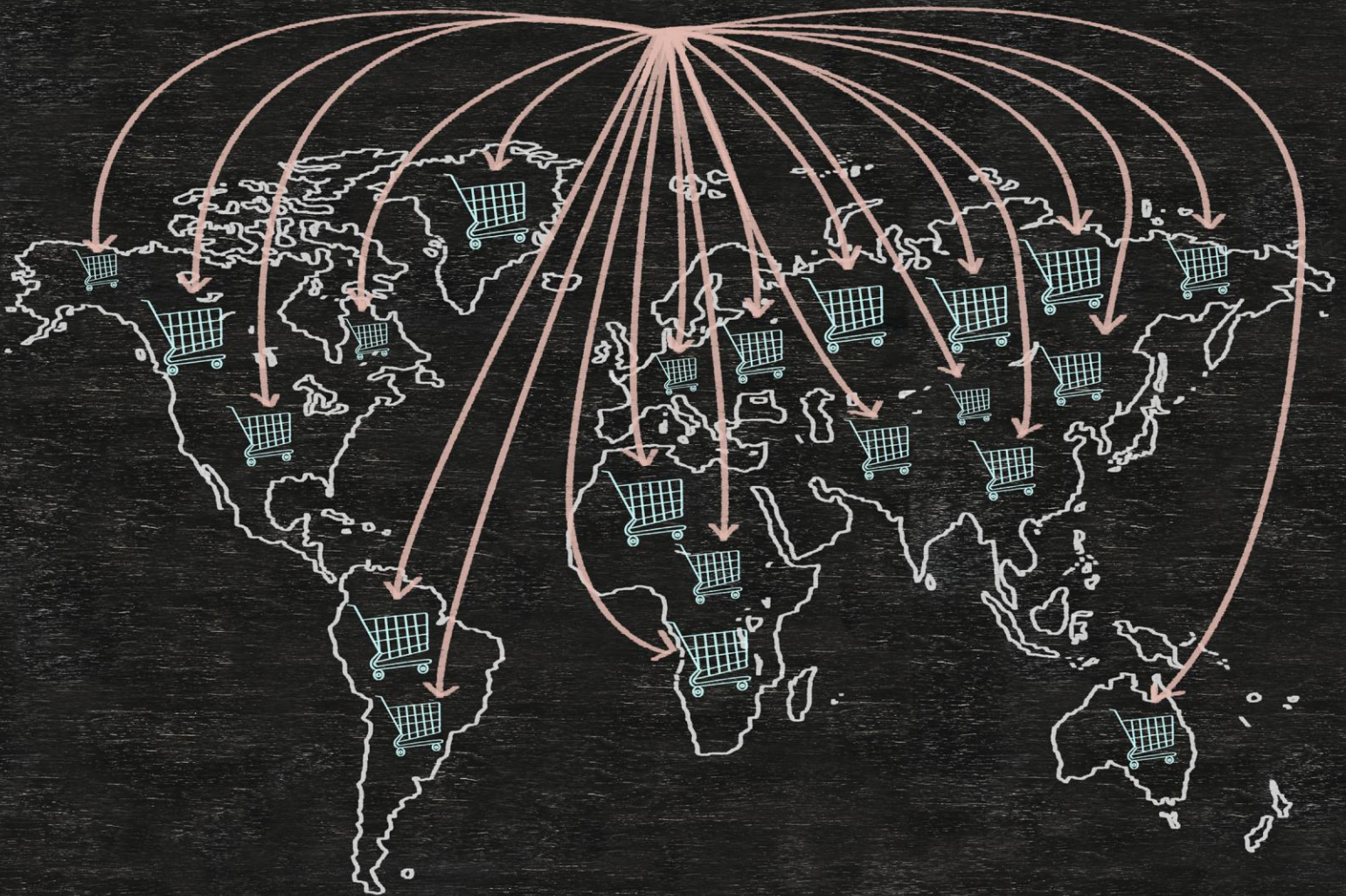


50 Great Ecommerce Ideas



Practical Ecommerce

PracticalEcommerce

518 28 Road

Suite B-203

Grand Junction, CO 81501

PracticalEcommerce.com

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Introduction

A single idea can change a business. It could increase revenue, lower expenses, or find new customers. In *50 Great Ecommerce Ideas*, we asked industry insiders to share compelling, innovative ideas that could help ecommerce businesses.

