

eCommerce Marketing Guide

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Chapter 1 : Keyword Research

In this chapter, you`ll discover how to

- Use Keyword Research to Help You Win in the Search Engines
- Do Keyword Research Using Ahrefs
- Spy on Your Competitors with SpyFu
- Analyze and Outgrow Your Competitors with SEMrush
- Identify Your eCommerce Keywords Using Moz

Every marketing plan starts with keyword research.

Why is keyword research important? It is because eCommerce websites make most of their money from search engine queries. Search engine queries are generally just keywords.

You`ll understand this when you put yourself in the shoes of your potential customer.

Here`s what they will do if they need to buy something. Most likely, they will type in the product that they would like to buy in the search engines. When they do this, they just don`t just type in the name of the product and the brand. Sometimes, they will include specifics such as the product`s color, size and weight.

Let`s take a simple `hair dryer` for example.

Instead of typing the word 'hair dryer', the customer may type something specific such as 'Jacking 2300 Watt Salon Professional Ionic Hair dryer Blow dryer with Diffuser'. That may seem extremely long but it shows how serious the customer is in finding the particular product.

Another thing that you should note is the buyer intent. When they type these extremely long keywords, they usually have a stronger intent of buying. And that is good news for eCommerce website owners.

Now that you understand why optimizing for the search engines is important, you now know why your website simply cannot live without keywords. In fact, it is the building block that leads to sales. Without it, marketing your website is like throwing darts outside the window. It will not hit your target market. Why? You simply cannot promote your website without keywords for you will not know what you are optimizing for.

How do you know what to optimize for? Keyword research.

And for that you need some tools. Here are 4 tools that I found effective. They have their pros and cons. Used together, they can be crazy powerful.

1. How to Do Keyword Research Using Ahrefs

If I can only recommend one tool among the bunch, I would recommend

Ahrefs. Why? I love it because it is an all-in-one tool that lets you do more than just keyword research. You can also track your competitor's backlinks and do an in-depth website analysis. Here are some of its functions: link tracking, traffic tracking, keyword research and analysis, social media analysis and website analysis.

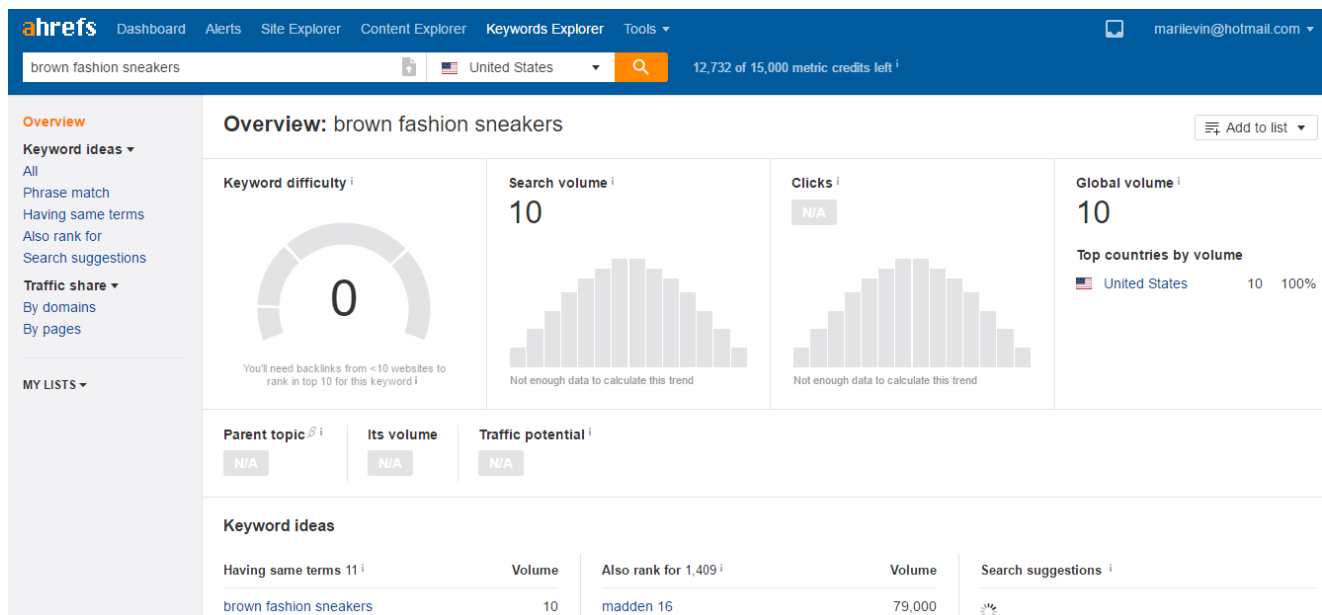
I think most SEOs will agree with me when I say that Ahrefs is the best among the bunch. This is because you can use it for so many SEO activities and export all reports afterwards.

If you are on a limited budget and can only work with one tool, then use this one. It is worth every penny.

Here's how you can research keywords through Ahrefs.

STEP 1: Use Keyword Explorer

Want to know the basic stats for your main keyword? You can use Ahrefs' keyword explorer. All you need to do is type in your desired keyword and watch it work its magic.



Once you hit the orange search button, you'll be greeted with the following metrics: the KD or keyword difficulty score, search volume and the number of clicks. On the right is the global search volume.

Keyword ideas

Having same terms 11 ⁱ	Volume
brown fashion sneakers	10
michael kors womens kristy lace up round toe fashion sneakers shoes brown	0-10
brown sneakers men fashion	0-10
brown pink reebok fashion sneakers	0-10
coach remonna women canvas brown fashion sneakers	0-10

[View full report](#)

Also rank for 1,409 ⁱ	Volume
madden 16	79,000
sneakers	74,000
macys shoes	68,000
tennis shoes	35,000
sneaker	14,000

[View full report](#)

Search suggestions 3 ⁱ	Volume
brown fashion shoes	10
brown fashion sneakers	10
brown leather fashion sneakers	0-10

[View full report](#)

If you scroll down, you'll see some keyword ideas.

This is the part that you should focus on if you are just starting keyword research. It will give you tons of long tail keyword ideas that may be interesting to rank for along with its estimated search volume.

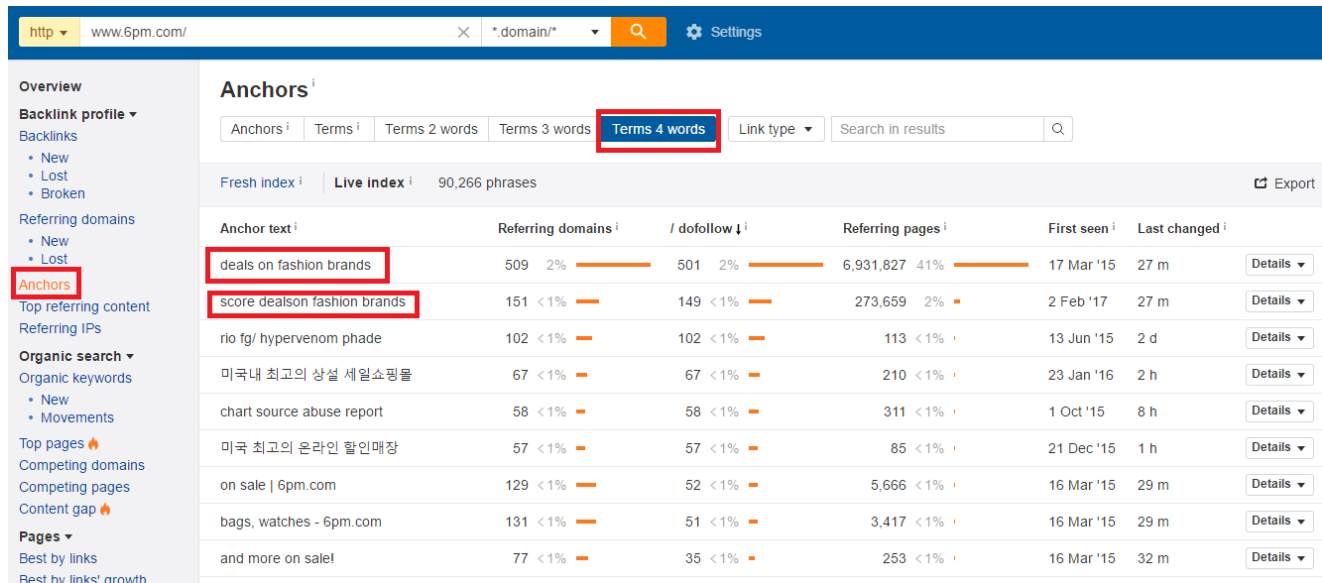
You can get more ideas by simply clicking 'View Full Report' and exporting all that you have found.

STEP 2: Spy on Your Competitor's Keywords

If you are feeling a bit lazy, you can look at your competitor keywords instead.

One of my favorite methods is to look at my competitor's anchor text. This is extremely easy.

All you need to do is select the word 'Anchors' from the left and clicking 4-term words on top. It will instantly give you all the long tail keywords that your competitor is targeting.



The screenshot shows a web browser with the URL www.6pm.com. The tool interface includes a sidebar with navigation options like Overview, Backlink profile, Backlinks, Referring domains, Organic search, Top pages, Competing domains, Competing pages, Content gap, and Pages. The main area is titled 'Anchors' and features a filter menu with 'Terms 4 words' selected. Below the filter, there is a table of anchor text results. Two rows are highlighted with red boxes: 'deals on fashion brands' and 'score dealson fashion brands'. The table columns include Anchor text, Referring domains, / dofollow, Referring pages, First seen, and Last changed.

Anchor text	Referring domains	/ dofollow	Referring pages	First seen	Last changed
deals on fashion brands	509 2%	501 2%	6,931,827 41%	17 Mar '15	27 m
score dealson fashion brands	151 <1%	149 <1%	273,659 2%	2 Feb '17	27 m
rio fg/ hypervenom phade	102 <1%	102 <1%	113 <1%	13 Jun '15	2 d
미국내 최고의 상설 세일쇼핑몰	67 <1%	67 <1%	210 <1%	23 Jan '16	2 h
chart source abuse report	58 <1%	58 <1%	311 <1%	1 Oct '15	8 h
미국 최고의 온라인 할인매장	57 <1%	57 <1%	85 <1%	21 Dec '15	1 h
on sale 6pm.com	129 <1%	52 <1%	5,666 <1%	16 Mar '15	29 m
bags, watches - 6pm.com	131 <1%	51 <1%	3,417 <1%	16 Mar '15	29 m
and more on sale!	77 <1%	35 <1%	253 <1%	16 Mar '15	32 m

Once you do this, you'll find that not everything will be a good keyword for your website. This is the reason why you cannot just export all of these. Be sure to select keywords that are relevant to your online store.

up to 70% off!	10 < 1%	10 < 1%	33 < 1%	24 Mar '15	19 h	Details
men's source abuse report	10 < 1%	10 < 1%	10 < 1%	19 Dec '15	20 d	Details
up to 70% off	14 < 1%	10 < 1%	734 < 1%	20 Mar '15	14 h	Details
up to 80% off	11 < 1%	10 < 1%	445 < 1%	20 Mar '15	40 h	Details
\$35.00) rated: 5 stars!	10 < 1%	10 < 1%	24 < 1%	3 Feb '17	6 d	Details
shoes, accessories 6pm.com	19 < 1%	10 < 1%	270 < 1%	3 Feb '16	28 m	Details
dress in confetti pink	10 < 1%	10 < 1%	11 < 1%	13 Nov '15	2 d	Details
boots, sandals 6pm.com	22 < 1%	9 < 1%	148 < 1%	16 Mar '15	40 h	Details
shipped free at 6pm.com	27 < 1%	9 < 1%	159 < 1%	17 May '15	7 h	Details
bags, women at 6pm.com	21 < 1%	9 < 1%	171 < 1%	23 Mar '15	35 h	Details
\$60.00) rated: 5 stars!	9 < 1%	9 < 1%	40 < 1%	5 Feb '17	4 d	Details
\$55.00) rated: 5 stars!	9 < 1%	9 < 1%	99 < 1%	3 Feb '17	3 d	Details
shop destination festival lookbook	9 < 1%	9 < 1%	19 < 1%	6 Apr '17	3 h	Details
shop mens new arrivals	9 < 1%	9 < 1%	18 < 1%	7 Apr '17	3 h	Details
dv by dolce vita	8 < 1%	8 < 1%	14 < 1%	17 Mar '15	12 h	Details
up to 75% off	10 < 1%	8 < 1%	873 < 1%	22 Mar '15	31 h	Details
shirt source abuse report	8 < 1%	8 < 1%	8 < 1%	7 Dec '15	19 d	Details

And that's not all. You can also take the easy way out and just look at your competitor's website.

All you need to do is type in the website's URL and click Organic Keywords on the left.

The screenshot shows the Ahrefs interface for the website www.6pm.com. The 'Organic Keywords' section is active, displaying a table of keywords. The table has columns for Keyword, Volume, KD, CPC, Traffic, Position, URL, SERP, and Upd. The KD column is highlighted with a red box, and the values are sorted from smallest to largest. The '6pm.com' keyword has a KD of 21, which is the lowest value shown in the table.

Keyword	Volume	KD	CPC	Traffic	Position	URL	SERP	Upd.
6pm	701,000	20	0.03	321,945	1	www.6pm.com/	SERP	45 m
6 pm	58,000	12	0.05	33,914	1	www.6pm.com/	SERP	10 Apr
shoes	410,000	48	1.00	33,482	2	www.6pm.com/shoes	SERP	10 Apr
6pm shoes	86,000	53	0.10	32,633	1	www.6pm.com/shoes	SERP	2 h
6pm.com	43,000	21	0.07	18,771	1	www.6pm.com/	SERP	10 Apr
clothing	186,000	32	0.90	15,091	1	www.6pm.com/clothing	SERP	2 h
6pm shoes	86,000	53	0.10	13,416	2	www.6pm.com/womens	SERP	2 h
vionic shoes	44,000	5	0.80	10,599	2 1 1	www.6pm.com/b/vionic/brand/3109	SERP	2 Mar
6	207,000	34	3.00	10,274	4	www.6pm.com/	SERP	11 Apr
uggs	237,000	52	0.30	6,970	7	www.6pm.com/b/ugg/brand	SERP	

Then, sort the KD from smallest to highest.

Organic Keywords

Position Volume KD CPC Traffic Words Features Search in results

824,654 74,325 36,099 30,744 More 824,659 results Export

Keyword	Volume	KD	CPC	Traffic	Position	URL	SERP	Upd.
baby quiksilver	30	0	0.40	0.00	50	www.6pm.com/quiksilver-boys-clothing~4	SERP	11 Nov
library lane kate spade	30	0	0.60	0.00	51	www.6pm.com/kate-spade-new-york-library-lane-platinum-vegetable-bowl	SERP	11 Nov
pile fleece jacket	40	0	2.50	0.00	51	www.6pm.com/penfield-carson-hooded-pile-fleece-jacket	SERP	11 Nov
black and white striped sweatpants	30	0	0.45	0.00	50	www.6pm.com/sweatpants	SERP	10 Nov
nike men's element half zip running top	40	0	—	0.00	51	www.6pm.com/nike-nike-element-half-zip	SERP	9 Dec
faux leather shearling jacket	40	0	1.10	0.00	50	www.6pm.com/sam-edelman-women-coats-outerwear~1	SERP	11 Nov

This will yield a good list of easy to rank keywords.

A Word about KD

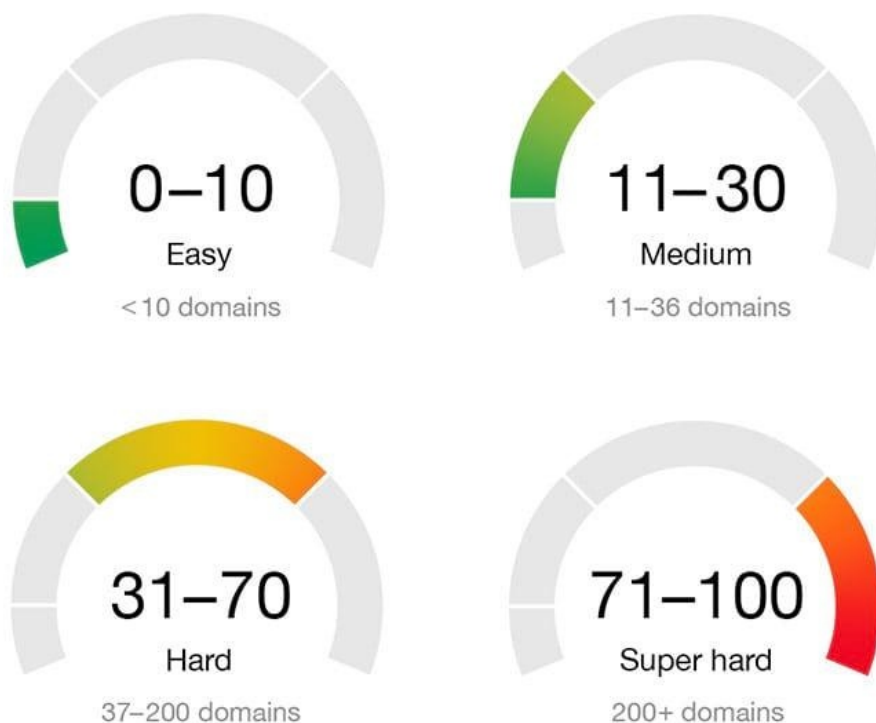
It is impossible to use Ahrefs without understanding what KD means. KD stands for keyword difficulty and it can mean different things in different tools.

For Ahrefs, KD pertains to the metric in gauging the difficulty to rank a

particular keyword.

Ahrefs' Keyword Difficulty Scale

How many referring domains you'll need to rank in Top10 for a keyword



KD ranges from 0 to 100 where 0 is the easiest and 100 is the hardest.

KD is based on the number of referring domains. The higher the KD, the higher the number of referring domains.

You can refer to the information below for a more accurate measure:

KD 0 = 0 Ref. Domains
KD 10 = 10 Ref. Domains
KD 20 = 22 Ref. Domains
KD 30 = 36 Ref. Domains
KD 40 = 56 Ref. Domains
KD 50 = 84 Ref. Domains
KD 60 = 129 Ref. Domains
KD 70 = 202 Ref. Domains
KD 80 = 300 Ref. Domains

= 353 Ref. Domains KD 90 = 756 Ref. Domains

But KD is not created out of the blue. It is also based on Ahrefs' observation on what makes websites rank. When I use the word 'rank' in here, I am referring to the front page of the search engines and not #1. This is how Ahrefs conducted its study.

When they did this, they found that one of the major factors that rank a particular website is the number of referring domains (unique backlinks). And this is how they came up with KD.

Conclusion

Ahrefs is the easiest tool to use because it just uses the referring domains as a factor. This means that there is a chance for you to rank over your competitor websites as long as you meet the domain count. Of course, this is not as direct as you think it is. You still need to build your website over a period of time and have a solid brand for this to be effective.

However, Ahrefs requires a monthly fee of around \$99. You may want to look at other tools before you make your decision.

2. Spy on Your Competitors with SpyFu

We cannot talk about keyword research without SpyFu. Take a trip into one of those webmaster forums and they will instantly recommend SpyFu as a good keyword tool. Why do they think this way? There is only one way to find out - Let's dive in and see what this tool is all about.

On the surface, it looks like an ordinary research tool. But look at the menu above and you'll know that it is special.

DATA: US / UK

Overview SEO Research PPC Research Keyword Research Backlinks List Builder Tracking Reports

Enter a competitor

Data is easy. We go further and show you answers.

There's plenty of data available on your competitors. We make sure to give you insights that you can start using right now. This overview helps you gauge a company's online strengths and weaknesses so you can choose your course of action.

TYPE A WEBSITE INTO THE SEARCH BAR TO BEGIN

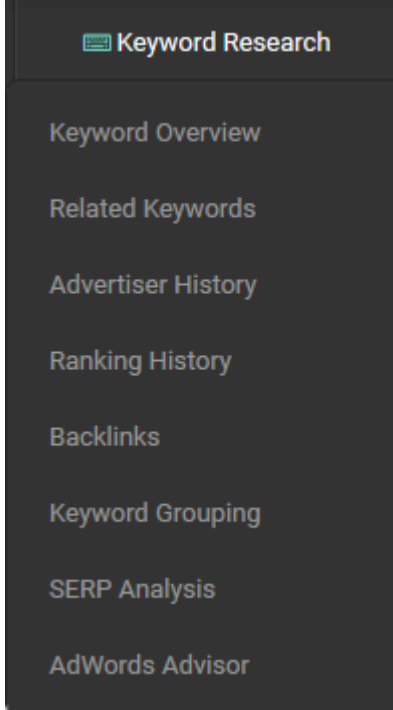
Monthly Domain Overview - spyfu.com

Organic Search (SEO)	Estimated Revenue	Estimated Monthly Revenue	Organic Share	Paid Search (PPC)	Estimated Revenue	Estimated Monthly Revenue
8,496	15.5k	15.5k	52%	4,615	27.0k	27.0k

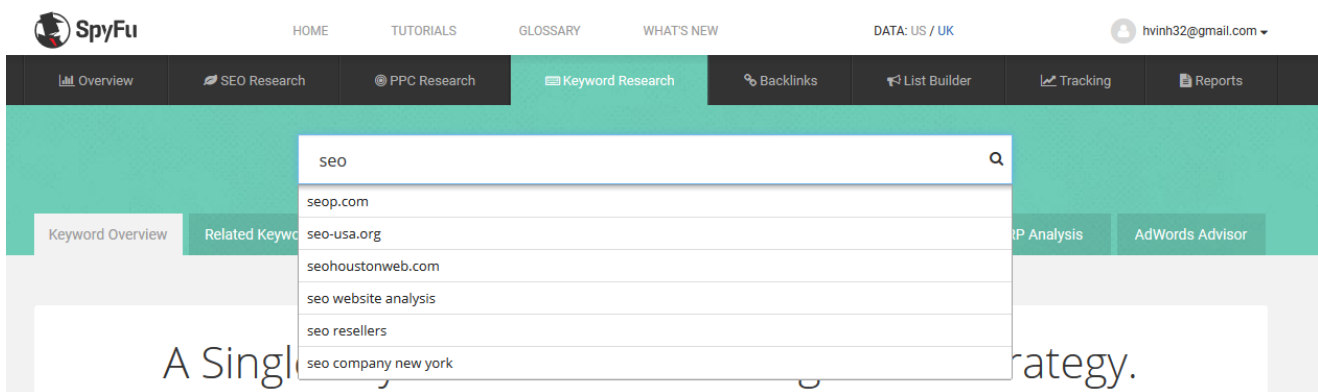
Since we are talking about keyword research, I went ahead and look at the Keyword Research tab.

STEP 1: Gather Keywords from the Keyword Research Tab

The keyword research tab is pretty interesting. Just hover it and you'll see that it already contains so many different tools inside it.



Searching for a keyword is as easy as just inputting a keyword in the search tab.



Upon doing that, I was surprised that the tool instantly generated suggestions - this is something that I have not seen in the other tools that I have used.

Then, it will generate a page that contains some basic metrics for the keyword that you have plugged in.

The metrics are quite simple to understand. It has the local monthly search, global monthly search, average click through rate, ranking difficulty, number of homepages in the results and number of advertisers as well as the cost per click and the monthly costs.

What I have observed is that this tool offers more than just basic metrics - search volume and competition level (as you have seen in

Ahrefs and Google Keyword Planner). Instead, it goes another mile by only citing the homepages that ranks in the front page - an interesting

metric if you'll ask me. Also, it separated search volume into global and local - this is quite valuable for small businesses in the local area who have an eCommerce website.

Scrolling down, you'll find other metrics. But what stood out for me is the Profitable Related Keyword section.

Keywords	Monthly Searches	Ranking Difficulty	Cost Per Click	Click Through Rate	Monthly Cost	Advertisers
india seo	30	52	\$22	8%	\$45.30	67
seo india	480	50	\$20	1%	\$180.60	56
company india seo	0	50	\$0	0%	\$0.00	52
seo inda	480	26	\$9	0%	\$0.00	67
worlds best seo	10	38	\$23	0%	\$0.00	56
cheap seo	300	39	\$10	1%	\$63.30	52
cheap seo services india	10	22	\$13	0.5%	\$0.90	55
seo india company	40	44	\$14	23%	\$3.90	53
firm india seo	22	41	\$0	0%	\$0.00	44
Cheap SEO Services	390	38	\$17	3%		

This section contains monthly searches, ranking difficulty, the number of advertisers, cost per click, click through rate and monthly cost.

You can click 'View All Related Keywords' to see the full list. The full list looks like the one below.

Monthly Search Volume														
Less than 50 searches per month														
Less than 500 searches per month														
Less than 20,000 searches per month														
5 or more searches per month														
50 or more searches per month														
1,000 or more searches per month														
Seo Difficulty														
Less than 5														
Less than 30														
Less than 75														
More than 20														
More than 50														
More than 80														
Number Of Words														
1 word														
2 words or less														
3 words or less														
5 words or less														
2 words or more														
3 words or more														
<input type="checkbox"/>	cheap seo india	\$63.30	52	39	\$6.76	\$9.09	\$10.23	1,590	300	6.0	6.0	3.0%	2.0%	1.0%
<input type="checkbox"/>	seo india company	\$3.90	53	44	\$12.23	\$14.15	\$14.11	300	40	0.0	0.0	1.0%	15.0%	23.0%
<input type="checkbox"/>	firm india seo	n/a	44	41	\$11.85	\$0.10	\$0.10	28	22	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	Cheap SEO Services	\$718.50	62	38	\$5.58	\$17.68	\$17.56	1,290	390	42.0	33.0	5.0%	2.0%	3.0%
<input type="checkbox"/>	seo providers	\$16.20	72	50	\$8.54	\$11.94	\$4.46	390	90	3.0	3.0	2.0%	6.0%	7.0%
<input type="checkbox"/>	seo booster	n/a	54	32	\$6.53	\$6.44	\$6.24	300	30	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo company us	n/a	78	48	\$16.56	\$0.10	\$0.10	30	10	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo plans and pricing	n/a	79	28	n/a	n/a	n/a	30	0	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo guru india	n/a	27	45	\$10.12	\$11.14	\$11.14	50	10	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo package cost	n/a	61	29	\$12.20	\$11.29	\$0.10	10	10	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo packages	\$80.40	60	32	\$9.40	\$9.13	\$8.36	4,380	870	9.0	9.0	4.0%	4.0%	1.0%
<input type="checkbox"/>	seo tools	\$1260.0	41	63	\$5.61	\$6.77	\$6.58	49,500	8,100	192.0	156.0	1.0%	2.0%	2.0%
<input type="checkbox"/>	seo adword	n/a	42	44	\$7.09	\$15.05	\$3.43	480	30	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo companies in pune	n/a	51	10	\$32.72	n/a	n/a	150	10	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo evaluation report	n/a	30	39	\$13.18	\$13.18	\$22.88	12	0	0.0	0.0	0.0%	0.0%	0.0%
<input type="checkbox"/>	seo pricing packages	\$5.70	73	29	\$4.67	\$4.69	\$4.67	210	90	0.0	0.0	1.0%	1.0%	2.0%
<input type="checkbox"/>	out source seo	n/a	46	45	\$1.88	\$16.83	n/a	10	10	0.0	0.0	6.3%	0.0%	0.0%

It may overwhelm you at first glance but this area is really useful. Why? Well, look over to the left side and you'll see several ways to sort through the list. This will help you filter through your keyword list so that you only get only the most profitable keywords in your niche.

STEP 2: Group Your Keywords

Once you are finished with keyword research, there is also a tool in SpyFu that allows you to sort through your keywords. You can click on the Keywords Grouping tab for this.

Keyword Overview
Related Keywords
Advertiser History
Ranking History
Backlinks
Keyword Grouping
SERP Analysis
AdWords Advisor

Keyword Grouping

Enter Keywords Here (1 per line or comma separated)

ORGANIZE THESE KEYWORDS

What Happens

Add Search Data
Automatically get search volume, cost/click, clicks/day for the keywords you enter. Choose Broad, Phrase, or Exact match, Global or Local.

Organize Your List
Choose groups automatically built on common words and phrases.

Exports Your Way
Export all the data points and structure to Excel, CSV, or PDF.

From here, all you need to do is type in the keywords that you have gathered.

Keyword Grouping

seo
seo london
seo buckingham
white hat seo
blackhat seo
search engine
search engine optimization
seo tips
seo tools

ORGANIZE THESE KEYWORDS

And it will instantly take you to this where it has pre-sorted everything based on its category.

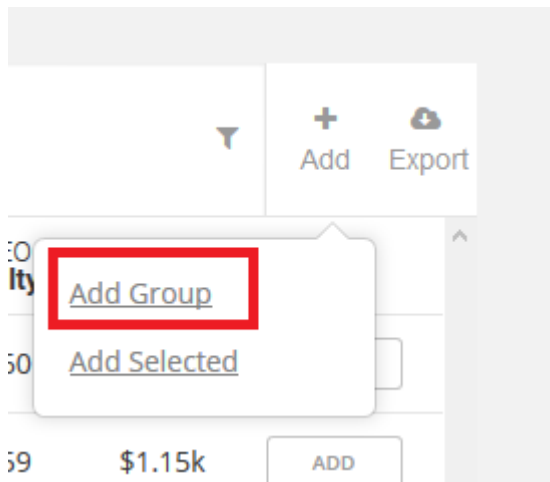
Groups

Top Keyword Groups

- seo (6 Keywords)
- search (2 Keywords)
- white (6 Keywords)

Group By Words: All Keywords (14 Unique Keywords)		Type to Filter	+ Add	📄 Export	
<input type="checkbox"/> Keyword	Monthly Search Volume	Cost Per Click	SEO Difficulty	Monthly Cost	
<input type="checkbox"/> search engine	165.00k	\$0.31	72	\$893.10	<input type="button" value="ADD"/>
<input type="checkbox"/> search engine optimization	109.98k	\$7.37	60	\$8.73k	<input type="button" value="ADD"/>
<input type="checkbox"/> seo	109.98k	\$5.38	69	\$16.96k	<input type="button" value="ADD"/>
<input type="checkbox"/> seo tools	8.10k	\$5.61	59	\$1.15k	<input type="button" value="ADD"/>
<input type="checkbox"/> blackhat seo	1.89k	\$10.89	55	\$0.00	<input type="button" value="ADD"/>
<input type="checkbox"/> seo tips	1.59k	\$7.02	54	\$428.10	<input type="button" value="ADD"/>
<input type="checkbox"/> white hat seo	720.0	\$6.24	53	\$38.40	<input type="button" value="ADD"/>

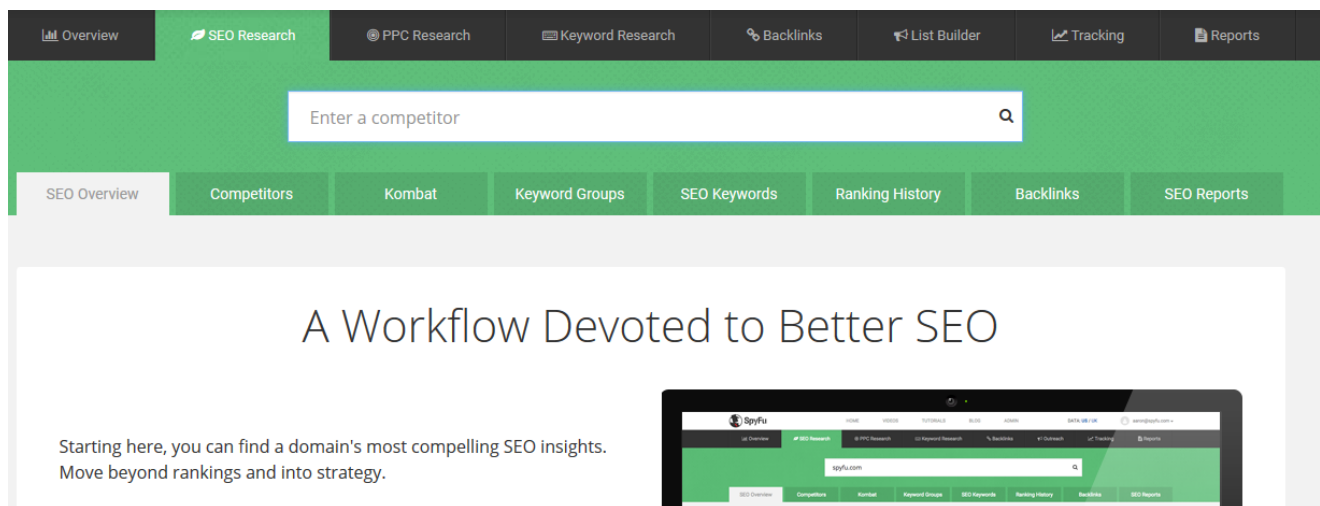
You can then tweak the group name by adding new groups.



Pretty easy, right?

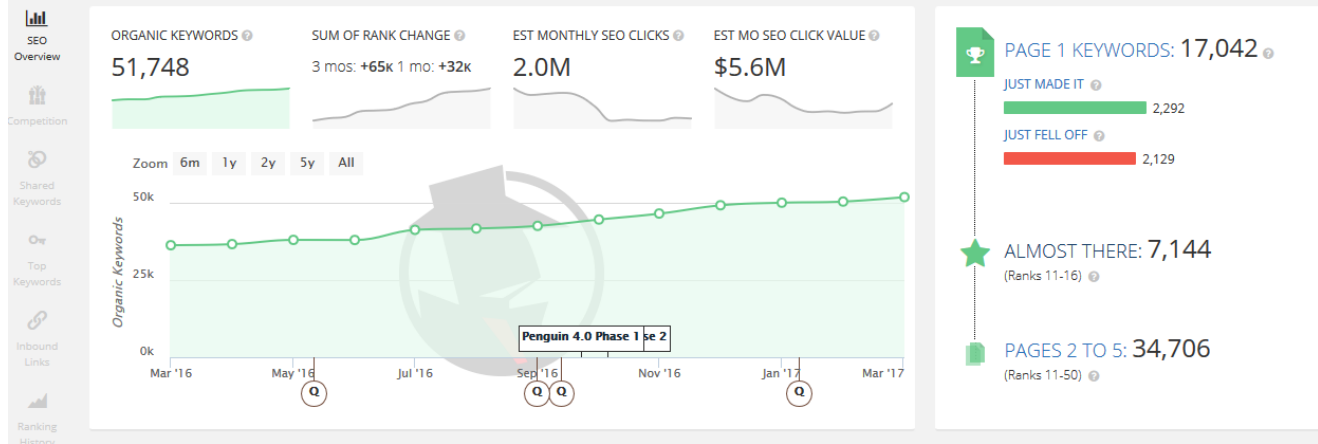
STEP 3: Gather Your Competitor Keywords

If what you have gathered so far is not yet enough, you can also go for competitor keywords. How? You will use SpyFu's SEO Research tab.



