

# eCommerce: Plataformas de desarrollo

MBA. Miguel Angel Salazar Kovaleff

[msalazar@attachmedia.com](mailto:msalazar@attachmedia.com)

Seminarios Miércoles del Exportador - PromPerú

28 de setiembre de 2016

Lima, Perú



## Plataformas de desarrollo e-Commerce

MBA. Miguel Salazar Kovaleff

<http://blog.attachmedia.com>

@attachmedia



## Plataformas móviles

PRIMER PUESTO

Anunciante: MAPFRE Perú

Campaña: "eCommerce SOAT MAPFRE"

Agencia de presenta: Multiplica

Agencia involucradas: Attachmedia



## SEM

Anunciante: TECSUP

Campaña: "Admisión TECSUP"

Presenta: **Attachmedia**



## SEO

Anunciante: BBVA Continental

Campaña: "Estrategia SEO BBVA Banco Continental"

Presenta: **Attachmedia**



<http://premiosdigi.pe/>

# **CONSIDERACIONES**

# eCommerce



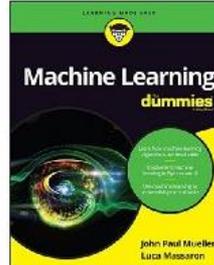
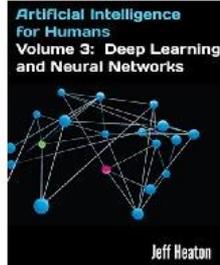
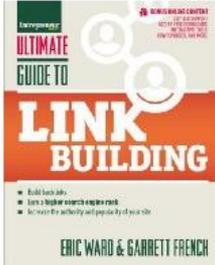
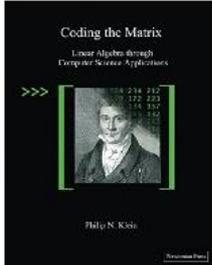
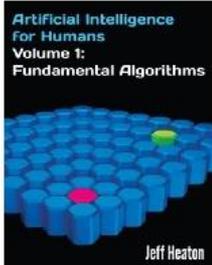
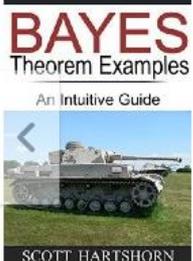
amazon **Try Prime** All

Departments Browsing History Miguel's Amazon.com Today's Deals Gift Cards & Registry Sell Help Hello, Miguel Your Account Try Prime Lists Cart

amazon dash **BUTTON** **\$4.99 CREDIT AFTER FIRST PRESS**

Hi, Miguel On Order 0 items Amazon Prime Try Prime 1 Audible credit Shop Audiobooks Gift Card Balance Reload \$100, Get \$5 Customer Since 2009

## Recommendations for you in Kindle Store



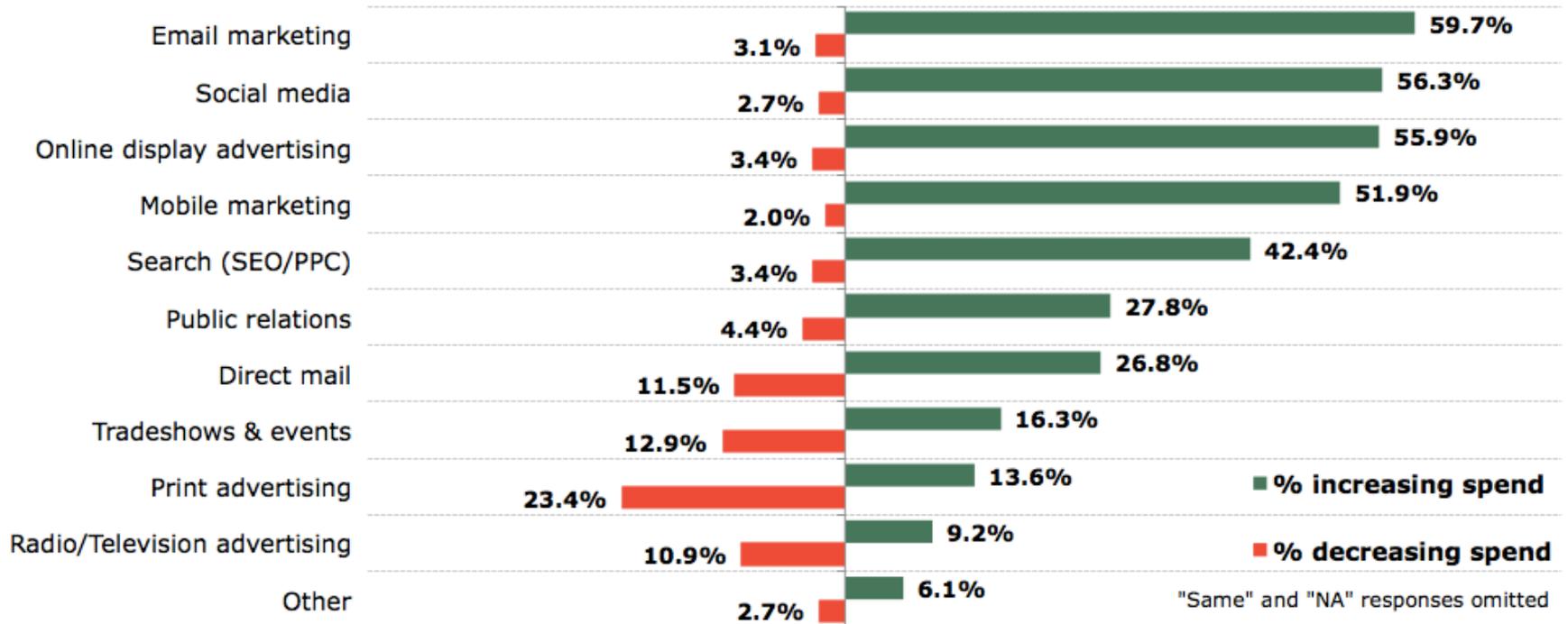
# Los que invierten lo saben



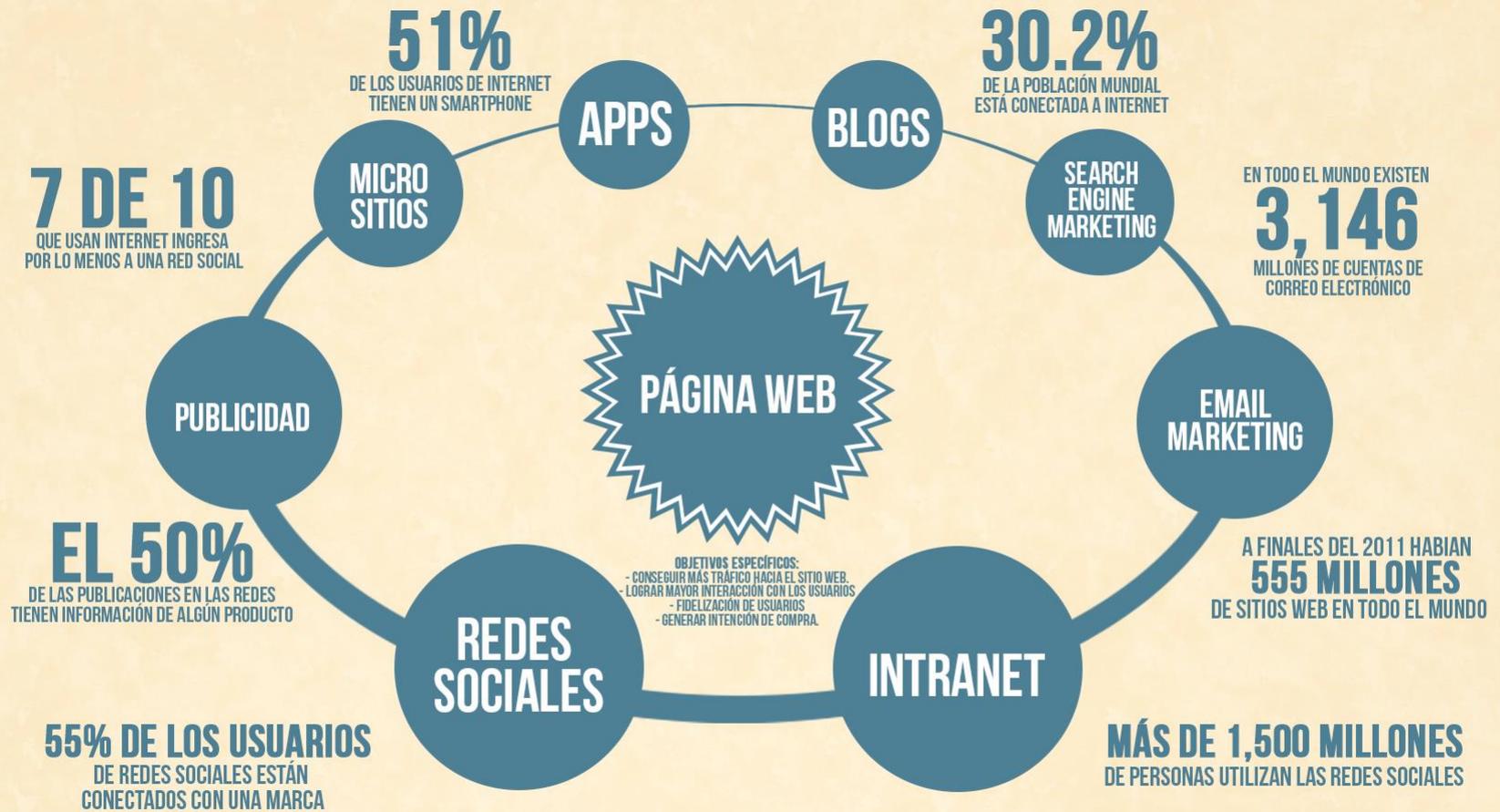
## Marketing Spending Plans for 2016, by Program

based on a survey of 295 global business leaders, 72% of whom are with companies headquartered in North America

