

Double Your Online Sales

Without More Advertising

A person with blonde hair is sitting on a red surface, using a silver laptop. The laptop screen displays a website with a navigation bar at the top containing links: HOME / ABOUT / STORES / SHOP / CONTACT US. The word 'WEBSITE' is also visible in the top right corner. On the left side of the screen, there is a graphic with the text 'Start Small Think Big' in a cursive font. On the right side, there is a large red rectangular box with the words 'START UP' in white, bold, capital letters. Below this box, there is some smaller, less legible text. The person's hands are on the laptop keyboard and trackpad. The background is slightly blurred, showing a white surface and a yellow object.

It's Easy To Start Selling Online

An aerial photograph of a densely packed urban area, likely a slum or a highly populated neighborhood. The image shows a vast number of small, multi-story buildings with flat roofs, many of which are red-tiled. The buildings are tightly packed together, with very little open space or greenery visible. The colors of the buildings are mostly muted, with some brighter colors like yellow and green visible. A tall, thin tower or antenna structure is visible on the right side of the image. The overall impression is one of extreme density and overcrowding.

Overpopulation

A grayscale photograph of a city skyline, likely Dubai, with several skyscrapers visible. The most prominent building is the Burj Khalifa, which stands out against a hazy, overcast sky. The lower portion of the image is obscured by a thick, dense layer of fog or smoke, creating a sense of mystery and scale. The text "Big Players Dominate the Market" is overlaid in a bold, white, sans-serif font, centered horizontally across the middle of the image.

Big Players Dominate the Market

A photograph of a bakery display case filled with a wide variety of pastries and donuts. The pastries are arranged on white trays within the wooden display case. Some are round donuts with white frosting, others are topped with colorful sprinkles, chocolate, or fruit. In the background, there are more pastries, including some on sticks. The lighting is warm, and the overall atmosphere is inviting. The text "Consumers Have Many Options" is overlaid in white, bold font in the center of the image.

Consumers Have Many Options

A magnifying glass with a dark handle and a silver rim is positioned over a background of diagonal rainbow stripes. The lens of the magnifying glass is focused on the text, which appears slightly larger and clearer within the lens area. The background stripes are in shades of red, orange, yellow, green, and blue, creating a vibrant, multi-colored effect.

Consumers Have High Expectations

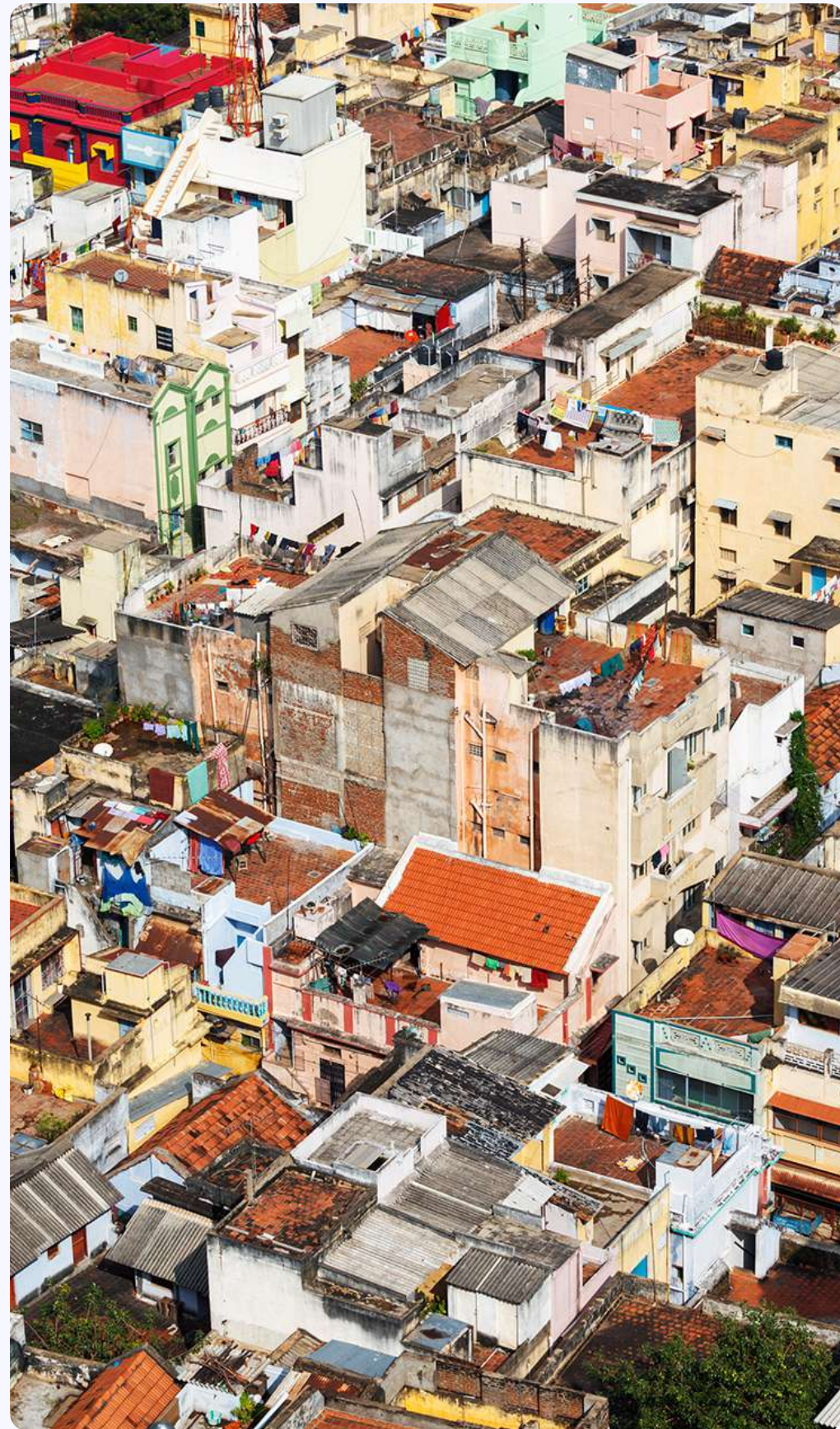
A top-down view of several light bulbs scattered on a dark, textured wooden surface. Most are standard incandescent bulbs with visible filaments. In the center-left, a compact fluorescent bulb (CFL) is positioned diagonally, its white, spiral-shaped glass envelope contrasting with the darker bulbs and wood. The text "Consumers Have Unique Needs" is overlaid in white, centered horizontally and partially overlapping the CFL bulb.

Consumers Have Unique Needs



SMEs Face Unique Challenges

SMEs Have Unique Challenges



Overpopulation



Consumers with Many Options



High Expectations



Unique Needs

A person stands on a grassy hill, viewed from behind, with their arms outstretched horizontally. They are wearing a patterned short-sleeved shirt and light-colored shorts. The landscape is a vast, green valley with rolling hills and distant mountains under a blue sky with scattered white clouds. The text "How can SMEs win online without huge budgets?" is overlaid in white, bold font across the middle of the image.

How can SMEs win online without huge budgets?



**Most Online Businesses Believe
The Way To Make More Money Online
Is By Doing More Advertising**

More Visitors = More Sales ?



More Visitors

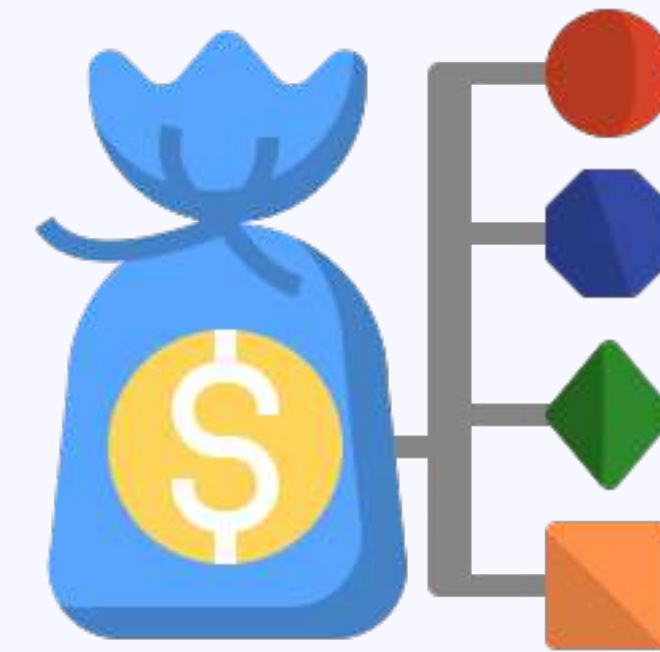


More Revenue

More Visitors = More Costs!

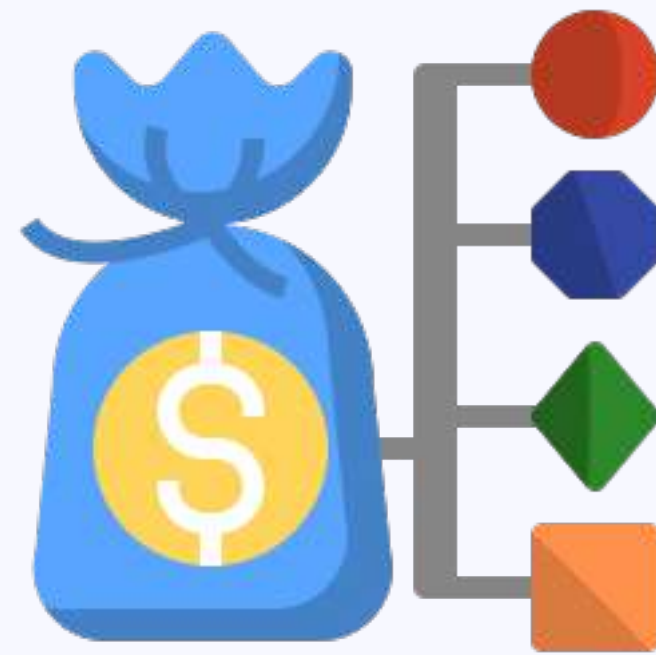


More Visitors



More Costs

More Visitors = More Costs



More Costs



The Wrong Belief

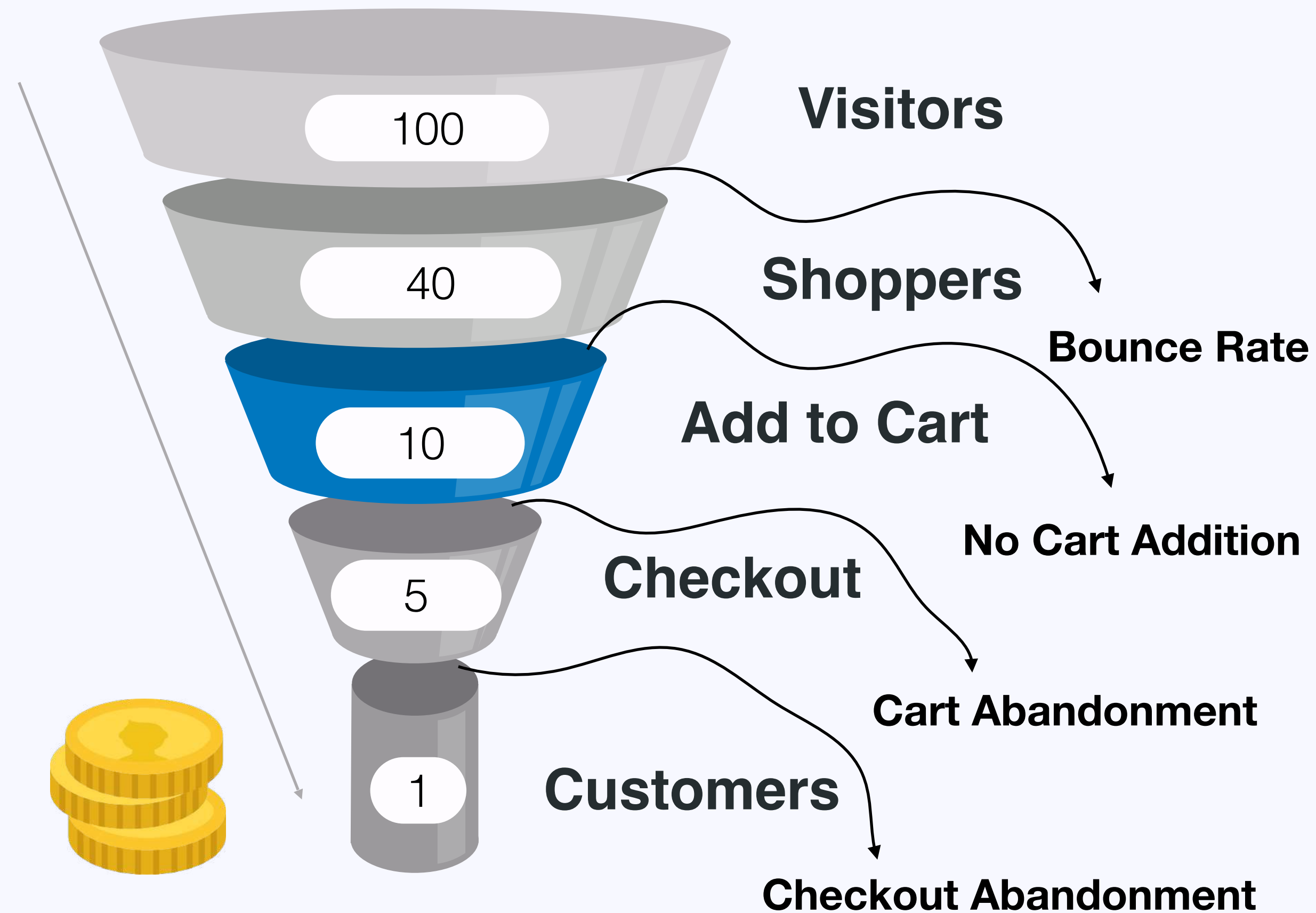


All Visitors



Paying Customers

Visitors Go Through A Funnel



1 out of 100 visitors become customers, that is 1% conversion rate

The Online Business Formula

$$\text{Visitors} \times \text{Conversion Rate} \times \text{Average Order Value} = \text{Revenue}$$

