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## Advertising Your eCommerce Web Site

By Lisa Maliga

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### 8 Tips for Increasing Your Online Sales

Once you've launched your eCommerce web site, you'll need to show it off to the online world. Whether you're paying someone to submit your site to all the major and minor search engines and directories, it's still up to you to continually advertise your eCommerce site in order to keep attracting business.

Many online business owners will tell you that within six to nine months of your launch date you'll start seeing increased orders for your products. However here are 8 things you can do to lure people to your site now!

1. Advertise on <http://www.Craigslist.org> . This entry will only last for 10 days and you must submit to one city and category at a time. You can include photos and/or advanced HTML in your ad.
2. Write a press release and send out for free to the following sites: <http://www.prweb.com> [this one has been around for several years]; <http://www.prbot.com> and <http://www.openpress.com> Paid submissions will get you more views, quicker listings in the search engines, and the ability to post photos and keep track of your statistics.
3. Submit your site[s] to [http://www.isedb.com/html/Web\\_Directories](http://www.isedb.com/html/Web_Directories) [You'll discover loads of directories here, from the highly specialized to the mainstream. Many of the sites have ratings; indicate whether they're accepting new submissions, and if there's a fee for submitting].
4. Search engine positioning. When advertising your eCommerce site, always have the following information on hand: A. Your Web site title. This should be approximately 7–12 words. B. Description. Have 3 different descriptions of varying lengths. 15 words, 25 words, 100 words. Have them summarize the essence of your site. C. Keywords. 10 - 50 of your most important keywords arranged in order of importance. Again, some online directories will allow you to contribute more keywords than others.
5. Write articles about your products/service. Be an online expert. What makes your site so unique from the thousands of others in your chosen category? Is it your customized service? Your low prices? Your high quality? Don't over promote your product, but concentrate on what will help others. It's highly

recommended you include at least two or three testimonials.

6.Exchange links with other sites that have quality information and are related to your field in some way. For example, I sell a lot of soap so I link with mostly gift basket, crafting and candle sites.

7.Free classifieds. These can sometimes get you listed in the search engines, but don't expect too much response from them.

8.Offer a freebie. For example, if you have an eBook for sale, you won't give the entire book away, but having a chapter or two online will increase interest - and sales. If you make or sell a product, offer a free sample with a paid order. Or free shipping on sales over a certain amount.

Follow one or more of these helpful tips and watch your online business bloom!

Lisa Maliga, writer & owner of Everything Shea Aromatic Creations [<http://www.everythingshea.com>] offers a fragrant selection of designer shea butter glycerin soaps, exclusive Whipped Shea Butter, & unique SoapCakes to personalize for gifts or promotions.

### **Ask Mr. D – E–Commerce**

**By Bill Daugherty**

#### **Ask Mr. D – E–Commerce by Bill Daugherty**

Dear Mr. D,

I have owned a sporting goods store for the past 15 years. A few months ago I decided to take the plunge into the world of ecommerce. Boy, what a difference between a brick and mortar store and a store on the Internet.

In my bricks and mortar store we get a few browsers, but most people that come in buy something. However, at my online store most visitors seem to just look and then leave without buying anything.

I am obviously going to need a lot more traffic to make my web site pay off. Do you have some advertising ideas that won't cost me a fortune?

Signed,

Need Visitors

Dear Need Visitors,

Welcome to the Internet. As you have learned, it takes a lot more visitors to a web store to produce a sale than it does to a brick & mortar establishment.

To increase your web site traffic without busting your advertising budget, try piggy backing your web advertising onto your current local store ads.

For example:

In your newspaper ads use a little

space at the bottom of each ad for this:

Too Busy To Come By The Store?  
We Are As Close As Your Computer  
(Your URL)

Another traffic builder is to print up some flyers advertising your web site and staple them to each customer's receipt.

Those are two examples of piggy backing your web business onto your local ads and business practices. You can come up many more if you will take a little time and think about it.

Bill Daugherty Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>



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