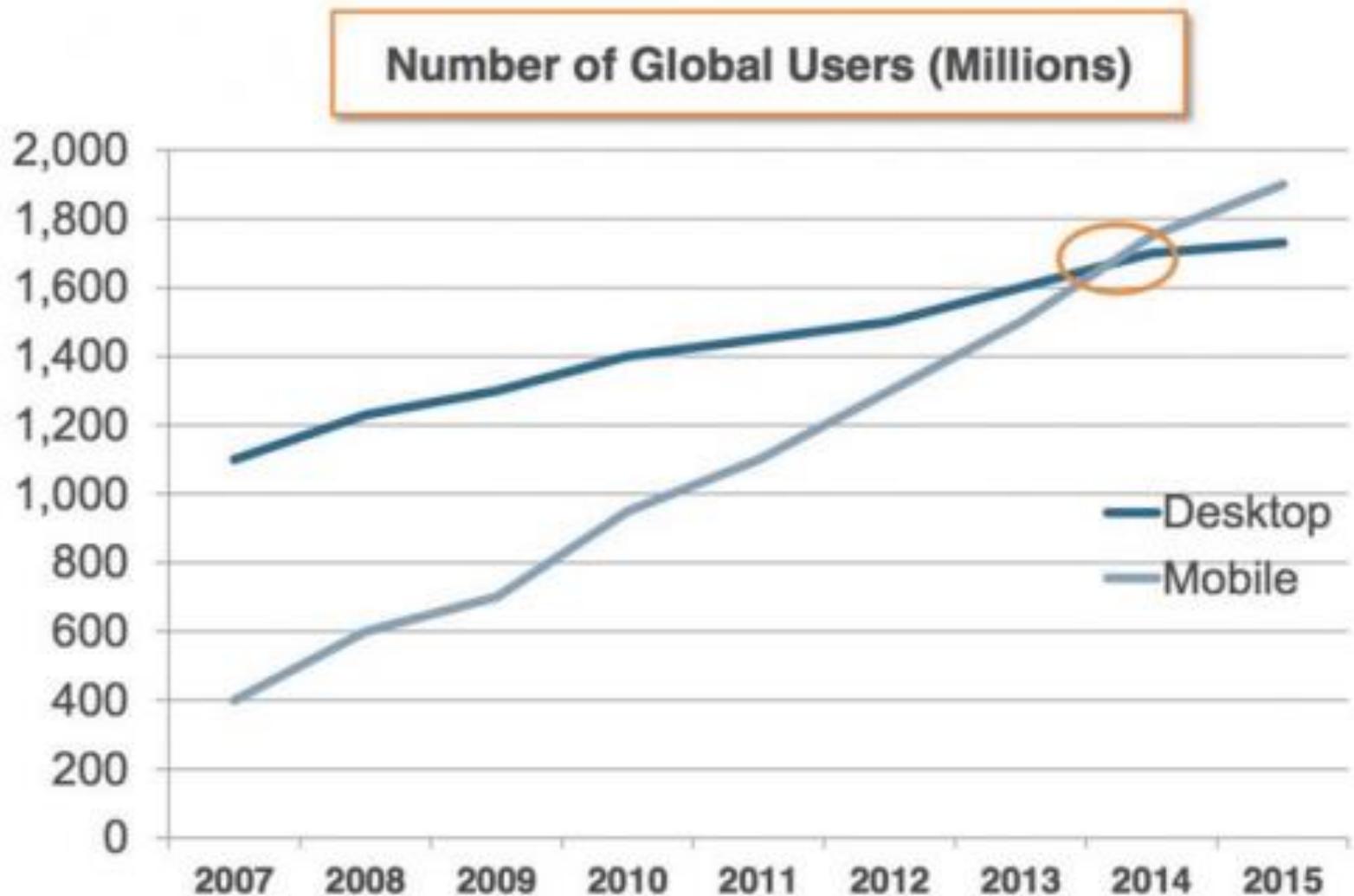
January 2016



# Ecosistema Digital

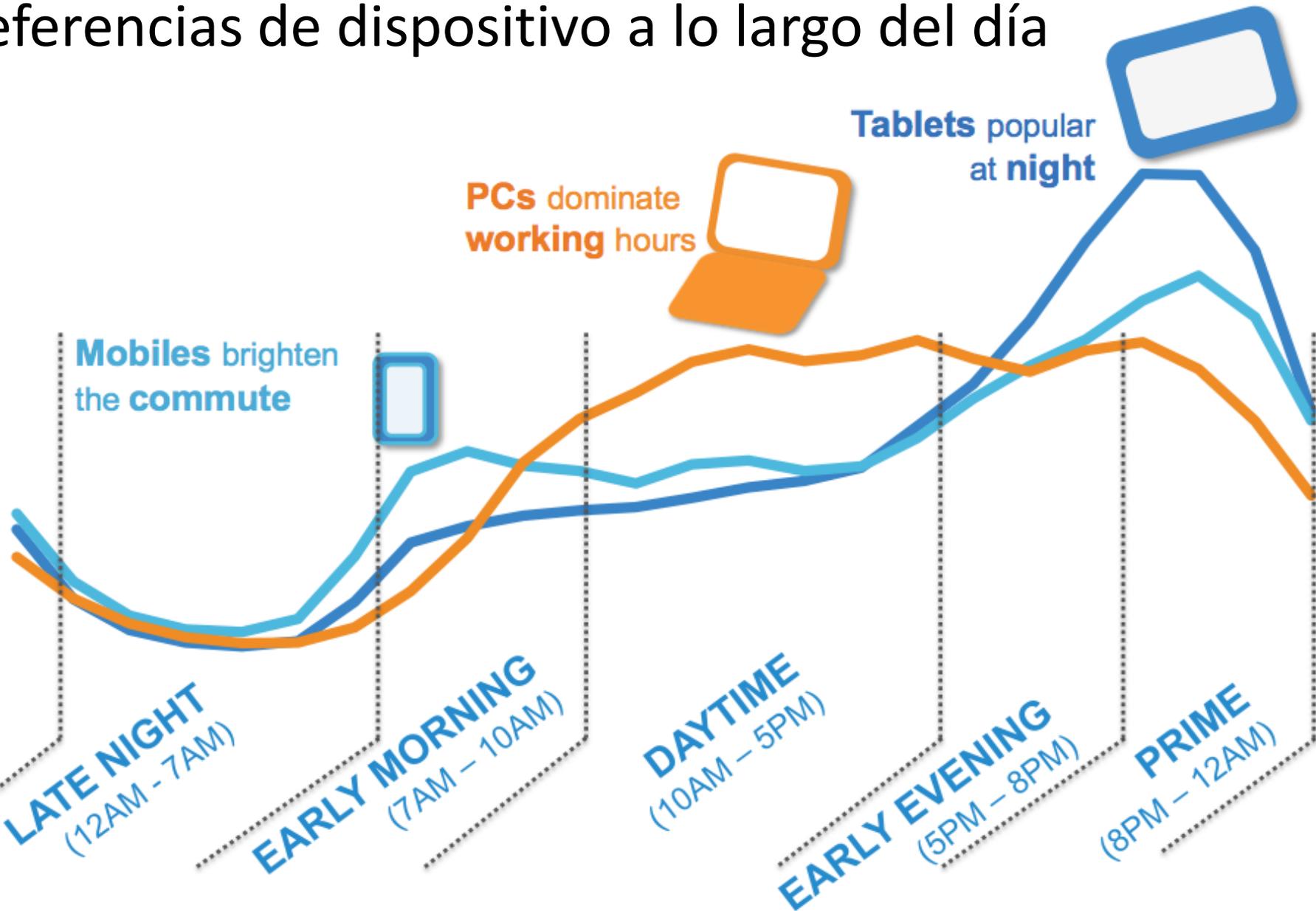


# El tráfico ha cambiado y no nos dimos cuenta



# Preferencias de dispositivo a lo largo del día

Share of Device Page Traffic on a Typical Workday

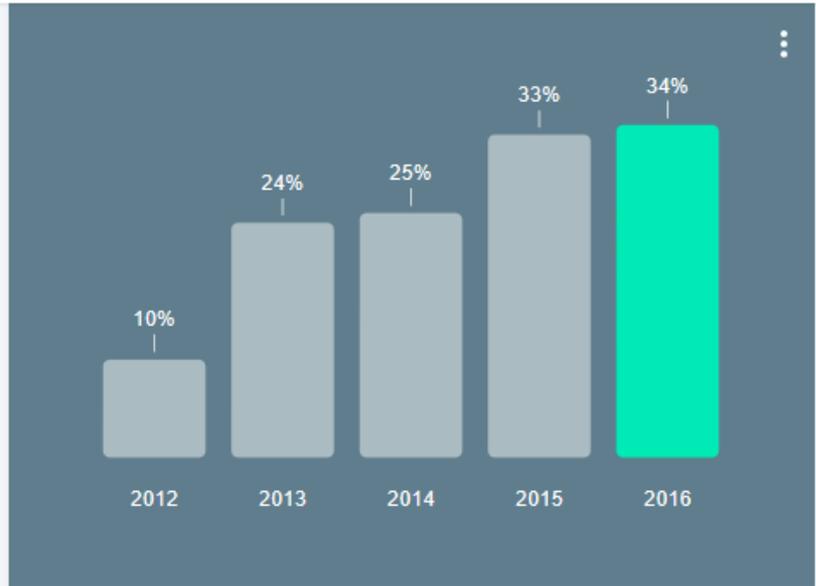


# Los usuarios usan 2 o 3 pantallas

USA  All



Percentage of people who use two screens.   
(Two of computer, smartphone or tablet.)



Percentage of people who use three screens -   
computer, smartphone and tablet.

# Saber de donde viene el tráfico

## Total Visits ⓘ

🖥️📱 On desktop & mobile web, in the last 6 months

[Embed Graph](#)

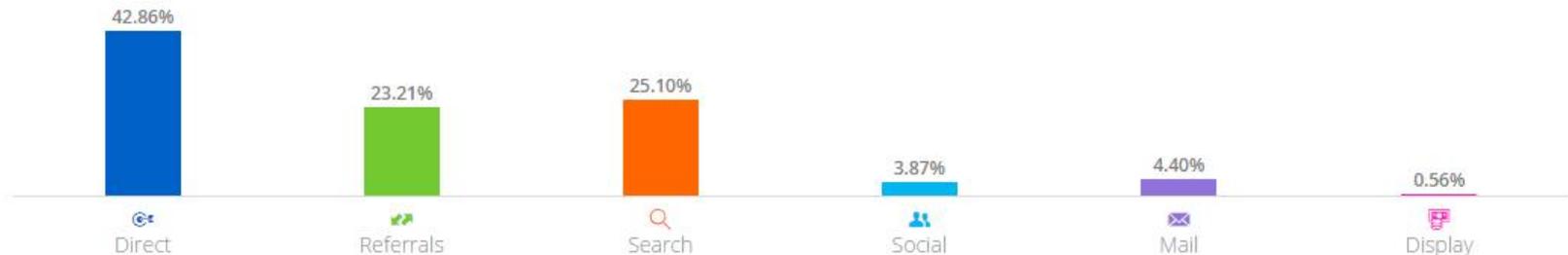


## Engagement

Total Visits	<b>2.40B</b> ▼ 1.21%
🕒 Avg. Visit Duration	<b>00:06:24</b>
📄 Pages per Visit	<b>9.26</b>
➡ Bounce Rate	<b>37.09%</b>

amazon.com

[+ Add Competitors](#)





**48%**  
Start on  
**Search Engines**

42%



Automotive

41%



Home &  
Garden

38%



Apparel &  
Beauty



**33%**  
Start on  
**Branded Websites**

31%



Finance

31%



Apparel &  
Beauty

27%



Automotive



**26%**  
Start on  
**Branded Apps**

36%



Finance

22%



Electronics

21%



Apparel &  
Beauty

# Google se actualiza , tu también debes

## MÁS RECIENTES:

23 sep 2016 - Penguin 4.0 es oficial

19 sep 2016 - Despliegue de AMP sobre resultados web

2 sep 2016 - Posible actualización en listados locales

2 sep 2016 - Otra posible actualización, sin confirmar (réplicas día 15)

24 ago 2016 - Penalización por intersticiales en enero

2 ago 2016 - Posible actualización, sin confirmar

26 jun 2016 - Posible actualización, sin confirmar

# Ratios de conversión

	Conversion Rates	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015
	Global	3.42%	2.83%	3.08%	3.02%	3.48%
	US	3.60%	2.91%	3.18%	3.09%	3.62%
	UK	3.65%	3.56%	3.97%	4.08%	4.20%

	Conversion Rates by Device	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015
GLOBAL	Traditional	4.15%	3.40%	3.74%	3.71%	4.43%
	Tablet	3.41%	2.83%	3.22%	3.20%	3.75%
	Smartphone	1.20%	1.13%	1.24%	1.37%	1.53%
US	Traditional	4.41%	3.54%	3.90%	3.84%	4.66%
	Tablet	3.59%	2.92%	3.32%	3.28%	3.89%
	Smartphone	1.16%	1.05%	1.17%	1.24%	1.43%
UK	Traditional	4.66%	4.34%	5.04%	5.32%	5.39%
	Tablet	3.52%	3.27%	3.76%	3.83%	4.02%
	Smartphone	1.94%	2.35%	2.45%	2.86%	3.05%

# Uso del móvil



- Uso para informarse
- Se interrumpe con facilidad, es su naturaleza
- El ancho de banda limitado

SEO + Usabilidad

Analítica + CRO

Infraestructura adecuada y  
escalable

# Resumen

- Sitio con contenido relevante [SEO]
- Carga rápida [SEO]
- Visibilidad desde cualquier dispositivo [UX]
- La conversión es lo más importante así que tienes que medir [ANALITICA]
- Mejora constante de la conversión [CRO]

# TEMAS TÉCNICOS

# Escalabilidad



- Instalación de plug Ins , juguemos

# Concurrencia



Seguridad – Hay coladeras en la vida  
yo no sé .....



