PART 3
TOP SHOP

ATTRACT MORE E-COMMERCE CUSTOMERS

Our definitive guide to selling online

[smarter]

neto **POWERED BY TELSTRA**

INTRODUCTION

Your e-commerce website has gone live, but now you need to find some customers.

Here are some tips to help you turn your website into a success. How to make it easier to find. Where to spread the word. And how to (hopefully!) transform more visitors into paying customers.

This is the final part in our series, '*Our Definitive Guide to Selling Online*'. Also read the first two parts on **how to set up an e-commerce business,** and **how to launch an e-commerce website.**

Turn your website into a success!

[i] **TECHNICAL TERMS EXPLAINED BY THE TEAM AT NETO** [DOWNLOAD NOW]

[i] **STAY ON TRACK WITH OUR HANDY CHECKLIST**

1. SEARCH ENGINE MARKETING

How will potential customers find your site? A lot of people start their online shopping excursions by typing keywords into a search engine. Get your keywords right and your webpages will rank higher in the search results on Google, Bing and Yahoo!.

[ ] RESEARCH WHICH KEYWORDS TO TARGET

Many keywords – particularly generic terms, such as 'jewellery' or 'menswear' – will have thousands of websites competing for a first-page ranking in the search results. Instead, look for more specific keywords and phrases with less competition, making it easier for you to rank highly, while attracting more qualified customers – such as 'antique gold watches' or 'tailored silk shirts'.

TIP Research keyword opportunities with online tools such as **SEMRush**, **Serpstat** and Google's own **Keyword Planner**.

[ ] OPTIMISE THE WEBSITE (SEO)

Search Engine Optimisation (SEO) involves adjusting copy and other elements of each webpage in your site so search engines can index and rank the pages for relevant keyword(s).

- Include the target keyword in the page title and meta description
- Use the keyword at relevant points in the copy, including in headings
- Use the keyword in any text links pointing to the webpage

TIP Doing SEO badly can be worse than not doing it at all. Consider using an SEO professional to develop a comprehensive SEO plan.

[ ] SET UP SEARCH ADVERTISING (SEA)

SEO tactics take a bit of time, while paid search engine advertising can put your website alongside a keyword search result right now.

Search engine advertising is 'pay-per-click': your account is charged only when someone clicks on your link. The amount can vary from a few cents to $$$ depending on the targeted keyword and how prominent you want your ad to be.

TIP Not every click will become a purchase. Balance your budget for SEA against the likely number of clicks per sale.

2. EMAIL MARKETING

Not everyone will buy from you straight away, but they may be interested enough to sign up for emails so they can find out about new products, one-day sales and other promotions.

[ ] BUILD YOUR LISTS

Invite visitors to sign up for emails on every page of your website. Keep the sign-up form brief; all you really need is the email address.

Promote your email sign-ups on your Facebook page and other social media as well.

TIP If you make your emails interesting, people are more likely to share them with friends.

[ ] PLAN NEWSLETTERS AND EDMS

A newsletter can include product news, announce recent blog posts or even list relevant links from around the web – anything that's of value to your audience. EDMs (Electronic Direct Mail) are more like email flyers to advertise a sale, new product or promotion. They should be brief, with a single focus, and motivate recipients to click through to your website. They must also comply with the *Spam Act 2003*.

TIP Your e-commerce or email platform may have templates suitable for newsletters and EDMs.

[ ] COMPLY WITH THE SPAM ACT 2003

Businesses in Australia must abide by the *Spam Act 2003*, which prohibits sending out unsolicited emails or mobile text messages.

There are many elements of the *Act* that deal with direct marketing. Among other things, you must:

- Have the recipient's consent to receive your emails
- Be clearly identified as the sender
- Provide an unsubscribe or opt-out facility in the message.

The Australian Communications Authority has [a very useful overview of the Spam Act you can look at.](#)

WHAT ABOUT CONFIRMATION & SYSTEM GENERATED EMAILS?

While marketing emails must include an 'unsubscribe' link, emails directly related to a purchase or account may be exempt from the Spam Act – as long as they contain only information directly related to the product or transaction. These include invoices, receipts, personal account information, password resets, etc.

3. CONTENT MARKETING

You can attract the right audience to your website by posting content that piques their interest and suits their needs. Content can also boost your website's search rankings, feed into social media and cultivate casual visitors into loyal customers.

