



Internet Marketing Strategies for Ecommerce Websites

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Agenda

- Increase Traffic Quantity & Quality
- Increase Visitor Conversion to Sale
- Improve Effectiveness with Analytics
- Q&A

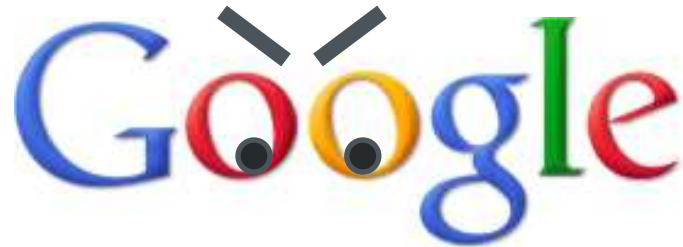
Which area is your
biggest challenge?

What ecommerce
shopping cart platform
do you use?

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Problem: Duplicate Content



[Recharge Tools - Recharge Mower - Rechargeable Lawn Mower, Garden ...](#) ☆

Unlike the gradual decline in the power of a nickel-cadmium battery, lithium-ion cells maintain ... Lithium-ion batteries offer up to 3 times the number of life-cycle charges compared to nickel-cadmium batteries. Also Lithium batteries can be stored for extended periods of time without losing their charge. ...

[www.rechargemower.com/recharge_tools.php](#) - Cached

[Battery powered grass trimmer - Shop sales, stores & prices at ...](#) ☆

Also Lithium batteries can be stored for extended periods of time without losing their charge. Unlike the gradual decline in the power of a nickel-cadmium battery, ... batteries offer up to 3 times the number of life-cycle charges compared Powered by an 18V/1.3Ah Lithium Ion battery; trims and edges up to 1/2 ...

[www.thefind.com/garden/info-battery-powered-grass-trimmer](#) - Cached

[Recharge Tools - Lithium Grass Trimmer](#) ☆

Unlike the gradual decline in the power of a nickel-cadmium battery, lithium-ion ... Lithium-ion batteries offer up to 3 times the number of life-cycle charges ... Also Lithium batteries can be stored for extended periods of time Took 2-3 charges to do a small yard. Worse than that was the customer service. ...

[www.shopwiki.com/Recharge+Tools++Lithium+Grass+Trimmer](#) - Cached

[Amazon.com: Recharge Tools HTLI-10 18 Volt Lithium-Ion 20-Inch ...](#) ☆

Powerful 18 Volt 1350 mAh rechargeable battery fully charges in 1 hour ... Unlike the gradual decline in the power of a nickel-cadmium battery, ... Lithium-ion batteries offer up to 3 times the number of life-cycle ... Also Lithium batteries can be stored for extended periods of time without losing their charge. ...

[www.amazon.com/Recharge-Tools...Lithium-Ion.../B003ZX70AC](#) - Cached

Solution: Create Content

- 1) Blog
- 2) User Reviews
- 3) Unique Product Descriptions
- 4) Unique Photos
- 5) Product Comparisons

