

the ultimate guide to

ECOMMERCE LINK BUILDING

The Ultimate Guide To Ecommerce Link Building

eBook by WooGuru.net

How To Improve Your eCommerce Search Engine Rankings With Link Building

You got your online store up and running.

Great!

Now it's time to get some traffic and make some sales. And let's face it - getting traffic is hard.

It doesn't have to be.

I'm going to share with you the exact link building tactics that helped me improve my search engine rankings, increase my traffic and grow the sales of my store.

But first let's get something out of the way:

If you are here to learn fast link building, you're in the wrong place.

Link building is a growth strategy that requires a significant time investment and efforts on your side. Prepare yourself to do a lot of work.

Now, let's get our feet wet!

Why SEO is good for eCommerce?

As Andrew Chen says, there are only [few ways](#) to scale user growth. In my opinion, this applies to eCommerce traffic and sales, too.

These ways are:

- paid acquisition
- virality
- SEO

Paid acquisition for eCommerce

If you are aware of the Lean Startup, by now you've validated the demand for the things you sell.

During the validation stage, it's likely that you used paid channels to get that initial boost in your traffic and acquire your first customers. Using Adwords, as StartupBros suggest, is a quick way to validate your business idea on the cheap.

Yet:

Paid acquisition might not be the perfect solution for your online store in the long term.

Buying customers directly through ads will cut your already razor thin eCommerce margins.

If you are in a drop shipping eCommerce business, it's likely that you have 5 to 20% product margin on your sales.

Make this simple calculation:

How much it costs you to acquire a paying customer through AdWords (or other paid acquisition channel)? And what are the return on investment (ROI) per paying customer and the customer lifetime value (CLTV)?

With my store, it costed me roughly \$30 to get a paying customer through AdWords. And the CLTV was below that. I was losing money. Not good!

Virality for eCommerce



If you have an innovative, unique, custom-made product a la Kickstarter, viral word of mouth could work for you. Also, you can achieve virality with a good marketing strategy. And for some it did work. (hint: [TheDollarShaveClub](#))

But what if you are selling a commodity? Would your friends love the office supplies you sell so much to share them with the whole wide web? Yeah, that's what I thought.

Even if you produce a unique product, you still need to design your [viral loop](#) and have a viral engine in place. Think here lots of A/B testing and experiments.

Improve your store's search engine rankings and get more sales with SEO

There's no doubt that you can get more sales for your online store and improve your search engine rankings by doing off-page SEO. Link building in particular.

Let me show you:

Brian Dean of [Backlinko](#) shares how one of his readers managed to increase his online store's referral traffic by getting quality backlinks:



At our Bulgarian [store](#), we managed to get almost 3,000 organic traffic sessions for 3 months, just a month after our launch. Bare in mind that we are using a brand new domain for the store.

	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users ↓
	6,362	78.81%	5,014
1 ■ Organic Search	2,506	<div style="width: 39.4%;"></div>	
2 ■ Referral	1,618	<div style="width: 25.4%;"></div>	
3 ■ Direct	1,538	<div style="width: 24.2%;"></div>	
4 ■ Social	647	<div style="width: 10.2%;"></div>	
5 ■ Paid Search	53	<div style="width: 0.8%;"></div>	

Also about 80% of our referral traffic is coming from our link building efforts.

Source ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	2,524 % of Total: 30.44% (8,293)	71.87% Avg for View: 75.23% (-4.47%)	1,814 % of Total: 29.08% (6,239)	48.77% Avg for View: 57.58% (-15.30%)
1. strangera.com	322 (12.76%)	68.32%	220 (12.13%)	14.29%
2. simple-share-buttons.com	231 (9.15%)	99.57%	230 (12.68%)	100.00%
3. smartmoney.bg	196 (7.77%)	84.18%	165 (9.10%)	30.10%
4. forums.bgdev.org	194 (7.69%)	77.84%	151 (8.32%)	34.54%
5. lifehack.bg	98 (3.88%)	85.71%	84 (4.63%)	71.43%
6. peter.and.bilyana.net	98 (3.88%)	94.90%	93 (5.13%)	20.41%
7. free-share-buttons.com	94 (3.72%)	100.00%	94 (5.18%)	14.89%
8. olx.bg	94 (3.72%)	82.98%	78 (4.30%)	37.23%

Moreover SEO is our top revenue source and top orders source:

Top revenue sources

Google

Google CPC Search

Facebook

forums.bgdev.org

Top orders sources

Google

Direct visit

Google CPC Search

Facebook

(eCommerce metrics from [Metrilo](#))

This result is the outcome of just about a couple of weeks of link building.

Benefits of SEO link building for eCommerce

- You pay with your sweat. Perfect for bootstrapped stores.
- Your product margins won't shrink like the stock market.
- It's scalable.
- If targeted correctly brings people that [intent](#) to make a purchase.

Drawbacks of SEO link building for eCommerce

- If not done well, Google might penalize your store. Do I have to say no paid links?
- There's no such thing as "fast link building". Getting quality backlinks to your store takes efforts and a lot of hustling.

This post is a comprehensive guide to off-page link building for eCommerce. Use it and apply it today to improve your store's search engine rankings.

I'm going to share with you, my best actionable advice on link building for eCommerce

Feel free to share it with other eCommerce folks.

What Makes Your Online Store Link-Worthy?

The web is built on links, right?

But what motivates a site owner to link to your shop.

Here's the deal:

Nobody cares about your online store.

The sooner you get used to this, the sooner you'll become better at link building. People care all about:

Them, them, them

There are many ways to make your online store more attractive for people to link to, but the most important one is:

Be useful

The less valuable your content,

The less likely you are ever to receive a link to it.

Eric Ward, writer of "Ultimate Guide to Link Building".

Ward continues by saying that the most useful sites are those that provide rich quality content on a particular subject on which the author is an authority.

Imagine you sell supplements. The supplements market is a competitive one.

What most store owners do when they launch their online store:

Take the default distributor's product copy and pictures and throw it on a basic product page with a "Buy now" button.

While that approach might be fast, it's not the best way to be useful and get people to link to your online store.

On the opposite, check what Bodybuilding.com is doing for [their product pages](#):

Optimum Nutrition:
Gold Standard 100% Whey
 Muscle Building Whey Protein Powder*
 24g of Whey Protein with Amino Acids for Muscle Recovery and Growth*

Supported Goal: **Build Muscle**
 Main Ingredient: **Whey Protein**

OVERALL RATING
9.2
 Out of 10
Excellent
 Read 9,407 Optimum Nutrition Gold Standard 100% Whey Reviews.
 ★ Rate Product
 + Wish List

28,750 people recommend this. Be the first of your friends.

PROMOTION
BUY 1 GET FREE BONUS ITEM
 Expand All (4)
 For a limited time, buy 1 Optimum Gold Standard 100% Whey, 5 Lbs. in the flavor of your choice & get 1 Optimum Gold Standard 100% Whey, 3 Servings in the flavor of your choice FREE!

ABOUT | **REVIEWS**

ON

1 Lb. \$29.99 \$
 Flavor
 Delicious Strawberry
 Double Rich Chocolate
 Vanilla Ice Cream

1.9 Lbs. - Natural
 Flavor
 Chocolate
 Vanilla

2 Lbs. \$51.49 \$
 Flavor
 Banana Cream
 Caramel Toffee Fudge
 Chocolate Malt
 Chocolate Mint
 Cookies & Cream
 Delicious Strawberry
 Double Rich Chocolate
 Extreme Milk Chocolate
 French Vanilla Creme
 Mocha Cappuccino
 Rocky Road
 Strawberry Banana

Gosh, so much useful information!

There are tons of content on every facet of this product. The whole page is using a custom-built design that looks like a magazine review. There's info on the servings, tastes, way of consuming, ingredients and loads of customer reviews. It could be the best resource on the web about this whey protein.

Bodybuilding.com is an excellent example of how an online store can add rich, relevant content and build a community around its products. Also make sales along the way.

Getting links naturally will decrease your manual link building efforts

In a recent webinar, Rand from Moz, talked about the importance of being link-worthy and likable.

The process of link building today has reversed.

