

# SITE ASSESSMENT™

**Prism**rbs  
retail business solutions

Analyze and evolve to *achieve success.*

Are you aware of how well your current website is performing? To stay relevant and achieve success, it's vital to know and understand the factors that affect the performance of your website. Whether you are beginning to build your business' website or are fully up and running, PrismRBS will ask the important questions and provide you with valuable and impactful insight to maximize its performance.

## SERVICES





We will assess the integral parts of your website including:

- Functionality enhancements
- Conversion rates
- Customer acquisition
- Merchandising
- Digital marketing
- Responsive design

### SITE ASSESSMENT PACKAGES

#### SILVER

#### GOLD

	Analytics Assessment			
	Site Traffic Performance		•	•
	Customer Engagement		•	•
	Conversion Funnel Analysis		•	•
	Site Merchandising Assessment			
	Homepage Review		•	•
	Search Results Page Review		•	•
	Product Detail Page Review		•	•
	Cross Sell & Up Sell Utilization		•	•
	Site Marketing Assessment			
	On-site (Homepage Marketing, My Account, Remarketing)			•
	Off-site (Site Affiliations, Abandon Cart Emails, Paid Search)			•
	Responsive Design			
	Device Analytics Examination/Browser Support			•
	Menu Navigation			•
	Viewport & Image Resolution			•

For additional product information or pricing, visit [PrismRBS.com](https://PrismRBS.com) or email [info@prismrbs.com](mailto:info@prismrbs.com)

## Deliver a *superior eCommerce experience.*

Our managed eCommerce service will help you sell products, manage social media, and advertise promotions to ensure you maximize your store's online potential. Let our PrismRBS experts elevate your website and your online presence on the **PrismWeb™** platform.

### SERVICES

- Web analytics
- Customized creative design
- Onsite marketing
- Functionality enhancements
- Digital Product Optimization
- Social media management
- Basic SEO improvements
- Digital promotions

### FEATURES



#### One-time Setup

- PrismWeb™ Template Upgrade
- Google Analytics Implementation and Dashboards
- Digital Product Optimization (30 products)
- Website Taxonomy Update

\*Upgrade is for customers who have not previously updated.



#### Monthly Website Management

- Homepage Product Banners/Content Creation
- Homepage Promotions
- Homepage Announcements/Store Hours
- Featured Items/Top Sellers
- Digital Product Optimization (6 products)
- Marketing/Event Calendar Development



#### Additional Services

- Monthly Reporting Summary (Google Analytics & promotions performance)
- Vendor Affiliate Programs
- Social Media Management (Facebook, Twitter, etc.)

# DIGITAL MARKETING

**Prism**|rbs  
retail business solutions

*Pay for results,* not clicks.

Drive additional traffic to your eCommerce website with NBC's unique **pay-per-TRANSACTION** model. Our team uses industry best practices to ensure your store will capture shoppers at the moment they are ready to buy your course materials and general merchandise.

{ **\$1.7m** }  
in revenue generated through the  
Digital Marketing Program\*

{ **~42%** }  
conversion rate through retargeting  
and remarketing campaigns\*

## FEATURES

### Paid search

- Pay-per-TRANSACTION model
- Customizable and targeted advertising
- Track and measure results via Google Adwords

### Retargeting & remarketing

- Abandoned cart emails
- Customizable on-site remarketing messaging

### Affiliate marketing

- Promote your products and deals on affiliate websites
- Build brand awareness with your shoppers

### Social sharing

- Incentivize your customers to share purchases via social media
- Create a social media presence and build brand loyalty

### Robust monthly performance reporting

- Category, device, and customer type breakdowns
- Leverage Google Analytics to provide analysis and gain insights

**“** I am very  
**impressed** with the  
**NBC Digital  
Marketing program.**

If you're not doing this,  
**you're missing out.**

**”**

**Vicki Marvel**

Store Director, Alvin Community College Bookstore

*All features are available a la carte.*

*\*Results reflect all clients' collective data during the 2017 calendar year.*

# DIGITAL PRODUCT OPTIMIZATION

**Prism**|rbs  
retail business solutions

*Maximize performance* of your digital products.

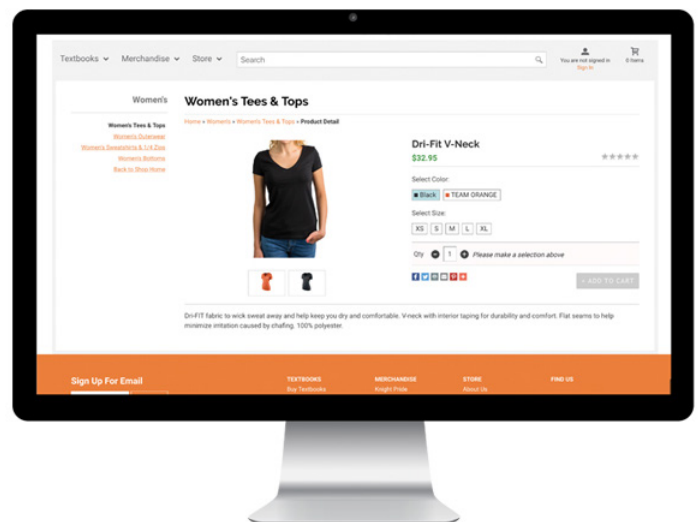
NBC's eCommerce team will take your online product content to the next level. They will ensure your digital products have inspirational images, engaging product titles and search-optimized descriptions to help you compete with other online retailers.

{ **82%** }  
of consumers perform research  
online before purchasing\*

{ **55%** }  
of consumers now  
prefer to buy online\*

## FEATURES

- Acquisition of product content from your vendors
- Enriched titles and descriptions with relevant keywords
- Fully optimized content is uploaded to your website
- Improve your search engine ranking to help drive traffic
- Elevate your customer's online shopping experience
- Eliminate the gap between your in-store and online assortment
- Leverage our experts to save you time and keep your labor costs down



\*<https://www.channeladvisor.com/blog/industry-trends/infographic-the-ever-evolving-e-commerce-consumer-journey/>

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