The % of people that
become customers

The average amount spent
per order per customer

Let's Start Here

$$30,000 \times 1\% \times \text{RM } 100 = \text{RM } 30,000 / \text{month}$$

Visitors x Conversion Rate x Customer Lifetime Value = Revenue

Our Goal



Over RM 60,000 / month

Without spending more on advertising

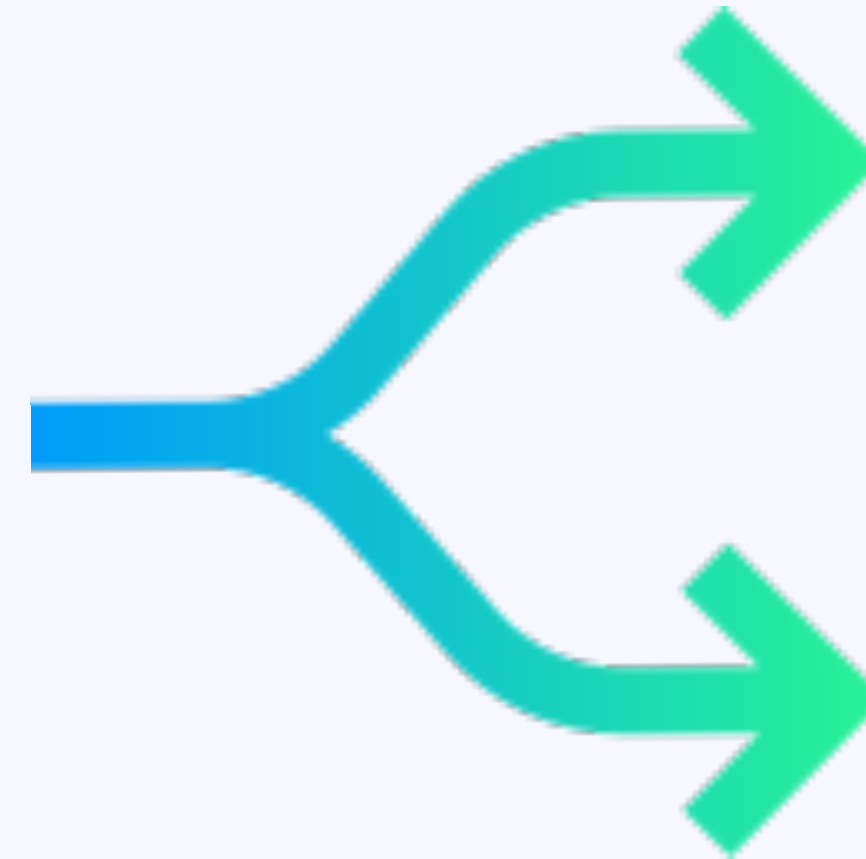


**Visitors x Conversion Rate x Average Order Value
= Revenue**

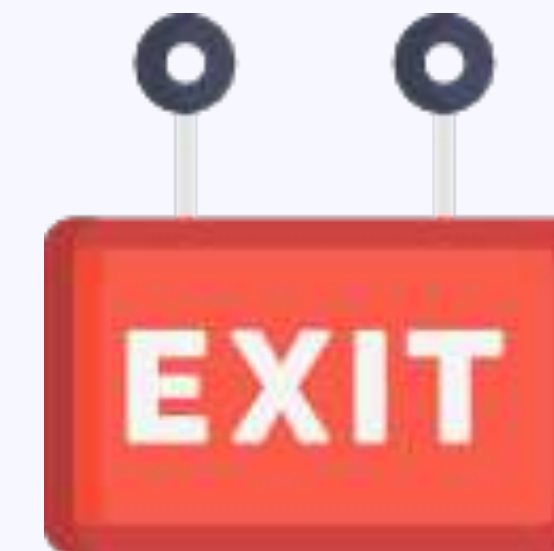
Improving Visitors Performance



Visitors

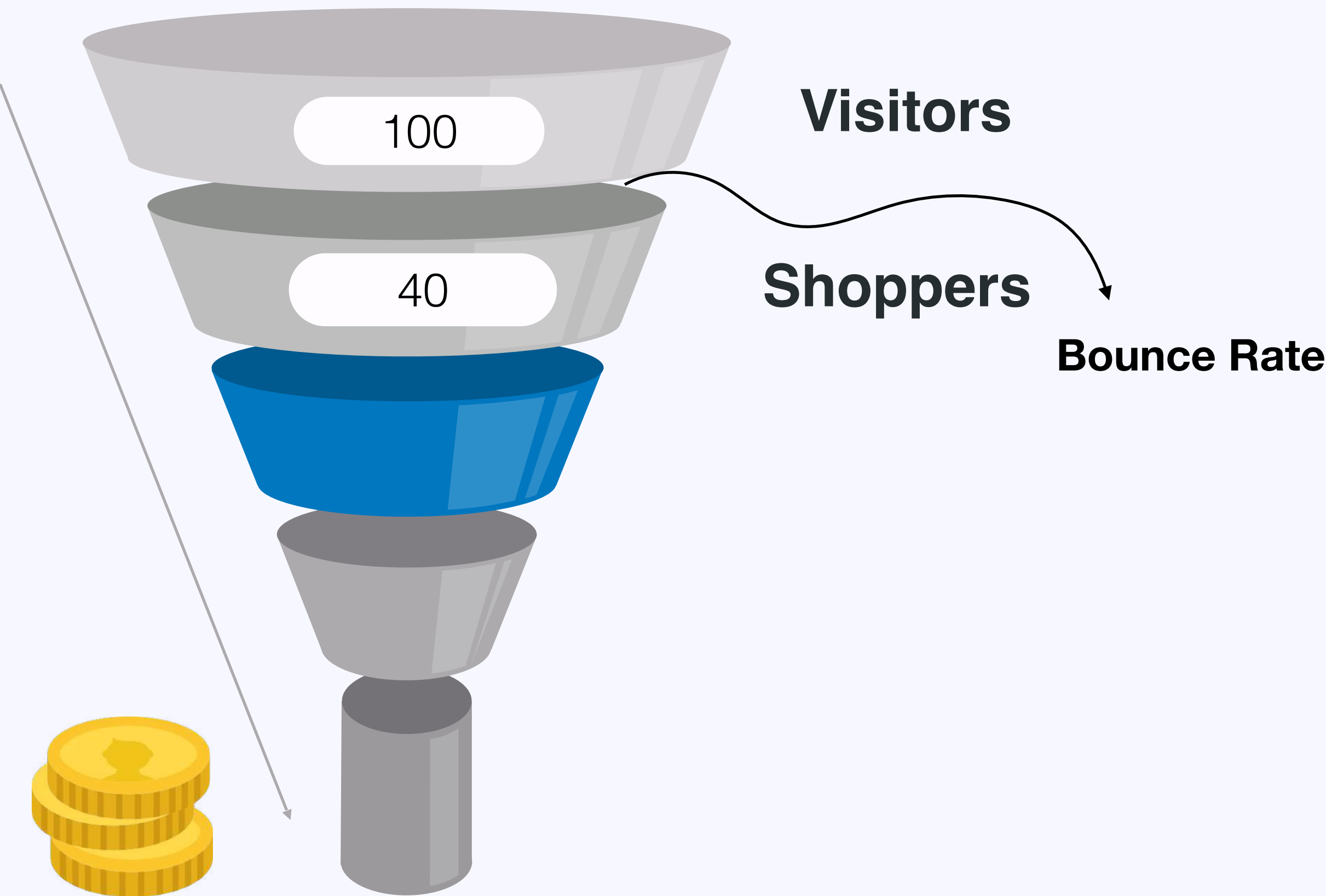


Shoppers



Leave

Visitors To Shoppers



A hand is holding a smartphone, and the word "EXIT" is visible in the background, suggesting a user interface or a digital environment. The text is overlaid on this image.

Visitors Are Dropping Off Specific Pages
Find Out Which Ones and Fix Them

High Drop Off Rates

Landing Page		Sessions	Bounce Rate (compared to site average)	
		352,296 % of Total: 100.00% (352,296)	44.82% Avg for View: 44.82% (0.00%)	
1.	/home	190,636	-3.04%	
2.	/google+redesign/shop+by+brand/youtube	25,162	24.54%	
3.	/google+redesign/apparel/mens/mens+t+shirts	18,601	-12.30%	
4.	/store.html	15,732	-12.24%	
5.	/google+redesign/apparel	10,833	-23.45%	
6.	/basket.html	5,407	-16.11%	
7.	/google+redesign/apparel/mens	5,193	-11.45%	
8.	/signin.html	4,453	-30.16%	
9.	/google+redesign/bags/backpacks/home	3,743	-24.48%	
10.	/google+redesign/bags	3,405	7.53%	

Using Google Analytics

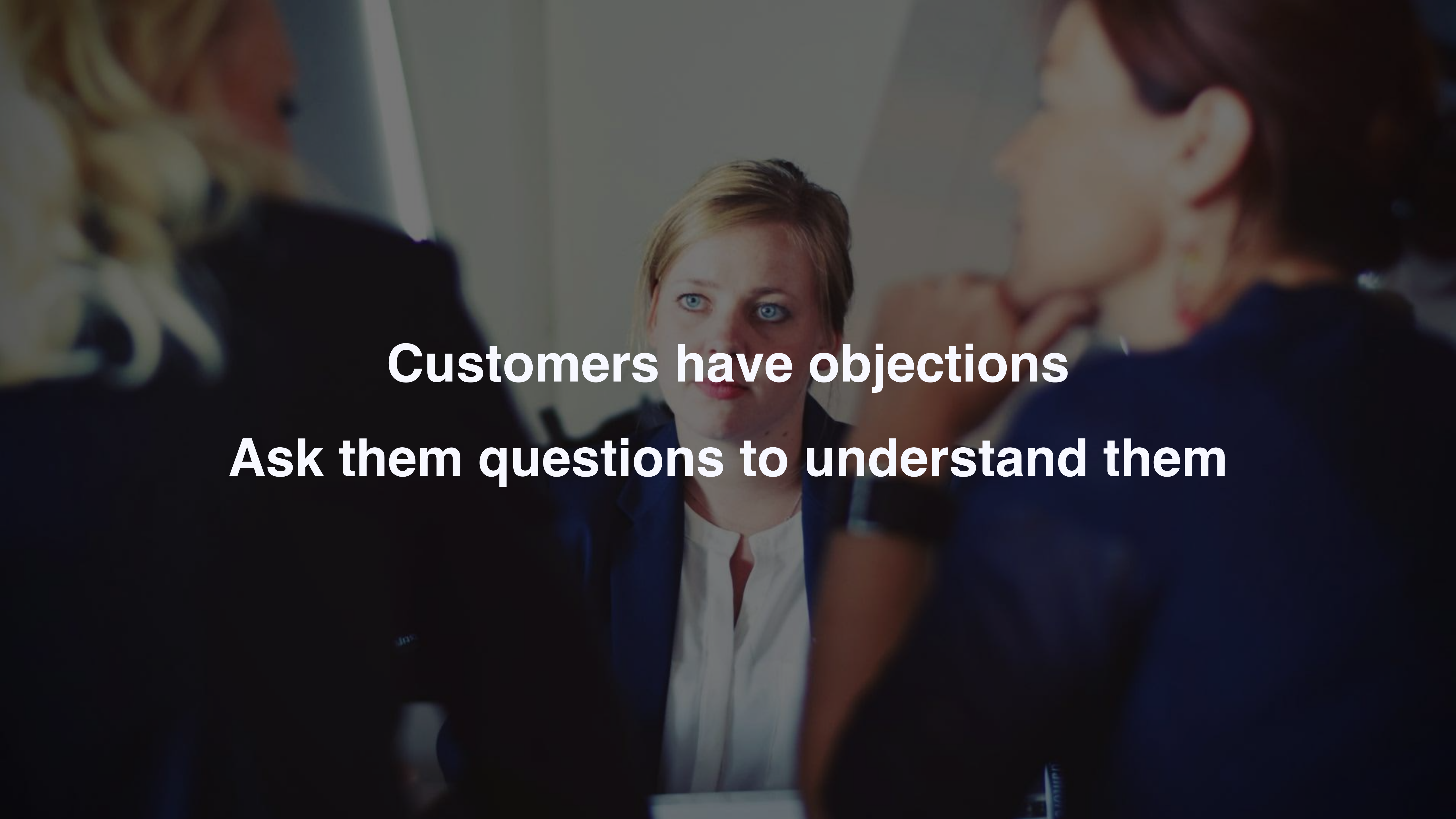
A person is sitting on the ground, looking at a smartphone. They are wearing a blue long-sleeved shirt and dark pants. A brown leather bag and a hat are nearby. The background is a textured, light-colored surface.

Visitors Are Dropping Off Based on Their Device
Find Out Which Ones and Fix Them

High Drop Off Rates From Device Category

Device Category ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	18,866 % of Total: 100.00% (18,866)	76.11% Avg for View: 76.11% (0.00%)	14,358 % of Total: 100.00% (14,358)	53.63% Avg for View: 53.63% (0.00%)	3.96 Avg for View: 3.96 (0.00%)	00:01:48 Avg for View: 00:01:48 (0.00%)	304 % of Total: 45.51% (668)	\$19,775.69 % of Total: 83.34% (\$23,727.92)	1.61% Avg for View: 3.54% (-54.49%)
1. desktop	9,448 (50.08%)	77.77%	7,348 (51.18%)	48.51%	4.58	00:02:06	206 (67.76%)	\$12,994.71 (65.71%)	2.18%
2. mobile	6,353 (33.67%)	78.59%	4,993 (34.78%)	60.30%	3.16	00:01:22	55 (18.09%)	\$2,978.66 (15.06%)	0.87%
3. tablet	3,065 (16.25%)	65.81%	2,017 (14.05%)	55.56%	3.73	00:01:47	43 (14.14%)	\$3,802.32 (19.23%)	1.40%

Google Analytics - Mobile - Overview

A woman with blonde hair, wearing a white shirt and a dark blue blazer, is looking directly at the camera with a thoughtful expression. She is in the center of the frame. In the background, two other people are visible but blurred: a woman with blonde hair on the left and a woman with dark hair on the right, both appearing to be in a professional setting.

