Marketing Your Store

& Site Improvements To Increase Sales

eCommerce Marketing

You have the products, the website, and the packaging materials all ready to go. Now, the next step is bringing traffic to your website and converting the traffic into paying customers. Ecommerce marketing can be challenging, but with the following smart strategies, you can boost your online success.

Marketing Ideas

- Google & Bing Webmaster
- Google AdWords
- Google Places
- Facebook Ads
- Facebook Pixel
- Email Marketing
- Text Message Marketing
- Add Links on Other Sites
- Social Media
- Book Search Engines
- Offline Marketing

Site Improvements to Increase Sales

- Accept Credit Cards
- Add Content to Your Website
- Use Stock Data & Blogs
- Use New, Featured, Related Items
- Secure Your Entire site
- Update to Version 2

Google & Bing Webmaster

Google & Bing offer various services to their webmasters. However, from the stand point of your store, at the very minimum, you may provide the direct address of your store's sitemap. This may help these search engines index your store's pages, including product pages, faster and more efficiently. You may also review what they have indexed and any errors they may encounter.

Google Webmaster:
https://www.google.com/webmasters/

Bing Webmaster:
https://www.bing.com/toolbox/webmaster/

Both Google and Bing require domain ownership validation. They offer various methods including Name Server entries, META Tag entries and downloading an HTML file to place on your website.

* Important *
For now, ChrisLands requires that you use the HTML file download. When you are going through the webmaster registration, an option to select a Validation Method is provide, choose the HTML File validation method. Download the HTML file they provide, attach it to an email and email support@chrislands.com. ChrisLands will install it in the right location then you can validate your site.

Once you have your site validated, you may submit your site map. Your sitemap is located at your store.

http://www.YOURSTOREDOMAIN.extension/sitemapindex.xml.gz

Such as:
http://www.chrislands.com/sitemapindex.xml.gz

* Note: if your store is secure, use https instead of http.

Google Adwords

Google Adwords is the largest and most widely used online advertising network in the world, and millions of businesses advertise using Adwords to reach new customers and grow their business.

Using Google Adwords helps place your eCommerce store in front of the customers who are looking for the inventory you specify.

With Google Adwords you start with any budget and pay only when you receive an Ad Click (pay for click).

Find out how to use Adwords here:

[Google Ad Words](#).

Please note: We have experience running Google ads and may be able to help if this interests you. Contact support@chrislands.com for more.

Google Places

You may have a [Google My Business](#) account if "[you make in-person contact with customers](#)".   If you have a retail location you may utilize this feature.

Google My Business is simply a Google account you sign up for. It is completely free. Once you sign up, you are asked to fill out your business information such as address, business description, and contact info.

When someone uses Google and performs a geographical based search, Google displays results of local businesses that match the intention of the searcher's query.

Facebook Ads

Tell your brand's story to millions of users!

One of the most common purposes of Facebook Advertising is driving traffic to your website, either to increase your site's overall reach or to send users to a dedicated landing page and have them potentially buy your product, sign up for a newsletter, or participate in some other kind of lead generation.

Facebook ads are different then posts or even boosting posts. A post goes to your friends, a boosted post goes to your friends and those who like your page. Facebook ads are not limited to your friends and likes. You may target your audience with Facebook Ads.

Facebook Ads use any budget. Find out more at:

https://www.facebook.com/business/products/ads

Please note: We have experience running Facebook ads and may be able to help if this interests you. Contact support@chrislands.com for more.

Facebook Pixel

Ever wondered how Amazon or other websites follow you back to Facebook with the latest items you just looked at? Amazon and similar companies utilize Facebook Pixels.

What is Facebook Pixels? Facebook Pixel is a snippet of code that you place on your website. When customers visit your website the Pixel records that visit. Then when customers goes to their Facebook page, your website and products may show up on their activity feed or the Facebook sidebar.

To utilize: Login->Admin->Marketing->Facebook Pixel *Version 2 stores

https://www.facebook.com/business/help/952192354843755

Email Marketing

With email marketing, your business can create deeper relationships with a wider audience at a fraction of the cost of traditional media.

No print costs, no postage fees, no advertising rates. Email marketing is as affordable as marketing gets. According to the Direct Marketing Association, email marketing brings in $40 for every $1 spent, outperforming search, display, and social marketing.

Use your current customer emails lists through your store. Email promo codes to help drive return business by 25%.

Mail Chimp and Constant Contact are good places to start.

Each of these services provide "Sign Up" code for your site visitors to sign up for your emails. Send this code to ChrisLands to have it placed on your site.

