

Secrets of Ecommerce for Profit

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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7 Quick Steps to Ecommerce Success

One of the reasons as to why a lot of traditional, brick-and-mortar businesses take their ventures online is e-commerce. E-commerce has played a crucial role in helping businesses not only capture a wider market but to basically increase their profits. From small, homebased businesses to cottage industries to large corporations – they have all taken advantage of e-commerce and its features. Here are seven key steps to further make profit with e-commerce:

1. Get an easy to remember domain name for your website uniform resource locator (URL). This way, your potential customers will make it a habit to drop by your site often because they already know your website address by heart.
2. Accept major credit cards as form of payment. A lot of people would rather pay through those secured ways as opposed to sending checks by mail.
3. Charge very minimal shipping and handling fees. In fact, it would help if you charge these types of fees at cost. Remember, the customer may have other websites to go to for the same product or service that you offer, hence, you need to give them a good reason to buy from you instead.
4. Assure your clients that you will not use their contact details for any other purpose. Build trust between yourself and your client. Don't use their email addresses, for instance, for sending SPAM.
5. Offer freebies and additional services so as to maintain your level of business relationship with your clients. You may want to send free ebooks once in a while or send a personal email thanking them for their business.
6. Advertise your online business. This will help generate traffic and facilitate additional orders.
7. Deliver the goods. Provide only the best products and services for your clients. This way, you can be assured that they will keep coming back to your website.

Ecommerce Strategy – 4 Core Approaches

Marketing is the pricing, promotion and distribution of a product or service, and your internet marketing strategy for your product or service you take all of these

aspects into consideration. There are four core approaches you should take with your marketing strategy, irrespective of what you are marketing.

First, the product. It should be presented in an attractive way that persuades potential customers that they must have it. All Easter eggs look much the same: brown oval things. It is the packaging that attracts children to one over the other. The glistening foil wrap and attractive box with a big red bow and glittering stars catch their eye more than the brown object hidden underneath.

Your product can be packaged with an array of must-have bonuses. It can come with a whole host of extras or examples of how they will gain the upper hand over their competition by using your product. If they use your product they will make twice as many widgets as their competitors in half the time. This gizmo is hand made and your girl will love you for it. Don't miss out, gizmos are in very short supply and you will be able to sell it for a fortune when the shops run out.

Secondly, the price must be right. Over-price it to make it look an expensive and elite product, then slash that price so they will feel they are getting a bargain. Everybody likes an expensive product, and everybody likes a bargain. Cut the price for multiple purchases. Buy one for ten dollars or three for twenty! It's your product so you should know where the price should be pitched in order to sell it and make a profit.

Sometimes, the higher the price the better. Certain goods are better highly priced to attract customers who would never dream of purchasing below a set limit. An ebook offering secrets of internet marketing may not sell at \$9.99 because the buyer considers that it can't be offering much at that price. Increase the price to \$49.99 and it could well be Clickbank's top product for the month.

Thirdly, promotion. You must have a good promotion strategy utilizing all of the promotional techniques available to internet marketing. At least four main advertising techniques should be part of an effective internet marketing strategy. The first is search engine optimization.

The important aspects of SEO are that your title should be in H1 tags, be in bold type and contain the keyword for the page. It should also be the first text that a search engine spider reads. Your pages should be logically arranged, and the spider led from one to another in a logical fashion. They should not be led away from the page till they reach the end of it, and any such links should be blocked to spiders. Don't overuse keywords and write naturally with good information. These are simple design elements that should be included as the web site is built.

Article writing and submission is the second means of advertising that you should consider. You not only get one-way back-links, but also traffic from the links to your site added at the end of the article or in the resource box. A third common advertising technique is to use the site URL in your signature for emails and forum posts.

Fourthly you must collect the email addresses of those who visit your site in exchange for a free gift or email course. It has been shown that visitors have to see your product for between five and eight times before they make a decision to buy, and the way to achieve this is to send them regular emails with offers or information that also includes your URL and a link to your products.

