

E-Commerce Marketing Guideline and Basics

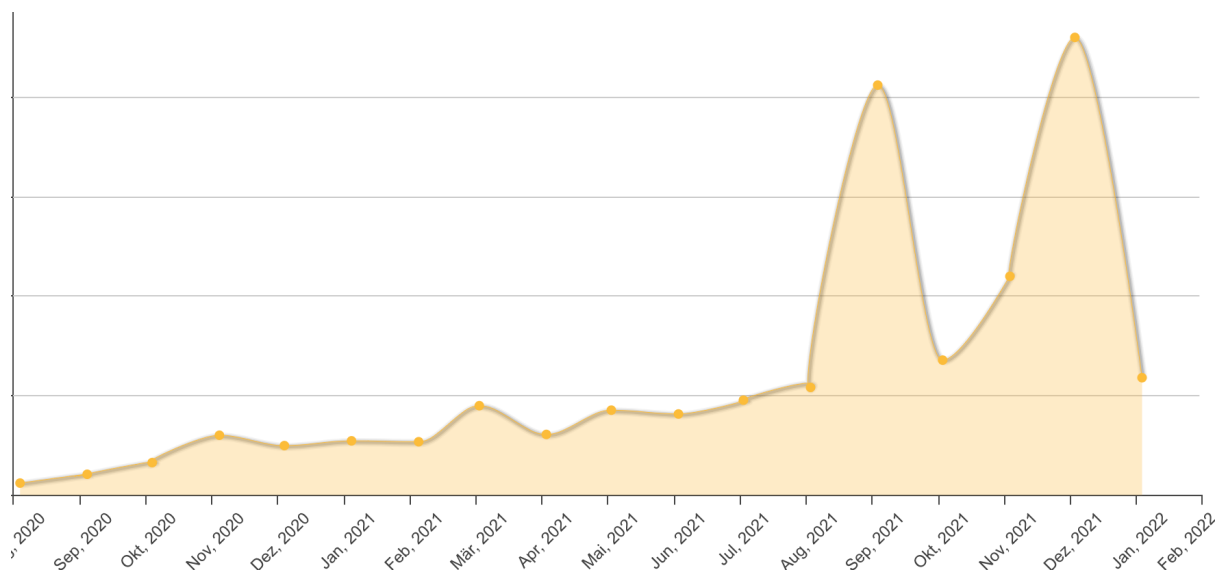
Introduction

E-Commerce is a fast and agile market. ~~Using our knowledge from over ten years in the e-commerce industry, being in the industry for over 10 years, my team and myself have come up with~~ have developed a basic guideline that is beneficial for every new project ~~we are launching-launch.~~

~~This helps us to get the project started as fast as possible, Since the market is so fast-moving, our guidelines make it easier for you to get started quickly by allowing you can to take a shortcut by using~~ take advantage of our findings we have acquired ~~within-over~~ the last ~~40-ten~~ years. ~~to not~~ This will help you avoid ~~wasting too much~~ time on ~~the~~ unnecessary research.

This ~~d~~Document will help you ~~to~~ take the right steps from the ~~beginning~~ start, so ~~that~~ you can rest assured ~~that~~ you have all the basics done-complete and can focus ~~more~~ on fine-tuning these elements and taking care of your main business.

~~This-The~~ graph below is from a new project our team recently launched and is an example of what can be achieved with the ~~Informations~~ Information within this ~~d~~Document. ~~the Graph is from a new project that was launched recently from our Team.~~



Customer Analysis

What does a typical customer of yours look like? If you don't already have customers, imagine what kind of people could be interested in your product. For example, if you are selling scented candles, who would you imagine buying these candles? The likely consumers are modern, probably women, aged 20-50, modern.

This guide will help you to write precise product descriptions and, specialized advertisements, look search for the right keywords, see and decide what colors your the color scheme of your website should be composed of to be the most appealing to that specific the target audience.

If you already have Google Analytics installed, you will find some of this be able to find some of these information in their reports.