Text Message Marketing

Over 94% of the entire population has smart phones. Text messages have an open rate of 96% within 3 minutes of receiving the text.

If you have a client base with phone numbers, text messaging is a great way to get the word out about promotions or events you have.

ChrisLands has a text messaging system you may use if you like. Please contact support@chrislands.com if you are interested.

Using email and text message marketing

helps increase sales and traffic to your store.

Add Links on Other Sites

Wherever you can place links to your website address, do so. Do you have friends with websites? Ask them to place your site link on their site.

Do you have social media? Post your website address and links to your products on your social media. This is a continual process, whenever you think about it, post something with your web site links. The more the better.

Ensure any "About" section of your social media accounts contain the proper website address for your store.

Place your website link on other sites where you list your products (eBay, AbeBooks, Amazon, Biblio) if possible. The more links on other sites pointing back to your store's website the better!

Your Website Address is Important!

Put it on Everything!!!

Social Media

According to one Social Media Course, "Having a Website without Facebook is wrong, having Facebook without a Website is wrong".   Bottom line, you need a website and social media to be effective.

With nearly half of the world's population using social media platforms, they are a natural place to reach new and highly targeted potential customers.

As high as 60% of people say they find products on Facebook and Instagram.

You can post almost anything on your social media including events you may be having, blog entries you've written, product specials, and links directly to products listed on your site.   Always include your website address in every post.

Keeping up with social media can be time consuming but it is important. We recommend that you schedule time, a regular schedule, even as little as 15 minutes a day, or every other day, to add to your social media.

Book Search Engines

People who go to search engines for books are specifically looking for books. Consequently, listing your inventory in search engines designed specifically for books increases your inventory's exposure to more potential customers.

As each of these search engines have their own pages that are indexed by other search engines (google, bing), the chance of your inventory being found increases.

Many sellers list on multiple venues (ebay, Abebooks, Alibris, etc). The same logic applies for listing on search engines for books as listing with other venues.

ChrisLands supports three search engines for books.

1. BookFinder.com

2. ChrisLandsSearch.com & Vialibri.net

More information is available in the Marketing area of your store administration.

Offline Marketing

Often we get so caught up in the Internet that we forget about doing anything offline. However, there are many easy ways to do offline marketing.

One simple way is to include your website's address in everything you have printed: advertisements, business cards, stationery, yellow pages, those little marketing books, and so on. Do not forget your website's address!

Include your website's address in the signature of every email. Ensure it is clickable. Such as:

Jaymes H. Sorbel
www.ChrisLands.com

Offline Marketing (2)

I often receive emails without any signature and sometimes with signatures that are not clickable or have the business name rather than the website address. Such as:

Jaymes H. Sorbel
ChrisLands Inc.

Always put your full website address on your email signature.

When you mail sold items to customers include a note thanking them for their order and you could also include a coupon code to come back and buy again.

Use your imagination!
Don't forget about offline advertising!

Site Improvements to Increase Sales

The rest of this document discusses things you may do or features you may use with your ChrisLands' store that could help increase your sales.

Accept Credit Cards

As I am transferring current stores to our new system, I noticed that some stores only accept personal checks, cashier checks, and so on. I know people who no longer even have checks. I've also seen other stores who only accept Paypal and I know many people who do not use Paypal.

Over 84% of credit card transactions are done online versus in store. To increase sales, you almost have to Accept Credit Cards at your store!

In order to accept credit cards on your site and have them automatically processed you need a Payment Gateway. Payment Gateways are a merchant service provider that processes credit cards in the background without your customer even leaving your site.

Orders are not recorded unless the credit card transaction is approved.

We recommend BrainTreePayments to process credit cards on your site for several reason.

- No Monthly Fee

- N0 Annual Fee

- No Per Transaction Limit

- NO Monthly Transaction Limit

- Only pay a transaction fee when a credit card is processed

If you choose BraintreePayments.com, ChrisLands requires certain credentials from your BrainTreePayments account to link your store to your BrainTreePayments account.

Note: I have personally noticed my PayPal transaction fees running between 3.9% and 4.8%. I don't know why the difference. BrainTreePayments is more economical, than my Paypal rates.

Add Content to Your Site

Content drives sales! The saying "Content is King" is still valid today.

Search engines use words to index your site's pages. The more words, in particular, the same keyword, or keyword phrase, used multiple times on a page increases the likelihood that search engines indexes the page based on those keywords.

I've written about Keywords in the past: About Keywords

Words are just as important, if not more important, in your product details. Having good descriptions, images, and other key points in your inventory listings increase your products' standing in search engines.

