you'll need all the trimmings that accompany a big e-commerce store to really see the benefit.

However, Adobe Commerce can undoubtedly take you there if your business is ready for the next level.

## BigCommerce

BigCommerce is very scalable, and while they require a monthly subscription, their plans start at a reasonable rate.

In our experience, businesses with large followings on other platforms that started selling there (for example, Tiktok) will find this an easy switch. BigCommerce works well if you store inventory on platforms like TikTok or Meta and want seamlessly integrated software.

On the other hand, if you're just starting out in e-commerce, BigCommerce isn't necessarily for you. But if you already have one million SKUs loaded into something like Facebook Product Catalog, this is a great option to marry up your social selling to a website.

## Tapping into mobile shoppers

Increasingly, shoppers across the world are becoming mobile. Over 68% of people are using their mobile devices while watching TV, meaning most of your customers online are likely what we affectionately call 'sofa shoppers'.

With this in mind, you must ensure that your site works on mobile – or, better yet, is designed for mobile-first.

Mobile-first doesn't mean developing a website at the exclusion of desktop computers (far from it) but instead building a site that suits mobile behaviours first because it's often easier to reverse engineer suitability for desktop.

Take buttons, for example. The humble call-to-action button plays a significant role in mobile device conversion rates (the easier it is to click on something, the better your click rates will be!)

Typically, if you build a website for a desktop first, your buttons are a little too small on mobile devices, and your conversion rate specialist will force your developers to make them larger for mobile devices.

Why? These days, all our devices are touchscreens, and with that comes some inaccuracy in tapping links. A mouse can be accurate down to a pixel, but a finger cannot – it's too big. So if you don't want to frustrate your mobile users, you'll need to make sure they can tap links.

When people develop mobile-first websites instead of desktop-first, they make buttons big enough for fingers from the get-go. An oversized button doesn't impact form or function on a desktop device, but a small button does affect form and function on a mobile device.

# 03



## Hosting

## Hosting

A new study from Deloitte looked at 30+ leading European brand sites and monitored load times hour by hour for 30 days.

Faster websites encourage people to stay longer and purchase more, and your hosting set-up will play a huge role in your website's performance.

Improving site speed will increase progression through the sales funnel at every single step of the way. The study found that a 0.1 Second improvement of mobile site speed increased conversion rates by 10.1% on travel sites!

Search engines like Google penalise sites that load slowly, affecting your google search rankings. Faster websites have lower bounce rates too. Finally, your users will punish you in their own way by bouncing from pages; they do not return and ultimately do not convert.

In 2018 Google Research published a report that showed 53% of mobile users leave a site that takes longer than 3 seconds to load. And if these stats don't relay the importance of load times, consider this. Amazon calculated that a page load slowdown of just 1 second could cost them \$1.6 Billion in sales each year.

The configuration of your hosting is a vital component that can directly affect revenue and the performance of your site load times.

## SSL Certificate

An SSL certificate is the tiny lock key in your browser that appears in the address bar. SSL stands for Secure Sockets Layer. Put simply, it is a digital certificate that authenticates your website and encrypts a connection (makes it secure).

Back in the day, you could build a website without an SSL certificate and be fine; nobody would really notice – this is not the case anymore. If you don't have an SSL certificate, most browsers (like Chrome) won't ever allow users to access your website without going through a series of screens.

