



lightspeed

INCREASE YOUR CONVERSION

FORMAT APP PAGE OPTIMIZATION – [LIGHTSPEED PARTNERS](#)

“If you can’t explain it simply, you don’t understand it well enough”

--- Albert Einstein ---

INTRODUCTION

Why do you need a proper App page? → Your App page communicates why the Merchant should install your App. Your higher goal should be to increase the numbers of installs.

How do we do this? → Use this document to optimize your App page. Statistics already show that using this format will increase your conversion.

What should I do? → See below. If you have any questions, sent me an email on sebastian.smits@seoshop.com or call me on 0031643466994.

Check **page 7** of this document to save time with editing.

Correct App page order:

- 0) VIDEO
- 1) SHORT DESCRIPTION → 3 TAGLINES
- 2) CLAIM
- 3) EXTENDED DESCRIPTION
- 4) ABOUT US AS A PARTNER + LINKS TO YOUR OTHER APPS
- 5) EXTRA INFORMATION
- 6) SUPPORT
- 7) IMAGES

Good examples: [MyProductUpsell](#) (see below), [CloudSuggest](#), [atipso](#)

The screenshot shows the app page for 'MyProductUpsell'. On the left, there is a video thumbnail and an 'Install App' button. Below that are sections for 'INFORMATION' (Price: €9,95 / monthly, 14 DAYS FREE, Category: Recommendation, Release date: 07/30/2015, Developer: Shappz), 'CUSTOMER RATING' (Average rating: 4.5 stars), 'SUPPORT' (support@shappz.com, https://www.shappz.com), and 'DOCUMENTATION' (Support manual). The main content area is titled 'MyProductUpsell' and includes a 'DESCRIPTION' section with three bullet points: 'Earn extra revenue by presenting upsells to customers when they add a product to their cart', 'The up-sell widget is fully customizable to match the design of your webshop', and '30% of all customers forget to order the important add-ons'. Below this is a quote: 'Did you know that more than 25% will add last minute impulse items to their purchase?'. The 'Why MyProductUpsell?' section explains the app's value and how it works. The 'Extra benefits MyProductUpsell?' section lists: 'Fully multilingual', 'Fully customizable', 'Easy to install', and 'Extensive statistic'. At the bottom, there are sections for 'Extra Information' (Checkout this demo-store to see how it works.) and 'Support' (Contact our support department at support@shappz.com). On the right, a vertical list of annotations points to these sections: '0) Video, if available' points to the video thumbnail; '1) Short description, 3 Taglines' points to the description box; '2) Claim' points to the quote box; '3) Extended description' points to the 'Why MyProductUpsell?' section; '4) About us, if preferred' points to the 'Extra Information' section; '5) Extra information' points to the 'Support' section; and '6) Support' points to the 'Support' section.

0) VIDEO

Place a short introduction video of the App. Please don't place any installation videos.

1) SHORT DESCRIPTION – 3 TAGLINES

- Why should a Merchant install your App?
- How does it work?
- Most important feature/functionality/claim

1) Why should a Merchant install your App? What does it solve? What does it improve? What does it increase? What does it add to the Merchants' current business?

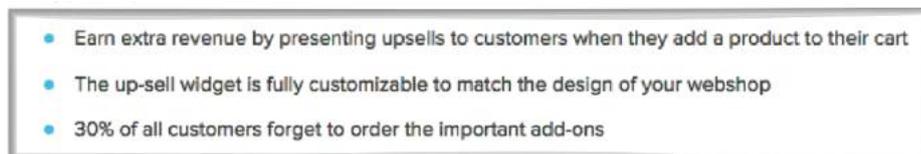
Example → Does it save time? More revenue? Higher customer service rating? More visitors?

2) How does it work? What does the App do in 1 sentence?

Example → Insights in visitors' behaviour? Creating loyalty programs? Automatic label printing?

3) Most important feature? Describe the Apps' most important feature or USP. Where does your App distinguish itself from competing Apps? Or what do you want to highlight?

