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Optimize Your Site for Sales and Stability with Guidance at the 2014 Shop.Org Annual Summit

Reference Guides on eCommerce Site Design and Re-platforming Success Available at Booth 2120

MARINA DEL REY, Calif. (Sept. 22, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it will exhibit at the Shop.Org Annual Summit in booth 2120. The conference will occur in Seattle from September 29 – October 1, 2014.

At the conference, Guidance will be distributing reference guides on “How to Design Your Site for eCommerce Success”, and “Re-platforming Strategies for eCommerce Professionals”. Both guides offer retailers multiple points of action to achieve business goals.

“I encourage Shop.Org attendees to pick up a copy of our design and re-platforming guides to gain invaluable insight on how to capture sales and create a high-performing retail environment,” said Jason Meugniot, CEO of Guidance.

Meugniot, along with Guidance CIO Jon Provisor, will be available to discuss eCommerce solutions that increase sales and promote loyalty. Murad, Sole Society, Silver Jeans, and more have trusted Guidance and its enterprise-level expertise to transform their online retail channels.

To request a meeting at the conference, please call 310 754 3808, email ecommerce@guidance.com, or stop by the Guidance booth 2120.

For updates throughout the event, follow @guidance and #shoporg14 on Twitter.

About Guidance

Guidance designs, builds and hosts highly customized eCommerce solutions for today’s leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance’s expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as The Coffee Bean & Tea Leaf, Foot Locker, Johnny Was, Relax the Back, TOMS Shoes and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com>.

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