



## 5 Ideas for Promoting an Online Store



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When was the last time you opened your yellow-pages directory? Fifteen years ago, that was a shopper's primary resource for locating your business, but today your customers are turning to search engines millions of times a minute.

Search engines, like the directory of decades past, favor those listed first. The closer your company appears at the top of the list, the more likely you are to attract customers. Unlike printed directories, you no longer have to name your company AAA Online Store — you can be found based on your ability to solve the customer's problem.

Moving up your placement in search-engine results (SER) is not something you can achieve overnight, but it can be done. Here are five quick projects that you can do on your own that will positively affect the ranking of your online store.



## Send out regular press releases or news announcements

You don't have to wait for a major company accomplishment to alert the media — you can send a news announcement each time you have something you feel is noteworthy: a new product added to the store, a just-launched promotional campaign (such as a sweepstakes), or maybe a new logo.

There are companies that will distribute your announcement or press release to online media sources (e.g., authors, commentators, bloggers, and editors) for free or at a very low cost. These releases, when posted to news sites or quoted by bloggers, contain inbound links to your site and this creates a buzz that search engines hear.



## Register with online directories and ask your customers to post reviews

Register your store with online directories such as Yelp!, DEXknows, or Angie's List. Once registered, send an invitation to your customers asking that they post a review of the services or products they have received from your company.

Gather these positive reviews and post them at your site as well (with the reviewer's permission, of course). Be sure to add a link to the customer's website when you do post their review since the outbound links will also help to validate your site.



## Post customer testimonials

Include a comments card or send a comment survey to customers each week. Collect the positive comments and post them to your website on a testimonials page with a link to the commenter's site. Use individual testimonials on relevant pages of the same topic when possible.

If you're able, create a video of the customer stating their testimonial and post it to your site and to YouTube (with ample inbound links to your site).



## Link to complementary sites

Identify customer and partner sites that are complementary to your store's products and create inbound links (links from their site to yours) and outbound links (links from your site to theirs).

It's best if you create an entire article, post, or story about the partner with links from keywords to their website. Never create a hyperlink on the text "click here," since that will only increase your search-engine positioning for the words "click here." Instead place a link on the entire keyphrase, e.g., "Turn to Sara's Accessories Store for belts and jewelry."



## Post company news to social-media sites

Join Facebook®, Twitter®, and LinkedIn® and post company news and factoids very regularly. Every day is not too often. Be sure to post your current specials or offers. Customers will often follow your social-media accounts so that they get early notice of offers and special pricing.

Be sure your company profile is complete and links back to your site. Don't skimp. The more positive information you provide, the more confidence you will instill.

Include links to follow you in your email signature line, email, direct mail, press releases, and news announcements.

Spider Trainers provides online and offline marketing services, which include web development, graphic design, click-thru ad creation, drip and nurturing campaigns, social media, search-engine optimization, press releases, campaign analytics, and much more.



303 862 8951

[info@spidertrainers.com](mailto:info@spidertrainers.com)