Customers have objections
Ask them questions to understand them

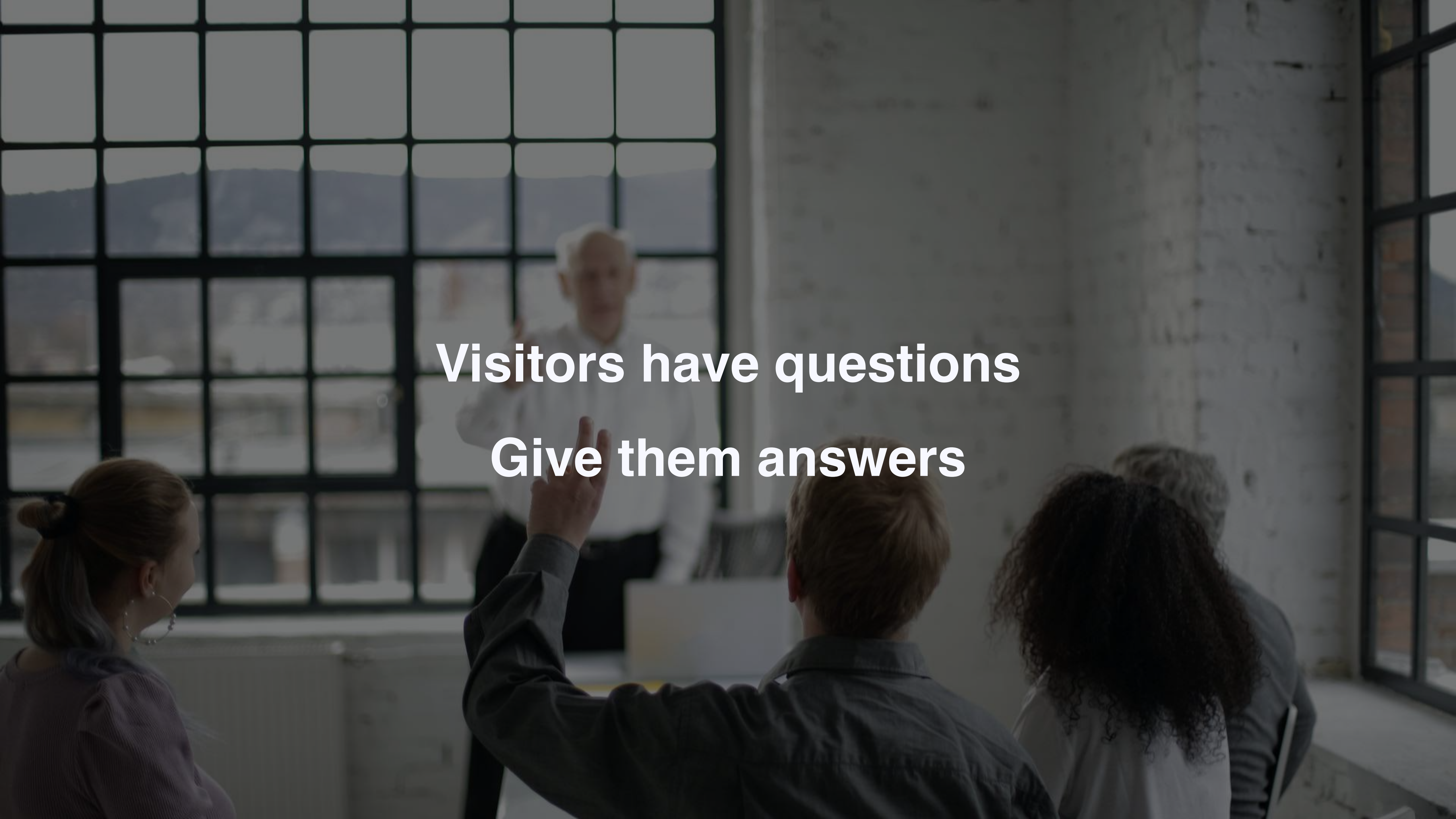
Ask Customers Why They Didn't Buy

If you did not make a purchase today, what stopped you?

- ☐ I don't believe the product will work.
- ☐ I don't understand the product.
- ☒ The product is too expensive.
- ☒ I'm just browsing.

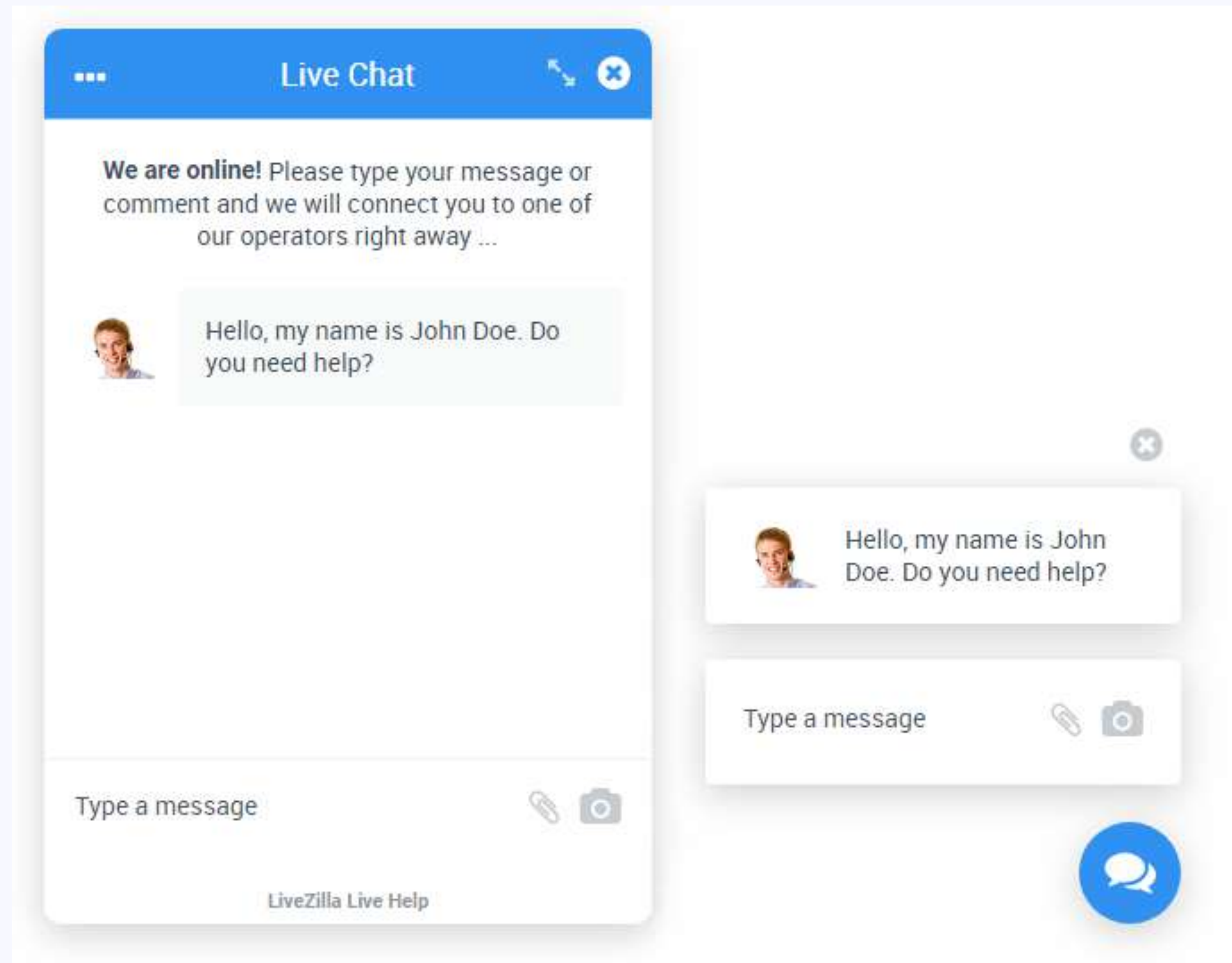
Not using [Hotjar](#) yet? [Sign up](#)

Surveys using hotjar.com — Free service

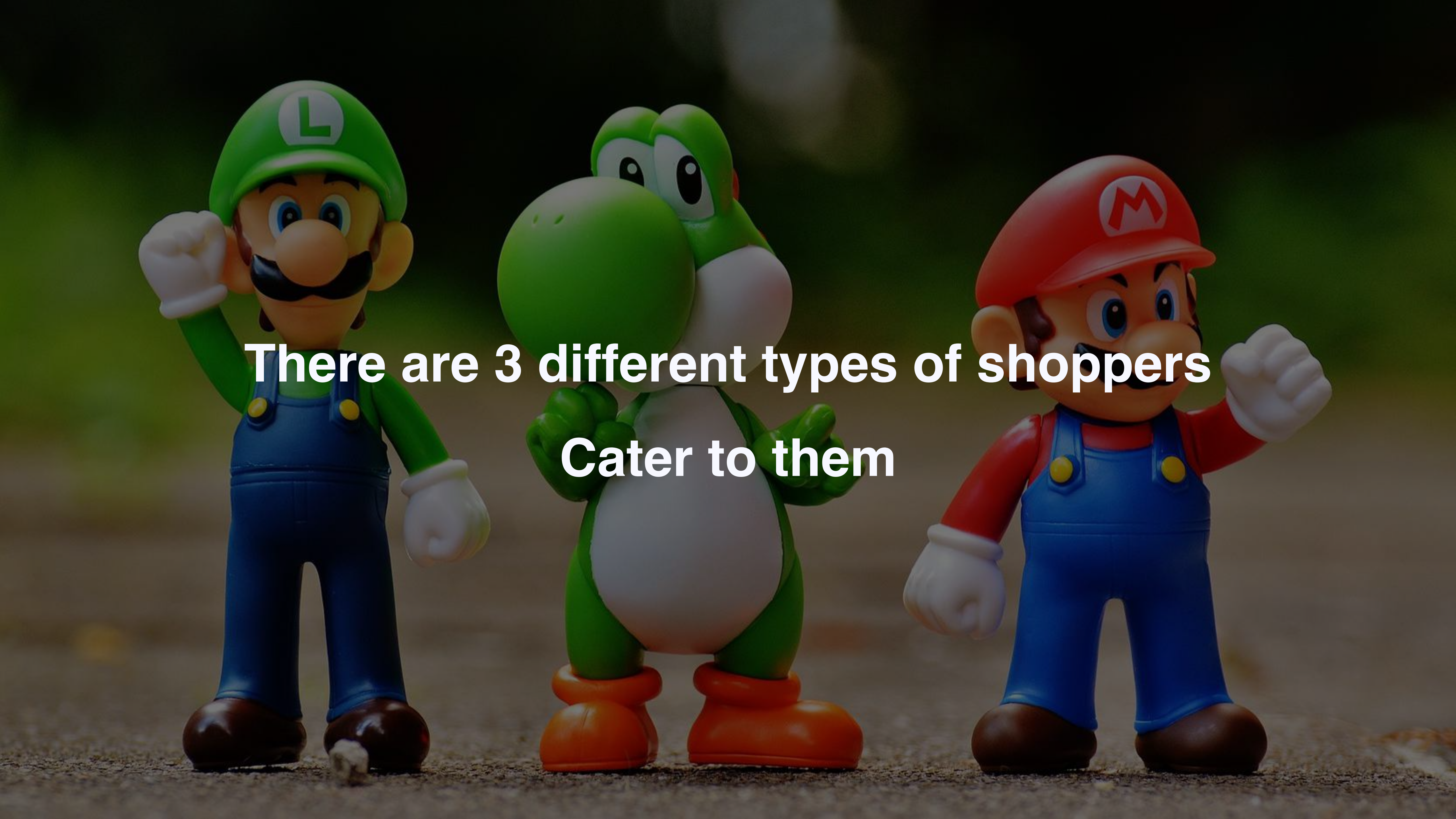
A man in a white shirt stands in front of a large, multi-paned window, gesturing with his hands as if presenting. In the foreground, the backs of several people's heads are visible as they sit and listen. The room has a modern, industrial feel with a white brick wall and large windows that look out onto a cityscape.

**Visitors have questions
Give them answers**

Offer Livechat To Support Them Quickly



Live chat using drift.com — Free service

Three Super Mario characters are standing side-by-side on a gravel surface. On the left is Luigi, wearing his signature green hat with a white 'L', green shirt, and blue overalls. In the center is Yoshi, a green dinosaur with a white belly and orange shoes. On the right is Mario, wearing his red hat with a white 'M', red shirt, and blue overalls. All three characters have their right fists raised in a celebratory or determined gesture. The background is a blurred outdoor setting with green foliage.

