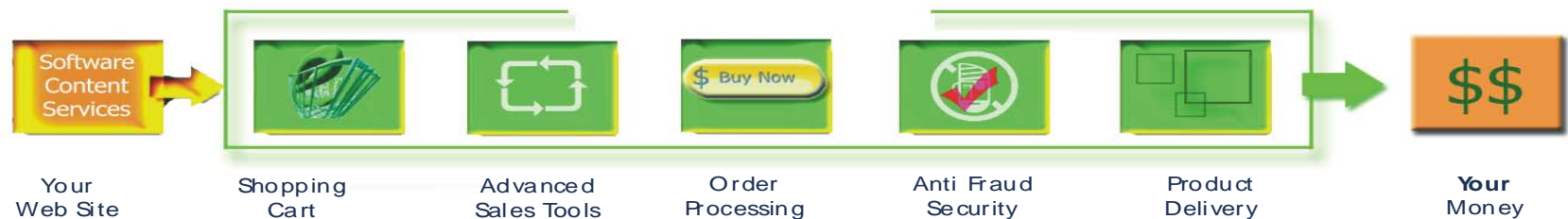




**A cost effective approach to marketing  
strategy for online software vendors**

1. How to improve your website to sell better
2. “True or False” on Online sales (facts and figures)
3. Think web marketing, think cost effective
4. Case study - [www.bodrag.com](http://www.bodrag.com)

- GECAD was founded in 1992
- 12 years experience in shareware industry
- More than 120 employees
- Our main brand until 2003 was RAV AntiVirus
- Avangate - brand of GECAD ePayment
- eCommerce solution specifically tailored for software sales via the Internet



## Why?

- Increased expectations from online shoppers
- Online stores must offer same features as high street retailers and department stores – where possible
- They also have to offer extra features like recommendations and comparison matrix

## What?

- Improve product presentation
  - Show a picture of the product's box
  - Offer a demo/trial version of your software
  - Clearly list the prices and currencies
  - Offer the option of buying a back-up CD
  - If you ship physically, list any applicable sales/transport/handling taxes
  - Deliver the download link/activation code as soon as possible

## What?

- Improve website's presentation
  - Make your headlines and text sell
  - Use visible buy buttons
  - Allow buyers to order without creating an account
  - Accept online payment
  - Include full company contact details
  - Make sure all your links are working

## What?

- Improve assistance to potential buyers
  - List any awards/important reviews received by your company or by your software
  - Get and publish customer reviews and ratings
  - Include a faq/help section about your software
  - Publish your policy for fulfilling orders
  - Publish your privacy policy
  - Send a confirmation/thank you email after delivering an order

True or False?

You have to invest money in order to  
make your site start generate sales

**FALSE**

True or False?

You have to place on your site a picture  
of your product even if it is a virtual  
product

**TRUE**

True or False?

It's more advisable to make customers create an account in order to buy

**FALSE**

True or False?

The Usability Audit is used when you want to grow your online business

**TRUE**

True or False?

Pay Per Click management requires a long time to generate results

**FALSE**

Usability services - *Benefit from ROI*

- **Usability** audit

Online promotion services - *Enjoy more traffic*

- **Search Engine Optimization** audit
- **Software submission**
- **Pay Per Click** management

## **Usability Audit**

- Increased traffic and software sales
- Improved quality of your site from your customer's perspective
- Eliminates issues that stop your users from easily finding what they want

- You need one if:
  - You already have a website
  - You don't have a big budget
  - You don't have much time
- The results are:
  - Website's evaluation is done according to the latest international methodologies and standards
  - Checking of: navigation/interaction review, content and functionality, accesibility issues, design/presentation of the content
  - Designing a logical navigation system
  - Finding the strengths and weaknesses of the website

## **SEO Audit**

- Identifies key issues in order for your site to be search engine friendly
- Increases your web site traffic
- Push up your website in search engine results

- You need one if:
  - You don't have visitors
  - You have visitors but not enough buyers
  - You need more targeted visitors, product exposure and brand visibility
  - You cannot be found on search engines by any keyword describing your business
- The results are:
  - Attracting targeted traffic
  - You'll be in the directories where your potential buyers are
  - You have links to your website
  - You are in the first ten pages