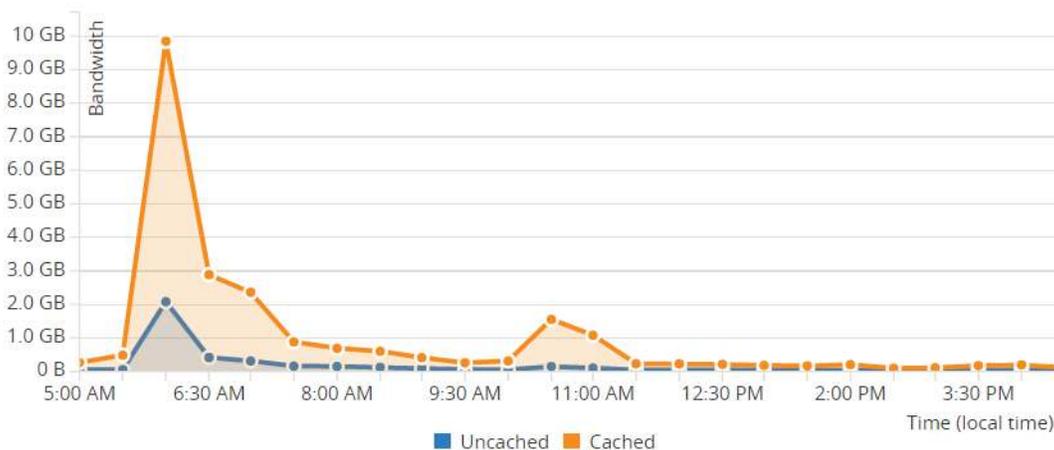
Websites use SSL certificates to keep user data secure, prevent attackers from just copying a site, and show they are a trusted brand, so they're now essential for any e-commerce store.

SSL Certificates are also a know ranking factor for search engines like Google.

## Traffic spikes

Are your website and hosting set up to manage traffic spikes? This can be one of the costliest mistakes you can make and one we have repeatedly seen.

Picture this: you're coming to your peak season and have created a killer promotion. You have spent weeks getting your ads, email campaigns, and landing pages lined up, ready to go. You launch the campaign and get a huge traffic spike to your site; the site slows down, and your load times go up. You start losing sales because it takes too long to load, and in the worst case, your site crashes. The worst part is you won't know you are losing sales until it's too late, and before you know it, you have potentially lost \$10K's, all because your hosting couldn't handle the traffic spike.



# 04



## Payment Processing

## Payment processing

Because accepting payments should be easy.

For years accepting payments in Cayman has been difficult, expensive, and unreliable.

However, a single payment solution with conversion-driving checkouts, flexible payment flows, and access to multiple payment methods is now available in Cayman.

There is a solution, whether you need an all-in-one solution, a gateway-only platform or want to explore offering more payment methods.



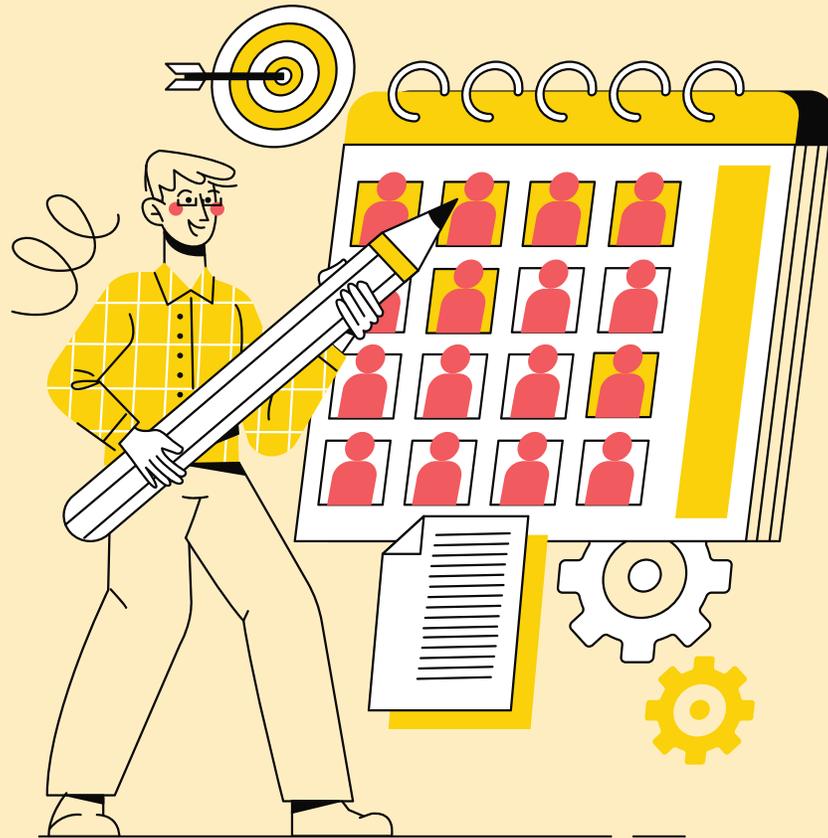
Judo has a fantastic payment experience for its customers while working to create the best all-around payment experience on mobile, web and in-app.

