



# **20 Proven Ways to Jump Start Your Online Sales**

A free guide by Mitchell Harper and Luke Dyer

## Introduction

In order to be successful when it comes to e-commerce, you need more than just an online store filled with products. “If you build it, they will come” isn’t always true, so in this short guide we’ve provided 20 quick action items you can implement today to jump start your sales.

Like anything worth doing, it can take time to receive your first order. But hang in there - it *will* happen. After receiving your first order, you’ll soon get your second, third, fourth and before you know it you’ll be receiving multiple orders a day.

So let’s jump in and get started. Work through each action item below and by the time you’ve implement all 20 you’ll be in a much better position. Customers will more easily be able to find you, which means there’s a much higher chance you’ll start receiving orders.

Sound good? Great! Let’s go...



BigCommerce Co-Founder



BigCommerce Technical Writer

P.S. We’re here to help you every step of the way. Whether it’s by phone, email, live chat, our knowledge base or our training videos, we’re here for you. Visit [our support portal](#) or [our YouTube guru channel](#) to learn more strategies to market your BigCommerce store.

1. **Create a free Google Analytics account and integrate it with your store to see where your visitors are coming from:**
  - a. Follow [this guide](#) to setup and integrate [Google Analytics](#)
  - b. After about 24 hours you will be able to start seeing details about your visitors in Google Analytics
  - c. Look at where they are coming from and see if you can find similar websites which will link back to you.
  - d. [This video](#) is great if you want to understand how Google Analytics works
  
2. **Submit your products to Google Merchant Center(also known as Google Base).**
  - a. [Google Base](#) is a place where you can easily submit all types of online and offline content, which will be search-able on Google.
  - b. Follow [this guide](#) to export your products out of your BigCommerce store, and then import them into the Google Merchant Center.
  
3. **Setup your “Shipping FAQ” and “Returns Policy” page. You can do this by creating a normal web page within your BigCommerce control panel.**
  - a. Here is a [guide](#) to show you ho to create a web page within BigCommerce. Using that same process you can create both the shipping and returns pages.
  - b. Create a Shipping FAQ to outline how you ship items. Here is an example:
    - i. Shipping is based on a combination of weight and destination.
    - ii. Orders will be processed and generally shipped in 1-2 business days, via Ground delivery, pending stock availability.
    - iii. Orders will generally arrive within 3-9 business days, based on ship address location.
    - iv. Any change requests after your order has been submitted cannot be guaranteed.
    - v. Orders with a shipping address containing a PO Box will be shipped via Postal Service.
  - c. It is important for your store to have a [good return policy](#).
  - d. Make sure to [define your return policy](#) well.
  
4. **Submit your store to all free directories.**

There are quite a few free directories out there in the world wide web that allow you to list your website for free. We suggest that you add your storefront to as many of these as you can stand to locate, and take the time to enter your store's [URL](#). This will give your overall [seo](#) ranking a little bit of help and bring your site more traffic. Here are a few

examples to get you in the right direction.

- a. DMOZ - [www.dmoz.org](http://www.dmoz.org)
- b. List My Website - [www.listmywebsite.net](http://www.listmywebsite.net)
- c. Right Biz - [www.rightbiz.co.uk](http://www.rightbiz.co.uk)
- d. Directory Submits - [www.directorysubmits.com](http://www.directorysubmits.com)
- e. AddMe - [www.addme.com](http://www.addme.com)

**5. Create a fan page on Facebook and setup SocialShop.**

- a. First you need to create a [personal Facebook account](#).
- b. Then you need to create a Facebook Community page.
- c. Click on [this guide](#) to see step by step instructions on how to create a community page and share your BigCommerce products to all your Friends and Fans.
- d. We have also put together a [video](#) that walks you through this process.

**6. Link to your Facebook fan page from your store.**

- a. In [this video](#) we explain the importance of a Fan Page for your business.
- b. Here is another article on [how to create a Fan Page](#), and automatically post your store's news items to your Facebook page.

**7. Share your Facebook page with friends and ask them to share it with theirs.**

- a. Free Guide: [Guerilla Marketing With Social Media](#)
- b. Install the free [Wibiya toolbar](#) on your storefront to let people share your store through social media(facebook, twitter, etc.).
- c. [Guide](#) showing you how to add Social icons to the top of your store (Ex: [Facebook](#), [Twitter](#), [Linkedin](#), RSS, [Youtube](#)).

**8. Setup integrations with Shopzilla, PriceGrabber, etc.**

BigCommerce provides you with the ability to share your products through multiple different shopping comparison feeds. This allows for your products to be searchable by a large audience looking for your products by globally comparing your price with thousands of other online stores.

- a. We easily provide you with product exports for the following services: Bizrate, Shopzilla, Beso, Nextag, PriceGrabber, Shopping.com, and MySimon.
- b. Consumers regard comparison sites as the most useful format for online shopping.. [Read full article here](#).

**9. Add your home page title, META keywords and description on the settings page.**

- a. In order for your website/storefront to be listed with a valid page rank within search engines you must add the following throughout your store:
  - i. Title
  - ii. Keywords
  - iii. Description
- b. Here is an [article and video](#) on how to add these to your store.
- c. Here is Google's explanation of [Search Engine Optimization](#).
- d. Check out the [Search Engine Optimization Starter Guide](#) pdf.

**10. Add your page title, META keywords and description for each product in your store.**

- a. In the same manner as your main store settings, each product/category needs to have their own UNIQUE title, keywords, and description. Search engines like Google do not approve duplicate content.
- b. Make sure to include rich relevant content, as [per Google](#).

**11. Add keyword rich descriptions for all photos you've added to each of your products.**

When adding images within your products you have the ability to give each product a description. This description text also acts as your [alt text](#) when customers hover over your image(s) with their mouse cursor. This also comes into play with the search engines, and the overall page rank of your store.

- a. It is important to have full detailed image descriptions in ever product that has images. Our best suggestion is to make each description as unique as possible.
- b. This will allow for web accessibility for the blind listening to screen readers.

**12. Make sure your product pages are filled out completely.**

It is important when selling custom products online to show as much detail as possible. This is most effectively done with at least one high resolution image, and other additional content.

- a. Make sure to have a full product description for each product.
- b. Make sure that your product pages have at least on large high quality photo. With the BigCommerce software we make it easy to add multiple images to your product page(s). Each image will be displayed on the product page and showcased with our [SuperZoom](#) tool in order to show the highest detail.
- c. A great selling point would be to have a video of the product in action. This can be done in several easy steps [shown here](#).

- d. Empower your customers to both comment and share your products with social commenting. We offer this with both [Disqus](#), and [IntenseDebate](#). [Here is a video](#) on enabling these for your BigCommerce products.

**13. Create an “About Us” page with your story and a few photos.**

Here is a [guide](#) to show you how to create a web page within BigCommerce. Using that same process you can create an About Us page.

- a. Make sure that your About Us page tells your story, and make it an interesting read!
- b. Connect with your customers on a real level by adding pictures of your staff.
- c. Here is a good example from a live BigCommerce storefront: [GorillaSacks.com](#)

**14. Announce the launch of your store in 5-10 forums related to what you sell.**

A great way to drive traffic to your NEW storefront is to post your website URL in any forums that you can find related to the products that you are selling online.

- a. Do a Google search to locate any related forums to post within.
- b. Make sure to read the terms of use for each forum before posting.

**15. Add your phone number to your website, or use an 1-800 number.**

- a. If you don't have a phone number, get a cheap 1800 number from [Grasshopper.com](#).
- b. You could also get a free [Google Voice](#) number, that you can forward to another number or voicemail.
- c. Several of the free templates we provide allow you to edit your header graphic. This would be a great place to post the phone number for your store. Here is a blog article on [how to edit your header image](#) with a free service called [Piknic](#).

**16. Install and use a free live chat program such as oLark.com or Zopim.com**

- a. If you want to communicate with the people browsing your site, then we recommend a live chat program called [Zopim](#). You can see what pages/products your customers are looking at, and send them a chat request to provide great customer service.
- b. This live chat tool can be customized to match the look and feel of your site.
- c. Here is a [guide](#) on how to add this great communication tool to your site.

**17. Setup a “Contact Us” page with your phone number, map to your store (if applicable), address and a feedback form.**

- a. BigCommerce has a simple contact form that can be applied to a web page.
  - b. In addition to that you can [embed the google maps code](#) within the description.
  - c. If you require a more custom contact form then we have an [article](#) on how to use a free service called [EmailMeForm](#).
  
18. **Contact 10-20 websites who write/blog about products similar to what you sell and offer to exchange links with them.**
  - a. [Article](#) on Building Deep Links into E-Commerce Product Pages.
  - b. 9 Ways to Build links for an E-commerce Store. [Read more here](#).
  - c. You can also share your products RSS feeds with places automatically. Ex: Facebook, LinkedIn, Twitter, [wordpress](#) blogs, etc. You can automate this process with free services like [Hootsuite](#) that can post every time product(s) are added to your store.
  
19. **Create a free MailChimp account and integrate it with your store so you can collect newsletter subscribers and save customers to your email list.**
  - a. [Click here](#) to sign up for a free MailChimp account.
  - b. In a few simple steps you can integrate MailChimp with BigCommerce. Here is an [article and video](#) that will guide you through this simple process.
  - c. Check out the [MailChimp Academy](#) for additional training videos on this powerful email campaign tool that will empower you to up sell your customer base.
  
20. **Create a free Google Website Optimizer account, integrate it with your store and start running tests to see if changes to your “Add to Cart” button, single page VS multi page checkout etc improve your conversions.**
  - a. Here are [several articles](#) on [Google Website Optimizer](#).
  - b. Check out the Google Website Optimizer YouTube page [here](#).