START A BLOG

Adding a blog to your site could be as easy as switching it on in your e-commerce platform. But how do you make it stand out?

- **Be unique:** Find a niche angle on a topic
- **Be yourself:** Add your own perspective and voice
- **Be visual:** Incorporate images, videos, diagrams, etc.
- **Be relevant:** Why should your ideal customers care?
- **Be essential:** Offer useful information that people value

TIP One great post every fortnight is better than one unremarkable post every day.

CREATE VIDEOS

Videos make product pages more interesting and can convey quite complex information in a simple way. All you need is a smartphone or digital camera, and a computer with basic video editing software.

- **Educate:** Show viewers how to use a product
- **Personalise:** Add your own video reviews
- **Promote:** Publicise a fun promotion or sale
- **Preview:** Offer a glimpse of the product in action

TIP Videos posted on **YouTube** or **Vimeo** can help you reach a wider audience.

INCLUDE INTERESTING EXTRA 'STUFF'

Depending on what sort of products you sell, your website could include other sorts of content, including catalogues, user guides, tutorials, even recipes!

Customer case studies are particularly effective in showing your products at work in the real world, but make sure you get customers' permission to use them.

TIP Don't forget that you can use existing content in new ways, such as combining blog posts on a common theme into an e-book.

CREATE AN EDITORIAL CALENDAR

Plan your content calendar (a schedule of what you post, and when) in advance. Identify upcoming events, new products or relevant topics, and include enough time to produce the content without a last-minute panic.

TIP Tools like **CoSchedule** can simplify your content calendar, assign tasks and schedule social media updates.

4. SOCIAL MEDIA

68 per cent* of Australian internet users are on social media, and many use it to research products, interact with brands or access promotions and offers.

It's time for your business to get social!

[ ] ENCOURAGE SOCIAL SHARING

Social sharing helps you reach a wider audience of like-minded people, and can also reveal which of your products are the most popular and talked-about.

Add social media sharing buttons to your site, so customers can share wish lists or just interesting content.

TIP Your e-commerce platform may already have social sharing features. If not, you can easily install tools such as ShareThis or AddThis

[ ] SET UP SHOP ON FACEBOOK

Facebook's own research suggests "nearly half of people come to Facebook to actively look for products." So with 10 million

Australians active on Facebook every day, why not go where your customers are and let them buy products directly from your Facebook page?

Learn how to set up a Facebook shop with Neto.

[ ] INVITE PRODUCT REVIEWS

Showing reviews on product pages gives customers greater confidence about what they're buying. Use your Facebook page and other social media channels to invite customers to leave reviews, encourage discussions and offer feedback.

TIP Don't delete bad reviews. Acknowledge and use the feedback to improve the product or service. Show you care.

HANDY SOCIAL MEDIA TOOLS

Monitoring and managing social media in real time can be extremely distracting and inefficient. Don't panic: there are tools that can help you stay in control. Some are even free!