There are 3 different types of shoppers
Cater to them

Three Types of Shoppers



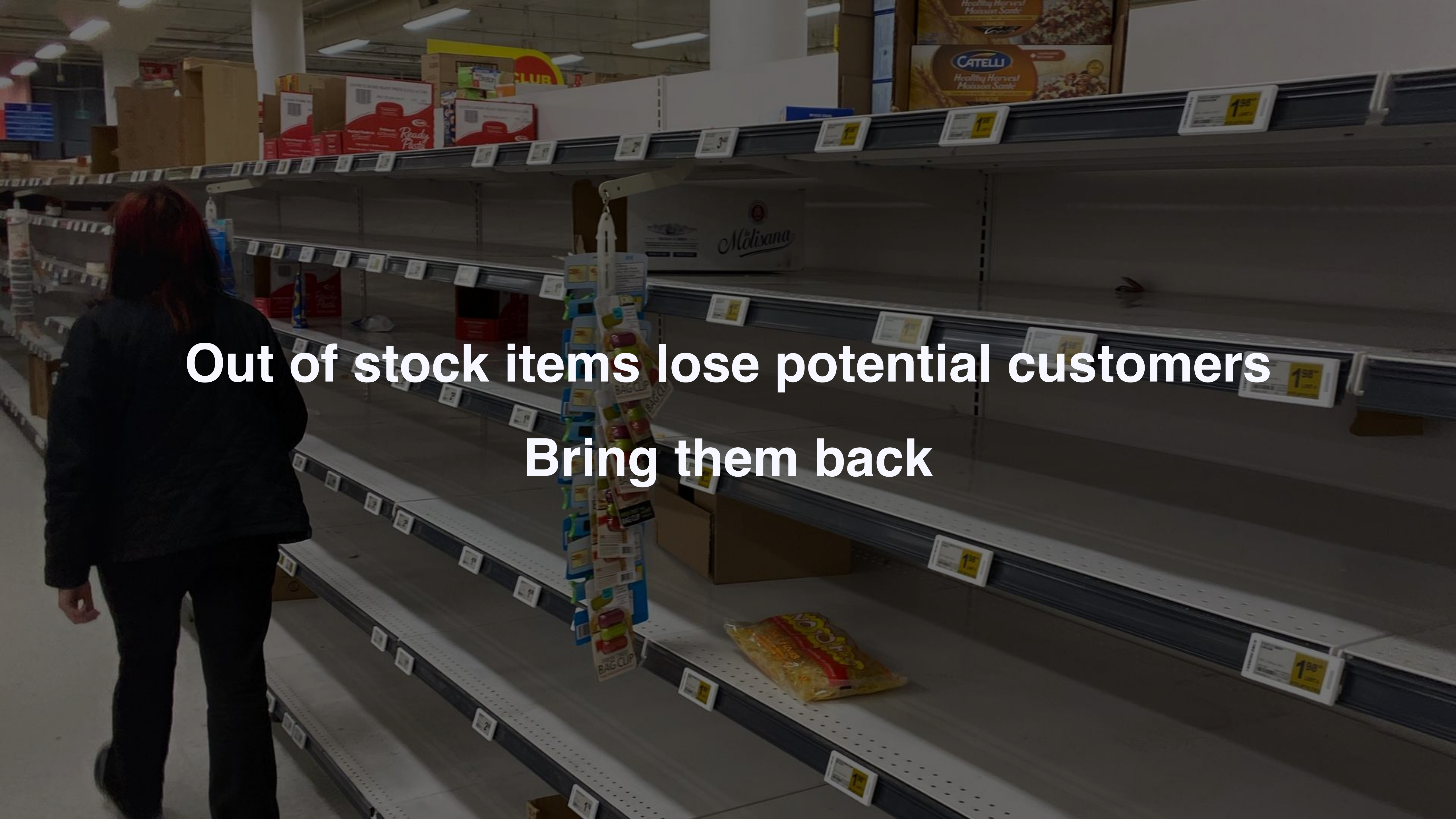
I want the best!



I want the cheapest!



I want the newest!

A person with long red hair, wearing a dark jacket and pants, is walking away from the camera down a grocery store aisle. The shelves are mostly empty, with some boxes of 'Ready Pasta' and 'Catelli' visible on the top shelf. A hanging display of 'BAG CLIP' products is in the center. A single bag of 'Molixana' pasta sits on a lower shelf. Price tags are visible on the shelves.

Out of stock items lose potential customers
Bring them back

When the Product is
Out-of-Stock



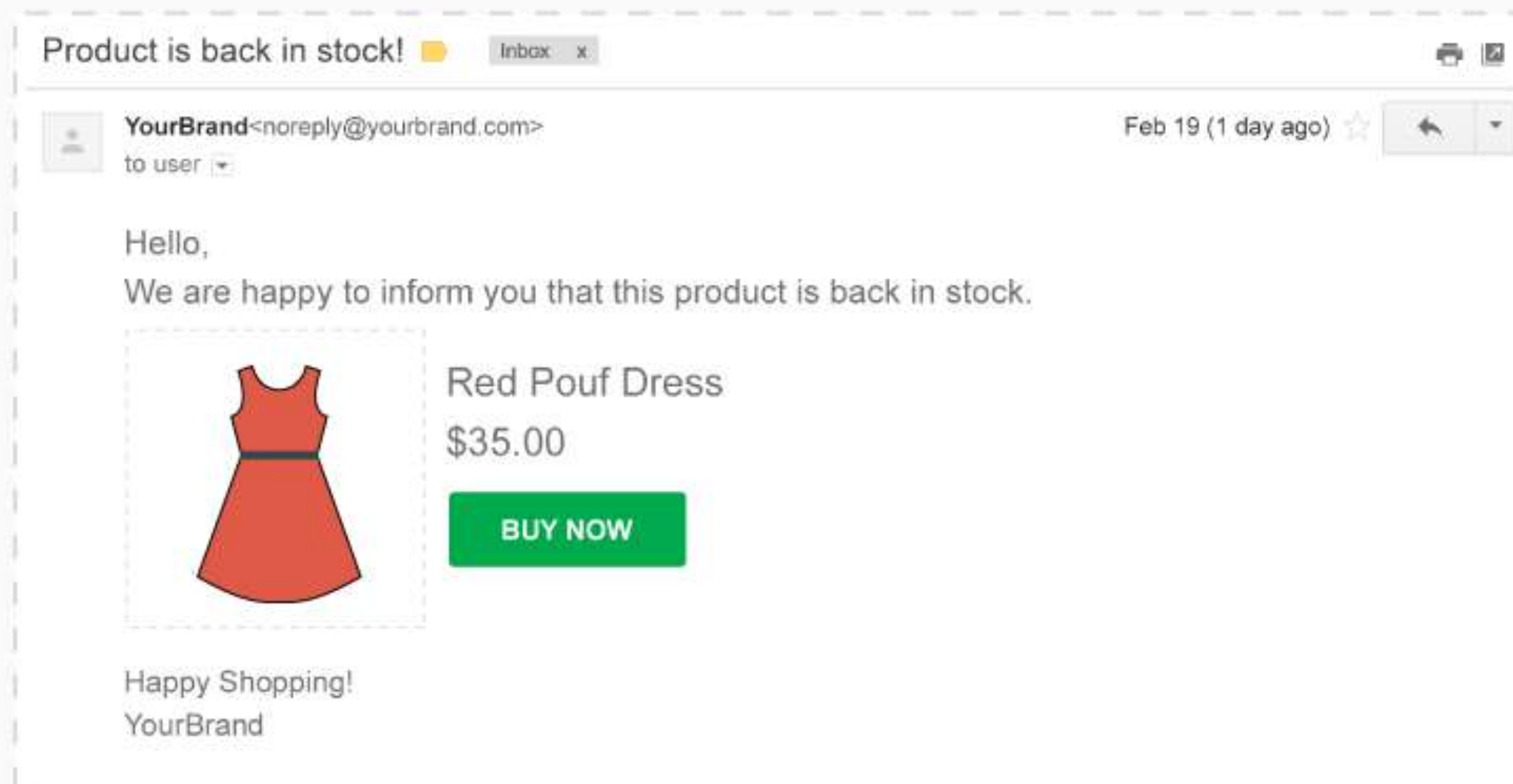
Back-in-Stock Alert Notification
is shown to the customer

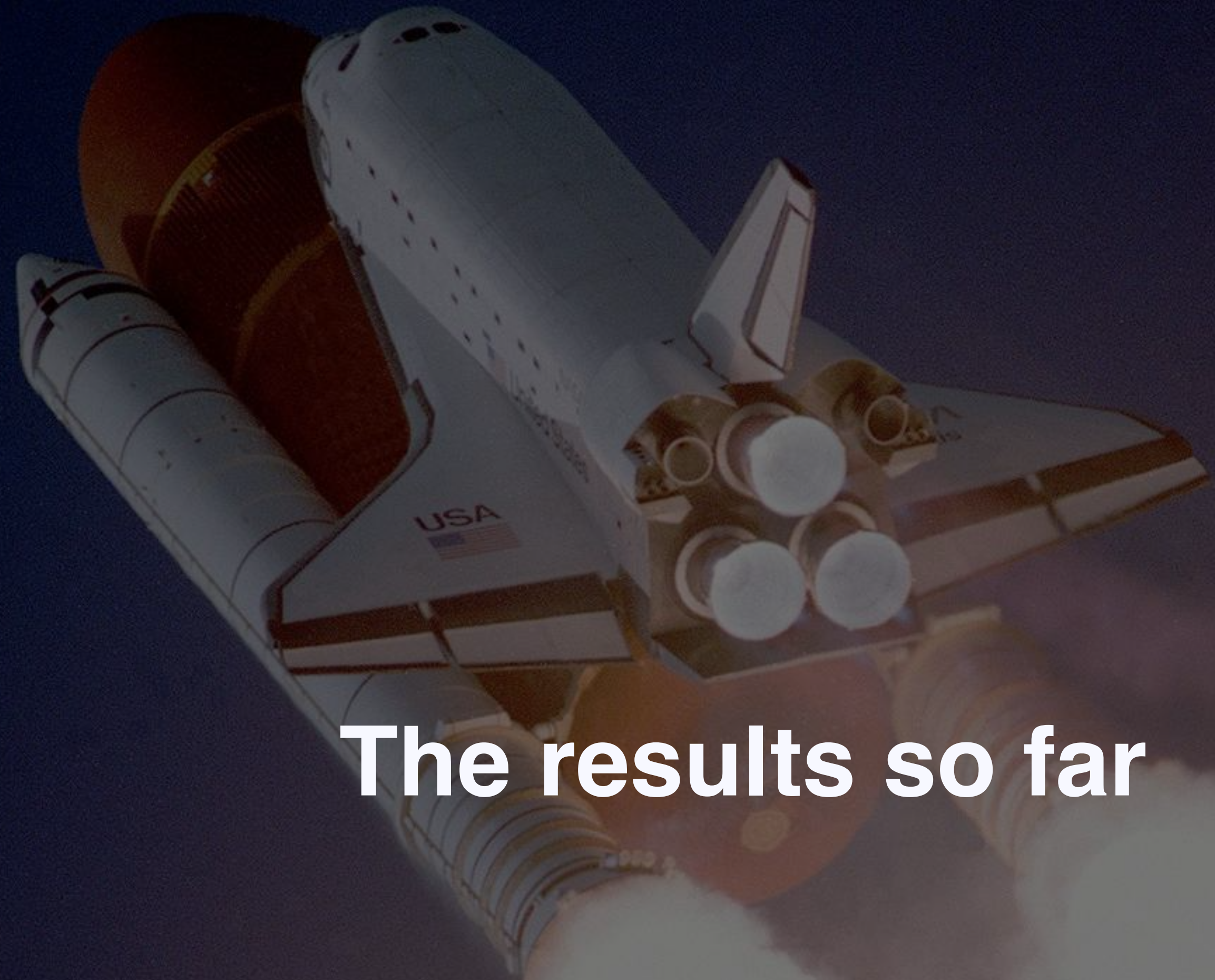
A purple rectangular form. At the top, it says "REMIND ME WHEN THE PRODUCT IS BACK IN STOCK" in white capital letters. Below this are two white input fields: "Name" and "Email". At the bottom is a green button with white text that says "Notify Me".

When the Product is
Restocked



Back-in-Stock Alert Email is sent to the customer





The results so far

Your Conversion Rate Improvements

$$30,000 \times 1\% \times \text{RM } 100 = \text{RM } 30,000 / \text{ month}$$

$$30,000 \times 1.2\% \times \text{RM } 100 = \text{RM } 36,000 / \text{ month}$$

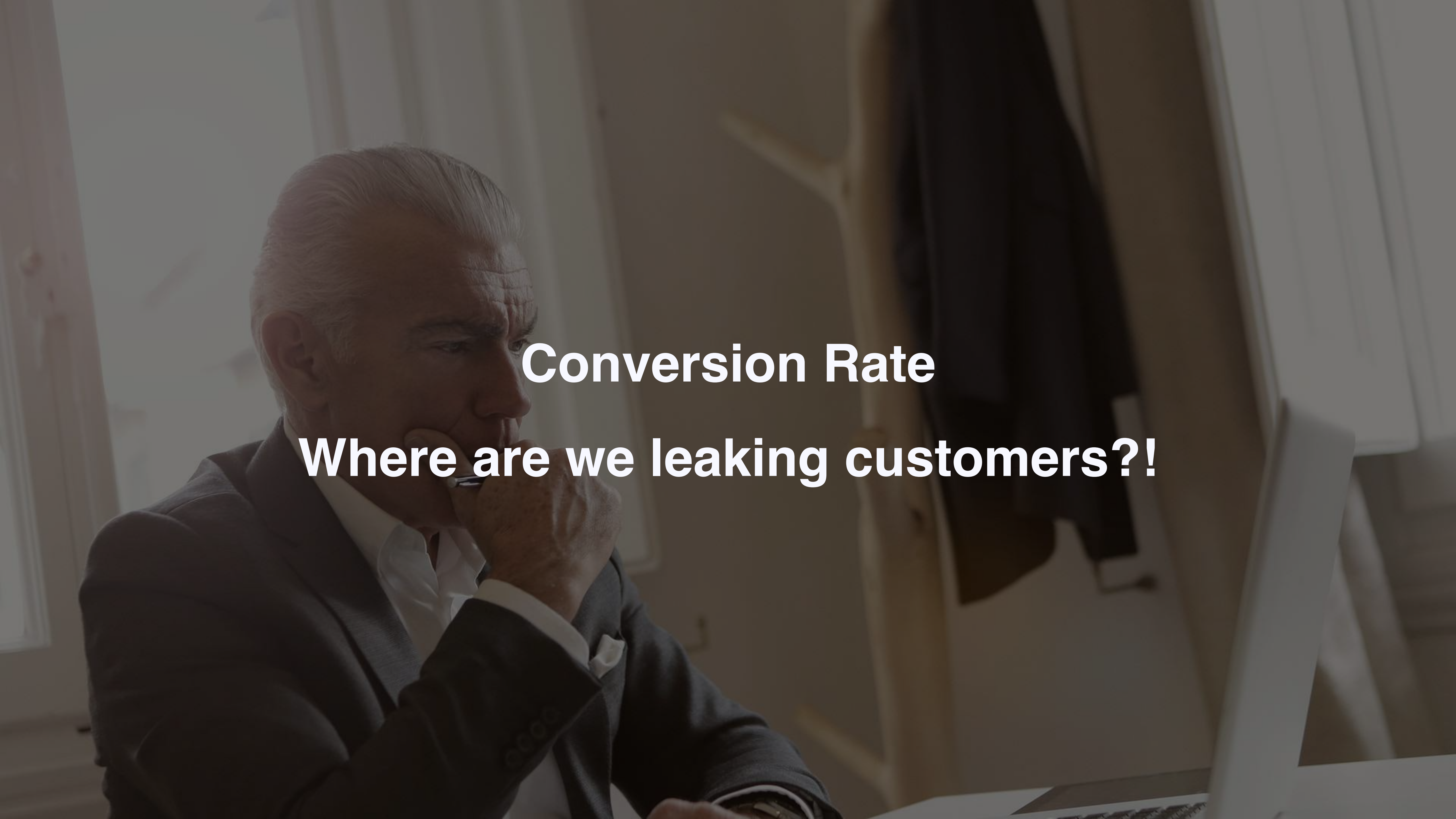
$$\text{Visitors} \times \text{Conversion Rate} \times \text{Customer Lifetime Value} = \text{Revenue}$$



