

Steps to Marketing your Website

Step 1: Optimize your Homepage

- **Shopping Cart Elite Module to Use:** Store Management – Setting – Website
- **Tutorials to Watch:** Store Management – Setting – Website Settings: 6.1 - 6.2.1
Marketing Tutorials: 30.3.1

Before you can start marketing your website you need to optimize the Title on your homepage. To optimize the title make sure you read the tutorial 30.3.1 and use the same methods from the tutorial to optimize your homepage title.

Next you want to make sure the main banner have only the buttons that you think your visitors will click on. (Example: If you don't have an automotive website, disable automotive search)

Optimize your About Us page and Twitter feed to insure they are attractive to your customers.

Optimize your featured products to display only those that you think your visitors will be interested in. Don't overload the homepage with a bunch of random products. Only display popular products that that are being sold at a competitive price, which will generate a reasonable profit.

- **Critical Tasks to Complete in this Step:**
 - Optimize Homepage Title
 - Configure Main banner and side menus
 - Optimize About Us Page and Twitter
 - Optimize Featured Products

Step 2: Optimize Products

- **Shopping Cart Elite Module to Use:** Store Management - Product Setup
- **Tutorials to Watch:** Store Management - Product Setup: 1.5, 1.16
Store Management – Setting – Website Settings: 6.3
Marketing Tutorials: 30.5

Once the products are imported or manually entered, you need to optimize their description / bullets.

- **Critical Tasks to Complete in this Step:**
 - Find competitors and paraphrase their product descriptions
 - Optimize the product descriptions for Search Engine Optimization (SEO)
 - Use Competition Spy module to research your pricing versus your competitors
 - Compare your pricing with the Competition and make sure you have competitive pricing
 - Optimize your product photos and your category photos
- **Optional Tasks to Complete in this Step:**
 - Find vendors on eBay who are offering products you can sell.
 - See what items they have in stock and in what quantity
 - Negotiate a deal with vendor to have products drop shipped without fees to your customers
 - Obtain better product pictures and technical details
 - Ask your vendors for emergency contact information: land and cell numbers, address
 - Find out the vendor's return policy
 - Negotiate blind drop ship with your vendor. (Blind drop ship is when the vendor does not include any literature from your company and doesn't put their phone # and return company address on the shipping label.)
 - Consider contacting www.exclusiveXbrand.com to have them research supplier and private label the parts for you.

Step 3: Submit to Marketplace

- **Shopping Cart Elite Module to Use:** General - Marketplace
- **Tutorials to Watch:** General – Marketplace: 15.5, eBay: 15.1-15.2-15.3

One of the major advantages of Shopping Cart Elite is the ability to easily push the products from your store into other marketplaces such as Amazon and eBay. The procedure to list your products on these sites is simple, and in the case of eBay, your product listings will look exactly as they do on your Shopping Cart Elite website's product page.

You should always submit your products to Google Base; it only requires you to enter your Google Email and password to launch the products into Google Base.

We also highly recommend selling on eBay, not only to increase traffic but also convert sales. Watch the tutorials 15.1 and 15.3 for more details.

- **Critical Tasks to Complete in this Step:**
 - Research and select marketplace(s)
 - Check out competition: products and prices
 - Select products to sell
 - Determine and assign prices
 - List product(s) on marketplace

Step 4: Conduct Link Campaign

- **Shopping Cart Elite Module to Use:** Store Management - Outbound Links
- **Tutorials to Watch:** Store Management - Outbound Links: 3.0-3.3
Marketing Tutorials: 30.3.0 – 30.3.1

If you want your traffic to rise from 0 to 100 and eventually 1000-10,000 per day, you must do link exchanges. Notice I say, “**MUST**” not should. Link exchanges are the major reason for the difference between you earning nothing to having a multi-million dollar online business. You should start link exchanges as soon as possible and only stop when you sell your online business. Some activities on your site are of a "one time" nature. Link exchanges, however, must be an "ongoing" activity.

Be very careful when you conduct link exchanges as some can do more harm than good. Make sure you read and understand the tutorials.

Good, quality inbound links are a sure way of getting your website ranked highly by the search engines. When your website is ranked highly, the amount of traffic driven to your site rises significantly. Any efforts you expend on acquiring good links will be well worth your time investment in terms of traffic and potential returns.

- **Critical Tasks to Complete in this Step:**
 - Research and identify good, solid anchor text
 - Set up the link exchange anchor text in *Store Management – Setting – Website - Setting – Links Setting*
 - Find quality sites from which to request inbound links
 - Start your link campaign exchanges at 1-3 links with relevant link partners every day.
 - Write individualized emails to targeted sites requesting link, including link code/text
- **Optional Tasks to Complete in this Step:**
 - Buy a list of potential sites to get links from (GRO Project)
 - Develop a form email to send to desired sites

Step 5: Use Article Marketing

- **Shopping Cart Elite Module to Use:** Store Management - Article Marketing
- **Tutorials to Watch:** Store Management – Article Marketing: 2.1-2.6
Marketing Tutorials: 30.4, 3.7

. One way of getting good links is to write articles, submit them to various websites, and get inbound links from the links in the article and/or author signature. The reason why articles provide quality links is because they are providing quality, interesting content. Good content is ranked highly, both in websites and in inbound links. Inbound links originating from quality content are like votes for your website.

Articles also create additional content on your own website, allowing you to rank for a range of different keywords relevant to the same product. By writing articles for your own website will generate more traffic to your product page.

- **Critical Tasks to Complete in this Step:**
 - Research the content of similar competitive sites
 - Develop a list of potential article topics
 - Identify key words and plan how to incorporate them into articles
 - Write article(s)
 - Research potential article markets (article repositories: Ezine Articles.com, Article Alley.com, etc.; general auto sites; blogs; complimentary websites, etc.
 - Don't send the exact same article to more than one outlet to avoid being penalized by duplicate content
 - Develop a hit list and submit article(s)
 - Write relevant articles about your own product (ex. Product reviews)
 - Attach products to the articles using the Attach Product feature in Shopping Cart Elite
- **Optional Tasks to Complete in this Step:**
 - Hire consultant to perform all steps
 - Develop tracking mechanism for article placements

Step 6: Monitor your Analytics

- **Shopping Cart Elite Module to Use:** N/A
- **Tutorials to Watch:** Store Management – Setting – Website Settings: 6.1.1

It is very important to monitor your traffic, analyze this traffic and take appropriate action to improve the average on site stay and decrease the bounce rate.

You may read some articles on improving conversions:

[8 brilliant tips that boost conversions](#)

- **Critical Tasks to Complete in this Step:**
 - Monitor your Analytics
 - Take action to enhance the website to improve your results

Step 7: Social Marketing

- **Shopping Cart Elite Module to Use:** N/A
- **Tutorials to Watch:** Marketing Tutorials: 30.8

Once you have begun the process of executing all the steps above, now you will face your next big challenge, Social Marketing. Tutorial 30.8 will give you all the details about different social networks and the different marketing strategies required to effectively use them.