As well as pioneering initiatives of their own, they work closely with big names such as Visa, Mastercard, Discover® Global Network, Apple Pay and Google Pay. They make it quick and easy to get started and deliver world-level security, analysis and support. This means you can focus on winning new customers and driving loyalty from existing ones.

Supported Banks in Cayman:

Cayman National, Scotia, RBC, Butterfield & First Caribbean

# 05



## CRM

# CRM

A well-organised customer relationship management (CRM) is the anchor point of your marketing and customer support efforts. What is a CRM? It's the place you store all your customers' information and manage relationships. It could be paper-based, but more often than not, stores use CRM software.

Your ability to connect, communicate, and interact with potential, current and past customers is your sales' driving force and backbone. And a successful customer experience strategy requires you to keep your contact list organised, sorted, and importantly ... groomed.

The more effective your contacts, the more value you can gain from them. Consumers today demand experiences tailored to them, so using CRM automation is a powerful way to do this.

## Organising your contacts

You'll never get anywhere if you're not organised, and a CRM is primarily made up of contact information. So, organise your contacts!

To ensure your contacts are managed correctly, you'll want to take a look at these two key features first:

### #1 Lists

Your highest level of organisation should be sorting your contacts into lists (sometimes called Segments).

This is your largest group of contacts. It can include various customer types: previous customers, website leads, etc. Generally, these are created based on behaviours, such as whether or not a user has filled out a form, purchased a product or is a loyalty member.

You can communicate to different contact groups, personalising it based on their behaviours. So, for example, you will not talk to a contact who has never shopped with you like you would to someone that's part of your loyalty program.

## #2 Tags

Tags allow you to further organise contacts based on behaviours or characteristics. They also allow a deeper level of organisation when communicating with your customer.

For example, website tracking can add a tag to a contact that has viewed a particular product but has yet to purchase it. We can then retarget this customer via a hyper-targeted campaign, offering them a promotion and convincing them to buy.

# 06



## Reporting & analytics

## Reporting & analytics

The first step to improving your store is understanding it.

Running your e-commerce store requires real-time reports, infinite segmentation, product insights, customer tools, and the ability to quickly see your cash flow, to drill down into who is making orders, when they are ordering, and how much they are spending.

Here is more about the essential reports you need to run a successful e-commerce business

### Revenue reports

While this may seem obvious, there is more than just seeing a gross revenue figure. In your revenue reports, you should be tracking:

- Abandoned cart rate
- Average order value
- Total number of transactions
- Total revenue
- Revenue sources

### Product reports

Product reports help you determine top product categories, best seller products, sales by product variant (SKUs), and sales by discount or coupon code.

## Customer Reports

Knowing your customers is critical; some of the Key Performance Indicators (KPIs) you should be tracking at a bare minimum are:

- Customer spend: knowing who your top customers are is vital in providing a first-class experience.
- Lifetime value: Understanding a customer's lifetime value is a crucial component in helping to understand your growth marketing budget. With KPIs like lifetime value, average order value, retention rate, and time between repeat orders, you can more accurately return on investment (ROI) and profitability. For example, if I know my LTV of a customer is \$1000, I can assign a budget to acquire new customers via your marketing.
- Returning customer rate: This report tracks which customers are buying from you again, how often, and why.

