

How to Effectively Promote Your Shopify Store on Google?

Earning your first profit from your Shopify store is a feeling that simply can't be beaten. However, it is important that you try to keep this momentum going the best you can. To do this, you need to find effective and scalable ways to ensure that more customers visit your platform and that current customers return.

Thankfully, there is a wide range of marketing tactics that you can use to promote your Shopify Store on Google. In this article, we will talk about some of the many ways you can do so. This will offer you a wide range of choices that you can choose based on your comfort and experience levels.

What Are Some Different Ways To Promote Your Shopify Store On Google?

Here are some effective methods that can help promote your Shopify Store on Google:

1. Automate Your Online Advertisement Using Third-Party Tools

Most new marketers outsource the promotion work to agencies; while this practice is not wrong, most of these agencies often overcharge their clients. If you want to save money, we recommend using third-party applications and tools to promote your Shopify Store.

For instance, PromoNavi is considered the best choice to promote your Shopify Store. PromoNavi is a digital marketing platform that can help you save a substantial amount of money that you would otherwise have to spend to boost your PPC performance.

Let us look into some of its relevant features:

- PromoNavi creates a feed based on the products you want to sell on your Shopify Store.
- The application will check your Shopify feed before it gets exported to the Merchant Center. Then, if needed, you can fix any potential problems; this way, the feed will meet the requirements set by Google so that it does not get rejected.
- PromoNavi will keep syncing your feed with all the products you currently have on your list so that your feed is accurate.

- Based on the feed you have uploaded or created, PromoNavi will launch or set up unlimited Shopping campaigns. This way, you will be able to promote your products based on custom attributes like Shopify collections, best sellers, etc.
- PromoNavi will automate all your campaigns so that you will be able to keep track of the performance of the ads via essential metrics and simple dashboards.

2. Use The Push Notifications To Advertise Sales

Unlike other types of push notifications, push notifications for Shopify are not obtrusive. With the help of these push notifications, you can inform your customers about cart reminders, price drops, sale announcements, etc. All these will help promote your Shopify Store.

There are various reasons this is a good idea. For instance, people may not purchase a product immediately, even if you give it away at the best deal possible. Of course, it takes time and effort to build trust with the customers. Therefore, you must set up some retargeting campaigns to generate leads.

Push notifications often help generate these leads and are only sent to people who want to accept them. All you need to do is create a template, add some attractive texts and send it to your list of subscribers.

3. Use Chatbots To Share Discounts

One of the best ways to promote your Shopify store is to set up a dedicated chatbot to provide various types of promos and discounts to your customers, both new and old. This way, you will keep offering some sort of motivation for them to keep buying from your shop.

For instance, you can share a promo code to sign up for a newsletter. This way, the customer can receive the discount by simply providing their email address, which you can use to forward newsletters and other types of news.

Based on studies, it has been found that discounts positively affect perceived savings, which thoroughly plays a role in a customer's intent to purchase.

4. Keyword Research

Most people look for things to buy using keywords. In these cases, we recommend looking for keywords that people use when looking for the same products you are selling. Additionally, you can also look into the keywords used by your competitors.

To do this, you can use a variety of third-party tools to look for keywords. For instance, the Google Keyword Planner is a Google-affiliated tool that will provide you with the list of keywords that your audiences are paying for advertisement.

Once you get your hands on the list of keywords, ensure that you integrate them in all the important places throughout your website, like URLs, product descriptions, titles, etc.

5. Use Website Popups To Generate Leads

Another great way to market your Shopify store is to utilize popups. There are two important aspects of popups that are effective: they can provide value to users, and you can customize them for better targeting.

For instance, we have seen several shopping sites that use the 'spin-the-wheel' popup where spinning the wheel will ensure you get some type of gift or discount.

Similarly, there are other types of popups that can prove to be very effective for your Shopify Store. Ensure that the popups are fun and interesting; however, they also need to offer value to your customers, such as a chance to enter a contest, free shipping, a discount, etc.

6. Add Customer Reviews

One of the most important forms of social proof is adding a dedicated customer reviews section on your Shopify Store. One reason is that it will make your platform look more organic. Additionally, it can also help boost your sales.

The review pages need to be on the product pages—this is where you can see the most interested visitors who are often looking for price comparison and product research. So the review section here will provide a small push for the people to buy the product.

Increasing the number of reviews of your products will show that you are a reliable business. Based on research, it has been found that more than 80% of customers read the reviews before purchasing a product.

7. Building Links To Relevant Sources

If you want to build trust with search engines, you need to choose the right sites to link your Shopify store with. While this endeavor may seem tedious, it is essential that you keep doing it.

For instance, you can ask the manufacturers or suppliers to link your site, get reviews from online social media creators, create compelling content so that others would want to link your site, etc.

8. Get Done With On-Page Optimization

You do not have to get into deep with on-page optimization. All the defaults at Shopify will help cover most of the on-page optimization. However, you do need to pay attention to certain aspects. For instance, you can add links between relevant pages of your website. Also, ensure that the pages' titles do not exceed more than 60 characters. Lastly, always add descriptions to your pages.

PromoNavi Can Help Grow Your Online Shop

Overall, promoting your Shopify Store does not have to be difficult. With the help of the tips mentioned above, you will be able to do so with minimum hassles. Additionally, you can also use PromoNavi's proven app to help increase the overall reach of your Shopify Store.

PromoNavi offers an inclusive, comprehensive solution built from the ground up to deliver actionable results in little time at all.