



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

**LUCKY ORANGE:
A TERRIFIC APP THAT
ENABLES YOU TRACK
YOUR VISITORS AND CLOSE
SALES EASILY**

www.SellsLikeHotCakes.co



Hi, friends. Welcome back to my video series Sells Like Hotcakes and in this lesson, we continue to cover most important apps to help you succeed with your Shopify store. And today I cover the fun little app called Lucky Orange for Shopify

What are you going to learn? Well... Check this out:

- ***I'll show you how to track your live visitors and INTERACT with them on time so you can easily close deals. Everybody knows it is BEST to close deals while customers are still INTERESTED, learn how to do this yourself.***
- ***You'll learn how to use the recordings tab; so you can view all the activities that your customers were involved in while they were on your website. This will give you an IDEA of what works and what doesn't***
- ***Learn about the "heat maps" of your web page; find out what interests people on your website and how you can use this knowledge to your advantage***
- ***I'll show you how to put all these information together so you can improve your webpage and get the BEST RESULTS***

This little app allows you to track your live visitors, to interact with them, for example, to chat, so you'll help them in real time. And also, it allows you to create recordings of your past visitors to see what they were doing, how long they stayed on your website, and to see the hit maps, to see the exit points, what they clicked, and why they left your site so you can improve. This is really fun and very helpful.

Inside, it has several tabs. The live visitors tab allows you to interact with your live visitors that are on your website right now. For example, if I see someone is right here and I would like to chat with them, I would like to click "Ask to Chat" and I can start the chat with this person. For example, I can say, "Hi, and welcome to my pet boutique. I am a real person right here in the chat, just in case you have any questions, I'd like to help you." And then I click "Ask to Chat." As you can see, the person is already chatting with me. And then I can send him reply right here and I also can record his logs and see what he's doing to help him better.

The next tab is called recordings and, here, I can record and see all activities that my customers did: how long they stayed on the webpage, what pages they visited, what products they viewed, and you can see some of them headed to cart, some of them searched, and you can see a lot of information about their location, about their web browser, where they came from, how long they stayed, and the most important, you can click "Play" to see exactly what they did. I'll just click "Play" and see what this guy did on our website.



Then it will load our website. As you can see, it's loading. And then it will play, in real time, and you see, the person was scrolling. You can see it was a person from Germany who was clicking something. You see? He was interested in this green sweater, and then he switched pages. So it's like looking over the shoulder and see exactly what the person was doing; everything is recorded for you to analyze, to learn where he left, in case he didn't order, and what he was interested in, and what he was looking at, what images, how he scrolled, so you can improve your website.

The last, most important part is called "heat maps". If I click it, I can see heat maps of my pages. For example, I want to load this main index webpage, let's click "Next" and it is loading right now. Let's give it a second. Here is the heat map of my main store. You can see exactly where people used to tend to click. So you can see they click, here, 3% time; they click here 3% time. Here they use to click to check the cart, here they use to click to check favorites, some of them check About Us.

You can see exactly what sections are most popular. For example, I see nobody clicked on engraved IDs, so I might remove this from the main menu. Here, you see what kind of clicking they were doing. For example, a lot of guys liked this image so they clicked it a lot, but nobody clicked this one, so I might remove it from the main page again. You see a lot of people like to click on the free shipping. So you see, guys, you can easily analyze and a lot of people clicked on this image, for example, but nobody clicked on this one.

This allows you to make conclusion what kind of images people tend to click more. Because, in the end of the day, it doesn't matter what YOU think. The only what matters is what statistics and numbers show to you. So, if you like this image so much but nobody is clicking it, so I think it might be a good idea to remove it from the main page and replace with a more clickable image, something like this. You see? That's how heat maps and the Lucky Orange app can help you improve your store. I hope you found it helpful and I'll see you in the next videos. Bye.