This is where you'll see the power of SpyFu and what separates it from the other tools in the market.

Plug in a URL and you will know what I mean. You will instantly get to this page.

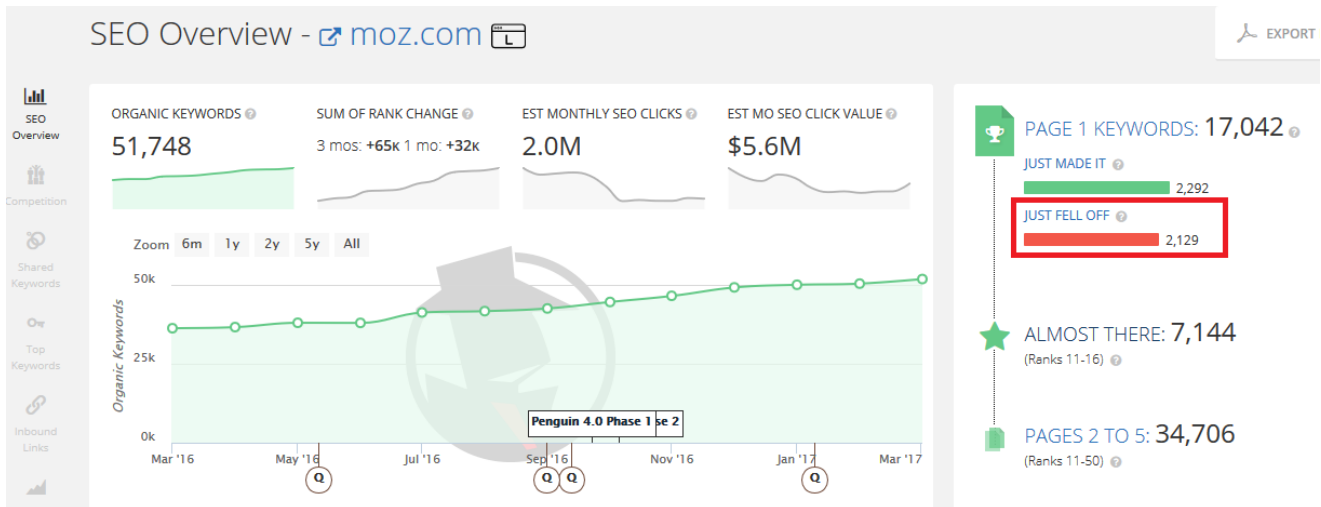


This is interesting because it shows you the keywords that your competitor is ranking for over a period of time. It even has tabs when there were changes in search engine algorithms.

I like this because it doesn't include analytics that contains search volume and other unneeded stuff. Instead, it just focused on keywords.

What I find more interesting is the keywords that your competitor has

just fallen off.



Click on it. It's a link and you'll see all the keywords that pushed your competitor off the first page.

The screenshot shows a table titled 'Keywords That Just Fell Off the First Page'. The table has the following columns: Keyword, Rank (Change), Cost/Click, Ranking Difficulty, Searches/Mo, Est. Clicks/Mo, and Est. Click Value/Mo. The table lists several keywords with their respective metrics and a status of 'Just Fell Off'.

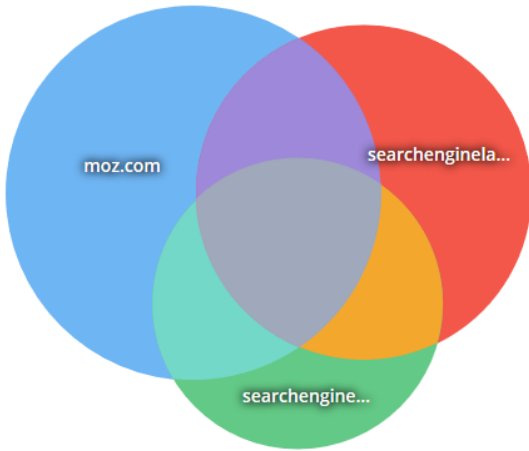
Keyword	Rank (Change)	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo
search marketing tool moz.com	18 (↓10)	\$0	57	10	0	\$0
engine optimization search software moz.com	18 (↓9)	\$0	55	58	0	\$0
suchmaschinenoptimierung service moz.com	24 (↓17)	\$0	16	5	0	\$0
missouri marketing software moz.com	18 (↓9)	\$0	54	0	0	\$0
top seo software moz.com	18 (↓8)	\$3	48	60	0	\$2
seo tool freeware moz.com	18 (↓13)	\$0	56	10	0	\$0
search marketing software moz.com	14 (↓7)	\$6	61	10	0	\$0
seo blogging software moz.com	12 (↓2)	\$10	53	10	0	\$0

You'll instantly get a list of really profitable keywords. Looking at this,

you don't even need to test for ranking difficulty - it is already listed for you and you can just sort through it. I also love that the list contains mostly 3-word keywords - really valuable and profitable.

Scrolling down, I also found this graph that shows the weakness of your

competitor.



BAT BY
yFu

🌐 **KEYWORD UNIVERSE** (82,182)

Keywords any domain ranks for

👥 **CORE STARTING KEYWORDS** (11,188)

Keywords all three rank for

Recommendations for moz.com

📉 **WEAKNESS** (5,946)

Keywords both competitors rank for, but not moz.com

📄 **EXCLUSIVE KEYWORDS** (28,742)

Competitors don't yet rank, but moz.com does

And the keywords that your competitor has just lost rank in - these are great opportunities for you to take over as long as the ranking difficulty is not that hard.

Keyword Rank Gains

Keyword	Position (Change)	
google storefront	24 (18 ↑)	<input type="button" value="ADD"/>
local search optimization	1 (1 ↑)	<input type="button" value="ADD"/>
keyword planner	7 (5 ↑)	<input type="button" value="ADD"/>
search terms	8 (1 ↑)	<input type="button" value="ADD"/>
867-5309	2 (1 ↑)	<input type="button" value="ADD"/>
VIEW ALL >		

Keyword Rank Losses

Keyword	Position (Change)	
seos	4 (-1 ↓)	<input type="button" value="ADD"/>
search engine optimizer	4 (-1 ↓)	<input type="button" value="ADD"/>
www googles com	45 (-4 ↓)	<input type="button" value="ADD"/>
googlesearch	16 (-11 ↓)	<input type="button" value="ADD"/>
googla analytics	25 (-16 ↓)	<input type="button" value="ADD"/>
VIEW ALL >		

Click View All to get a full list.

Keyword Rank Losses

Type to Filter

ADD MULTIPLE EXPORT

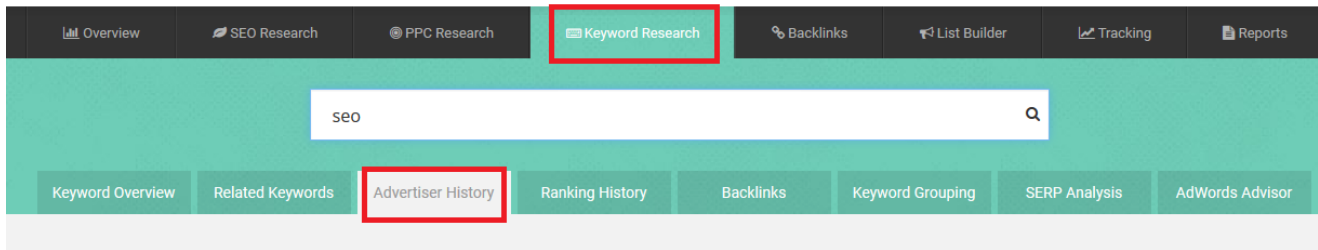
<input type="checkbox"/> Keyword	Rank (Change)	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo
<input type="checkbox"/> suchmaschinenoptimierung service <small>moz.com</small>	24 (↓17)	\$0	16	5	0	\$0
<input type="checkbox"/> seo missouri <small>moz.com</small>	5 (↓1)	\$0	24	0	0	\$0
<input type="checkbox"/> missouri seo software <small>moz.com</small>	6 (↓2)	\$0	29	0	0	\$0
<input type="checkbox"/> huenenberg moz i discount <small>moz.com</small>	2 (↓1)	\$0	33	0	0	\$0
<input type="checkbox"/> la seo marketing <small>moz.com</small>	45 (↓13)	\$0	34	0	0	\$0
<input type="checkbox"/> seo reseller software <small>moz.com</small>	31 (↓18)	\$0	37	0	0	\$0
<input type="checkbox"/> best seo tools 2011 <small>moz.com</small>	5 (↓2)	\$0	37	46	0	\$0
<input type="checkbox"/> mo internet marketing <small>moz.com</small>	36 (↓2)	\$0	39	0	0	\$0

You can then sort all the keywords based on ranking difficulty. I like to put the smallest number on top so that I get easy-to-rank keywords.

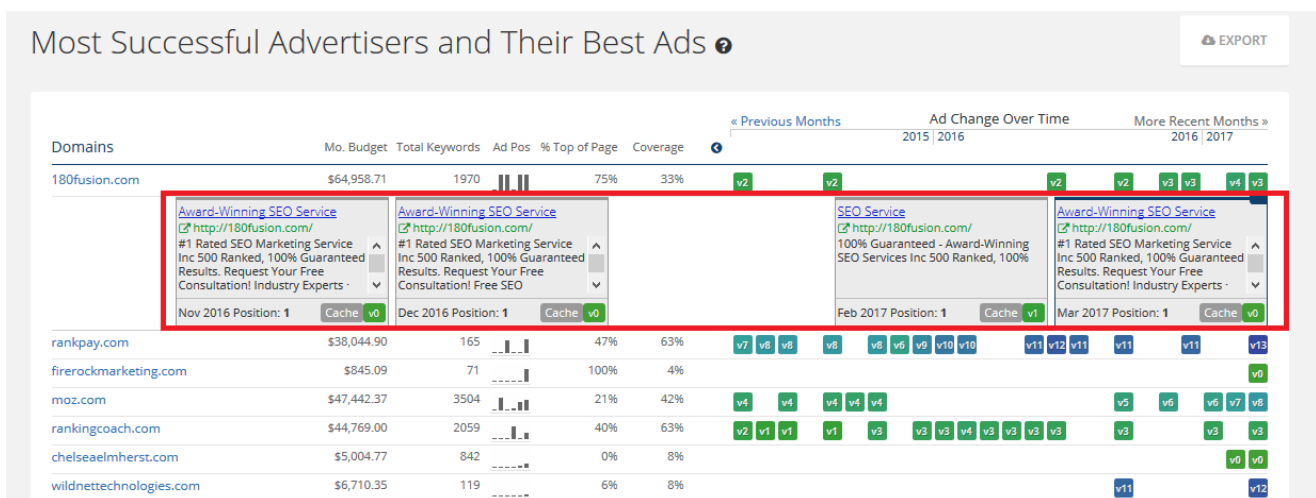
BONUS STEP: Plan Your PPC Ads with SpyFu

But SpyFu is designed for more than just keyword research. Out of all the tools that I have reviewed, it seems to have some tools that are designed to help you with your ads as well.

If you will look at the Keyword Research tab, you'll see that it has Advertiser History.



At first, I thought that it will be quite similar with SEMRush (You'll find out later that SEMRush has an Ad History). But then, I was surprised that it even contains sample ads that worked well for competitors.



What can you get out of this?

Well, first it helps you in designing your ads. It helps you choose the right words.

Second, it also shows you all the other websites that are advertising in the niche for a keyword that you have plugged in - very useful for eCommerce website owners.

Conclusion

Ahrefs may be the best all-in-one tool in the market, but I think SpyFu

trumps over any other tool when it comes to keyword research. It looks through every nook and cranny to find the most profitable keywords in your niche. If you follow the steps above, you can easily find keywords that are relevant to your niche.

3. How to Analyze and Outgrow Your Competitors with SEMrush

If you want a more straightforward tool, you'll find SEMRush interesting. In fact, I think that it is the closest to the Google Keyword Tool - only better. Why? Well, it has so many fascinating stuff in it too like competitor analysis, traffic tracking and advertising tracking. This

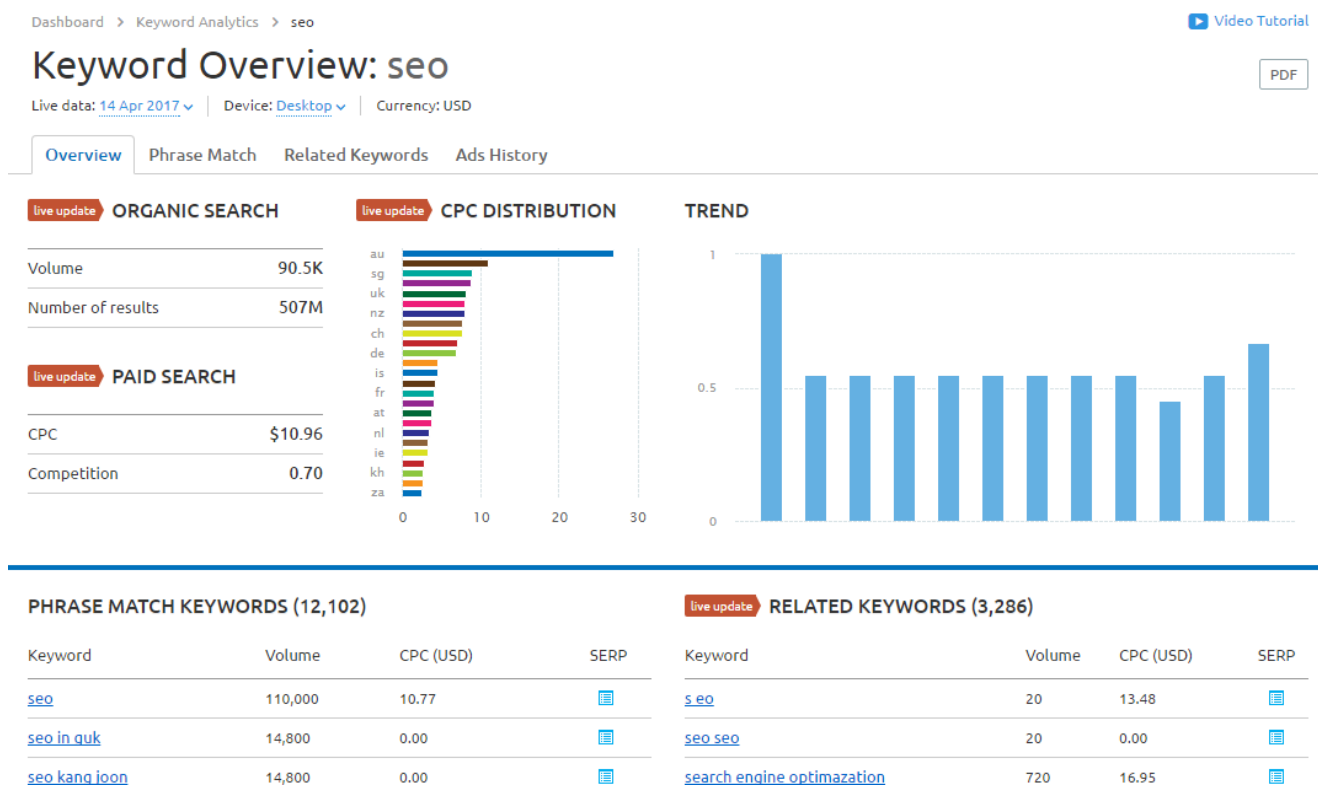
makes it one of the sought-after SEO tools for PPC marketers.

Here's how you can use the tool for keyword research.

STEP 1: Search For Keyword Ideas Using the Main Panel

Don't know what to search for? SEMRush has all the tools that can help you.

You'll know what I am talking about when you plug in your keyword in its main page. You will instantly see some of the basic SEO metrics of the keyword.



Here are the metrics that it gives you. First, there is the search volume and number of results in organic search (aka your competitors). What does these mean to you? Well, a keyword is usually worth ranking for if it has a considerable amount of search volume with less than a hundred thousand competing websites. Then, it also shows you the trend. This gives you an average search count per month. This gives you an idea that the search count is not just for one month - it also spreads across the whole year.

From here, you'll be seeing some tabs that contains related keywords, phrase match keywords and ad-related keywords.

The related keywords section lists any keyword that is related to your search term - these keywords may or may not contain your main keyword. Aside from giving you ideas, this section also gives you access to different metrics such as search volume, number of search results, keyword difficulty, competition, trends and CPC.

RELATED KEYWORDS REPORT 1 - 100 (3,286)

Advanced filters ▼
Export

<input type="checkbox"/>	Keyword	Related % ↕	Volume ↕	KD ↕	CPC (USD) ↕	Com. ↕	Results ↕	Trend	Last Update	SERP
<input type="checkbox"/>	s eo	75.00	20	73.44	13.48	0.54	485,000,000		2 days ago	
<input type="checkbox"/>	seo seo	60.00	20	71.54	0.00	0.33	286,000,000		Mar 2017	
<input type="checkbox"/>	search engine optimazation	55.00	720	77.67	16.95	0.40	25,100,000		6 days ago	
<input type="checkbox"/>	search optimization	55.00	590	77.16	15.11	0.80	139,000,000		Mar 2017	
<input type="checkbox"/>	search engine optimization	55.00	50	77.37	11.49	0.51	26,500,000		Mar 2017	
<input type="checkbox"/>	search engine optimasation	55.00	10	78.78	0.00	0.77	24,500,000		2 days ago	
<input type="checkbox"/>	search engine optimization	50.00	22,200	80.55	12.58	0.76	25,200,000		2 hr ago	
<input type="checkbox"/>	search engine optimisation	50.00	390	78.75	23.58	0.28	996,000		3 Apr 2017	
<input type="checkbox"/>	seo search engine optimization	50.00	390	79.58	15.02	0.77	15,300,000		3 Apr 2017	
<input type="checkbox"/>	search engines optimization	50.00	140	76.24	10.64	0.80	1,270,000		23 Mar 2017	
<input type="checkbox"/>	search engine optimazation	50.00	90	78.85	11.33	0.37	26,500,000		Mar 2017	
<input type="checkbox"/>	search engine optimizatio	50.00	90	78.85	18.39	0.60	26,500,000		Mar 2017	

The phrase match section lists keywords that has your main keyword in it. It doesn't matter how many words your keyword contains. It can be

three or four words. This area will still return common variations of the keyword.

So what can you see in this area? The basic metrics - search volume, keyword difficulty (based on the number of competing website), cost-per-click on ads, number of results and a trends graph.

PHRASE MATCH REPORT 1 - 100 (12,102)

[Advanced filters](#)

<input type="checkbox"/>	Keyword	Volume	KD	CPC (USD)	Com.	Results	Trend	SERP
<input type="checkbox"/>	seo	110,000	71.82	10.77	0.52	510,000,000		
<input type="checkbox"/>	seo in guk	14,800	85.52	0.00	0.00	669,000		
<input type="checkbox"/>	seo kang joon	14,800	82.42	0.00	0.00	3,370,000		
<input type="checkbox"/>	park seo joon	14,800	85.89	0.04	0.00	3,610,000		
<input type="checkbox"/>	what is seo	12,100	78.50	6.60	0.06	43,600,000		
<input type="checkbox"/>	portland seo	9,900	50.14	17.91	0.15	1,740,000		
<input type="checkbox"/>	seo services	9,900	60.34	23.77	0.57	16,700,000		
<input type="checkbox"/>	seo keywords	9,900	73.33	7.18	0.44	29,800,000		
<input type="checkbox"/>	seo tips	9,900	71.77	6.35	0.14	10,800,000		
<input type="checkbox"/>	seo kang jun	9,900	82.15	0.00	0.00	2,550,000		
<input type="checkbox"/>	seo consulting services	9,900	54.83	16.16	0.09	1,360,000		

Another area where you can harvest some keywords is through the Ad History section. This lists the websites that advertised for similar keywords. You can find out more about the keywords that they used by clicking on the numbers in the Keywords column.

Domain	Mar 2017			2016												2017		
	Ads Traffic	Ads Traffic Price (USD)	Ads Keywords	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
180fusion.com	6,129	90,801	1,339		1		1				2	5	1	8	5			
rankpay.com	953	7,144	215		3						4		8	6	6			
coalitiontechnologies.com	985	11,006	103			2	3				7				3			
google.com	5,223,627	5,333,060	260,602	1	2	1	2	1	1		5	1	4		4			
percepture.com	437	4,520	100									8			7			
moz.com	3,683	17,610	917											4	8			
ebrandz.com	1,482	14,579	649						2	1				1				
toyaga.us	0	0	0											3				
wildnettechnologies.com	26	237	109								6	3		5				

You can also export all the keywords that you find in a spreadsheet.

STEP 2: Use the Keyword Magic Tool

Did you know that SEMRush also has a Keyword Magic Tool. This is a relatively new tool and it does practically what the other tools can do plus more. I love this because it is like a keyword analyzer and keyword suggester in one. It is that powerful.

Using it is easy. You just need to plug in a keyword and watch it do its magic - it will instantly generate a list based on related keywords.

Keyword Magic Tool: My Lists beta

Keyword Analyzer

search enqi... [+ New keyword](#)

Results for: [Apply](#) US

Include keywords Exclude keywords Words count Volume KD % CPC (USD) Com. SERP Fe

By num of keywords [By volume](#)

All keywords	933
> company	51
> seo	47
> google	36
> website	33
> service	33
> free	22
> market	21
> pdf	21

All keywords

Total volume **64,390** | Average difficulty **43.14%**

[Export to XLSX](#)

[Add to Keyw](#)

<input type="checkbox"/>	Keyword	Volume	KD%	CPC(USD)	Com.	SERP Features
<input type="checkbox"/>	search engine optimization companies	2,400	58.44	14.44	0.35	1
<input type="checkbox"/>	search engine optimization tips	1,900	78.4	6.75	0.37	1
<input type="checkbox"/>	search engine optimization ranking	880	76.67	0	0.07	1
<input type="checkbox"/>	charleston search engine optimization	880	37.05	0	0.01	1
<input type="checkbox"/>	local search engine optimization	880	73.56	0	0.16	1
<input type="checkbox"/>	search engine optimization plans	880	56.79	0	0.05	2

Plus, you can also alter the word count so that you get all the long tail keywords on the list.

Dashboard > Keyword Magic Tool: My Lists

Keyword Magic Tool: My Lists beta

search enqi... [+ New keyword](#)

Results for: [Apply](#) US

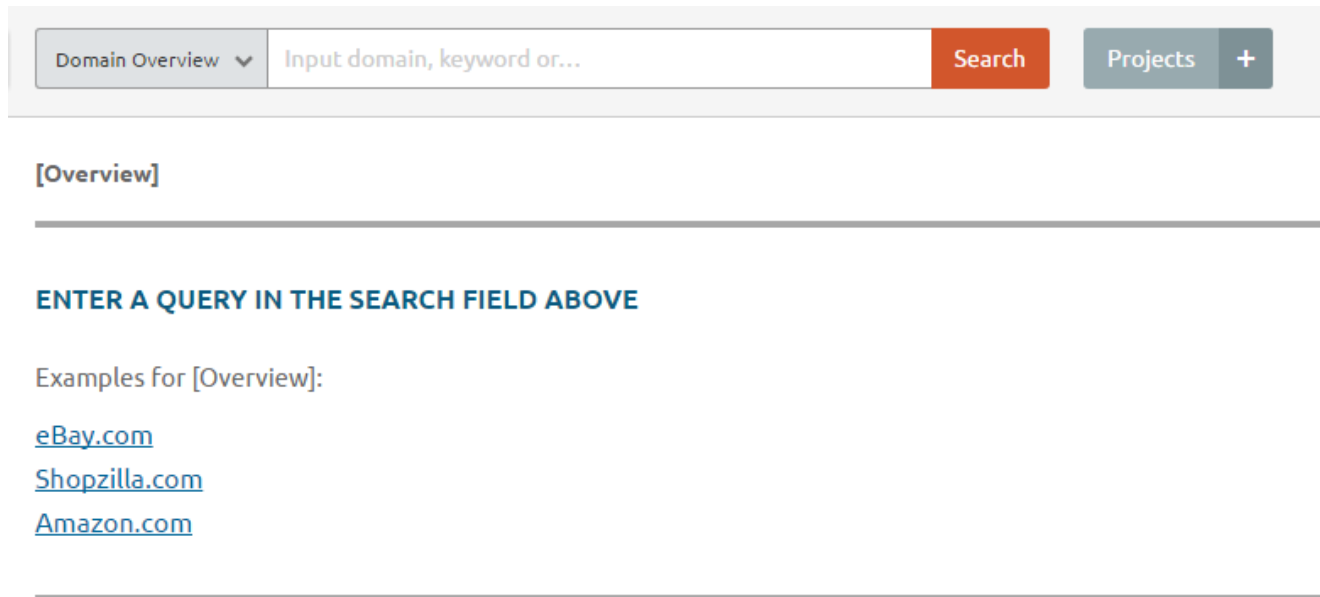
Include keywords Exclude keywords **Words count** Volume KD %

You can also set it to 3 to 4 keywords. So you don't have to fix it in one number alone. I find it pretty neat if you ask me.

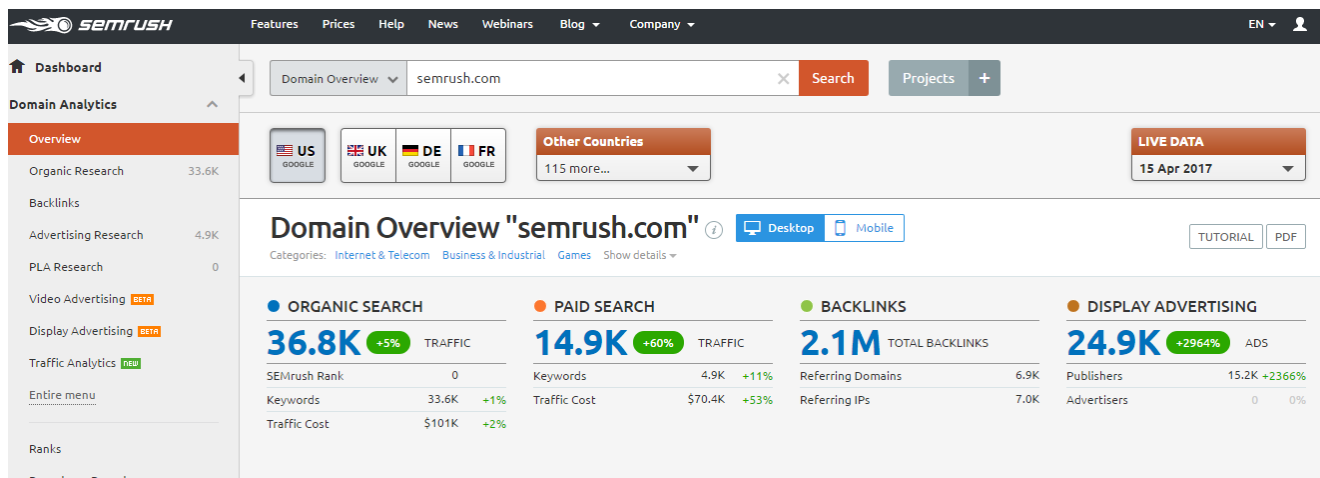
STEP 3: Use SEMRush to Analyze Your Competitors

Again, an easy way to find keywords is just to analyze your competitors. You can do this by simply looking and analyzing the domain of your competitors. In SEMRush, there is the Domain Analytics tool that can do the job.

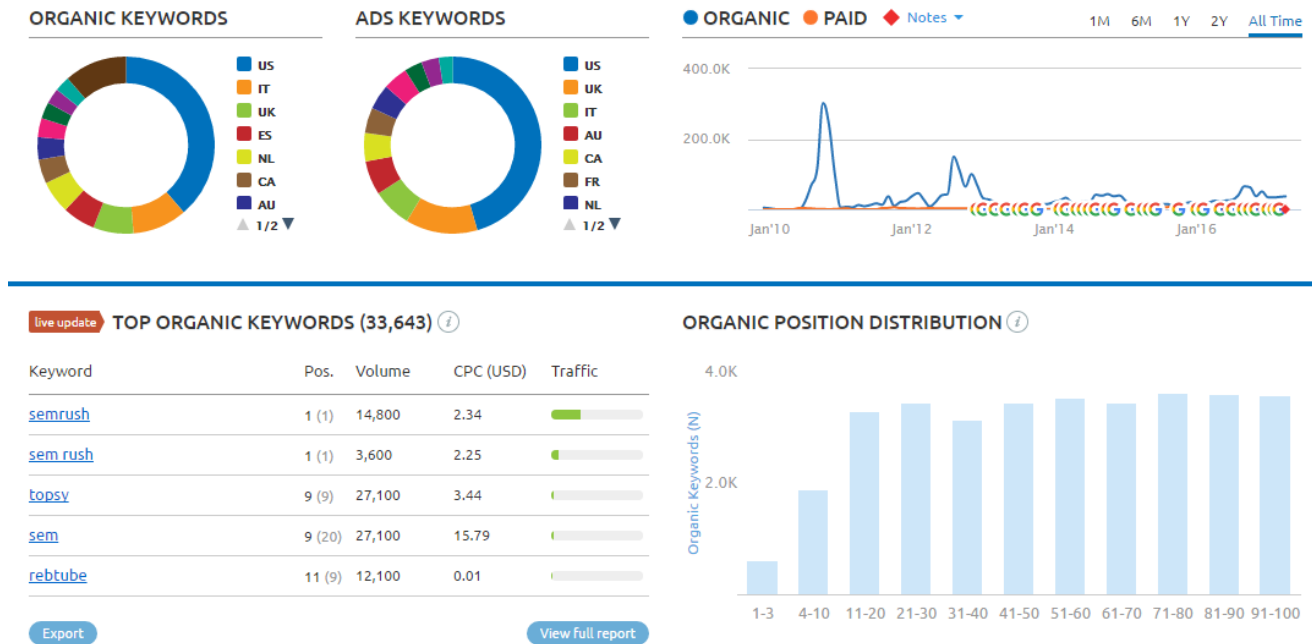
Using it is as easy as plugging a website's URL in the Domain Overview bar.



Doing that will instantly generate a domain overview that contains the following metrics: organic search traffic, paid search traffic, backlinks and display advertising traffic. This gives you an idea on how profitable and how competitive the niche of that website is.



If you scroll down, you will see other details such as the website's organic keywords, ad keywords and a graph that shows the fluctuations in traffic. And below that, you will see the top organic keywords - this is the part that you should be interested in.



From here, just click 'View Full Report'. Just look at all the keywords that it generated. It also shows the position that the website has for that particular keyword and the exact URL that is ranking for that keyword.

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕	Costs % ↕	Com. ↕	Results ↕	Trend	SERP
<input type="checkbox"/>	topsy	9 (9)	27,100	83.35	3.44	www.semrush.com/...e-now/	2.20	2.77	0.03	67,300,000		
<input type="checkbox"/>	sem	9 (20)	27,100	67.23	15.79	www.semrush.com/	2.20	12.74	0.14	1,240,000,000		
<input type="checkbox"/>	rebtube	11 (9)	12,100	84.56	0.01	www.semrush.com/...be.com	1.54	0.00	0.00	429,000		
<input type="checkbox"/>	topsy.com	3 (3)	5,400	76.14	2.42	www.semrush.com/...e-now/	1.32	1.16	0.06	2,880,000		
<input type="checkbox"/>	position tracker	1 (1)	880	71.23	0.04	www.semrush.com/...cking/	1.12	0.01	0.06	36,600,000		
<input type="checkbox"/>	sitemap generator	6 (5)	8,100	67.28	2.35	www.semrush.com/...tools/	1.10	0.94	0.11	7,810,000		
<input type="checkbox"/>	www.ass4all.com	7 (7)	8,100	73.64	0.00	www.semrush.com/...ll.com	0.88	0.00	0.00	2,860,000		
<input type="checkbox"/>	semrush.com	1 (1)	390	79.15	2.38	www.semrush.com/	0.84	0.73	0.16	5,270,000		
<input type="checkbox"/>	semrush.com	1 (1)	320	77.26	1.45	www.semrush.com/	0.69	0.36	0.13	747,000		
<input type="checkbox"/>	backlink checker	11 (11)	5,400	56.30	0.00	www.semrush.com/...links/	0.68	0.00	0.00	1,650,000		
<input type="checkbox"/>	linkedin pulse	11	5,400	87.68	0.00	www.semrush.com/...nnels/	0.68	0.00	0.00	56,900,000		
<input type="checkbox"/>	adwords preview tool	10 (10)	8,100	61.47	6.15	www.semrush.com/blog/5307/	0.66	1.48	0.08	534,000		
<input type="checkbox"/>	firebase pricing	8 (9)	6,600	78.53	0.30	www.semrush.com/...1-1-1/	0.53	0.05	0.15	1,890,000		

If you only want the longtails, you can sort it to only include 3 or 4-word keywords and you'll instantly get a list of longtail keywords.

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕	Costs % ↕	Com. ↕	Results ↕	Trend	SERP
<input type="checkbox"/>	www.ass4all.com	7 (7)	8,100	73.64	0.00	www.semrush.com/...ll.com	0.88	0.00	0.00	2,860,000		
<input type="checkbox"/>	adwords preview tool	10 (10)	8,100	61.47	6.15	www.semrush.com/blog/5307/	0.66	1.48	0.08	534,000		
<input type="checkbox"/>	seo best practices	5 (5)	2,900	76.77	9.34	www.semrush.com/blog/best/	0.39	1.34	0.18	1,510,000		
<input type="checkbox"/>	thank you emoji	8 (8)	4,400	80.99	0.03	www.semrush.com/...media/	0.35	0.00	0.02	8,400,000		
<input type="checkbox"/>	linkedin premium cost	5 (5)	2,400	78.20	5.25	www.semrush.com/...-cost/	0.32	0.62	0.08	23,300,000		
<input type="checkbox"/>	small business examples	2 (2)	880	73.67	2.22	www.semrush.com/...right/	0.30	0.25	0.16	45,600,000		
<input type="checkbox"/>	website mapping tool	1 (2)	210	63.49	4.24	www.semrush.com/...tools/	0.26	0.41	0.23	81,700,000		
<input type="checkbox"/>	best keyword tool	2 (2)	720	63.58	5.27	www.semrush.com/...rtups/	0.25	0.48	0.47	-		
<input type="checkbox"/>	social media trends	9 (10)	2,900	83.22	4.90	www.semrush.com/...-2017/	0.23	0.42	0.07	103,000,000		
<input type="checkbox"/>	topsy.com analytics	1 (1)	170	78.08	2.28	www.semrush.com/...e-now/	0.21	0.18	0.22	415,000		
<input type="checkbox"/>	semrush.com	1 (1)	90	75.06	0.99	www.semrush.com/	0.19	0.07	0.27	4,310,000		
<input type="checkbox"/>	semrush blog	1 (1)	90	60.94	1.58	www.semrush.com/blog/	0.19	0.11	0.21	639,000		
<input type="checkbox"/>	semrush free trial	1 (1)	140	63.39	1.08	www.semrush.com/...w.html	0.17	0.07	0.16	63,000		

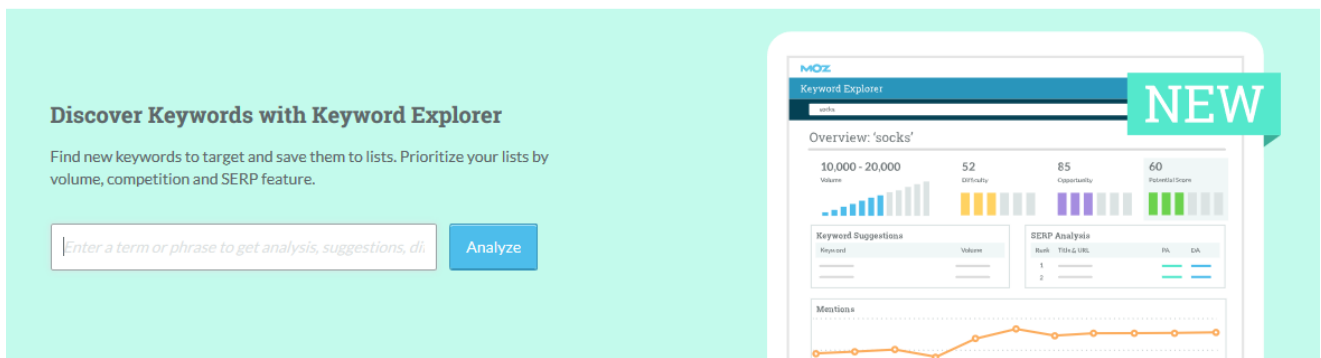
You can then export the keywords that are relevant to your business.

