

E-commerce Unveiled

*Secret Strategies used by Innovative Marketers to turn
Web Browsers into Buyers*



By Calvin Luttrell and Sonya Neblett

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Introduction

Getting the Most Out of This Book



"Success is a science; if you have the conditions, you get the result." -Oscar Wilde

This eBook is a comprehensive checklist with extensive tips, tools and industry-wide best kept secrets that will help you harness the power of the internet and ultimately create success with your online business.

E-commerce Unveiled is not for the faint of heart. You'll be challenged to think about your business and what you want to accomplish. Will it be 10 orders a day or 100's? Will your return on investment be minimal, marginal or extravagant? It's your decision. You can rest assured you'll make your decisions based on sound research, solid marketing and cutting edge tools. The goal is to provide solutions to common problems faced by just about every online business and give you the needed resources to

creatively address the complex issues that tend to arise with doing business online.

For example, are you facing no traffic and no sales? Have you included pay per click, froogle/googlebase, search engine optimization, press releases, and directory submissions into your marketing plan?

Do you have web traffic but no sales? Have you used or are you using product conversion tools, detailed web analytics and logo programs?

Or, maybe you're business has just leveled off and is showing no growth.

If that's the case, maybe it's time for an overall web site evaluation.

In any of the scenarios listed out, there are numerous options that will enhance your efforts resulting in a better conversion rate, a higher average order value and increased traffic and overall business growth. Remember, there are no guarantees in any business venture. But when you have an arsenal of proven strategies and inside information at your disposal, you set up the conditions for the science of success.

Internet Soup: The Missing Ingredient

The internet is a hub of innovative information links. We like to call it a community soup bowl filled with all sorts of juicy tidbits and ingredients thrown in by individuals, companies and organizations – really, anyone who has a point to make, an item to sell or a service to offer. Adding your web site to the mix increases the content value and increases the sheer amount of information available. However, tossing your own special ingredient (your web site) into the mix isn't enough. You want to be a part of the discussion, a part of the information that is being passed through powerful dissemination channels like Google, MSN, Yahoo and their smaller counterparts. You want to be an integral part of the mix. In all truth, you want to be one of the tastiest parts so people will come back again and again for more.

But what is that thing - that "sweet spot" that will enable you to share your products, your wisdom, and your excellent customer experience with

everyone who may be looking for it? How do you find it? Where does it reside? And how do you take part?

You could launch your site and let it float, not connecting to any other site for fear of helping out the competition, getting the wrong kinds of visitors or just because you are apathetic about the whole thing. This is a sure fire way to, well, do nothing. The end result will inevitably be that you don't see revenue, traffic or anything of real value happening. If you are not connected, you can't be found. Connections are what make the ingredients overlap and ultimately create the tastiest of experiences. Connections are the links that bind the ingredients together. They are the digital pathways that visitors happily travel to get to you. Obviously you want more than one. In fact, you want as many as you can get. That's where technology, marketing and merchandising come in. Understanding the power of the technology that is the framework for your site, knowing how to streamline marketing practices to make them work and capitalizing on merchandising techniques is really what it's all about.

Our goal...our passion, is to give you the recipe list and teach you how to carve out important marketing pathways and create true success with your site.

Remember, there's no time like the present.

Go ahead. Mix it up. Make it hot. We'll call it internet soup.

Who Is ProjectThunder?