These ideas come from experts in all facets of ecommerce, for businesses of all sizes.

We thank our panel – all busy professionals – for sharing their knowledge with us. To learn more about them, see their profiles at the end of the ebook.

Kerry Murdock
Publisher
Practical Ecommerce

Use Key Performance Indicators

“ Use key performance indicators to monitor and improve your business. Determine which ones are relevant, and make sure they are readily available to you on a dashboard or in saved reports. Use them daily to watch for problems, opportunities, and improvements. There are dozens of KPIs that may be important to an ecommerce business. These include Unique Visitor Traffic, New Visitor Traffic, Referral Sources, Cart Abandonment, Checkout Abandonment, Conversion Rate, Bounce Rate, Page Views per Visit, Time Spent on Site, Average Order Value, Gross Margin, Open Customer Support Cases, Open Orders, and Return Rate.

– Dale Traxler, Ecommerce Consultant, Author

Always Offer a Guest Checkout Options

“ To minimize cart abandonment, don't make customers create an account or a login before purchasing. Rather, use customer information from the checkout process to create an account on his or her behalf. The account information can be presented on the customer's confirmation page, thus providing a useful account without disrupting the shopping experience.

– Craig Vodnik, Cleverbridge

Focus your SEO on Low-volume Terms

“ Rather than focusing your search engine optimization on a small handful of broad, popular terms, focus instead on the greater number of specific, lower-volume search phrases. In the aggregate, lower-volume search terms can add up to more traffic. Traffic from lower-volume terms is often higher quality as well, because these are searches done by educated, ready-to-buy shoppers. To improve rankings on lower-volume search phrases, start by replacing duplicate content with unique and useful content deep within your site.

– Scott Smigler, Exclusive Concepts

Remember Affiliate Marketing

“ Use affiliate marketing for your ecommerce business. It is a proven, performance-based channel. Affiliates refer traffic to retailers and earn commissions on completed transactions or leads. Affiliates can drive traffic from multiple sources: websites, social media statuses, search engine marketing, even

the telephone. The affiliate's goal is simply to get qualified consumers to the retailer's site.

– Carolyn Kmet, *All Inclusive Marketing*

Be Transparent with Shipping Costs

“Surprises can lead to shopping cart abandonment. Try to be transparent as possible with your shipping policy. If you have free or flat-rate shipping, make sure people know it. Plaster it on the top of your home page and throughout your website: “Everyday free shipping on orders over \$50!”

– Steve Bulger, *eFulfillment Service*

Credit Card Processing: Be Careful of Proprietary Payment Gateways

“Proprietary payment gateways are generally owned by a provider, and only work with that provider. There are advantages and disadvantages to using a proprietary gateway. However, understand that if you switch to a proprietary gateway, the provider knows it may be difficult or expensive for you to change later. Always negotiate the lowest possible processing cost before selecting a proprietary gateway.

– Phil Hinke, *MerchantFeeSavers*

Match Each of your Products to Keywords

“Matching each of your products to keywords will get you very cheap clicks on paid, comparison-shopping engines like Google Shopping and PriceGrabber. Most retailers use the standard product names given to them by their suppliers. If you are selling a gift basket that has smoked salmon in it, for example, call it a “smoked salmon gift basket.” This way you have keyword-relevant products. When someone types in that query to a shopping engine, you could be the only one with a relevant product and therefore get cheaper clicks than everyone else. Most retailers don't take the time to match their products to keywords.

– Ezra Firestone, *SmartMarketer.com*

Determine your Company's Purpose

“*The Purpose Driven Life*, a popular book, begins by asking, “What on Earth am I here for?” It's an important question for individuals and businesses. Is our purpose merely to shift stock, or is there a greater manifestation? Purpose –

especially one that helps people achieve their goals and dreams – is the key to increasing customer loyalty, extending long-term value, and becoming more profitable.

