

# Become wildly successful in ecommerce



36  
Tips

## “Succeeding in the Age of Amazon”

Jennifer Shaheen @TechnologyTherapy



1. **Test your products** on platforms with built in audiences
2. **Keep customer experience top of mind** and continually work to improve
3. **Review your ecommerce data monthly** and use it to improve your marketing and conversions

## Panel Discussion “Secrets of Success”

Alexandra Daras @prettypinkrooster

1. **Remember to get innovative**, if something isn't working-be flexible to changing things up!
2. **Be consistent.**
3. **Always take on the student role and be willing to learn new things!**



Michele Berdinis @beelinelegal



1. **If you build a better mousetrap, the world will NOT beat a path to your door.** You have to communicate why and how it's better and why anyone should care that it's better and you have to let people know you exist: People who need a mousetrap and people who know people who need a mousetrap .
2. **A successful entrepreneur is a woman who knows what she does well and what she doesn't do we.** ll and then finds people to help with the things she doesn't do well. An unsuccessful entrepreneur is a woman who thinks what she doesn't do well doesn't matter.
3. **Being an entrepreneur is equal parts terror and joy.** I've learned to accept the terror. It's how I know I'm doing it right.

**Arianna O'Dell @ideasbyarianna**



1. Create products that are true to you
2. Don't quit too soon - stick with your store
3. Make progress daily
4. Utilize free resources
5. Continue to add new products and experiment

**Workshop s “Practical Ecommerce Strategies”**

**Tim Contado “A Framework for Digital Marketing”**

[tim.contado@scorevolunteer.org](mailto:tim.contado@scorevolunteer.org)



1. Verify that your Website has been crawled and indexed by Google: (In google type: site: [www.website.com](http://www.website.com))
2. Verify your Website's Mobile Friendliness:  
<https://search.google.com/test/mobile-friendly>
3. Claim Your FREE Google My Business Account:  
<https://www.google.com/business/>

4. Verify the your site has an SSL Certificate: <https://www.sslshopper.com/ssl-checker.html>

- If it doesn't: Get a FREE SSL certificate for a year: [www.buy.wosign.com/free](http://www.buy.wosign.com/free)

5. Check your Website Speed with:

<https://developers.google.com/speed/pagespeed/insights/>

6. Run a FREE SEOptimer Analysis and tweak website accordingly:

<https://www.seoptimer.com/>

**Liz Kressel “Creating A Sticky Website**

<https://www.lizardstrategy.com/>



1. Review your site by life stage and Identify customer roadblocks
2. Make your upsells contextually relevant
3. Push valuable and relevant content to Those Not Ready to Buy

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3. Claim Your FREE Google My Business Account:

<https://www.google.com/business/>

4. Verify the your site has an SSL Certificate: <https://www.sslshopper.com/ssl-checker.html>  
- If it doesn't: Get a FREE SSL certificate for a year: [www.buy.wosign.com/free](http://www.buy.wosign.com/free)
5. Check your Website Speed with:  
<https://developers.google.com/speed/pagespeed/insights/>
6. Run a FREE SEOptimer Analysis and tweak website accordingly:  
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