Visitors x Conversion Rate x Average Order Value

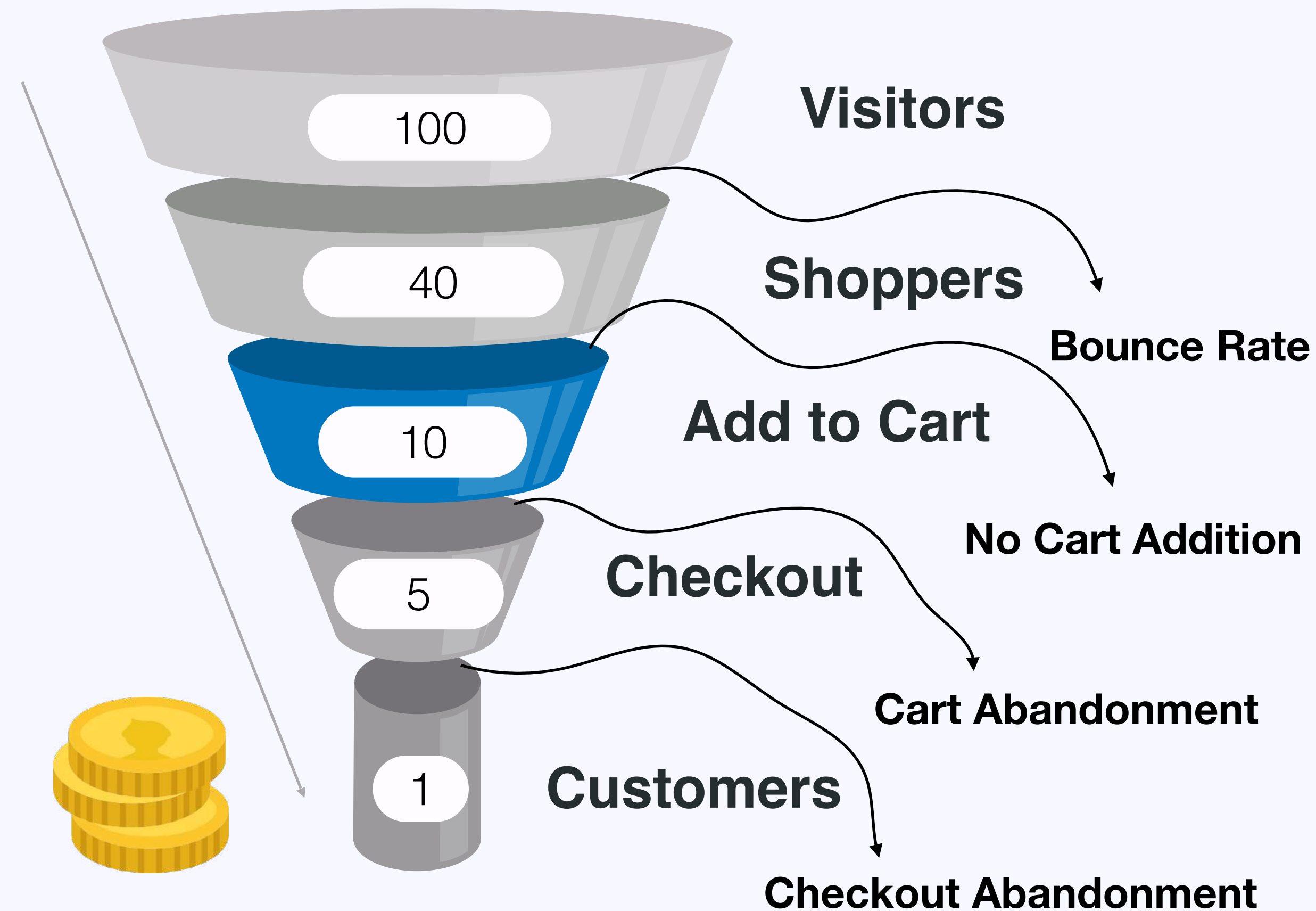


= Revenue

A man with grey hair, wearing a dark suit and white shirt, is sitting at a desk. He is looking at a computer monitor (partially visible on the right) with a thoughtful expression, resting his chin on his hand. The background is a blurred office interior with a coat hanging on a rack. The entire image has a dark, semi-transparent overlay.

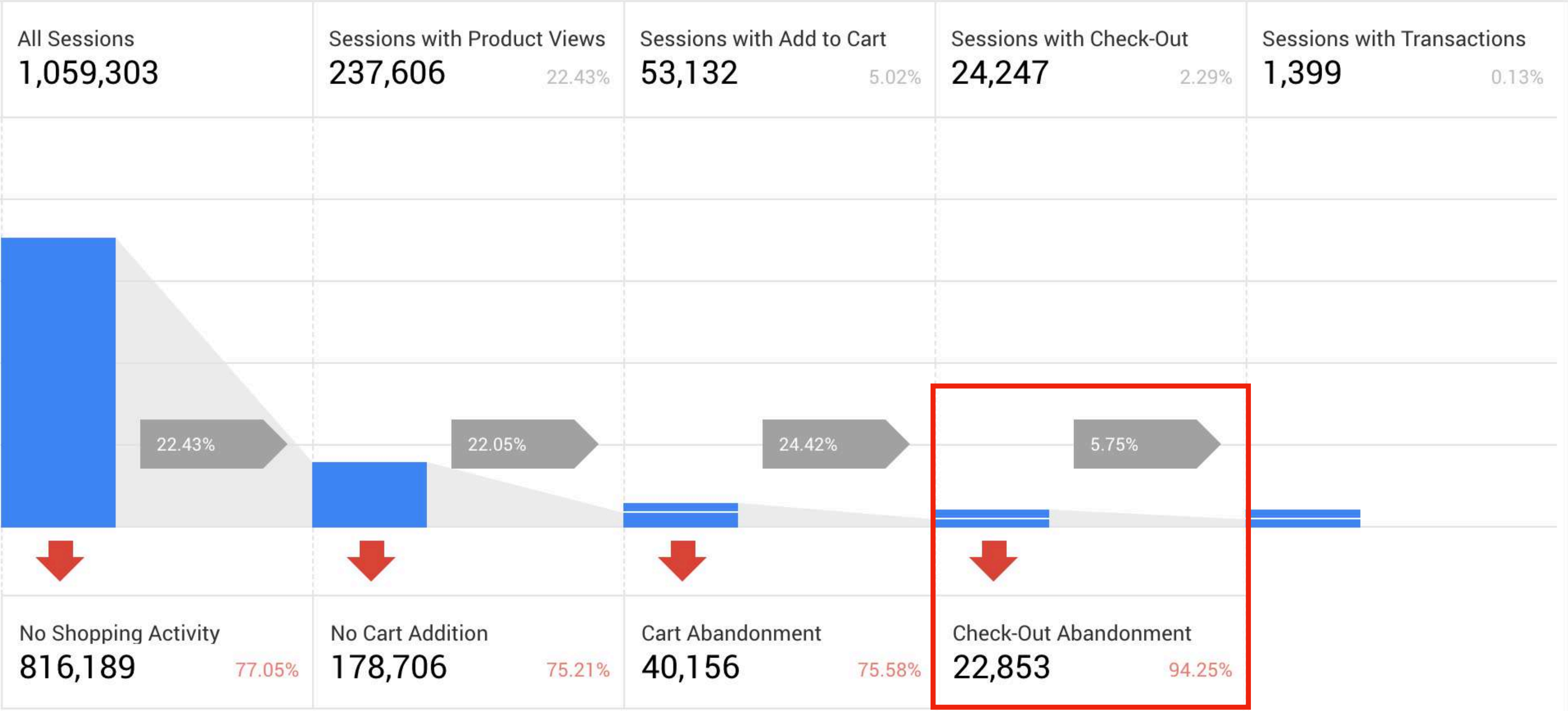
Conversion Rate
Where are we leaking customers?!

The Online Business Funnel



1 out of 100 visitors become customers, that is 1% conversion rate

Your Online Business Funnel

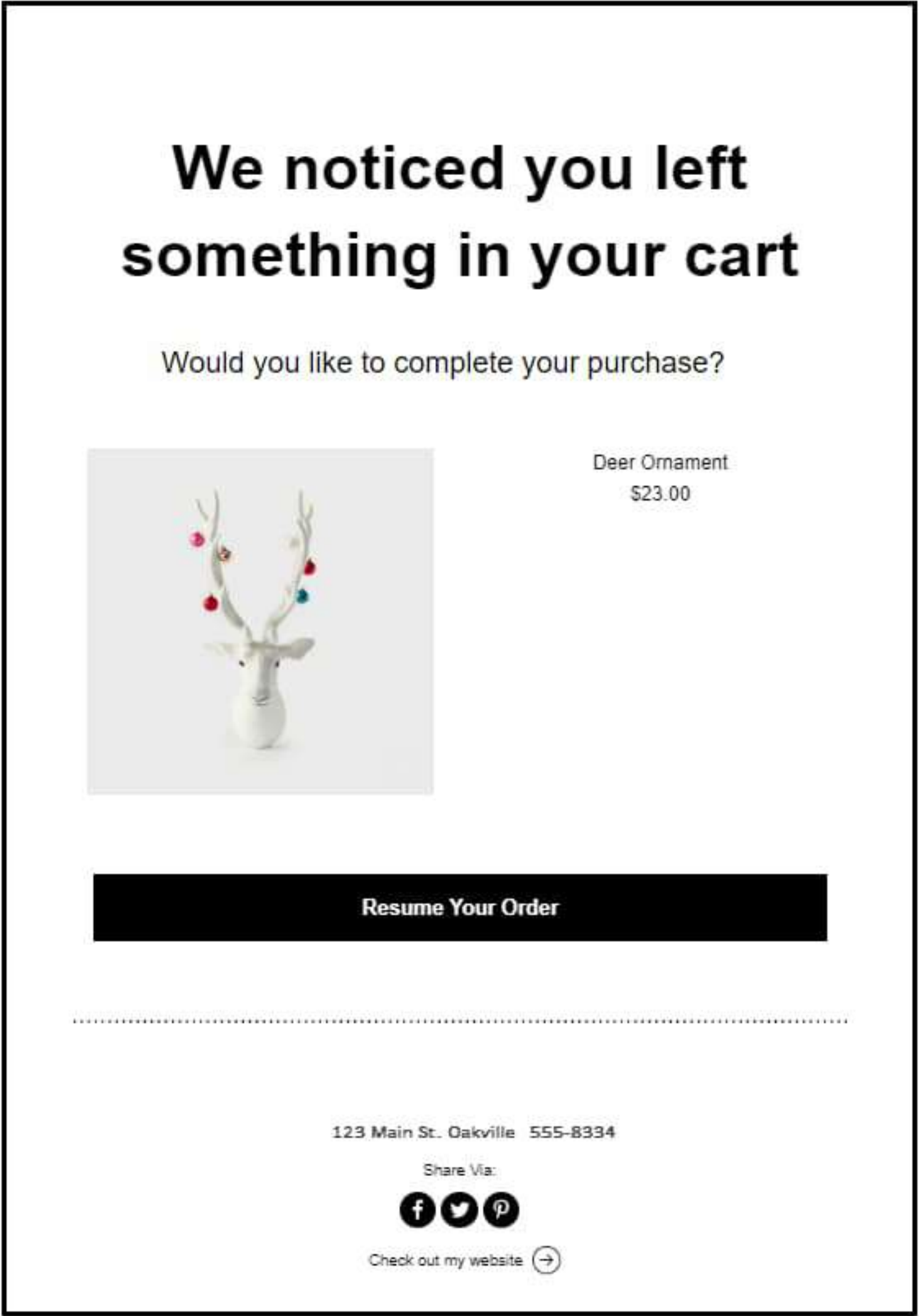


Google Analytics > Conversion > Ecommerce > Shopping Behavior

A shopping cart filled with various items including makeup, pens, and pencils, overlaid with a semi-transparent dark grey rectangle containing white text.