– Paul Chaney, Chaney Marketing Group

Plan for Failures of Equipment and Software

“Everything man-made, including equipment and software, will break at some point. Therefore, you must have a backup for every essential piece of your business, as it will surely malfunction during your busiest time of the year.

– Jamie Salvatori, Ecommerce Merchant, Vat19.com

Use Real-time Promotions

“Analyze your customer behavior and purchases across all channels – i.e., mobile, social, web – to offer promotions in real time. This will result in increasing the level of engagement with your web visitors and lead to a higher conversion rate.

– Gagan Mehra, Ecommerce Data-management Consultant

Identify Error Messages to Shoppers

“Use event tracking in Google Analytics to record when a visitor gets an error message on the site, such as “You need to select a size to add this product to your shopping bag” on the product details page, or “The zip code you entered is invalid” on the checkout page. Use that data to determine where visitors are getting tripped up on their purchase paths.

– Tim Wilson, Web Analytics Demystified

Expand your Pay-per-click Ads to Spanish-speaking Buyers

“The Spanish-speaking population inside the U.S. is large and growing. Many Spanish-speaking shoppers understand English, too, but they are more likely to buy from an online retailer that translates its ad copy and landing pages. I’ve helped business owners translate their pay-per-click campaigns into Spanish and have seen great results, given the slow adoption rate amongst most online retailers.

– Scott Smigler, Exclusive Concepts

Go Mobile Now

“More consumers are shopping on their mobile devices. If you haven't already, now is the time to invest in a mobile-optimized website. Make sure your entire website is optimized, not just your home page, and consider responsive CSS design, not a separate mobile website.

– Steve Bulger, *eFulfillment Service*

Create a simple Shopping Experience

“Smaller ecommerce businesses sometimes make their sites too complex, with much product hierarchy, which makes it difficult for shoppers to find the exact products that they are looking for. Remember how your shoppers think of your products, such as by type (shirts vs. pants), features (red vs. blue), or by product variations (long sleeve vs. short). Then create a simple shopping experience to help them easily find what they need.

– Jerry Jao, *Retention Science*

Make Product Videos

“Most of the data associating product-description videos to improved conversion rates is anecdotal. But there is definitely an upside to describing or explaining products with a video. Consider that Zappos, one of the industry's most innovative retailers, is currently releasing dozens of these videos weekly.

– Armando Roggio, *Ecommerce Consultant, Author, Developer*

Measure Improvements to your Ecommerce Site

“Ecommerce owners may think that changes they have made to their websites improve them. But this should be an objective judgment, not subjective. Ecommerce should be about making money. If a change costs money, and does not increase profit – or indeed reduces profit – then it should not be done.

– Richard Stubbings, *Ecommerce Merchant, KultureShock.co.uk*

Never Give your Credit Card Processing Statement to a Competing Provider

“Business owners should welcome new, competitive credit card processing proposals. But, in doing so, never give your credit card processing statement to a competing provider. The statement contains the information another provider needs to win over your account at the highest profit. Instead of providing your

statement, ask the provider's salesperson what information he or she needs if you were a new business.

– Phil Hinke, *MerchantFeeSavers*

Buy Vendors' Overstock

“Contact your vendors, find out what excess inventory they have on hand that you may already carry or want to use for promotions, to attract consumers to your website. Buying up these overstock items also keeps them out of your competitors' hands.

– Shirley Tan, *Ecommerce Systems*

Ask for Customers' Birthdays

“Asking for your customers' birth dates gives you fantastic demographic information. Obtain it and you can also send them an email birthday greeting, or if they've bought previously and you have their shipping address, a printed birthday card. Make sure it is handwritten and includes a relevant promotional offer. It greatly assists in repeat sales.

– Elizabeth Ball, *Ecommerce Merchant, ItsInTheStarsOnline.com*

Use Hosted Payments for Very Small Businesses

“Use an easy off-site hosted payment solution like PayPal or Moneybookers until your revenues reach \$1,250 a month. After that, consider adding a credit card processor like Authorize.Net, and factor in more stringent fraud compliance.