1) Blog

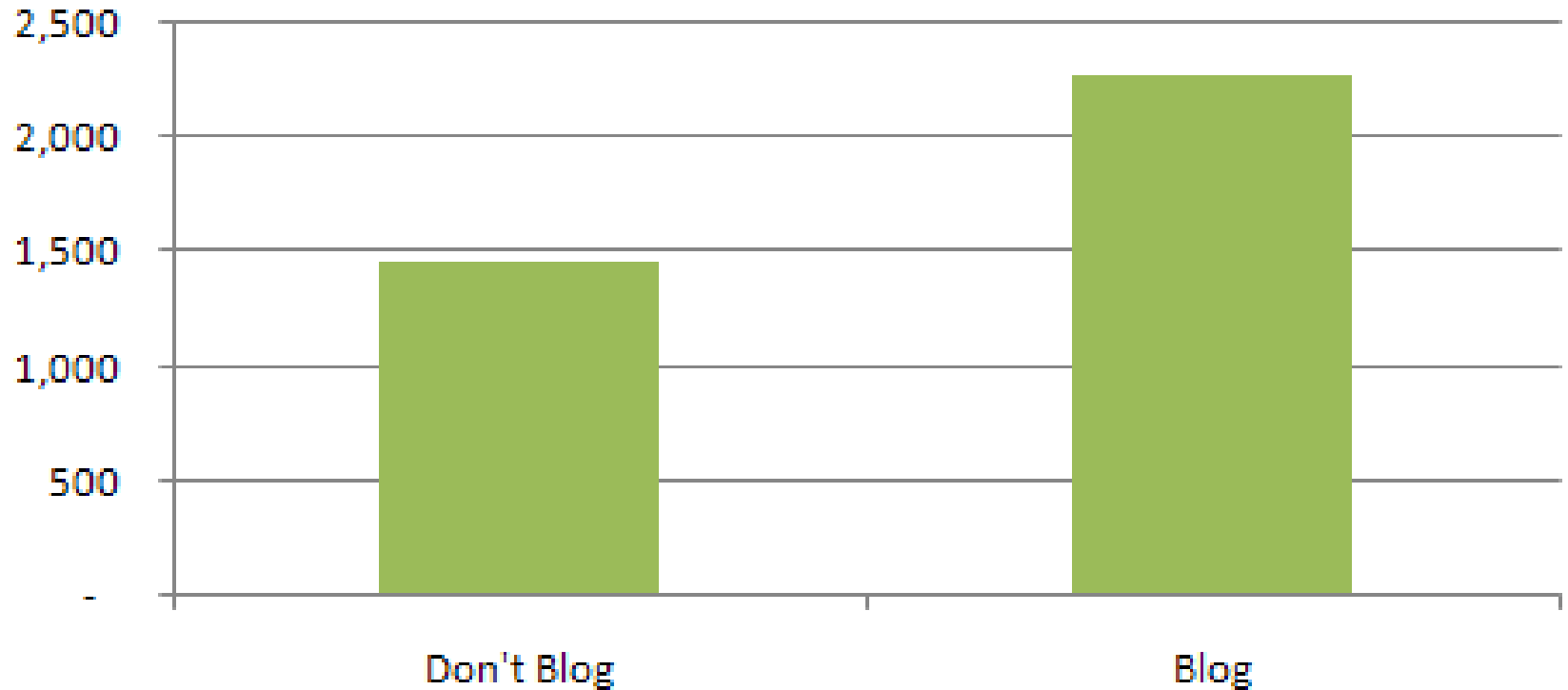
Easiest Way to Produce Unique Content

- Thought leadership
- Education
- Entertainment
- Personality
- SEO



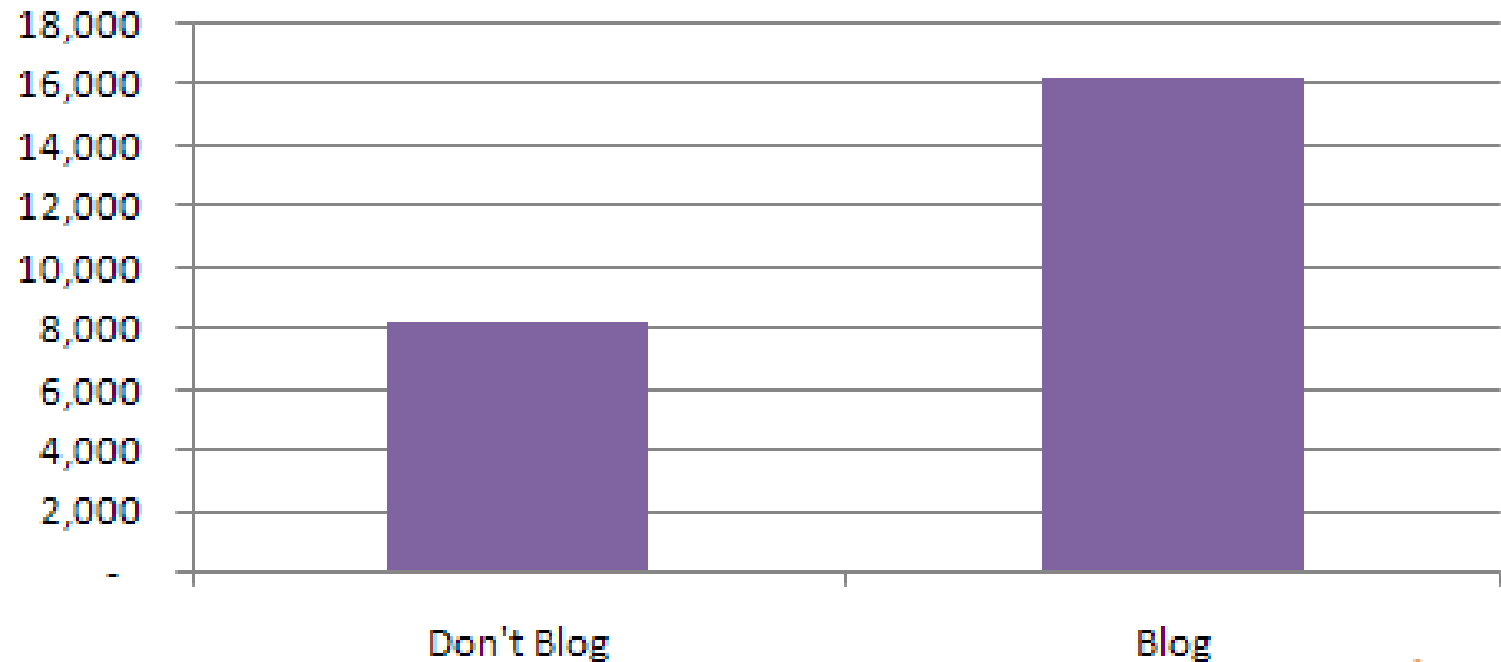
Blogging Attracts More Visitors

55% More Website Visitors for Companies That Blog



Blogging Means More Inbound Links


97% More Inbound Links for Companies That Blog



2) User Reviews

Pulled Roasted Chicken

CUSTOMER RATING:


★★☆☆☆ 2.3 out of 5 (57 reviews) 

[WRITE A REVIEW](#)

Pulled, roasted chicken has a natural smoke flavor and is seasoned and rubbed with savory spices. A perfect blend of white and dark meat, so it is always delicious, tender and moist. Simply thaw and serve for an amazingly easy way to prepare fast sandwiches or add to any of your favorite recipes.