Bring back abandoned carts and checkouts

Abandoned Cart Recovery via Email



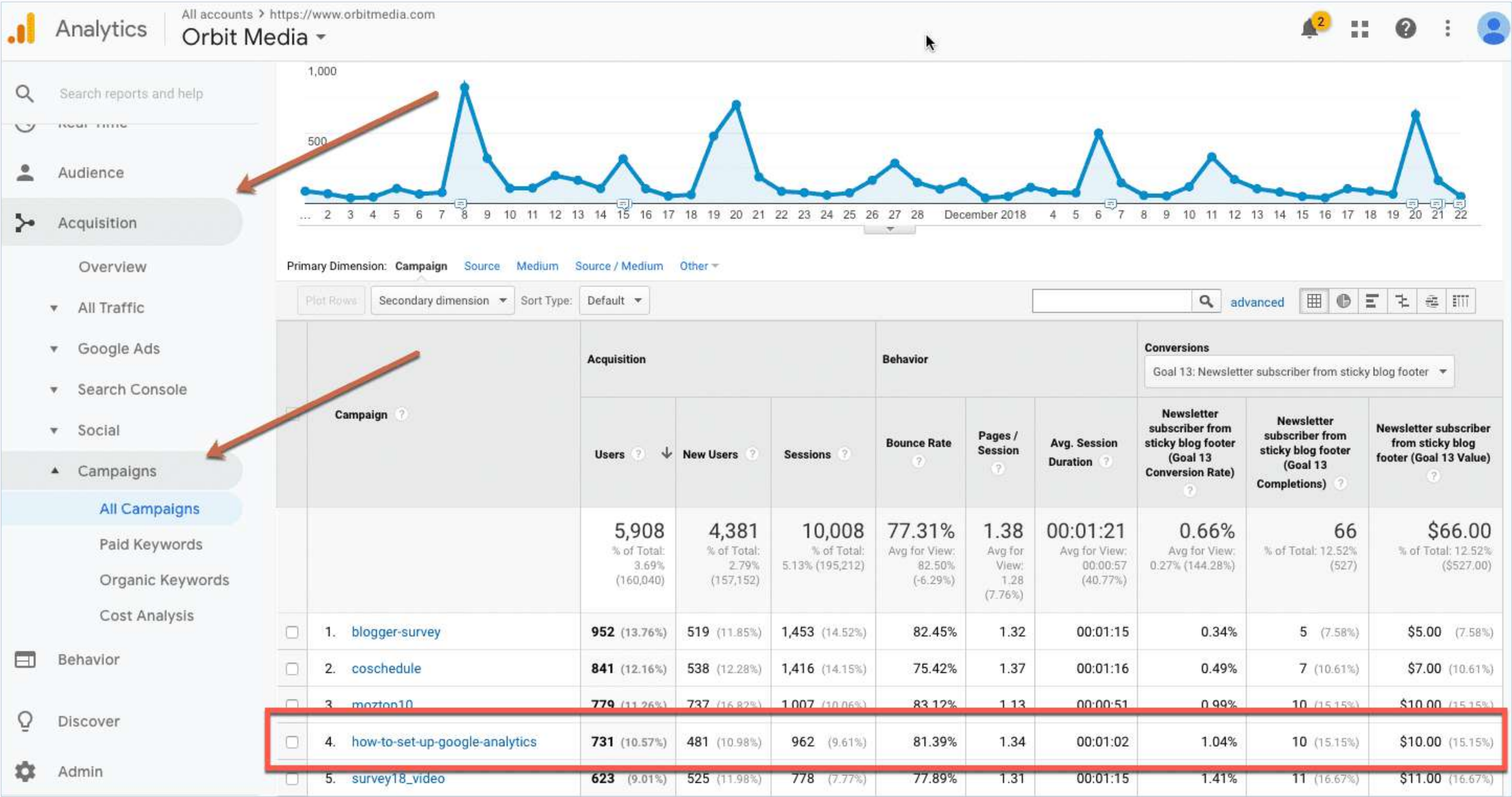


Measure campaigns to find ones wasting money

You are running different campaigns



Find out which are wasting money

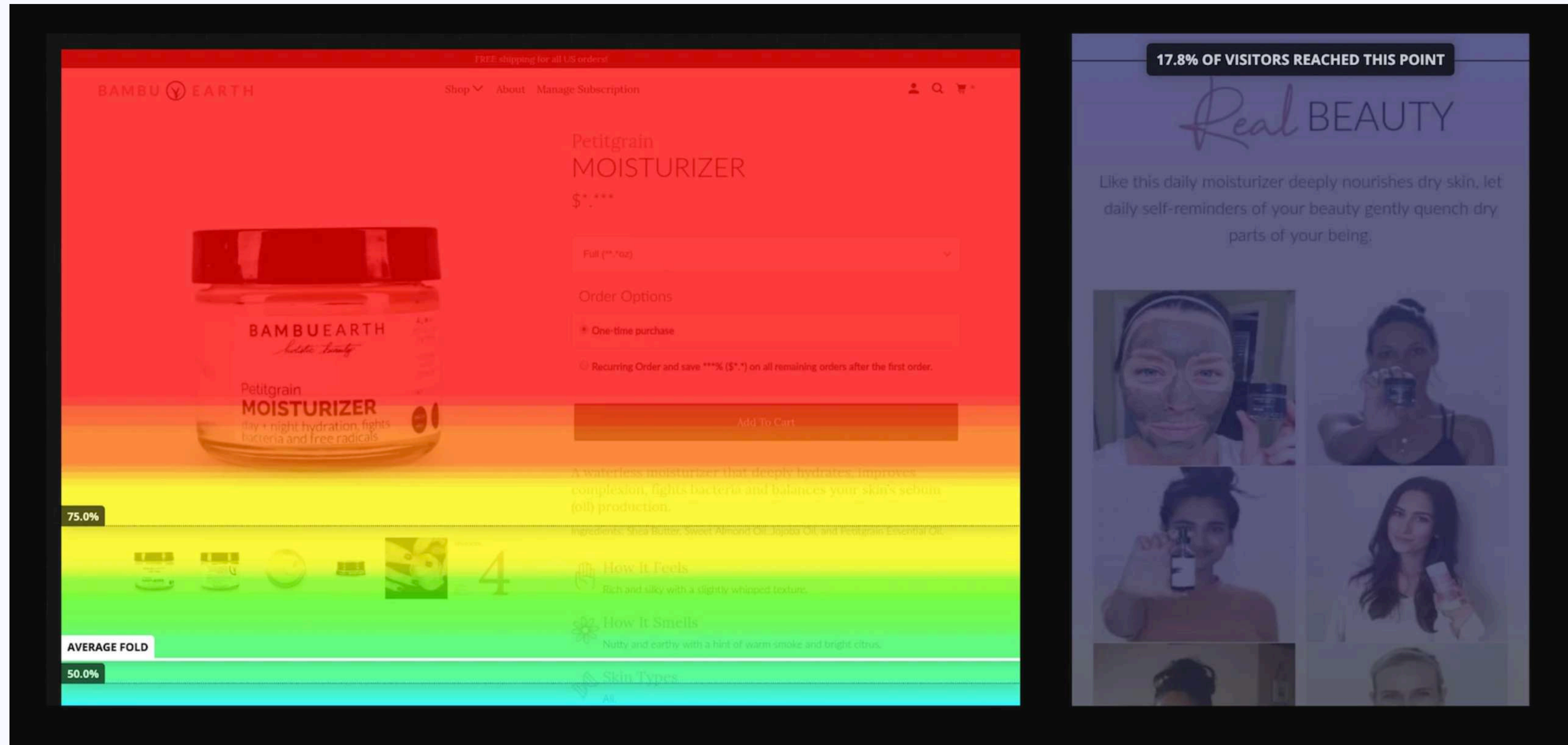


Google Analytics > Acquisition > Campaigns > All Campaigns

Measure your online store page experience



Analyze Pages



Heatmaps using hotjar.com — Free service

Measuring using scroll maps

Before



*"If you can have a different outfit for different occasions,
you should have a phone case for different occasions as well."*



CUSTOMISE IT YOUR WAY

Carry your favourite photos around on your customised phone case. We offer customisation for over 30+ phone models and you can choose the material of your choice.

[CLICK HERE TO SEE MORE](#)

NAME YOUR CASES

Don't know what design or picture to customise? Personalise by adding names to our current designs!

[CLICK HERE TO SEE MORE](#)