Conclusion

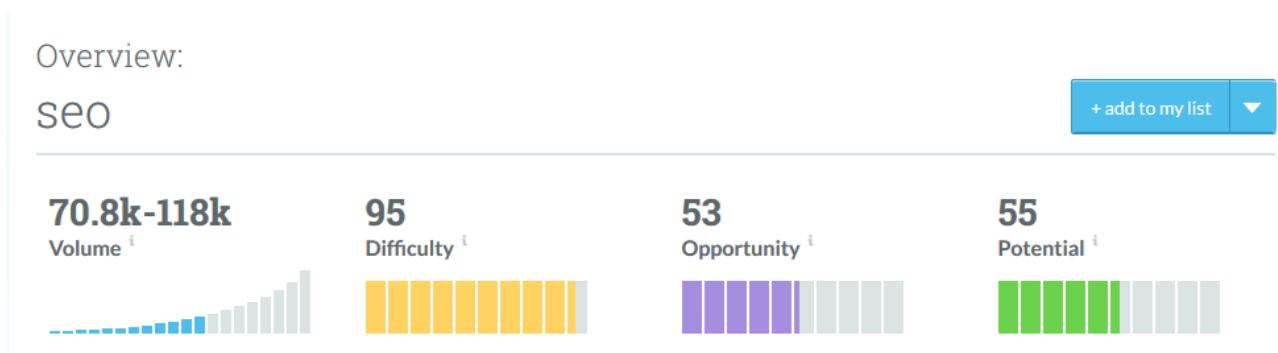
As you can see, SEMRush is more of a research tool. It gives you all the keywords that you must target based on certain metrics such as keyword difficulty and search volume. On top of that, it also allows you to look at the keywords that your competitor is ranking for - which is very useful if you want your website to eventually rank higher than them.

4. How to Identify Your eCommerce Keywords Using Moz

Moz is an unexplored keyword tool. While it is mostly known for its OpenSiteExplorer for measuring domain authority and linking domains, it also has a Keyword Explorer that is relatively new.



Using it is as easy as inputting your main keyword, then it will generate metrics like this.



As you can see, it shows the average search volume and has three metrics - difficulty, opportunity and potential.

Difficulty is based on how hard for an incoming website to hit the first page of the search engines. This is measured based on the strength of the links of the top 10 ranking websites. Moz computes keyword difficulty based on their metrics in OpenSiteExplorer. Specifically, they use the metrics of Page Authority (PA) and domain authority (DA). They combine this along with the click through rate of the page. From here, they determine the keyword difficulty.

Difficulty can vary from 1 to 100 where 1 is the easiest and 100 is the

hardest. A good rule for this is to not target any keyword that has a difficulty of over 40. Our example above has a difficulty of 95 - that is already too hard.

Opportunity, on the other hand, is more focused on keywords that has the ability to get clicks when your website gets ranked. This is a factor that is unique to Moz and should be studied to be fully understood. Moz has taken into account click through rate (CTR) to determine this factor.

This factor came from the fact that the search engines are no longer like it used to be. You will mostly see ads and SERP features like snippets and videos. If the opportunity is high, that means that you have plenty of opportunities of getting more clicks from your ranking links -

this means that there is a low number of ads and SERP features. But if the opportunity is low, it means that ranking your website through SEO should not be your priority. You should just look at the ranking SERP features and aim to optimize your website for that instead.

Third is potential. Potential takes into account several metrics such as search volume, ranking difficulty, opportunity and importance. They then create a score based on this. Higher potential means that there is a really high volume and low level of ranking difficulty. In Moz, this is the metric that you should look at. This is because it has already summarized all the other factors into one.

But the power of Moz's keyword explorer does not end there. It also has three other features below.

Keyword Suggestions >

Keyword	Volume ⁱ
seo definition	2.9k-4.3k
seo techniques	851-1.7k
how to do seo	501-850
seo google	851-1.7k
seo tutorial	201-500

[See All 1,000 Suggestions >](#)

SERP Analysis >

Rank	Title & URL	PA ⁱ	DA ⁱ
1	SEO: The Beginner's Guide to... https://moz.com/beginners-g...	88	92
2	What Is SEO / Search Engine ... http://searchengineland.com/...	87	89
3	Search engine optimization - ... https://en.wikipedia.org/wiki/...	93	100

[See Full Analysis >](#)

Mentions >

Page Title & URL Containing Mention	Mention Authority ⁱ	Date Found
South Koreans worried over USS Carl Vinson carrier group bluster - CNN.com http://www.cnn.com/2017/04/20/asia/south-korea-worries-donald-trump-uss-carl-vinson/index...	97	4/20/2017
Child abusers. If you vote this up, it will show up on Google Images when people Google search chi... https://www.reddit.com/r/DeFranco/comments/660hzd/child_abusers_if_you_vote_this_up_it_wil...	95	4/18/2017
The gig economy 'slashies' risk burnout Guardian Small Business Network The Guardian https://www.theguardian.com/small-business-network/2017/apr/18/gig-economy-slashies-risk-...	94	4/18/2017

Keyword suggestions contains all the related keywords for the keyword that you have search for. SERP Analysis looks at the top 10 websites ranking for your target keyword. And mentions contains articles that has that keyword based on the most recent date that it is published.

Out of the bunch, I love to look deeper into keyword suggestions. I do

this by clicking 'See All 1,000 Suggestions'.

Keyword Suggestions:
seo

Display keyword suggestions that

Group Keywords

Volume ⁱ

include a mix of sources

include a mix of sources

only include keywords with all of the query terms

exclude your query terms to get broader ideas

based on closely related topics

based on broadly related topics and synonyms


related to keywords with similar results pages

are questions




seo definition


seo techniques

how to do seo

Export CSV 

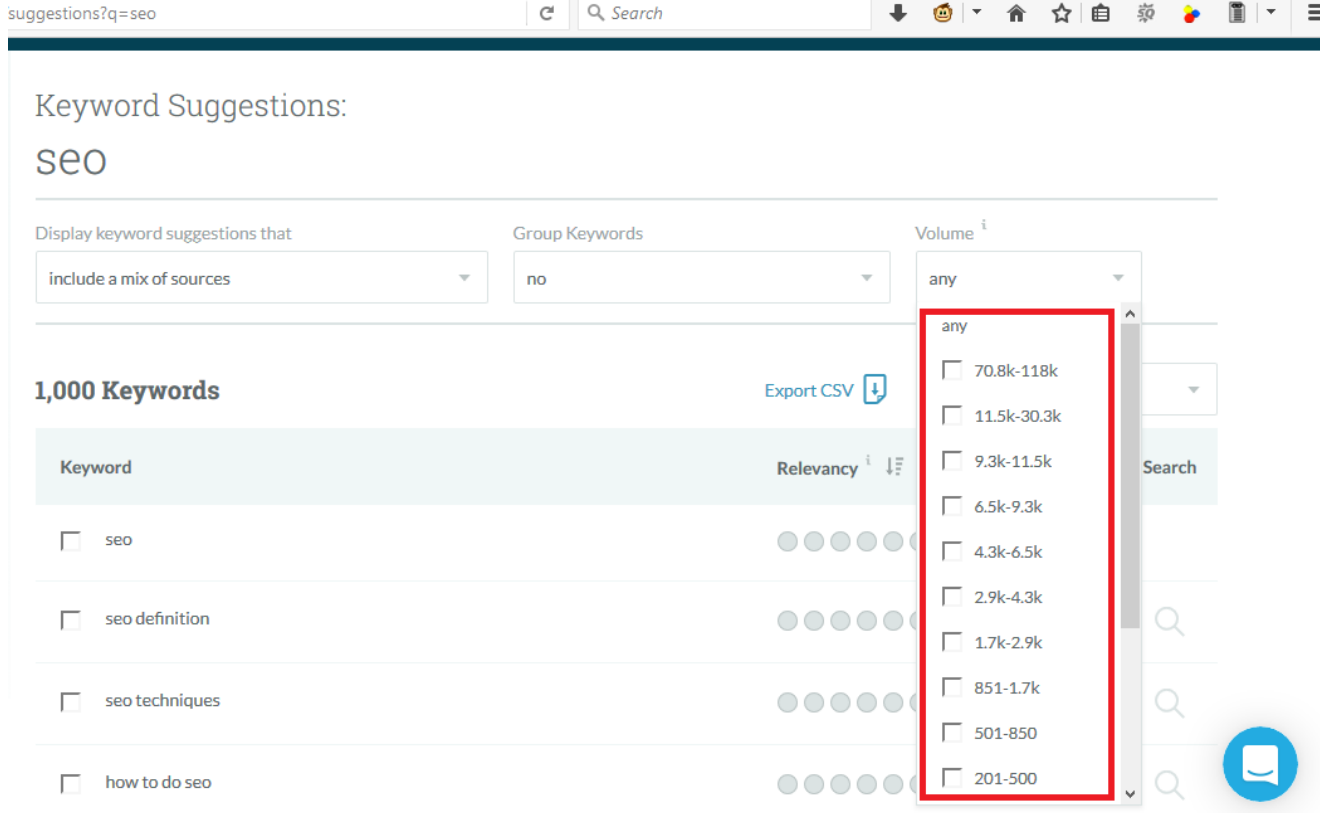
Add selected to

	Relevancy ⁱ ↓↑	Volume ⁱ ↓↑	Search
<input type="checkbox"/>	● ● ● ● ● ● ● ●	70.8k-118k	
<input type="checkbox"/>	● ● ● ● ● ● ● ●	2.9k-4.3k	
<input type="checkbox"/>	● ● ● ● ● ● ● ●	851-1.7k	
<input type="checkbox"/>	● ● ● ● ● ● ● ●	501-850	



Then, I get a list of keywords that can be sorted in a different way than the other tools.

First, you can sort the keywords based on the idea and whether or not the keyword is a question. I find this fascinating for I have not seen this way of sorting in the other keyword tools I have mentioned above.



Aside from that, you can also sort through the keyword tool using search volume. This will give you the most profitable keywords on top.

I find that there are some points for improvement though. I think that the tool will be better if it has a way to sort through the keywords so

that it displays 3-word or 4-word keywords as in Ahrefs and SEMRush. It will also help to have other metrics for sorting aside from qualitative metrics (whether or not it is a question, etc.) and search volume. There are other things to be considered for keyword research after all.

Overall, I love the new metrics that the tool has introduced. Difficulty, Potential and Opportunity is definitely some metrics that can gauge a keyword's ranking ability. However, it seems that these metrics only come out for one keyword. I hope that they can implement batch processing in the future.

BONUS: Use OpenSiteExplorer to Analyze Your Competitors



Develop a High Quality Inbound Link Profile.

Research backlinks, find link-building opportunities and discover potentially damaging links with Open Site Explorer.

URL:

Search

In my opinion, Moz is still better when it comes to competitor analysis. You can easily key in your competitor's URL in the search bar.

URL:

Search

Hide Metrics

Authority

DOMAIN AUTHORITY [Ⓢ]

92 /100

SPAM SCORE: 1 /17

PAGE AUTHORITY [Ⓢ]

91 /100

Page Link Metrics

JUST-DISCOVERED [Ⓢ]

140 _{60 Days}

ESTABLISHED LINKS [Ⓢ]

5,713 _{Root Domains}

85,571 _{Total Links}

And then get metrics like DA and PA - metrics that are relevant to the

the other tools. This will help you get the metrics that you are looking for.

Pro Tip: You'll find that cross-checking keywords can be quite daunting. Hire a virtual assistant to do this so that you can focus on your eCommerce website instead.

Assignment

Chapter 2 : On-Page Optimization

In this chapter, you`ll discover

- How to Create Search Engine Friendly Title Tags
- How to Use Header Tags for SEO
- What Makes a Good SEO Product Description
- How to Create Categories with SEO in Mind

When eCommerce business owners think about rankings, they usually go ahead and build backlinks.

But this is a grave mistake.

You see, the search engines just don't work this way.

Sure, they look at your backlinks to determine the topic of your website and they put a lot of weight on that.

But they also look at what's INSIDE your website.

What does this mean?

It means that search engines also consider your website's content and HTML tags.

So what should you do?

That's simple. Optimize your website for your desired keyword and that

will do the trick. What this does is confirm that your website is indeed about your target keyword.

The result?

Higher search engine rankings.

Here are some factors that you need to look into when optimizing your website.

1. Title Tags

Title tags are quite the same as name tags. It is the first thing that anyone sees when they visit website.

Like a name tag, it shows the brand of the website along with its main topic. This introduces the website to anyone that comes across it - whether it be a human or a search engine robot.

Title tags are especially helpful for visitors because it helps them get a glimpse of what the website is about in just a short phrase.

And it is helpful for search engines for it tells them the main keywords that the website is going for.

Title tags are also valuable for product pages for it helps the visitors understand the product page.

So how can you optimize your title tags?

That's depends on the page.

For your homepage and other related pages (privacy policy, delivery policy, contact page or about page), you just need to include your main keyword (what your website primarily sells) along with its brand name. That will usually enough to get it ranked with the right promotion.

Optimizing inside pages, on the other hand, can be a bit tricky. Some eCommerce website owners follow this rule for product or category

pages:

Keyword - Main category - Brand Name

Here's the format in action. Look at how Aldo followed the format showed above.

AFOALLE Flats | Women's Shoes | ALDOShoes.com
www.aldoshoes.com › [women](#) › [shoes](#) › [flats](#) › [AFOALLE](#) ▼
Shop **AFOALLE** flats at **ALDOShoes.com**. Browse a wide variety of coveted styles & sizes. Fast delivery.

As you can see, they have the product keyword first (AFOALLE Flats), followed by the category (Women's Shoes) and the brand name (ALDOshoes.com).

This works because of three things.

First, having the product keyword at the beginning gives it a higher chance of showing up in search.

Second, having the category next to the product keyword also gives the listing a chance to rank for the category keyword.

Third, the brand name is kept intact. The link looks natural and the brand is instantly shown. If the brand has enough of an authority, this alone can increase the chance of getting clicks from searchers.

However, all of these will end up in vain if you did not do your keyword research. So do that before you attempt to optimize anything.

2. Header Tags

Aside from title tags, you should also aim to optimize your header tags for your target keywords.

What are Header Tags?

Header tags pertain to those titles that has the H1, H2 and H3 tags in them.

Here's how a header tag looks like in code and size.

Hello. I'm a H1 Tag.

Hey there. I'm a H2 Tag.

Howdy. H3 here.

You can easily use these header tags when you edit the source file of your eCommerce website.

Why Do You Need to Optimize Header Tags

Search engines need more than just your title tag when looking at your website. It also needs to understand the subtopics that your website tackles. Header tags can help them understand your website a little more.

It would be good to use LSI (latent semantic indexing) or related keywords in your header tags as this can improve your rankings.

Looking for LSI keyword ideas?

You can instantly find them at the bottom when you search for a keyword in the search engines.

Based on fabulous styles. Choose your favorites & order at just-ad now!
Free Returns & Exchanges - VIPs Get Up To 50% Off - Free Shipping Over \$39 - 2 Styles For \$39.95
2 For \$39.95 + Free Ship - Check Out Our Top Shoes - Featured Styles - Boot Shop

Charlotte Russe® Shoes - Charlotte Russe® Official Site

www.charlotterusse.com/Shoes

4.3 ★★★★★ rating for charlotterusse.com

If the Shoe Fits. Rock it. Free Shipping On Orders Over \$50.

Shop Heels · Shoe Guide · Shop Sale · New & Popular Shoes · Spring Dresses · Shop Sandals

Oviedo, FL - (407) 977-1083 - Open today · 10:00 AM - 9:00 PM

Official Payless® Website - Shoes and More at Payless®

www.payless.com/Shoes

4.7 ★★★★★ rating for payless.com

Shop Payless® In-Store & Online For a Selection Shoes for the Entire Family.

Types: Boys Shoes, Girls Shoes, Womens Shoes, Mens Shoes

Deal: 30% off 1 Item @ Payless.com · Code ZZMAY30 · Valid May 2 - May 3

Searches related to shoes

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shoes nike shoes adidas
shoes men shoes for kids

Go o o o o o o o o g l e >
1 2 3 4 5 6 7 Next

Oviedo, Florida - From your Internet address - Use precise location - Learn more

3. Product Descriptions

We tackled how you can optimize your product page's title tag in number 1. Now, we're going to look into how we can optimize product descriptions.

When you visit an eCommerce website, you'll usually see a generic description in their products like this.

Description	Automatic description	About the brand	100% authentic products	Best price guaranteed Wellindal	Secure shopping
Blender Tristar MX4150. Make your shakes and meals for the kids with this great mixer Tristar 170 W of power. Characteristics: Plastic shell 1 Agenda Stainless steel blade Hanging hook Power: 170 W White color					

Or like this.



Roll over image to zoom in

**Hamilton
Beach**

Hamilton Beach 64650 6-Speed Classic Stand Mixer, Stainless Steel

★★★★☆ 2,217 customer reviews | 211 answered questions

#1 Best Seller in Household Stand Mixers

Price: **\$39.00** + \$107.11 Shipping & Import Fees Deposit to Philippines [Details](#)

In Stock.

This item ships to **Philippines**. [Learn more](#)

Ships from and sold by Amazon.com. Gift-wrap available.

Color: **SilverGray**

- 4 qt. stainless steel bowl
- 6 speeds & QuickBurst button
- Bowl Rest™ mixer stabilizer
- Doubles as a hand mixer
- 290-Watts peak power makes mixing easy
- Shift & Stir bowl
- Versatile attachment set includes traditional beaters, whisk and dough hooks
- Brushed stainless steel

[Compare with similar items](#)

Used & new (62) from **\$33.15** & FREE shipping on orders over \$35.00. [Details](#)

What it does is that it describes all the specifications of the product in great detail.

Great, right?

Wrong.

Usually, this description is copied from the manufacturer's website and pasted into the new eCommerce website.

The goal of these website owners is simple: Get as many products in the new eCommerce website as fast as possible.

It is a good strategy, right?

Wrong again.

I hate to say this but that is such a lazy way to create an eCommerce website.

In fact, it is so wrong that it lowers the chance of your website getting ranked.

Think about it. If you are in Google's shoes, would you rank a website that just copies content from another website?

Heck no!

You may think that product descriptions are exempted but they're not. To Google, they are just the same - any written content is a type of content. End of story.

So what should you do?

Take the time (or hire someone) to write descriptions for your product pages.

You may even go another mile and write sales pages for each one.

I love how this website added a different description to their blenders.

★★★★☆ [Read reviews \(1476\)](#) | [Simple Value by Argos](#)



ABOUT THIS PRODUCT



This item is eligible for same day delivery and faster in-store collection

Shake. Soup. Smoothie. Whatever it is you fancy blending, this Simple Value liquidiser is perfect for the job. Featuring a large 1.5 liquid capacity along with 2 additional speeds for added versatility when preparing your favourite foods, this liquidiser is a useful addition to any kitchen.

Can you see how it made a difference?

The description is not as boring as listing the features as if the product description area is a condensed user manual. It talked to the reader instead.

Also, the description is so short that it is easy to do for all of their product pages.

A word of warning though.

Changing product descriptions will take time especially if you have

thousands of products in your website. But doing it is worth every ounce of effort.

Sure, it will take time. But you'll get ranked faster and not incur penalties for your online store.

That is ultimately better than getting a website up in a few hours without getting a single sale.

4. Categories

You may also want to optimize your categories.

Sorting your products into categories not only helps your customer find the products that they need but also build strong internal links to your product pages for SEO.

More than sorting, you should put your categories in a place where it can be easily seen.

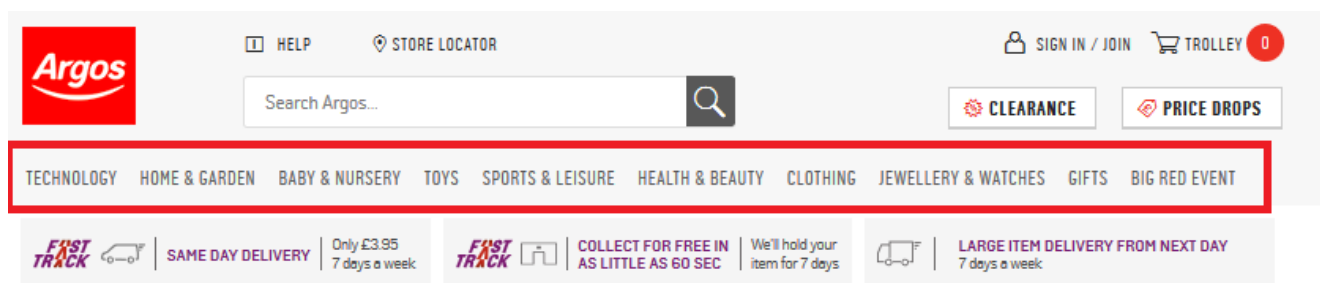
The best place for categories is on the top navigation bar, a homepage dropdown and in breadcrumbs.

Let me discuss each one below.

Top Navigation Bar

It is quite common for categories to be on the top navigation bar.

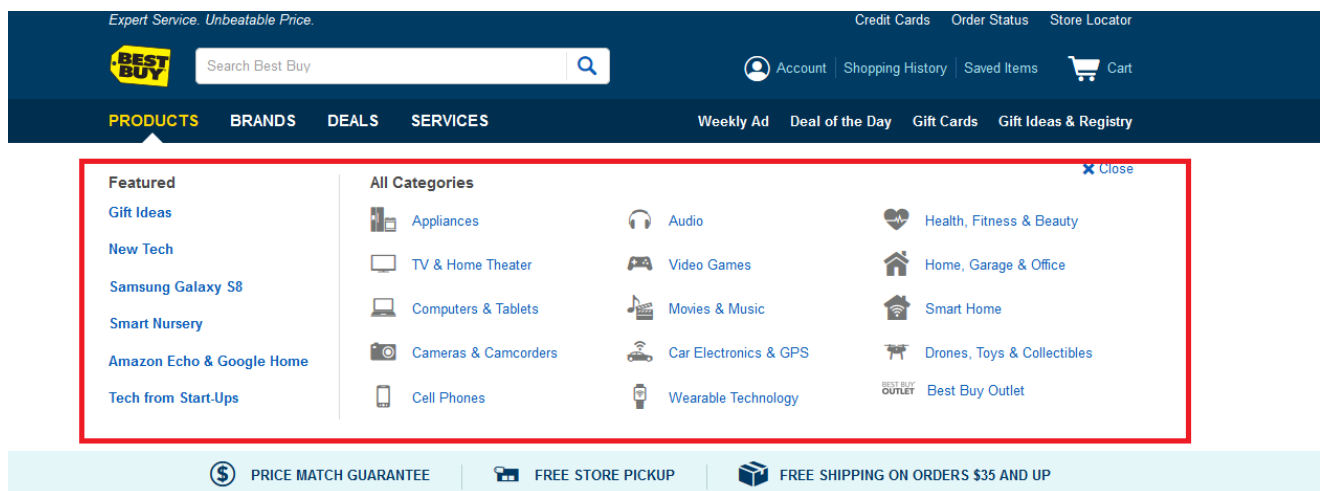
Just take a look at how Argos has its navigation bar securely placed on top of its product page.



What makes this effective is that it gives your customers something to click on if they want to explore more products. It can instantly show them similar products as well as direct them to other categories that might interest them.

Homepage Dropdown

When you visit some of the most popular eCommerce websites, you'll see that they have implemented these dropdowns instead of a category navigation bar.



This works for websites that have too many categories to fit in a navigation bar. This may be the reason why big websites like Walmart and BestBuy do this.

The best place to put your categories is in breadcrumbs.

What are Breadcrumbs?

These are the navigation bar with arrows that you can see in your product pages.

FAST TRACK**SAME DAY DELIVERY**Only £3.95
7 days a week**FAST TRACK****COLLECT FOR FREE IN
AS LITTLE AS 60 SEC**We'll hold your
item for 7 days**LARGE ITEM DELIVERY FROM NEXT DAY**
7 days a week

[< Home and garden](#) [< Kitchen electricals](#) [< Food and drink preparation](#) [< Blenders and smoothie makers](#) [< Simple Value Jug Blender - White.](#)

This reminds your customer about the category that they are in and gives them lots of related options to click on.

The best part?

It can also give your internal pages some link juice.

How to Optimize Your Categories

Rather than using random related keywords, I would suggest doing keyword research to uncover the most profitable keywords for your online store.

There will always be variations of the word. Your goal is to find a keyword that is not only relevant to your website but is also profitable and easy to rank.

For this, you should use tools such as SEMRush and Ahrefs. This will help you find the most profitable keywords for your categories.

5. URLs

Don't forget your URLs. While they may seem hidden compared to other onpage optimization factors, it is still very important.

For URLs, a good rule to follow is to keep it simple.

Don't add useless categories and product numbers in the URL.

Don't have overly long URLs like this:

[www.site.com/category1/collect...](#)

Here's why.

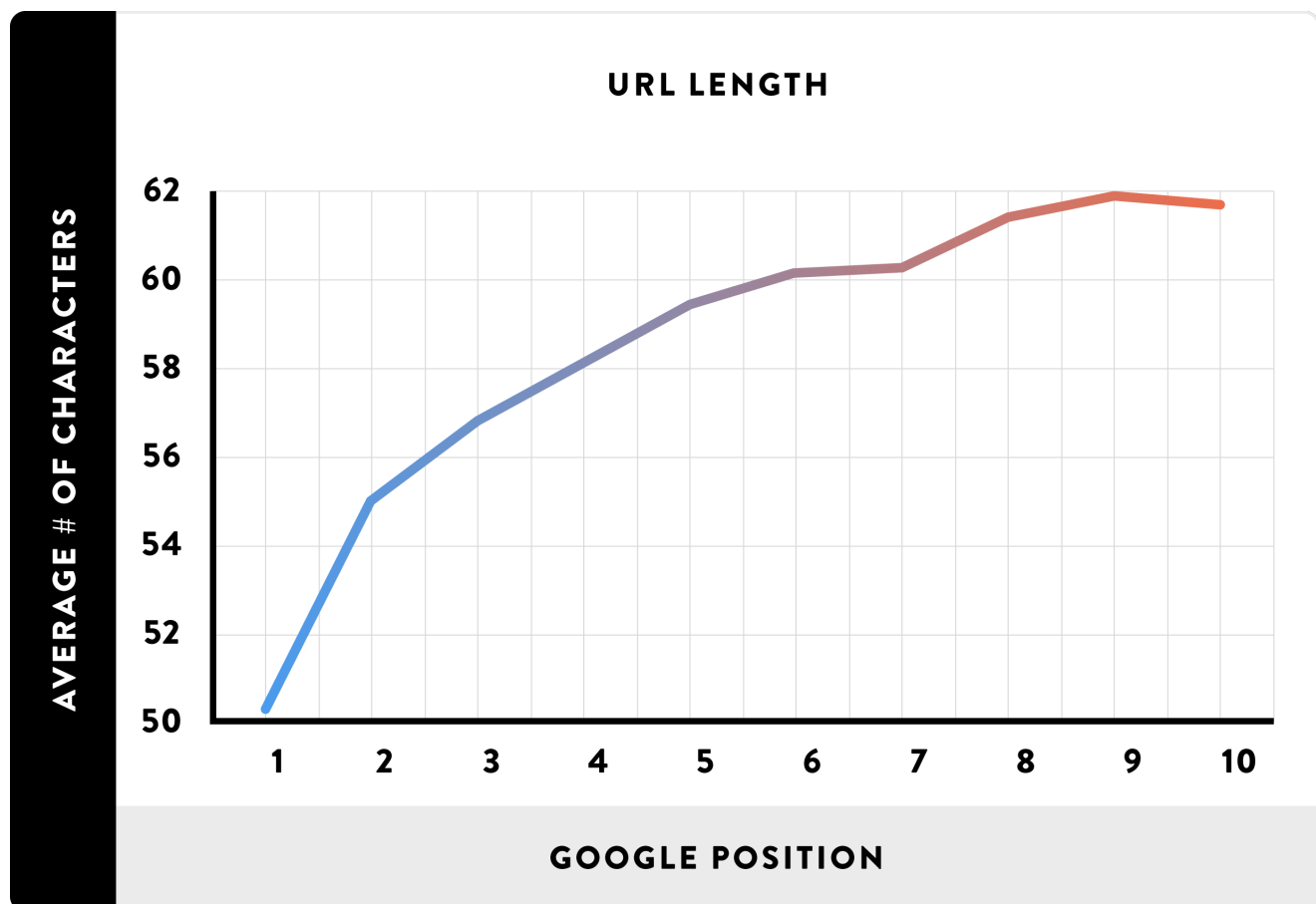
URLs like this don't work because no one is searching for product IDs.

Also, the categories may just be too general and competitive that you will hardly rank for it at all.

Instead, aim for a shorter URL.

According to Backlinko, a shorter URL tends to rank higher on the search engines. They are able to derive this from their study of 1 Million URLs.

Here's what they found: As the number of characters of a URL gets longer, the position is also lower.



So make your URLs shorter.

If you can, just include your product name, brand and some specific description. Forget the categories and the collection in the URL. Put that in the navigation bar or in breadcrumbs instead.

6. Image ALT Text

You may notice that eCommerce websites contain thousands of images. This is a perfect opportunity to optimize a website for your target keyword. How? Through Image ALT text.

Image ALT text is an attribute that you can add to an image URL in HTML.

So instead of a simple Image URL like this.

```

```

You can have the images to have an ALT text like this.

```

```

This helps your website in two ways.

First, it relates the image in your website to a particular keyword. This tells the Google robots what the image is about and may assist in ranking your website in the search engine.

Second, it also helps Google in understanding the topic of your entire website. It gives Google an idea of what the image stands for other than its URL. Since Google Robots cannot see images, these codes help them understand the images that they encounter in your website.

7. Canonical Tags

I hate to say this but eCommerce websites can be somewhat notorious for having duplicate content.

I have talked about this earlier in the product description section. Online store owners have this bad habit of copying and pasting descriptions just to get a website set up.

And this is not only true for manufacturer websites. They also tend to do this internally - they tend to copy and paste descriptions in other products as well.

A way to get around this is through canonical tags. This gives credit to the original content so that you don't get penalized.

Implementing this is simple. Just add a canonical link relationship to any link.

Here is the HTML code of a simple link.

Here is the link with a canonical tag.

It's easy, right?

Recap

Here are all the things that you have to optimize in your online shop.

1. Title Tags 2. Header Tags 3. Product Description 4. Categories 5.

URLs 6. Image ALT Text 7. Canonical Tags

This may take some time if you have thousands of products in your website.

But the effort is all worth it.

Hopefully, this has helped you in optimizing your eCommerce website. Feel free to ask questions below.

Chapter 3 : Referral Marketing

In this chapter, you`ll discover

- How to Make a Referral Program Work for You
- How to Reward People in Your Referral Program
- How to Set up a Referral Program
- Top Ways to Promote Your Referral Program

Having a referral program has many benefits. Not only is it the fastest way to get more people into your sales funnel. But it is also a great way to promote your brand and let your business spread through word-of-mouth.

A referral program gives your business a tool to help your customers refer your business to other people. With it, you give your customers another reason to talk about your business aside from just good service. You give them an incentive that can come in the form of cash, a single-use coupon, a multi-use coupon or other forms of benefit.

Why does a Referral Program Work?

A referral program works because of

Referral marketing works because of two reasons:

It Works Because its Goal is Not Sales

People know a salesperson from a thousand miles away. They know if you are in it for the money or you are willing to lose money to get exposure. And if they see that you don't care about the sales. That's when your customer eyes light up. Suddenly, they are paying attention. Suddenly, they want to know what you have to offer.

This is how referral marketing works. You give them an incentive that they cannot refuse. For Uber, it is a free ride. For PayPal, it is plain cash. For eCommerce websites, it can be a discount coupon. And then you give this incentive to them without asking them to spend money. This makes the offer very attractive.

EARN \$750
**When you refer
a friend!**

It Works Because It is Based on Trust

Real marketing is based on trust. People buy not only because they think that you have an amazing product or service. They buy because they trust you.

This is the same concept that works in referral marketing. When you have a referral program, you ask people to refer their family and friends to sign up in exchange for a reward.

This works because the person promoting the program is a person that they trust. It is a friend or family member. It is not just anyone. This trust factor encourages them to sign up and their engagement is far better than ice cold leads.



Now that the importance of a referral program is emphasized, let's dive into the setup process.

Most marketers dismiss the idea of having a referral program in their website or business because the process can be quite complicated. Not only are you required to configure plugins, widgets or tools for it to work. But you also need to know how to promote it to really see its benefits. For a business owner who already have too much to do, this can get overwhelming.

Today, you'll learn the step-by-step process on how to set up a referral program for your website or business.

STEP 1: Decide on The Referral Reward

Referral rewards can take on different forms. You have to decide on two factors: what type of reward to give away and who to give it to.

Let me break down these decision points for you.

First, you have to decide on the type of reward to give away.

You see, rewards can come in different forms. It can come in the form of cash, single-use coupons or licenses, multi-use coupons or licenses and other forms of product or service. The key is to choose a reward that suits the product or service that you are giving away.

Choosing will require you to examine different facets of your product or service.

First, you should know if the product is designed for one-time purchase or multiple and continuous purchases.