Scheduling

- Buffer
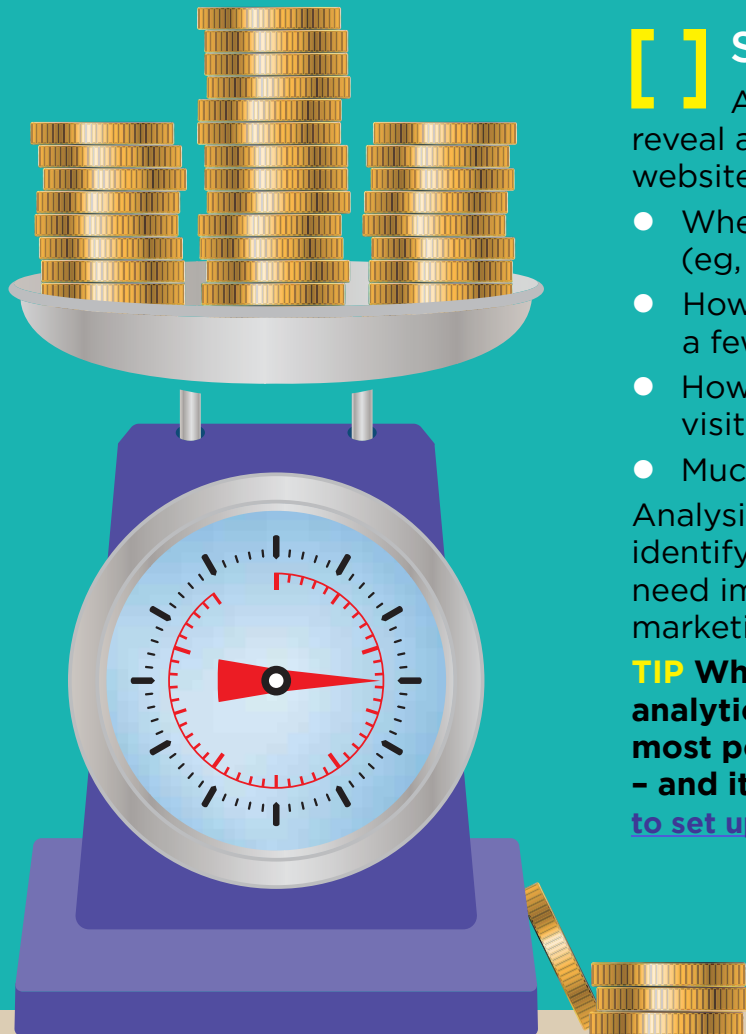- Hootsuite
- CoSchedule

Monitoring

- Tweetdeck
- Hootsuite
- Sprout Social

Analytics

- Crowdbooster
- EdgeRank Checker (Facebook)
- Audiense (Twitter)

5. MEASURE YOUR SUCCESS

How do you know what is and isn't working on your site? Are your marketing efforts really driving sales? Or are you losing customers somewhere along the way? Here's how to crunch the numbers.

[ ] SET UP ANALYTICS

A good analytics platform can reveal a lot of useful data about your website visitors, including:

- Where your visitors come from (eg, social media or search)?
- How many visitors leave after a few seconds
- How many and which pages visitors click on
- Much, much more

Analysing this data makes it easy to identify which areas of your website need improvement and which marketing activities are successful.

TIP While there are many web analytics services available, the most popular is Google Analytics – and it's absolutely free. Learn how to set up Google Analytics.

[ ] HOW MANY CLICKS TURN INTO SALES? TRACK CONVERSION GOALS

Attracting lots of visitors to your website is great, but what really matters is how many visitors perform a desired action: a 'conversion'.

The best conversion is a sale, but conversions also include signing up for emails or downloading a catalogue.

Setting up conversion goals in your analytics platform helps identify weak links and make the most of pages that attract lots of views. You can find out:

- If visitors from social media (for example) are more or less likely to become customers
- If there are webpages where visitors drop off before completing the goal
- Which journeys through your site are more likely to result in shopping cart abandonment

Learn how to set up conversion goals.

COMMON E-COMMERCE MISTAKES

While Google Analytics can identify problem areas within your website, actually finding out what's wrong and fixing it isn't always so obvious. But here are five common fails:

1 Your store isn't made for mobile

2 You have limited shopping cart features

3 Your store doesn't integrate with shipping providers

4 You have some messy third-party integrations/add-ons

5 Your e-commerce platform isn't well supported and is clunky and frustrating to use

READ MORE ABOUT
'Five Things That Could Be Letting Your Online Store Down'

6. EXTEND YOUR STORE

As your online business grows, your website should grow with it. The more orders you take, the harder your e-commerce platform should work, giving customers an even better experience.

[ ] ADD MORE CUSTOMER FEATURES

Improving the customer experience can often translate into more sales. You can use add-ons to give visitors returning to your site a more 'customised' experience, such as showing products, pricing and deals based on the visitor's location and purchase history.

Other improvements might include:

- Image galleries to display products in new ways
- New ordering options, such as gift-wrapping
- The ability to offer freebies, such as 2-for-1 deals.

TIP Look at your data to identify customer behaviours and trends. How you can add more value and make things easier?

[ ] STREAMLINE YOUR WORKFLOWS

The more successful your website becomes, the more work it will be for you to keep up with processing orders, stock management, bookkeeping and accounts. Unless you deal with it, your service may suffer, delivery times may stretch and customers will be disappointed.

Before your workflows collapse, look for add-ons or apps that automate or simplify more of the routine tasks and processes.

What could be automated? Quoting? Labelling? Stock ordering?

There is probably an e-commerce add-on to do it for you.

