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**Innovative Ways to Attract Online Business**

**By Lisa Maliga**

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Make your web site as consumer friendly as possible with these helpful tips.

Perhaps you're the new owner of a business, or have been long established in an actual retail shop, and just want to put your items online to show the world what you have to offer.

The easiest way to do this is by being selfish! That's right, think of what YOU like to see when you surf or shop online. Do you appreciate the beauty of a photograph that makes you want to put that product in the shopping cart, or are you lulled into a buying frenzy by moving images or techno music? Or does a simple text only site make the most sense to your needs?

**Ease of Use**

Most of us want things to be easy, whether we're driving to the supermarket and want to find the fastest way to get there, or shopping online. We would probably all consider the way a site loads in less than 30 seconds to be more acceptable than a site that takes far longer and rewards you with a red X where a photograph should be!

Easy navigation is like the street that runs from east to west, not dividing into a dead end or curving into another street name. Buttons that are clearly labeled as to what the page represents, for example, on my site I clearly mark which button is for soap and which is for the monthly specials page. So should your site be concisely marked so that the visitor is encouraged to stay and learn more about your products. If you're selling shoes, have the easy to read button, tab or link read shoes, not hoofwear! Being cute is nice, but being accurate with your description will get you more hits/sales!

**Contact Page**

Who are you? Obviously you're quite familiar with your face when you see it every morning, but to millions of online surfers, you're just a domain name or an e-mail address. Regardless of the fact that you may only have a couple of pages to serve as your online business card or e-tail store, or thousands of pages, you must include your contact information on every page! Why? Because you want to be contacted, right? That's why you've chosen to put your site up. You must include an e-mail

## Innovative Ways to Attract Online Business

address, but that's only for starters. To gain a potential customer's trust, show that you're an established entity. No matter what your location, if you do business from the United States, France, China, Germany, etc. and want to ship/do business with folks in other countries, you need to include a physical street address. That way, those of you who don't choose to pay via credit card, PayPal or eCheck, can send you a check or money order. This address can be a post office box, a street address does look more like you own a serious business.

Phone and fax numbers are also a necessity. Even if that is a cellphone, please try to include that for those people who may wish to call and ask you questions about your products or service.

By being accessible both online and offline you stand a much better chance to do more business than you would if you just remained an online mystery site!

### That Page About You!

Don't be shy about telling customers who you are and what you're doing with such a nice online presence! This is where you sell the fact that you are an expert in your field and why you're the one they should buy from. Facts and figures sell, so if you can prove that you won those awards or have sold that many units, or have been in business since the fax machine was invented, then put that on your page.

Add your picture, so that more than the person in the mirror can see it! Show close-ups of your products, your company, and your other employees. Ok, so maybe you're a bit camera shy. Then share a few lines of personal information about a hobby that may tie into what your eCommerce site is about. Tell how your company began - perhaps it was from a hobby that is now your business. Give statistics, if that's your way, but not too many so as to confuse a potential buyer. If possible, be funny, be witty, be cheerful. Perk up someone's visit to your site so they'll feel compelled to journey over to the shopping cart and add a few items. Or maybe they're too busy for now, but they'll bookmark it and return later.

### Testimonials Sell

There are thousands of companies that sell soap and other bath & body products online. If you sell real estate, list your properties sold, if you repair shoes, have customers write their impressions on how quickly they were fixed, etc. What makes my site different than the others? Testimonials. Real, genuine, heartfelt testimonials from people who have bought and used the products. Include a person's name and location and their quotes about a service well done or a product well received. In fact, add a few of your testimonials on your main page so they may end up on Google's or Yahoo's search engines as part of a description!

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.

### **You Attract Who You Are On The Internet!**

**By Martin Lemieux**

## Innovative Ways to Attract Online Business

Being online is not only about getting your piece of pie, it's also about what kind of pie you are getting. Your company is often being measured by many other business people online. There are many ways that people are keeping an eye on you. Search engine placements Number of incoming links Alexa ranking PR Rating online Website growth What others are saying

The reason why people do this is because, we are all looking for other great companies to tie into. Marketing online is about creating a network of advertising to come back to you. The more you put out there, the more you'll have coming in.

On another note, the quality of what you put out there is very important as well. You are more likely to have your advertising ad viewed by many people from a very popular website, rather than a newbie. This is why many of the top websites in the world offer advertising to the public. There is money to be made.

As an entrepreneur, you should always be looking for ways to connect your business with others online. This is a crucial step so many seem to neglect to do. Maybe you feel it isn't that important, or maybe you don't know how to start.

Connecting people online is more simple than you think. It comes down to finding other like minded people like yourself and combining your services or products together. For instance, let's say you sell "shoes online". Try finding "Shoe repair shops" that will work with you to bring both your visitors together.

So now that we know why it's important, let's also take a look at how you can get the better half of the pie every time...

You attract what you are:

Can't be more right when it comes to online. When someone is researching online to connect with others, there is no personal feel to it, it's simply information so we tend to go for the facts. Like I mentioned above, people are trying to measure your success. Why are they trying to do that? To determine whether or not you have made your website as successful as theirs. It's as simple as that. If you work hard and end up getting medium-to-good-success online, on the same note, you will attract websites that measure up to yours.

The beginners & players:

When starting out, you want to find websites within your field that have also just started. This way, you both can grow together. On the flip side, if you've been around for a while, getting other website's attention won't be too hard for you. People will either listen up real quick or not at all by the measure of your success online.

Sad Reality:

In some respects, this method of connectivity seems much like a rally for BMW's and another rally for

NEON's. There is rarely something that fits in the middle. If you now have medium success online, it is still a little tough to make successful websites want to connect with you and the newer websites are now knocking on your door.

In Conclusion:

Keep plugging away at everything you are doing online. What you put out there will come back in equal amounts. – Law of the universe.

Hope this article helps you out!

Read more of Martin's articles online here:

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