For one-time purchases such as a car, cash may be the best incentive. It would be irritating to receive a 50% discount coupon for your next purchase if you buy a car. It is like giving away something that your customers will not be able to use.

Mattress company Leesa knows this and they give away \$50 for every friend referred to the company. The usual price for a mattress is \$890. As for me, I apply the 100-rule. This is where we give cash discounts for products more than \$100 and percentage discounts for products that are priced below \$100. Simple, right? Since mattresses costs \$890, it is more than \$100. Cash is the best type of incentive for this type of product.

For multiple and continuous purchases such as groceries, single-use and multi-use coupons are the best incentives. Since the product is something that your customer will surely buy again, the coupons will encourage them to continue doing business with you.

Powder City, a supplements company, gives a 6% coupons for every referral. The nature of their product makes percentage discounts more attractive.

You can also give one-time coupons or percentage off for subscriptions for services. This allows the users to try your services before using it on

a regular basis.

This is what Uber did. They gave away free rides to new users. This works because it takes away the apprehension or fear of using the service in the beginning. Since it is free, the customer has nothing to lose.

Videoblocks also did the same when they give 90% off their annual subscription (getting the price down to only \$99) along with \$20 for every referral.

For coupons, you can choose to give fixed cash discounts (\$25 off) or a percentage discount (50% off). Again, this will depend on the price of your product or service.

Second, you need to decide on who to give your reward to.

When implementing a referral program, you'll find that there are two types of people involved: the referrer and the friend. You have the option to give your reward to the referrer or you can give it to a friend. You can also give rewards to both. It is all up to you.

Some businesses even choose to split the reward instead. Let's say that you are planning to give away \$50. You can then choose to split the reward between the referrer and the friend. You can give \$25 to the referrer and \$25 to the friend. Or you can give more to one party. You can give \$30 to the referrer and \$20 to the friend. The amount depends on your personal preference and the demand of your customers.



How do you know if you have chosen the right reward and right person? Well, that will really depend on your customers. It is better to ask them about it by having a survey on your website or just ask them to fill up a simple feedback form.

STEP 2: Set Up The Referral Program

In the first step, you took a closer look at the incentive. In the second step, you'll look at the people that you would like to attract to your program.

First, you need to determine the type of referrals that you need. This is quite similar to defining your target market or coming up with a target persona.

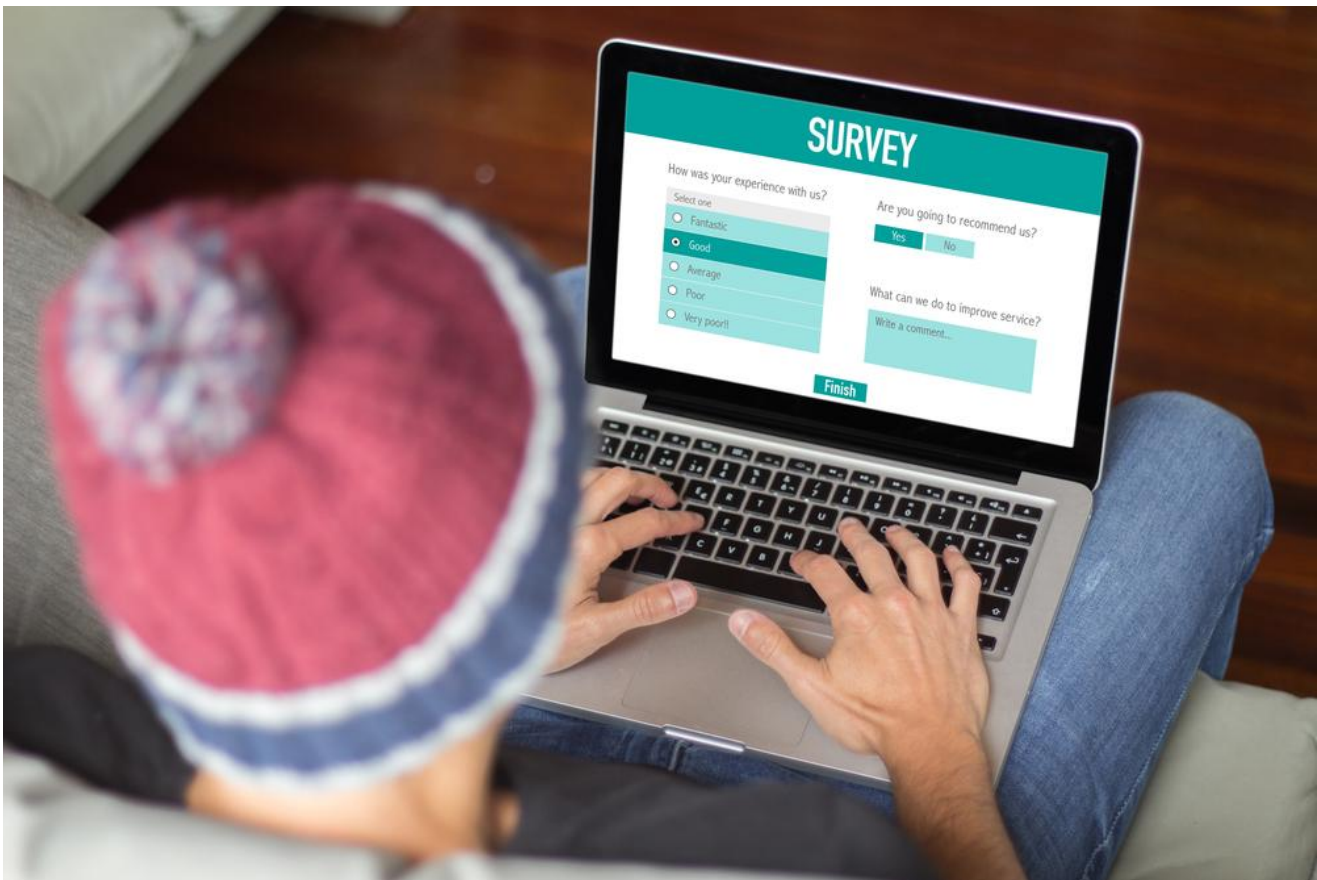
Think about the type of person that you like to attract to your program. Is it a man or a woman? What is his greatest desires that you can satisfy? What is his hobbies? What type of work does he do? What topics is he interested in? What are his expectations for your product or service?

List these down. Put a picture with the persona if you need to. This will encourage you to see your target market as a real person with needs and desires.

Why do you need to do this? For proper targeting. You can only choose an incentive and type of referral program based on your target market.

Once you found your target persona, it is time to start looking for them. You need to do this before you set up your program because you need to get to know their behavior and culture to determine the type of referral program that will appeal to them. Social networks may be the best location to find them.

Next, you need to ask them about what they want. Conduct an online survey or interview. Message them about the type of products and services that they like. This will give you an idea on the type of incentive that you should give.



Once all of that is sorted out, it is time to create your referral program. For that, you will need some tools.

1. Referral Program Software

referral program software can aid you if you know nothing about coding a website. What this tool does is that it can be installed as a plugin or embedded into your website and it will instantly generate a customizable referral form in your website. The great thing about these tools is that you no longer have to worry about coding. Just install it, customize and you're ready to go.

2. Analytics Software

Analytics is very important in referral marketing. It allows you to track how much traffic is coming in and how many people are referring friends into the system. You need this in order to track the conversions of your referral program.

3. BONUS: Email Marketing Tools

You may also want to connect with your followers through email. For this, you can use tools such as Mailchimp, Aweber and other email marketing tools.

STEP 3: Promote the Referral Program

A referral program without promotion is useless.

This is what happened to AirBnb when they first launched a referral program. The program is called Referral 1.0. It was perfect. Everything was in place and the tool is working. You can easily refer friends when you visit it and you get free money for every action they take. Imagine, just from referring a friend, you can get as much as \$75 when they book a place.

Amazing, right?

Wrong.

What they did wrong is that they did not promote the referral program.

The result?

It failed. AirBnb hardly got any new sign-ups.

But AirbnB did not give up. In fact, they decided to try again. They did with Referral 2.0. And it was a success.

What made it a success is the contact importer that they built into the program. When someone installs the app, they have this option to

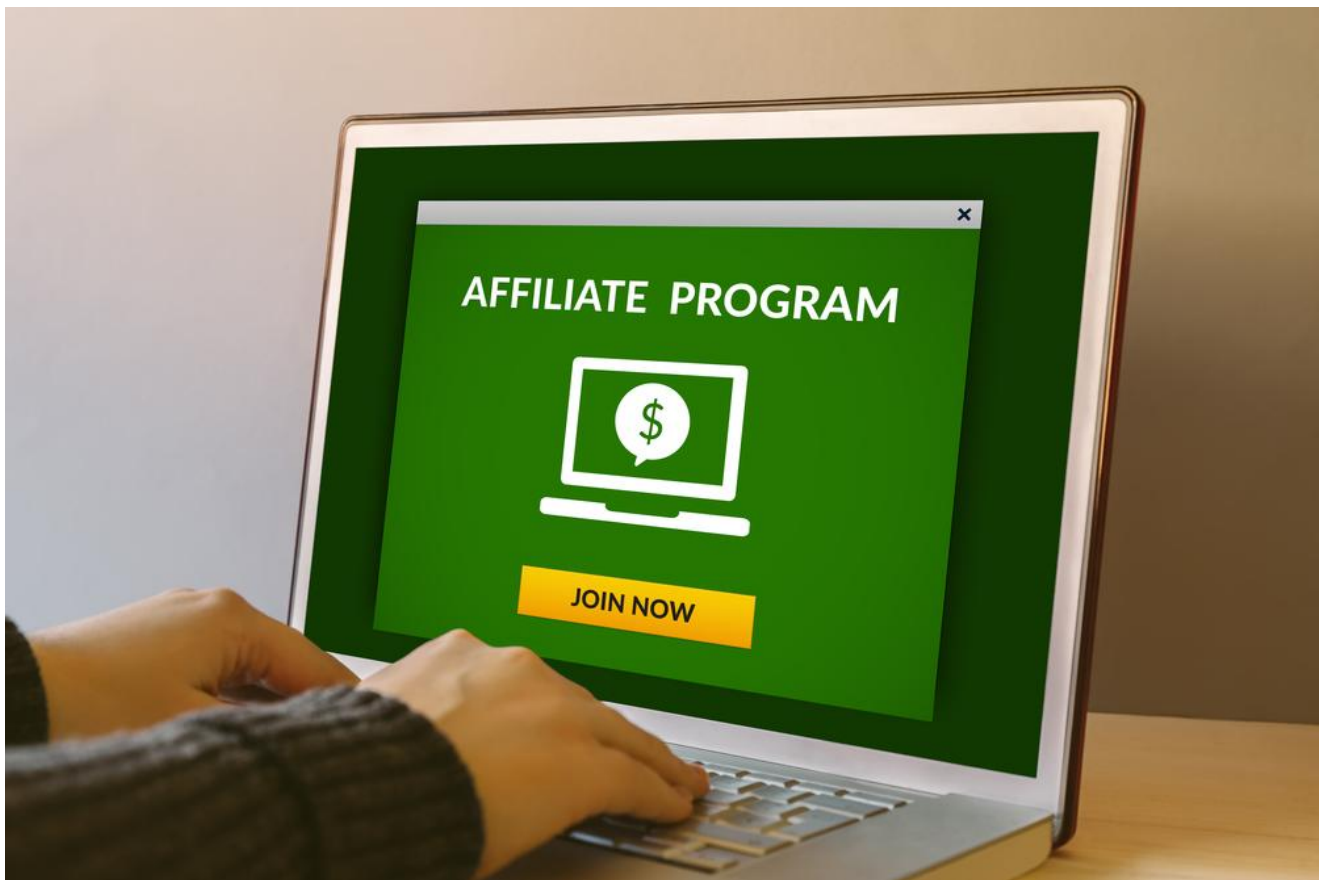
import all of their contacts and invite them to the app in a single click.

The result?

A massive 900% annual increase for their business.

This is an example of referral marketing done right.

While you may not have the programmer to give you a contact importer, this shows how important it is to show your product or service to as many eyes as you can. Promotion, after all, is not just about advertising on Facebook or doing classic forms of promotion. Be creative. The key is to get the word out there and funnel them into your referral system.



Also, make sure to test the conversions of your referral system. There are so many marketers who just choose a tool or plugin, launch a referral form and think that it is a successful referral program. It doesn't work that way. You have to see how much traffic is coming to your

website and how many people are converting and referring their friends.

You don't have to get fancy here. A simple analytics tool will do.

Conclusion

There is a risk to try to be perfect when creating a referral program. Don't do that. It will only stop you from launching it. Instead, talk to your customers about what they want or test some referral programs and track its conversions.

For some people, a referral program may seem like an optional form of marketing. But it is the magic behind big companies like AirBnb, PayPal and Uber. It is the secret behind how apps are able to gather a significant number of people and became the primary solution for users.

So if you run an eCommerce website or just have a product or service that is worth promoting, be sure to do referral marketing. It may be the missing piece that you're looking for. Companies like PayPal is able get millions of users because of it. It is about time that you also do that for your business.

Chapter 4 : Paid Marketing

In this chapter, you`ll discover

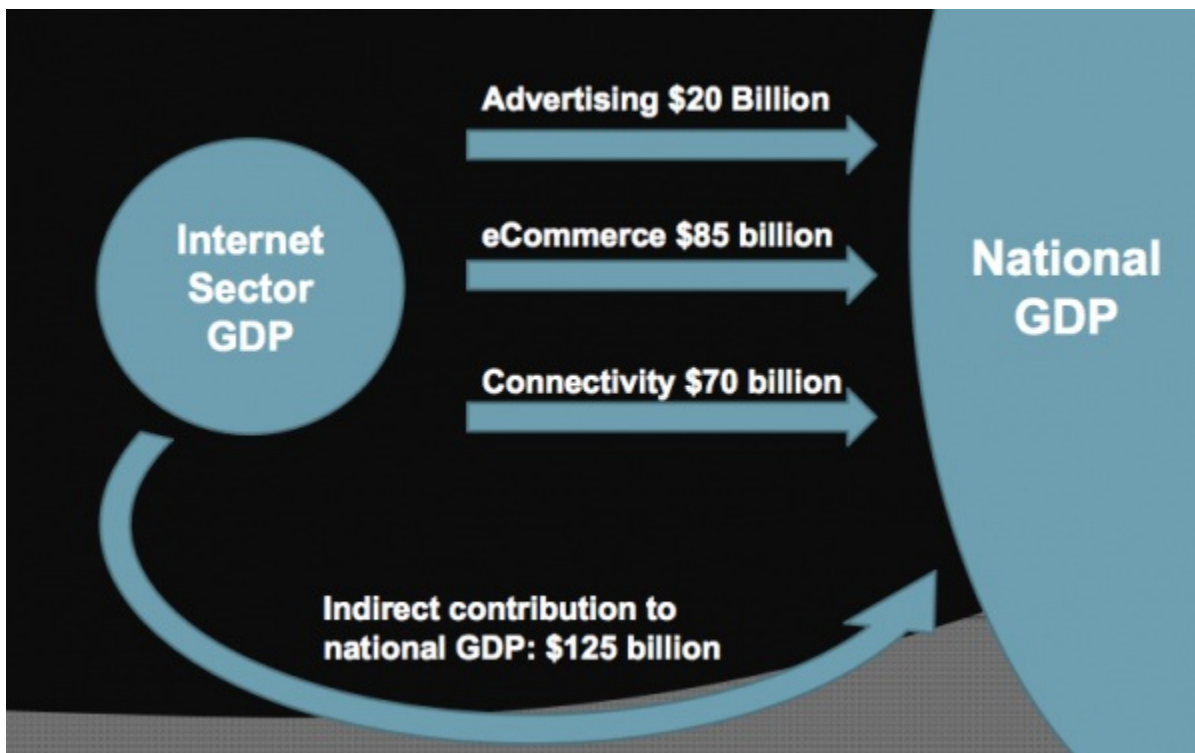
- What Is Paid Advertising and Why Use It?
- How to Understand Your Buyer Persona
- How to Choose Your Ads Platform
- How to Track Ad Conversions

You can't expect to earn anything if you don't do any promotion.

Creating a successful website always entails 80% promotion and 20% content creation. It's the Pareto Principle - put 80% of your efforts in the activities that will yield the most results.

One of the easiest ways to promote an eCommerce website is through paid marketing. This goes by many names. Sometimes, it is called Search Engine Marketing or SEM. Others call it per-per-click marketing or PPC. But whatever name it is called, it simply pertains to the process of paying money for advertisements in a particular website or platform with the goal of driving traffic to the website promoted.

Paid advertising should not be taken lightly though. It has been really effective for multiple online businesses that it is able to contribute as much as 85 Billion Dollars to the National GDP of the United States.



Now that is a lot of money.

This goes to show that paid advertising continues to be effective for online businesses and it is certainly a form of marketing that is worth tapping into.

But here's the thing.

Paid advertising is called as such for a reason - this means that you need money in order to advertise.

I have seen so many marketers enter the paid marketing scene thinking that they can just double their money in a short amount of time only to be devastated when their ads hardly convert.

Paid marketing is not just about putting money in and getting more money out. If it was that easy then many business owners should have been millionaires already.

A word of warning though.

Paid advertising is quite the same as gambling. If you are new to it, you may end up losing money in the process.

So you have to be careful. Be sure to learn the ropes before you invest anything. This will save you from the headache that will hit you when you lose money from a bad paid advertising strategy.

Fortunately, this is the topic that I will cover in this part of the guide. I will take you on a tour of the basic advertising concepts, terms and processes along with the exact steps that you need to take in order to advertise your eCommerce website in its first few months.

For this purpose, I have a 3-Step Approach.

Here are the steps that I will be discussing in this part of the guide.

STEP 1: Define Your Target Persona STEP 2: Choose Your Marketing Platform STEP 3: Track Your Conversions

This is different from other guides that simply lists the different ways you can advertise. If you will take the time to read this guide from start to finish, you'll find that it is an easy-to-follow step-by-step action plan that you can do by yourself or outsource to an assistant. I tried my best to make this part of the guide as straightforward as possible.

Let's get started.

STEP 1: Define Your Target Persona

It is impossible to create targeted ads if you don't know who you are targeting. This is where a persona comes. You need to know more than the basic characteristics of your target market. You also need to know their persona.

Today, I will teach you how to find out more about your target market and create a target persona along the way.

Are you ready? Here we go.

What is a Persona?

Before we can proceed, we need to know what a persona is.

A persona is an imagined person who represents your target market. This is the embodiment of the very person you are targeting. It includes demographic characteristics such as the person's age, sex and location. It also includes their hobbies along with their goals, desires and feelings.

How to Create a Persona

On the surface, a persona looks like a person's ID. It contains basic information such as a person's name, address, contact information and basic demographic characteristics.

Full Name *	<input type="text" value="Jon"/>	<input type="text" value="Smith"/>
	<small>First Name</small>	<small>Last Name</small>
Profession *	<input type="text" value="Doctor"/>	
Age *	<input type="text" value="33"/>	
E-mail *	<input type="text" value="jon@smith.com"/>	
Mobile Number *	<input type="text" value="222"/>	<input type="text" value="222-2222"/>
	<small>Area Code</small>	<small>Phone Number</small>
Have you registered with us before? *	<input type="text" value="NO"/>	
If Yes, what is your previous email used?	<input type="text"/>	

But a persona can act like an extended biography. It should also include

a story behind the personality of the person. This should include his greatest goals in life along with his frustrations.

Creating a persona is easy. First, you need to put yourself in the shoes of your ideal customer.

The best way is to start with the problem that your website can solve. Think about what types of problems your products solve and work from there.

Once you have written the problem down, it is time to think about your customer's ideal situation when it comes to solving that problem. Think about your prospect's goals and dreams.

From here, you can make the solution as descriptive as possible.

Answer these questions:

- How did the prospect solve their problem? - What product did they use? - How did they feel upon using the product? - What would make their experience better?

This exercise can also help you tweak your website for a better user experience.

Once you have these down, you can now think about filler demographic characteristics.

- What age would your customer be? - Is it a man or a woman? - What age will he or she be? - Where does he or she live?

Only when you have defined the problem can you answer these questions. It is easier to come up with filler characteristics when you are finished defining the problem.

Once you have answered these questions, it is time to construct your target persona.

You can do this by creating a person's identity in a document.

In here, you can write the person's demographic characteristics, their

problems and their dreams.



Persona name

Amanda

Roles

Digital Marketing Manager, Marketing Manager, Agency Owner

Education

Bachelors in Marketing, Advertising, Communications, or equivalent experience

Industry, geographic or other segments

B2B

Reports to

VP Marketing or Agency Owner

Solutions, Sales Play or Campaign

Email Marketing

Some marketers even go another mile by including a name, a picture and a background story.

Why do they do this?

They do it so that the persona will seem more real. If the target persona is real, it represents the target market better.

STEP 2: Choose Your Marketing Platform

With your target person in mind, it is now easier to find a marketing platform. You now have an idea on the basic characteristics of your target market. It should now be easier to find the marketing platform that they mostly hang out.

But choosing your marketing platform should not solely depend on the presence of your target persona. You should also think about other factors as well.

Here are some factors that I consider when choosing a marketing platform.

1. Platform

There are different platforms for paid advertising. It is not just about PPC or pay-per-click. Banner display advertising can also be considered as paid advertising and it has nothing to do with any advertising network.

In this section, we'll explore the different types of advertising platforms available.

Search Engine Marketing or Adwords

What is the first thing that entered your mind when you think about paid advertising? There is a chance that Adwords may have crossed your mind.

I don't blame you.

Adwords has been here since the dawn of Google's popularity and it continues to serve ads not just on the search engine results but also in Adsense websites.

Search engine marketing is effective if you don't have the time to do SEO. By just bidding a higher amount than the next man, you'll instantly put your website on the front page of the search engines. Since search engines get billions of searches per day, that is a huge number to expose your website to.

Display Advertising

See those ads on top or at the side of blogs?



Guide to Orlando Businesses 2017

by Orlando Moms Blog on May 18, 2017 in Birthday Party, Breastfeeding, Community, Fitness, Fertility, Infertility and Miscarriage, Local Businesses, OB/GYN, Pregnancy, School, Things to do around town

The Orlando Moms Blog Guide is a one-stop, online guide to local businesses throughout the Orlando area. We hope that this guide will be

helpful as you make choices about local businesses in and around Orlando! CHILDCARE Dance and Extracurricular Activities Everything Birthday Fitness Healthcare Home-based Businesses Photography Pregnancy and Postpartum Professional Services Shop Local [...]

Continue Reading 0



How Disney World won me over for our family getaways

by Laura on May 18, 2017 in Preschool, Special Needs, Things to do around town, Travel, Travelling with Kids

I love to travel. I've been to 22 countries and relish the adventure of exploring new places. My idea of a personal dream vacation includes large mountains, lots of walking, a good stash of books to read and cozy coffee shops for relaxing.

But right now, we have three small children. Two of [...]



Those are ads.

Bloggers make money from their blogs with these.

But they can only do this if they have targeted traffic - visitors who are interested in a particular topic.

Display advertising is a great way to get your website in front of the nose of your target market without being pushy. You just qualify the website or blog beforehand and they will post an ad for you as long as you pay them their desired fee.

Social Advertising

As you may have noticed, websites like Facebook and Twitter are already getting tons of traffic.

The best part is that they are willing to share this traffic with their

advertisers. But first, a good look at the popular social media websites is essential.

Here is a brief description of each social network.

Facebook

Facebook is the most popular social network online. With over 1 Billion users, it the perfect hangout for online surfers. The characteristics of users are mostly bored. They love to like random but interesting stuff.

Twitter

Twitter has somehow evolved to become a place for short updates - whether informational or emotional. It has a traffic of 560 million and it is used mostly to reach out to people on a personal level. With the recent implementation of images, it is slowly evolving to be like Instagram as well.

G+

G+ is for people who are tired of the normal social network. These people love sharing news or articles that piques their curiosity. With a userbase of 400 million, it is not lagging far behind from Twitter.

LinkedIn

LinkedIn is a website made for professionals. It has been used by businesses and employees to find matches for employment and other needs. It has a userbase of 240 million and has highly targeted business-related traffic.

Instagram

Instagram is a social network for image updates. They recently implemented image carousel and live videos and they continue to be well loved by 50 million users all over the world. Most creatives are on Instagram for it is image-oriented.

Pinterest

Pinterest is also a social network for creatives. With 7 million users, people use this as a tool to find image inspirations. It is the best place for anything related to fashion, home, photography and the likes.

Now that you have read the descriptions, what social network is the best for your eCommerce website? Where is your target persona 'hanging out'? A good rule of thumb is to go where they are.

Paid advertising processes can vary from one social network to another. It may be best to try a network and see its conversion before you attempt to continue promoting in that network.

You'll learn more about tracking conversions later.

Video Advertising

Another form of advertising that is recently becoming more popular is video advertising. This can be done in three ways.

Video Ad Popup



See those ads at the bottom of videos on Youtube? That is a Video Ad Popup. These ads usually have a close button in them.

In my opinion, video ad popups are not very effective. Usually the user is already very engaged with the video that they hardly notice the ad.

A video intermission may be a better option.

Video Intermission

Ever since YouTube implemented ads on its platform, you'll see that videos have this yellow trigger in the progress bar.



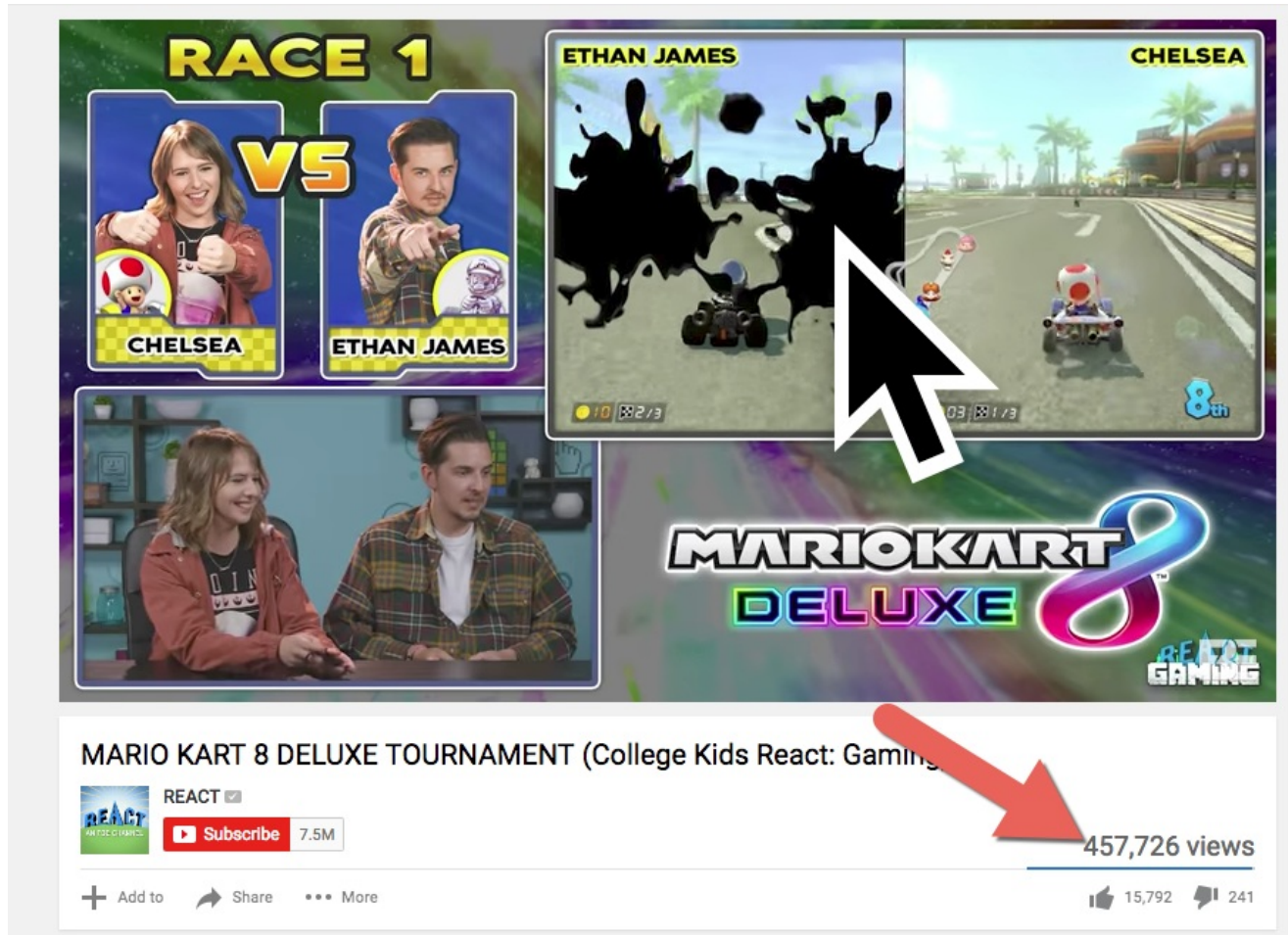
These yellow triggers are ads and they may appear multiple times in a video when it is long.

Video intermissions are highly effective forms of advertising. This is because it instantly exposes the viewer to the ad whether they like it or not.

Although it is not very effective when it comes to driving conversions. It is still quite effective for branding and viral campaigns.

Video View

Video views can come from PPV or pay-per-view networks or platforms that allows videos.



I have seen this being implemented in an app called Episode. For every chapter a user reads, an ad pops up. The ad lasts for 60 seconds.

This is also quite effective when it comes to branding and viral campaigns.

Website Advertising Networks

A cheaper way to advertise is through advertising networks. These are websites where you can sign up and get your website served on

member websites for a smaller fee.

A word of warning.

Be sure to track the reputation of these websites before you attempt to buy. More websites is not always better. The traffic has to be relevant or you'll hardly get conversions from these.

Cost-Per-Action Advertising Networks

A platform that is not well explored are cost-per-action advertising networks. These are networks where the advertiser can pay a publisher when the traffic fulfills a particular action - a sign-up, a filled form, etc. These networks can be effective if harnessed well.

The image shows the ShareASale website homepage. At the top left is the ShareASale logo with a star above the 'A', and 'Part of Awin' below it. To the right are buttons for 'AFFILIATE LOGIN' and 'MERCHANT LOGIN'. Below the logo are navigation links: 'WHAT IS AFFILIATE MARKETING?', 'MERCHANTS JOIN HERE', and 'AFFILIATE SIGN UP'. A blue navigation bar contains categories: 'POPULAR MERCHANTS', 'HOME & GARDEN MERCHANTS', 'FASHION MERCHANTS', 'GREEN MERCHANTS', 'BUSINESS MERCHANTS', and 'MORE MERCHANTS'. The main content area features a 'FEATURED MERCHANT' section for 'Fanatics'. It includes images of various sports merchandise like red pants, yellow sneakers, a basketball, a white cap, grey shirts, and a basketball. Text for the featured merchant reads: 'Up to 10% Commission | 7 Day Cookie | 2%+ Conversion Rates | 250,000+ Product Data Feed'. Below this are two call-to-action buttons: a yellow one that says 'I WANT TO PROMOTE THIS MERCHANT ON MY WEBSITE' and a blue one that says 'I WANT TO BE ONE OF THESE MERCHANTS'. At the bottom, a white banner reads: 'Welcome to the ShareASale Performance Marketing Network' and 'A LEADING PROVIDER OF PERFORMANCE MARKETING SOLUTIONS FOR THE PAST 17 YEARS'.

With all the platforms available, it is important to learn how to choose the best one. You can use the other factors in this section to help you.

2. Reputation

Let's start with reputation.

You see, paid advertising platforms is plagued with scammers. While there are reliable platforms like Google PPC and Facebook ads, there are also advertising networks that can serve your ads at a cheaper rate but will not give you sales.

When it comes to advertising platforms, cheaper is not better. You also need to look at the reputation as well. Some of these networks serve your ads in link farms or just hijack clicks to get you untargeted traffic. These traffic are a waste of your money and time. They will hardly convert that you are better off not advertising to begin with.

What's the best way to know if the website will work? Well, there is really no other way than to test it. While it helps to consult other eCommerce website owners to see what worked for them. Your products may still be too different from the person you asked. It is better to target and see your conversions and tweak your campaign from there.

3. Targeting Options Available

First, you should familiarize yourself with the different types of targeting available.

Targeting is simply the process of creating an ad for a particular type of audience. In this process, it is important that you are highly familiar with your target market. You should already have an idea of the persona of your potential customer. This will help you as you determine the targeting that is most suited to your campaign.

Geo Targeting

The easiest way to target your customer is by selecting the location. This is called geo targeting. And this does not only pertain to the country. You can also target a state, city or particular locale.

Interest Targeting

You may be familiar with this if you have already advertised on Facebook. If you have tried it, you'll see the option where Facebook allows you to choose keywords based on the interest of your target market. This is Interest Targeting.

Behavioral Targeting

Websites are also quite smart. They can alter their interaction with the customer based on past actions that the customer has done. This is called behavioral targeting - it is where ads or the website is shown to people who have done a particular action. This can happen when they added a particular product to their cart or they have recently viewed an item in an eCommerce website.

This is a great way to solve the problem of cart abandonment.

Retargeting

This is a relatively new way of targeting where it is done by looking at your existing target market and targeting your ads at them. You can do this by either following up on a product that they are interested in buying. This is quite similar to Behavioral Targeting only that the ad may appear on another website and it will target you because you have already expressed an interest in that particular product.

Once you have chosen your targeting, it is time to check if your ad network have these options. You'll find that some ads may not have certain targeting options. For this, you may need to do your research so that you can find the right network.

3. Advertising Types

Some of the terms that you will encounter when you visit an advertising network are CPM, PPC, CPC and the likes. You may be wondering what these acronyms mean. Don't worry. I got you covered.

Here is a brief discussion of the common types of advertising.