Onpage Optimisation

The term Onpage ~~Optimisation~~ Optimization describes your efforts is describing all efforts of yours to improve your website. This can be images, keywords, banners, colors, link structure, landing pages, checkout, shipping methods, and payment methods.

There is a lot that can be wrong with your website. Why are the customers not buying completing purchases even though they have products in their cart? Why don't they browse to a specific category I want them to see? Most of these questions are easy to answer, if you know what you are looking for and if you have made these mistakes before.

Main Page

This is ~~commonly often~~ the first contact point for your interaction with your customers, so make sure ~~to have this as good as possible~~ this page is in excellent shape. The customer ~~probably likely landed on~~ just clicked a search result on google to get to your site after clicking on a search result on Google. ~~So now you~~ Now you have roughly ~~commonly have~~ 2-3 seconds to convince the customer that they have come to the right place to buy what they are looking for.

~~So F~~for our ~~good old~~-scented candle example, immediately show them scented candles immediately. ~~If~~ if you are using banners, make the first banner of these products. ~~I~~ Ideally, below these ~~b~~Banners, ~~there should~~ you should be have product listings. If you don't lose the customer within these 2-3 seconds, great, now they will start browsing your website. ~~T~~ This is where you need to think about a good category structure for your site and, make sure all products and categories are easy to find and easy to understand. At the bottom of the page, make sure to include some SEO ~~t~~ Texts for Google; this should be ~~general generic~~ information about what you are selling, including ~~some~~ some keywords ~~there~~ and link those keywords that link to these product categories.

TODO's

- Make sure you can see the ~~m~~ Main ~~p~~ Products of your site on the first page.
- Create a small SEO ~~t~~ Text for your site that includes your ~~m~~ Main products and ~~/~~ or main categories linking to the products in the text and link to them in that text. ~~D~~ Don't overdo the ~~linking links; stick, stick~~ to 4-8 links in that ~~t~~ Text.

Landing Pages

Most e-commerce software will ~~let allow~~ let you to create specific landing pages for product types or categories, ~~this will let~~ letting you create a unique site for targeted ads and audiences. ~~If~~ if you are also selling 100% organic scented candles ~~also~~, make sure to have a specific landing page just for these ~~type~~ type of candles, ~~to give them~~ provide more information. ~~If, so that if~~ if you are directing customers ~~by advertisement~~ with advertising, they see exactly what they are looking for.

Page Speed

A lot of people are in disagreement if this specific indicator is still important for Google, but it never hurts to have a fast website. ~~the~~ Images should load quickly as, not everyone ~~is~~ uses a high-speed data connection.

~~So~~ Check if your site is optimized correctly. ~~Look~~ Look for small image sizes and try to avoid large videos. ~~Most~~ Most e-commerce sites automatically scale down these images and data for you. ~~but better check to see if you don't have an issue here, you can check this here~~ Use this site to ensure you do not have an issue with page speed: <https://pagespeed.web.dev/>

Mobile

Mobile first! Over 75% of e-commerce shopping is done by phone or tablets. ~~So~~ It is critical to make sure ~~that~~ your site looks perfect on mobile devices. ~~so~~ First, of all, check the site it ~~with~~ on your phone, ~~are~~ to see if all banners and images ~~are~~ visible. Are there any website elements ~~that are~~ obscuring some information, ~~mostly often~~ a cookie consent tool or other marketing tools?

If you want to check ~~it the site~~ on multiple screens, ~~when using the chrome browser, just~~ hit F12 ~~on the Chrome browser to, this will~~ open the Developer Console. ~~The~~ The second icon on the top left will let you select different aspect ratios, to check if everything is displayed correctly.

Also, make sure that the checkout works well with mobile devices. ~~De~~ Don't forget to look at your product pages in mobile ~~view~~, to see if everything ~~gets is~~ displayed correctly.

TODO's

- Use your ~~m~~Mobile ~~p~~Phone to browse your site and note everything that is not displayed correctly or missing.
- Use a ~~t~~Tablet or Ipad to browse your site ~~to also~~ and look for errors.

Keywords

Make sure that you have identified your target audience. ~~One~~ One of the most important things is ~~to using~~ the right keywords. ~~What~~ What would your ideal customer look for when ~~they are~~ searching for your products? Imagine them sitting in front of ~~Ge~~ Google and typing the words that would or could lead to your product. ~~What~~ What would these search words be?

If you are selling stainless steel railing systems, this will be quite easy, since these are your basic search words ~~there already~~. ~~But~~ But what if you don't have a niche product? ~~If~~ If you are selling scented candles, the keywords scented candles should, of course, be included in your list. ~~However, but~~ widen these keywords to "scented candles sweet", "~~s~~ Scented candles cute", "organic scented candles".

TODO's

- Create a ~~l~~ List of at least 10 Keywords for your ~~s~~ Site.
- Create a ~~l~~ List of at least 5 Keywords for your 25-50 ~~m~~ Main ~~i~~ Items.

Banners

The same goes for banners. Show the customer appealing products on the your main page and the category pages. These banners should not distract the buyer from the products, but they should show the customer that this is the category that they are looking for. It usually takes 2 seconds for the regular customer to identify if the site he has landed on provides the customer with what he they is are looking for.

So the customer should immediately be able to identify if he they is are in the right place. For example, if you are selling leather shoes, show that to the customer display leather shoes on your main page and in the respective categories. The easiest way to do this is by using banners that show the product.

TODO's

- Create banners for all your main categories.

Checkout

Is your checkout working, yes? It is critical to make sure it is! Are you sure? The Payment and Shipping providers like to change their APIs and connectors a lot, so your checkout might be broken or no longer work properly. So Therefore, check your checkout frequently to identify any issues that could prevent the customer from buying.

Do you have the commonly used payment methods available? These can vary from country to country, but you will never go wrong with implementing Paypal and Credit Cards as these cover the most used payment methods that are used.

Are there shipping methods available for every customer? maybe Perhaps you have different shipping options for countries or regions. Make sure you also check if customers from other countries are able to buy.

TODO's

- Complete a checkout and look for any errors within during the checkout process.
- Check if you have Shipping and Payment methods activated (Paypal is recommended).

Product Data

This is a big one. Your **Product** data is what is selling on your website, so make sure you spend enough time to perfect these **Data**.

What **Data** is relevant here? The main **parts/components** are: **Product Image**, **Product Description**, and **Keywords**.

Product Image: Make sure you have an image size of at least 1000x1000 px; this will save you time in the future when you want to work with marketplaces like Amazon or **eBay**. Make sure to have a white or transparent background. The image size should be as small as possible, ~~to since this will~~ increase load times.

The **Main Product Image** should show the product clearly without obscuring important details; ~~the Additional~~ product images should show special features about that product. People are not likely to read the product description, so as much information as possible should be presented within the product images (~~but~~ not the **Main image** ~~one though~~).

Product Description: Let's be honest here; ~~no, no~~ one is reading a product description, so you ~~mainly write~~ ~~are writing this mainly this~~ for Google. Google will index your website and product sites to give the customer the best search result, so make sure you have ~~a~~ all the **Key Points** and **product Facts** ~~of your product~~ in the **Product Description**.

~~So~~ Ideally, you have a small written text that includes some important keywords of your product. ~~As~~ an example for the scented candles:

"With this peach-flavored scented candle made 100% organically, you give your home a nice smell all year ~~around~~. This scented candle burns for up to 6 hours..."

Keywords: Almost every E-Commerce **Software** out there ~~is using~~ **uses** **Keywords** as a specific input field for the **Product Data**; ~~so Therefore~~ this is where you use your findings from your target audience research. ~~What~~ are customers searching for in **Google**? For example: "scented, scented candles, sweet candles, organic scented candle, peach-scented candle." Don't overdo this and try to input the right keywords for ~~this these~~ specific products.