NEW ARRIVALS

Epic Meal Time
\$59.00 MYR

Carbon Fiber Black
\$79.00 MYR

Alani
\$59.00 MYR

Stay Weird
\$59.00 MYR

Foxy
\$79.00 MYR

Up and Away Powerbank
\$79.00 MYR

Kiss By A Rose
\$89.00 MYR



Chic Marble Pink
\$69.00 MYR

Pina Colada
\$69.00 MYR

BEST SELLER

Black Marble Powerbank
\$79.00 MYR

Cheat Day
\$79.00 MYR

Customised Soft Case (Picture)
from \$59.00 MYR

Flirt
\$59.00 MYR

Pina Colada
\$69.00 MYR

BEST SELLER

Black Marble Powerbank
\$79.00 MYR

Cheat Day
\$79.00 MYR

Customised Soft Case (Picture)
from \$59.00 MYR

Flirt
\$59.00 MYR

Good Vibes
\$59.00 MYR

LUXE Black Leather
\$99.00 MYR

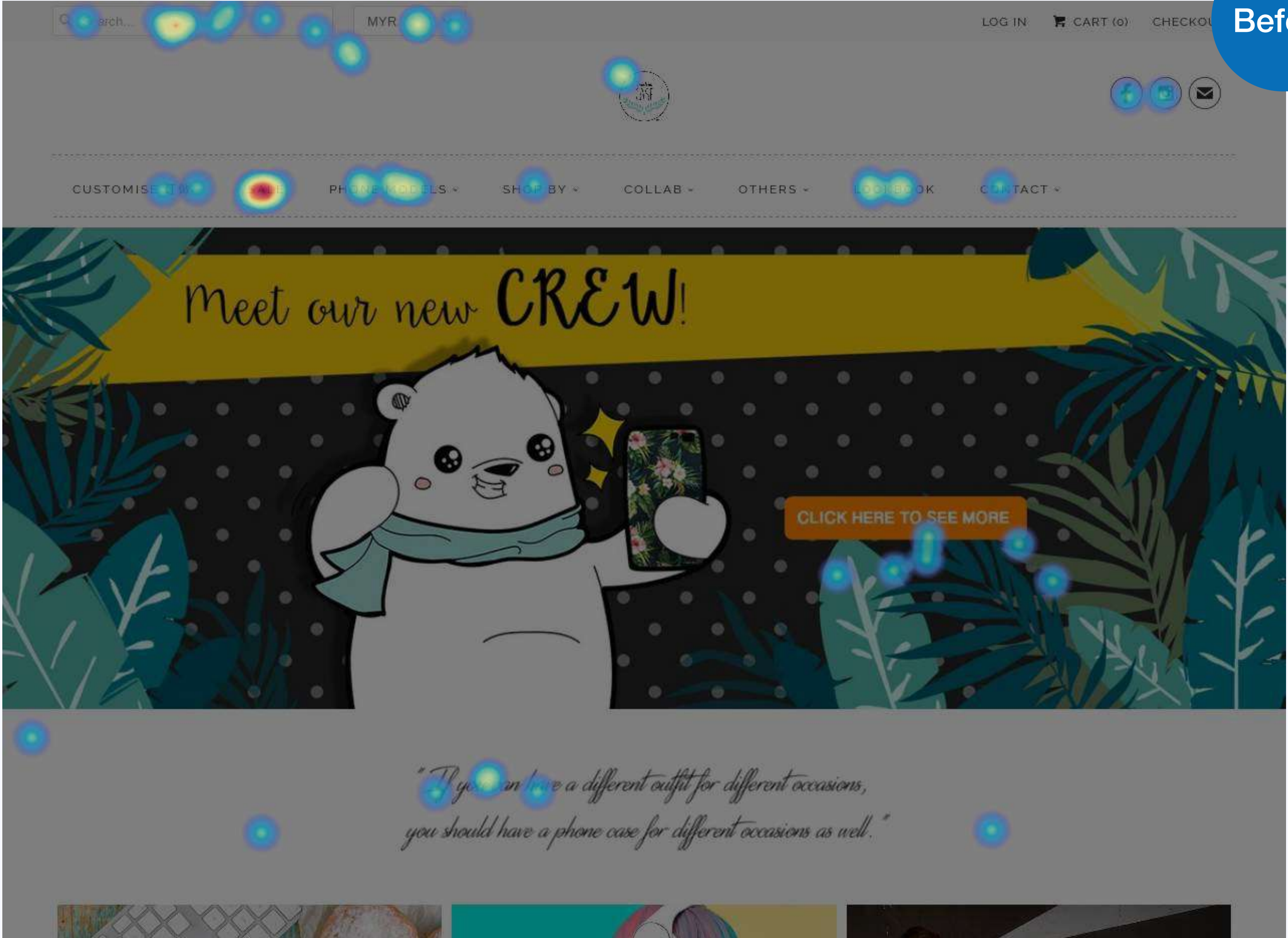
Oceania
\$59.00 MYR

Popsicle
\$69.00 MYR

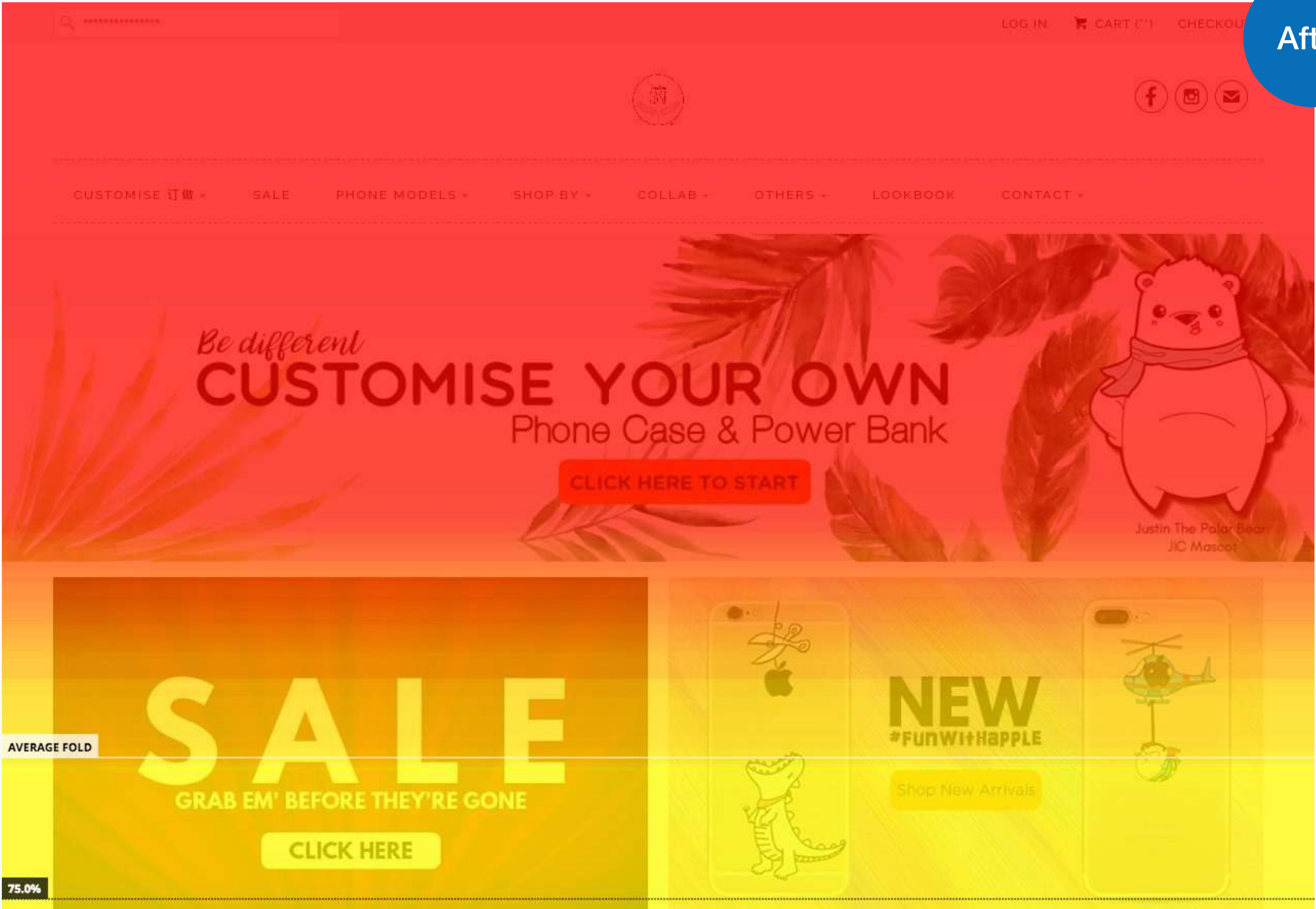
@OFFICIAL.JUSTINCASE

Measuring using click maps

Before



After





DIET
STARTS
HERE
Schonkoff

BEST SELLER

50.0%



Customised Soft Case (Picture)
from \$***. MYR



Curvy Initials
\$*** MYR



Black Marble Cut (Customised)
from \$***. MYR



Diet Starts Tomorrow
\$*** MYR



Loading Travel Frog
\$***. MYR



Postcard Travel Frog
\$***. MYR

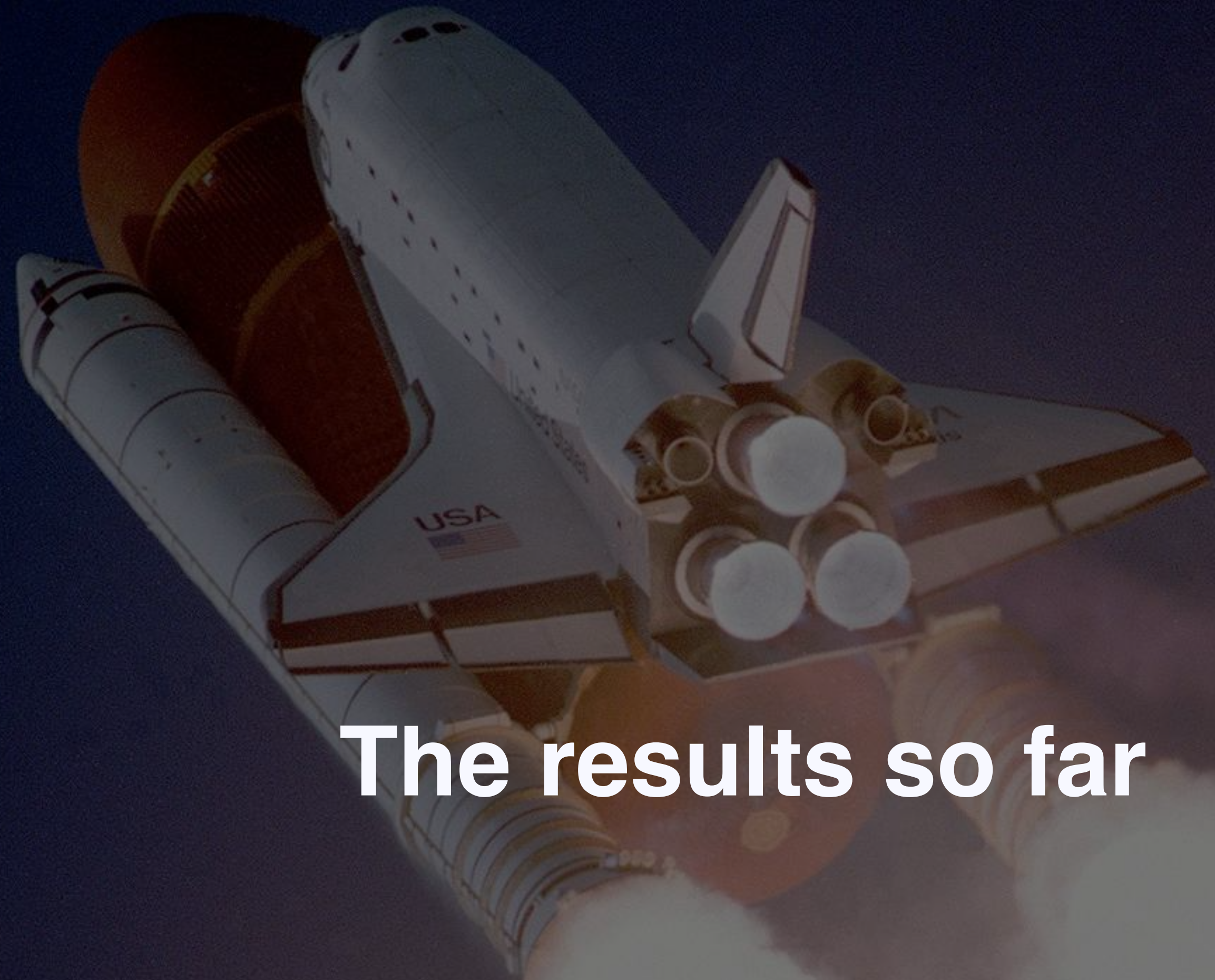


Rainbow Haze Couples Initials Side
\$*** MYR



Black Marble Curvy Initials Side
\$***. MYR





The results so far

Your Conversion Rate Improvements

$$30,000 \times 1\% \times \text{RM } 100 = \text{RM } 30,000 / \text{ month}$$

$$30,000 \times 1.2\% \times \text{RM } 100 = \text{RM } 36,000 / \text{ month}$$

$$30,000 \times 1.5\% \times \text{RM } 100 = \text{RM } 45,000 / \text{ month}$$

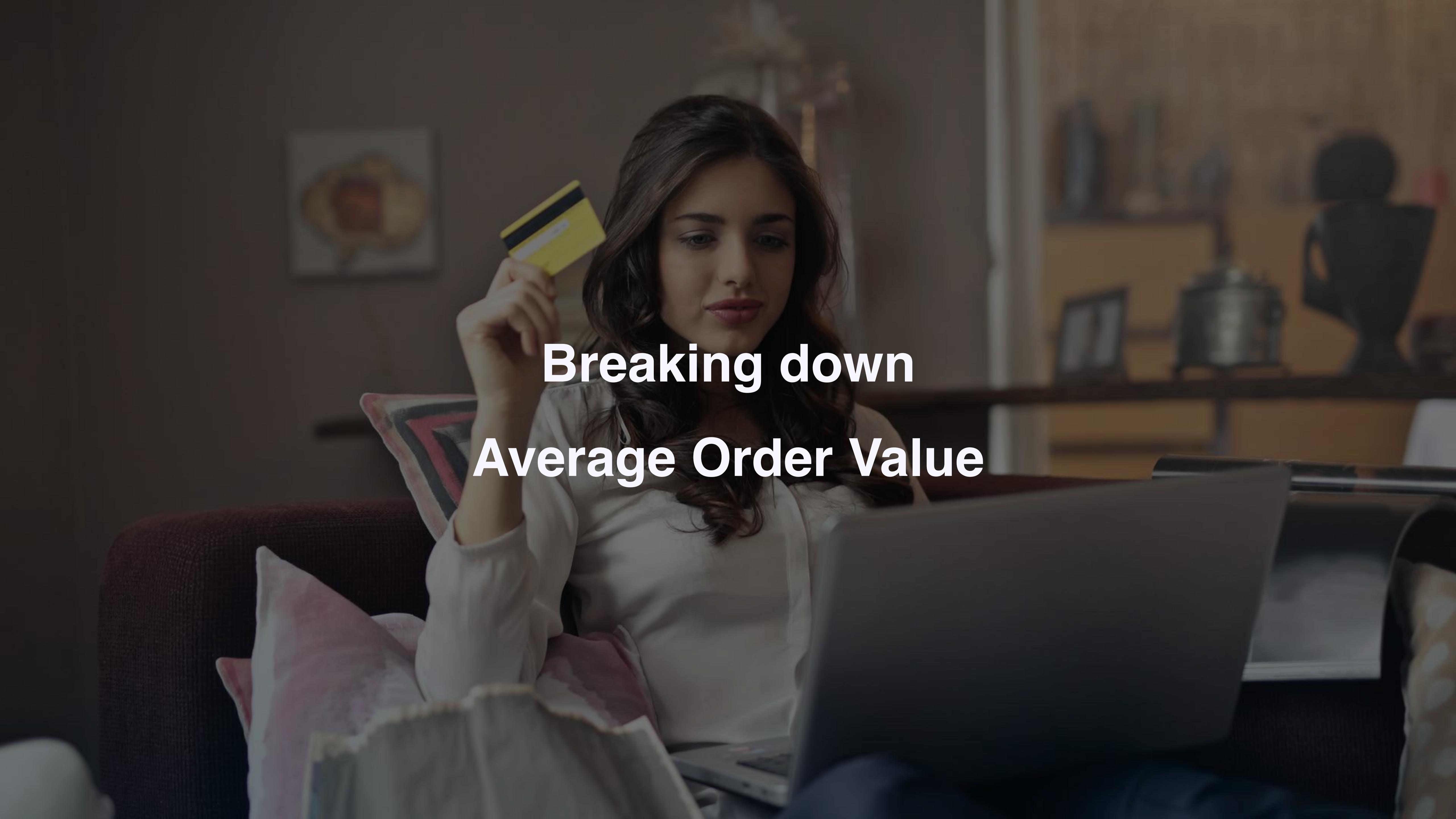
Visitors x Conversion Rate x Customer Lifetime Value = Revenue



Visitors x Conversion Rate x Average Order Value



= Revenue

A woman with long dark hair is sitting on a brown couch in a living room. She is holding a yellow credit card in her right hand and looking at a laptop screen. The room has a warm, dimly lit atmosphere with a fireplace in the background and a coffee table with a magazine. The text "Breaking down Average Order Value" is overlaid in white on the image.

Breaking down Average Order Value

Breaking Down Average Order Value

Average Order Value: RM 100



2 items



RM 50

Average number of items x Average item value

**We can either increase the number of items
Or increase the value of items (or both)**

A shopping cart is filled with various grocery items, including boxes of Triscuit Original and Wheat Thins, a box of Premium cereal, a box of Easy Out! by Elmann's, and several cans of soup. The cart is positioned in a supermarket aisle next to shelves stocked with canned goods like soups and Tasty Treats. The text "Up sell and cross sell" is overlaid on the image.

Up sell and cross sell

✓ You just added



Velvet by Graham & Spencer Draped Faux Sherpa Jacket

Cart subtotal: \$241.00
(2 Items)

View cart

[Checkout now](#)

Buy the look



Velvet by Graham & Spencer 100% Featherweight Cashmere Turtleneck

\$298.00

Add to cart



J Brand 811 Mid Rise Skinny w/ Raw Hem

\$228.00

Add to cart

FREE SHIPPING WITH ORDERS OVER \$200

We love your
RECENT PURCHASE

Hello Louise,

We totally love your style! Thank you for your recent purchase at Sambag. Here's more stylish items that we've selected just for you to go with your look.



Lilah Round Neck Top
\$320.00

SHOP NOW



Offer bundles

Our Experts Recommend

Item you're currently viewing



+



Beats by Dr. Dre - Beats Pill+ Speaker - Black

★★★★★ 4.8 (2243)

\$113.99

SAVE \$116

Was \$229.99

☒ Selected



mophie - Powerstation 6000 mAh Portable Charger for USB devices - Gray

★★★★★ 4.7 (1046)

\$26.99

SAVE \$23 Was \$49.99

☒ Selected



Apple - \$50 App Store & iTunes Gift Card

★★★★★ 4.9 (40974)

\$50.00

☒ Selected

Subtotal: **\$540.97**

 **Add 4 Items to Cart**



Offer free shipping



[Home](#)

[Shop](#)

[Forum](#)

[About](#)

[FAQ](#)

[Contact Us](#)

[More](#)



New! Free Shipping on Orders over \$50!