## **Submission Service**

- Helps you increase your visibility
- Builds presence and brings you visibility and traffic on the Internet
- Increases your link popularity

- You need one if:
  - You never thought of that
  - You don't have time to handle periodical submission
  - You have low product download rates
  - You wish to have targeted visitors on your website
- The results are:
  - Increased traffic
  - Helps SEO
  - Prioritize the places you need to be for selling

## **PPC Management**

- PPC - The search engine marketing technique with the highest return on investment
- Brings you quick and maximum visibility at the lowest possible cost on Yahoo and Google
- Immediate results within hours or days

- You need one if:
  - You want targeted visitors in a short time
  - You don't know how to choose the keywords
  - You need management for following-up costs and optimizing campaigns
- The results are:
  - Learning how to have an increased ROI
  - Continuous account optimization (increase of click-through rates, optimized price bids and conversion rates)

## Case study:

[www.bodrag.com](http://www.bodrag.com) was offering award-winning products, however the site was getting too little traffic from search engines. Also, visitors to the site were confronted with a somewhat difficult to use web site...

### Objectives:

- Driving targeted traffic and downloads from major search engines and software directories
- Defining the web site in compliance with the best methodologies in web usability and search engine optimization guidelines
- Increase online software sales

## Case study:

### **Software submission**

Bodrag had full consultancy on how to create a PAD file required for software submission. We also made the first product submissions (different versions) to all major shareware directories in order to increase their products' visibility on the internet. We have increased the link popularity by developing a link strategy and we have included links to the Bodrag website on our partners' websites.

## Case study:

### **Usability Audit**

- Based on this report, Bodrag designed a new layout, implemented in February 2006
- Bodrag was also advised to fully customize the ordering pages. This was easily achieved from the Avangate Control Panel – the online payment system administration interface

BODRAG - Secure online order - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <https://secure.avangate.com/order/cart.php?PRODS=6961&QTY=1&CURRENCY=USD>

Google "axigen mail server" Search PageRank 64 blocked Check AutoLink AutoFill Options axigen mail server

Search SEO PPC Links Favorites Shopping Back

AltaVista Google LookSmart MSN Slider Teoma Yahoo Encyclopedia

Home | About Us | Terms of Use | Privacy Policy | Site Map

**BODRAG**  
For smart computing

Products | Downloads | Purchase | Support | Company | Forum Contact Us

Show price in: Romanian New Lei

**PRODUCTS IN YOUR SHOPPING CART**

#	Product/Service name	Quantity	Unit price*	Value	VAT Remove
1.	Outlook Express Backup Expert - 1.32	<input type="text" value="1"/>	57,43 RON (19.95 USD)	57,43 RON (19.95 USD)	0,00 RON (0.00 USD) <input type="checkbox"/>

The billing currency is USD (\$)

**Total price: 57,43 RON**  
**19.95 USD**

**RECOMMENDED ADDITIONAL PRODUCTS**

We recommend the following products which complement the products in your shopping cart. To add a product to your shopping list check the box next to the product name and press 'Update cart'.

1.	<input type="checkbox"/> Wipe Expert	86,22 RON (29.95 USD)	64,66 RON (22.46 USD)
----	--------------------------------------	--------------------------	--------------------------

[Continue shopping](#)

Done Internet

## Case study:

### **Search Engine Optimization**

- A SEO Audit was also provided, with specific recommendations on how to optimize the code, fix broken links and at the same time keep the Page Ranks URLs had achieved with the previous version of the site
- We continued the software submission for new versions of the software products
- In addition to real time reports and statistics on orders, we started to provide Bodrag with regular reports on search engine position and shareware directory listings

## Client feedback:

*“Our online sales massively increased after implementing Avangate’s recommendations, so we are obviously happy with their work. We will continue to request their assistance as we built new internet marketing strategies and campaigns.”*

Dragos Diaconescu, CEO Bodrag SRL

**Thank You!**



## AVANGATE

10A Dimitrie Pompei Blvd.

020337, Bucharest

Romania

Tel.: +40 21 303 2068

Fax: +40 21 303 2067

Contact person: Andreea Dinu

E-mail: [info@avangate.com](mailto:info@avangate.com)

Web: [www.avangate.com](http://www.avangate.com)