# 07



## Email Marketing

## Email marketing

Around 15% of the total revenue of your e-commerce store should be generated from email.

**“Put the right emails in front of the right people at the right time.”**

**Onboarding sequence** is the first email series customers receive when they sign up and is a perfect way to introduce them to your brand. This sequence aims to welcome new customers & get them up to speed on what you do.

**Account management sequence** includes emails like account confirmation, password reset and user preferences. These are often overlooked, but the look and feel of these emails help users establish trust with your brand. All account-related emails must show you at your best; otherwise, you're leaving conversions on the table.

**Payment processing and order management sequences** inform buyers on (un)successful payments, refunds, & order status. Like the emails above, getting the form and function of these emails right with a custom email code can help increase future sales.

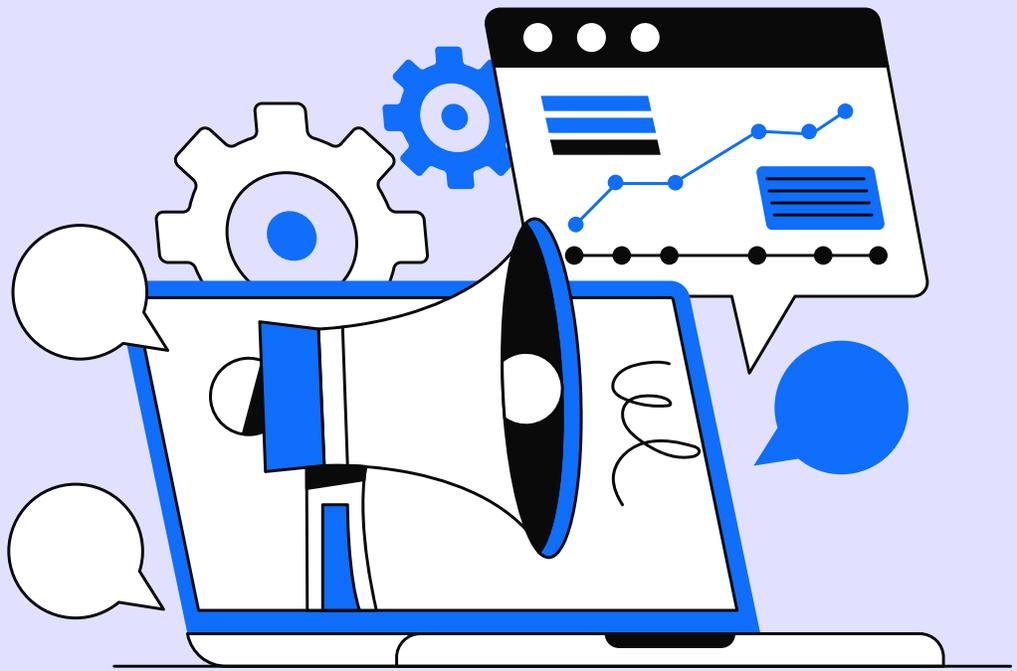
**Abandoned cart sequences** are essential. Most e-commerce sites have an abandoned cart rate of 15%. These emails offer incentives and reminders to encourage customers to complete the purchase they were on the brink of making.

**Post-purchase sequences** are sent after the customer has made a purchase. The main goal of the sequence is to provide information and value. This is a great way to stay engaged with customers and provide excellent customer service to increase retention.

### Takeaway

Email marketing for e-commerce is much more than using general transactional emails. All of the automated email sequences can provide value to your customers and are a powerful way to boost sales with their unbeatable personalisation and the ability to deliver highly targeted messages at the right time. Essentially giving you a 24-hour sales team working to convert potential buyers.

# 08



## **Google & Meta Advertising**

# Google & Meta Advertising

Pay-per-click (PPC) ad campaigns are crucial for any e-commerce store and are a fast way to raise brand awareness when you have a newly migrated or brand new website. Here are some common types of ads:

## Google Ads

Google is as big as it gets in the PPC space – you name it, Google Ads can do it, and that's not a claim we make lightly. Google Ads can target just about anything and anyone across a range of devices and software. There are three main types of ads on Google:

### #1 Google Search ads

When you look for something on Google, you see a page with a list of results. Paid search ads appear at the top of this list, with the word 'Ad' beside them. These ads are text-based and drive users to a website.

When you run search ads, you are only charged when someone clicks on your ad. For your ad to appear, you must win an auction against other ads. Google does this automatically, bidding using your defined budget. In addition to your bid, whether you win is based on:

- The relevance of your Google ad to the keyword
- The relevance of your ad to its web page
- The historical click-through rate of the ad (if any)
- Overall historical account performance

For search ads, you define your audience by targeting the keyword searches they perform. You can use the Google Keyword Planner, for free, to find the best keywords, how much they cost when an ad is clicked, and how often they are searched. Once you have your keyword list, you can refine your audience by location (country or city), and demographics like age, income, and gender.

Once your ads are running, Google tracks how many people see your ads (impressions), clicks to your website (click-through rate) and any potential sales (conversions). If you use ad extensions, which unlock further features like click-to-call and in-store directions, Google can track other types of conversions like calls.

## #2 Google Display ads

Google Display ads are shown on articles, videos or websites across the internet and are images or gifs that click through to a website. There are over 2 million websites that allow Google Display Ads to be displayed, so the reach of these ads is high.

While Search Ads are shown to customers already looking for something, Display Ads show while people are on other websites. Your target audience may not yet be actively searching for what you are selling, or they may have already visited your website but not purchased anything.

For these types of ads, you can narrow your audience by interests, age, gender, affinity (for example, sports fans), In-Market (what they have been searching for) and even your own website data.

## #3 Video ads

Video Ads are shown on YouTube and other Google Video Partners (for example, other websites or apps), and there are several types. Skippable in-stream ads are the most common type of ads seen on YouTube – these allow users to skip an ad after 6 seconds of content.

You can create video campaigns that target sales, leads, website traffic, brand awareness or product consideration. With these ads, you can also target by demographics like age and affinity.

## Meta ads

Facebook ads always have a video or image attached to text – there is no text-only option with Meta. These ads can appear on Facebook, Instagram or Messenger (including in Reels). Much like with Google, on Meta, you can target ads to user location, age, gender, and some detailed targeting such as life events (for example, just got married). You cannot target by keyword searches on Meta.

There are several types of ads. You can choose

- **Photos:** These are accompanied by text and a call to action.
- **Videos:** These come in a range of lengths depending on the platform you choose and which placement (for example, Instagram)

- **Stories:** These are edge-to-edge experiences that encourage users to take action on mobile devices.
- **Messenger:** These ads start conversations with users
- **Carousel:** These showcase images or videos (up to 10). They're very useful for highlighting different products.
- **Slideshow:** These are similar to video ads but are a great option for audiences with lower connection speeds.
- **Collection:** These allow users to browse what you offer. They are landing pages within Facebook with a fast loading speed.
- **Playables:** These offer people an interactive preview before downloading an app, which can increase user intent.

Just like with Google Ads, Facebook reports on the number of people you reach, clicks, engagements (like reactions), click-through rates, and more.

## TikTok ads

Having exploded onto the market, TikTok now offers powerfully engaging ads for e-commerce providers. In 2021, consumers spent over \$2.3 billion dollars due to items found in the app. If your audience is on this platform, you can't afford to sleep on creating ads. TikTok ads are either videos or images.

With TikTok, you can choose from:

- **In-feed video:** These are posted in a user's news feed.
- **Brand takeover:** This ad takes over the whole screen for a few seconds. It then turns into an in-feed video ad.
- **Spark ads:** These allow you to sponsor popular organic content
- **Image ads:** These ads are images animated into videos that appear via TikTok's news feed.
- **Video ads:** These are full-screen videos of 5 to 60 seconds
- **Carousel ads:** These allow you to feature 10 images

## How to track conversions

You can be running a lean, mean, revenue-generating PPC machine, and it's all a little meaningless if you don't know who is purchasing and why. Luckily, Google, LinkedIn, Meta, and many other PPC platforms already have the tools to track your conversions. All you need to do is a little legwork.