– Kerry Watson, *Ecommerce Consultant, Author*

Encourage Customer Contact

“Reward your shoppers every time they interact with your business. If they fill out the contact us form, make sure your response addresses whatever question they had, but also include a discount or other special offer. Consider giving shoppers something – a discount, free shipping certificate, a free item, or similar – each time they proactively contact your store.

– Armando Roggio, *Ecommerce Consultant, Author, Developer*

Ask More of Manufacturers

“Too often businesses invest unnecessary resources and time creating product photos and videos when manufacturers would gladly provide them for free, if only

the businesses would ask. Check with your manufacturers before breaking out the Nikon DSLR and professional photo lights.

– Jason Lawrence, *Arqspin*

Avoid ‘Lifetime Value’ Pitches

“Don’t be tricked into the “lifetime value of a customer” proposition that all marketers will use to sell you on their services. For small businesses, your marketing budget is limited and should be heavily slanted towards marketing ad advertising with a positive return on investment. You can safely spend 5 to 10 percent on high-risk – i.e., pure customer acquisition – strategies, but don’t make it the cornerstone of your marketing.

– Jamie Salvatori, *Ecommerce Merchant, Vat19.com*

Review Site-search Data for ‘No Results’

“Be sure that you are capturing searches on your site that return no results. This can be through Google Analytics (recording a Google Analytics event, updating a custom variable, or using the “Category” value within the Site Search configuration) or through your site-search engine’s native reporting. For the most common search terms that return no results, consider adding content to your site to suggest products that might be a good alternative.

– Tim Wilson, *Web Analytics Demystified*

Use Customer Feedback for Marketing Purposes

“Send feedback surveys within two weeks of shipping customer orders. This is your best opportunity to get their opinions when the experience is still fresh. Try to group your products into five categories, and get customers to select the product they bought in one category as one of your first questions. This exposes them to your other products. Also, if you sell anything that can be marketed as gifts, ask them when they would give these items as gifts. You may discover, for example, they would give Category A for Christmas gifts, Category B for baby gifts and Mother’s Day gifts, and Category C for Christmas, Valentine’s Day, and wedding gifts. You may find that people view your products as potential gifts for occasions you may not have considered and see niche opportunities via age, gender, location, and spending patterns.

– Elizabeth Ball, *Ecommerce Merchant, ItsInTheStarsOnline.com*

Avoid Additional Offers During Checkout Process

“Keep 100 percent focus on your customers' buying the products they have added to the cart, versus showing more cross-sells, up-sells, or other promotions as part of the checkout process. Only after the purchase is complete should your site show the customer any offers or recommendations. This ensures the customer has no other option but to complete the purchase during the checkout flow.

– Gagan Mehra, Ecommerce Data-management Consultant

Use Inexpensive Platforms to Start an Ecommerce Business

“If you are using pay-per-click advertising to generate leads, be sure to use a target page on your site that is relevant to the ad and the keywords. Too many small businesses use their home pages when they should be using pages that describe their product and services. In many cases, you should set up specific landing pages for every ad group — to create even more relevancy.

– Kerry Watson, Ecommerce Consultant, Author

Never Let your Ecommerce Site Look Old

“Review the look-and-feel of your website against your competitors. Make sure that they have not leaped ahead and built sites that look better. What passed as attractive and professional a few years ago may now look dated and cheap.

– Richard Stubbings, Ecommerce Merchant, KultureShock.co.uk

Send Thank You Cards to New, Loyal Shoppers

“Consider sending new customers, or customers who have placed multiple orders, a thank you card, hand signed. The card should tell the shopper that you appreciate the business and that you are available to help. Be sure to include your direct phone number and email address.

– Armando Roggio, Ecommerce Consultant, Author, Developer

Personalize the Post-shopping Experience

“What makes customers come back is impeccable customer service. Being able to engage your customers and provide relevant and personalized follow-ups – an email, a thank you note with the package, or a phone call – can go a long way

for a small business that is looking to establish long-term relationships with its customers.