CPM

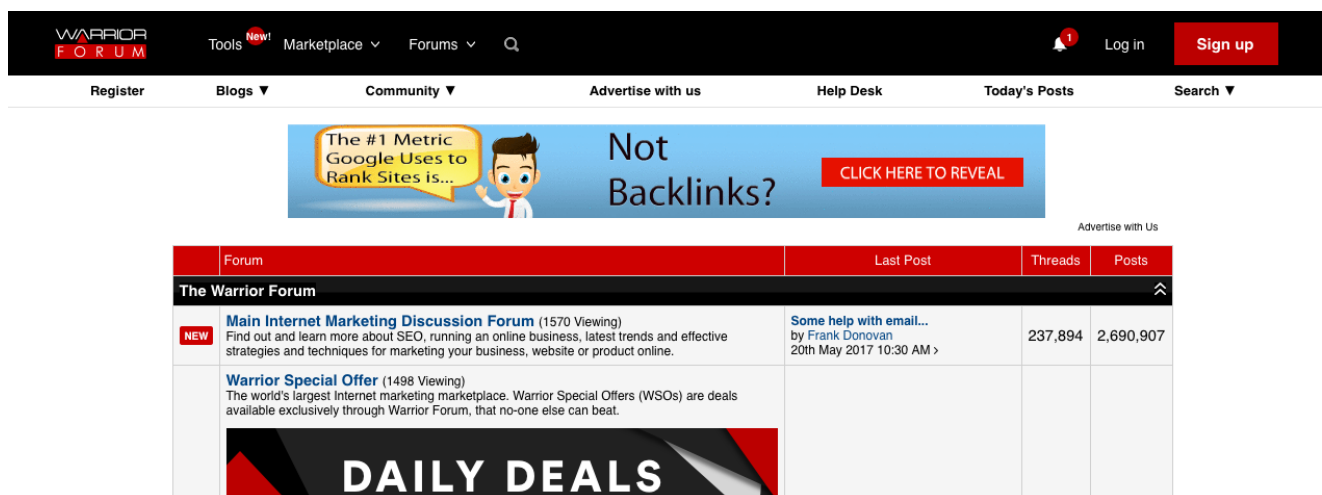
CPM stands for cost-per-mille which literally translates to cost per 1,000 impressions. This term is quite common in display advertising where your ad is paid based on how many times a page is loaded. An impression is simply a measure on the time that your ad is displayed. It is therefore a cost that counts views instead of clicks.

CPM advertising is quite common in big websites like the Huffington Post and TechCrunch. However, these websites have a really large userbase that generating 1,000 impressions can be done from a few minutes to a few hours. If you have chosen the website or advertising network well, this can funnel some valuable traffic to your website. But that doesn't mean that people will click on your ad.

I think that CPM advertising is better suited for visual campaigns. This way, it doesn't matter whether the prospect clicks or doesn't click on the ads. What matters is that it is displayed.

NOTE: Always track your CPM campaigns for conversions. It is useless to continue a CPM campaign if you are hardly breaking even.

A good example of CPM ads are the ads in the Warriorforum.




The screenshot shows the Warrior Forum website. At the top, there is a navigation bar with the logo 'WARRIOR FORUM' and links for 'Tools', 'Marketplace', 'Forums', 'Register', 'Blogs', 'Community', 'Advertise with us', 'Help Desk', 'Today's Posts', and 'Search'. A 'Sign up' button is also present. Below the navigation bar is a large advertisement banner with the text 'The #1 Metric Google Uses to Rank Sites is...' and 'Not Backlinks?' with a 'CLICK HERE TO REVEAL' button. Below the banner is a forum listing table with columns for 'Forum', 'Last Post', 'Threads', and 'Posts'.

Forum	Last Post	Threads	Posts
The Warrior Forum			
NEW Main Internet Marketing Discussion Forum (1570 Viewing) Find out and learn more about SEO, running an online business, latest trends and effective strategies and techniques for marketing your business, website or product online.	Some help with email... by Frank Donovan 20th May 2017 10:30 AM >	237,894	2,690,907
Warrior Special Offer (1498 Viewing) The world's largest Internet marketing marketplace. Warrior Special Offers (WSOs) are deals available exclusively through Warrior Forum, that no-one else can beat.			

See the ads on top? These are paid for every 1,000 impressions.

 **HOW TO CONVERT ANY INSURANCE NICHE ONLINE**
FREE WSO FOR COPYWRITERS! ..EVERGREEN.. CAR, HEALTH & LIFE

Advertise with Us

Forum	Last Post	Threads	Posts
The Warrior Forum 			
NEW Main Internet Marketing Discussion Forum (1512 Viewing) Find out and learn more about SEO, running an online business, latest trends and effective strategies and techniques for marketing your business, website or product online.	Good squeeze page tool? by mixmedia 20th May 2017 09:54 AM >	237,894	2,690,904
Warrior Special Offer (1445 Viewing)			

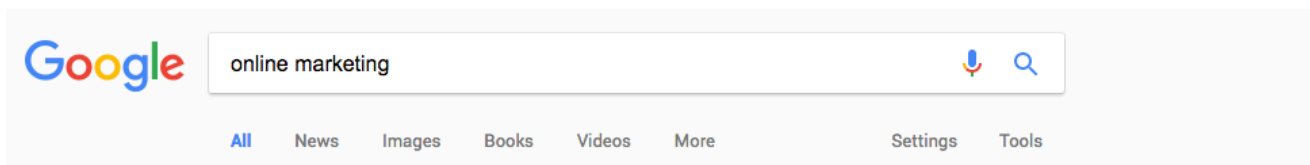
CPC

If CPM offers too low of a conversion rate for your campaign, you can choose CPC advertising instead.

CPC stands for cost-per-click. This means that you (the advertiser) only pays the publisher when your ad gets clicks. For this type of ad, the CTR or click-through rate is the most important factor. A CTR is a percentage of clicks that a website gets out of all the people that visited it.


However, it is important to remember that clicks are not the same as conversions. Just because an ad has a high click-through rate doesn't mean that it is profitable. You still have to track sales.

CPC is quite common in the ads that you see in search engines.




About 104,000,000 results (0.78 seconds)

#1 Marketing Platform® - Online Marketing - marketing360.com

 www.marketing360.com/Online/Marketing (855) 435-4392
 #1 Marketing Platform® For Online Marketing. Get a Free Demo Today!
 World Class Marketing Software & Service – Captterra
 #1 Website Platform® · #1 Marketing Platform®



Online Marketing Certificate - From Cornell University - ecornell.com

 info.ecornell.com/Digital/Marketing
 Earn an Ivy League Certificate in Digital Marketing. 100% Online. Apply Now!
 Around Your Schedule · Award-Winning · Flexible Start Dates · Top Education Provider
 Highlights: Learn How To Assess Customer Needs, High-Performing Integrated Marketing Plans...
 GI Bill Approved · Corporate Programs · About eCornell · Explore Certificates



See the Google ads on top? These ads are paid with each click.

The same is true in Bing.

The screenshot shows a Bing search for "online marketing". The search bar is at the top with the Bing logo on the left and "Sign in" and "10" on the right. Below the search bar are tabs for "Web", "Images", "Videos", "Maps", and "News". The results show "32,100,000 RESULTS" and "Any time" filter. The first ad is from "go.reachlocal.com" with a title "Online Marketing - Award Winning Online Marketing | go.reachlocal.com". Below it are sub-headings: "Contact Us", "Marketing Solutions", "Digital Marketing Costs", and "Client Reviews". The second ad is from "optimalanalysts.com" with a title "\$300 Online Marketing Services - All Services included". The third ad is from "lifestylepurposedesign.com" with a title "Online Marketing Training - Discover The Laptop Lifestyle". Two red arrows point from the text above to the first and third ads.

The key is to always track the conversion. Clicks are not the end-all and be-all of paid advertising.

CPV

Video advertising is slowly increasing as well. For this, we have CPV or Cost-per-View. Sometimes, this is also called as PPV or pay-per-view and it simply pertains to the type of advertising where the publisher gets paid for every video view.

This is effective if you want to engage your target market. Videos after all are very engaging. This makes CPV advertising a perfect avenue for brand awareness and promotion.

However, this also doesn't automatically translate to conversion. It is always better to track conversions so that you can see if a campaign is effective.

One of the most popular CPV network is MediaTraffic.

CPA

CPA stands for Cost-per-Action. This is quite common in CPA ad networks where publishers are paid for every action made - filled up a form, downloaded an app, filled up a survey, etc.

CPA is by far the best form of paid advertising because it gets the viewer engaged. However, performance can be low if you don't know how to reach the right target market.

CPA marketing is quite popular for marketers. There are multiple networks that provide these such as MaxBounty and ClickBooth.



CPI

Now that the mobile industry is booming, there is also a new form of paid advertising called CPI or Cost-per-Install. This is where the publisher is paid for every successful app installation that he generates.

This is very effective in getting more people into your app. But the quality of the traffic may not be that great. People who have downloaded the app may not be as committed after all.

CPI is very interesting because it can be highly profitable if used well.

In fact, I think that it is very profitable for eCommerce website owners with ads or affiliate programs to use this.



OEM Apple iPhone 7 Earpod Headphones with Lightning Connector - White/MMTN2AM/A (Certified Refurbished)

by Apple

\$19.95

Get it by **Monday, May 22**

FREE Shipping on eligible orders

More Buying Choices
\$19.95 new (5 offers)

★★★★☆ 18

Previous Page 1 2 3 ... 13 Next Page

Sponsored Links (What's this?)



1. [Sennheiser Headphones](#)

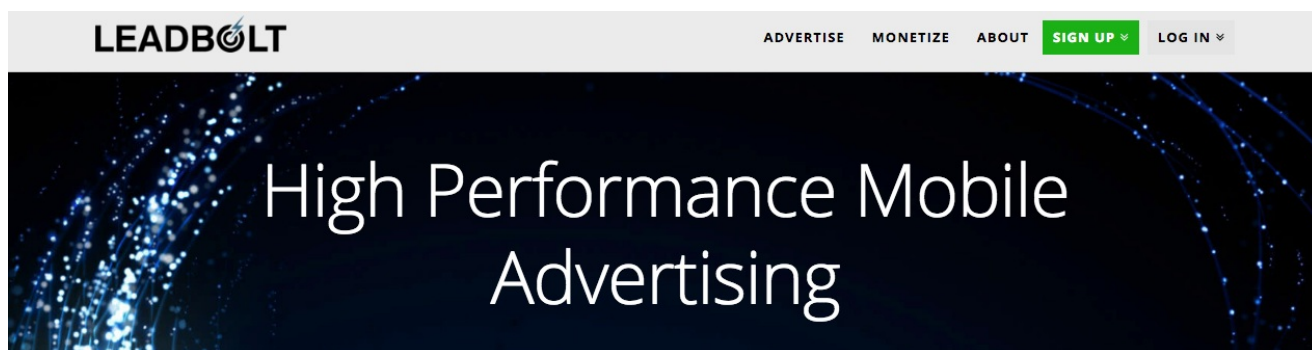
The Pursuit of Perfect Sound. Shop Headsets at Sennheiser.com
www.sennheiser.com/Headphones

2. [Earphones At House Of Marley - Official Store](#)

Superior Sound & Sustainably Crafted. Shop Over 20+ Earphones Now.
www.thehouseofmarley.com/Earphones

Ad feedback

Here are some of the most popular PPI Networks:



Now that you are familiar with the different forms of advertising, it is time to explore your marketing platform to see the formats available. From here, you should assess whether these formats are effective in reaching your target persona.

4. Budget

Also, don't forget to check your budget. You can only advertise on a platform if you have enough money to pay for the ads.

This is the reason why there are people complaining that they are losing money with PPC. They may have launched their ads without considering the consequences. It is a good habit to have an estimate of how much you plan to spend and then stop an ad when it is no longer bearing fruit.

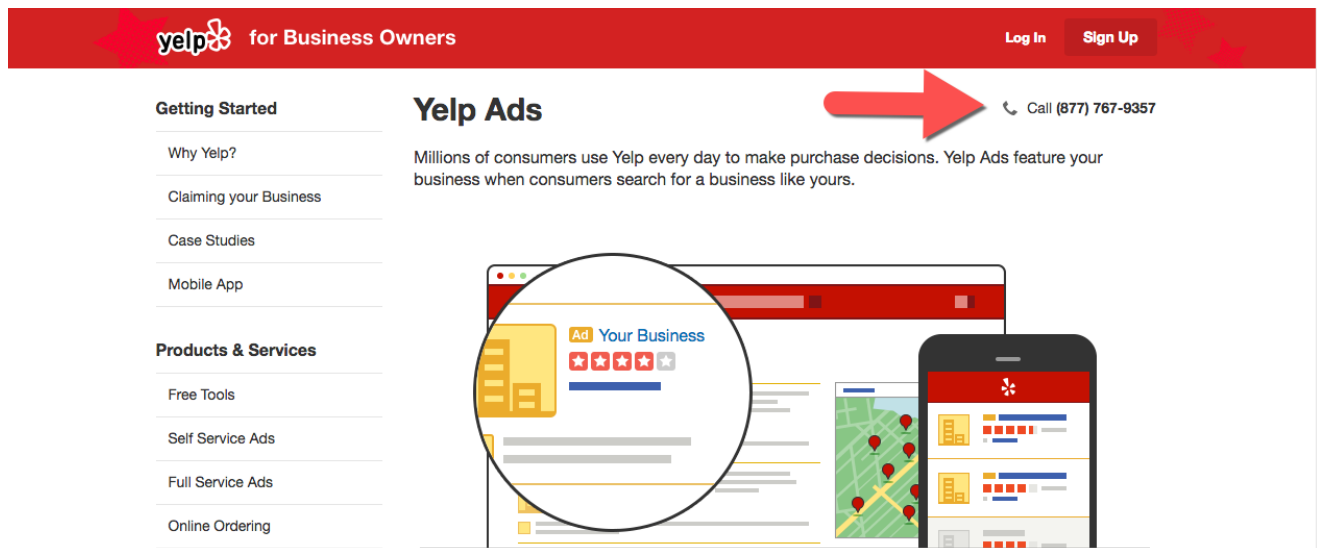
For websites with display advertising options, it doesn't hurt to look at the Advertise page.

The image is a screenshot of the TrackMaven website. At the top left is the TrackMaven logo (a fox head) and navigation links: 'TrackMaven', 'Product', 'Customers', 'Resources', and 'Blog'. On the top right are 'Login' and a green 'Request a Demo' button. Below the navigation is a large banner image of four people (two men and two women) in a meeting, looking at a screen. The text 'Display Ad' is overlaid on the image. On the left side of the banner is a vertical stack of social media icons: Facebook, Twitter, LinkedIn, Pinterest, Email, and a plus sign. Below the banner is a text box with the following content:

A display ad, also known as a banner ad, is a form of online **paid advertising** that is typically a designed image or a photo and copy. Viewers can then click on the image with the promotion to then be taken to the corresponding landing page.

This will usually have the basic ad platforms available along with the prices.

And if they don't have it, you can always email them. Some popular websites don't have prices in their Advertise page. It may be best to ask instead.



NOTE: Don't be afraid to shop around for the best option before investing on advertising. For some niches, it may take some trial and error (which may mean that you may lose some money along the way) but that is okay. Once you find the right advertising platform, you can just watch money convert and all you need to do is to rinse and repeat.

STEP 3: Track Your Conversions

Your advertising campaign is only as good as its conversion.

What is a Conversion?

When a traffic buys your product or service from your website. That is considered a conversion. This means that the visitor is not just a website hit. It is a real live person who is willing to spend money on your products and services.

ECommerce website owners should ideally aim for higher conversions. Traffic may look good. But at the end of the day, conversions bring the money.

How to Track Conversions

You need a tool to track conversion. A paid tool is recommended.

In the market, the most popular tool for tracking paid advertising efforts is KissMetrics.

I love KissMetrics because it is compatible with all the common advertising platforms: Google Adwords, Yahoo, Bing, Facebook, Twitter, LinkedIn, Reddit, StumbleUpon. You can also use it if you have banner ads on a particular network.

But more than conversions, KissMetrics also add another factor - user behavior. They look at where the user came from. Did they come from paid search? Did they add products to the cart? Did they make a purchase? Then, you can plug in different advertising platforms and see what works best for you in an instant.

This tool does more than just see if the traffic is converting into sales. It also helps you understand your potential customer.

The result?

You can instantly tweak your online store to suit your customer's experience. This will mean more sales and more loyal customers in the long run.

RECAP

There are three steps to successful paid advertising for any eCommerce website. These are:

STEP 1: Define Your Target Persona - This helps you uncover the basic

characteristics of your target market

STEP 2: Choose Your Marketing Platform - This will help you choose the best marketing platform for your campaign

STEP 3: Track Your Conversions - This will help you track your sales (aka conversions) so that you can evaluate if the campaign is a success or not.

These steps build on one another. Step 1 helps you to know your target market so that you can choose your marketing platform. With the right marketing platform, you can also start tracking conversions to see if your campaigns are successful or not.

In the end, it all boils down to tracking. Paid advertising is the ammo but you cannot hit the target if you don't track it. Don't go shooting ammunitions without knowing what you are up against.

The rule of paid advertising is simple. Pay, Post, Tweak and Try Again.

It may seem hard at the beginning. There are times when you may feel that the tweaking never ends. Don't worry. Once the ball is rolling, it is an easy way to make money again and again.

So how is your experience with the guide so far? Don't be afraid to ask questions.

Chapter 5 : Content Promotion

In this chapter, you`ll discover

- How to Plan Your eCommerce Promotion
- How to Create Super Shareable Content
- How to Get Backlinks by Spying on Competitors
- How to Use Influencer Marketing for Promotion

Promotion to a brand new website can be really difficult.

First, it is hard to convince website owners to link to a website that has nothing to offer. Think about it. Will an established website link to a website that doesn't have subscribers and traffic? Heck no!

Second, building backlinks to a brand new website requires a crazy amount of work. It requires reaching out to dozens of websites everyday as well as trying to submit your link in any place possible. It is overwhelming and downright exhausting.

Third, the available backlink building guides on the Internet are setting up new website owners for failure. Try downloading a free guide and you'll see advice like 'submit to thousands of directories' or 'submit to web 2.0 websites'. With all the search engine algorithm changes, these strategies simply don't work anymore.

So what works?

Well, you should just focus on strategies that will get you sales. It's as

simple as that.

So don't aim for backlinks. That doesn't work.

Instead, aim for recommendations from authorities or highly relevant website in your niche.

Why?

It is for maximum results - real sales and money flowing into your bank account.

Think about it. Would you rather get thousands of links that have no impact on your website's sales or a dozen links that gets you sales?

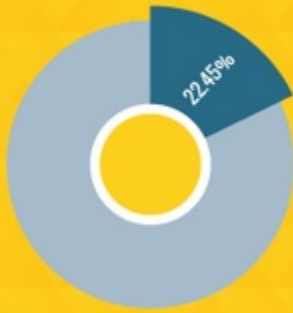
I'm pretty sure you'll choose the latter.

Today, I am going to show you 3 promotion strategies that have worked for me. These are perfect for getting your brand out there and getting massive traffic and sales.

Strategy #1: Create Highly Shareable Content

In a study by Fractl and BuzzStream, they found that list posts were the most shareable. They found this as they study over 220,000 articles.

Lists



Percentage of total social shares earned June - November 2014.

Lists performed best in **June, September, and October**, respectively, and earned **25-32%** of shares for travel and entertainment verticals.



Travel



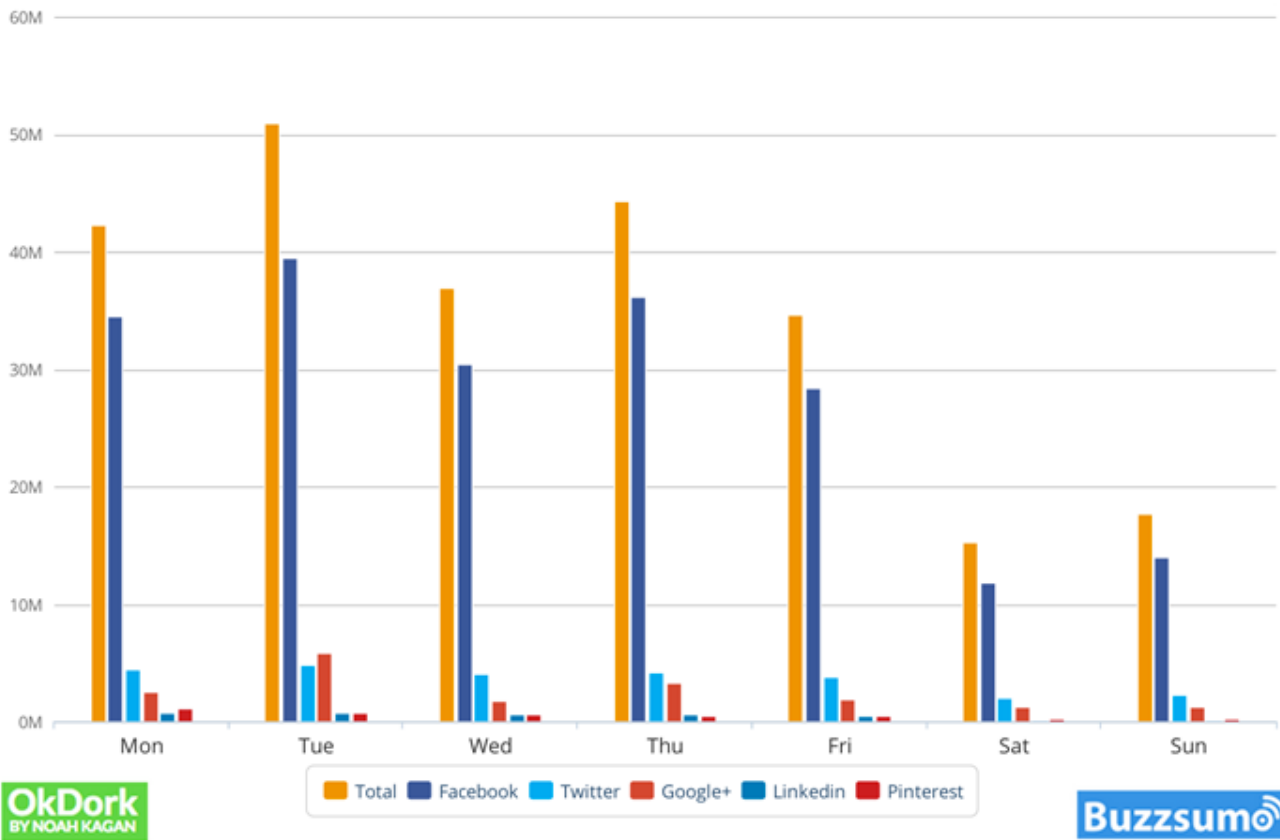
Entertainment

A study from Buzzsumo and Okdork confirmed this and just have an extra type of post that is more effective than the list post: the infographic. They got their results from studying over 100 million articles.

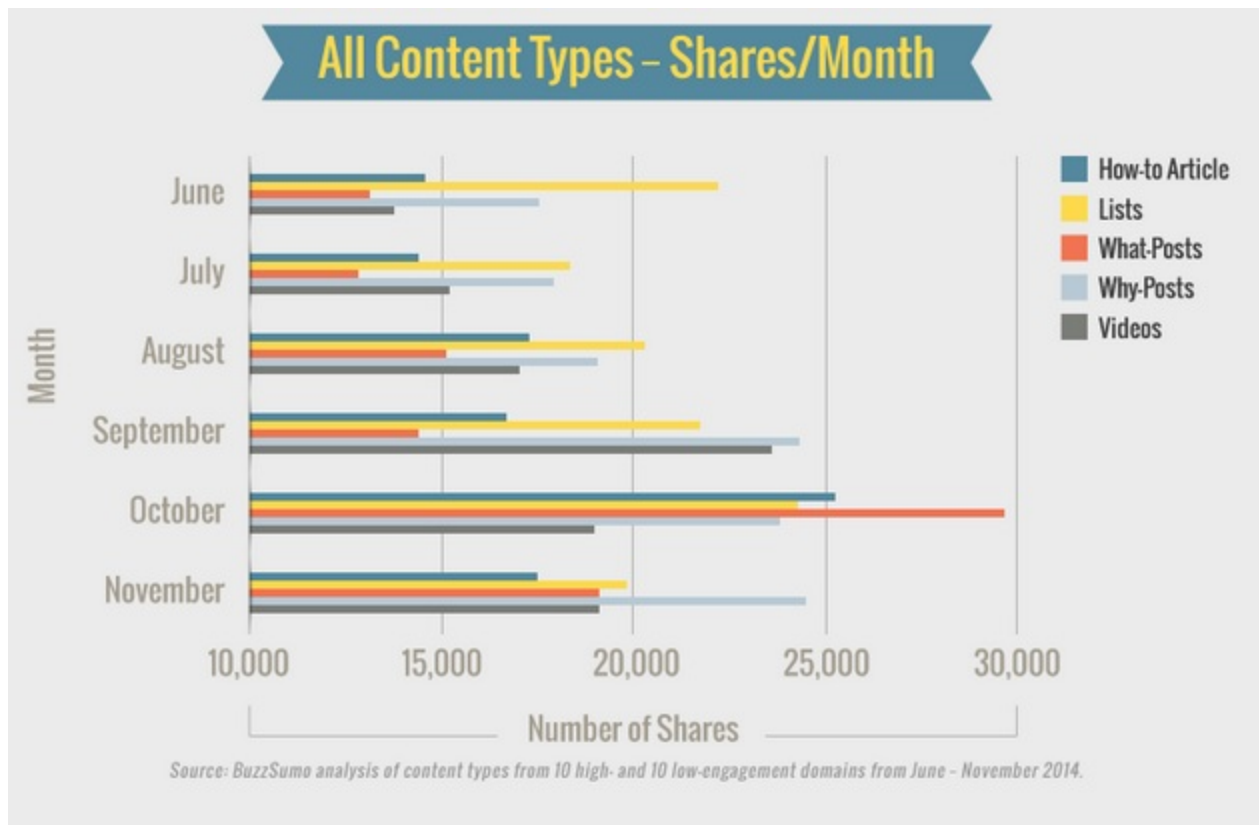
But do you want to know something surprising?

These numbers change every day. Just look at how varied the numbers are depending on the day.

Total Shares By Day of Week



And look at how the numbers change per month.



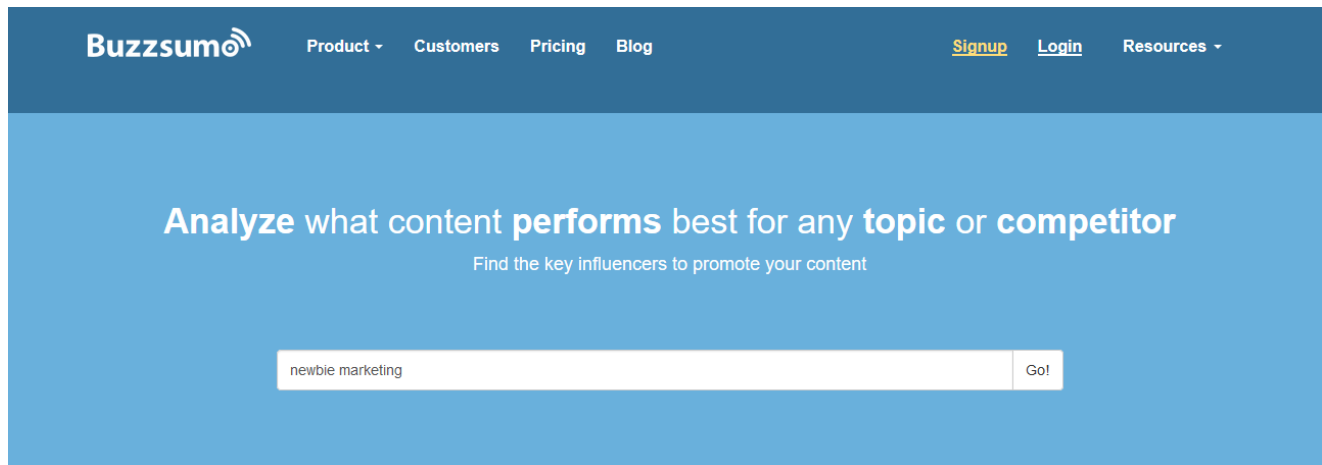
With that in mind, what should you do to find out the type of content that gets the most shares?

Fortunately, there is a tool for that.

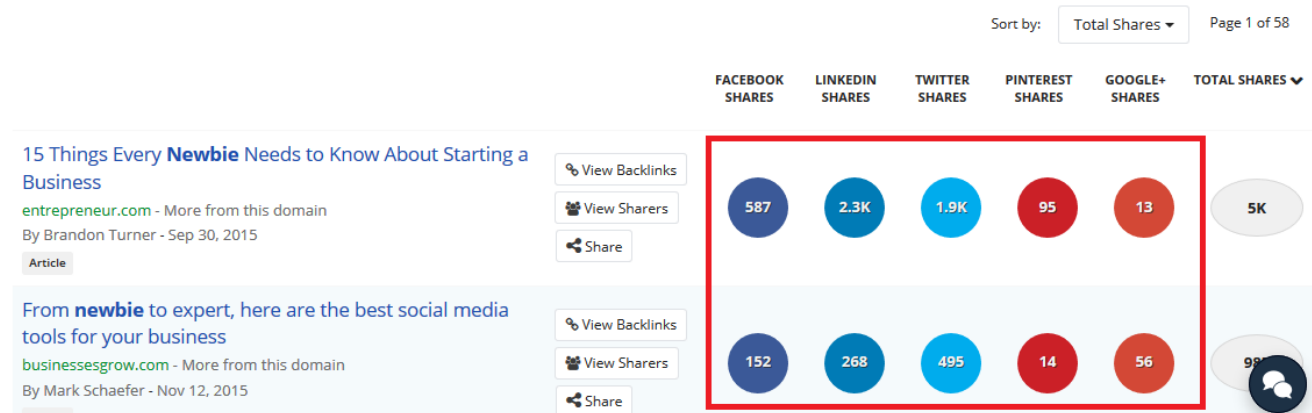
Buzzsumo is an online tool that allows you to search for articles that have the most shares. And this goes for just about any topic.

Here's how you can use Buzzsumo.

First, put in your main keyword.



The results will include articles that has the most shares.



As you can see, this takes the guesswork out of what will get shares

and what will be ignored. You'll instantly get a list of most-shared articles for any keyword.

However, there are some things that you must keep in mind when selecting topics.

1. **Don't Copy** – It is important to use this tool merely for inspiration and to not use it to copy titles word for word. Instead, try to create an article around the same keyword with the same format. And if you found a list, you should aim to create more items or have a more in-depth explanation. Definitely aim to create something better.

2. **Check the Date** – Be wary of recent articles. If an influencer has already published an article on that topic, then it will be really hard to get attention to it. It has recently got some shares. These people would not be willing to share a rewrite of the article.

3. **Consider the Social Channel** – not all social channels are relevant. Some social channels may be more relevant to your products so take note of that. Don't just go promoting your website everywhere. Choose the channels with the best conversions.

Once you have chosen a topic, it is time to do the work. Outsource the writing if you need to.

Once that's set, you can now proceed to promoting your content. You can do the next strategies to help you with that.

Strategy #2: Steal Your Competitor's Backlinks

Most new website owners try to reinvent the wheel. But that is a grave mistake.

Here's what you should do instead.

Competitor analysis.

Why competitor analysis? This is because you should learn about what worked for your competitors and do that.

As I have said earlier, don't reinvent the wheel. Instead, copy what your competitors have done to build their websites to where they are.

Fortunately, competitor analysis is easy. In fact, it just involves 3 simple steps.

STEP 1: Choose a Competitor in the Same Niche

STEP 2: Look at their Backlinks

STEP 3: Steal the Link

Here's the breakdown of each step.

STEP 1: Choose a Competitor in the Same Niche

First, you need to find a competitor that is in the same niche as you. Why do you need to do this? Well, you need relevant backlinks and competitors in other niches will not give that to you.

The reason is quite obvious.

Let's say that you are in the health niche. Do you think a marketing link worths a lot to you?

Not really.

So look for competitors in the same niche.

Fortunately, there's Google to help you with that. Simply use the following search query:

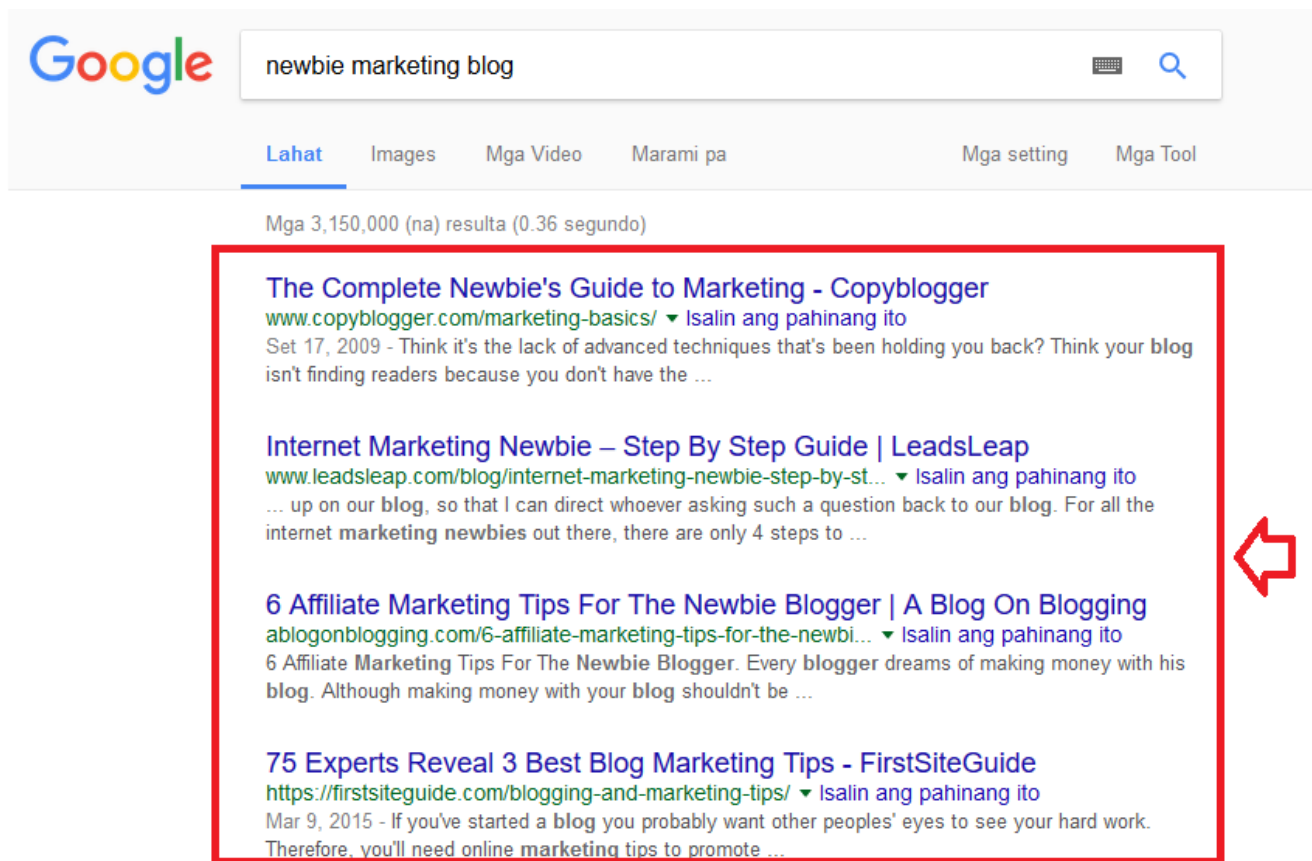
Best [main keyword] blog

Or

[main keyword] inurl:blog

This will instantly give you a long list of highly relevant competitors.

Just look at the competitors that I have found.