Product Data: ~~This The~~ **Data** we ~~have~~ inputted for all products will come in handy later. ~~When we are~~ setting up ads, we will be able to use these **Data** as an export for Google and/or ~~even~~ export our **Products** ~~to~~ Facebook or Instagram; ~~so~~ **Make** sure you ~~can~~ **are** ~~able to~~ export this data easily; most E-Commerce Systems have ~~an~~ automation for this.

TODO's

- Check if your **Product** images have a size of 1000x1000 px ~~with~~ a white **Background**.
- Create ~~a short a small~~ **Product Description** for every product. You will be able to expand these over time.
- Include at least 5 Keywords per **Product**.

Google

Google Sitemap

A sitemap is an index file that gives Google an overview of subsites of your website. ~~mostly~~ This is typically automatically generated by most modern ee-commerce softwares or ~~ems~~ CMS tools. You can see if you already have this by opening www.yoursite.com/sitemap; there, you should see a list of all subsites of your website.

If you don't currently have this, check your software to see if you can have it automatically generated; this should always come directly from your e-commerce software ~~you are~~ running.

This sitemap then helps Google ~~to~~ index all the content and products on your site.

TODO's

- Create a Google Sitemap.
- Check if the sitemap has content by visiting ~~it~~ www.yoursite.com/sitemap.

Google Search Console

The Google Sitemap we previously mentioned, now needs to be sent to Google. Google will automatically start to crawl your site ~~automatically~~ at some point, but manually submitting your sitemap to Google ~~manually~~, will kickstart this process. From then on, Google will crawl your site and inform you if there is anything wrong with your website data and ~~also~~ start to index and rank your products and content, making it more visible to Google searches.

You can submit your sitemap here:

<https://search.google.com/search-console>

Google Analytics

Google Analytics is a great and powerful tool that helps you ~~to~~ understand your customers better. ~~it~~ it also helps you ~~to~~ analyze what customers are buying, what they are looking for on your website, ~~also~~ where they are coming from, how old they are, ~~are-if~~ they are using mobile or desktop, and so on. ~~the~~ There is a vast amount of data you can pull from ~~there is~~ quite Google Analytics huge.

Once again, most e-commerce systems s are already ~~are~~ prepared for a direct connection and integration ~~of-with~~ Google Aanalytics; ~~therefore,~~ ~~so~~ it should be pretty easy to set up within your system. Note that, ~~just make sure that de~~ depending on what country you are operating

from, you might need to update your terms and conditions; since you are collecting user data, you might be obliged to inform the customer of this.

Google Analytics can be found here:
<https://analytics.google.com/analytics/web/>

Product Data Feed

The Product Data Feed is a specific type of product overview similar to the ~~sitemap~~ mentioned earlier, ~~but this specific feed~~ outputs all product data ~~you have~~ in your system and ~~allows you to send~~ gives you the possibility to send it to Google, so your products can and will appear in the Google shopping tab on Google searches.

This task is not the easiest since you need to make sure that your e-commerce system outputs all the necessary data in the right format so that Google can interpret it correctly to use it for its Google shopping system.

As mentioned before, most e-commerce systems are prepared for exporting these Product Data Feeds. You can then send the product data feed to Google, ~~here you will find more~~ You can find more information on this specific topic ~~here~~:
https://www.google.com/intl/en_en/retail/get-started/?product=merchant-center

Advertising

Google Ads

Google Adwords, ~~or~~ now known as Google Ads, is Google's advertising platform, where you can place Ads in several forms such as Text, Image, or Shopping Ads. If you are searching for something on Google, the first 3-4 results you see are commonly Ads; they also have an indicator next to them, ~~that let~~ to let s- you know that these are ads.

Within Google Ads, you have the option to link your Website to specific Keywords you can input. For example, you create an ad that describes your Product like "Pure organic natural scented candles" and input Keywords like: "Scented Candle, organic candles, Candles". So if someone is using these Keywords within their search, your Ad will be displayed to that user. There are multiple ways to set up these Ads, ~~regarding when it comes to~~ targeting and budget.