– Jerry Jao, *Retention Science*

Focus on Profits

“Conversion rates are important, but profit is what really matters. You can have amazing conversion rates and sales can be going through the roof, but if there's no profit on what's being sold, you are digging yourself in a hole. Look beyond conversion rates, to margins and profits. If a traffic channel brings only those who are buying the lowest margin items, the campaign really isn't working for you.

– Feras Ahlou, *E-Nor*

To Sell an Ecommerce Business, Begin with End in Mind

“The top three things you can do to maximize the price of your ecommerce business are (a) reduce owner dependence, (b) maintain clean business books, (c) sell products or services that are recession proof. Plan for these items in advance, before you decide to sell, to increase the value of your business.

– Manny Shah, *BuySellEbiz.com*

Analyze Conversion Rates by Country

“All too often, ecommerce managers trying to increase revenue spend too much time looking at their average worldwide conversion rates. This can produce erroneous or incomplete conclusions. Instead, merchants should monitor, analyze, and optimize conversion rates by country and test to ensure that products are available at a price that consumers can afford. In addition to setting local prices, use prices in local currencies, which means rounding numbers rather than using a floating exchange rate.

– Craig Vodnik, *Cleverbridge*

Focus on Retaining Existing Customers

“What proportion of your business comes from existing customers versus new ones? Compare this to your sales and marketing spend. How much is spent on existing customers versus new? Consider making customer retention your new acquisition strategy. Focus sales and marketing expenditures on delivering

remarkable experiences worth recommending. That is the secret to sustainable growth.

– Paul Chaney, Chaney Marketing Group

Audit your Ecommerce Business

“Conduct an audit of your ecommerce site at least weekly. Purchase a product via a complete checkout. Visit a wide variety of pages. Double check recent promotions to ensure stale links and landing pages are removed. Make sure seasonal items are still appropriate. Do your own quality check to ensure your customer experience is the way you planned.

– Dale Traxler, Ecommerce Consultant, Author

Audit Your Credit Card Processing Statement

“Many merchants overpay for card processing because of order-entry errors made by the provider, such as the provider’s staff typing incorrect rates and fees. Merchants must take the time to validate the rates and fees on their statements against those on the merchant agreements they signed.

– Phil Hinke, MerchantFeeSavers

Sell on Google Shopping

“If you sell online, consider using Google Shopping. It consistently has higher traffic and revenue compared to other shopping channels. Unless you sell a highly competitive product, don’t have an operating website, or have an extremely limited budget, Google Shopping is likely a good investment for your ecommerce business. The key is to optimize your data feed for Google Shopping, and actively manage your account there.

– Mary Weinstein, CPC Strategy

Demonstrate your Products

“It’s imperative to show how your products work, look, and feel to potential customers. Think of the longstanding success of the television infomercial when you are crafting the materials that drive visitors towards a purchase.

– Jason Lawrence, Arqspin

Implement Robust Social Media Tracking

“If your analytics allow, build custom URLs for each social post so that you can

determine what types of posts generate more sales. Consider, also, using unique discount codes when posting sales and promotions through social channels as another way to track sales through social media posts.

– Tina Kelly, *Digital Marketing Consultant*

Experiment

“Try new things regularly. Use A/B testing to identify optimal content, designs, and landing pages. Raise or lower prices on selected items. Try unusual products. Create a new offer for free shipping. Offer a “Finally It’s Friday” sale once a quarter. In other words, don’t let your online store become stagnant. Don’t want to change everything at once? Keep it discrete and simple so you can track the impact.

– Dale Traxler, *Ecommerce Consultant, Author*

When Choosing a Shopping Cart, Plan for Growth

“Think big. When choosing a shopping cart, consider multisite capability, with one administration panel that can run many shops. This way you can meet the needs of multiple niches. Offer a low-cost version of your product in one shop, a volume version in another, an upscale version in yet another – all administered by the same administrative panel.