The screenshot shows a Google search interface with the query "newbie marketing blog". The search results are displayed in a list format. The first result is "The Complete Newbie's Guide to Marketing - Copyblogger" with a URL "www.copyblogger.com/marketing-basics/". The second result is "Internet Marketing Newbie – Step By Step Guide | LeadsLeap" with a URL "www.leadsleap.com/blog/internet-marketing-newbie-step-by-st...". The third result is "6 Affiliate Marketing Tips For The Newbie Blogger | A Blog On Blogging" with a URL "ablogonblogging.com/6-affiliate-marketing-tips-for-the-newbi...". The fourth result is "75 Experts Reveal 3 Best Blog Marketing Tips - FirstSiteGuide" with a URL "https://firstsiteguide.com/bloggng-and-marketing-tips/". A red box highlights the first three results, and a red arrow points to the second result.

Google newbie marketing blog

Lahat Images Mga Video Marami pa Mga setting Mga Tool

Mga 3,150,000 (na) resulta (0.36 segundo)

The Complete Newbie's Guide to Marketing - Copyblogger
www.copyblogger.com/marketing-basics/ ▼ Isalin ang pahinang ito
Set 17, 2009 - Think it's the lack of advanced techniques that's been holding you back? Think your blog isn't finding readers because you don't have the ...

Internet Marketing Newbie – Step By Step Guide | LeadsLeap
www.leadsleap.com/blog/internet-marketing-newbie-step-by-st... ▼ Isalin ang pahinang ito
... up on our blog, so that I can direct whoever asking such a question back to our blog. For all the internet marketing newbies out there, there are only 4 steps to ...

6 Affiliate Marketing Tips For The Newbie Blogger | A Blog On Blogging
ablogonblogging.com/6-affiliate-marketing-tips-for-the-newbi... ▼ Isalin ang pahinang ito
6 Affiliate Marketing Tips For The Newbie Blogger. Every blogger dreams of making money with his blog. Although making money with your blog shouldn't be ...

75 Experts Reveal 3 Best Blog Marketing Tips - FirstSiteGuide
<https://firstsiteguide.com/bloggng-and-marketing-tips/> ▼ Isalin ang pahinang ito
Mar 9, 2015 - If you've started a blog you probably want other peoples' eyes to see your hard work. Therefore, you'll need online marketing tips to promote ...

STEP 2: Look at their Backlinks

Now: it is time to dissect your competitors' websites to see what makes them tick. Fortunately, this doesn't involve taking the website apart. You can just use a tool like Ahrefs for that.

Here's how you can do this.

First, key in your competitor's URL.

ahrefs Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools

http + https abc.com/ Prefix Settings

Overview

Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

Top referring content

Referring IPs

Ahrefs Rank ⁱ 4,369

UR ⁱ 13

DR ⁱ 68

Backlinks ⁱ 468K -38K

Fresh 900K

Referring domains ⁱ 7.38K +9

Fresh 8.79K

Backlink profile Organic search Paid search Content overview

Ahrefs Rank ⁱ Past 3 months

Then, look at their backlinks.

ahrefs Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools

http + https abc.com/ Prefix Settings

Overview

Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

Top referring content

Referring IPs

Organic search

Organic keywords

- New
- Movements

Top pages

Competing domains

Backlinks ⁱ

Group similar links ⁱ One link per domain ⁱ All links ⁱ Link type ⁱ Platforms ⁱ Languages ⁱ Search in results

Fresh index ⁱ Live index ⁱ 7,478 backlinks from unique domains

Referring page ⁱ	DR ⁱ	UR ⁱ	Ext. ⁱ	Social	Anchor and backlink ⁱ
ABC News – Breaking News, Latest News, Headlines & Videos abcnews.go.com/	79	89	19	fb 191K G+ 0 in 0	ABC.com abc.com/
RFC 2616 - Hypertext Transfer Protocol -- HTTP/1.1 (RFC2616) www.faqs.org/rfcs/rfc2616.html	70	77	23	fb 60 G+ 0 in 0	HEX [*] encoding. For example, the following three URIs are equivalent: http://abc.com:80/~smith/home.html http://ABC.com/%7Esmith/home.html /ABC.com:/%7Esmith/home.html "> http://abc.com/~smith/home.html

Be sure to visit the link to see where the competitor URL is in. This would come in handy when you do your outreach later.

NOTE: Ahrefs is a paid tool. You can get a free 30-day trial but you have to pay later. In my opinion, it is a really valuable tool that's worth every cent. So go ahead and get it if you don't have it yet.

STEP 3: Steal the Link

With a list on hand, it is time to put your ninja mask and start getting your competitor's links. You can do this through two things: (1) examining their backlinks and (2) approaching the website owner.

The first step is very important. You have to visit each link and examine it. This helps you to approach the linker in the right manner.

For example, here is a link to <http://kristihines.com/> from <https://blog.kissmetrics.com/guide-to-guest-blogging/>. This link is a guest post link.

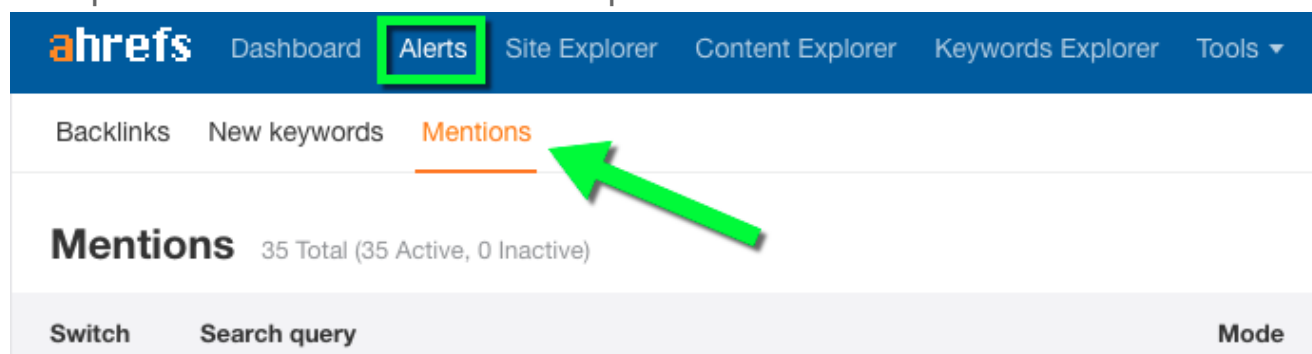
What can you do with this type of link?

Do the same. Write a guest post that is even better than what your competitor has written and approach the website owner.

Now: You'll find that some links are easier to acquire than others. Some links can even look impossible to acquire (ex. PBN links). However, don't focus too much on acquiring as many links as you can. Focus on the quality of the link as well. If the website looks automated and it doesn't contain a lot of posts and engagement, then it is not worth getting any link from that website.

PRO TIP: You can also activate Mentions in Ahrefs. This will allow you to stay on top of the new backlinks of your competitors and swoop in at the

right moment - ask for a link before your competitor does. However, this can only work if your website's content is at par or better than your competitor's. This shows how important shareable content is.



The screenshot shows the Ahrefs interface. The top navigation bar is dark blue with the Ahrefs logo and several menu items: Dashboard, Alerts (highlighted with a green box), Site Explorer, Content Explorer, Keywords Explorer, and Tools. Below this, there are three tabs: Backlinks, New keywords, and Mentions (highlighted with a green box and a green arrow pointing to it). The main content area shows the 'Mentions' section with the text '35 Total (35 Active, 0 Inactive)'. At the bottom, there is a table header with columns for 'Switch', 'Search query', and 'Mode'.

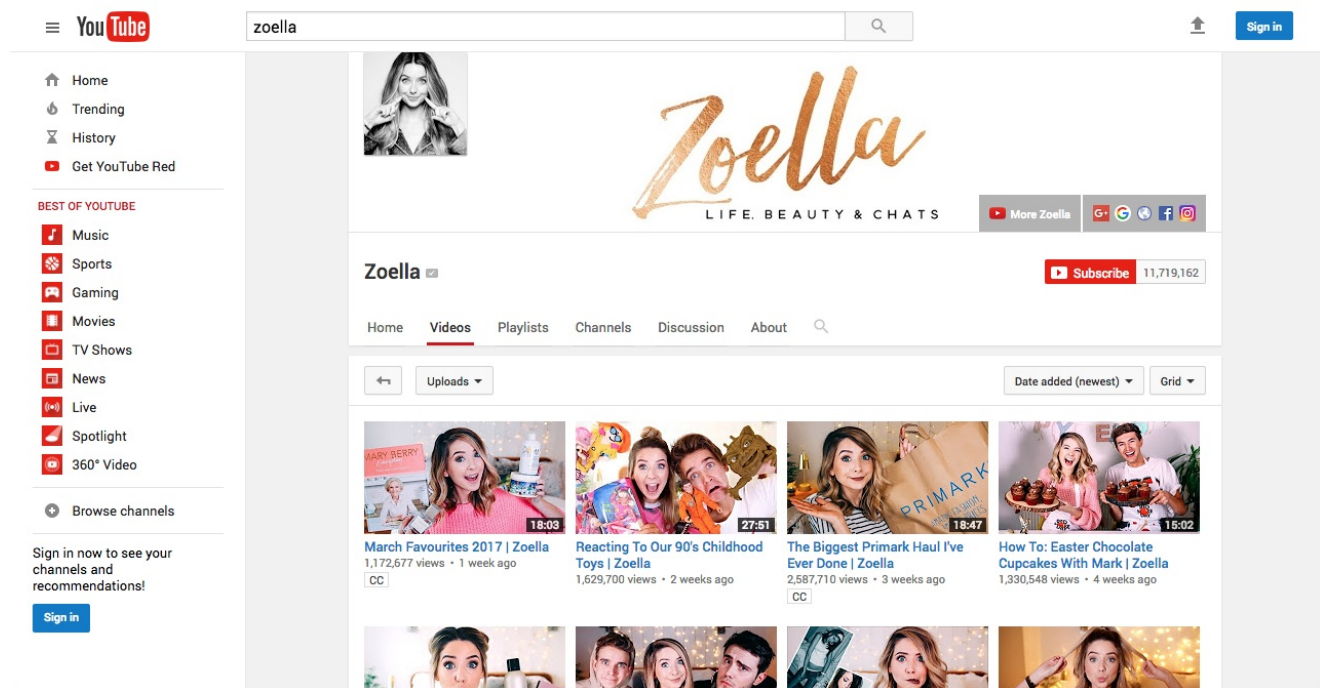
Strategy #3: Leverage Mini Influencers

Promoting products can cost a lot of money.

Not only will you have to spend on the creation of an advertisement which includes video shooting and editing, you also need to hire a model and pay a hefty advertising fee.

Hiring influencers online are not really cheap either.

For example, there is British fashionista Zoella. She reportedly gets around 15 million monthly views on her YouTube channel (1.4 million views per video). Her engagement is at a considerable amount of 7.3 per cent.



Here's the problem: She is asking a whopping 100,000 Euros for a promotion!

That's an awful lot of money.

So what can a small e-Commerce website owner do?

Hire a mini influencer.

As e-Commerce website owners, we thrive because of the products that we sell. One strategy that helped my website a lot is by leveraging the power of what I call as 'mini-influencers'.

What are Mini Influencers?

These are influencers with a considerable amount of followers (around 2,000 to 10,000) and have their content with a considerable amount of shares. It doesn't need to be explosive like that of celebrities but their reach is significant for retail business owners.

A common sign of a mini influencer is that the influencer usually works by him or herself. She doesn't have an agency or a manager. Instead, he or she talks to you directly when you contact him or her.

Here's a simple 3-step process on how you can get these mini-influencers to promote you.

STEP 1: Scour Social Media Channels for Mini Influencers

Mini influencers are everywhere. Most of them are on Instagram and YouTube.



Imidd14

Follow

788 posts 4,811 followers 1,019 following

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❤️ of Northern Virginia Wine Country 📧: Imidd14@gmail.com 📺 Imidd14
www.itsallgoodblog.com



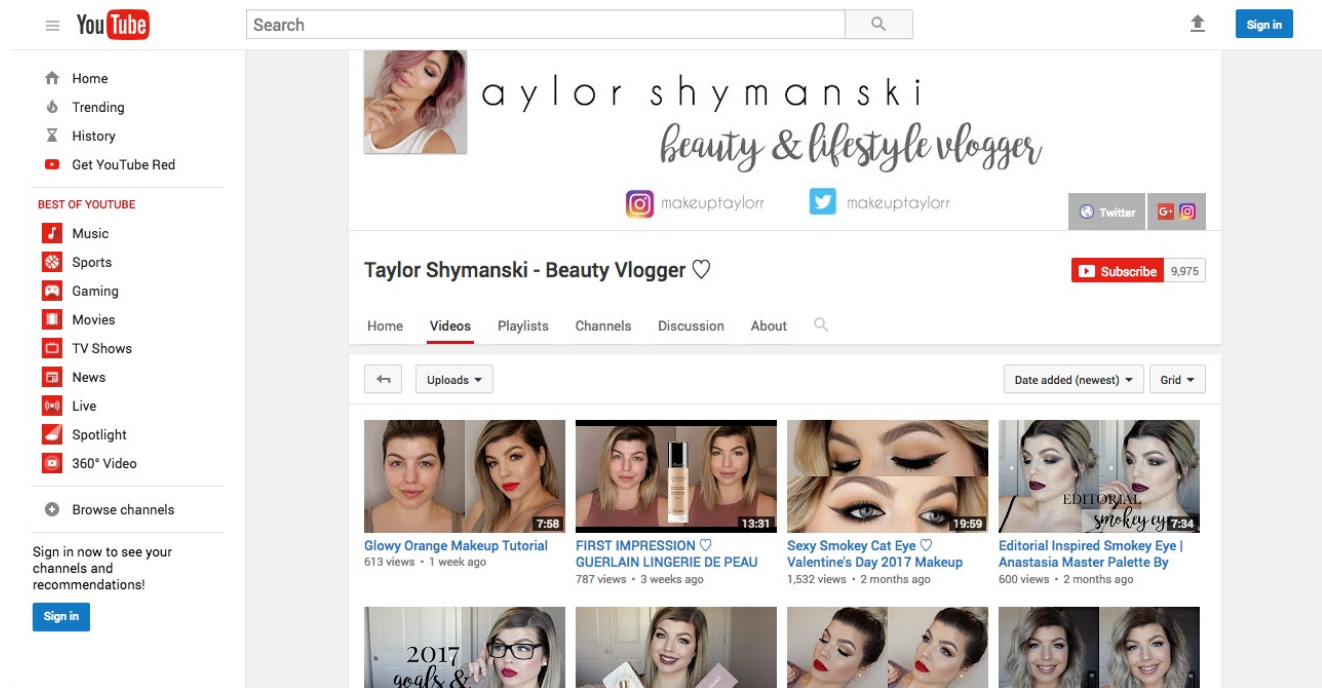
The key is to find a mini-influencer who has the same target market as your e-Commerce website.

So if you are running an e-Commerce website for make-up, you should target beauty vloggers.

Some popular vloggers are Ravinder Osahn and Taylor Shymanski.

The screenshot displays the YouTube channel for Ravinder Osahn. At the top, the channel name '@RAVIOSAHN' is visible, along with social media icons for YouTube, Facebook, Instagram, and Twitter. A 'Subscribe' button shows 12,141 subscribers. Below the channel header, there are navigation tabs for Home, Videos, Playlists, Channels, Discussion, and About. The main content area shows a grid of video thumbnails. The first row includes: 'Soft Smokey Eye Makeup Tutorial Using Urban Decay' (1,287 views, 4 months ago), 'FEELING BLUE | Urban Decay Full Spectrum Palette Makeup' (793 views, 4 months ago), 'SNAPCHAT FILTERS MAKEUP TUTORIAL | PART 1' (483 views, 5 months ago), and 'SNAPCHAT FILTERS MAKEUP TUTORIAL | PART 2' (266 views, 5 months ago). The left sidebar contains navigation options: Home, Trending, History, Get YouTube Red, and a 'BEST OF YOUTUBE' section with categories like Music, Sports, Gaming, Movies, TV Shows, News, Live, Spotlight, and 360° Video. There is also a 'Browse channels' option and a 'Sign in' button at the bottom left.

And



STEP 2: Approach Them

You'll be surprised to see how these mini influencers usually have their contact information in their channels. They put this out so that they can continue to get sponsorship or review requests.

Just take a look at this mini-influencer from Instagram.



Imidd14

Follow

788 posts 4,811 followers 1,019 following

Lauren | It's All Good Style Blogger • Glass half full kinda gal 🌻 Living in the
❤️ of Northern Virginia Wine Country 📧: Imidd14@gmail.com 📺: Imidd14
www.itsallgoodblog.com



She has her e-mail on her profile description.

For other mini-influencers, their contact information are usually in their blogs.

HOME ARTWORK CONTACT PRESS

CONTACT

If you are a PR company or have any questions, feel free to contact me at

infotheraviosahn@gmail.com

Here are my social media links! ♥

Instagram: @RaviOsahn

Twitter: @theraviosahn

YouTube: TheRaviOsahn

HOME

SUBSCRIBE TO: POSTS (ATOM)

FOLLOW ME



EST. 18.12.11

652,500

Search

Be sure to visit that as well.

These contact information are actually baits for business owners like you and me to use them for reviews and recommendations.

STEP 3: Ask for a Review or Recommendation

Once you have their contact information, it is just a matter of asking for a review or recommendation.

You can do this by sending them a free sample of your products and asking them to promote your website in their channel. Some e-Commerce website owners even go another mile by sending these mini-influencers a box of goodies to review.

Why do e-Commerce website owners do this?

That's because this type of promotion works.

As for rates, it is usually very affordable. In fact, Sponsokit indicated that you can go as low as 1 euro for engagement.

For example, a video costs 1,000 euros. If that video gets 6,000 views with 1,000 engagements, then that is only 1 euro per engagement - Really affordable!

When it comes to mini-influencer promotion, it is important to think long-term. It may look like you are losing a lot of money in the beginning. But the traction that you'll get from the word-of-mouth marketing will eventually pay for what you have spent.

The Stage is Set

Recap: There are 3 powerful strategies for promoting a brand new e-Commerce website. These are:

Strategy #1: Create Highly Shareable Content

Strategy #2: Steal Your Competitor's Backlinks

Strategy #3: Leverage Mini Influencers

The promotion stage is comprised of three elements: (1) highly shareable content, (2) competitor backlinks and (3) mini-influencer promotion.

Once the stage is set, there is no turning back.

You have to brace yourself for the overwhelming traffic and sales.

Yes. It can happen even if you are just starting out.

You see, these strategies are really powerful. It is structured in a way that no one will even care if your website is new. Once you have highly shareable content along with mini-influencer recommendations, no one can stop you.

Do it and tell me all about your experience below.

Chapter 6 : Inbound Marketing

In this chapter, you`ll discover

- The Power of Inbound Marketing
- Inbound Marketing for eCommerce
- How to Do Inbound Marketing
- How to Improve Customer Service
- How to Increase Conversions Using Exit Intent
- The Hybrid Inbound Strategy

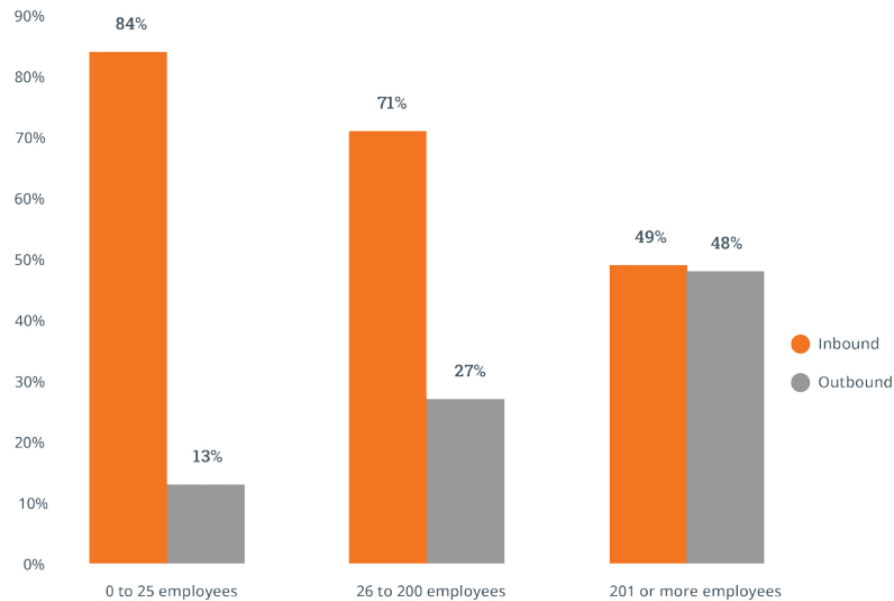
Why do customers buy from a certain website and not from others?

The answer may be because of inbound marketing.

Inbound marketing has been a popular for small businesses. As the number of employees go down, the higher the likelihood that a company will employ inbound marketing in their business.

Inbound vs. Outbound by Company Size

Inbound is the dominant marketing strategy for companies with fewer than 200 people



If you operate a small eCommerce business with less than 200 employees, then inbound marketing may be useful for you.

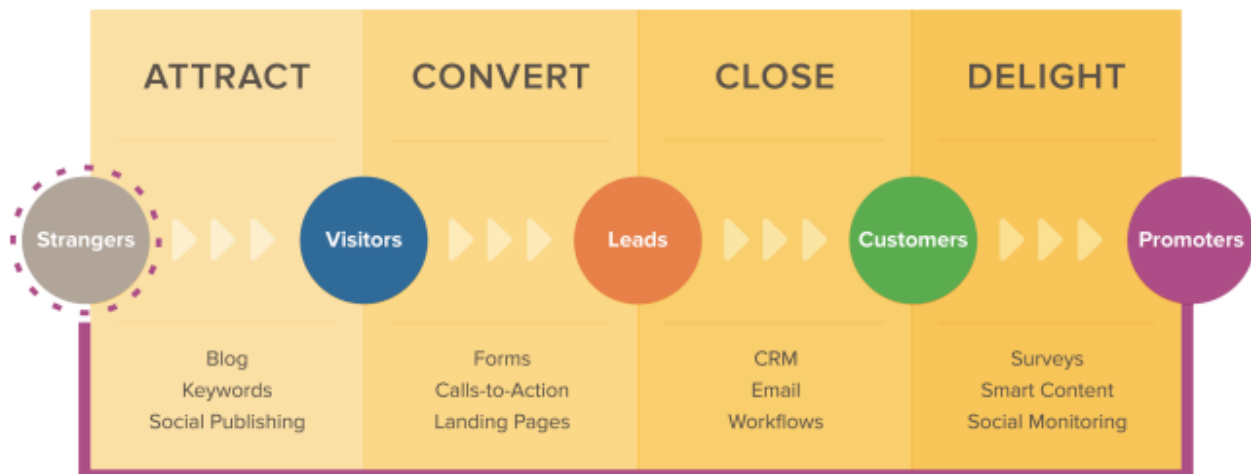
Today, you'll learn about what it is and how you can apply it to your eCommerce website.

What is Inbound Marketing?

The main goal of Inbound marketing is to convert cold leads into buyers. It does this through a process of 'warming up' leads so that they will be more confident to take out their wallets and buy. The main concept is simple: Learn Now, Buy Later. It is where the marketer primes the prospect with content until that moment that the prospect is ready to buy.



This is the reason why most forms of online marketing can be considered as inbound marketing. Content marketing, email marketing, SEO, Social media marketing, video marketing, landing page optimization are all ways of supplying enough information for the prospect to buy.



Here is the flow of the inbound marketing process.

The prospect starts as a stranger. This person is attracted to the blog because of SEO, its content and the social media updates.

The person then becomes a regular visitor. Then, you can convert them into leads by having an opt-in form or by asking them to buy a low-priced product.

When you ask them to buy again, they turn into customers.

If they love the experience, they will turn into promoters.

But this may not be the case for eCommerce.

Why Inbound Marketing for eCommerce is Different

In eCommerce, you only have a moment to convince your prospect to buy. You cannot give them tons of content and prime them. The moment that you have is a very short period. It may only be just a few minutes. If you bombard them with information, they may just click back and look elsewhere.

This comes from the nature of the products being sold at these websites. eCommerce websites like Amazon, BestBuy and Zappos usually have products that doesn't have a high buying cycle. These are usually common items like clothes, groceries, home goods, video games and toys. Seriously, the prospects will not like to read a long article about the benefits of laundry detergents. They need the product and they need it now.

How to Do Inbound Marketing for

eCommerce

Does that mean that you cannot do inbound marketing for your eCommerce website?

You can still do it. You just need to do it in a different way.

Here are some strategies that worked for me.

Convince People to Buy In the First Moment They Visit the Online Store

What is the first thing that your customer sees when they visit your store?

Is it a grid of products? For product pages, what other details are in the page aside from the product image and description?

These pages are your chance points to convince your customer to buy.

What can you put in these pages? Well, that depends on your goal.

First, let's look at what other eCommerce websites are doing.

Look at what 6pm is doing. You can see that it has the discount plastered on the front page.

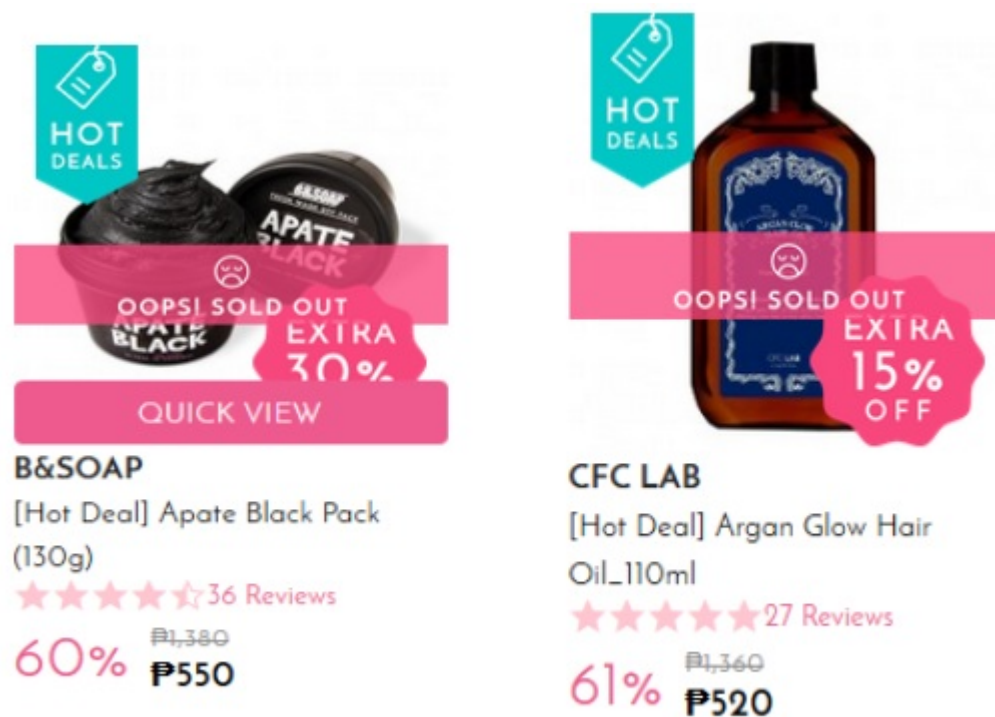


The same is true in Althea. In the front page, you'll see the 20% off discount. It even has a Sale category on top.



And it doesn't stop there.

Their product pages also have these listing that has extra discounts for buyers.



These are all designed to convince the buyer to buy.

Unlike traditional inbound marketing that includes blogging, social media marketing and Youtube marketing, eCommerce inbound marketing is more product-oriented than content-oriented. It takes on a bottom-up approach than top-down. It works around the concept that eCommerce visitors are almost always ready to buy. So you just need to give them that extra push so that they proceed with making the purchase.

The enemy of eCommerce website owners is cart abandonment. This is where the prospect is already ready to buy but decided to just leave the cart without checking out. This is the moment where the store should convince the buyer to buy.

More than discounts, you can also give other types of rewards. Here are some rewards that eCommerce website owners have used for their products and services.

1. Percentage Discounts

Percentage discounts are the most common. You will see this everywhere. Almost every eCommerce website will have a discount in their front page. It is the most common way to convince the prospect to buy.

2. Freebies

You should not be limited to discounts. You can also give freebies instead. This works if you have products that just takes way too long to sell. If the price is not too high, you can give them as freebies for every purchase.

Althea used to give away free lipsticks and lip glosses for every purchase worth \$50 or higher. It has a note that the offer only lasts while stocks last. This means that you can stop the giveaway once you run out of freebies.

3. Limited-Time Deals

You can also play with time instead of prices. Some buyers are procrastinators. They will not buy a product unless you tell them that the discount will disappear in a day or two. This allows you to tap into their fear of missing out. They will usually buy an item even if they don't need it in fear that they will miss the discount if they procrastinate.

Still, the type of reward should depend on what your customers care about. Don't be afraid to conduct a preliminary survey to know more about what they want.

Focus on Remarketing

How will you know if an eCommerce website is successful? It is based on its reputation.

Once a website gains tons of traffic and it became the go-to place for certain products, it can be considered successful.

The secret is called remarketing.

This is where past customers are encouraged to make future purchases.

Unlike traditional inbound marketing that pours all of its efforts in priming customers for that one-time purchase. eCommerce inbound marketing is about creating events or deals that gets people to come back and buy.

Remarketing can be done in three ways.

Weekly Deals

This is where you compile a list of products that have massive discounts and send them as a an email to past buyers. This is usually entitled with a headline that encourages instant action such as “Don’t Miss This!” or “Limited Time Only”. Some eCommerce website owners even send deals as if they are sending a newsletter.

Limited-Time Discounts

If you don’t want to send weekly deals, you can also give limited-time discounts. These are huge discounts (usually 50% or higher) but it can only be used for a limited time (2 days to 5 days). Apps like Uber like to give this type of discounts to encourage their customers to ride on certain days.

Limited-Time Freebies

Aside from discounts, you can also give away freebies. As I have told you earlier. This is what Althea did when it tried to give away lipsticks and lipglosses. They give away an item for every purchase worth \$50 or higher but only until supplies last.

Remarketing is another way for eCommerce website owners to do inbound marketing without the need for content.

Improve Customer Service

Channels

Do eCommerce website focus on customer experience? Yes. But not in the same way as traditional inbound marketing.

In traditional inbound marketing, it is all about reaching out to the customer through social media or other channels, priming the customer with the right content, getting them to buy and letting them enjoy their product and the experience.

For eCommerce, it is all about the process. It is about getting customers to the website. Letting them go through the selling process and letting the customer experience top-notch customer service.

Customer service should be rendered not only after the sale. It should be rendered before, during and after the sale. More than merely assisting the customer, customer service is done as a remarketing strategy - convincing customers to come back and buy because of amazing customer service.

The difference is in the customer's intention. For content-filled websites, it is about getting the prospect to trust them so that they can lead the prospect into the funnel and buy.

But for eCommerce, the customer is already decided on buying. They just want to know why they should choose your website over the other online stores that are providing the same product.

Exit Marketing

Inbound marketing works around the concept of getting prospects to trust you before they buy. It usually involves content marketing that can come in the form of a blog, video or other formats. All of these are done with a single goal - get the prospect into the funnel and buy.

In Ecommerce inbound marketing, the goal is to convince the prospect to stop stalling and buy. It involves giving discount coupons and

freebies in the first point of contact with the website. This is then coupled with amazing customer service and that is usually enough to get the prospect to buy. This is then followed by remarketing.

But what if the prospect ended up leaving his cart instead? What will you do?

This is where exit marketing comes in. This is where you design a pop-up in your website offering a unique deal to prospects who almost left your site.

This can be a discount or a freebie. It is just a way to get your prospect's attention back to the website and prevents him from leaving.

This is an effective inbound marketing strategy without the need for extremely long content.

Try the Hybrid Inbound Strategy

This strategy is called hybrid inbound strategy because it combines traditional inbound marketing (content marketing) with eCommerce inbound marketing (encouraging more purchases with discounts and better customer service).

It comes from the concept that all products in eCommerce websites are not equal. While some products doesn't require consideration before a purchase (like in your laundry detergent or toys for your kids), there are some eCommerce products that require a bit of research and consideration. For these products, a hybrid inbound strategy may help.

A good example of a product that requires a bit of consideration is a mobile phone. There are eCommerce websites that are selling these. But a mobile phone has so many features in it that you have to consider them before you buy. This is where reviews are helpful. You can put some reviews in your website along with the presentation of your product.

Another type of product that requires consideration are cosmetics.

While they may seem similar to grocery products, it seems that women put a lot of time and consideration in thinking about what products they should use for their faces and bodies. Again, reviews are important in this type of eCommerce website.

For these websites, a little bit of traditional inbound marketing may be helpful. In-depth blog reviews with pictures along with real customer reviews may aid you in selling more products. For some niches, videos may also encourage customers to buy. It all depends on your niche.

Conclusion

The best way to approach eCommerce inbound marketing is by putting yourself in the shoes of your customer. Think about what will push you to buy? Think about what will make you hesitate and leave your cart? Will you need more information before you buy? Will discounts be attractive to you? Do you need to look at other customer reviews?

Map the customer journey. Take note of any need that may come up. Taking these into consideration will help you craft an inbound marketing strategy tailored to fit the needs of your customers.

What inbound marketing strategies are you currently using on your website? Are you using any of the strategies above? Tell me all about it below.

Chapter 7 : eCommerce Tools

In this chapter, you`ll discover tools for

- Traffic Acquisition & Research
- Selling Your Products and Services
- Getting Leads and Customers
- Email and Social Media Marketing
- Bonus Tools You Need to Run Your Store

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Getting Started - Affiliate Programs - Affiliate Users - Pay Affiliate Users - Reports

Getting Started with OSI Affiliate Software is easy.
You only need to add our tracking code on your website. This simple step integrates our software with your website or shopping cart and allows you to track the traffic, leads, and conversions from your affiliates.

[Install OSI Affiliate](#)

Recent Affiliate Sales		
Affiliate	Amount of Sale	Commission Earned
ar@osimail.com	\$15.00	\$0.75
lg@osimail.com	\$15.00	\$0.75

System Overview				
	Views this month	Clicks this month	Impressions this month	Affiliates to pay
ar@osimail.com	2	4	0	0

Top Affiliate Users		
Name	Sales	Commission
ar@osimail.com	1	\$1.00
lg@osimail.com	1	\$0.75

How to Videos Knowledgebase Improve SEO Support

GETTING STARTED WIZARD
Getting started with OSI Affiliate Software is

If you are looking to get traffic from referral partners and affiliates then

OSI Affiliate Software is the program for you. OSI Affiliate Software will make it easy for you to create and manage an

affiliate/referral/ambassador program for your eCommerce business. Get more referral traffic, leads, and sales using OSI Affiliate Software. Thousands of companies use OSI Affiliate Software to grow their businesses.