Google Ads is a very complex system that ~~gives~~ provides you a load of ~~countless~~ settings and options. ~~I~~ Thousands of agencies ~~are mainly~~ focused on setting up these ~~a~~ Ads for you and your company, so don't be afraid to ask an agency for help with this component. Otherwise, Google has made it pretty easy to get started ~~with this~~, but optimizing this and getting the best ROAS (~~r~~ Return on advertising spend) takes quite some time and trial and error.

Google Ads is great ~~for to~~ attracting users ~~that who~~ are already looking for your or similar ~~p~~ Products, since they already have a direct interest when searching for these specific ~~k~~ Keywords.

You can ~~go~~ find more ~~i~~ Information on Google Ads here:
<https://ads.google.com/>

Facebook Ads

Similar to Google Ads, Facebook Ads is Facebook's advertising platform. ~~S~~ Since Facebook is basically a huge ~~d~~ Database of user data, including personal interests, age, gender, etc., the amount of data that Facebook ~~is collecting~~ collects per u User is almost endless.

You can set up ads ~~that Users get~~ shown within on users' their d Daily Facebook f Feeds ~~for example, that can be~~ with images or ~~even v~~ Videos, ~~this will then of course be~~ which will be linkable to your specific landing page.

Facebook Ads is a great way ~~for to~~ attracting customers ~~that who~~ don't know about your product, or have never heard of it, since these Ads are displayed to the users mainly ~~by~~ based on their interests and not by their searches.

But keep in mind, setting up Facebook Ads is a bit more tedious than Google Ads. ~~and Also,~~ it is easier to burn more money by using Facebook Ads, since ~~it they~~ might ~~need~~ require ~~quite some~~ adjustments and monitoring to get to a positive ROAS that fits ~~ROAS that is positive and fitting to~~ your budget.

Don't be afraid to get help from a professional when it comes to Facebook Ads.

You can set up Facebook Ads by visiting this site:
<https://www.facebook.com/business/tools/ads-manager>

Instagram Ads

~~Pretty much the same as~~ Similar to Facebook Ads, Instagram Ads lets you display advertising directly on Instagram. ~~S~~ Since Instagram is ~~p~~ Part of Facebook, this gives you the same benefits and possible opportunities ~~like as~~ Facebook; ~~y~~ you can select specific audiences and target groups for your ~~a~~ Advertisements.

These companies are really good ~~at when it comes to giving providing~~ you ~~with~~ all the ~~d~~ Data you need to identify your target audience and the success and viability of your advertisements.

Like Facebook, Instagram Ads are very good at getting new customers that have never heard of your product; ~~but also keep~~ Keep in mind that it is easier to get started with a negative ROAS with these types of ~~a~~ Ads. They need more monitoring than Google Ads, ~~so~~ you might need to set up several campaigns to see which one performs the best.

Once again, you can gain a lot of customers by using these types of ~~a~~ Ads, but you can also burn through a lot of money without ~~good positive~~ results. Don't be afraid ~~of to~~ get ~~ting~~ professional help in this field of marketing.

You can set up Instagram Ads here:
<https://business.instagram.com/advertising?>

Tracking Pixel

The Facebook Pixel is a piece of ~~c~~ Code or a ~~p~~ Plugin you install or implement into your website. This will mostly use ~~c~~ Cookies, ~~this will allow~~ ing you to directly monitor your conversions from Facebook Ads, use retargeting to get users ~~that who~~ visited your site back on to your website, and build target audiences for future advertisements. When you advertise to users that have visited your website, you can use the Facebook Pixel to track their ~~behaviour~~ behavior once they're back on your website. This then helps you figure out what advertisements are most effective; ~~while whilst~~ allowing you to target audiences with more detailed relevance.

The ~~t~~ Tracking Pixel ~~is either can be~~ ~~c~~ Code that you directly implement into your website; ~~or~~ most e-commerce software uses ~~p~~ Plugins that will help you ~~to~~ include this code. Just make sure that you are collecting user data, and in most countries, you will have to inform the user that you are collecting this ~~d~~ Data, so make sure you update your ~~p~~ Privacy ~~p~~ Policies accordingly if needed.