– Kerry Watson, *Ecommerce Consultant, Author*

Abandonment Is Part of the Buying Process

“Consumers will often add items to an online shopping cart simply so they can find it again easily – using it as a wish list. The number one reason why consumers abandon is because they are not yet ready to buy, followed by price objections, including the cost of shipping. But having added an item to their shopping cart, they are 72-times more likely to purchase than a first time visitor. And if they return to the site again within 28 days and abandon again – i.e., a serial abandoner – they are 192-times more likely to purchase. So shopping cart abandonment should be considered a normal part of the buying process. Serial abandoners are not evil, but are, in fact, your best prospects.

– Charles Nicholls, *SeeWhy*

Use Post-action Videos

“Your users and customers are significantly more likely to watch a video after

they have taken some kind of action on your website. After consumers opt-in to your email list, or buy a product from you, engage them with video content. This helps you build a relationship with them – which results in more repeat sales – and can result in invaluable data.

– Ezra Firestone, *SmartMarketer.com*

Use Social Sharing

“Include social sharing on all product-detail pages to easily enable shoppers to share via social channels. This will give shoppers an easy way to share their favorite products with their friends on Facebook and Twitter or pin a product to Pinterest. By including social sharing, you not only provide value to the shopper, you also put your products in the social feeds of those shoppers’ friends.

– Tina Kelly, *Digital Marketing Consultant*

Leverage your ‘More Information’ Pages

“You can see an immediate 5 percent boost in conversion by creating videos and putting them on your “more info” pages, such as your shipping info page, privacy policy, contact us, about us, and why-buy-from-us pages. These are some of the most important pages on your site and most retailers ignore them. The people visiting these pages want to know a little more about you and have their questions answered. There is no better way to do this than with a video.

– Ezra Firestone, *SmartMarketer.com*

Continually Update your Product Descriptions

“If a customer contacts you with a question about an item, update the product description to answer that question. Not all customers will contact you with questions about your products. By providing updated descriptions, you may be able to answer customers’ questions before they leave your site.

– Kara English, *Ecommerce Merchant, CandlesAndSuch.com*

For Affiliate Marketing, Get Creative

“Affiliate marketing is no longer restricted to ad banners appearing in sidebars. Provide your affiliates with creative and informative copy and you’ll stand a good chance of capturing central real estate on their sites as affiliates incorporate your copy in their content.

– Carolyn Kmet, *All Inclusive Marketing*

Invest in Large, Quality Images

“ Pictures sell. And while it can be expensive to get professional photos taken of your entire product line, it can pay off in a big way. In addition, marketplaces such as eBay and Amazon have begun enforcing new photo requirements that call for larger, higher quality images, so your investment can help drive sales throughout multiple channels.

– Steve Bulger, *eFulfillment Service*

Use Incentivized Time Constraints

“ An incentivized time constraint is when you make an offer that has a time limit on it. There are tools that make this easy, like Time2Buy. It allows you to pop-up an offer based on an action set. So if your user visits three pages or has been on your site for 90 seconds (or whatever criteria you want) you can pop-up a window with a relevant offer that says something like, “Check out within the next 5 minutes and get 10% off.” The window will have a countdown timer. It encourages shoppers to make quick decisions.

– Ezra Firestone, *SmartMarketer.com*

Shopping Cart Recovery Emails Generate High ROI

“ Roughly 70 percent of consumers that place items in an online shopping cart will abandon and not purchase. Sending triggered recovery emails is remarkably effective, and should recover between 10 and 30 percent of abandoners, which translates into one of the highest investment returns in ecommerce. Send a sequence of emails, typically three, starting with the first in real time. It’s a simple concept: trigger an email when someone abandons the shopping cart, but avoid two major pitfalls. First, ensure that your campaign is always in step with customers. This means tracking visitors on the site in real time to ensure that you do not send emails to customers that have purchased. Second, take great care with promotions to ensure that you do not train customers to abandon more to receive a promotional offer.

– Charles Nicholls, *SeeWhy*

About the Authors

Practical Ecommerce was founded in 2005. Its mission is to deliver down-to-earth articles, tutorials, and videos that help smaller businesses succeed online. Twenty-three ecommerce experts — listed below — contributed to *50 Great Ecommerce Ideas*.

Feras Alhlou



Feras Alhlou is principal consultant and co-founder of E-Nor, Inc., a digital analytics and marketing-optimization firm. E-Nor's diverse client base includes Fortune 500 companies. The firm's multiple qualifications include Google Analytics Premium Authorized Reseller, Google Analytics Certified Partner, and Google AdWords Certified Partner. — E-Nor.com

Elizabeth Ball



Elizabeth Ball founded It's In The Stars, an online provider of luxury astrology reports, in 2005. She is a staff writer for Practical Ecommerce, where she also writes a monthly column, "Notes from Australia." — ItsInTheStarsOnline.com

Steve Bulger



Steve Bulger is sales and marketing manager at eFulfillment Service, a provider of order management services and product storage for ecommerce merchants. Previously, he was a senior services advisor at a leading online marketing firm, where he consulted with clients on marketing strategies and competencies. — EfulfillmentService.com

Paul Chaney



Paul Chaney is an Internet marketing consultant who helps small-to-medium businesses use social media for marketing. He is a sought-after speaker, and the author of *The F-Commerce Handbook: 10 Secrets for Unlocking the Sales Potential of Facebook* and *The Social Commerce Handbook: 20 Secrets for Turning Social Media into Social Sales*. — ChaneyMarketingGroup.com

Kara English



Kara English is co-founder of CandlesAndSuch.com, an ecommerce site that sells party favors, wedding supplies, and gifts. She is also a staff member of Practical Ecommerce. – CandlesAndSuch.com

Ezra Firestone



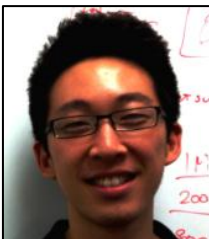
Ezra Firestone is a partner in BOOM! By Cindy Joseph, an online retailer of female fashion items, where he also serves as the company's head of digital marketing. He runs a private network of ecommerce websites and regularly consults for companies across the U.S. and Canada. He is the founder and creative director of Smart Marketer, an information hub for do-it-yourself entrepreneurs. – SmartMarketer.com

Phil Hinke



Phil Hinke has been in the credit card processing industry since 1994. His experience ranges from being a salesperson to a senior vice president at one of the largest credit card merchant account providers. He now runs MerchantFeeSavers, an educational and consulting service, and MLS Advocate, a savings-analysis-service for merchants. – MerchantFeeSavers.com

Jerry Jao



Jerry Jao is founder of Retention Science, a retention automation platform. He is a former ecommerce operator and a founder of two ecommerce marketing technologies, including incentiBox, a social media referral platform. Before that, he was an analyst with Morgan Stanley, among other positions. – RetentionScience.com

Tina Kelly



Tina Kelly is director of interactive marketing at McMurry/TMG, an advisory firm, where she leads digital marketing efforts. Prior to McMurry/TMG, she held digital marketing roles at Terralever, an interactive agency in Tempe, Ariz., and Netconcepts, a search marketing firm in Madison, Wisconsin. – [LinkedIn.com/in/TinaKelly](https://www.linkedin.com/in/TinaKelly)

Carolyn Kmet



Carolyn Kmet is chief marketing officer for All Inclusive Marketing, a full-service ad agency that specializes in online and mobile initiatives – providing analytics, marketing, and site optimization services for clients such as Picaboo, Dearfoams, and Abe’s Market. She has also managed affiliate programs at Orbitz, CollectiblesToday.com, and MyPoints.com. - [@catango](#)

Jason Lawrence



Jason Lawrence is a computer scientist, researcher, educator, and entrepreneur. He is co-founder of Arqball, a 360-product photography software start-up, and an associate professor in the computer science department at the University of Virginia. In March 2012, Arqball launched Arqspin.com, a mobile phone-based platform for creating 360 spins. – [Arqspin.com](#)

Gagan Mehra



Gagan Mehra is a Big Data and ecommerce expert who has helped Fortune 500 companies for more than 10 years. He has worked in multiple industries, across four continents, using many ecommerce solutions and in the process has been exposed to all aspects of ecommerce. He currently works for a market leader in the in-memory data management space and “dabbles in new technology.” - [@ga2n](#)