Price: 15-day trial, plans start at \$47/month

2. Google Adwords

Google Adwords is an invaluable tool for retailers and bloggers alike.

Although specialists argue the profitability of conversion rates gained through searches, it is still one of the most lucrative methods of gaining traffic and promoting sales. With Google Adwords you will basically be creating ads according to specific keywords and phrases related to your business.



These ads will appear across the internet, for audience that will be interested in what you have to offer. **Google Adwords is one of the best way to attract more customers.** They will simply click your ad to make a purchase, or learn a little bit more about your business. The great thing about Adwords is the fact that it can be targeted locally (for different cities, regions or countries). In other words you can promote specific products to the right audience.

Price: minimum bid/keyword is 5 Cents in adwords

3. HubSpot

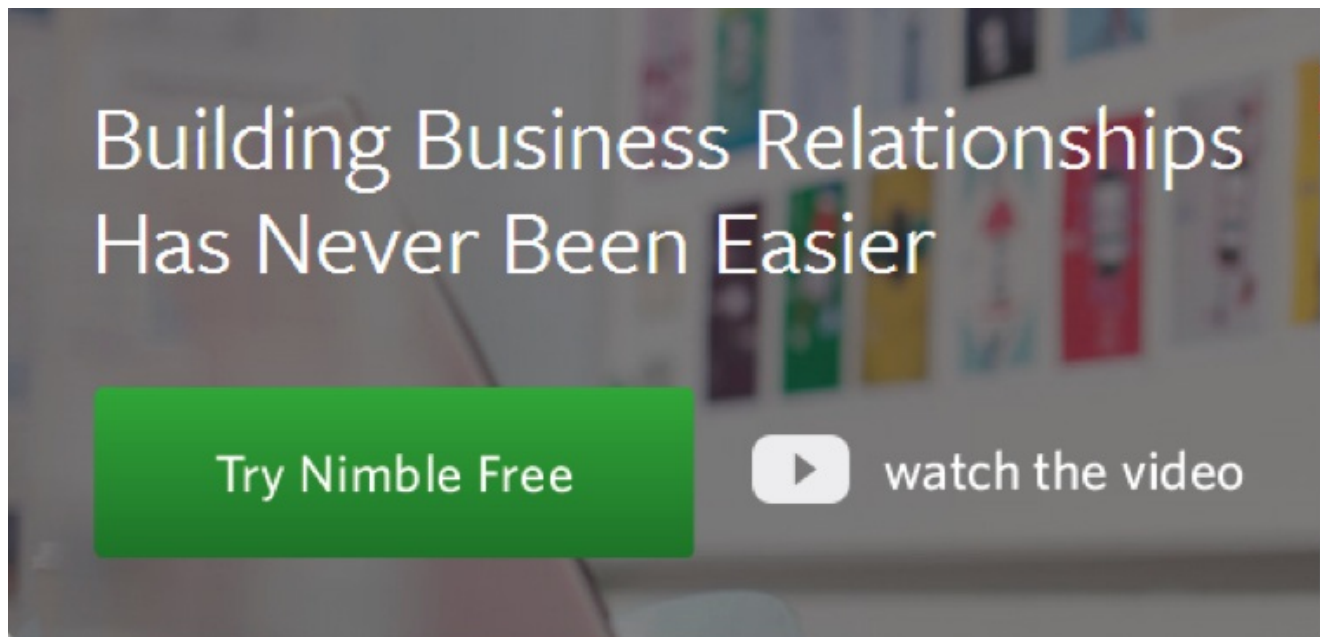


The #1 Marketing Platform

Grow your business with the best all-in-one marketing software, HubSpot. HubSpot combines all the tools you need for a successful inbound marketing strategy into one platform. HubSpot will help you with blogging, email marketing, creating landing pages, social media marketing, SEO, and much more.

Price: 30-day trial, plans start at \$200/month

4. Nimble

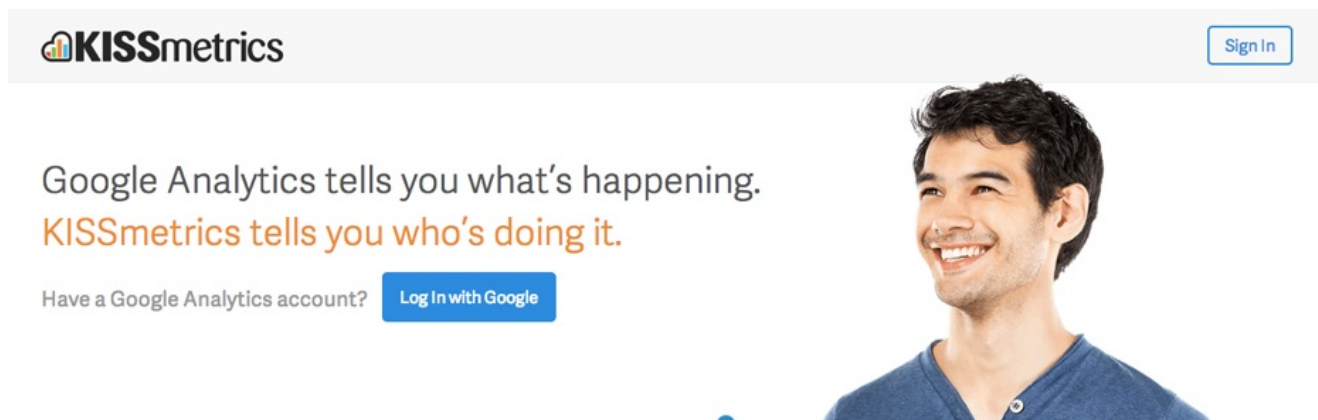


One of our favourite traffic acquisition tools is Nimble. With it you can

significantly decrease time spent on menial tasks such as email responding, follow-up messages and many more. What it does is **combine all your contacts**, social signals, emails, activities & follow-ups in one place, so that you can focus on the important things. With Nimble you can easily manage thousands of contacts, receive notifications for important events and check out who's talking about your website so that you can engage with them in a timely manner.

Price: 14-day trial, plans start at \$15/month

5. KISSmetrics



The screenshot shows the top of the KISSmetrics website. At the top left is the KISSmetrics logo, and at the top right is a "Sign In" button. Below the logo, the text reads: "Google Analytics tells you what's happening. KISSmetrics tells you who's doing it." Below this text is a link that says "Have a Google Analytics account?" followed by a blue button labeled "Log In with Google". On the right side of the page, there is a photograph of a smiling man with dark hair wearing a blue shirt.

Know your customer using KISSmetrics. KISSmetrics will allow you to learn about the REAL people who are visiting your website. Learn why individuals convert or do not convert. See their progress in your marketing funnel. All this data will help you sell more and grow your business.

Price: 14-day trial, plans start at \$179/month

6. Optimizely

A/B testing you'll actually use.

[Test it Out »](#)

With Optimizely you can boost the conversion rate of your Ecommerce website by setting up little "experiments" within the browser. The tool will determine which of your page's elements convert best, and which of them don't. For example, if you have a main graphic on your site, you can tweak it to see which version converts best.

Ecommerce is all about playing with the appearance of your elements

(like logos, content, graphics, cart buttons, bullet points etc.).


Optimizely is **particularly useful if you are spending money to drive traffic to your website.**

Price: 30-day trial, plans start at \$19/month

7. Click to Tweet

Support

The easiest way to promote &
advertise
your stuff on Twitter (and it's free)

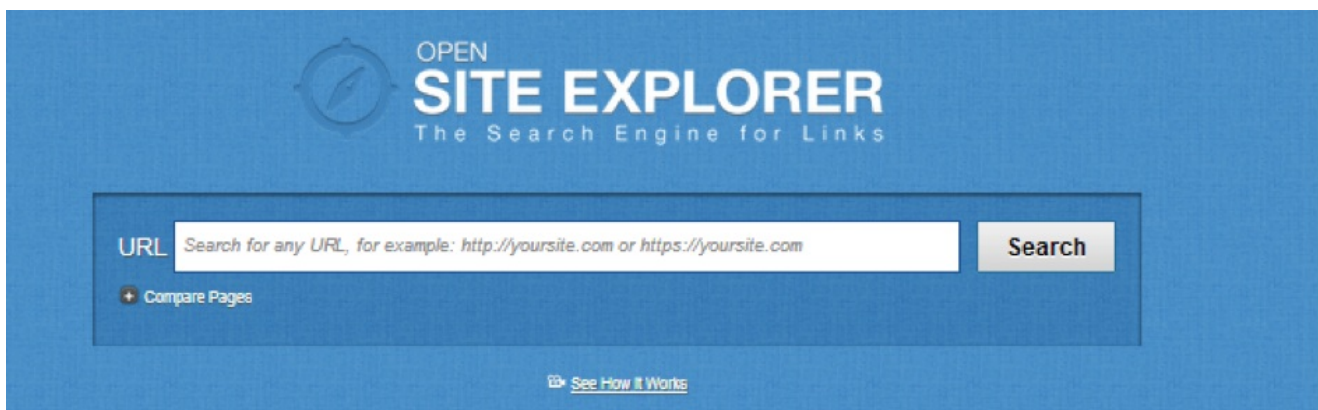
[Sign in with Twitter to get started](#)

Social media is big right now. It will probably continue to grow in the

following years. At the moment, it is **less about building links and more about becoming part of the social media landscape**. Twitter is a great social network for Ecommerce websites, and with Click to Tweet you can **quickly promote and advertise your business on Twitter**. The tool's notable features include analytics which notify you how many times a Click to Tweet link has been accessed, easy set-up and many more.

Price: free

8. Open Site Explorer - Moz

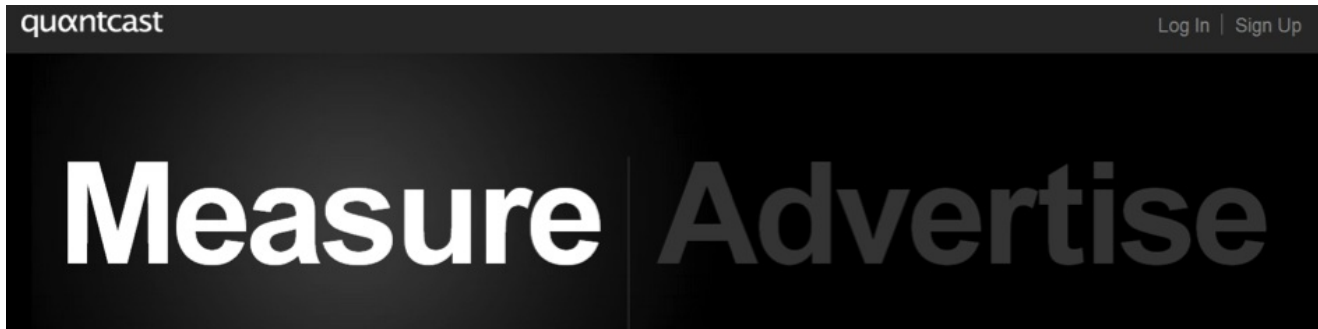


As you probably already know, proper link-building is essential for all types of websites. The Open Site Explorer by Moz is definitely the link building star. You can use it as a free tool, but for full access you will require a subscription. The Open Site Explorer software pulls out data from an impressive collection of web-pages (courtesy of Moz's Linscape crawler).

Information like **page authority, total links, Facebook likes, Tweets, Google +1s and many more** will be displayed to help you understand more about the performance of your website. The back-link data is also important for research and future link-building strategies. From the OSE tool you can view inbound links, linking domains, top pages, anchor text, compare link metrics and **advanced reporting**.

Price: free for basic access

9. Quantcast

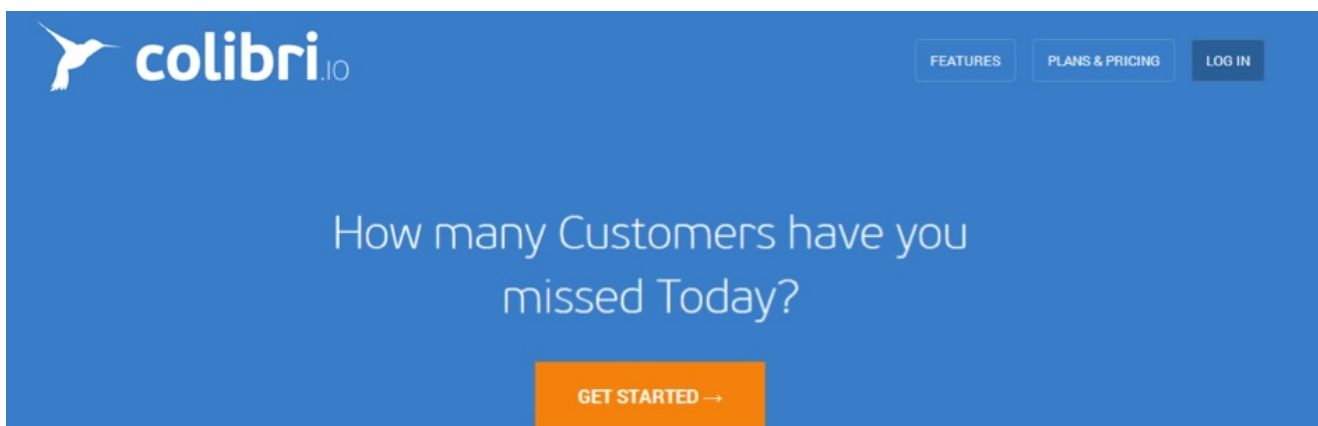


Here's another nifty traffic acquisition & research tool to have in your toolbar. Quantcast will provide you with demographic information for your website's visitors (including education, income, age, sex etc.). It is very similar to **Compete.com**, in that it also provides with traffic estimates.

Simply type in the name of your website (make sure that the Quantcast measurement is also implemented on your website), and the tool will pull out the data. These estimates may not be the most accurate ones, but they will give you an idea about your target audience. As far as Ecommerce marketing is concerned, understanding the demographics of your visitors is imperative for future retail decisions.

Price: free

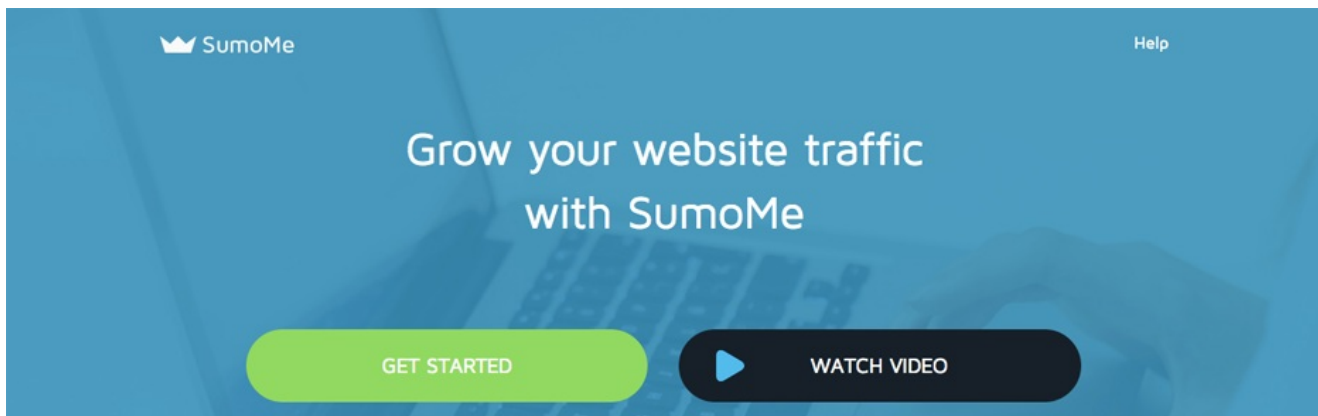
10. olibri.io



Colibri.io is without a doubt one of the best traffic acquisition tools available. It will show you how customers are engaging online and help you insert yourself in relevant conversation. Its main benefits include the opportunity to diversify traffic through participating in the right conversations, as well as Google Analytics integration.

Price: 14-day free trial. Plans start at \$45/month

11. SumoMe



Grow your website traffic and increase your email signups using the easiest app in the market, SumoMe. Using SumoMe will help you get more shares for your content, images, and also get you more emails. It is easy and fast to get up. Grow your website traffic using SumoMe.

Price: Free

Hosted Shopping Carts

Hosted shopping carts have proven **more user friendly than self-hosted solutions**. Once your website is complete (from a technical perspective) you can set up your Ecommerce online store as you please. With hosted shopping carts you can hide all the codes and present products better (with drag and drop technology for galleries and details).

Using them will also enable you to upload things faster and connect your site to a payment processor more effectively. Here are our top picks for hosted shopping carts.

12. Shopify

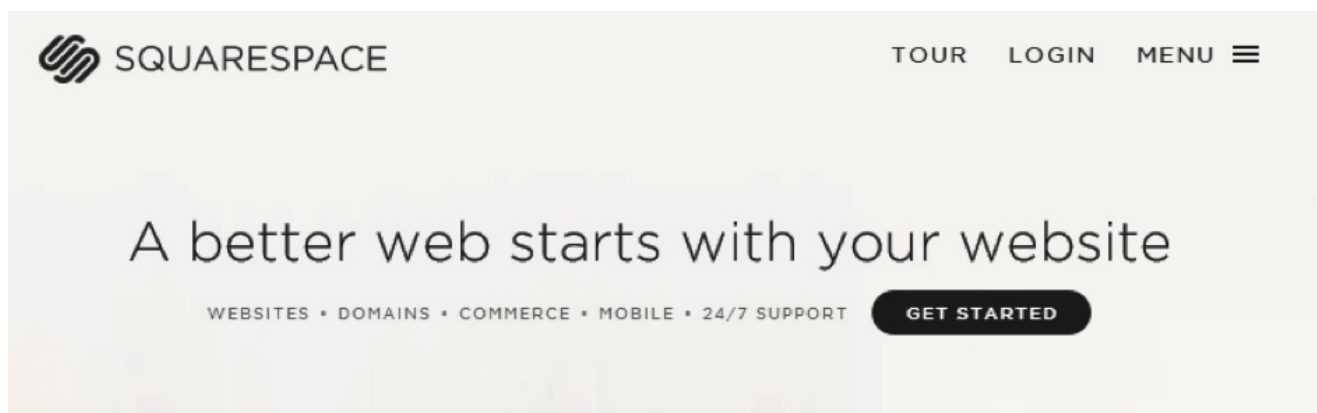
Use Shopify to sell your products. Everywhere.

Trusted by over 100,000 businesses worldwide

Shopify is without a shadow of a doubt **the best Ecommerce software on the market right now**. Not only will it make your Ecommerce store look professional and beautiful, it also offers a plethora of apps that will extend the functionality of your site. The software also offers 24/7 support (essential for serious retailers). Shopify is the one-stop-shop ecommerce builder designed to make life easier for you.

Price: free for 14 days, subscriptions for Shopify+ start at \$995/month & basic subscriptions start at \$29/month.

13. Squarespace



The screenshot shows the Squarespace website homepage. At the top left is the Squarespace logo (a stylized 'S' icon) followed by the text 'SQUARESPACE'. At the top right are the links 'TOUR', 'LOGIN', and 'MENU' with a hamburger menu icon. The main heading is 'A better web starts with your website'. Below this heading is a horizontal line of text: 'WEBSITES • DOMAINS • COMMERCE • MOBILE • 24/7 SUPPORT'. To the right of this text is a dark button with the text 'GET STARTED' in white.

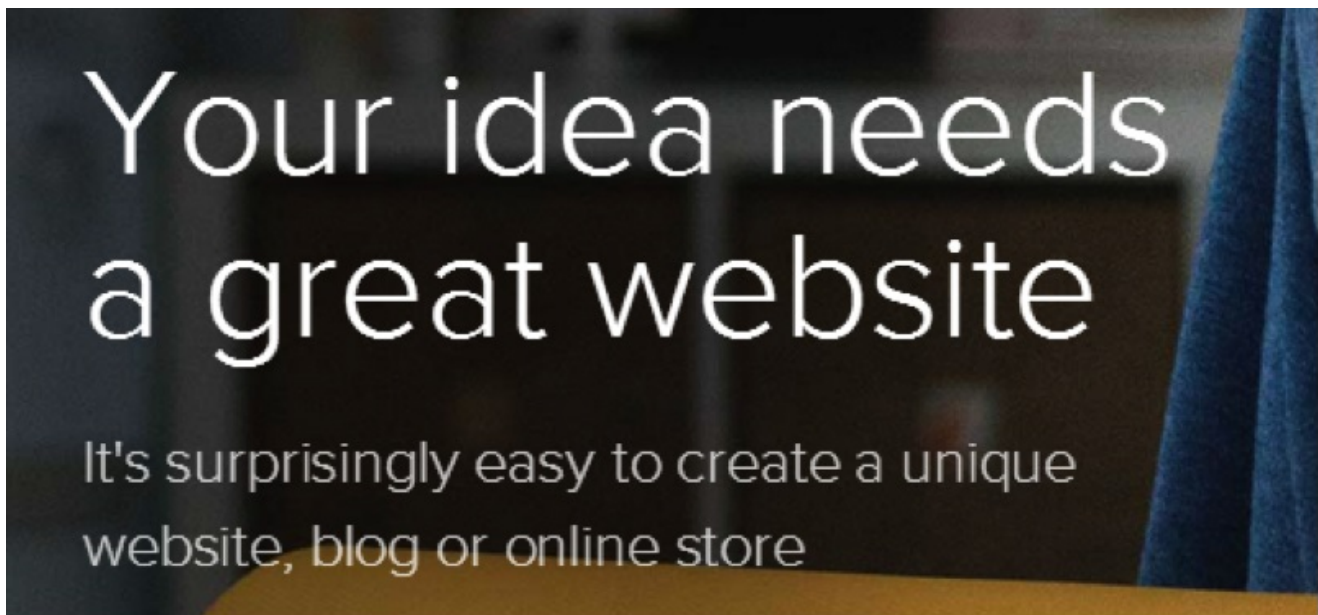
Squarespace is another incredible hosted shopping cart which makes the creation of beautiful, image rich websites a breeze. Besides the

visual appearance aspect, the tool also offers full control over product variants, coupon generation, configuring shipping costs & options, sales taxes, managing email lists and many more.

Although the set of ecommerce tools from Squarespace is not as comprehensive as the one provided by Shopify, it is a lot cheaper and more visually engaging.

Price: free for 14 days, subscriptions start at \$10/month for personal subscriptions

14. Weebly



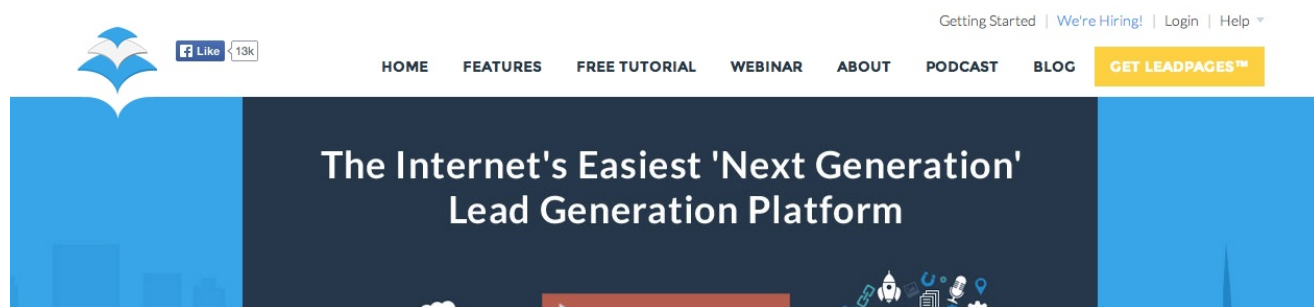
Are you looking for a user-friendly, drag-and-drop website builder? Weebly might have exactly what you need. This hosted shopping cart has everything you will ever want to quickly create a full-featured online store. Features include, but are not limited to multiple variations of the same product, fully integrated shopping cart, consistent shopping experience, integration with Paypal, Stripe & Authorize.net. The biggest selling point of Weebly is its user-friendly nature and lean learning curve.

Price: basic access is free, **starter** tier costs \$4 and **Pro Plans** start from \$8/month. The business plan costs \$25/month.

Lead and Customer Acquisition

Customer acquisition is a vital part of Ecommerce marketing. Here are a few simple and effective tools that will help you with this process:

15. LeadPages



Get more leads for your eCommerce business using LeadPages Software. LeadPages will allow you to easily build landing pages for your business. These mobile responsive landing pages will increase your conversions and revenue. One of the best features of LeadPages is that it takes minutes to create beautiful and highly converting landing pages.

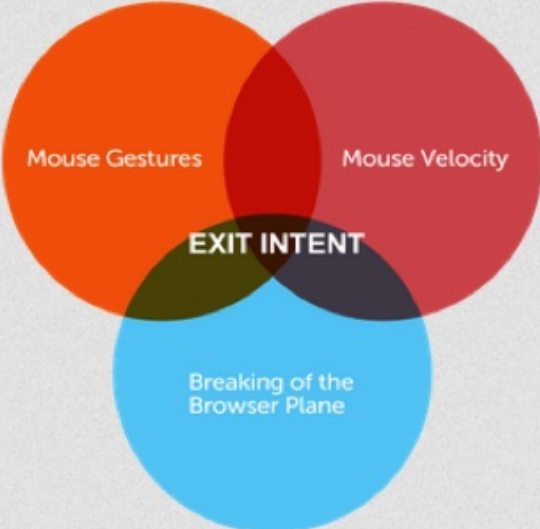
Price: starts from \$37/month

16. Bounce Exchange

Visitors who leave your website aren't necessarily lost causes. With the Bounce Exchange tool you can turn them into clients by asking them to convert right before they leave your Ecommerce store. How exactly does this work? It's pretty simple. With this software you will be leveraging the **exit-intent** technology.

According to the company **90-99% of marketing efforts are effortless and 85% of shoppers who add to cart don't make a purchase.** The

tool identifies the exact moment when visitors leave the site and helps you keep their attention (hopefully even draw them back).



How Does Our Patented "Exit-Intent" Technology Work?

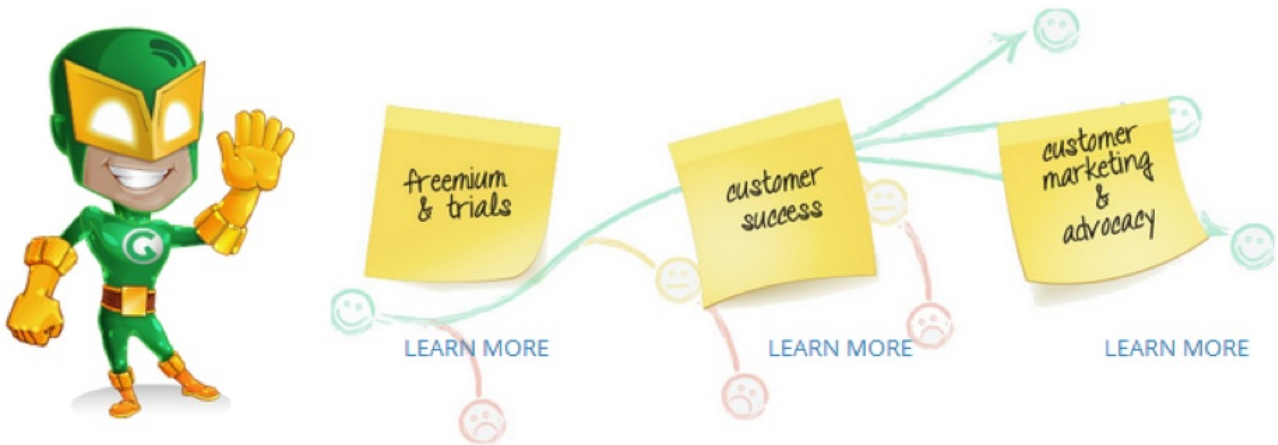
- **Mouse Gestures:**
The BounceX software is tracking all the cursor movements of every visitor in real-time.
- **Breaking The Browser Plane:**
We detect the precise millisecond that a visitor abandons your site.
- **Cleanly Overlays Your Site Upon Abandonment:**
An elegant lightbox appears after a visitor leaves your site.
- **Creates New "Real Estate":**
Our technology is essentially granting you an extra pageview to retain that visitor

Price: Platinum - \$5.95/month by page-view volume, or \$3.95/month by page-view volume.

Features include Mobile & tablet integration, A/B testing, full service campaign management, unique technical customization and many more.

17. Totango

See How Totango Works Across the Customer Journey



Totango is an excellent tool for Ecommerce websites because it is built in a way to attract visitors and users to your products. It will not only attract visitors but also result in higher conversion rates. Totango will identify new prospects by separating the average free users from **"true evaluators"**. In addition to this it will pull-out the information you require to begin follow-up mails and calls. It works with the help of a simple concept: **Listen -> Understand -> Engage**. With it you will learn more about customer marketing & advocacy and become more successful online.

Price: Free trial, pricing plans available on request

18. WorldWideBrands

**WORLDWIDE
BRANDS** 
Certifying Wholesalers Since 1999


The lifetime membership of \$299 may not sound cheap, but it is definitely worth the investment. As a matter of fact, WorldWideBrands is one of the first tools that you should consider buying. Besides helping you find suppliers for a specific product it will also help you brainstorm new niche ideas for your business. This software integrates seamlessly with Amazon, it is safe & secure, and only collaborates with certified drop-shippers.

Price: \$299 life-time membership

19. NextBee

Customer Acquisition



 Refer a Friend Offer customer referral rewards for getting new referral sales More..	 Advocacy Leverage your brand champions for word of mouth marketing More..	 Affiliates Offer monetary commissions for referred sales and paid subscriptions More..
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NextBee is a cutting-edge viral marketing software which will turn customers into your marketing team (Yeas, you've read correctly), harness the power of social media and significantly improve sales. What it basically does is create custom branded smart widgets that you can embed directly into your site to increase its value and the experience of your visitors.

Key Features:

- Advanced tracking & seamless integration on any sites
- Fully branded & custom smart widgets
- No coding skills necessary

Price: is calculated according to IT Integration, Influencer Perks Program, Social Media AD Buys & Support Centre access.

20. PowerReviews Express



You want the details. And so do your customers.

More useful reviews mean more credibility for your Ecommerce stores. PowerReviews Express is a tool that has proven to increase sales significantly. Many retailers use it, so why shouldn't you? The product is easy to set up, affordable and extremely useful. With the basic subscription you receive 3000 review templates, patented display and review request via email system for 1 store. For Silver and Gold subscriptions you can add more stores and customize the design of your reviews.

Price: 30 day free trial. Bronze Subscription - \$35/month, Silver - \$80/month, Gold \$199/month

Email & Social Media Marketing Tools

21. Mad Mimi

Mad Mimi

Praise Pricing Chat Login

Simple Lovely Email

“Simple and Beautiful email marketing” — Mashable

Email [Create My Account](#)

Need Help? [Let's chat!](#)

Home About Features Pricing Examples

What is Mad Mimi?

Mad Mimi is the easiest way to create, send, share and track email newsletters online. Mad Mimi is for people who want email marketing to be simple. Every day, over 40 million emails are sent, shared and tracked using our delightful and powerful service.

[Start totally free](#) [Explore a Little](#)

Mad Mimi is the easiest way to create, send, share and track email newsletters online. Mad Mimi is for people who want email marketing to be simple. Every day, over 40 million emails are sent, shared and tracked using Mad Mimi.

Price: 2,500 contacts free plan, paid plans start at \$10/month

22. SproutSocial

Here's another tool that we absolutely love. Its only real competitor is HootSuite. In the end it all comes down to preference, because both platforms are extremely effective. With SproutSocial you can monitor your social media activity. SproutSocial integrates with Twitter, Facebook and Google Plus.

Key Features:

- Fully integrated publishing tools (ViralPost, time optimization technology etc)
- Centralized Analytics & Reporting
- Unified Smart Inbox for streamlined engagement



Price: free trial, **Deluxe** - \$59/month, **Premium** - \$99/month, **Enterprise** - starts at \$1500/month

23. Pay With a Tweet



Number 23 on our list of Ecommerce tools is **Pay With a Tweet**. This tool gives you access to your content or product when someone tweets or posts about it. It will make it easier for your content and products to go viral during the stages of inception.

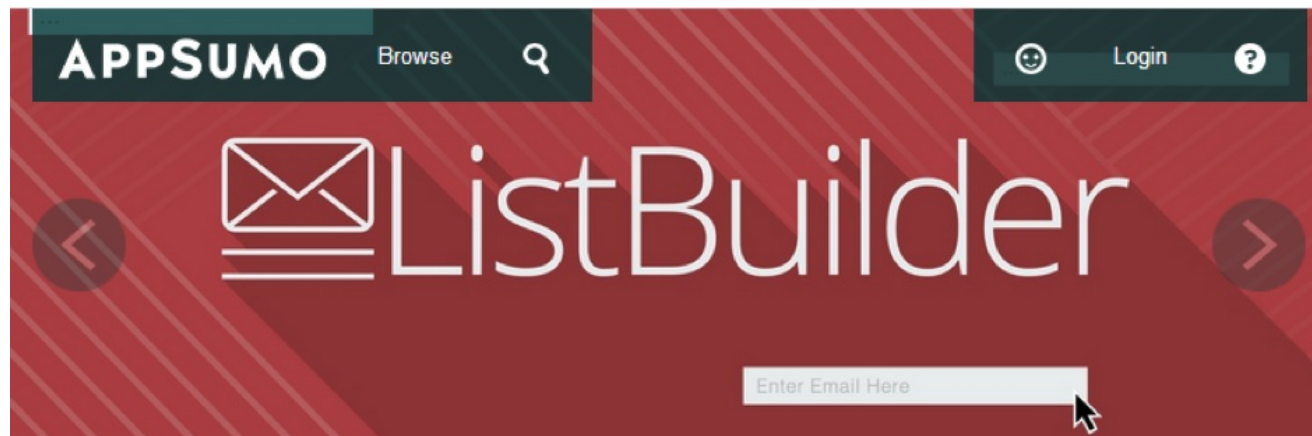
Key Features:

- You can invite people to pay with a post on major social networks

- such as Google+, LinkedIn, Facebook & Xing
- Customizable features to fit your brand and voice

Price: basic plan is free, paid plans start at \$19.99/month

24. ListBuilder



Our top pick for an email marketing tool is ListBuilder. With it you can collect email addresses from your site visitors. The software is compatible with smart-phones and desktop versions of your site and it also integrates with other email services like **Mailchimp** and **AWeber**.

Price: free

25. AWeber

EMAIL MARKETING DELIVERED

The Original Autoresponder Provider
Join 120,000+ Accomplished Marketers
Live Customer Support from Real People
600+ Mobile Responsive Email Templates



Easy email marketing
is just one click away

Get Started For \$1!