YOUR WEBSITE CAN WORK HARDER FOR YOU – SO LET IT!

Neto has a wide range of add-ons and modules to extend and enhance your e-commerce website, from automated shipping workflows to fully integrated accounting systems.

Explore the range of Neto add-ons

7. YOUR E-COMMERCE FUTURE

The most successful retailers keep a close eye on new consumer trends and technology. They also watch what their competitors are doing. So is your e-commerce business ready to make the most of fresh opportunities?

[ ] STAY INFORMED AND UP TO DATE

Make sure you subscribe to an email list from your e-commerce provider so you're notified of new features. That way your website can reflect the very latest technology. Also dip into websites, online groups and content hubs dedicated to the latest e-commerce trends and research, such as **PowerRetail** and **Online Retailer**. Get started by signing up for **Telstra's Smarter Network**.

[ ] EXPERIMENT WITH INCREMENTAL CHANGES

Over time, constant small, incremental improvements can add up to a big difference from where you started. For example:
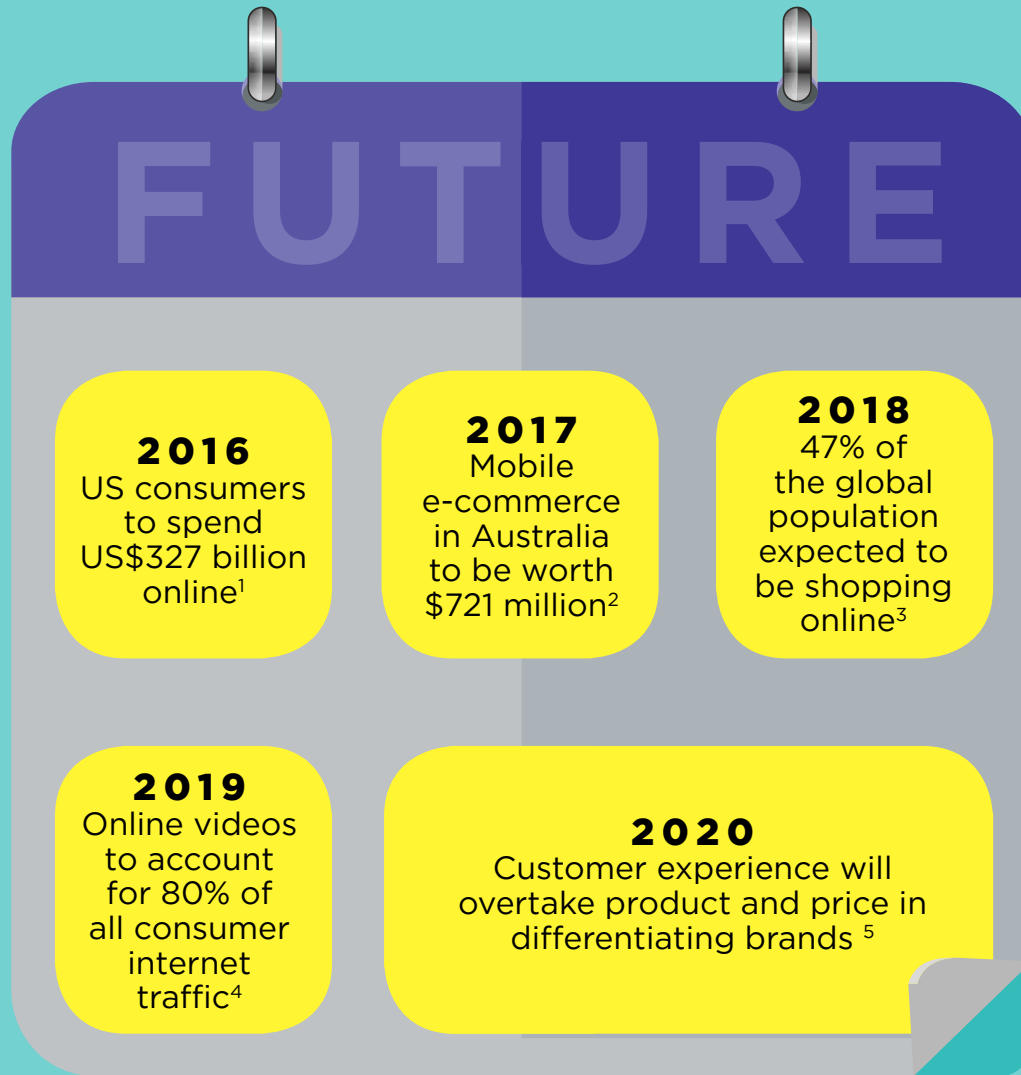
- Do more people click on a red or green button?
- Should your copy be on the left or right?
- Do longer or shorter headings work better?

