

Become Linkable in the Ecommerce World

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By Dennis Becker and Rachel Rofo

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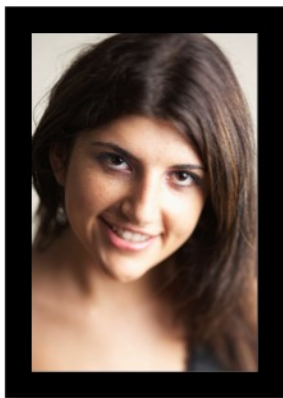
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

The secret to any successful ecommerce business is simple: be unique, have great content, and for the love of mankind, be interesting. That's a no-brainer process if you are selling Teacup Maltese puppies. However, not everything marketed on the web is cute and cuddly.

What I am going to teach you can apply to any ecommerce business, whether you're selling consumer products or B-to-B products. However, I would really like to reach out to my fellow ecommerce businesspersons who have it rough out there. You offer something bland, something that hundreds of others may offer, or something that isn't naturally interesting. Yes, no matter how boring your product, you too can become likeable, therefore linkable, in the ecommerce world.

As Boring as You Want to Be

So what if 50 other online stores sell the same thing? So what if not everyone falls head-over-heels for a site titled Paperclip World? Just because you don't sell the hottest big-ticket items, it doesn't mean you are destined to be the Ben Stein of the ecommerce business trade.

I am going to give you an example of the blandest online business and show you how I can make it relevant, interesting, and a conversion-rate magnet.

All right, hold my hand. Here we go...

Taking the *Yawn* Out of Your Product

Welcome to Staplers Unlimited. Browse through their store and you will see they use the all the standards. The pictures are straight from the manufacturer, along with all of the other information, including the pricing, data, descriptions, and titles. That's all they use. The manufacture sends it over, they slap it on their website. Oh, wait. Don't forget the "Add to Cart" button. There we go.

Yawn... What value has Staplers Unlimited added to their site? None, zip, zero. There are probably, oh, 100, 500 other pages exactly like this one.

So, what is Staplers Unlimited offering to inbound links? Well, if their

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product was entirely unique (not the case here), or they offered the lowest prices online; then maybe that would attract some links. Or maybe the online store could pay for links, or link with those who have a vested interest. But, that is not very attractive to search engines.

Putting all those possibilities aside, they still have one major problem: their content is duplicated. They copied everything exactly as the manufacturer sent it. The same content that their manufacture sends out to all of its ecommerce providers. Stop doing that!

This problem is easily fixable, and it doesn't take a whole lot of effort to fix it.

The Big Six that Create Excitement

Below are six steps that will give you compelling, unique, and linkable pages for your ecommerce site that:

1. Add some creativity to your title. Be careful with this because you want people to type it into the search engine and get exactly that on your page. If the name of the product on this page was Mini Staplers, then you want that in your title. You can add a few other unique words to it, but keep it simple. If you don't want to change the title, you can add other interesting descriptions elsewhere on the page.
2. Change up your images. Avoid using the images the manufacture sent you, and snap some photos of your own. Take photos from all angles. Use the packaging, snap pictures of someone using the product. Once you are done, you have a ton of unique images that only you have the rights to. Offer multiple images for your products and provide customers with the ability to enlarge the photos.
3. Write descriptive text that hooks your customers. Write compelling content that is irresistibly fun to read. Make your content so unique that web users stop by your site, sign up for your newsletter, and browse your products just to read your content. Give people a sense of personality, and provide a voice for your brand.
4. Research sales trends. Find out when people are buying your products, how much they buy at particular times, and what else they are buying along with those products. Extract interesting data that they can share with others who might write reviews about it, link to it, because they

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will make your page more interesting.

5. Offer product comparisons. Show your customers what features one product has up against another. It makes shopping easier for your customers, adds unique value to your site, and provides a trusted place for people to not only buy your product, but conduct valuable research.
6. Your final weapon against a boring site is user-generated content. You can get super creative with this. Have users write reviews, offer a star ranking system, "like" and "dislike" buttons, etc. The content they write themselves can be generated in different form fields. "Pros and Cons", "When was it purchased?", "What was your experience like?"; your options are endless.

Conclusion

I just provided you with six easy ways to create a unique and linkable ecommerce site without a ton of added work. I can't wait to browse your site and see how you have used my advice.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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