Another interesting email marketing tool is AWeber. This advanced

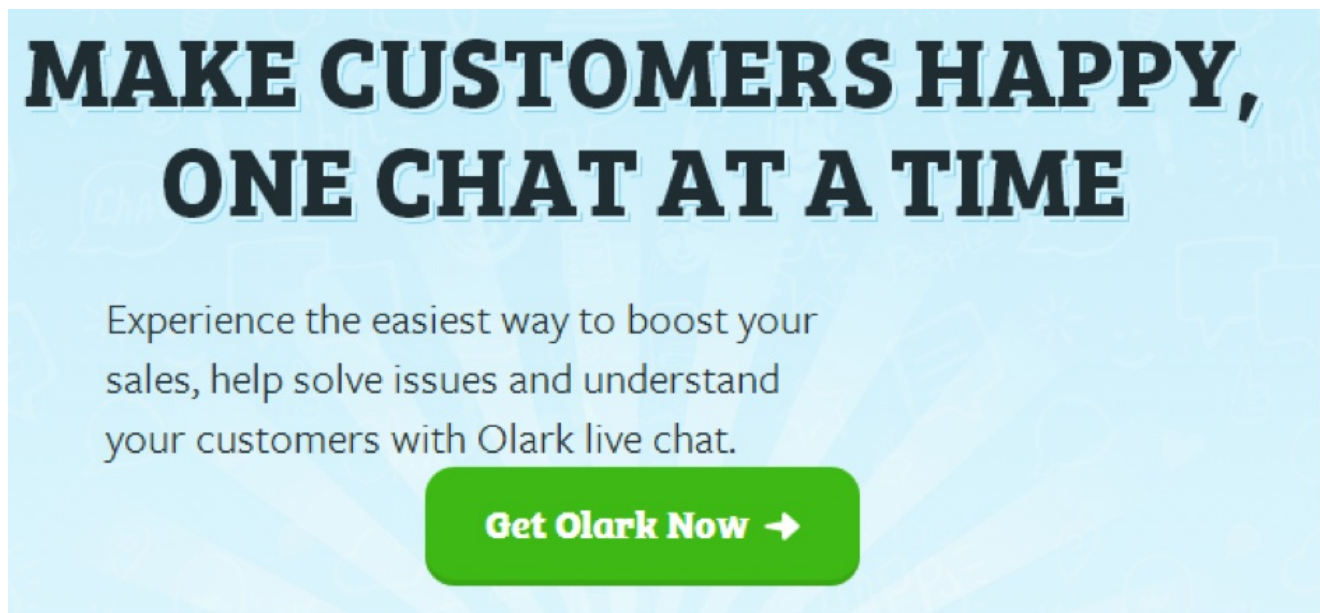
software is used by **over 120.000 small businesses, retailers, entrepreneurs and bloggers**. Among its many benefits we would like to include access to over 600 templates for email creation, sending sequences of auto-responders to new subscribers and important metrics for email performance.

Price: \$1 trial, paid plans start at \$19/month

Other eCommerce Tools

Are you still searching for Ecommerce marketing tools that didn't fit the above criteria? Here are five more excellent tools that will help your online efforts.

26. Olark

A promotional banner for Olark live chat. The background is light blue with faint icons of people and speech bubbles. The main headline is in large, bold, black letters with a white outline: "MAKE CUSTOMERS HAPPY, ONE CHAT AT A TIME". Below this, in smaller black text, it says: "Experience the easiest way to boost your sales, help solve issues and understand your customers with Olark live chat." At the bottom center is a green rounded rectangular button with the text "Get Olark Now" in white, followed by a white right-pointing arrow.

**MAKE CUSTOMERS HAPPY,
ONE CHAT AT A TIME**

Experience the easiest way to boost your sales, help solve issues and understand your customers with Olark live chat.

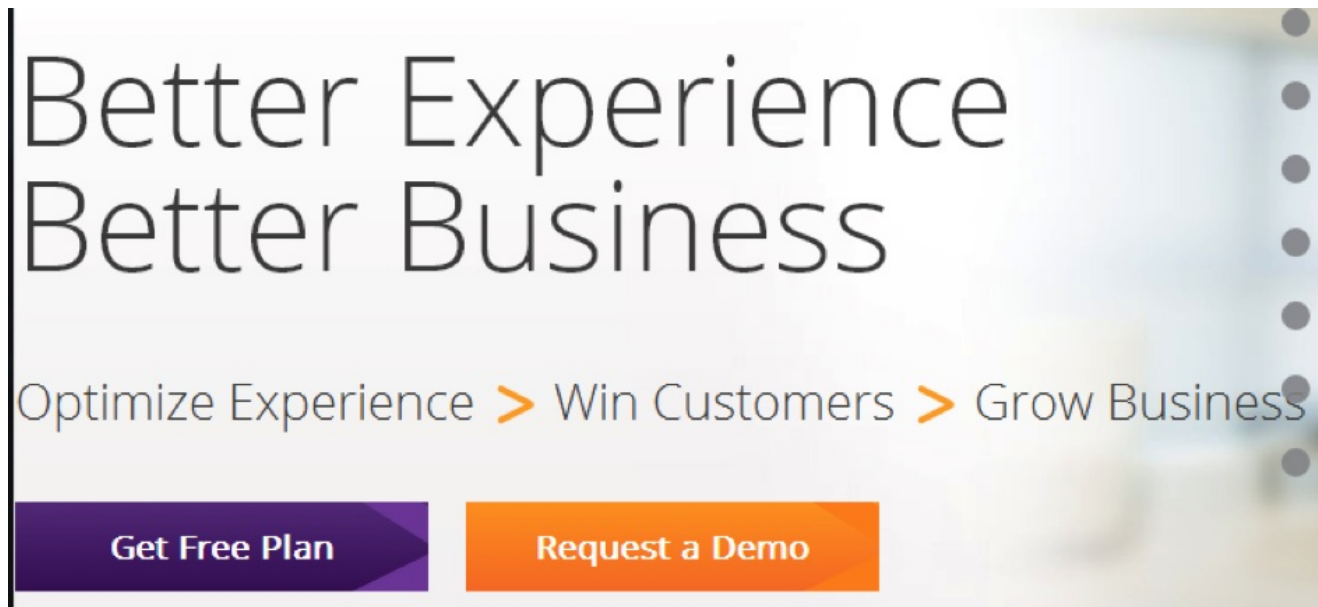
Get Olark Now →

Have you ever noticed that certain Ecommerce websites have chat boxes through which visitors can connect with retailers? Olark is a small chat application that makes this possible. It will tell you who is on the site (includes details such as location and what they are exploring). This will make it easier for you to connect with them in a meaningful way. Other features include integration with major CRMs such as Salesforce, Desk.com & Highrise (to help you keep track of leads & customers) and

customization features for seamless design.

Price: 14-day trial, paid plans start at \$15/month

27. Clicktale

A banner for Clicktale with a blurred background of a person's face. The text is centered and reads: "Better Experience Better Business" in a large, dark font. Below this, in a smaller font, is "Optimize Experience > Win Customers > Grow Business". At the bottom, there are two buttons: a purple one on the left that says "Get Free Plan" and an orange one on the right that says "Request a Demo".

Better Experience
Better Business

Optimize Experience > Win Customers > Grow Business

Get Free Plan Request a Demo

This tool may very well fit in the research category but it has several extra features that make it unique. Clicktale is a **customer experience analytics software** which focuses on usability research, conversion data and website optimization. It is one of the best tools for keeping visitors engaged with the content and helping them with the conversion process.

Key Features:

- Access to session playbacks for individual users
- Heat-mapping technology
- Easy set-up (simply paste the javascript code on your website)
- Can aggregate thousands of visitors browsing sessions.

Price: basic plan is free, premium plans differ from business to business.

28. Como

The image is a promotional banner for 'Como'. At the top left is a hamburger menu icon, and at the top center is the 'como' logo in white with a blue underline. The main text reads 'Create Your Own Mobile App' in large white font, followed by 'Over 1 million business apps and counting' in a smaller white font. A prominent green button with white text says 'CREATE MY APP'. Below this, it says 'IT'S EASY | START FREE' followed by icons for Android, Apple, Amazon, and Windows. The background features a hand holding a white smartphone displaying a custom app interface for 'Magic Bean Café'. The app screen shows a coffee cup, a clock icon, and buttons for 'ABOUT US', 'OPENING HOURS', 'REWARDS', and 'CONTACT'.

Como is one of the lesser known Ecommerce tools. With it you can create a fully customizable app instantly. Monetization is guaranteed with the help of coupons, loyalty cards, Ecommerce features and many more. It is always a good idea to create an app for a successful service.

Once you have created it with Como you can submit it on leading marketplaces such as the App Store, Google Play or the Amazon Marketplace. Como will help you grow your business in 3 simple steps: **Create -> Customize -> Connect.**

Price: Basic plan is free, Gold plan - \$33/month, Platinum Plan - \$83/month

29. Online Conversion Insights

Number 29 is a great tool that you should definitely consider for your Ecommerce store. Online Conversion Insights will enable you to benchmark and optimize your online conversion funnel. One of the most important aspects of online marketing is keeping a close eye on your competitors.

Online Conversion Insights™

Benchmark and optimize your online conversion funnel

If you don't do this you might be losing important opportunities. Do you know the percentage of customers who are also shopping on other websites? Do you want to know what makes your competitors so successful? Millward Brown Digital's software will offer you the ability to learn all these things.

30. Polldaddy

Surveys **your** way.

Create **surveys** and **polls** that match your **brand, budget, and vision.**

[See Plans & Pricing](#)

[Sign up for a free account now!](#)

All businesses should be created with the customer in mind. This said

Polldady is an excellent tool for creating polls and surveys for feedback and market research. With it you can find out what people like, or dislike, about your Ecommerce store.

Key Features:

- Connect responses via email or mobile
- Highly customizable
- Good reporting & filtering abilities

Price: basic free plan, paid plans start at \$200/year

31. eCommHub

eCommHub

Features How It Works Pricing Blog Sign In

Contact Us
Support

Put your store on autopilot!™

Spend less time processing orders and managing inventory levels.

Email Address Your Store Name

Dashboard

Revenues Overview

Product Sales:	\$36,645.30
Shipping:	\$4,508.70
Total Revenue:	\$41,154.00

Order Averages

Product Sales:	\$64.29
Shipping:	\$7.91
Order Total:	\$72.20

Orders Volume

Total Orders:	570
Daily Average:	81.43 orders
Monthly Average:	2,442.90 orders

Orders vs. Revenue

Date	Orders	Revenue
22 Dec	50	\$35,000
23 Dec	60	\$40,000
24 Dec	50	\$35,000
25 Dec	20	\$15,000
26 Dec	50	\$35,000
27 Dec	80	\$55,000
28 Dec	110	\$75,000

The last tool on our list is eCommHub. It will automate many of the daunting yet necessary tasks involved with running an Ecommerce store and shipping business. This software takes care of everything from inventory management to email tracking numbers, order routing and many more. It is also compatible with Shopify. You should definitely give this tool a test-drive.

Chapter 8 : eCommerce Experts

Best Advice From Top eCommerce Marketing Experts

Check out what the **top people in the ecommerce marketing industry** have to say about online marketing and how you can get more traffic and conversions for your ecommerce businesses.

Find out what strategies that top ecommerce marketers are using that you should be implementing.

Here's what the top Ecommerce Marketing Experts had to say:

1. Brian Dean – Backlinko



If you're like most ecommerce sites, SEO is a REALLY important part of your business. The problem is, retail giants like Amazon and Best Buy tend to rank for just about everything. But they have a weakness...

You see, massive ecommerce sites like Amazon rely on Domain Authority to rank. If you look at individual product or category pages, they generally have few (if any links) pointing directly at them. Which means, if you can build links directly to your product pages, you can outrank them. Fortunately, there's a strategy called **The Moving Man Method** that's perfect for ecommerce sites. Basically you a) find products that are no longer sold and b) reach out to people that linked to those products and c) ask them to replace their link with a link to a similar product you sell.

2. Debra Mastaler – Link Spiel



Add email capture points to all content and promotions you run, tap into your base of subscribers before launching to the public and ask for shares and links.

3. Neil Patel – Quick Sprout



Most ecommerce sites focus on driving traffic. And although traffic is important, improving your conversion rate is a great way to generate more sales. So if you want your ecommerce site to grow, don't just focus on traffic building, also optimize your site for conversions.

4. Michael King – iPullRank



The biggest issue with marketing, not just SEO, for E-commerce is that you have a large number of pages to deal with and the content of most of those pages is not inherently interesting unless you're specifically in the need state for that product.

When it comes to SEO you specifically have the problems of duplicate content, scaling product descriptions, metadata, internal linking structure (specifically with regard to keyword cannibalization) and getting all of those URLs indexed. Most of those things are pretty basic and apply to more than just E-commerce SEO, but they are bigger issues when you're dealing with sites of such scale. Cover your bases with segmented sitemaps that align with the sites taxonomy, and copy formulas for metadata -- unless you have the resources for creating unique metadata.

When you're dealing with so many pages you may want to consider plugging AlchemyAPI into your e-commerce platform and programmatically determining what pages own which keywords. Then you can potentially programmatically alter the internal linking structure at scale.

Additionally, you want to try to figure out cool ways to help the product pages interesting. FreePeople is a good example of making this work with their **FP Denim feature** where they used **Olapic** to pull in images of users wearing their products. Attracting links can also be done by

building compelling pages featuring fake products.

Ultimately, though, to be competitive in the SERPs with the big players you will have to build links directly to the product pages and increase page authority.

5. Rand Fishkin – Moz



The best e-commerce sites do three things remarkably well on the SEO front:

1. Get technical SEO right - canonicalize duplicate pages or variations on products that aren't uniquely worthy of separate indexation in the engines, make sure pages are as few clicks away from each other as possible, and build a logical, useful information hierarchy to categorize your items.
2. Create pages that are uniquely useful and worthy of sharing - most e-commerce shops focus exclusively on the experience of those making a purchase, but if you also optimize for shareability from those who browse, you can dramatically increase your incoming traffic and links, which help (indirectly and directly) with rankings.
3. If your product(s) alone aren't worthy of attracting attention, find a way to make people care about your company/brand - even the most boring products can have amazing stories attached to them. Don't

settle for anything less than a brand story that drives interest through being unique and eliciting emotional reactions. Press-worthiness is SEO-worthiness.

6. Noah Kagan – OkDork.com



Install [SumoMe.com](https://sumome.com). Make a google spreadsheet of the first 10 companies you want and reach out directly for sales. Create a free PDF of your 10 favorite tools for your industry and email that to potential customers / give it away to their email address. Sign up at okdork.com to learn more :)

7. Claire Fraser, Digital Marketing Executive – AccuraCast

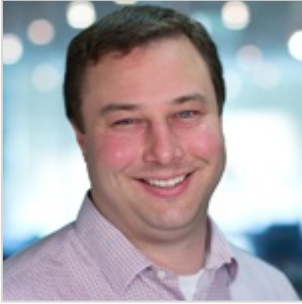


One of the most important factors to consider while trying to improve your online marketing is the creation of an optimal mix of online media. It is crucial to diversify and invest equally in several forms of traffic creation such as branding, paid search, PR, product search, SEO and social media.

Although each of these methods creates varying amounts of traffic, it is important not to put all your eggs in one basket. Across the board most profitable mainstream E-commerce websites get traffic from a number of channels. Direct traffic to your website should typically account for 35% of the total visits. A lot of this direct traffic grows via PR, branding and offline marketing. Search engine results typically direct around 30%-40% of traffic. Referrals from third-party sites should account for around 15%-20% of traffic, with email and social media directing on average 10%-15% of website traffic.

It is evident that a number of forms of online marketing must be used in order to achieve full market coverage and encourage more potential customers to visit your website. Spread your online marketing budget, and don't make the mistake of undervaluing a good brand.

8. Mike Volpe, Chief Marketing Officer – HubSpot



eCommerce marketing is all about creating a valuable experience for your audience at every interaction. Less than 5% of people make a purchase on their first site visit, so building relationships before, during, and after their visit with relevant and engaging content is key. Leverage tools like social media and blogging to connect with your audience outside the shopping cart.

9. Tarihek Geter – OSI Affiliate Software



Get more traffic and sales to your eCommerce store by using email marketing. Collect emails from potential customers and your website visitors and use this email list to directly communicate with your target audience. This method of marketing allows your subscribers to become familiar with your brand. It is a great way to build trust, loyalty and ultimately get sales.

10. Will Hoekenga, Content Marketing Specialist – LeadPages



Take a little time to nurture your leads before pushing them to buy from you.

One thing we always recommend our customers at [LeadPages](#) do is create a free lead magnet for their visitors. For example, if you were a photography equipment eCommerce site, you might create a PDF titled "The Top 10 Tools Every Pro Photographer Needs in Their Arsenal." When visitors land on your site, they could then opt-in for your email list in exchange for the guide.

Now, your eCommerce site becomes a "giving" site as opposed to strictly just a "taking" site in the customer's mind. When they opt-in for

your helpful content, they become more qualified and more likely to buy from you. Not to mention you can recommend some of the same products you sell.

We've created tools at [LeadPages](#) that make this strategy incredibly simple to implement, so you can get a big return on just a small investment of time.

11. Jaime Tardy – Eventual Millionaire



Know your customer and FOCUS. I see a lot of shotgun marketing. Business owners hear a new tactic or hot new marketing button that they feel like they should try. I suggest getting back to basics. Know who your customer is and where they get their information on products like yours. Then, create a system to test marketing tactics so you aren't just randomly trying things. While you are testing, make sure you are keeping track of metrics! You eventually want to know how much it costs to acquire a customer and how much the lifetime value of that customer is.

12. Dean Levitt – Mad Mimi



Keep your marketing emails remarkably simple. Simple design. Simple message. Your customers (and prospective customers) are busy and distracted. Use compelling images and subject lines to grab their attention, and then use very clear, friendly language to convey what you want them to learn, feel, or do. Keep it simple.

13. Dan Andrews – Tropical MBA



Put a phone number on your website and pick up the phone! Talking directly to your customers (and not hiding behind your laptop is one of the biggest point of leverage for ecommerce owners.

14. Harris Schachter – OptimizePrime



IMO, the most important aspect of SEO for Ecommerce site is crawlability. Sites with only a few hundred products can quickly bloom into thousands or hundreds of thousands of pages which is extremely inefficient. In fact, most of the time when I work with an Ecommerce site they're already suffering from index bloat. So, make sure you're using parameter handling, your on-site search (and results) is under control, and your links aren't watering down topical relevancy. Take full advantage of the simple things like robots and sitemaps, and go through the exercise of identifying content worth showing in organic search.

The platform itself is also crucial, so make sure you take SEO into consideration before picking out a CMS. Find one that allows you design the site structure, with the URL patterns you need (not numbers and letters with no semantic meaning). Specifically, design the content around each general bucket of search interest from general awareness to "buy now". Research these tasks and reflect them in your site- from homepage, category, subcategory, and product pages. Each of these has specific intents and too often category pages get neglected, and not every product has the same search interest.

15. Terry Lin – Build My Online Store



There are two figures that are important for the long-term: lifetime value of a customer, and cost of acquisition. Lifetime value is how much a customer is worth over the course of your business and it varies between business models. Cost of acquisition is the amount of dollars spent to find a new customer that

purchases your product or service. Most people only think about lifetime value, but acquisition costs are just as important.

You cannot win in the long term if cost of acquisition is higher than your lifetime value. In a world that gets noisier with more distractions, the cost of acquisition is the most challenging part for online retailers now.

16. Rohit Palit – RohitPalit.com



E-commerce SEO can be tough - especially when you're trying to get actual product pages to rank well, and your store doesn't have a huge Domain Authority like Amazon, eBay or the most popular online store in your industry, *yet it has to compete with those sites.*

Apart from trying to **increase the domain authority** of your own site, you can leverage an easy strategy that I originally found MobileFun (an online store selling mobile phone accessories) using. It requires only some of the products you're selling on your e-commerce site, and a little bit of outreach.

Suppose, you have an e-commerce store that sells various kinds of affiliate marketing books. Now, say you want to increase the organic search rankings of your traffic generation related products. The strategy basically would be to find a few authoritative sites related to traffic generation as part of affiliate marketing, and then reaching out to the site owners and offering a product to them for free that they might be willing to publish a review of on their authoritative websites, and politely asking for a link (doesn't necessarily have to be anchor-rich), linking to either the product page or product category page.

As you probably know already, *it's extremely hard to build links to product and category pages of e-commerce sites*. But thanks to this method, you won't have to spend upwards of \$500 or even \$1,000 dollars to gain a dozen of extremely powerful, editorially given links from authoritative domains from extremely related sites.

The reason this strategy can be so effective for small to medium e-commerce sites is that for relatively less popular products and industries, even Amazon and eBay product pages lack links. They still manage to rank well thanks to the authority of the domains they are on. But, as your product pages will be having links from related authority sites *pointing right at them*, chances are, they'll give Amazon and co. a run for their money, *if not outrank them straight away*.

17. Steve Chou – My Wife Quit Her Job



In this day and age of Google randomly changing their ranking algorithms, the best way to gain and retain customers is to focus more of your efforts on email marketing. Grab as many email addresses as possible by including email signup forms on all of your content pages and embedded within the content. Experiment with popups regardless of how you feel about them.

18. Simon Penson – Zazzle



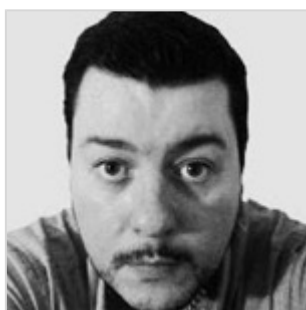
The biggest opportunity right now is in content. It goes without saying that most ecommerce businesses are very good at selling product, customer service, fulfilment etc and that a good proportion of them know how to create a great user experience from purchase funnel perspective but that's not enough on its own.

The really smart strategy is to shift thinking away from the fact that you 'sell stuff' and instead concentrate on becoming a one stop shop for

knowledge, advice and opinion on your chosen niche/industry. The 'brand as publisher' opportunity is game changing for those that get it right as investment in great content and the strategy that pulls that together is really being rewarded now in both search and social. Not only will you earn trust but you'll also engage with your audience more, learning more about them and improving your business as a result.

That's not to say it is easy as you need to approach it in the right way to maximise return on investment but if you do you'll create a real barrier to entry to any new entrants into the market.

19. Chris Dyson – Triple SEO



While you are in the early development stages of your eCommerce store you need to be able to have a clear strategy for handling out of stock and obsolete items. This strategy will help you to determine what platform is going to be best for your business. You see some eCommerce systems will automatically throw up a 404 error once an item is out of stock, others may simply 302 your visitors to an alternative product or category, both of which aren't great for your SEO, plus if you do return 404 errors there is a chance someone will contact the people who are linking to you and get your links removed(!!)

I usually advise my clients to handle out of stock products by always leaving the pages up. On the out of stock pages offer alternative products and have a clear notice of when the product will be back in stock. If there isn't availability for a few weeks you may want to offer a coupon code to soften the blow and perhaps an opportunity to receive an email when the items are back in stock.

If a product is discontinued or made obsolete you need to be able to easily add in a 301 permanent redirect to a similar category or product. If you sell generic me-too products such as mobile phone cases you might be able to reuse the URLs and therefore maintain the authority of the page.

20. Carrie Hill – Ignitor Digital



My #1 piece of advice is to develop an expertise in website structure and how search engines work. Ecommerce shopping carts are not necessarily built for SEO - so understanding how your solution works with and against the search engines is probably the #1 thing you can do. You may choose to hire someone who has an expertise in the platform you've chosen and keep them on until you're sure you've got all of the

intricacies of your ecommerce system worked out, or you can develop an in-house employee into an expert. You'll find having that go-to person who can tell you, or find, the answer to a sticky SEO situation invaluable. Don't expect them to know every question right off the top of their head, but a willingness to dig for the correct answer and keep digging until they find it is the tenacity you'll need!

21. Andrew Youderian – eCommerceFuel



Focus on the channel that you know works best for you. With so many options today between social, email marketing, paid traffic, content marketing, SEO and more it's easy to get overwhelmed. If you're a Fortune 500 eCommerce company with a huge marketing team, then you'll have no problem tackling all these marketing channels well.

But most of us don't have massive teams, and have to prioritize our marketing efforts. So pick the one that generates the best results for your company and niche and spend the majority of your time there.

Ideally, do you want a well diversified marketing mix driving traffic to your site? Absolutely, and I wouldn't recommend completely neglecting all other channels. But it's better to have one extremely effective channel that's bringing you a lot of business vs. half a dozen weak, non-effective channels that aren't helping at all.

22. Richard Lazazzera – A Better Lemonade Stand - Practical Ecommerce Advice

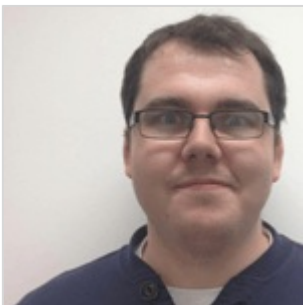


Find accounts related to your niche with large followings on less mature social networks like Instagram, Pinterest and Vine (Channels like YouTube are tapped out now and prices are too high now). Most of these large accounts are built solely for the purpose of selling ad space. You'll know if someone will feature your paid posts because they will have an email in their bio. These less mature accounts usually have high engagement and are low cost.

From my experience, you can get on Instagram accounts with 500k followers for \$60-\$100 (\$0.12/CPM) right now. These sponsored posts can garner upwards of 15,000+ likes, hundreds of comments and thousands of new followers to your account which you can then nurture with your own content.

These channels are still relatively untapped gold mines at the moment.

23. Adam Connell – Blogging Wizard



I've worked with plenty of clients that come to me and want me to help them rank higher.

But the problem is that a crucial step hasn't been taken.

In most situations they want more traffic because they think they aren't getting any sales.

The reason for this in most cases is their website isn't geared to convert.

My advice would be to start at the very beginning, get the website to a point where it's able to convert.

Then continue to build a solid foundation by identifying priority keywords with a high focus on long tail keywords. Then work on getting the technical/on page SEO sorted. Just getting the categories and URL structure sorted can make a huge difference.

It's also worth noting that backlinks are still the currency of the web and you will need them to rank, but you need to focus on link earning. Keep it natural. It's more expensive but you will be glad you invested in the future. Those that let the quality slip and build shoddy links run the risk of manual and/or algorithmic penalties that will end up costing even more to recover from.

Keep your focus on quality and improving user experience.

24. Kane Jamison – Content Harmony



The biggest thing that comes to mind is building out great category pages and other taxonomy pages. Typically this means custom content on the pages, not simply product listings.

The next thing is to build out all of the informational content you can think of, and put it in the right places on your website. For a camera equipment shop, that might mean a series of buyer's guides about *"The 3 Best DSLR Video Packages Under \$1000"*, and something like *"What Canon lens should I use for indoor close-range interviews?"* might fit better in a Q&A section.

Finally, make your website design shine. Nothing says "sketchy fly-by-night drop-shipper" like a half-customized theme that you whipped together that looks like every other mediocre e-commerce shop your visitors have ever seen. The details really matter, and missed details in design and UX translates to lost sales.

25. Eugene Farber – Content Strategy Hub



I don't think that e-commerce SEO differs greatly from any other "type." It really comes down to on-page optimization and backlinks. The only wrench that is thrown into the e-commerce scenario is the potential for a far greater number of pages than, say, a small/medium blog or simple business site might have.

The number of pages can be beneficial for rankings, though. More content is generally a good thing. But you have to make the most of it. Write detailed, unique descriptions on the product pages. Include reviews and ratings (this can help provide unique, user-generated content and help with conversions). Include good images and optimize their tags. The on-page optimization is pretty standard even for product pages on an e-commerce site.

The one thing that e-commerce sites do have to worry more about - that smaller sites don't always have to (although it would certainly help them if they did) - is establishing a proper architecture. You want to have an architecture for pages that not only makes sense for the user, but also passes "link juice" from link building efforts. For larger sites it isn't reasonably feasible to build a large number of links to each page. So you want to set up an architecture that won't force you to do so.

26. Nicole Beckett – Premier Content Source



Focus on providing value. It may sound ridiculously simple -- especially when there are countless SEO tips, techniques, and tactics floating all over the web -- but when you think about it, it makes perfect sense! No one's going to bother to link to your latest blog post if they don't like what you've written. No one's going to consider you to be an authority if you don't offer hard facts and legitimate advice. Remember, search engines exist because people need a way to get their questions answered and their problems solved. If you focus your efforts on providing bonafide answers and solutions, your SEO will naturally fall into place.

And, please, whatever you do, don't stuff a ton of keywords into your content! Yes, it's important to target a couple of carefully-chosen keywords in everything that you publish, but if you make your website look like it was written in some kind of bizarre alien language, no one -- including Google -- is going to take you seriously!

27. Miguel Salcido – Professional SEO Consultant



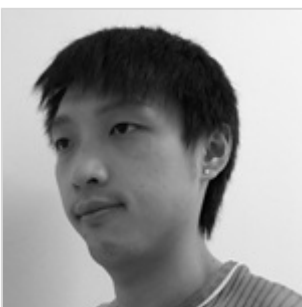
First off, you MUST have Google Analytics e-commerce tracking set up properly! You need to be able to track revenue from sources like organic and referrals.

If you sell a product online that others do as well,

then make sure that you craft unique and descriptive product and page titles and descriptions so that you don't have the same content as everyone else. The more content on your product pages that you can do, the better! Start with your most profitable and popular products and just keep working down the list. Lastly add in good, relevant, internal linking between pages. E-commerce sites usually have lots of pages, making internal linking that much more powerful!

These on-page SEO tips will provide you good results and are fairly low hanging fruit.

28. Reginald Chan – ReginaldChan.net



For eCommerce company, it is important to focus on local SEO. It doesn't matter if you have a huge factory or just a shop lot for your business. You need to have visibility and Google tend to be pretty 'one-sided' especially for those who invest time to setup proper Local SEO for their company.

29. Ryan Cote – WPamplify



For a typical eCommerce website, you have hundreds (if not thousands!) of product pages containing duplicate and thin content. With Google's Panda update continuously evolving, this can really hurt your SEO rankings. My advice is to make sure all of your product pages contain at least 100 words of unique and well-written content. This is a minimum - aim for more meaty content if you can. Also put some focus on site speed. This is an SEO ranking factor, but more importantly, it directly affects your conversion rate. The slower your site, the less you sell. Lastly, link building is still super crucial. But focus on quality over quantity. And manual over automation.

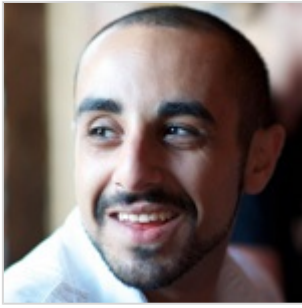
30. Dan Stelter – Freelance Chicago Writer



Identify a unique product/niche you can serve better than the bigger guys. It's really the only way to compete online these days, and the competition's only getting more intense. You're screwed if you do it wrong from the start.

My second tip would be to use a professional copywriter to create your product descriptions. While you may know the product best, hiring a pro copywriter helps you communicate the value of a particular product much better than someone without experience. It takes years of practice to learn how to write sizzling copy that skyrockets your sales, but it's worth every penny. Plus, 99% of businesses do not use a copywriter, and have no awareness that one is beneficial. So, it's a huge, little-known competitive advantage. It costs money up-front, but you'll make so many more sales long-term that it's ridiculous.

31. Peter Attia – Pingboard.com

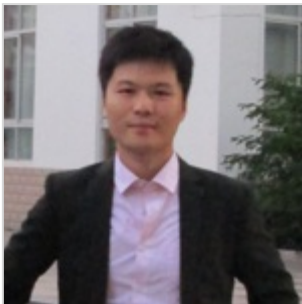


Nailing down a good strategy for Ecommerce is largely effected by how many products you're selling. If you only have a few segments, it helps to spend a good amount of dev and testing time on your product pages. After that you can work on a link building strategy for individual product pages.

However, If you have thousands of products, this gets exhaustive. Instead, you should focus on a solid URL and taxonomy structure and work on building links for category segments.

Overall, I don't think the biggest issue for Ecommerce is SEO, but more about growing your visitors life time value. Spending weeks optimizing pages is worthless if visitors only purchase once and are never heard from again. The same goes for spamming your email list with "deals" on a daily basis. It's not a long term strategy. You'll get much better results by being the first company that comes to a person's mind when they think about products in your target niche.

32. Brian Zeng – Brianzeng.me



While everyone talks about building links and driving visitors to product pages, the parts that come before and after getting traffic are very important.

On-site optimization for ecommerce is critical because of the large numbers of CMS and frameworks that are used to build online stores.

Once you decide on a scripting language and CMS on which you're going to build your ecommerce site, look up every conceivable tip, plugin and piece of code to optimize it to the hilt. There are comprehensive guides, robots.txt samples and posts out there that cater to Magento, Shopify, WordPress or whatever platform you're using. And then there is landing page optimization. Never cease A/B testing and optimizing your category, product and campaign pages. Here's an [entertaining guide](#) to get you started. Further, [Oli Gardner](#) and [Peep Laja](#) are a couple of CRO experts you should closely follow.

33. Altaf Gilani – EminentInfoWeb



If you have an e-commerce site, you are more or less dependent on search engine organic traffic (mostly Google). And for that SEO is a MUST-DO. SEO for e-commerce websites is quite different from a traditional SEO. In an e-commerce website, technical on-page optimization is a basic necessity. Backlinks are no doubt very important but as you have lots of pages obviously you cannot build links to all the pages, so if you can make your website Search Engine friendly, you can easily rip the low hanging fruits (traffic from long tail keywords) as they're lesser competitive in nature.

34. Frank Joseph – Make Money Home Blog



Building Links to an Ecommerce website is totally different from normal blog site. Why? Because a lot of these sites are amazon affiliate stores that are on autopilot (they pull content from amazon). 1) This is the first mistake a lot of people make when creating an ecommerce site. 2) And even if they build thousands of links, their ranking will be temporary.

Now that we are through with the first mistake a lot of ecommerce companies make, the next step is to pay for unique content. Give Google something to index, locate your top selling products and product categories (through E-Commerce reports) and make them content rich so that they can attract traffic from Google/search engines.

One way to get your ecommerce site to rank is to build powerful links (preferable homepage links from PBN). You don't just want to link to your homepage. This will not look natural to search engines. What we are going to do next is to build links to our inner pages. Why not start a blog on your ecommerce site? The content on the blog will focus on your products, with this, bots will have a lot of crawling to do on your site. There are more ways to attract traffic to your ecommerce site apart

from search engine, here are **top 10 ways to attract referral traffic to your site.**

35. Iftekhhar Ahmed – IftekhharAhmed.com



Social media is a new SEO. Create engaging content, review your products and share it on social media. Each platform i.e. facebook, instagram, pinterest etc... has its own audience and methods and demographic. Check what is your demographic male, female or both. Reviewing your products will bring traffic from search engines as well as social media

eventually result in more sales.