# Tamaño y dinámica del servicio.



El tiempo es importante para los



# Hay que ser amigo de los buscadores



# Estar listo para la primer visita a tu sitio web



# Acepto todas las tarjetas

- <http://www.authorize.net/>
- <https://www.paypal.com/pe/webapps/mpp/home>
- <https://www.culqi.com/>

# **PLATAFORMAS DE DESARROLLO**

# Tipos de plataformas

- Sobre plataformas: Amazon , eBay, Alibaba, Mercado Libre y similares.
- Servicios
- Gestores de Contenido. Entiendo de eCommerce y quiero mi tienda.

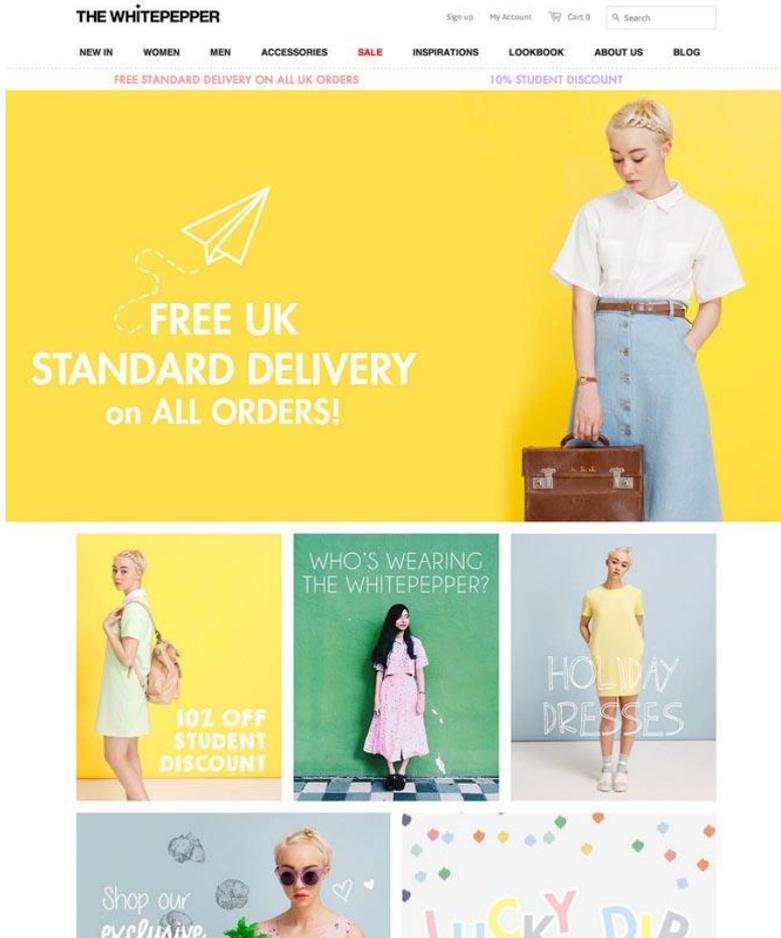
# Sobre Plataformas

- [https://services.amazon.com/content/sell-on-amazon.htm/ref=as 404 soa#!how-it-works](https://services.amazon.com/content/sell-on-amazon.htm/ref=as_404_soa#!how-it-works)
- <http://www.vendio.com/>

# Servicios

- Shopify
- Wix
- ecWid
- BigCommerce
- Xopie

# Shopify



Carrito de compras

Administración de tienda

Marketing y SEO

Productos

Hospedaje web

Análisis

Shopify Móvil

Soporte 24/7



# Wix



PISOS PERFECTOS

Belleza desde la superficie

Inicio

Nuestros Productos

Nosotros

Contacto

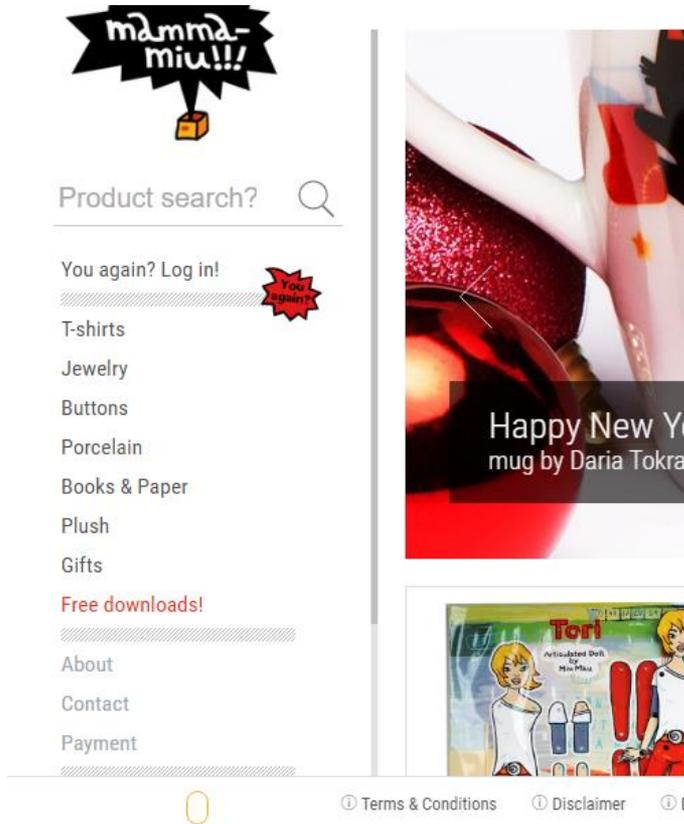
MADERA



VINILO



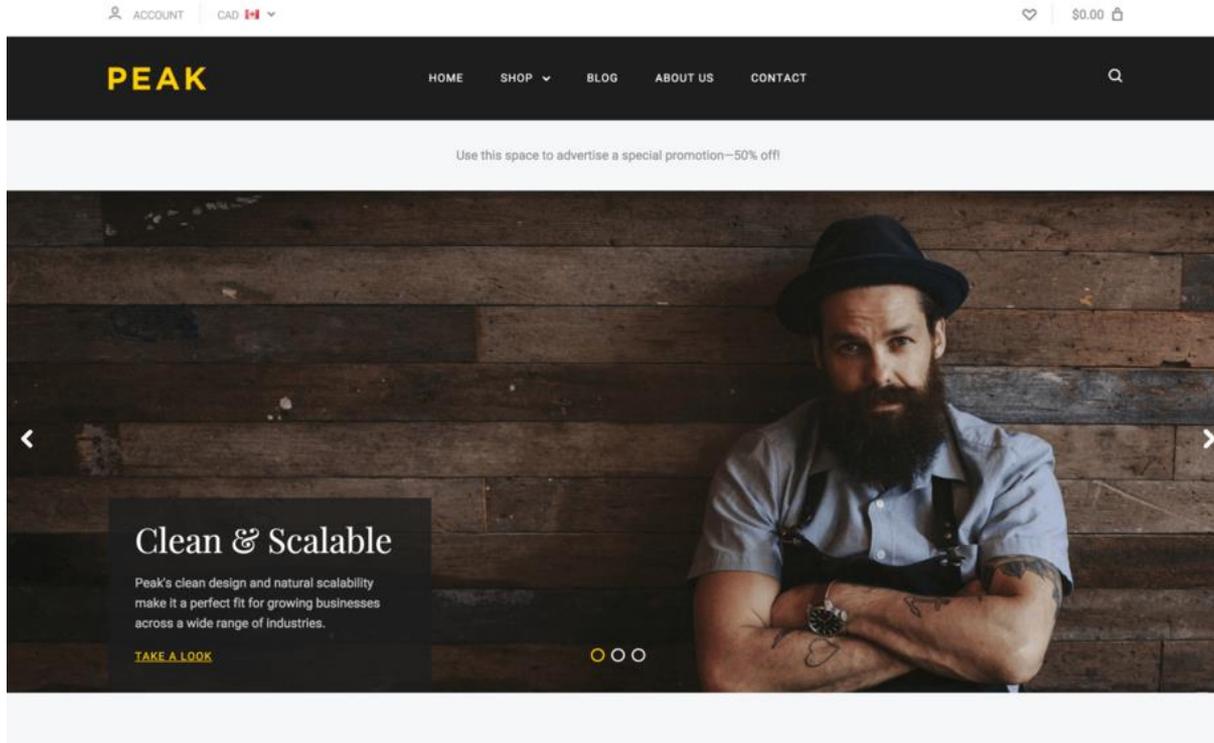
# ecWid



## Realice sus ventas en cualquier lugar

Realice sus ventas de modo simultáneo en sitios web, redes sociales, mercados (Google Shopping, Amazon Ads, eBay) o personalmente desde cualquier dispositivo.

# BigCommerce



FOR NEW AND FAST-GROWING BUSINESSES		FOR HIGH-VOLUME BUSINESSES	
Standard	Plus	Pro	Enterprise
\$29.95/mo	\$79.95/mo	\$199.95/mo*	Call 1-855-884-6731 for pricing tailored to your business
A full-featured online store	Optimized conversion and customer group management	High-volume security and analytics	The ultimate cloud ecommerce selling solution

# Xopie



Nº1 en soluciones e-commerce en Europa

93 242 50 06

Te Llamamos

Acceso

Oferta ▾ Precios ▾ Servicios ▾ Herramientas ▾ MarketPlace Referencias ▾ Recursos ▾ Quiénes somos ▾

## Crea una tienda online para tu pyme

conectada con tu software de gestión comercial, alojamiento y soporte incluidos e ilimitados

Start	Plus	Optimum	Premium	Corporate	A medida
<b>149€</b> + IVA / mes	<b>199€</b> + IVA / mes	<b>299€</b> + IVA / mes	<b>499€</b> + IVA / mes	<b>899€</b> + IVA / mes	<b>Presupuesto</b>
<b>Presupuesto Gratis</b>	<b>Presupuesto Gratis</b>	<b>Presupuesto Gratis</b>	<b>Presupuesto Gratis</b>	<b>Presupuesto Gratis</b>	<b>Presupuesto Gratis</b>
500 productos 50 000 páginas vistas 25 000 llamadas webservices 200 MB de almacenamiento Pack B2B Advanced Conexión ERP Soporte telefónico 57€ +IVA/mes	3 000 productos 100 000 páginas vistas 50 000 llamadas webservices 1 000 MB de almacenamiento Pack B2B Advanced Conexión ERP Soporte telefónico 57€ +IVA/mes	10 000 productos 200 000 páginas vistas 100 000 llamadas webservices 2 000 MB de almacenamiento Pack B2B Advanced Conexión ERP Soporte telefónico	20 000 productos 500 000 páginas vistas 250 000 llamadas webservices 3 500 MB de almacenamiento Pack B2B Advanced Conexión ERP Soporte telefónico	50 000 productos 1 000 000 páginas vistas 500 000 llamadas webservices 5 000 MB de almacenamiento Pack B2B Advanced Conexión ERP Soporte telefónico	+ sw 50 000 productos + de 1 000 000 páginas vistas + de 500 000 llamadas webservices + de 5 000 MB de almacenamiento  Pack B2B Advanced  Conexión ERP  Soporte telefónico

# Gestores de Contenido

- Magento. Negocios medianos a grandes
- OpenCart . Negocios pequeños y medianos pero sin mucha actualización
- Prestashop. Ideal para Pequeños y medianos negocios
- Wordpress. Del blog al comercio electrónico
- Drupal.