1.5 lbs., Serves 8

Item # 406

\$12.99 Quantity  [ADD TO CART](#)

 [SHARE WITH A FRIEND](#)

3) Unique Product Descriptions



Item Description:

- 24 Assorted Roses
- Stands approximately 16" tall
- Item #41750

Exquisite! Commanding! Imagine the overwhelming sense of abundance when your recipient opens the box to this splash of color—from deep red to blush pink to delicate salmon tones and bright yellow. No lovelier statement can be made and these superb roses are hand-picked and dewy-fresh from the fields!

- Separate yourself from other retailers!
- Describe basic features
- Explain what you like
- Why your product?
- How can buyer benefit?
- Product alternatives?

4) Unique Photos



PLAY VIDEO 

[Preview/Quick Order](#)
Drs. Foster & Smith
Gorilla Tough® Basic
Fold & Carry Cage
As low as \$109.99



PLAY VIDEO 

[Preview/Quick Order](#)
Drs. Foster & Smith
Dura-Ruff® Folding Dog
Crate
SAVE *drs' special*
As low as \$59.49



PLAY VIDEO 

[Preview/Quick Order](#)
Drs. Foster & Smith
Gorilla Tough® Classic
Square Back Cage
As low as \$119.99



[Preview/Quick Order](#)
Drs. Foster & Smith
Gorilla Tough® Exercise
Pen
As low as \$109.99

- Separate yourself from the competition!
- Use ALT Text For SEO
- Links from photo attribution

5) Product Comparisons

Products comparison



Nikon D40

Affordable DSLR from Nikon.

\$759,60

Color	black
CMOS sensor	22 mm, 6 megapixels
Autofocus	3 area TTL
Exposure steps	1/3 EV
ISO sensitivity	ISO 200 — 1600
Display	2.5" TFT LCD
Dimensions	126 x 94 x 64 mm
Lenses	AF-S DX 18-55 mm F3.5-F5.6 G II



Nikon D300

Nikon D200 successor.

\$2639,60

Color	—
CMOS sensor	23", 12.2 megapixels
Autofocus	51 focus points
Exposure steps	1/3, 1/2, 2/3 or 1 EV steps
ISO sensitivity	ISO 200 — 3200
Display	3.0" TFT LCD
Dimensions	147 x 114 x 74 mm
Lenses	not included / Nikkor 18-200mm / Nikkor 18-135mm



Canon EOS 5D

Great full frame (35mm) digital camera.

\$2239,60

Color	—
CMOS sensor	35mm, 12.8 megapixels
Autofocus	9-point TTL
Exposure steps	—
ISO sensitivity	ISO 50 — 3200
Display	2.5" TFT LCD
Dimensions	152 x 113 x 75 mm
Lenses	—

- Visually compare products
- User generated comparisons

Case Study: Woot.com

woot!

Log in

Hi are you new? [Start here.](#)

today's woot

[blog](#)

[community](#)

[write us](#)

[what is woot?](#)



Sandisk Sansa Fuze 8GB Media Player

\$34.99 + \$5 shipping

CONDITION: Refurbished

PRODUCT: 1 Sandisk Sansa Fuze 8GB Black Media Player w/FM tuner, 1.9" LCD & micro SDHC slot

I want one!

DISCUSSION ON TODAY'S WOOT

DownloadJunkie suggests keeping the firmware updated.

GregoryLikesCheapStu has advice for cleaning the wheel.

dave42 asks, "I have videos in MP4 and M4V formats.... Do these still need to be converted to view on the Fuze?"

mata63 adds, "The Sansa will work with Audible, I use it all the time and don't have any problems with the service."

dainness feels up-in-the-air-ish between the Clip and the Fuze.

buffaloe agrees, "I prefer Sansa software as well. I think the GUI is a lot cleaner and

[Join This Discussion](#)

302 comments

IT'S THE KIDS WHO SUFFER

Will you keep your voice down, please?
Everybody in the restaurant is staring.

Let's be adults about this, Gary. You're living in an abandoned boxcar. Your only source of income is underground hacksaw-fighting. You're addicted to huffing Sharpies. Meanwhile, Steve and I just bought a new three-bedroom house in a good school district. His repossession company is doing great. And I just marked five years teaching English For Our Future Overlords (EFOFO) at the community college, making some valuable Chinese

TRY Groupon

It's like Woot for local



GROUPON

UP TO
**90%
OFF**

kids.woot!



Cheesy-wheezy the sleep-wheezy, style-wheezy, and pattern-wheezy you cuddly-wheezy want!

shirt.woot!



sellout.woot!



wine.woot!



Case Study: ProClipUSA.com



The ProClip Brodit Blog

[Current Articles](#) | [RSS Feed](#)

Video Review: ProClip iPad Headrest Mount

Posted by John Slattery on Mon, Jun 28, 2010


[Twitter](#) | [Facebook](#) | [Google Buzz](#) | [digg it](#) | [delicious](#) | [StumbleUpon](#) | [LinkedIn](#) | [Technorati](#)

Tags: [apple](#), [mount](#), [cradle](#), [car](#), [proclip usa](#), [iPad](#), [review](#), [headrest](#)

Video Review: Pro Clip iPad Headrest Mount

Posted in [Editors' Choice](#), [Reviews](#), [Vehicle Accessory](#), [Video](#), [iPad](#) by Tom Moccia.
Published June 28th, 2010

Proclip iPad Headrest Mount



How it works...