Example → integrate with existing systems? Multilingual? Cheapest? Most userfriendly dashboard? Shipping options outside Europe?



2) CLAIM

Merchants love claims/results/numbers. They think, what does it bring me? Describe in 1 sentence a claim or proven result (from a current customer if available).

Claim examples:

- 20% more revenue within 1 month at customer X
- 200% more visitors within 2 months at customer X
- Saves 5 minutes per order at customer X

Proven result:

- App X increases your revenue with 20%
- App X increases your visitors with 200% within 2 months
- App X saves you 5 minutes per order

Numbers:

- App X lets you ship to 19 different countries
- App X connects 700 million people every month through her platforms



"Did you know that more than 25% will add last minute impulse items to their purchase?"

3) EXTENDED DESCRIPTION

Outline the 3 taglines from point 1.

- Why App X?
- How does it work?
- What extra benefits offers App X and/or what features/functionality offers App X?

Why MyProductUpsell?

With MyProductUpsell you have the ability to create as many upsells as you want. Brick and mortar stores have been doing such promotions for over a couple of centuries. And from now on you can easily sell batteries along with your camera's, or simply sell a sleeve with when a customer adds a laptop to their cart.

How does it work?

These upsells are presented to customers when they add a product to their cart. You can offer promotions with one specific product or up to 3 different products. The Upsell is fully customizable to match the design of your store. Furthermore, the app is fully multilingual and will automatically adjust its language based on the customer's location.

Extra benefits MyProductUpsell?

- Fully multilingual
- Fully customizable
- Easy to install
- Extensive statistics

4) ABOUT US AS A PARTNER + LINKS TO OTHER PARTNER APPS (if preferred)

Shortly describe a few sentences about you as a partner. This is a golden opportunity to highlight your other Apps. Example:

- Check out our other Apps (including in-store App links): App X, App X

5) EXTRA INFORMATION (if needed)

Shortly describe what extra information can be useful for the Merchant. Example:

- App X only has an English interface
- App X is only available for Dutch, Spanish or Portuguese webshops

Extra information

Checkout this [demo-store](#) to see how it works.

6) SUPPORT

Shortly describe a link to detailed documentation about installing the App. Example:

→ App installation information can be seen **here**



7) IMAGES

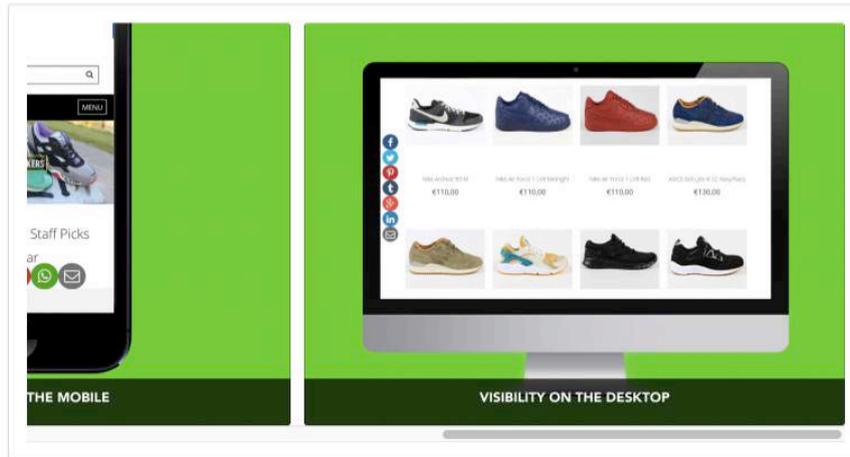
→ Make 1 screenshot of the user interface of the App from a Merchants perspective. How does the Merchants user interface look like?

→ Make 2 screenshots from a practice example. How does it look in the Merchants webshop (if possible)?

→ If there is no available video, try making a GIF file and show the user interface or a practice example. Replace 1 screenshot by a GIF. GIF's work very well for feature Apps.

