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# E-Commerce Guide to SEO, Copywriting, and Social Media

by Dan Cannon

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*The introduction lays out what we will be covering throughout the rest of the book.*

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*This chapter will cover general SEO tips, tricks, and techniques for your website*

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*Product reviews are very important to your site. This chapter explains why*

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## Chapter 1: Introduction

We have come a long way from the first attempts at e-commerce in the early 1990's, when the web was in its infancy. In fact, many of the e-commerce sites which can be built in a matter of hours now are far more advanced than sites that took months to build just a few years ago.

Creating an e-commerce site has never been more simple than it is now. You can have anything from a simple store setup with manually generated buttons on payment services such as Paypal and Google Checkout all the way to a totally custom design with custom functionality E-Commerce Guide to SEO, Copywriting, and Social Media tied into your business model.

There are e-commerce news sites, forums, mailing lists, communities, open source software, proprietary software, out of the box solutions, custom solutions, and basically more information than one person E-Commerce Guide to SEO, Copywriting, and Social Media could possibly digest in one lifetime.

With all of the advances made in e-commerce over the past 20 years, many people are more in the dark than ever. There is an overload of information about different software, platforms, SEO, social media, and other topics.

Who should you listen to and how can you possibly make sense out E-Commerce Guide to SEO, Copywriting, and Social Media of all of E-Commerce Guide to SEO, Copywriting, and Social Media the contradicting ideas out there? This book was written as a guide to help people answer many of these questions and get themselves pointed in the right direction when it comes to e-commerce.

Whenever possible, I will not be addressing particular technologies or software. These change far too often to write anything meaningful about them in any great detail. If I did E-Commerce Guide to SEO, Copywriting, and Social Media so, this book would become irrelevant six months from now.

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What I will address are tried and true techniques for choosing the appropriate software (whatever it may be), hiring developers, using social media (even as new sites become the 'next big thing'), search engine optimization techniques that are always relevant, and how to convert more sales.

After reading this book you should be able to objectionably compare different e-commerce solutions, know how to hire a competent developer if you need help with your site, how to leverage social media regardless of what new social media outlet pops up, and how to use well written copy along with sound SEO techniques to drive traffic to your site and convert that traffic to sales.

I also encourage you to continue your education in this field. There is no "magic bullet" that will automatically bring you big profits and high conversions in the e-commerce game. You need to constantly stay on top of trending technologies, learn about your customers, assess your competition, and tweak E-Commerce Guide to SEO, Copywriting, and Social Media your product lines.

## **Chapter 2: Types of E-Commerce Sites**

All e-commerce sites are not selling the same type of product. As such not all e-commerce sites have the same needs and goals. In E-Commerce Guide to SEO, Copywriting, and Social Media this chapter I will define several of the most prominent types e-commerce sites found on the net. This is not a comprehensive list, E-Commerce Guide to SEO, Copywriting, and Social Media and in fact many of the most successful e-commerce sites are the ones that create their own revenue model and niche.

### **Traditional**

This is your traditional e-commerce site. This is the site that most people think of when they think e-commerce. This type of site deals in the sale of tangible, physical products. A traditional e-commerce site usually is defined by the following features:

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- A list of tangible, physical E-Commerce Guide to SEO, Copywriting, and Social Media products usually divided into categories and sub categories
  - A product details page for each product. This page usually contains a description, product specs, an image gallery, and product reviews
  - A 'shopping cart' that holds a customer's items they want to purchase until they checkout
  - A checkout process that allows users to enter their billing and shipping information. Tax and/or shipping charges are usually collected at this stage.
  - The site owner is notified E-Commerce Guide to SEO, Copywriting, and Social Media of a purchase and handles fulfillment, either through an automated process or manually.

## Virtual Products

The virtual products e-commerce site is very similar to the traditional e-commerce site with one main exception. This type of site deals in the sale of virtual products such as music, images, videos or e-books. This E-Commerce Guide to SEO, Copywriting, and Social Media type of site is usually defined by the following features:

- Listing similar to that of a traditional e-commerce site
- Shopping cart and checkout process are also similar
- Checkout usually does not include shipping or tax charges as there are no tangible goods being shipped
- Fulfillment is automatic with the customer usually being emailed a link to download the virtual item.

Virtual product sites are exciting because they require little overhead in terms of fulfillment. Usually your website hosting costs E-Commerce Guide to SEO, Copywriting, and Social Media and your time is the only overhead you will have. Once setup, these types of sites can be 'set it and forget it' sources of income. However, you will need to have virtual products that people really want to buy. While people are becoming more receptive to the idea of buying digital products, it is still a tough sell to get someone to give you money without putting a tangible product in their hands.

## Membership

The membership based e-commerce site is fairly different from the first two. In this case you are not selling either a virtual or physical product, but rather access to information on your site

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which is only available to paid members. A membership site is defined as the following:

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