UN SISTEMA DE GESTIÓN DE CONTENIDOS ES UN PROGRAMA QUE PERMITE CREAR UNA ESTRUCTURA DE SOPORTE PARA LA CREACIÓN Y ADMINISTRACIÓN DE CONTENIDOS, PRINCIPALMENTE EN PÁGINAS WEB, POR PARTE DE LOS ADMINISTRADORES, EDITORES, PARTICIPANTES Y DEMÁS ROLES. ALGUNOS DE LOS CMS MÁS CONOCIDOS SON WORDPRESS, JOOMLA, DRUPAL, MAGENTO, PRESTASHOP, ENTRE OTROS.

## Ventajas

LOS CMS SON INTUITIVOS, DADA SU NATURALEZA ES SENCILLO ACTUALIZAR INFORMACIONES O PRODUCTOS POR NOSOTROS MISMOS.

LOS CMS CUENTAN CON COMUNIDADES DE DESARROLLADORES, LOS CUELES PERMITEN CONSULTAR INFORMACIÓN EN LA RESOLUCIÓN DE DUDAS.

OPORTUNIDAD DE REALIZAR CAMBIOS EN EL DISEÑO Y CARACTERIZACIÓN DE LA PÁGINA WEB DE MANERA RÁPIDA Y SENCILLA GRACIAS A LA DIVERSIDAD DE PLANTILLAS O TEMAS.

REDUCCIÓN EN COSTES, TRABAJO Y TIEMPO. DEBIDO A LA AUTOMATIZACIÓN EN LA INTALACIÓN.

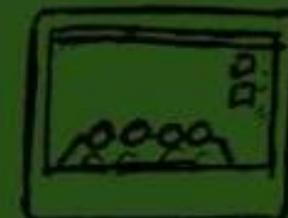
ESTÁN ESTRUCTURADAS EN MÓDULOS, PLUGYN Y EXTENSIONES.

## Desventajas

ES NECESARIO REALIZAR MANTENIMIENTO, ACTUALIZACIONES, FUNCIONALIDAD, ETC. EN ESPECIAL LOS RELACIONADOS A SEGURIDAD, YA QUE LOS CMS SON MÁS VULNERABLES DE SUFRIR ATAQUES SI NO ESTÁN ACTUALIZADOS.

MENOS MALEABILIDAD: LOS CMS SON DE SOFTWARE LIBRE Y POR ELLOS SIEMPRE ESTAREMOS SUJETO A LA ESTRUCTURA PROPIA DEL CMS.

EL CÓDIGO FUENTE QUE SE GENERA LLAMADO (CÓDIGO SUCIO), PROVOCA LENTITUD YA QUE TIENE QUE RECORRER MAYOR NÚMERO DE PROCESOS EN LA PÁGINA WEB.







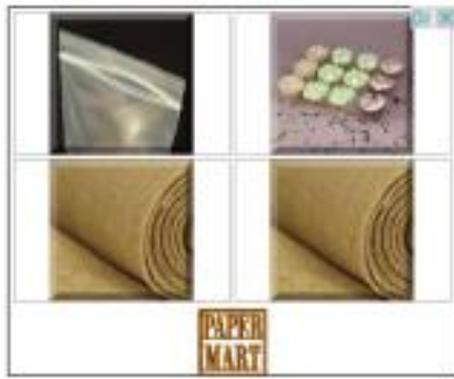
**FREE GROUND SHIPPING OVER \$200**
ADVERTISING
**IN THE CONTINENTAL 48 STATES ONLY**
[SHOP NOW!](#)

# sew mama sew

search website


**explore over 400** **Sewing Tutorials**


- [home](#)
- [learn](#)
- [participate](#)
- [buy](#)
- [connect](#)
- [meet](#)
- [follow](#)
- [browse](#)
- [contact](#)



# Magento

## Pros

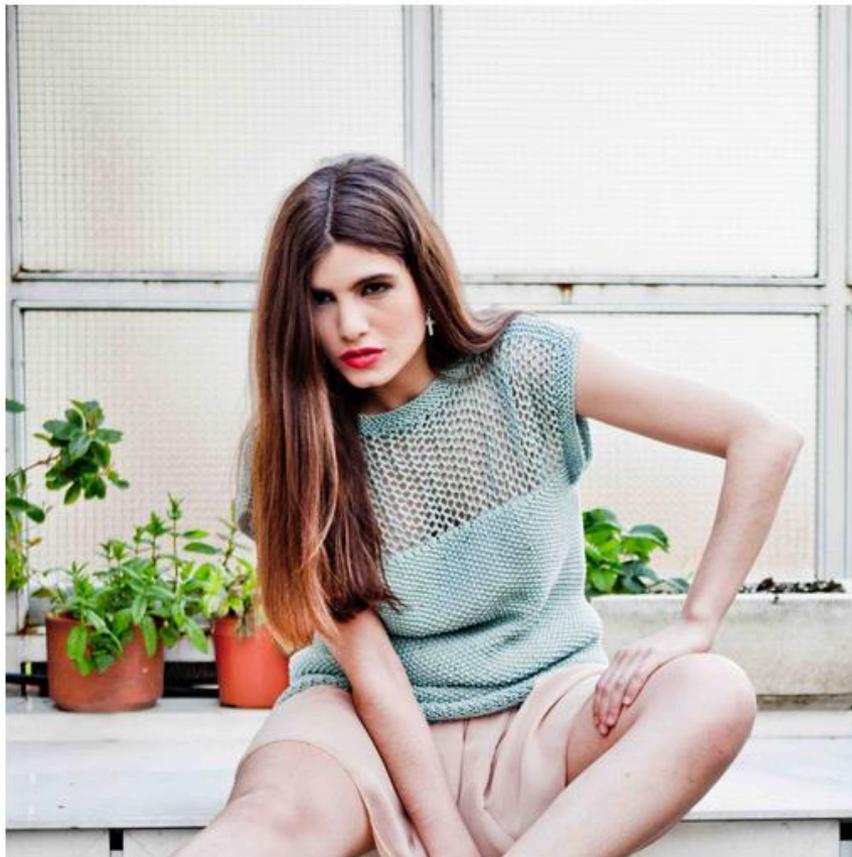
- Gestionar múltiples sitios web y tiendas desde un solo panel
- Gran flexibilidad de desarrollo. Múltiples tiendas
- Escalabilidad gracias a Módulos ( gratuitos y de costo )

## Contras

- La Comunidad no es tan grande
- Gran expertise de programación
- Recursos de más alto costo

## JULIET TEE

KITS DE TEJER



## CUSTOMIZA TU KIT

Colores disponibles en algodón



Algodón color A: \* |

Idioma del patrón: |

Extras: |  Sin agujas (-10,00 €)

Cantidad:

**49,00 €** [cambiar moneda](#)

**AÑADIR AL CARRITO**

\* Campos requeridos

DESCRIPCIÓN

GARANTÍA

ENVÍO Y DEVOLUCIÓN

A esto es a lo que llamamos romance convertido en un prenda tejida: un verdadero homenaje a la Julieta más famosa de la historia. ¡Tejer nunca había sido tan romántico!

# Panel de control Magento

**Magento Admin** Global Record Search Logged in as admin | March 24, 2008 | [Log Out](#)

Dashboard Sales **Catalog** Customers Promotions Newsletter CMS Reports System

**Categories** [Add New](#)

Choose Store View:  
All Store Views

- Root Catalog (1)
- Furniture (7)
  - Living Room (4)
  - Bedroom (3)
- Electronics (17)
  - Cell Phones (5)
  - Cameras (8)
    - Accessories (3)
    - Digital Cameras (5)
  - Laptops (4)
- Apparel (79)
  - Shirts (32)
  - Shoes (46)
    - Mens (22)
    - Womens (34)
  - Hoodies (1)
  - Pants (0)
- Household Items (0)

**New Category** [Reset](#) [Save Category](#)

General Information Category Products Custom Design

**General Information**

Name \*  [STORE VIEW]

Parent Category  [STORE VIEW]

Description  [STORE VIEW]

Image  [Browse...](#) [GLOBAL]

Page Title  [STORE VIEW]

Meta Keywords  [STORE VIEW]

# Prestashop

## Pros

- Más de 250 funcionalidades, vender productos físicos o digitales, emitir facturas, integración con eBay , comentarios
- Creación de categorías y subcategorías ,
- Amigable a buscadores
- Integra paypal ,Google Checkout, Cashticket y muchos módulos para otros medios de pago

## Contra

- Limitado número de items
- Expertise para mejorar o adaptar plantillas

N°1 DES LANTERNES  
SUR INTERNET



MON PANIER

Recherche  OK

Lanterne Volante ▾ Photophores ▾ Lampion Boule Papier ▾ Ballons ▾ Bougie LED ▾ Guirlande Lumineuse ▾ Déco par couleur Événement ▾

# N°1 DEPUIS TOUJOURS

SkyLantern Original est le partenaire des plus belles fêtes de France depuis 2007. La référence en Lanternes Volantes

> VOIR LA COLLECTION

## – NOS MEILLEURES VENTES –



Balloon Blanc

3,20 €



LED à suspendre

3,30 €



Tube Blanc

3,50 €



Boule papier 40cm  
Blanc

3,00 €



Maya Blanc x5

4,95 €



# Panel de control de Prestashop

The screenshot displays the Prestashop administration interface. On the left is a dark sidebar with navigation menus: DASHBOARD, CATALOG, ORDERS (highlighted with a red circle), CUSTOMERS, PRICE RULES, MODULES, SHIPPING, LOCALIZATION, PREFERENCES, ADVANCED PARAMETERS, ADMINISTRATION, and STATS. The main content area has a green header with 'ORDERS Orders' and a search bar. A red box highlights the 'Add new order' button. Below the header, there are filters for 'New client', 'Delivery', 'Customer', 'Total', 'Payment', and 'Status'. A table lists 36 orders with columns for checkboxes, order ID, reference, quantity, country, customer name, total amount, payment method, status, date, and a 'View' button. The table data is as follows:

Order ID	Reference	Quantity	Country	Customer	Total	Payment	Status	Date	Action
		0	United States	P. Davidson	\$432.00	Bank wire	Awaiting bank wire payment	05/15/2014 11:30:00	View
30	RIMCHLBJK	0	Belgium	D. Johnson	\$532.00	Bank wire	Delivered	05/14/2014 11:30:54	View
29	CMTMNWWT	0	Belgium	D. Johnson	\$496.00	Bank wire	Delivered	05/14/2014 09:06:40	View
28	FDDBEORC	0	United States	P. Davidson	\$32.00	Bank wire	Payment accepted	05/14/2014 08:49:28	View
27	IMTPVCJY	0	United States	P. Davidson	\$692.00	Bank wire	Delivered	05/14/2014 08:41:31	View
26	QEXZGVWD	0	United States	P. Davidson	\$852.00	Bank wire	Delivered	05/13/2014 11:42:11	View
25	TDHLIZUZK	0	United States	P. Davidson	\$432.00	Bank wire	Delivered	05/13/2014 10:58:32	View
24	GIVTCYQV	0	Belgium	D. Johnson	\$6.00	Bank wire	Payment accepted	04/26/2014 10:39:14	View

# OpenCart

## Pros

- Viene con muchas funcionalidades preinstaladas como cupones, informes de ventas,
- Multilenguaje
- Módulos de pago preinstalados: paypal, eWay , WorldPay, entre otros

## Contras

- Comunidad limitada
- Poca flexibilidad
- Baja escalabilidad

Your Store - Mozilla Firefox  
File Edit View History Bookmarks Tools Help  
Your Store  
http://192.168.1.51/

opencart

Currency: € £ \$  
Shopping Cart: 0 item(s) - \$0.00  
Search: Welcome visitor you can [login](#) or [create an account](#)  
[Home](#) | [Wish List \(0\)](#) | [My Account](#) | [Shopping Cart](#) | [Checkout](#)

Desktops | Laptops & Notebooks | Components | Tablets | Software | Phones & PDAs | Cameras | MP3 Players

### Samsung Galaxy Tab 10.1

Only \$199.99

COMING SOON!  
Samsung Galaxy Tab



#### Featured

 iMac \$119.50 <a href="#">Add to Cart</a>	 iPhone \$120.68 <a href="#">Add to Cart</a>	 iPod Classic \$119.50 <a href="#">Add to Cart</a>	 iPod Nano \$119.50 <a href="#">Add to Cart</a>	 iPod Shuffle \$119.50 <a href="#">Add to Cart</a>	 iPod Touch \$119.50 <a href="#">Add to Cart</a>
--	--	--	---	--	--

1024x768

[Home](#)

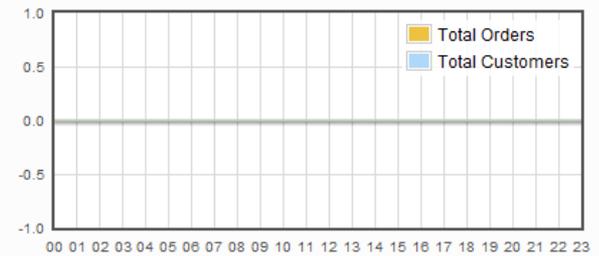
### Dashboard

#### Overview

Total Sales:	RM 0.00
Total Sales This Year:	RM 0.00
Total Orders:	0
No. Of Customers:	0
Customers Awaiting Approval:	0
No. Products:	19
No. Of Reviews:	3
Reviews Awaiting Approval:	0

#### Statistics

Select Range: Today



#### Latest 10 Orders

Order ID	Customer Name	Status	Date Added	Total	Action
No results!					

# Wordpress

## Pros

- Varios Plugins para integrar una tienda: Wp-commerce . TheCartPress, JigoShop, WooCommerce
- Gran comunidad de desarrolladores
- Seo Amigables ( con plugins adicionales )
- Está bueno para hacer pedidos

## Contra

- Limitada cantidad de productos
- Seguridad necesita programación

## SHOP

Showing 1–10 of 23 results

Default sorting



FLYING NINJA

★★★★☆

was £12

Add to cart



HAPPY NINJA

★★★★★

£18

Add to cart



HAPPY NINJA

★★★☆☆

£35

Add to cart



NINJA SILHOUETTE

★★★★★

£20

Add to cart



NINJA SILHOUETTE

★★★★☆

£35

Add to cart



PATIENT NINJA

★★★★★

£35

Add to cart



PREMIUM QUALITY

★★★★★

£20

Add to cart



PREMIUM QUALITY

★★★☆☆

was £12

Add to cart

### BEST SELLERS

Patient Ninja

£35



Happy Ninja

£35



Flying Ninja

£16 £12



Woo Single #2

£9 £2



Premium Quality

£20



### CART

### LAYERED NAV

Black 2

Blue 1

Green 1

### SEARCH

Search for products

### TAGS

### RANDOM

Happy Ninja

£35



Woo Single #2

£9 £2



Woo Album #3

£9



Premium Quality

£16 £12



Happy Ninja

£18



# Panel de control wordpress

The image shows a screenshot of the WordPress dashboard. At the top, there is a navigation bar with a home icon, a refresh icon with the number '5', a speech bubble icon, and a '+ New' button. On the right side of the navigation bar, it says 'Howdy,' followed by a user profile icon and a 'Screen Options' dropdown menu. Below the navigation bar, there is a yellow banner with a message: 'WordPress 5.0 is available! Please update now.' with 'Screen Options' and 'Help' buttons.

The main content area is titled 'Dashboard' and features a 'Welcome to WordPress!' message with a 'Dismiss' link. Below this, there are three columns of links:

- Get Started:** A large blue button labeled 'Customize Your Site' and a link 'or, [change your theme completely](#)'.
- Next Steps:** Three links: 'Edit your front page', 'Add additional pages', and 'View your site'.
- More Actions:** Three links: 'Manage widgets or menus', 'Turn comments on or off', and 'Learn more about getting started'.

Below the welcome message, there are two main sections:

- Right Now:** A summary of site statistics. It is divided into 'Content' and 'Discussion'.

Content	Discussion
0 Posts	0 Comments
7 Pages	0 Approved
1 Category	0 Pending
0 Tags	0 Spam
- QuickPress:** A form for creating a new post. It includes a text input for the title, an 'Add Media' button, a larger text area for the content, a 'Tags (separate with commas)' input, and 'Save Draft', 'Reset', and 'Publish' buttons.

At the bottom, there are two more sections:

- Recent Comments:** A section that currently displays 'No comments yet'.
- Recent Drafts:** A section that currently displays 'There are no drafts at the moment'.

On the left side of the dashboard, there is a sidebar menu with the following items: Dashboard, Home, Updates (5), Posts, Media, Pages, Comments, Properties, Custom Data, Contact, Appearance, Plugins (3), Users, Tools, Settings, All in One SEO, Online Backup, and a 'Collapse menu' button.

# Drupal

## Pros

- Comunidad de desarrolladores por excelencia
- PlugIns fáciles de instalar , E-Commerce, Ubercart,
- Módulos de pago disponibles ( con cuidado)

## Contra

- Requiere de programadores expertos , con el billete no se juega
- Más horas en desarrollo
- Las plantillas no son tan sexys



Featured products



Black shoes  
\$39.75



Red pumps  
\$45.99



Blue shirt  
\$25.95

Sed ut perspiciatis

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam...  
17 weeks 21 hours ago

Apparel

Shoes Teens Menswear Children Womens

A wide selection of apparel, something for everyone!

Bay Light Shorts



\$45.99

Blue Shirt



\$32.76

Dress Shirt with Tie



\$28.88

Golden Slippers



Graduated color stripes shirt



Hot Hot Hot Red Heels



Recent comments

- This is the greatest handheld  
12 weeks 6 days ago
- I got one of these for my  
12 weeks 6 days ago
- These headphones sound pretty  
12 weeks 6 days ago
- On a cool day, this overcoat  
12 weeks 6 days ago
- These shoes are supremely  
12 weeks 6 days ago

more

Store

Apparel (52)

- Shoes (6)
- Teens (8)
- Menswear (10)
- Children (4)

# Panel de control Drupal

The screenshot shows the Drupal Translation Dashboard interface. The browser address bar displays `drupal-translation.com/admin/content/translation-management/dashboard`. The page title is "Translation Dashboard".

**Filters:** Show: English | Translated to: All languages | With status: Not translated or needs updating

**Table of Content:**

Title	Type	Status	German	Spanish
Earning affiliate commission	Page	Published	👤	👤
Drupal Translation Management	Page	Published	👤	👤
Translation Process Overview	Page	Published	👤	👤
Guide for translators	Page	Published	👤	👤
Translation Analytics	Page	Published	👤	👤
Introducing Translation Management	Page	Published	👤	👤
Translation Management popup	Page	Published	👤	👤

**Translation options:**

- Translate to German - Use translator: `bruce (Local)` [Manage translators](#)
- Translate to Spanish - Use translator: `Srdjan Jovic (Local)` [Manage translators](#)

[Translate selected documents](#)

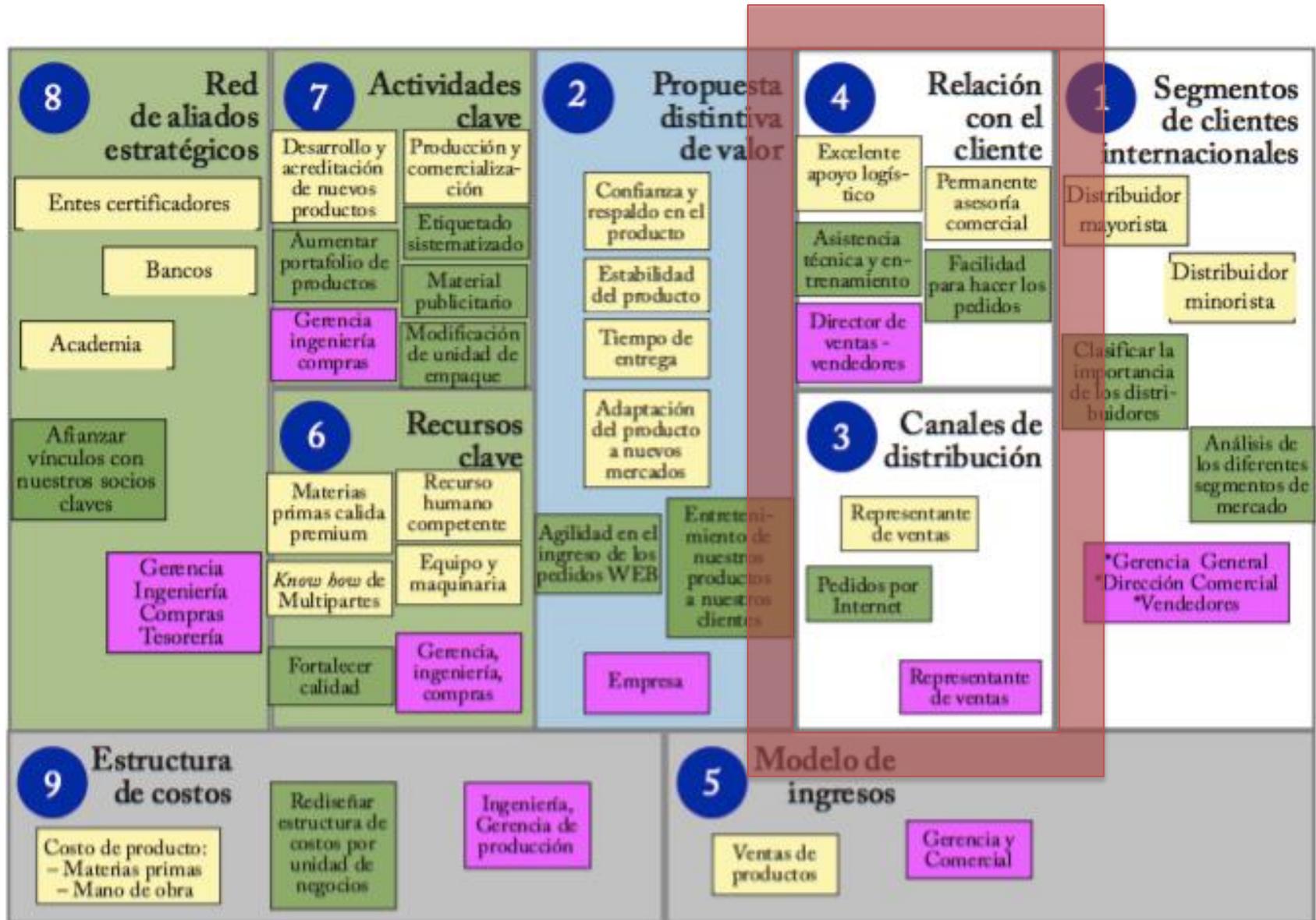
**Jobs sent to iCanLocalize: 117 - [view jobs](#)**

You can choose additional translations as reviewers. Go to the project page and enable review.

Your balance at iCanLocalize is -77.07 USD. Visit your iCanLocalize finance page to deposit more payment.

