The COMPLETE MARKETING Guide for WEBSTORE USERS

Webstore

MARKETING 101: WEBSTORE

There are a few obstacles that each eBay seller faces, one of them is getting new potential buyers to your listings. You could be offering great items and great service, but without exposure your items simply won't sell. That's why promoting your listings across the web with a designed storefront is a great way to increase traffic & conversions.

This is where Webstore comes into the picture. With Webstore you can create a storefront that doesn't only look good, but that actually helps you get more buyers to your listings.

How does Webstore do that?

Webstore is optimized for search engines which means that your storefront will be indexed by search engines and that potential buyers will arrive at your storefront from search results.

Not only that, but with mobile commerce on the rise today more than ever it's important that you have a mobile compatible website. And the good news is that Webstore isn't only search engine friendly, but also has a responsive design that is fully compatible with mobile devices.

Your storefront In search engines & social networks

Visitors view your storefront

Visitors arrive at ebay to complete purchase

So Why Do I Need This Guide?

It's true that your storefront is naturally optimized for search engines, giving you already an advantage in search results. It's also true that the fact that you have a beautifully designed storefront for your eBay items will help you convert more potential buyers into actual customers. Above all, the fact that your SEO & beautifully designed storefront also has a responsive design will indeed help you in the fastest growing market of mobile commerce. But even though you have all these benefits, you still need to actively promote your storefront to get the most out of it.
So how do you promote your Webstore eBay storefront? read on to find out!

Guides & Resources for Marketing Your eBay Storefront

In the following guide you will find a comprehensive list of guides & resources that you can use to promote your new Webstore storefront.

Optimizing Your eBay Listings for Search Engines - To ensure that Google and other search engines index you in relevant searches you need to add relevant keywords to your listings. With this guide you will be able to learn here how to properly optimize your listings' titles and descriptions.

Promote Your Products in Pinterest - A great way to market your items is by showing them off in Pinterest. Read our step-by-step Pinterest guide and find out how you can use Pinterest to promote your eBay items.

Registering A Domain for Your Storefront - We offer you a webstoreplace.com domain, but if you want your own brand domain you can easily register one for your storefront. Read here how to register a unique domain for your storefront.

Promote Your eBay Storefront Offline - Overcome the competition you are facing online, by bringing buyers to your storefront from offline. With this guide you will be able to find out how to promote your storefront using offline marketing.

In conclusion:

Webstore is a great marketing tool for eBay sellers, that can help you with both your eBay conversions & traffic. But to get the most out of your storefront you need to know how to promote it.
So take advantage of this guide to learn how to promote your storefront effectively!

Happy selling!