YOUR Solution!

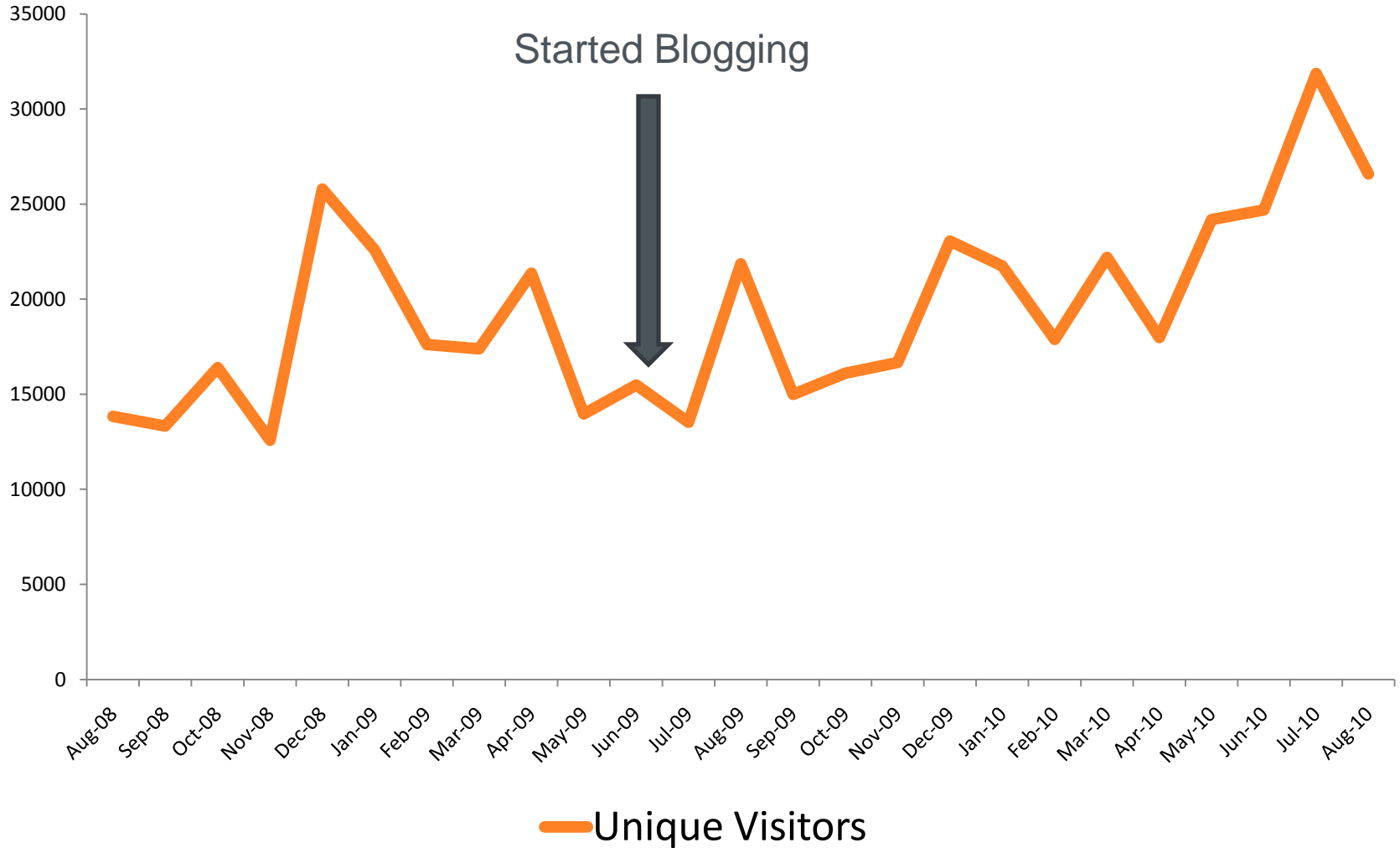


See how it works!