# Estrategia Digital

# Modelo de negocio Exportador



# SEE/THINK/DO FRAMEWORK



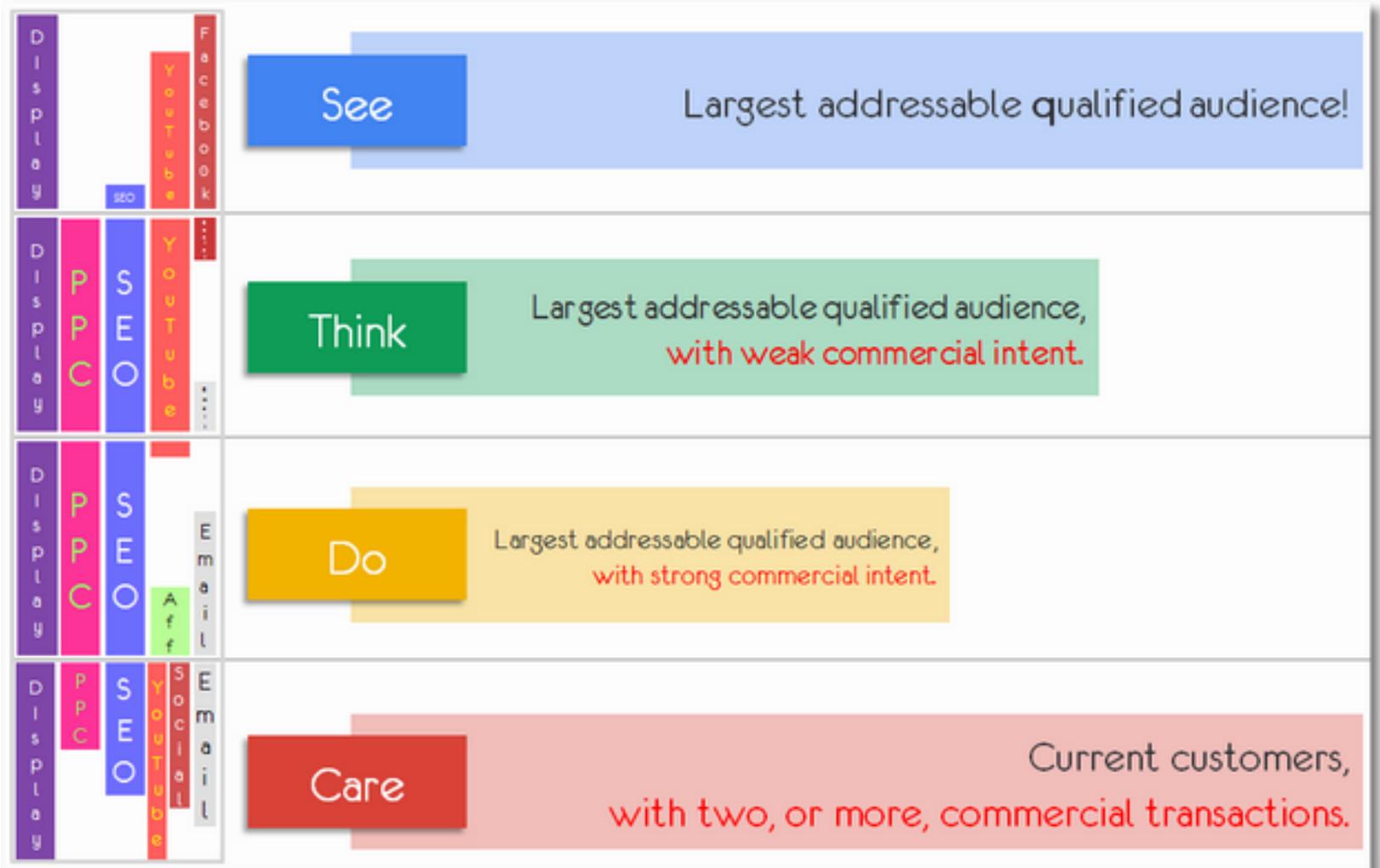
[www.kaushik.net/avinash/](http://www.kaushik.net/avinash/)

# Ejemplo

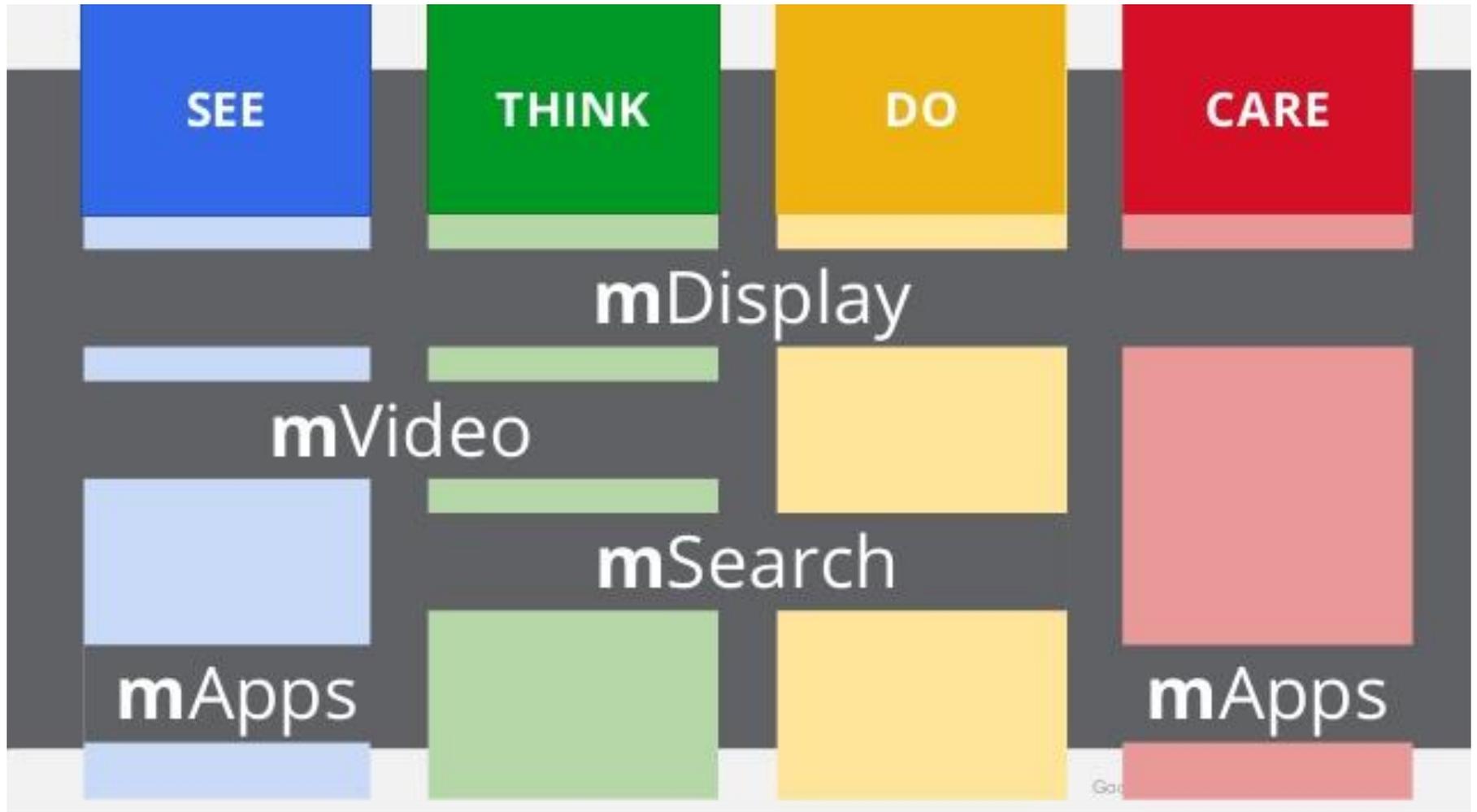
Los consumidores en cuatro fases de intención. El modelo 'see, think, do, care' para un negocio *retail* de ropa:

Fases de consideración	Audiencia	Concepto
<i>See</i>	Todas las personas que usan ropa	La mayor cantidad de audiencia a la que te diriges
<i>Think</i>	Todas las personas que usan ropa que creen que podrían necesitar más	La mayor cantidad de audiencia a la que te diriges que tiene alguna intención de compra
<i>Do</i>	Todas las personas que usan ropa que creen que podrían necesitar más y que actualmente quieren comprar	La mayor cantidad de audiencia a la que te diriges que está lista para comprar
<i>Care</i>	Todas las personas que usan ropa que han comprado en tu tienda	Los clientes actuales con más de dos transacciones comerciales

# Acciones de Marketing Digital



# Oportunidades también en móvil



# Se miden

Measurement  
Strategy

See

- # or % Interactions (platforms/ads)
- Conversation, Amplification, Applause, and their influencers,
- Indexed Increase in Brand Awareness to lead active lifestyles.
- % New Visits

Think

- Click-Thru Rate
- Page Depth people who lead active lifestyles,
- Per Visit Goal Value latest nutritional choices
- % Assisted

Do

- Visitor Loyalty
- Checkout Abandonment Rate are considering their latest nutritional choices
- Conversion Rate ages of a purchase.
- Profit (=Rev-Ad Cost-COGS)

Care

- Repeat Purchases
- Likelihood to Recommend purchased multiple BeceL products.
- Customer Lifetime Value

**COMO MEJORAR LAS PLATAFORMA**

# Medir, Google Analytics

Google Analytics

Buscar en este sitio

Inicio Funciones Información Socios Premium Blog Ayuda

Inicie sesión o cree una cuenta

## Analítica web para empresas

Disfrute de ella en la plataforma líder de Google. Más información

Inicio página principal Informes estándar Informes personalizados

### Mi panel

#### Visitas diarias

Fecha	Visitas
1 ene	15.000
8 ene	12.000
15 ene	18.000
22 ene	10.000

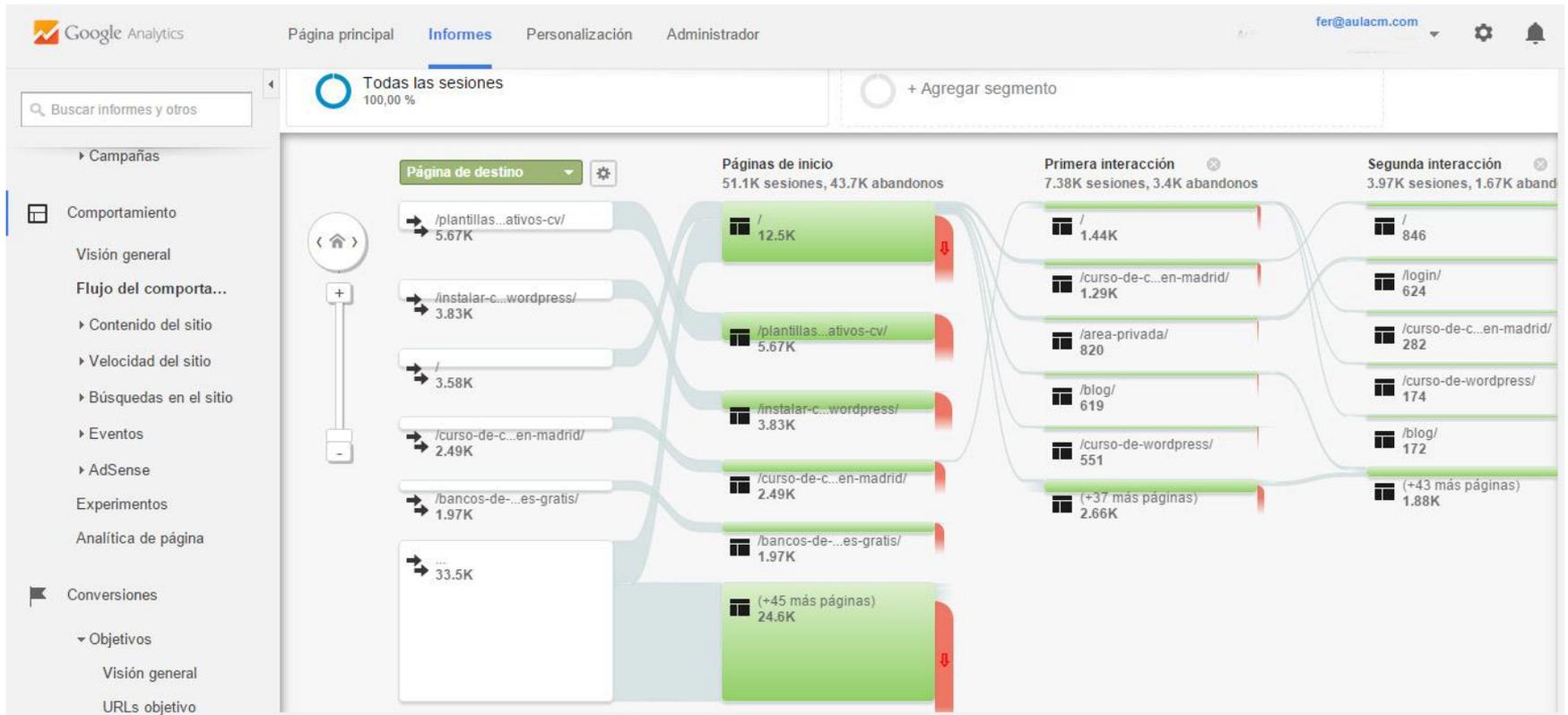
#### Tipos de tráfico

- 25,70% feed
- 24,90% orgánico
- 23,06% referencias
- 14,85% directo
- 7,35% correo electrónico