You don't build links anymore; you earn links naturally.

If you can't earn links naturally, not only can you not get links fast enough and not get good ones. You also are probably earning links that Google doesn't even want to count or may even penalize you for. It's nearly impossible to earn links with just good, unique content.

Rand Fishkin "Why Good Unique Content Needs to Die."

To earn links naturally you must create content that's 10x better than the competition, says Rand.

The 10x concept is not something new.

In his latest lecture "[Competition is for losers](#)", Peter Thiel (founder of Paypal) said that to conquer a market, you must be 10x better:

My sort of crazy, somewhat arbitrary rule of thumb is you want to have a technology that's an order of

magnitude better than the next best thing. So Amazon had over ten times as many books, it may not have been that high tech, but you figure oh well it can sell ten times as many books and be more efficient along the way.

Peter Thiel

Video: http://www.youtube.com/watch?v=5_odVHMpJlo&t=20mos

For MenGear, we hired a junior copywriter to write unique product descriptions for every product on the site. Because the products we sell are hard to find on the local market, it was easy to create unique product descriptions.

The least words per product copy were 300 words. That way we had over 200 hundred web pages of unique product copy.



Още първия път през 1977-ма, когато видя пулсиращата светлина и това бучене в бунгалото на Оби Уан Кеноби ти беше ясно, че искаш да имаш такъв.

Първоначално не беше съвсем сигурен какво точно е това, мечът обаче те грабна със своята мощ и красота. И дори сега 30 години по-късно ти все още го искаш. Е приятелю, настъпи часът, да се присъединиш в редиците на Джедайте (или Ситите). Време е да се въобразиш с едно от най-обичаните оръжия на всички времена: Star Wars Force FX светлинен меч!

“Force FX” частта обозначава, че тези светлинни мечове са опаковани със свръх технологии от галактика, която е далеч, далеч от тук – което им придава точни светлини и звуци. А и „сменяемото острие“ означава, че, явно острието се сменя. Можеш да го свалиш и да носиш дръжката на бедрот си, а след това да поставиш острието (чрез вградения скрит винт) и да се пребориш с всяка напечена ситуация.

Момент, има и още! Острието светва от долната си част към горната (да, със звук, разбира се) и се изключва от върха към дръжката (да, пак има звук). Когато искаш да поразииш противника, чуваш онова бучене, което ти е така познато и толкова много обичаш. Всяко замахване ще включи собствен звуков ефект, а всеки удар на меча в друг (или в каквото и дае друг обект) ще добави звукова експлозия. **Star Wars Force FX светлинен меч със сменяемо острие** е едно истински оръжие от по-цивилизованото време.



We still have to work on achieving the 10x effect!

Before creating your link building campaign you should ask yourself:

- Are my product pages 10x better than my closest competitor?
- Are my product descriptions 10x better than my closest competitor?
- Is my product photography 10x better than my next best competitor?
- Is my store genuinely useful for my customers?

- Is the UX of my online store 10x better than my competition's store?

Being useful gets you backlinks and makes your store grow. Products don't.

In this case, is link building dead?

While I had my best results with off-page SEO, a more increasing trend is improving your site's user experience.

How to measure UX when it comes to SEO?

- **CTR (click-through rate)** - what % of people click on your store on the search engine results page (SERP). CTR indicates how relevant are your pages to the people searching for a particular term.

With online stores, people usually search about a product. They either are looking for information about the product or are using a long-tail keyword when they have a buying intent.

- **Time on site** - your visitors should stay on your site for more than a minute.

Include interlinking sections like "Relevant products", "Product reviews", "Users also bought", etc. These

sections can increase customers' time on your site and general engagement with your products.

Amazon is an excellent example of this. They are pretty good at making you spend more time (and money) on their site:

Frequently Bought Together



+



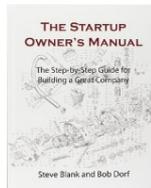
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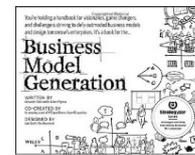
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- **Bounce rate** - In your Google Analytics go to Acquisition > All traffic > Source/medium and select Organic. What's your bounce rate?

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