Budget

This is, of course, completely different for every business case and market. Some companies have a marketing budget of 10% of their annual turnover, and some, some are using 1%, some 50%. There is no golden rule for this; I can only guarantee that, the only thing I can guarantee is, it will be tough to be competitive without running ads.

So my advice would be to start with a smaller budget and increase it when your ROAS is positive, to avoid so that you are not losing money by running ads.

Almost every previously mentioned form of advertising lets you set specific budgets per day or even per hour, so you will be very flexible and can test out with almost direct results of how your ad campaigns are performing with almost direct results.

Other Advertising Options

There are multiple other additional forms of advertising, but these the ones mentioned so far have been the most reliable to get to a positive ROAS in a quick time without wasting too much money. So, for in the beginning, stick to the above previously mentioned methods while learning about other possible forms of advertising.

Social Media

Instagram

Depending on the products you are selling, Instagram is a great way to market your products; in combination combining Instagram with Instagram Ads you can allow you to target specific audiences. This method will always be easier with lifestyle products like fashion, beauty products, etc. and such. If your product is technical and harder to explain, Instagram will be a great tool to explain those products to your already existing audience.

Keep in mind that creating content for social media like Instagram is quite time-consuming, so if you start with Instagram Posts, the previous steps should be address the previous steps first.

The easiest way to start with Instagram is by, frequently posting your products directly to on Instagram, 1-2 times a week. If you are more used to using accustomed to social media, you should create a posting plan for an entire complete month. This will help you to reduce the workload if you prepare this the plan in one go.

Facebook

Currently, Facebook is not the best ~~s~~Social ~~m~~Media ~~t~~Tool to generate new customers or ~~to~~ have a good connection ~~to-with~~ your customers. ~~A~~side from Facebook Ads, which ~~is~~ working great for most products, building up a regular Facebook following is time-consuming and mostly not beneficial to direct sales.

So I would suggest also preparing a posting plan for ~~an entire a complete~~ month, ~~and i~~n the beginning, stick to posting your products on ~~F~~acebook and work on this if you have some free time at hand. ~~I~~t is better ~~to if you~~ improve your product descriptions and product data before spending time ~~with-on~~ Facebook.

Influencer

Working with ~~i~~nfluencers can be really beneficial, but this also is highly dependent on your market. Fashion and ~~b~~Beauty ~~p~~Products, for example, would be a good fit for corporations with fitting influencers. ~~K~~keep in mind, though, ~~that~~ influencers with a high reach are very, very expensive. So, ~~this is an excellent option~~ if budget is not an issue, ~~this~~.

Marketplaces (Amazon)

The fastest way to create sales is by using an already established sales ~~p~~Platform. Amazon is one of the quickest ways to get sales. ~~D~~depending on your product, you either need to list the product on your own, or you can ~~just~~ attach it to already existing listings. ~~b~~Basically, ~~-allowing you giving you the opportunity~~ to sell products from day one. Amazon should never be your sole source of traffic and sales. ~~S~~ince you are selling on Amazon's Marketplace, Amazon has every right to remove you from its platform. Amazon is enforcing a strict customer-first policy, which means that the slightest problems with your seller account could mean your exclusion from their platform.

~~When you want to upload Products to Amazon~~ You need a ~~s~~Seller ~~a~~Account ~~to upload products to Amazon~~, which you can ~~easy-easily~~ register ~~for~~ by visiting this site:
<https://sell.amazon.com/>

You also need either a connection to your e-commerce software or ERP to upload products, or you can upload them manually through Amazon's Seller ~~C~~entral. ~~Ensure~~~~Make sure~~ that you have UPC Codes for all your ~~i~~tems, ~~t~~UPC Codes ~~are~~ the main identifier for ~~p~~Products on Amazon; they will then become the ASIN.