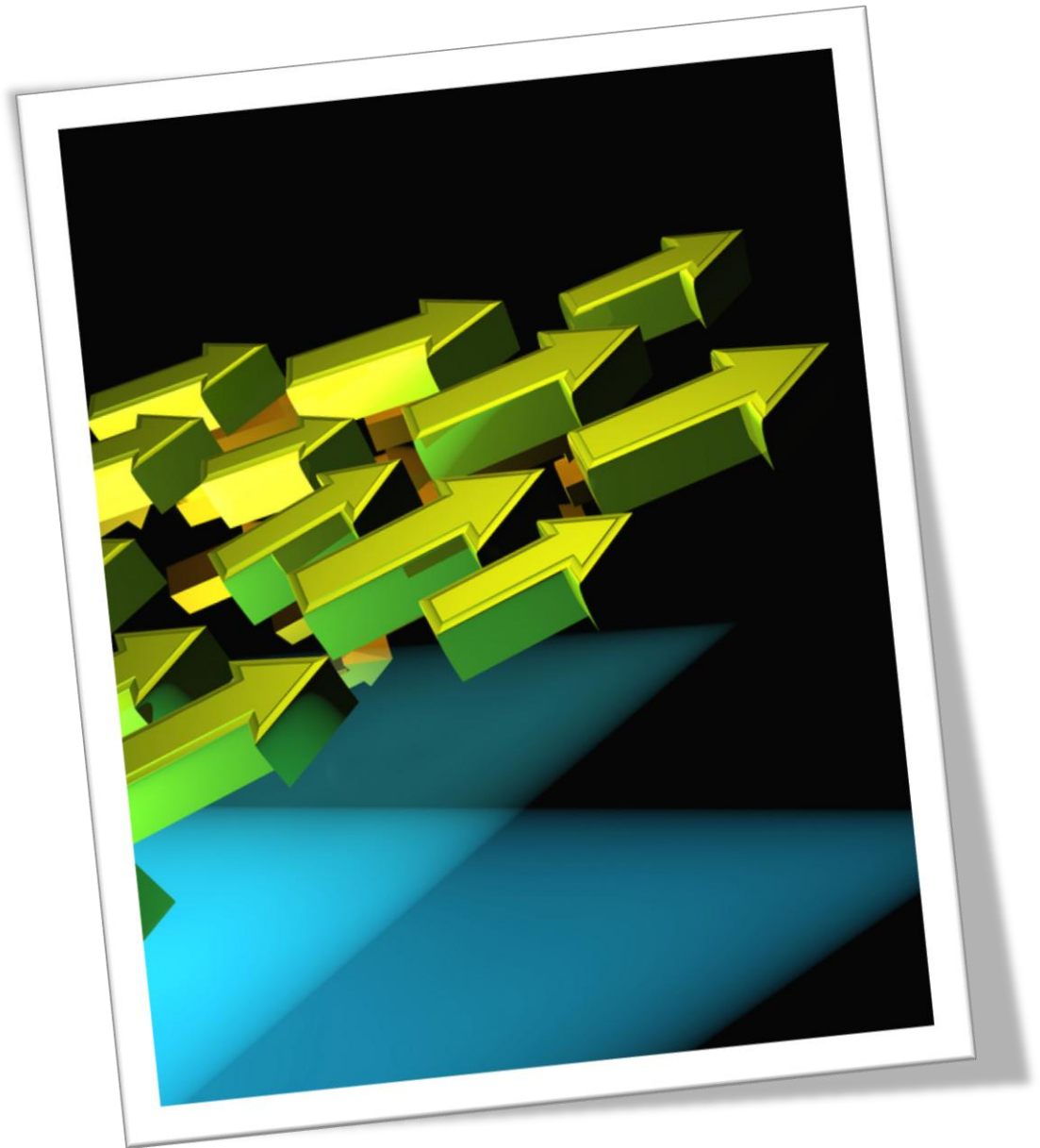


ProjectThunder is a leading e-commerce development engineering and merchandising company. We have worked with some of the best SEO, e-commerce, marketing and merchandising experts over the years. We build and deploy e-commerce solutions from ground 0 and work with business owners over time to create winning solutions.

We also take existing businesses online and upgrade their infrastructure and software to sometimes double sales. This is accomplished in goal setting and planning. With a background in Sales, CRM development and software architecture, we've developed e-commerce and web solutions for GoldMine Software, 1-800-Dentist, the Golden Globes, PacifiCare and many others.

