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WEBINAR: What Drives eCommerce Conversions?

*Site Design, Navigation and User Experience to Be Discussed During
September 18, 2013 Webinar*

MARINA DEL REY, Calif. (September 10, 2013) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, and Bridgeline Digital, developer of the iAPPS Commerce platform, invite retailers to speak with Cece Kellie, Guidance Creative Director, and Matt Sullivan, Bridgeline Digital Director of Global Channels, about the strategies behind driving conversions in eCommerce sites. The free webinar will begin at 11am PDT/1pm CDT/2pm EDT, on Wednesday, September 18, 2013.

Topics to be discussed include user experience and visual design, search, and home and product detail pages.

“As we approach the holiday season, retailers are in the midst of preparing their sites for the onslaught of holiday shoppers,” said Jason Meugniot, President & CEO of Guidance. “We encourage retailers to attend our webinar to insure that those shoppers convert into buyers,” he continued.

This webinar introduces the newly formed partnership between Guidance and Bridgeline Digital. “We’re excited to welcome Guidance into the iAPPS Channel Partner Program,” said Brian Bolton, SVP of Marketing at Bridgeline. “Their eCommerce expertise, coupled with our award-winning platform, will help our customers grow their online business, improve their competitiveness and maximize their profits.”

The iAPPS Channel Partner Program provides Partner Resellers with the tools and support required to deliver superior web-based solutions to customers and build a thriving business around Bridgeline's iAPPS Product Suite.

To register for the webinar, retailers should visit <http://ow.ly/oHKFK>.

For updates throughout the webinar, follow @guidance, @bridgeline and #conversions on Twitter.

About Bridgeline Digital

Bridgeline Digital (NASDAQ:BLIN), The Digital Engagement Company™, enables its customers to maximize the performance of their mission critical websites, intranets, and online stores. Bridgeline's iAPPS® platform deeply integrates Web Content Management, eCommerce, eMarketing, and Web Analytics to help marketers deliver online experiences that attract, engage and convert their customers across all digital channels. Bridgeline provides end-to-end Digital Engagement solutions and boasts an award-winning team of interactive services professionals. Headquartered in Burlington, Mass., with nine additional locations throughout the U.S. and an Asia Pacific headquarters in Bangalore, India, Bridgeline has thousands of customers that range from small- and medium-sized organizations to Fortune 1000 companies. To learn more, please visit www.bridgeline.digital.com or call (800) 603-9936.

About Guidance

Guidance designs, builds and hosts highly customized eCommerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as Bank of America, The Coffee Bean & Tea Leaf, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than thousands of world-class, eCommerce websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com> and connect with us at <http://www.twitter.com/guidance>, <http://www.facebook.com/guidancesolutionsinc>, <http://pinterest.com/GuidanceSolsInc>, and <http://www.linkedin.com/companies/guidance>.

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