Follow Us



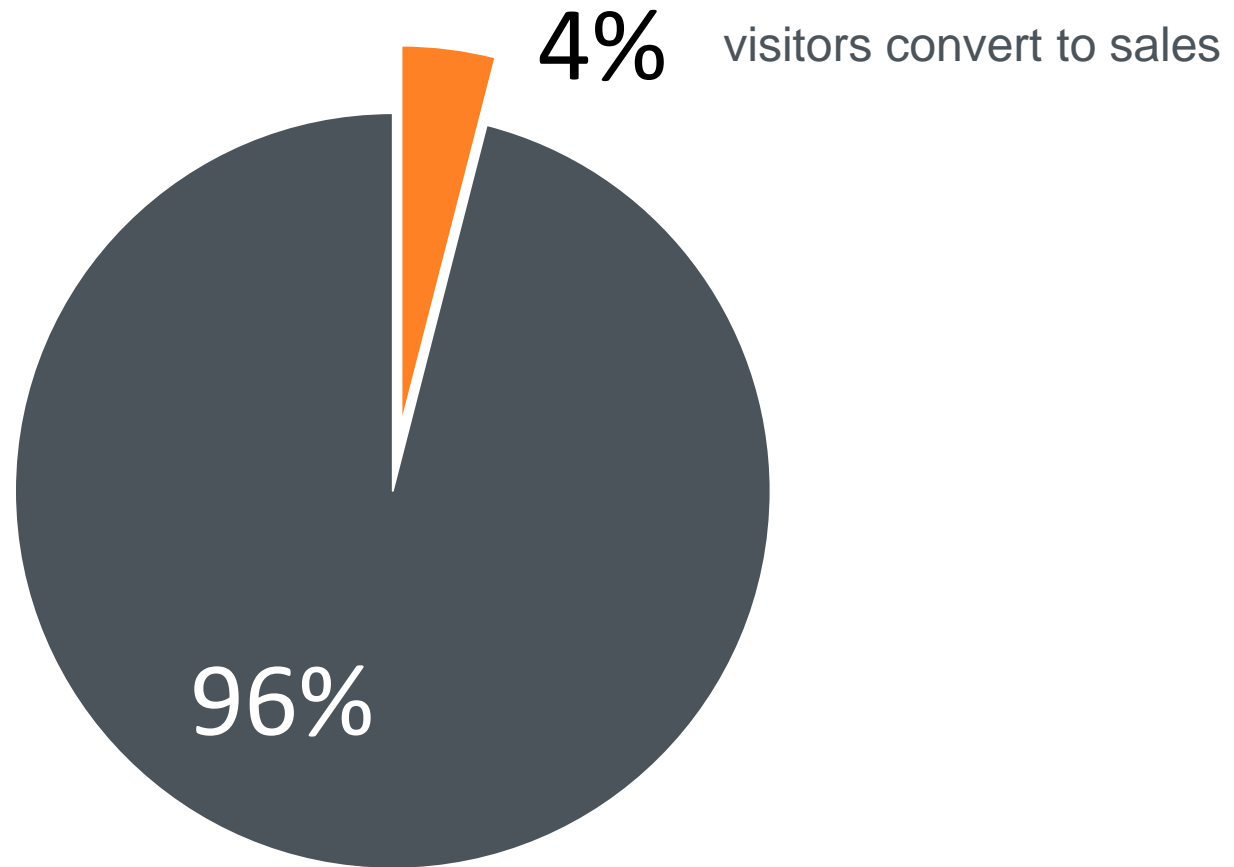
Case Study: ProClipUSA.com



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Problem: Many Visitors Don't Convert



Data: US Retail eCommerce sites from Coremetrics, 2009

Problem: Many Visitors Don't Convert

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items per Order ⁹	5.92	4.56	29.82%	5.4	9.63%
Average Order Value ¹⁰	\$180.03	\$130.24	38.23%	\$170.19	5.78%
Shopping Cart Conversion Rate ¹¹	36.81%	37.99%	-3.11%	34.60%	6.39%
Shopping Cart Abandonment Rate ¹²	63.19%	62.01%	1.90%	65.40%	-3.38%
New Visitor Conversion Percent ¹³	4.28%	2.91%	47.08%	3.71%	15.36%

Data: US Retail eCommerce sites from Coremetrics, 2009

Solution: Soft Calls to Action

- Capture consumers in research phase
- Educate consumers
- Begin remarketing through email
- Prevent cannibalization with “Resources” section

Download "Natural Help for Skin Wrinkles" eBooklet from Native Remedies

Our eBooklets were written by a practicing clinical psychologist based on her **real-life consultations** with real people, and they cover some of the most frequently dealt with problems that are submitted to the **Native Remedies** site.

The information contained in these eBooklets has **helped many of her clients** and we are confident that they will help you too!

Feel free to download as many of them as you think might help you! All you need to do is enter your valid email address below and follow the instructions afterward!



Free eBooks for Your Health!

Submit your request now to receive a free eBook on Natural Help for Skin Wrinkles from Native Remedies.



Call to Action Best Practices

- Action Oriented



Call to Action Best Practices

- Action Oriented
- Images



Call to Action Best Practices

- Action Oriented
- Images
- Clickable Links

[Get Started Now](#)



Get Started Now

Call to Action Best Practices

- Action Oriented
- Images
- Clickable Links
- Color



🔍 ZOOM



[SEE MORE VIEWS](#)

[BROWSE RELATED ITEMS](#)

new tribeca patent tote

\$298.00

style:14123

- Soft pebbled leather with crinkle patent trim
- Horse & Carriage logo plaque
- Button branding
- Two exterior gusseted side pockets
- Interior zip pocket
- Cellphone/multifunction pockets
- Ring to clip an accessory or keyfob
- Fabric lining
- Zip-top closure
- strap with chain detail
- 9" drop
- 14 1/2 (L) x 10 1/4 (H) x 4 3/4 (W)

