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conversion rate optimization

The Five Deadly Sins of Ecommerce Landing Pages

Tim Ash

CEO

About SiteTuners

- Landing page reviews & best-practices website redesigns
- Landing page test plans
- Strategic mentoring and training
- More than 1000 clients since 2002



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Your Baby Is Ugly



The 5 Deadly Sins of Ecommerce Landing Pages



Overview of 5 Deadly Sins of Ecommerce

1. Too Many Choices
2. Using Technological Gimmicks
3. Beating The Big Drum
4. Unclear Call-to-action
5. Having Multiple Personalities

1



Too Many Choices



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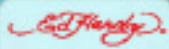
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- High availability through dual redundant hot-swap power supply and mirroring data disks (RAID) support.

Integrated Storage Capacity IPDATA hardware platforms offer 1TB, 8TB and 16TB built-in storage capacity options.

Storage Expansion Additional storage capacity from external Direct Storage Array (DSA) Area Modules (Requires 1U or 2U Form Factor) or iSCSI SAN Storage Appliances.

IPDATA Appliance Head for Modular Storage

Model SHL50 and SHL500

Appliance Interoperability IPDATA modular storage hardware platforms offer the most flexible and available foundation for network-based unified file and iSCSI storage functionality based on Windows, UNIX or FS series software options. Storage head offers the most advanced features for multi-tier system block software support.

- For iSCSI or FC SAN Storage Appliance Head, modular unified file and block storage services.
- For NAS Storage Appliance Head, native local high availability, built-in RAID (1 to 6 levels) features, off-line maintenance (hot-swappable) SAS & SATA Storage.

Integrated Storage Capacity None, only includes support for appliance storage operating system.

Storage Expansion External Storage Modules (such as Direct Attach Storage (DAS) Area Modules (Requires 1U or 2U Form Factor) or iSCSI SAN Storage Appliances) or iSCSI SAN Storage Appliances is required for storage.

IPDATA Unified (NAS + SP/NAS) Management Software Platforms

<p>IPDATA W1000 Series</p> <p>Powered by Microsoft Windows </p> <p>Built-in Redundant Storage Array</p> <p>Unified Storage Functionality Native connectivity with Windows/Exchange file systems. NAS Connected! Supports all type of NAS Clients.</p> <p>Data High Availability Global read failure/fault. Storage Array Synchronous Mirroring.</p> <p>Data Recovery Features Snapshots, Data RAID, RIT Recovery, Replication Local and Remote/Disaster Recovery, Single Instance Storage Recovery, Integrity Services.</p> <p>Deployment and management Multi-protocol SAN Client Support, Management, Virtualization Services, Enterprise-Class Security, Simplified File Server Resource Manager, DSR Support, Job View, Backup, etc.</p> <p>Appliance Models </p> <ul style="list-style-type: none"> Two, Modular (10TB and 8TB) with Failover Appliance, 1U/2U, Redundant. Four, Integrated (1TB, 8TB, 16TB & 32TB) Platforms. Expansion Option: One (1U) DAS Storage Array or iSCSI Storage Appliance. 	<p>IPDATA L1 Series</p> <p>Powered by Linux </p> <p>Built-in Redundant Storage Array</p> <p>Unified Storage Functionality Native connectivity with Windows/Exchange file systems. NAS Connected! Supports all type of NAS Clients.</p> <p>Data High Availability Global read failure/fault. Storage Array Synchronous Mirroring.</p> <p>Data Recovery Features Snapshots, Data RAID, RIT Recovery, Replication Local and Remote/Disaster Recovery.</p> <p>Deployment and management Multi-protocol SAN Client Support, Management, Virtualization Services, Simplified File Server Resource Manager, DSR Support, Job View, Backup, etc.</p> <p>Appliance Models </p> <ul style="list-style-type: none"> Two, Modular (10TB and 8TB) with Failover Appliance, 1U/2U, Redundant. Four, Integrated (1TB, 8TB, 16TB & 32TB) Platforms. Expansion Option: One (1U) DAS Storage Array or iSCSI Storage Appliance. 	<p>IPDATA P1 Series</p> <p>Powered by Solaris </p> <p>Enterprise IP SAN Edition</p> <p>Unified Storage Functionality Native connectivity with Windows/Exchange file systems. NAS Connected! All type of NAS Clients.</p> <p>Data High Availability Global read failure/fault. Storage Array Synchronous Mirroring.</p> <p>Data Recovery Features Snapshots, Data RAID, RIT Recovery, Replication Local and Remote/Disaster Recovery, Global continuous data protection against inter-level disaster and data model recovery.</p> <p>Deployment and management Multi-protocol SAN Client Support, Management, Virtualization Services, Simplified File Server Resource Manager, DSR Support, Job View, Backup, etc.</p> <p>Appliance Models </p> <ul style="list-style-type: none"> One, Modular (16TB, 32TB, 64TB) with Failover Option, 2U/3U. Four, Integrated (1TB, 8TB, 16TB & 32TB) Platforms. Expansion Option: One (1U) DAS Storage Array or iSCSI Storage Appliance.
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DAS Storage Array: Attach External RAID (or JBOD Expansion)

Subsystem for any of IPDATA Appliances

DAS (Direct Attached Storage) offers extensive storage capacities (14TB per Module, 44TB+) and transfer rates up to 800 MB/s and 44,000 IOPS. Simple, economical and easy way to add direct attached storage to your IPDATA Storage Appliance. Each 1U unit up to 64GB (JBOD Expansion) or a primary DAS (RAID Subsystem for a total of 64 GB) per 1U (3U) (requires 1U or 2U SAN).

Virtual (clustered) Storage Array: Scalable IP SAN

Virtual IP SAN is a family of intelligent iSCSI-based storage arrays starting with 100 MB/s and 10,000 IOPS and scaling to more than a million IOPS. It comes standard with comprehensive set of features such as central volume management, space efficient on-adapter file system, backup and restore, volume cloning for rapid server provisioning, auto-replication, multipath support, and disaster support for comprehensive disaster recovery.

Virtual Tape Library Appliances Head

Virtual Tape Appliance Head with two Fibre Channel (FC) ports for the SAN or Fibre Channel interface, supports a DAS Storage Array Subsystem for storage to one or multiple virtual tape libraries. Also used VTL, it can be used for simplified management, monitoring and diagnostics, works with all 3rd Party Tape Backup Software.

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5



Having Multiple Personalities



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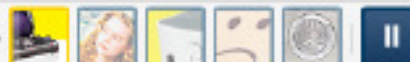
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Summary of 5 Deadly Sins of Ecommerce

1. Too Many Choices
2. Using Technological Gimmicks
3. Beating The Big Drum
4. Unclear Call-to-action
5. Having Multiple Personalities

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