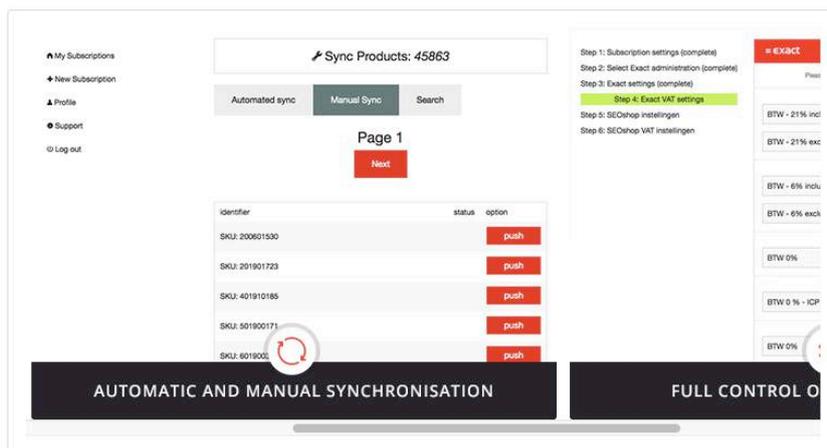
Examples:

AFBEELDINGEN



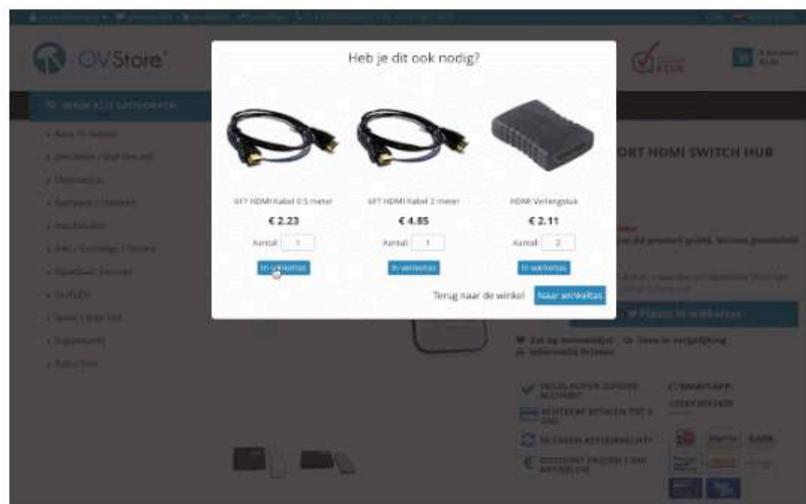
Example 1 practice example [Social Share: Whatsapp & More](#)

AFBEELDINGEN



Example 2 user interface [Exact Online Advanced](#)

MyProductUpsell in actie:



Example 3 GIF from [MyProductUpsell](#)

SAVE TIME WITH EDITING

Copy the HTML code below and paste it in the editor within your partner account.

STEP 1 → Copy the HTML code below

```
<ul>
<li><span style="font-size: 1.17em;">Why should a Merchant install your
App?&nbsp;</span></li>
<li><span style="font-size: 1.17em;">How does it work?</span></li>
<li><span style="font-size: 1.17em;">Most important
feature/functionality/claim/USP</span></li>
</ul>
<p>&nbsp;</p>
<hr />
<p>&nbsp;</p>
<p style="text-align: center;"><strong>"Claim"</strong><br /><br /><br /></p>
<p><strong>Why App X?</strong></p>
<p>see document <em>Format App Page Optimization - SEOshop partners
EN</em>&nbsp;<for further guidance and&nbsp;<examples.</p>
<p><br /><strong>How does it work?</strong></p>
<p>see document&nbsp;<em>Format App Page Optimization - SEOshop partners
EN</em>&nbsp;<for further guidance and&nbsp;<examples.</p>
<p><br /><strong>Extra benefits&nbsp;<of App X?<br /> </strong></p>
<p>What extra benefits offers App X and/or what features/functionality offers App
X?</p>
<p>&nbsp;</p>
<p><strong>About us as a partner + links to other partner Apps (if
preferred)</strong></p>
<p>Shortly describe a few sentences about you as a partner. This is a golden
opportunity to highlight your other Apps. See document&nbsp;<em>Format App
Page Optimization - SEOshop partners EN</em>&nbsp;<for further guidance
and&nbsp;<examples.</p>
<p>&nbsp;</p>
<p><strong>Extra information</strong></p>
<p>Shortly describe what extra information can be useful for the
Merchant.&nbsp;</p>
<p>&nbsp;</p>
<p><strong>Support&nbsp;</strong></p>
<p>Shortly describe a link to detailed documentation about installing the
App.&nbsp;</p>
```

