



Optimised Digital Store



 **3 Lessons**



Lesson 1	25 min
Lesson 2	27 min
Lesson 3	29 min



Learn about

As physical stores have made their products available online, we've become more accustomed to using their digital counterparts. We can recognise when a digital store is good or bad, but we also need to consider why that is and how to make improvements. This is necessary, not only to increase your revenue but to understand how to better the performance of your products on both your store and those of your retail partners.

By the end of these lessons you will understand:

- ✓ What an optimised digital store is and why it is important and necessary
- ✓ The steps you should take and metrics to measure to see revenue growth through digital stores
- ✓ How to conduct an eCommerce store audit to test that an online store is truly optimised



Lesson Overview

Lesson 1: What is an 'Optimised Digital Store'?

Learn about the 'optimised digital store' and why it is important to not forget the offline shopping experience while looking to make the online one as seamless as possible.

In this lesson you will learn:

- ✓ How offline and online stores can influence each other
- ✓ About changing eCommerce trends and shopper behaviours and the opportunities these can present
- ✓ About the opportunities available to businesses are able to provide an optimised experience across channels

Lesson 2: Driving Revenue through your Digital Store

Learn about how product visibility affects revenue growth and how to ensure the content that accompanies your products online helps, rather than limits, the sale of your products.

In this lesson you will learn:

- ✓ About the factors that can contribute to an increase in revenue
- ✓ About what may contribute to customers not purchasing products and how to combat that
- ✓ About the effects of poor product visibility and what can be done to limit product visibility gaps

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Lesson 3: Auditing your Digital Store

Learn about the ways that an eCommerce store could be audited, what to do with the information collected and how to collect data from stores that belong to your retail partners.

In this lesson you will learn:

- ✓ About the layers of an eCommerce Store Audit and how one could be conducted
- ✓ What can be done with the information collected from an audit and how to compare results from several stores
- ✓ How to work with your retail partners to obtain 'smart data'