The final aspect of your marketing strategy is payment and distribution. You should be able to receive payment not only by credit and debit card, but also PayPal, the internet's most popular payment portal, and by personal check. Some people also like paying by direct bank transfer, and the growth of internet banking systems makes this the easiest way for some. All they need is your bank sort code and account number. This information is no more than is provided on every check you sign, so there is no extra security problem.

Distribution is made simple if yours is a downloadable product. Customers should be able to download immediately after payment has been cleared, but also at a later date since people often purchase from one computer, a works computer for instance, but want to download the product to another. Alternatively, you should inform the buyer of delivery method, and provide a tracking number where possible.

Many people make a second purchase, and if your payment and delivery systems are quick and painless, they will be more likely to return to you for their future needs.

These are the four core approaches you should take with any internet marketing strategy if you are to succeed in business, and none is really more important than the other.

Ecommerce and Internet Marketing Strategies

Internet marketing strategies are important to anybody who has an internet business. There are many ways to market your product online, and which are relevant to you depends a lot on the nature of your product, in fact it could be said that they depend entirely on your product.

First of all let us define the word 'market' so that we are on the same wavelength. Roget's Thesaurus defines the verb market as to [advertise](#), [barter](#), [display](#), [exchange](#), [merchandise](#), [package](#), [retail](#), or [vend](#). In other words, everything to do with advertising and selling on the internet. Your marketing strategy, therefore, is to achieve any or all of these.

Let's take the first definition, 'advertise'. There are several advertising strategies that we will look at first. Initially, the traditional method of advertising online is to be listed by the search engines. In order to achieve this your website must be optimized to be friendly to the requirements of the search engine algorithm that is loaded as a mathematical statistical equation in to the software known as the 'spider' that 'crawls' your website.

What this 'spider' does is to read the html on each individual web page, and rate each page for relevance to the keyword that is the theme of the page. That

relevance is based on the use of text that relates to the search term used by the search engine's customer, or, in other words, the keyword. This is worked out by the algorithm based on frequency of the keyword (not too much), use of semantically related text that more or less simulates human thought, and also how many other sites link to each page and so indicate the value of that page with respect to the keyword concerned. There are many other aspects of the website that the algorithm takes into consideration, but nobody except Google employees knows what they are.

Ultimately, your site gets listed in the search engine index for the search term that the visitor is using to find the information they want. That is why each page is considered individually.

That is the main way that webmasters try to market their website. However, just as effective these days, if not more so, is article marketing. Writing articles and submitting them to article directories has been assuming increasing importance and relevance in internet marketing, and will continue to do so for the foreseeable future. There are techniques that should be used to maximize the impact of your articles, and bring as many visitors to your site as possible.

There are three aspects to article marketing. One is to get your name known as an expert in your field, which makes your website all the more attractive to those who recognize your name. Another is the direct advertising you get through the author's bio, or resource box, that is allowed with each article submission to the article directories. If used properly it can bring you a pile of traffic.

What you should do is not provide the whole answer in your article, and leave the reader wanting to find out more, or even read the end of the story. They get that when they click on the link you provide in your resource box. The link must lead them to the page that provides what they want, not your home page. So you get visitors.

Others may like your article so much that they copy it to their website, so you get visitors from there also. Not only that, but you get a back link from each of these websites, and also from the article directories that accept your article. Some of these have a high page ranking, which improves the value of the link.

You could also arrange reciprocal links with other websites, though these are thought to be dropping in popularity due to a perceived reduction in Google's view of the validity of them. This is thought to be due to the increasing use of software that arranges reciprocal linking between sites that have little relevance to each other. There are now subscription sites that set up such links between subscribing websites. This dilutes the usefulness of these links to Google customers, so Google appear to be downgrading sites that are involved in this practice.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with ecommerce.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize