

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Ten Best E-Commerce Strategies**

**By Steven Pruner**

**The Ten Best E-Commerce Strategies by Steven Pruner**

Strategy #1 – Copy

Smaller e-commerce sites must strive to increase their customer base while the costs are still low. Smaller e-commerce sites can see what the multi-million dollar sites are doing and simply copy much of what they are doing. Although the copying strategy is not a strategy of a market leader, smaller e-commerce ventures rarely have the resources to be market leaders.

Strategy #2 – Build Loyal Customers Base Now

While the costs are relatively low, now is the time to build a loyal customer base that can serve as the core business. Small e-commerce ventures should be spending money now to increase the size of the customer base. Lock in advertising rates and establish ad programs where prices can be grand-fathered in. It will cost a lot more later.

Strategy #3 – Allow For Frequent Site Updates

Keeping your site fresh will keep your current customers coming back to your site without being bored or put off because your site has not changed. The motto, "Content is King" applies to e-commerce sites too! Shoppers and customers need helpful, educational information that keeps them coming back to your site.

Strategy #4 – Move Inventory Around

Just like in a bricks and mortar store, you need to move the inventory around. Place different items on sale. Create timely sales. Put items on special and bring them to the homepage. Feature items with more information. Put up special

## The Ten Best E-Commerce Strategies

graphics for sale and special items. Offer a clearance sale or a clearance section to your site.

### Strategy #5 – Auctions for Profit

Supplementing your e-commerce sites with selling on auction sites can be an excellent sales and advertising opportunity. Put items for auction on the auction sites and make sure it has a link back to your own e-commerce site.

### Strategy #6 – Watch the Backend

Now that you have the order, you have to finish the shopping experience for

the customer. You should have in place a system to make sure the order is shipped in a timely fashion and that the customer is kept informed of the order status. Email is sufficient for keeping in touch. Make sure you are handing the shipping in good time.

### Strategy #6 – Use Email Lists

A listserver allows you to capture emails so that you can build an email list. This will allow you can send to the entire list with just one email message or newsletter. A subscribed list is where users subscribe freely to your list. This is perfect for sales updates or a newsletter, or just wishing everyone happy holidays.

### Strategy #7 – Get Found in Search Engines!

Unless you are in the top 20 of search engine listings you probably won't be found by 90% of those using the search engine. By creating an additional home page that is optimized for your search word and the search engine you are submitting it to you will vastly increase your ranking in most search engine.

### Strategy #8 – Get Linked!

One of the cheapest and best ways for new customers to find your site is through links. Getting other sites to provide a link to your site involves just a few things:

1. Have a graphic button that you can provide other sites with which they can put on their page. This gives them an easy button that can serve to maybe even dress up their site.
2. Create a standard email message that has the graphic button attached asking them nicely to put the button with the link on their site

## The Ten Best E-Commerce Strategies

### Strategy #9 – For More Sales Have More Product

Too often shopping sites do not have enough of an inventory to make the shopping experience worthwhile for the shoppers. The likelihood that anyone actually buys something is directly proportional to the number of items with all things being equal. You have to catch customers with something they want to buy.

### Strategy #10 – Make Everyone Your Salesman

You can make everyone a paid salesman for your products by setting up yourself with an affiliate program. Affiliate programs are fast becoming one of the hottest selling techniques on the internet next to auction programs. By creating an affiliate program you make it easy for anyone with a web site to sell your products and receive a commission.

Steven Pruner is the owner of CyberDivan Web Design, ([www.cyberdivan.com](http://www.cyberdivan.com)) and has been designing business sites since 1996. Steve can be reached at [steve@cyberdivan.com](mailto:steve@cyberdivan.com)

## **E-Commerce, Earn While You Learn!**

**By Gina Novelle**

### **E-Commerce, Earn While You Learn! by Gina Novelle**

You build it and they will come is the battle cry of Web Page Designers. Many people are hooked on this idea. Well it's not that easy or is it?

There is a way to try E-commerce before you jump in with the big dollars. During this trial period, you could learn to build your own web page, play in the retail market, and yes Earn While You Learn. Build your E-commerce business like you built your current business. Do it yourself so you don't have to rely on high dollar transit programmers. How?

Use Auction Sites as your playground. You would be surprised to learn the return you could achieve with just a little bit of knowledge. As our clients know, we don't teach anything we don't actually work in! When we decided to earn while we learned, we picked eBay. In addition to making money, we learned valuable information about E-commerce, and:

Lessons in shipping

Lessons in customer support.

Lessons in accepting online credit cards

We now have over 100 E-commerce clients with repeat clients. During our auctions, our website hits increase dramatically. So before you jump into E-commerce, first learn to walk slowly and then run.

## The Ten Best E-Commerce Strategies

What's the cost of eBay? If you accept credit cards, and learn some tricks, the cost of listing, and credit card fees runs approximately six percent of the sales price. You can learn more about our eBay clients at [www.thirdpocket.com](http://www.thirdpocket.com), a support site for the self-employed.

Ms. Gina Novelle has been freelance writing in the computer market for years. She wrote several articles for Pinnacle Publishing from 1990–1995. She teaches businesses how to harness the power of technology to maximize efficiency and productivity. Ms. Novelle uses Enhanced Technology Methods. What is Enhanced Technology Methods? You can see her slide show at [ww.computeaching.net](http://ww.computeaching.net).



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**