Promises, promises...

Implement the best practices in E-Commerce Unveiled and we guarantee you will gain 15% increase in sales over the next 90 days. If you don't get a 15% increase of sales we'll refund the cost of this eBook, no questions asked. It's as simple as that and we mean it.



Part 1, E-Commerce:

The Backbone of Our Economy

Commerce is the backbone of our economy. Our expectation is that it will continue to grow and prosper and as Americans we are born imprinted with entrepreneurial rights and freedoms. We believe

in the Big Dream, the globalized marketplace where innovative ideas and boot-strap businesses can flourish. In Thomas Friedman's book *The World is Flat* he discusses the flattening of the world through the use of technology and how it brings the world closer together creating a truly globalized market. Understanding how this affects e-commerce is the key to longevity.

When the internet was introduced and the concept of performing electronic commerce online became somewhat main stream, the technology sector boomed with creative ideas. Followed shortly by billions in investments from venture capital companies and private investors, the idea of doing business online reached a fevered pitch. There was, however, one problem - too many stores and not enough customers willing to spend dollars in this new shopping environment.

A paradigm shift had to occur in millions of people before e-commerce could become a viable solution. Fast forward to today. It's estimated that 86 billion dollars is exchanged between online shoppers and e-commerce web sites. Obviously, e-commerce is here to stay.

New to E-Commerce

Everyone starts somewhere. If you are new to e-commerce and the whole prospect of selling goods or services online is an obscure concept you do have some learning to do. There's no way to get around it. However, you also have an advantage. The online market moves fast and you have the opportunity to capitalize on new trends, new technology and new marketing techniques. Anyone, of course, can do this, but if you are just getting your storefront set up, there's no worrying with migrating from an old system to a new one, no outdated e-mail marketing campaigns, no pay-per-click campaigns that need to be analyzed. You are starting with a blank canvas and can literally paint whatever picture you'd like to create for yourself on it.

Sound easy? It is. If you do your homework! Put the time and effort into business and market planning, goal setting and setting up procedures for how you will do business. You're success is up to you.

Emerging and Hot Markets for New Business:

Niche Products – Retailers of niche products have grown exponentially and will continue to do so as online shoppers continue to scour the web for targeted information about specific products and services. Typically, the competition in a niche

category from bigger business is slim to non-existent leaving a gap where small businesses can literally thrive. Niche web sites usually offer hundreds or even thousands of variations of the same products.

Affluents/Luxury/Influentials

– while this market demographic tends to represent only the top 27% of the population, the average affluent household spent approximately \$52,588 in 2005 on goods and services according to a Unity Marketing report. This group, predominantly, looks for services and experiences that will enhance their lives opposed to just acquiring things. If you can give them something they want, they will return again and again as they tend to be loyal.

Green living, Organic, Eco-friendly – There is not a specific demographic that goes with this market because it tends to span age groups and income levels. However, competition online for these types of services and products is just beginning to grow. It's a hot market with demand for sustainable and eco-friendly products increasing daily.

About the Authors

As CEO of ProjectThunder, Luttrell serves as Project Manager and works to maintain strategic alliances with companies such as Microsoft and Mediachase. Developers at Mediachase created the eCF core enterprise framework for ProjectThunder's e-commerce solutions. He also oversees all engineering efforts within the company. His current focus is to deliver high value in the enterprise space for e-commerce and developer training solutions. A large part of Luttrell's regimen is to maintain his status as an author, for he believes that "to teach is to know." He has written several articles that have been syndicated on websites such as www.15seconds.com and www.asp

Sonya Neblett runs the blog TrulyTwistedMarketing.com and is the marketing coordinator for SpecialtyLiving, Inc. a pure play e-Commerce company based in Asheville, NC. She also owns a web consulting business, IndigoSkyDesigns, where she helps small businesses create a presence on the web with innovative marketing strategies.



For more information or questions please e-mail
ebook@projectthunder.com