For Facebook, you'll install something called a Facebook Pixel into your website. This is a tiny piece of code that tracks users who originated from Facebook to allow your ads to report on sales and page views.

For Google, you'll install Google Analytics and connect it to Google Ads to achieve the same thing.

For both, you'll need to follow the correct data protection laws, have a cookie policy in place, and allow users to opt-in to tracking rather than opt-out.

# 09



# SEO

## SEO

The way search engines work (like Google or Bing) isn't random. Every second of every day, search engines crawl the internet for new information and web pages. They send out little programs or algorithms called Spiders, which sift through masses of information and organise it into pages on places like Google.

Because search engines are often people's first port of call when they are looking for something – a quick Google solves everything – making sure your site is at the top of search engine results pages can be very profitable. This process – getting your information at the top of search engines – is called Search Engine Optimisation or SEO.

SEO has been around for as long as search engines have existed (over two decades), so it's a well-established field.

Things that impact SEO include:

- SSL certificates
- Site speed
- Domain authority (see more below)
- Domain reputation (are you considered 'spammy')
- Domain age
- Your Content
- Links (who links to you and who you link to)

SEO essentials for launching a website

Building a properly optimised website will prevent you from having a whole load of website launch issues, which you'll need to deal with sooner or later. Get both the technical and content sides of SEO sorted before launch, and you'll save time in the long run!

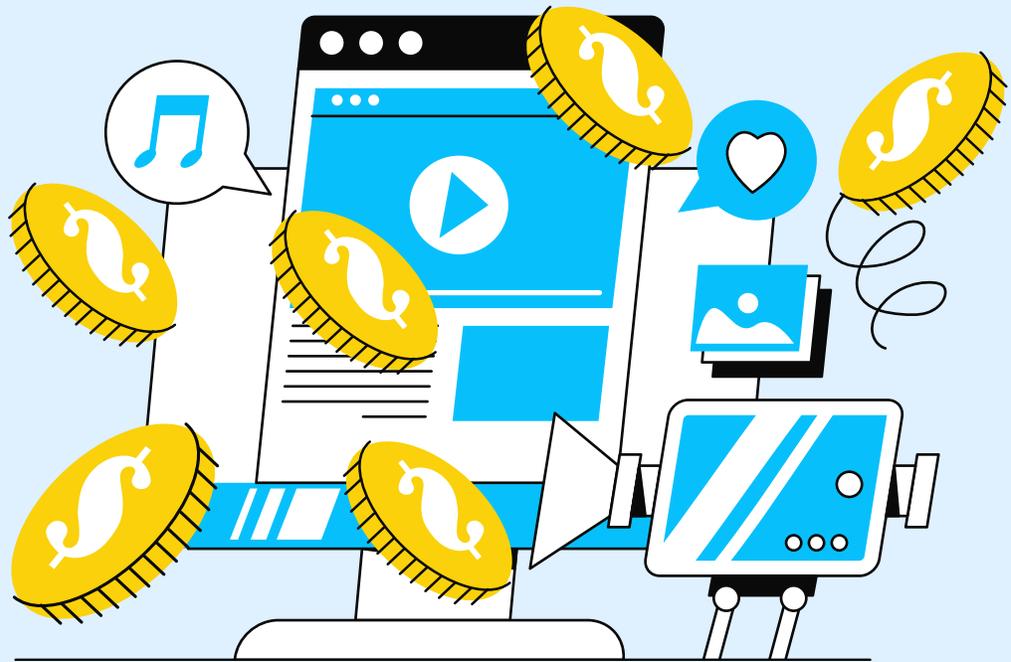
The absolute essentials you need to consider include:

- **Creating a sitemap:** sitemap.xml is a file that details pages, videos, and other content and files on your website and their relationship. Search engines use this file to crawl your website more efficiently, and know which pages are being updated most frequently.
- **Creating a robot.txt file:** a robots.txt file tells search engines which website pages and resources it can look at – with this file, you manage the crawling traffic. For example, you can instruct robots to look at javascript files so they can load the site properly.
- **Google integrations:** Google Analytics, Google Search Console, and Google My Business are essential tools that help you generate new leads, sales, and brand awareness. Understanding your organic traffic and getting data-driven insight to optimise your website performance is critical.
- **Page speed:** optimising your website speed is one of the most important factors influencing your search engine rankings. Start with choosing a good hosting company, pay attention to optimising images & other files, minify the code to prevent code bloat, and simplify redirects.
- **Browser compatibility:** a website that functions properly on different browsers has lower bounce rates and ranks better on search engines because it performs better. Different browsers read & handle the code differently, so addressing this factor in your development plan is essential.

From the content side of things, make sure to address the following:

- **Meta-data:** search engines read your content by looking for certain information called meta-data. Put simply, meta-data is information about other data. The important stuff for SEO includes meta tags, descriptions, keywords, robots, title tags, and schema markup. All these elements represent micro-communication between your website and search engines, so adding them will help search engines better understand your website and improve rankings.
- **Keywords:** keywords are phrases by which your potential customers find your website in search engines. A good keywords strategy speaks the same language as your potential customer, so always write keywords your customer looks for online.
- **Internal linking:** links from one page of your website to another page of the website affect SEO, and can even be more important than backlinks in some cases. They help search engines understand your web pages better, and improve user experience and conversions.
- **Backlinks:** backlinks are hyperlinks to your website on another website page. They increase your website authority, and help you rank better in Search Engine Result Pages (SERPs). A good backlinking strategy includes creating linkable content, having guest posts on other websites, partnering with other brands etc.

# 10



## Marketing Budgets

## Marketing budgets

Understanding how to spend your marketing budget is always challenging, especially when you are new and just starting.

Based on experience and industry data, you should expect your online sales to come from 5 main channels weighted as follows:

- 40% organic search (SEO)
- 30% paid ads
- 10% social media (paid + organic)
- 15% email
- 5% referral traffic

Every company and store will be different, and you will learn what works best for you in time. So the above information should be taken simply as a guide to getting started.

The most important thing to start with is understanding your business goals and how they relate to your e-commerce store. If you're launching a new product or entire store, you should already understand your profit margin. Make sure you take it further with your online store and set smart goals for your site.

Your goals should be specific, measurable, actionable, realistic and timely – more than this, they need to relate to the exact products in your store. For example, if your goal is to make \$100,000 in the next six months, you should know precisely how many and which products this consists of and how quickly you need to sell them to achieve this in six months.

Once you have your goals for the next three, six, and twelve months, you can define your marketing budget. In general, when you're starting, you'll want a slightly higher than normal budget as you need to first gain awareness.

So, in the above example, if my goal is \$100,000 in six months, expect to spend 10% on managed services to run your marketing and then another 15-20% on Media Buy.

As you grow and are better able to forecast your revenue and profits, this budget can be adjusted.



AirVu Media continues to push into new technological frontiers in the Cayman Islands. Long established as the GO-TO for incredible video work, AirVu Media is now Cayman's only full-service digital marketing agency. Our team is leading the industry with a steadfast focus on e-commerce and a mission to change the e-comm game in the Cayman Islands. Our dedicated in-house e-comm team provides custom e-comm solutions, web design, email design, code, and growth marketing. We pride ourselves on long-standing relationships with our clients and are guided by delivering ROI.

Collectively, the team is, simply put... super cool, good-looking, and talented! We've got some of the best whizz kids in the land. At the rate AirVu Media is currently growing, every week is exciting.

## Got a project in mind? let's work together

get in touch

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