Use Stock Data & Blogs

If you need help with adding content to your inventory, ChrisLands has stock data available. We provide details include publisher descriptions for nearly 20 million International Standard Book Numbers (ISBN) (more coming soon) and we have images for nearly 28 million ISBNs.

The stock data may increase words for indexing by search engines on your product detail pages and statistically a consumer is 62% more likely to buy an item that has an image associated with it.

To find out more about stock data go to the Inventory area of your store's administration.

Writing blogs and linking your store throughout blog posts helps drive traffic to your webstore and increases search engine indexing by adding more content. We encourage store owners to link to their blogs. One popular blogging system is www.Blogger.com

Include product images in your blog posts and flank your blog posts with products.

<div align="center">
Content is the material you create to inspire
existing customers and the audience you hope to reach!
Your next customers are out there somewhere!
</div>

New, Featured, & Related Items

Your store has several ways to highlight portions of your Inventory. You may highlight new items, select certain featured items, or show related items on the product detail page.

Once you configure these features, they display automatically on your site. The only thing you may want to do is change your Featured Items occasionally or when you have some special inventory listed.

By adding New and Featured Items to your home page you also add content to that page as well as more content to product pages with related items. You are putting more products in front of your customer.

Version 1 Store – Find more information in the Advanced Features and Inventory areas of your store administration.

Version 2 Stores – Find more information in the Inventory and Promotion areas of your store administration. Some design elements are required.

Secure Your Entire Site

The push is on by many entities to secure every website. Already, some search engines and Internet browsers now show when a web page is not secured.

The lock in the browser bar and the "s" in https means a site is secure in every language. This provides a visual to those visiting your site that your site is secure.

Your site with ChrisLands already has secure pages for all pages that historically required some form of data entry including creating a new customer and checking out. Visitors on those pages see the lock and "s" in the https. These secure pages are provided by ChrisLands through a secure domain we provide, not your own domain.

We now have a partnership with a Certificate Authority where you can secure your entire site.   Your site will be completely secure and use your own domain name (rather than a secure domain provided by ChrisLands.com).

Secure Your Entire Site (2)

Plus we can do it all for you. No need to get your own certificate, no need to create a certificate signing request (CSR), no need to renew the certificate every time it expires, no need for a new CSR at every renewal and on and on. We provide the certificate, keep it up to date, and manage all the configurations.

We charge a small fee for this service of $5 per month which covers configuration, the CSR, the renewal CSR, updating the SSL Certificate at renewal, and so on.

We believe it is worth it!

Email support@chrisLands.com with your store's domain name if you are interested in this service.

Update to Version 2

We have worked on updating ChrisLands for nearly 3 ½ years. The new version uses many coding best practices that were not around 18 years ago.   It provides a platform that gives us the ability to add new features more efficiently, modify old features, and find any errors easier.

Even though it has been over 3 ½ years, we've only just begun. Development on new features and updates to Version 2 are planned long into the future!

Over the last year, we have converted nearly 400 stores to Version 2. To see version 2 stores, go to Live Sites at ChrisLands.com. Stores with an * (asterick) are on Version 2.

Given all the development time, the ongoing development, and nearly 400 stores using Version 2 some for nearly a year, there is no reason not to update to Version 2.

To update to Version 2, on the first page of Administration, to the right side, under the label "Version 2 Update Queue" click "Click Here to Queue". Fill out the form and click Save. We receive an email when you have queued and will begin building your store.

Update to Version 2

Here are a Few Version 2 Features:

- Increased search engine optimization (SEO). Enter a title and description for every page you maintain.

- Mobile friendly websites viewable on any device. Your site adjusts to the screen size including smart phones. Over 94% of the population have smart phones. I've seen it stated, "without a mobile ready website you may as well close your store one day a week".

- Accept Credit Cards with Square.com. Many of you use square when you attend book fairs, now use it with your website for credit card processing.

- Updated administration panel.

- Secure your entire website.

- Version 2 sites are on new faster servers with updated language speeds, operating system, and increased server performance.

Conclusion

Marketing and maintaining your website can seem daunting and overwhelming at times but the effort you make could bring great results. We believe those efforts are worth it.

There are many ways to market and improve your website.   We have covered a few in this document. Others include:

- List your products on Google Store (or Products). This used to be known as Froogle. It requires an Adwords account.

- Create Coupons at your ChrisLands' store.

- Create Sales at your ChrisLands' store.

We hope that some of these ideas presented in this document help!

Please email support@ChrisLands.com

With any ideas or suggestions for marketing or to improve this document (grammar, structure, etc).   Anything!