TIP Use A/B testing on your website to test your tweaks and implement the most successful.

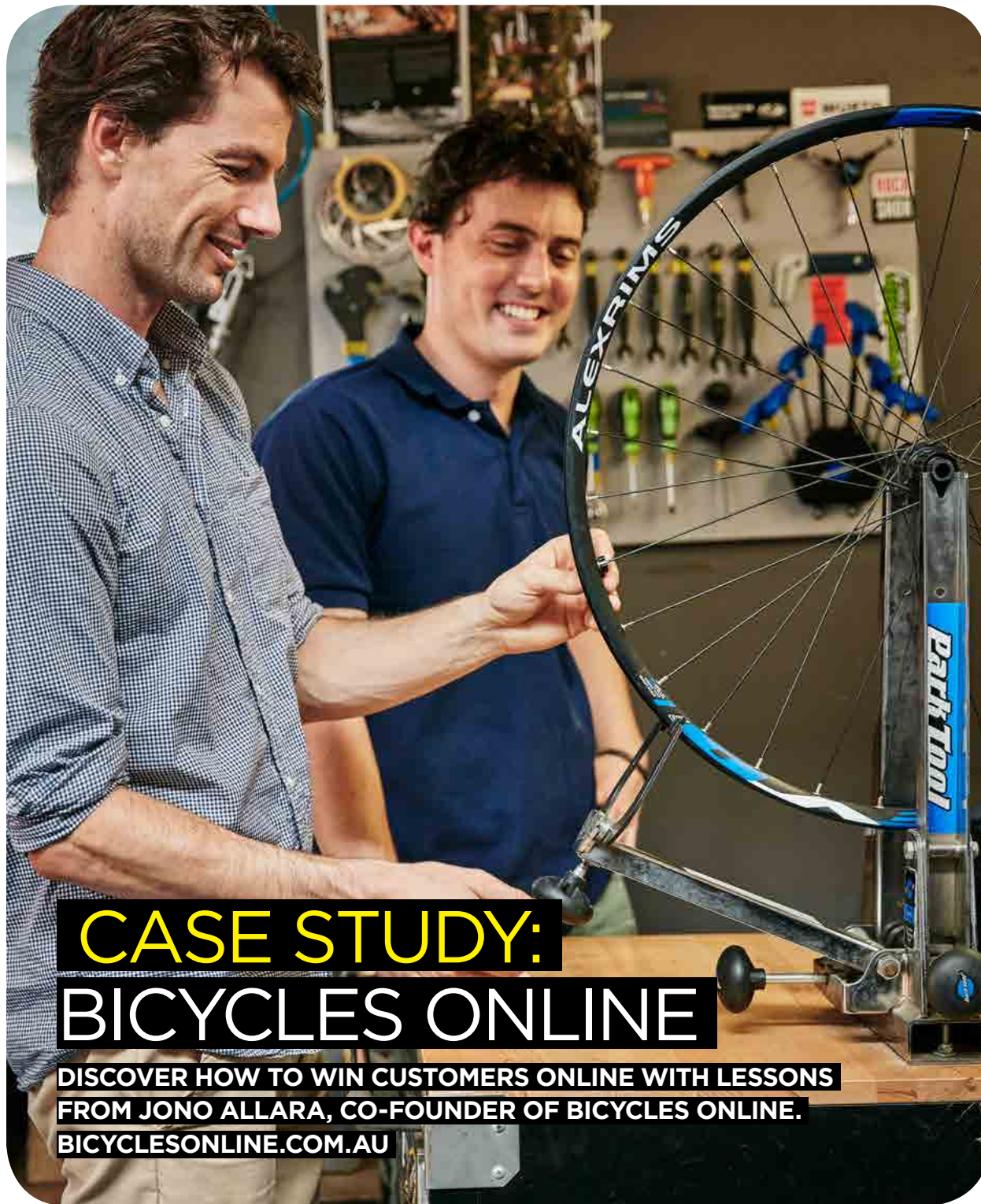**Learn more about A/B testing.**

FUTURE E-COMMERCE PREDICTIONS TO WATCH

FUTURE

2016
US consumers to spend US$327 billion online[1]

2017
Mobile e-commerce in Australia to be worth $721 million[2]

2018
47% of the global population expected to be shopping online[3]

2019
Online videos to account for 80% of all consumer internet traffic[4]

2020
Customer experience will overtake product and price in differentiating brands [5]

1 Criteo: http://www.criteo.com/media/1894/criteo-state-of-mobile-commerce-q1-2015-ppt.pdf
2 Neto: https://www.neto.com.au/blog/ecommerce-trends-australia-2015/
3 Statista: http://www.statista.com/statistics/261676/digital-buyer-penetration-worldwide/
4 Cisco: http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html
5 Gartner: http://www.business2community.com/big-data/15-business-stats-starting-2015-strong-01112323#WgJObOPIAfb6aXlU.97

DISCOVER HOW TO WIN CUSTOMERS ONLINE WITH LESSONS FROM JONO ALLARA, CO-FOUNDER OF BICYCLES ONLINE. BICYCLESONLINE.COM.AU

Bicycles Online grew from a backstreet garage to a $5 million a year business on the strength of great service and smart e-commerce strategies. Here Jono explains how to attract and serve customers better.

1 TAKE YOUR OWN PRODUCT PHOTOS

"We create our own product content, photography and video reviews. The presentation of your products has a real impact on conversion. Detailed imagery is a huge competitive advantage."

2 WRITE YOUR OWN PRODUCT DESCRIPTIONS

"When you write your own product descriptions you can optimise them for search – and unique content is going to rank better. Also look at personalising it for the audience you're talking to: if it's for Australia you don't want product descriptions that are Americanised or Eurocentric." ▶

we can see best-selling items and slow-moving items to help us plan stock levels."

6 ALSO TRACK CUSTOMER ENGAGEMENT

"**Google Analytics** is the main one for looking at traffic into the site, plus we've added other software such as **Crazy Egg**, that allows us to analyse where people are clicking on the page, what they're interacting with, what they're not interested in." ∎

3 CONSIDER VIDEO, TOO – IT DOESN'T HAVE TO BE EXPENSIVE

"We did our own filming with iPhones and we've evolved to be a bit more professional. All our bikes have product videos that we created specifically for them. Talking through the product brings it to life a lot more."

4 MAKE ALL CONTENT SEARCH OPTIMISED

"Neto has a lot of tools built-in to optimise visibility in search, including the ability to populate fields within each content area, so it's very user-friendly. We also invest in **Google AdWords** and **Facebook** promotions to expand our reach."

5 TRACK THE PERFORMANCE OF EVERY MARKETING AND SALES ACTIVITY

"We track sales leads throughout the site. The customer service team will get notified of abandoned carts, as well, to follow up either by email or phone. We also have tools for tracking stock levels and breaking down sales in each category, so

YOUR E-COMMERCE CHECKLIST

Tick it off! In part three you learned how to…

[ ] 1 Get noticed with search engine optimisation (SEO)
Does your website appear prominently in search engine results for your products?

[ ] 2 Build an email marketing list
Keep them coming back with email updates, newsletters and promotions.

[ ] 3 Capture attention with content marketing
Publish content such as blogs, videos, guides and other interesting and useful resources.

[ ] 4 Find an audience with social media
Build relationships with relevant groups, gain valuable feedback and spread the word.

[ ] 5 Measure your success
Use analytics to track what works and what could be improved.

[ ] 6 Extend your store
As business grows, scale with it by adding more functionality to your platform and increase efficiency.

[ ] 7 Stay up-to-date with e-commerce trends
Follow new technologies, trends and behaviours so you can continue to adapt and evolve.

OUR HANDY E-COMMERCE GUIDES WILL HELP YOU GET THERE

Find out how you can plan, build and promote your own online business with our *Definitive E-commerce Guides*, free to download courtesy of *Smarter* and Neto. Check out the other parts in the series …

1 Talking Shop Plan your e-commerce business [link]

2 Set Up Shop Build and launch an e-commerce website [link]

Checklist A full checklist to tick off for planning and launching a site [link]