CHOOSE COLOR

silver/pink in stock

CHOOSE QUANTITY

1

CHOOSE SHIPPING ADDRESS

me

E-MAIL A FRIEND

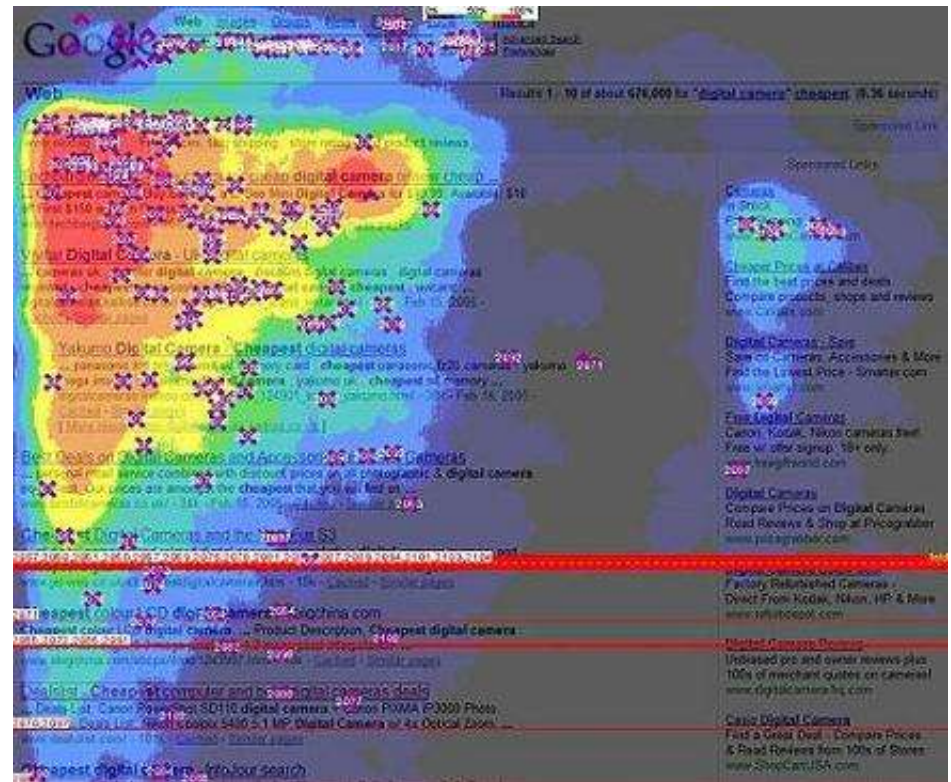
PRINT ITEM

ADD TO SHOPPING BAG

[PICK UP / FIND AT A STORE](#)

Call to Action Best Practices

- Action Oriented
- Images
- Clickable Links
- Color
- Above the Fold



Call to Action Best Practices

- Action Oriented
- Images
- Clickable Links
- Color
- Above the Fold
- Short and Simple

Shorter Forms are Better

HR PowerHouse.com - Registration - Microsoft Internet Explorer provided by Administaff

Address: <http://www.fuzzy.com/r/registration2.asp>

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Common Mistakes

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Best Practices

Need More Info?
ASK the pros!

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Registration

Powered by Administaff, HR PowerHouseSM is an online tool designed to bring you relevant, practical information to help you deal with day-to-day human resources responsibilities in your business.

Registration is quick and simple!
Step 1 - Submit the registration form below.
Step 2 - Complete your 30-second user profile.

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First Name:*

Last Name:*

E-mail:*

Verify E-mail:*

* denotes required fields

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click to learn more

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Take our evaluation

Set an Appointment, Get \$50.*
Contact us today

Register Now

Receive FREE Unlimited access to our robust online management tools

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53% Conversion

Case Study: Natural Remedies

1

RESOURCES & SERVICES

Resources

- [Blog](#)
- [Ask Our Experts](#)
- [Articles](#)
- [Ebooks](#)
- [Newsletter Archives](#)
- [Health A-Z](#)

Your Price: \$29.95

BUY NOW!

Vitalitonic™
Herbal remedy to promote improved energy and zest in adults over 50

2

eBooklet Downloads

Addiction

OPEN

- [Natural Help for Alcoholism](#)
- [Natural Help for Nicotine Addiction](#)
- [Natural Ways to Help You Stop Smoking](#)

Adrenal Disorders

OPEN

- [Natural Help for Addison's Disease](#)

3



Free eBooks for Your Health!

Submit your request now to receive a free eBook on Natural Help for Skin Wrinkles from Native Remedies.

First name here (optional)

Enter email here



Problem: Abandoned Carts

69%

Abandoned Carts



vs.



Are you tracking your
cart abandonment rate?

Solution: Measurement is the first step



Solution: Cut Forms Down to Essentials



Solution: Abandoned Cart Nurturing

What:

- Reminder of incompleteness or product value
- Gift certificate or coupon

When:

- 1 day later
- 3 days later
- 30 days later

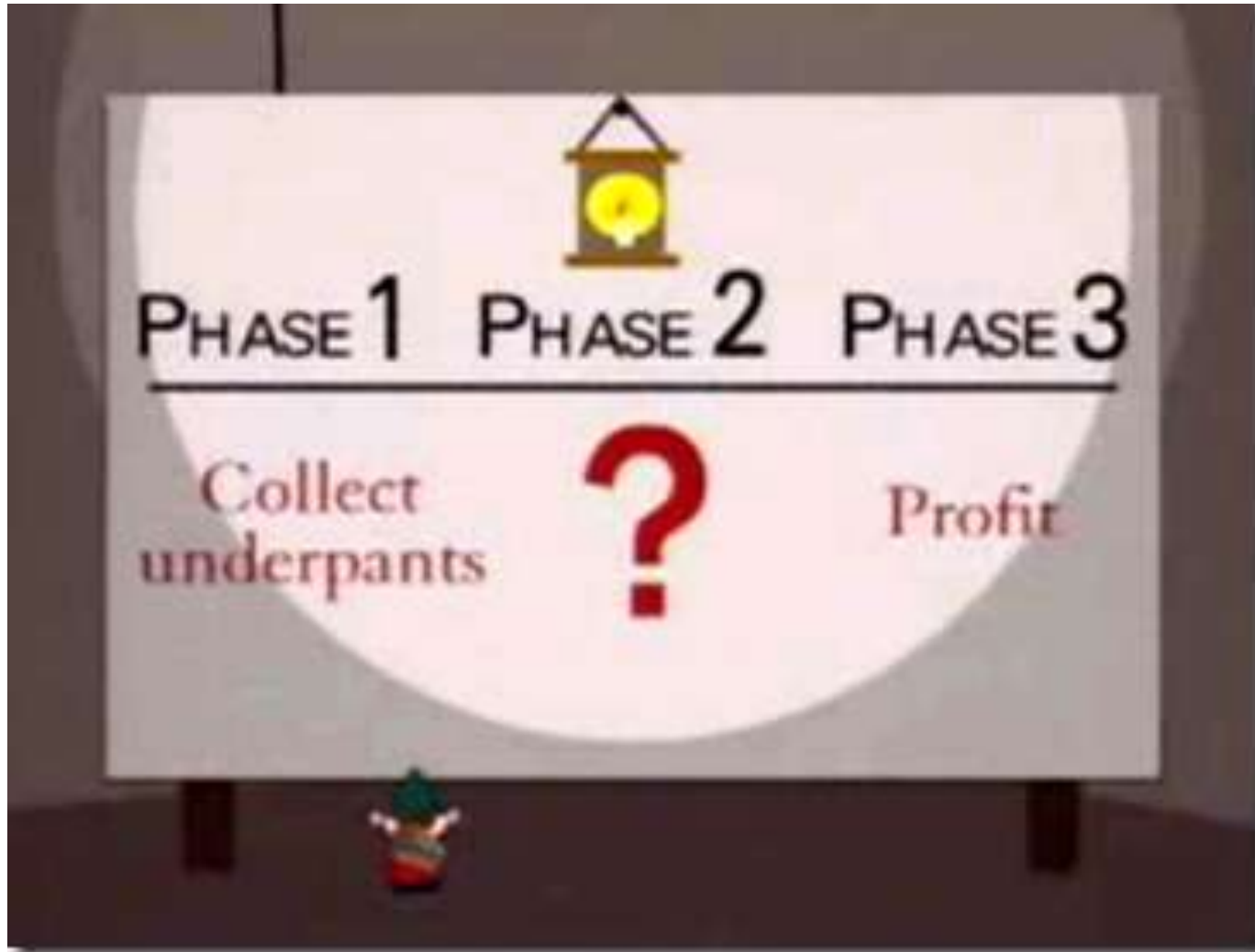


Are you doing any
abandoned cart
email nurturing?

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Problem: Don't Know What Drives Sales



How Do You Measure?

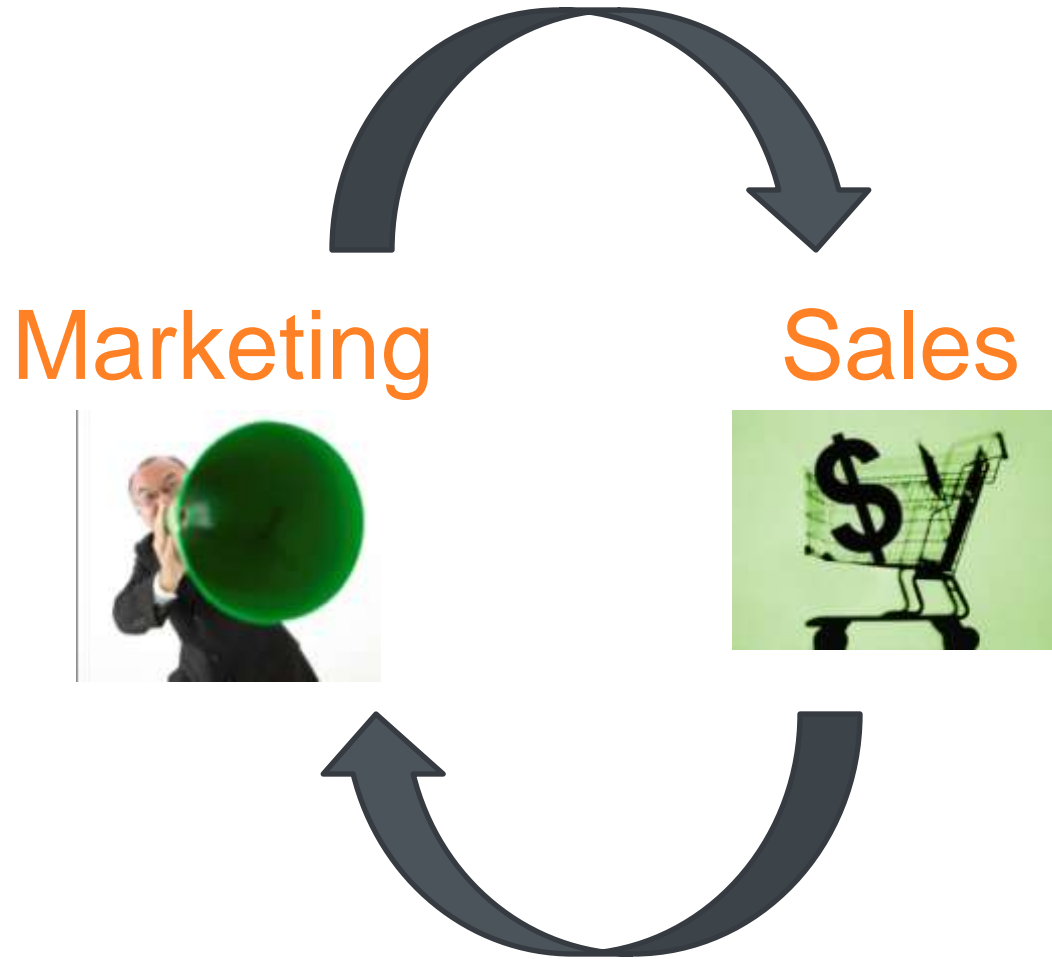
Google™
Analytics

 **site**tracker

The Best Web Site Statistics on the Net!

HubSpot

Solution: Closed Loop Reporting

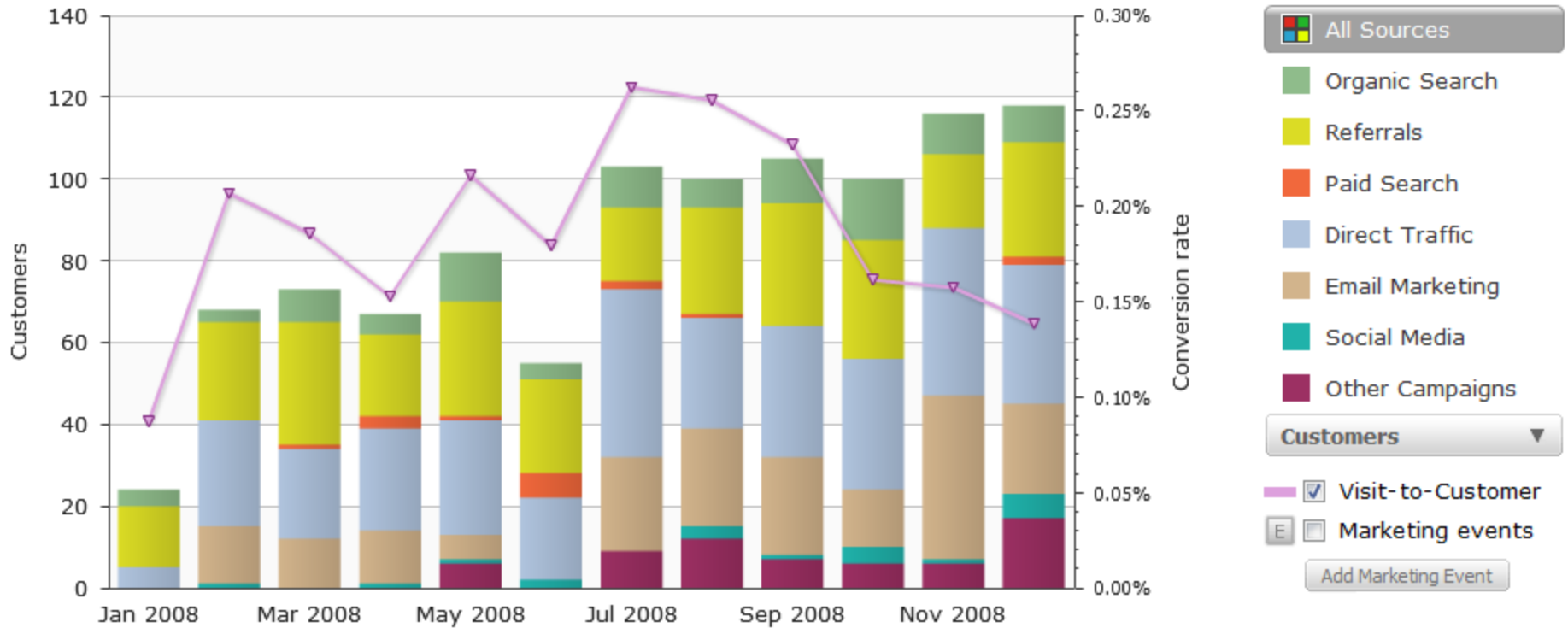


Visitor to Sale

Customers for All Sources

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▾ Jan 1, 2008 - Dec 31, 2008



...By Channel or Source

Customers for Organic Search

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ Jan 1, 2008 - Dec 31, 2008



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About HubSpot

Get Found

 SEO

 Blogging


 Social Media


Convert


 Soft Calls to Action

 Abandoned Cart Nurturing

Analyze

 Closed Loop Analytics

 Competitive Analysis

 Abandoned Cart Tracking

Would you like a free
Inbound Marketing
Assessment?

Thank You!

Questions?

www.HubSpot.com