

Great Ecommerce Ideas

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Practical eCommerce recently asked 50 industry insiders to share a great, innovative idea that could potentially help an ecommerce firm. Here's what ten of them had to say.

Implement Product Descriptions

Al Pascale Director of SiteLink Services Dydacomp Dydacomp.com

"Use relevant and informative product descriptions. Not only will those descriptions help the shopper in their buying process but the content of that description will also be indexed by search engines, increasing the visibility of your website."

Research And Exclude Negative Keywords

Greg Laptevsky
Search Marketing Ambassador
Prime Visibility
Primevisibility.com

"Invest at least one hour every week to research negative keywords for your pay-per-click campaign. Be sure to exclude keywords such as free, no charge, no cost, problems, trouble, negative, bad, worst, rebate and similar keywords that you don't want your ads showing up for."

Use Article Directories

Jeff Dahlberg Owner Cheap Seeds Cheapseeds.com

"Write articles and submit them weekly to Ezinearticles.com and other article directories. Search Google for article directories to find a top 50 list. If you don't have time to write them, hire someone at Elance.com, Guru.com or Getafreelancer.com for \$5 to \$10 each. This will get you traffic and backlinks."

Build An Ecommerce Facebook Application

Jeff Muendel Search Analysis Netconcepts, LLC Netconcepts.com

"One of the best ways for an ecommerce site to get into the social media game and gain lots of new interest is through Facebook.com. Facebook's open source policy is designed as an active invitation for creating applications, which has secondarily given birth to widget platforms like Clearspring.com."

Incorporate Regular PCI Verification

Elizabeth Ireland Vice President nCircle Ncircle.com

"Leverage your PCI compliance efforts every quarter as a benchmark for your overall security posture. When you go through compliance exercises, compare your previous scores and look for consistent reduction in type and number of problems you have to resolve."

Use Simple Tools To Lower Abandonment

Kevin Kohn Executive Vice President, Marketing Live Person, Inc. Liveperson.com

"More than half of online shoppers abandon the checkout process before completing their purchase. Counter abandonment by adding simple tools like security certificates, progress bars and live chat to allay customer confusion, fears or frustrations."

Inventory Management Is Key To Success

Mathew Keister Chief Technology Officer Seamless Development, Inc.
Seamlessdev.com

"One database means less hassle and less manpower required to keep track of inventory from multiple locations. The right database can also handle inventory from multiple locations. With the right software to manage it, there is no need to go beyond one program to add, remove and track products."

Online Chat Service Can Increase Sales

Mercia Tapping President/CEO Healthy Home Information and Products Allergybuyersclub.com

"We now have two years experience using online chat services and have just moved to our third vendor. It does not provide the same level of conversion to sales as prospects that phone into our sales department, but it has increased our sales by 10-12 percent."

Make Trustmarks Prevalent

Nigel Ravenhill Marketing Communications Director Scanalert, Inc. Scanalert.com

"Place trustmarks on your home page and all catalog pages; don't bury them in the shopping cart. The millions of security conscious shoppers who respond positively to trustmarks frequently abandon websites before they even get to the cart."

Be Sure To Offer Flexibility

Richard Sexton CEO Carolina Rustica Carolinarustica.com

"E-tailers face a huge challenge in the commoditization of brand-name products, facilitated by comparison shopping sites and other channels that sort products by price only. To survive, smaller e-tailers must offer payment flexibility, fast order handling, and outstanding customer support. Focus on best sellers and initiate quick-ship programs. Customers may pay more if they can get it fast."