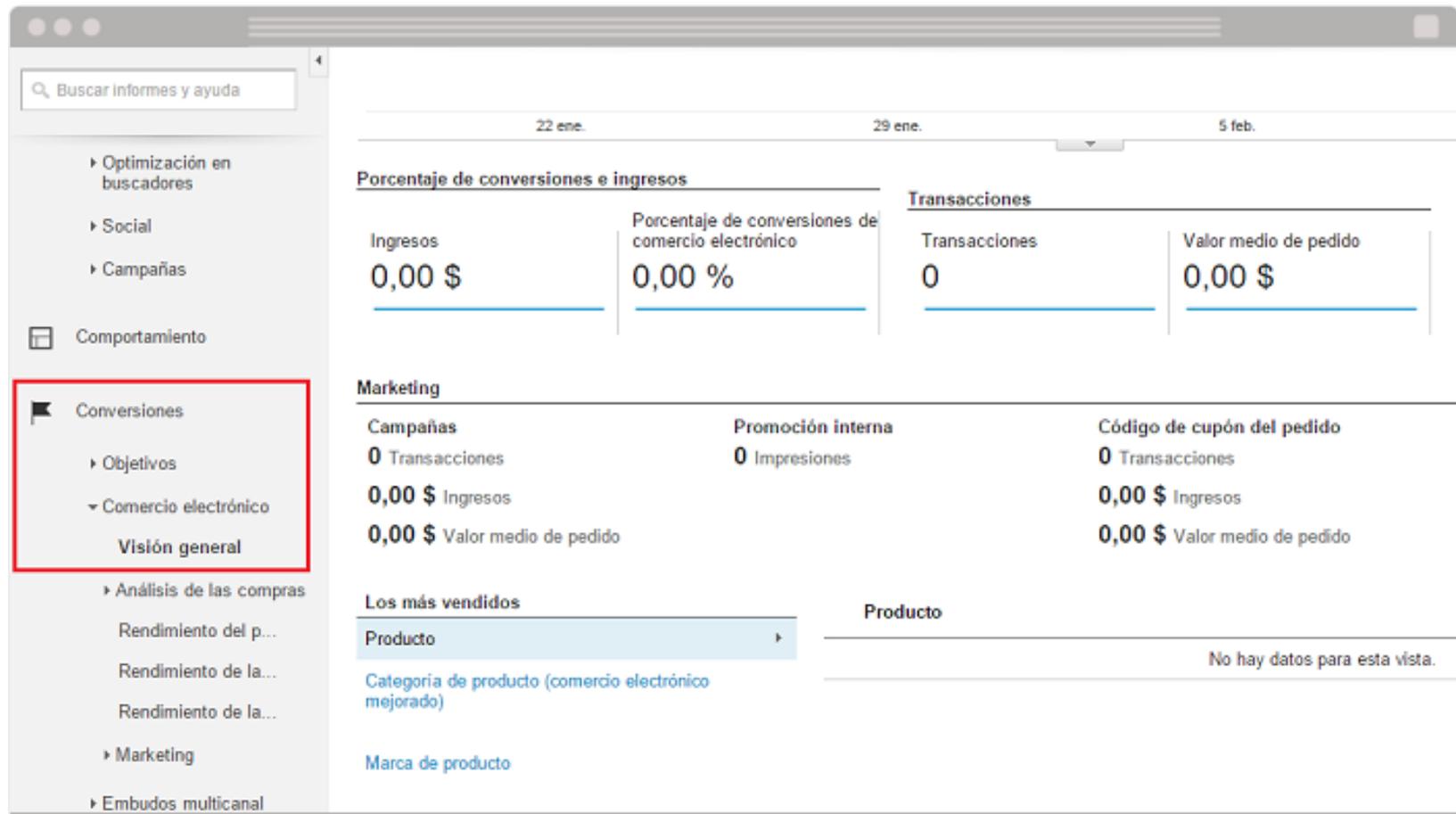
#### Duración de la visita por país

Pais/Territorio	Visitas	Duración media de la visita
Estados Unidos	67.445	00:01:54
Reino Unido	18.948	00:01:37
India	8.882	00:00:58
Canadá	6.371	00:01:02
Alemania	5.845	00:00:32
Francia	5.243	00:00:38

# Analítica, Saber cuales son las principales rutas



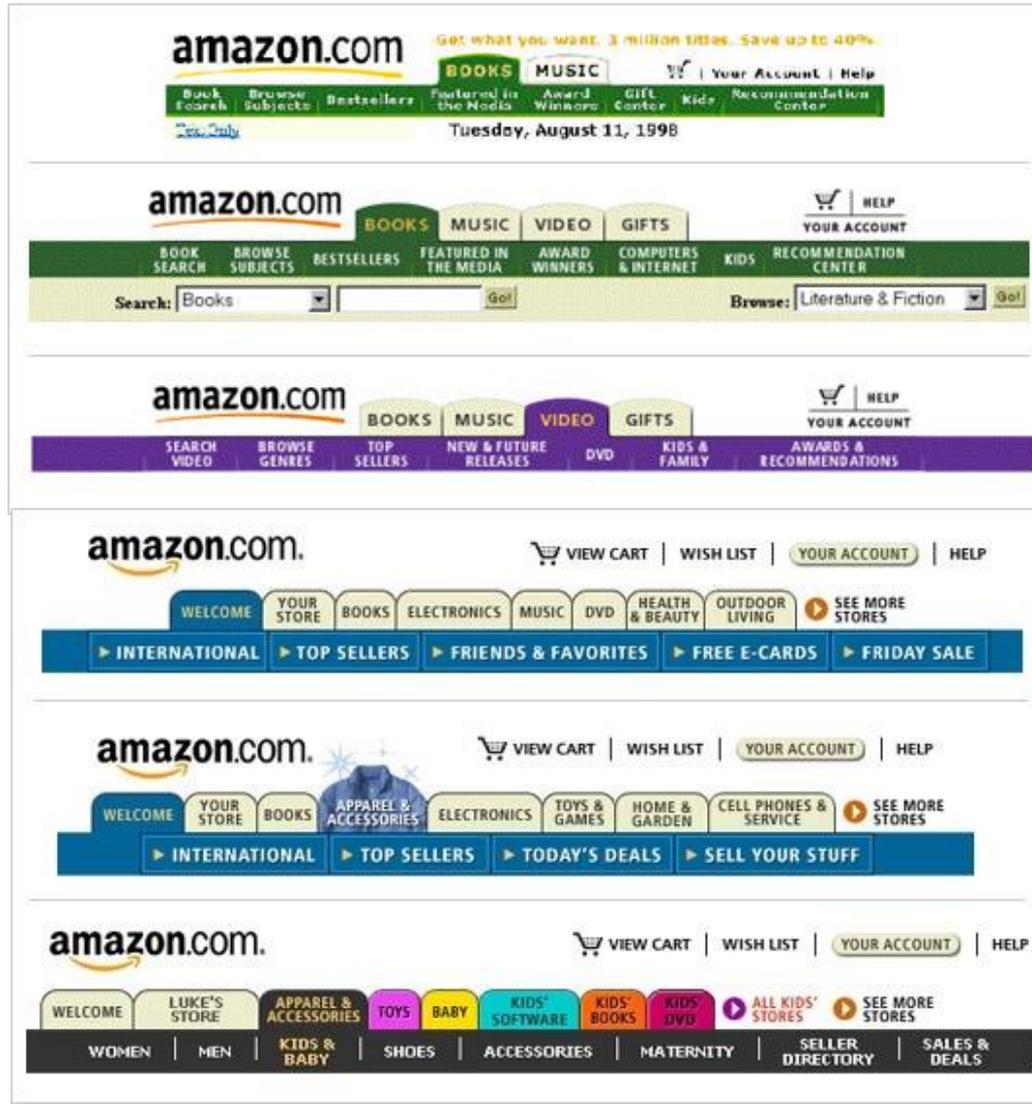
# Analítica . Medir las ventas



# Rendimiento de la lista de productos

Secondary dimension		advanced							
Product	Sales Performance						Shopping Behavior		
	Product Revenue	Unique Purchases	Quantity	Average Price	Average QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate	
	\$334,496.24 <small>% of Total: 100.00% (5334,496.24)</small>	8,933 <small>% of Total: 100.00% (8,933)</small>	35,878 <small>% of Total: 100.00% (35,878)</small>	\$9.32 <small>Avg for View: \$9.32 (0.00%)</small>	4.02 <small>Avg for View: 4.02 (0.00%)</small>	\$125.00 <small>% of Total: 100.00% (5125.00)</small>	26.05% <small>Avg for View: 26.05% (0.00%)</small>	3.38% <small>Avg for View: 3.38% (0.00%)</small>	
1.	\$9,196.45 (2.75%)	58 (0.65%)	953 (2.66%)	\$9.65	16.43	\$0.00 (0.00%)	38.19%	6.26%	
2.	\$7,918.75 (2.37%)	44 (0.49%)	175 (0.49%)	\$45.25	3.98	\$0.00 (0.00%)	13.62%	1.75%	
3.	\$6,653.80 (1.99%)	154 (1.72%)	1,957 (5.45%)	\$3.40	12.71	\$0.00 (0.00%)	87.37%	13.80%	
4.	\$5,860.80 (1.75%)	28 (0.31%)	128 (0.36%)	\$45.79	4.57	\$0.00 (0.00%)	16.50%	3.40%	
5.	\$5,785.10 (1.73%)	253 (2.83%)	1,411 (3.93%)	\$4.10	5.58	\$0.00 (0.00%)	71.45%	14.89%	
6.	\$5,253.90 (1.57%)	31 (0.35%)	166 (0.46%)	\$31.65	5.35	\$0.00 (0.00%)	40.17%	6.55%	
7.	\$4,969.80 (1.49%)	28 (0.31%)	312 (0.87%)	\$15.93	11.14	\$0.00 (0.00%)	26.63%	3.15%	
8.	\$4,251.25 (1.27%)	21 (0.24%)	475 (1.32%)	\$8.95	22.62	\$0.00 (0.00%)	19.12%	4.41%	
9.	\$4,218.90 (1.26%)	150 (1.68%)	861 (2.40%)	\$4.90	5.74	\$0.00 (0.00%)	72.63%	13.29%	
10.	\$4,098.85 (1.23%)	32 (0.36%)	343 (0.96%)	\$11.95	10.72	\$0.00 (0.00%)	49.47%	11.31%	

# Mejorar Diseño y Usabilidad a partir de los datos



Shop All Departments

Books

Search

Advanced Search | Browse Genres | Bestsellers | New & Future Releases | Paperbacks | Seasonal Offers | Study Books | Audiobooks | Sell Your Books

**New Arrivals**  
 Last 30 days (1)  
 Last 90 days (2)  
 Next 90 days (1)

**Department**  
 < Books  
 < Computing & Internet  
 < Computer Science  
 < Security  
**Web Security**

**Format**  
 Hardcover (21)  
 Paperback (142)  
 Kindle Books (28)

**Author**  
 John Kerry (2)  
 Himanshu Dwivedi (1)  
 Howard Johnson (1)  
 Richard Murphy (1)  
 Tricia Ballard (1)

**Language**  
 English (168)  
 French (5)  
 German (2)

**Delivery Option** [\(What's this?\)](#)  
 FREE Super Saver Delivery

**Avg. Customer Review**  
 ★★★★★ & Up (22)  
 ★★★★☆ & Up (27)  
 ★★★☆☆ & Up (28)  
 ★★☆☆☆ & Up (29)

**Price**  
 Under £5 (22)  
 £5 - £10 (24)  
 £10 - £20 (28)  
 £20 - £50 (40)

Books > Computing & Internet > Computer Science > Security > **Web Security** ←

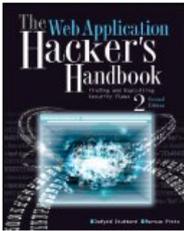
Showing 1 - 12 of 175 Results

Showing the sequence of categories.