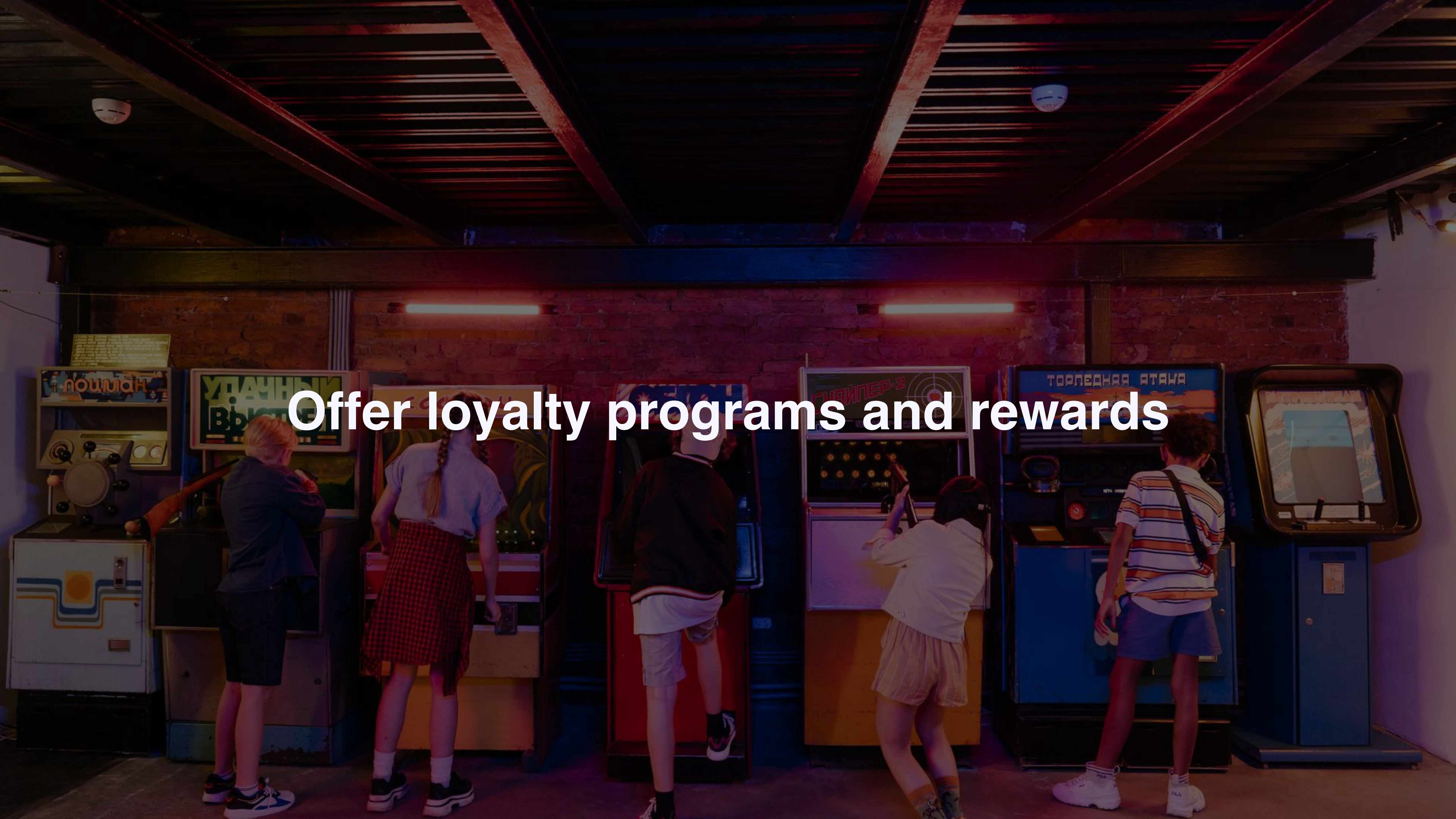


Fresh lemons and oranges.
No additives.
Straight to your door.

[Buy Now](#)



Offer loyalty programs and rewards





STARBUCKS®
REWARDS

Signing up is easy and fast

Join now

Sign in

That first sip feeling

Say hello to easy ordering, endless choices and—yes, free coffee.



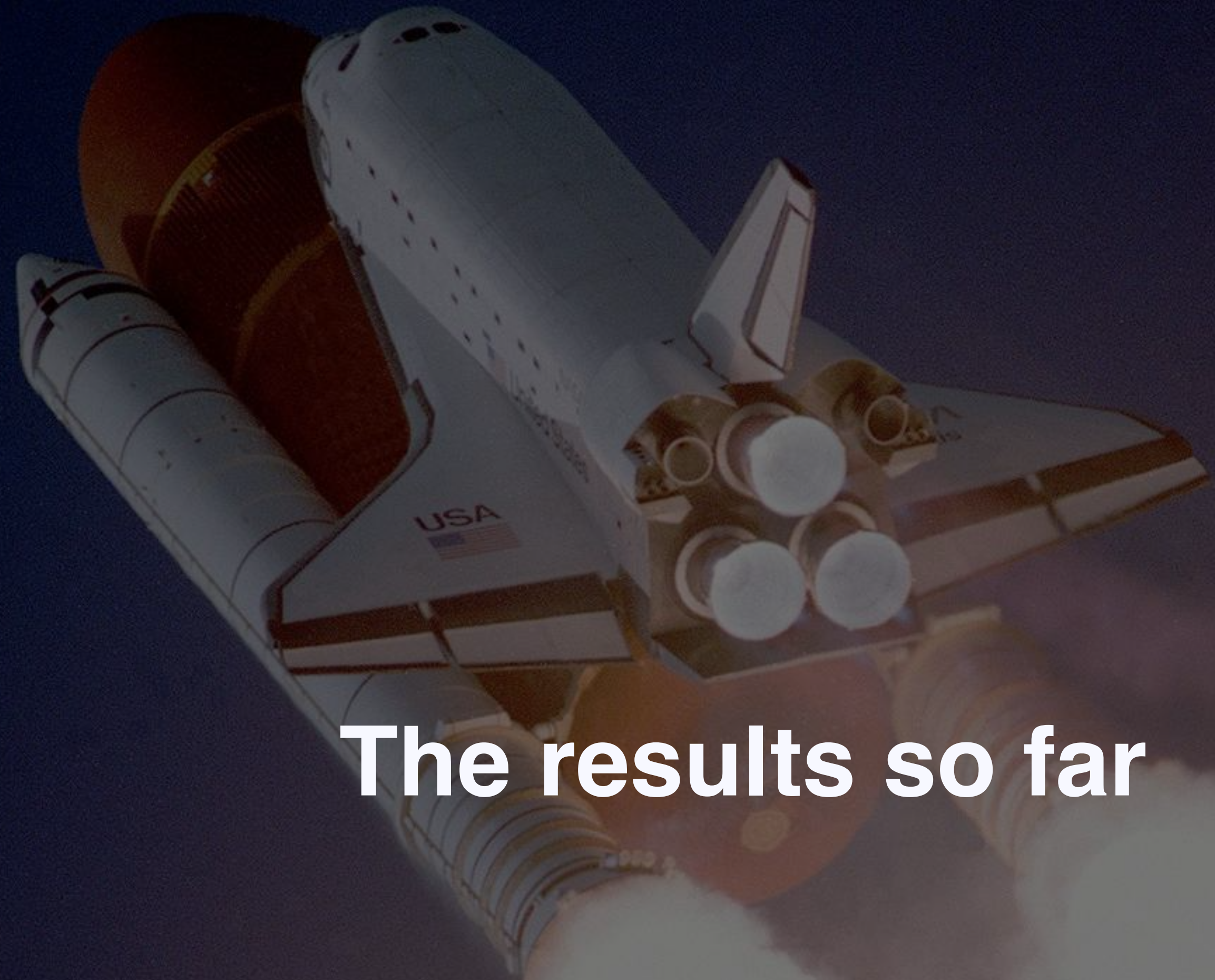
Get free food, drinks & more



Order ahead & pay with your
phone



Free brewed coffee & tea



The results so far

Your Conversion Rate Improvements

$$30,000 \times 1\% \times \text{RM } 100 = \text{RM } 30,000 / \text{ month}$$

$$30,000 \times 1.2\% \times \text{RM } 100 = \text{RM } 36,000 / \text{ month}$$

$$30,000 \times 1.5\% \times \text{RM } 100 = \text{RM } 45,000 / \text{ month}$$

$$30,000 \times 1.5\% \times \text{RM } 150 = \text{RM } 67,500 / \text{ month}$$

Visitors x Conversion Rate x Customer Lifetime Value = Revenue

Today

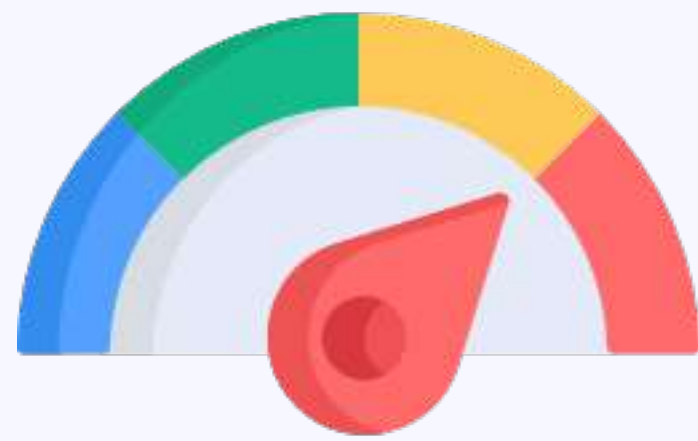
What you need to do

1)
2)

3)

4)

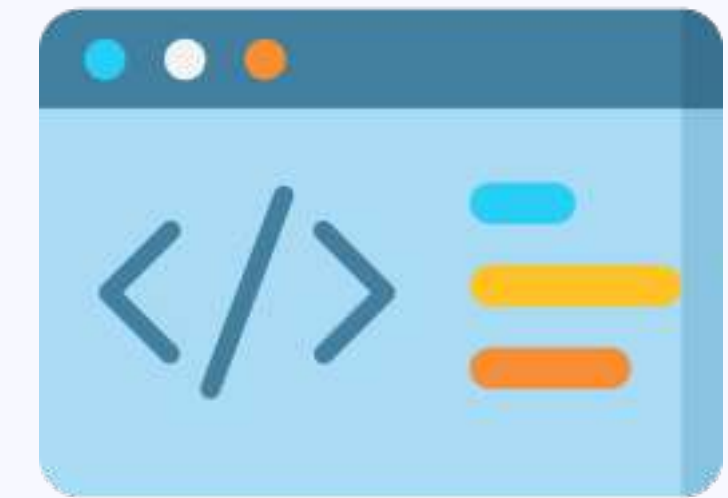
What you need to do




**Measure,
Measure,
Measure**



Review your data



**Implement
Solution**



**We don't have time
is there an easier way we can grow online
without doing this?**

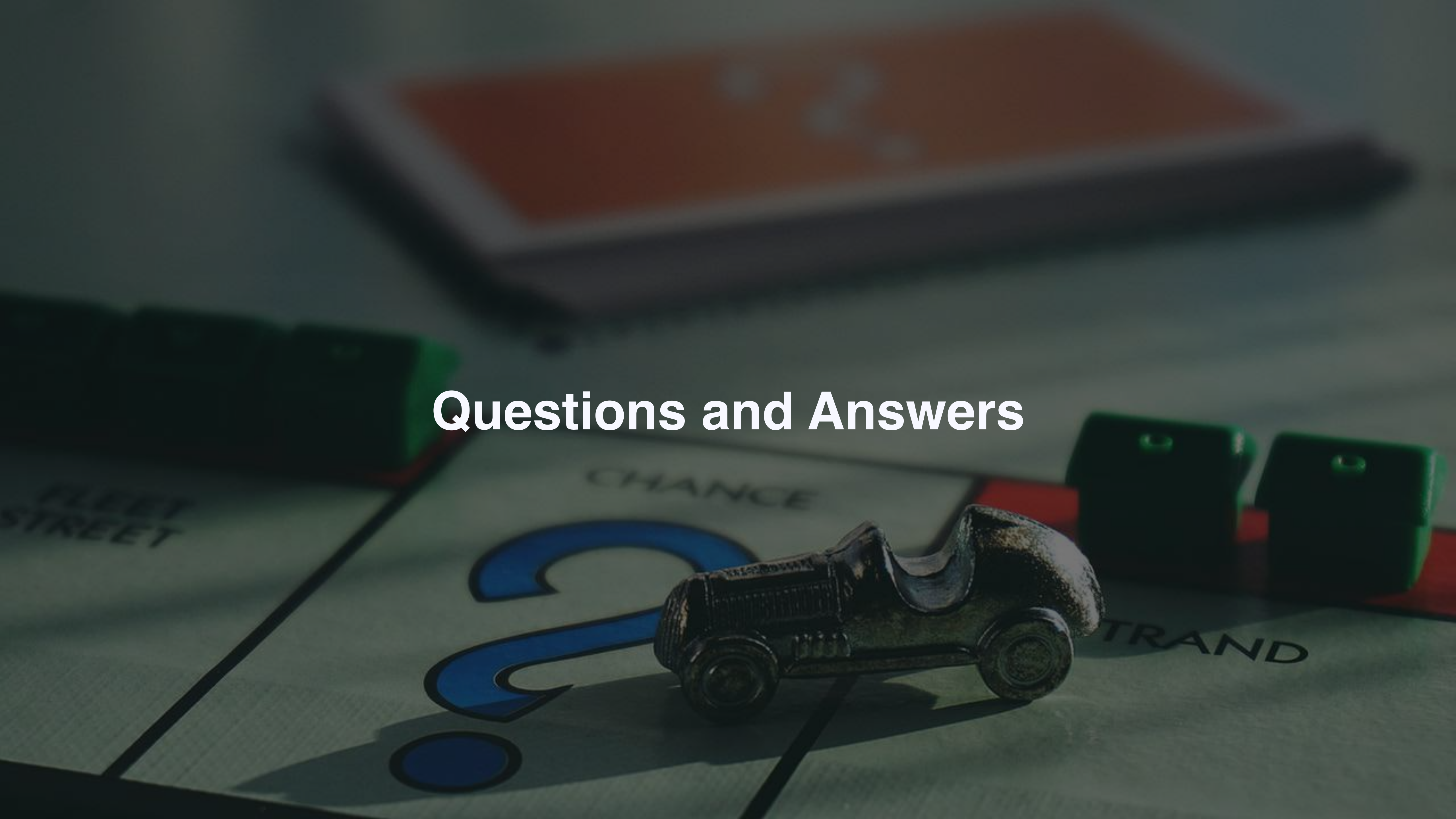
A man with blonde hair and glasses, wearing a dark blue suit and a light blue shirt, is laughing heartily while holding a smartphone in his right hand. His left hand is clenched into a fist, suggesting excitement or triumph. He is standing on a city street with buildings and trees in the background. The image has a dark, moody overlay.

Sure can!



Hire WebMedic to do it for you lah!

Questions and Answers



Stop Wasting Time and Money
Start Growing Online Today

<https://grow.webmedic.com>

Apply here to get started today