STEP 2 → Click on source code in your partner account editor

The screenshot shows the partner account editor interface. On the left is a navigation menu with the following items: Dashboard, Affiliate winkels, Mijn winkels, Apps (highlighted), Thema's, Diensten, Account bewerken, and Afmelden. The main content area has three sections: 'Documentatie Link (Nederlands):' with a 'URL' input field and a note 'De absolute URL naar de documentatie van uw app. Deze link zal zichtbaar zijn op uw app pagina.'; 'Benodigd (Nederlands):' with 'Naam' and 'URL' input fields and a note 'Benodigt uw app externe software of een extern account buiten SEOshop om? Geef ook de URL aan, en of het gratis of betaald is?'; and 'Omschrijving (Nederlands):' with a rich text editor. A 'Source code' button is highlighted in the editor's toolbar.

STEP 3 → Paste the HTML code en click on ok

The screenshot shows a 'Source code' dialog box with the following HTML code:

```
<div style="text-align: center;"><strong>Claim</strong></div><br /><br /><p><strong>Waarom App X?</strong></p><p><strong>Voorbeeld document</strong><em>Format App Page Optimalisatie - SEOshop partners NL</em></p><p><strong>Hoe werkt het?</strong></p><p><strong>Voorbeeld document</strong><em>Format App Page Optimalisatie - SEOshop partners NL</em></p><p><strong>Extra voordelen App X?</strong></p><p>Welke extra voordelen biedt de App EN/OF welke features/functioniteiten bevat de App?</p><p><strong>Over partner + Link naar andere partner Apps (indien gewenst)</strong></p><p>Beschrijf kort een paar regels over jouw als App partner. Een stukje &ldquo;Over ons&rdquo;. Daarnaast is dit tevens de perfecte kans om je andere App&rsquo;s in het zonnetje te zetten!</p><p><strong>Extra informatie</strong><br />Beschrijf hier kort welke extra informatie belangrijk kan zijn voor de Merchant.</p><p><strong>Support</strong></p><p>Beschrijf hier kort een link naar gedetailleerde documentatie rondom de installatie.</p>
```

The dialog box has 'Ok' and 'Cancel' buttons at the bottom right.

STEP 4 → Maintain this structure and edit the content with your own content. Use this document for detailed explanations and examples.

Documentatie Link (Nederlands):
De absolute URL naar de documentatie van uw app. Deze link zal zichtbaar zijn op uw app pagina.

Benodigd (Nederlands):
Naam
URL

Benodigt uw app externe software of een extern account buiten SEOshop om? Geef ook de URL aan, en of het gratis of betaald is?

Omschrijving (Nederlands):

← → B I U [List Icons] [Link Icon] [Source Icon] <>

- Why should a Merchant install your App?
- How does it work?
- Most important feature/functionality/claim/USP

"Claim"

Why App X?
see document *Format App Page Optimization - SEOshop partners EN* for further guidance and examples.

How does it work?
see document *Format App Page Optimization - SEOshop partners EN* for further guidance and examples.

Extra benefits of App X?
What extra benefits offers App X and/or what features/functionality offers App X?

About us as a partner + links to other partner Apps (if preferred)
Shortly describe a few sentences about you as a partner. This is a golden opportunity to highlight your other Apps. See document *Format App Page Optimization - SEOshop partners EN* for further guidance and examples.

Extra information
Shortly describe what extra information can be useful for the Merchant.

Support
Shortly describe a link to detailed documentation about installing the App.