Sort by Popularity

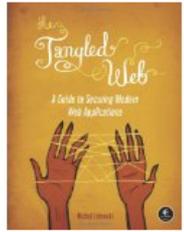
**Format**

Hardcover (21) | Paperback (142) | Kindle Books (28)

- 

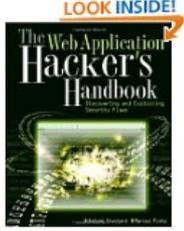
**The Web Application Hacker's Handbook: Finding and Exploiting Security Flaws: Discovering and Exploiting Security Flaws** by Dafydd Stuttard and Marcus Pinto (5 Oct 2011)

★★★★☆ (2 customer reviews)

Formats	Price	New	Used
<b>Paperback</b> Order in the next <b>102 hours</b> to get it by Wednesday, Apr 11. Eligible for FREE Super Saver Delivery.	<del>£33.99</del> <b>£22.09</b>	£19.20	£19.03
<b>Kindle Edition</b> Available for download now	<b>£18.78</b>		
- 

**The Tangled Web: A Guide to Securing Modern Web Applications** by Michal Zalewski (6 Dec 2011)

★★★★★ (2 customer reviews)

Formats	Price	New	Used
<b>Paperback</b> Order in the next <b>102 hours</b> to get it by Wednesday, Apr 11. <b>Only 7 left in stock - order soon.</b> Eligible for FREE Super Saver Delivery.	<del>£39.49</del> <b>£30.80</b>	£20.57	£20.72
<b>Kindle Edition</b> Available for download now	<b>£16.61</b>		
- 

**The Web Application Hacker's Handbook: Discovering and Exploiting Security Flaws** by Dafydd Stuttard and Marcus Pinto (19 Oct 2007)

★★★★★ (5 customer reviews)

Formats	Price	New	Used
<b>Paperback</b> Order in the next <b>100 hours</b> to get it by Wednesday, Apr 11. <b>Only 5 left in stock - order soon.</b> Eligible for FREE Super Saver Delivery.	<del>£33.99</del> <b>£25.83</b>	£10.17	£8.72
<b>Kindle Edition</b> Available for download now	<b>£20.69</b>		



NEW & INTERESTING FINDS ON AMAZON

EXPLORE



amazon Try Prime

All ▾



Prime student

50% OFF PRIME

Departments ▾

Browsing History

Miguel's Amazon.com

Today's Deals

Gift Cards & Registry

Sell

Help

Hello, Miguel  
Your Account ▾

Try Prime ▾

Lists ▾

3 Cart



ALL-NEW

fireTVstick  
with Alexa Voice Remote

\$39<sup>99</sup>

GET UP TO \$65

OF DIGITAL CONTENT WHEN YOU ACTIVATE



Hi, Miguel

On Order  
0 items

Amazon Prime  
Try Prime ▾

Audible Audiobooks  
See what's new ▾

Customer Since  
2009

Everyday made easier [See all](#)



FIRE | NEW COLORS



KINDLE PAPERWHITE



AMAZON ECHO



DASH BUTTONS



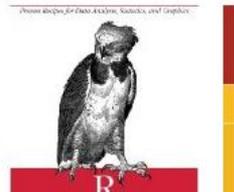
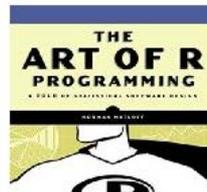
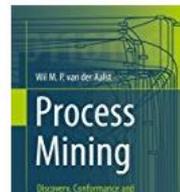
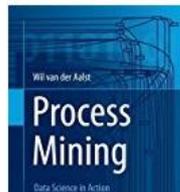
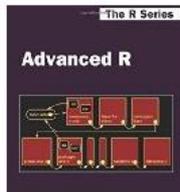
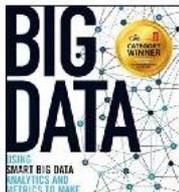
AMAZON F

Office 2016 gives you the power to **overachieve.**  
Office Home & Student 2016

**Office** Buy now

Ad feedback

Additional items to explore [See more](#)





NEW & INTERESTING FINDS ON AMAZON

EXPLORE



amazon Try Prime

All



Prime student

50% OFF PRIME



Departments

Browsing

Miguel's Amazon.com

Today's Deals

Gift Cards & Registry

Sell

Help

Hello, Miguel

Your Account

Try Prime

Lists



- Amazon Video
- Digital & Prime Music
- Appstore for Android
- Prime Photos and Prints
- Kindle E-readers & Books
- Fire Tablets
- Fire TV
- Echo & Alexa
- Books & Audible
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Beauty, Health & Grocery
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial
- Handmade
- Home Services



ALL-NEW  
fireTVstick  
with Alexa Voice Remote

\$39<sup>99</sup>

GET UP TO \$65  
OF DIGITAL CONTENT WHEN YOU ACTIVATE

Amazon Prime  
Try Prime

Audible Audiobooks  
See what's new

Customer Since  
2009



FIRE | NEW COLORS

KINDLE PAPERWHITE



AMAZON ECHO



DASH BUTTONS



AMAZON F



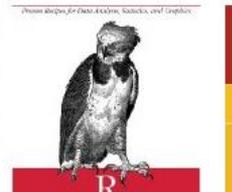
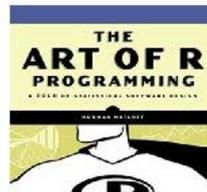
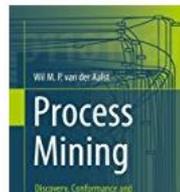
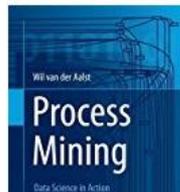
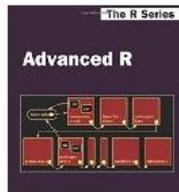
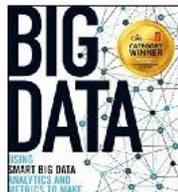
Office 2016 gives you the power to **overachieve.**  
Office Home & Student 2016

Office icons: Word, Excel, PowerPoint, OneNote

Office logo and Buy now button

Ad feedback

Additional items to explore [See more](#)



# Aumentar el tráfico tácticamente

Visits  
**217**

% of Site Total: 4.14%



Pages/Visit  
**1.75**

Site Avg: 1.35 (29.74%)



Avg. Time on Site  
**00:00:58**

Site Avg: 00:00:54 (6.32%)

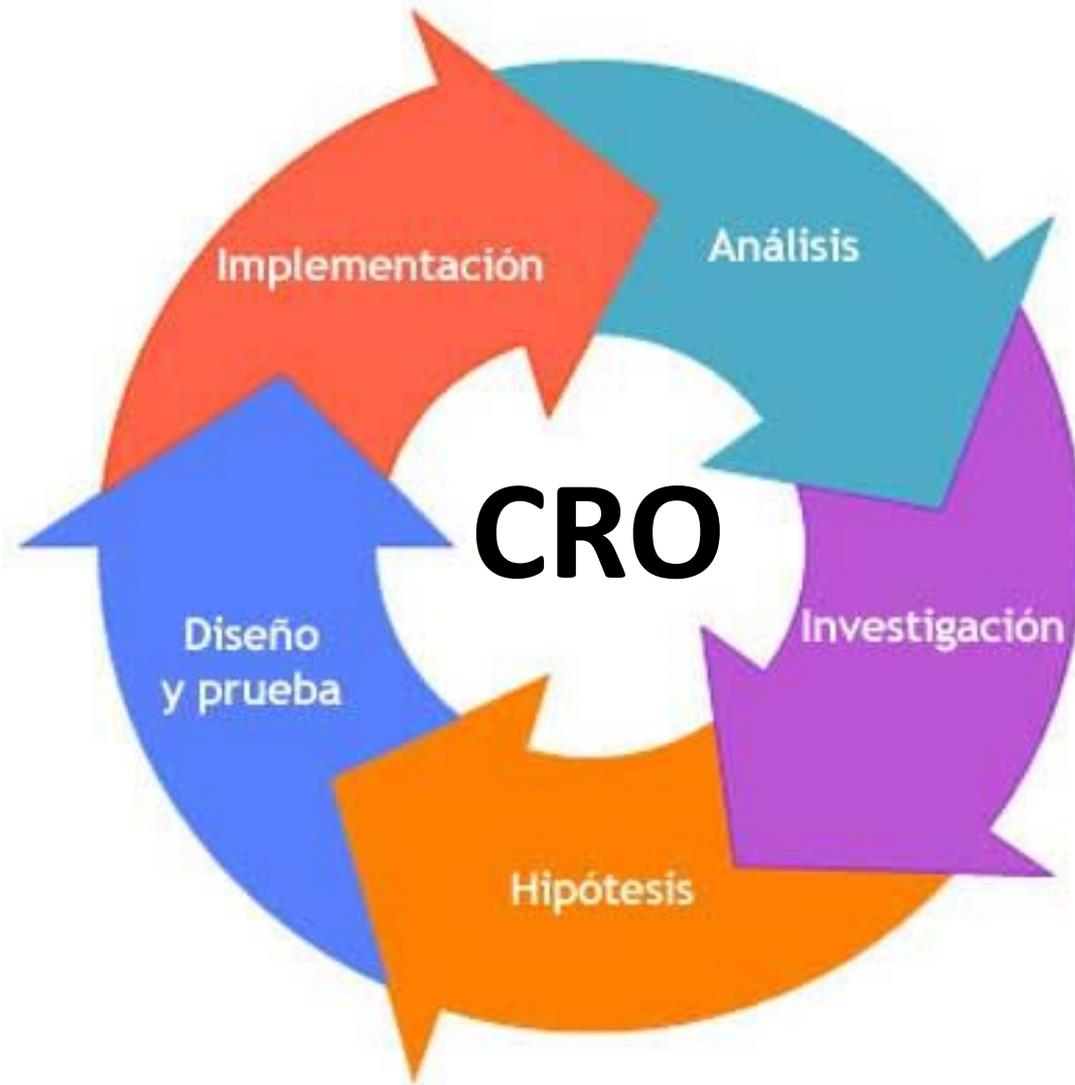


% New Visits  
**71.43%**

Site Avg: 79.49% (-10.14%)

	Source/Medium	Ad Content	Visits	Source/Medium contribution to total
1.	feedburner / email	(not set)	36.41%	
2.	feedburner / feed	(not set)	35.48%	
3.	feedburner / feed	Google Reader	11.98%	
4.	feedburner / email	Yahoo! Mail	3.23%	
5.	feedburner / email	Gmail	2.76%	
6.	feedburner / feed	Google International	2.76%	
7.	feedburner / feed	Google Feedfotcher	1.84%	
8.	feedburner / feed	FeedBurner	1.84%	
9.	feedburner / feed	Google UK	0.92%	
10.	feedburner / feed	FeedBurner user view	0.92%	

# ¿Ya lograste la conversión que necesitas?



Conversion  
Rate  
Optimization





**¿Preguntas?**





**¡Gracias totales!**



## Plataformas de desarrollo e-Commerce

MBA. Miguel Salazar Kovaleff

<http://blog.attachmedia.com>

@attachmedia