



Developing the perfect optimised WooCommerce site for maximum conversions

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AhmedBhula.co.uk/BrightonSEO

A person is holding a smartphone, looking at a product page. The screen shows the text 'Romy Trousers' and an image of a pair of dark trousers. The background is a blurred, warm-toned setting, possibly a store or a home. The overall image has a reddish-orange tint.

MAXIMISE NUMBER OF ORDERS
MAXIMISE VALUE OF ORDERS
MINIMISE COST PER CONVERSION

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testimonials
augmented
loyalty remarketing live
media affiliate webinars
advertising events
voice targeting
search ppc paidpr (ar)
reality email social sms
behavioral content seo video forums
podcast display geotargeting
programs influencer streaming
referralwhatsapp
data-driven

DESIGN

ON PAGE

TECHNICAL

WEB SERVER





WEB SERVER

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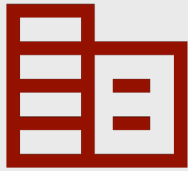
+

7%

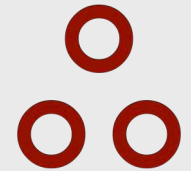
1-second delay in page
load time resulting in a
7% decrease in
conversions

THE PERFECT CONFIGURATION

**DATABASE
OPTIMISATION**



**OBJECT
CACHING**



GZIP



VARNISH





redis



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BONUS TOOL

● **UptimeRobot**

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```
self.logdupes = True
self.debug = debug
self.logger = logging.getLogger(__name__)
if path:
    self.file = open(os.path.join(path, 'requests.log'), 'a')
    self.file.seek(0)
    self.fingerprints.update(e.request)

@classmethod
def from_settings(cls, settings):
    debug = settings.getbool('SUPERFILTER_DEBUG')
    cur_dir = cls(job_dir(settings), debug)

def request_seen(self, request):
    fp = self.request_fingerprint(request)
    if fp in self.fingerprints:
        return True
    self.fingerprints.add(fp)
    if self.file:
        self.file.write(fp + os.linesep)

def request_fingerprint(self, request):
    return self.fingerprint(request)
```

LET'S GET TECHNICAL

+

53%

of mobile users
abandon a site that
takes longer than **3**
seconds to load.

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TOOLS



PageSpeed Insights



File requests

Sort by

Response Total Size

Rising

Filter

FILE	SIZE	0.0s
https://www.gstatic.com/recaptcha/releases/xds0rzG...	219.7 KB	
https://remdigital.co.uk/wp-content/uploads/2022/1...	208.8 KB	
https://remdigital.co.uk/wp-content/uploads/2022/0...	184.5 KB	
https://remdigital.co.uk/wp-content/uploads/2023/0...	176.3 KB	
https://remdigital.co.uk/wp-content/uploads/2021/0...	162.3 KB	
https://remdigital.co.uk/wp-content/uploads/2022/1...	115.6 KB	
https://remdigital.co.uk/wp-content/uploads/2023/0...	100.2 KB	
https://www.googletagmanager.com/gtag/js?id=UA-965...	80.8 KB	

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WOOCOMMERCE PLUGINS



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CDN



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+

38%

of consumers look at a page's **navigational links** and layout when looking at a site for the first time

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PUT THE USER FIRST

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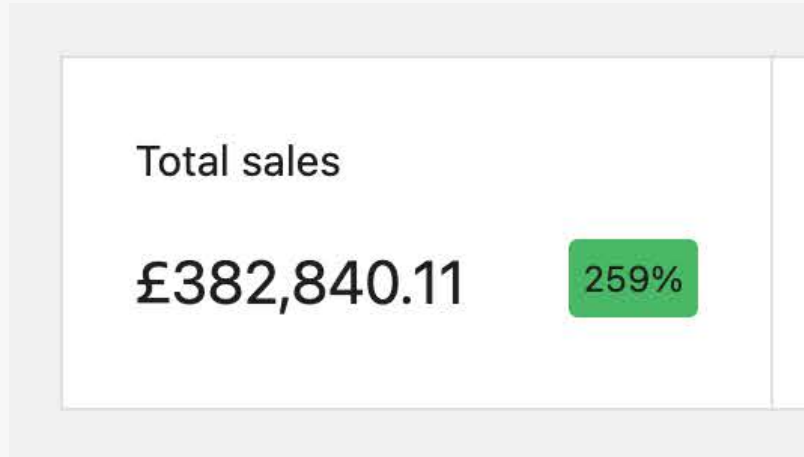
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SECURITY



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Online Pharmacy

Same Monthly SEO Spend

Zero PPC Spend

ON PAGE

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The logo for Yoast, featuring the word "yoast" in a lowercase, sans-serif font. The letter "y" is green with a gradient, and the letters "oast" are purple with a gradient.

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DESIGN FOR CONVERSION





+

2.7X

Increase in conversions
rate by having trust
signals on an
ecommerce website

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+
20 to 30%

Increase in conversion
rates for optimising
checkout process

Clear Pricing

Product Videos

Create Urgency

Google/Apple Pay

Address Lookup

Faceted Navigation

Search Lookup

Trust Signals

ADDRESS AUTO COMPLETE



FME ADDONS

HighAddons

Steve Krug



**DON'T
MAKE
ME
THINK**
revisited

and Mobile
A Common Sense Approach to Web Usability

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presentation and
detailed notes at
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