Charles Nicholls



Charles Nicholls is founder and chief strategy officer of SeeWhy, a remarketing and website-abandonment firm. A veteran of the analytics space, he has worked on strategy and projects for leading ecommerce companies, including Amazon, eBay, and many others. SeeWhy helps companies improve website conversion rates by bringing back up to 50 percent of visitors that abandon prematurely. – [SeeWhy.com](#)

Armando Roggio



Armando Roggio is an ecommerce merchant, consultant, author, and contributing editor for Practical Ecommerce. He has 15 years of Internet and marketing experience. - [@EcommerceBoy](#)

Jamie Salvatori



Jamie Salvatori is founder of Vat19.com, a retailer of specialized gifts. He launched the business in 2006 after having written the programming code for his own shopping cart. An ecommerce expert, Salvatori writes a monthly column, “The (eCommerce) Corner Office,” at Practical Ecommerce. – Vat19.com

Manny Shah



Manny Shah is founder of BuySelleBiz.com, a company that specializes in the sales of Internet businesses. He also consults with web-based businesses to develop and execute a profitable exit strategy. He writes a monthly column, “Exit Strategy,” at Practical Ecommerce. – BuySelleBiz.com

Scott Smigler



Scott Smigler is president of Exclusive Concepts, Inc., a pioneering ecommerce marketing firm that helps retailers increase revenue, get smarter, and do more with less. Services include pay-per-click management services, advanced search engine optimization services, conversion optimization, email marketing management, and more. – [@ScottSmigler](https://twitter.com/ScottSmigler)

Richard Stubbings



Richard Stubbings launched Kulture Shock, an online retailer of horror and movie-related figures and books, in England in 2000. Over the years the site has used numerous shopping carts and platforms. An expert retailer – online and off – he writes a monthly column, “The View from England,” at Practical Ecommerce. – KultureShock.co.uk

Shirley Tan



Shirley Tan is founder and president of Ecommerce Systems, a firm that consults with ecommerce merchants on operational and strategic matters. She previously founded and managed AmericanBridal.com, which grew to become a leading wedding-supplies retailer, which she sold in 2009. – EcommerceSystems.com

Dale Traxler



Dale Traxler consults with small businesses on sales and strategy matters via E-Business Vision, his consulting firm. After a longtime career in sales of enterprise software, Traxler and his wife Cynthia started, in 2002, an ecommerce business selling jewelry supplies. The business grew to become Beaded Impressions, a family of four online stores, which the Traxlers sold in 2012. – Ebusiness-Vision.com

Kerry Watson



Kerry Watson is founder of ShowMeGuides, a firm that publishes ecommerce manuals. She is an evangelist for open source ecommerce users, and the author of more than a dozen books on open source ecommerce programs, including osCommerce, OpenCart, VirtueMart, Magento, Zen Cart, and more. She also writes a monthly column, “Open Source eCommerce,” at Practical Ecommerce. - ShowMeGuides.com

Mary Weinstein



Mary Weinstein is an account manager for CPC Strategy, a comparison-shopping-engine consulting firm for ecommerce merchants. She is also a popular writer on ecommerce and related topics. - @MerryWhy

Craig Vodnik



Craig Vodnik is co-founder and vice president of operations of Cleverbridge, a global full-service ecommerce provider. Having worked in ecommerce since 1999, Vodnik is responsible for overall direction and guidance of North America operation activities. He is also the author of “Building Keystones,” a digital ecommerce industry focused blog. – Cleverbridge.com

Tim Wilson



Tim Wilson is a partner at Web Analytics Demystified, a leading digital analytics consultancy. He has worked with the many dimensions of marketing and customer data for more than a decade – from running the business intelligence department for a \$500 million high-tech business-to-business company, to cleaning up customer data at a major insurance and financial services company. Wilson is a “marketer-friendly data geek.” – GilliganOnData.com

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518 28 Road, Suite B-203

Grand Junction, CO 81501