

1&1 ECOMMERCE

10 TIPS AND TRICKS

ON HOW TO BE MORE SUCCESSFUL ONLINE

**ATTRACTING & RETAINING
CUSTOMERS ONLINE**



WELCOME!

Anyone can easily find information about a company using the Internet. The vast majority of consumers today go online to search for products and services, or to research more information about a business.

Being visible to potential customers and business partners online has become increasingly important for all business sectors, especially small and medium-sized companies, who can easily and inexpensively expand their operations with a professional online presence.

Are you already online? Do many potential customers actually manage to find your website? This document will show you how to increase the long-term online success of your company with 10 practical tips.



Try it out and benefit from the many opportunities that the Internet has to offer!

A handwritten signature in black ink, appearing to read 'S. Schimke'.

Silvio Schimke
1&1 Online Marketing Expert



EVERYTHING AT A GLANCE!

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Tip 1: Register your Business with Google Places

When looking for the nearest bakery, restaurant or hairdresser, many people use Google to search, even using their smartphone if they're on the move. In the search results, the locations of relevant, local businesses then appear on an interactive map.



To get your business to appear in regional searches, simply register with Google Places. Registration is free and easy:

1. If you do not have a Google account yet, create one for free at:
<https://accounts.google.com/SignUp>
2. Log in to Google Places with your Google account login data at:
<https://accounts.google.com/ServiceLogin>
3. Set up your Google Places entry.

For security reasons, you have to confirm your Google Places entry after setting it up. This can be done by postcard or over the phone.

Tip 2: Register your Business with Online Directories



In addition to Google Places, register your company's contact details with other prominent online directories, e.g. www.yell.co.uk.

Why is registering with online directories important?

Customers use online directories to find companies, services or products in their area.

Online directories attract approximately 10 million visits per month, meaning you can reach a huge audience of potential customers with just one entry.

Are you using 1&1 List Local?

Add your business data to 1&1 List Local. We will take care of the rest and register you with all the major online directories!

RECOMMENDATION

Add as much data as possible to your business profile to make yourself easier to find. For example:

- Your business or opening hours, as this is one of the most sought-after pieces of information about any business!
- Images of your company, your products or your team. A good image is worth a thousand words.
- Your website. This will advertise your website to your potential new customers. In addition, your website will be included in search results more often by Google.

Tip 3: Publish Your Own Website

Potential customers don't just want basic information like contact details or opening hours, they also want in-depth information on products, the business itself and directions on how to find it.

Make sure to provide this kind of information on your own website, and consider the following to make sure that your customers visit your website over and over again:

- **Content:** Provide interesting content for your customers. Do not copy content from other websites, make your content unique. Update it regularly, so that it is worth returning to your website again and again.
- **Design:** Put a lot of thought into the design of your website. After all, first impressions mean everything! It is important that the design fits with your company's image, and encourages visitors to click through your website.
- **Internet address:** Publish your website under a unique Internet address (URL or domain). Your Internet address should be expressive, succinct and easy to remember, so that visitors can memorize it and enter it correctly in their browser even weeks later.
- **Make your website well known:** Tell your customers about your new website. Add it to your business cards, stationery and other marketing materials.



NOTE

There are many cost-effective website builders that allow even beginners to create great websites. For more information visit www.1and1.co.uk.

Tip 4: Optimise Your Website for Search Engines



Once you have your own website, you will want as many people as possible to visit it. But with so many websites on the Internet, yours could easily become lost in a sea of similar websites.

More than 85% of all Internet users use search engines to find content. Make your website Google-friendly by means of search engine optimisation (SEO). This will improve your long-term search result ranking and increase the number of your visitors and potential customers.

RECOMMENDATION

You will find all the information you need regarding search engine optimisation in our [Google Search Engine Optimisation Starter Guide \(PDF\)](#).

Tip 5: Send Newsletters

Newsletters are a cost-effective way of reaching a large group of recipients and increasing sales. Tell your customers about your latest news and include other features such as editorial content, vouchers and exclusive offers.

NOTE

Many 1&1 products already automatically include the 1&1 Newsletter Tool. You will find it in your [1&1 Control Panel!](#)



For a successful newsletter campaign, please note the following:

- **Delivery:** Send newsletters regularly, for instance monthly to keep yourself in your recipients' thoughts. However, you should only send newsletters if you can provide interesting content.

Choose a sending time for your newsletter for when most of your recipients will probably be online. If you send your newsletters at night, they will have to compete with all the other e-mails that your recipients wake up to each day.

- **Subject:** Write concise and meaningful subjects for your newsletters. Many people decide upon reading the subject whether to open a newsletter or not.
- **Personalisation:** Address your customers personally. Studies have shown that people pay much more attention to newsletters that contain their name.
- **Recipients:** Send your newsletters only to recipients who have expressly subscribed to them (e.g. via signup form on your website). Spam e-mails clog mailboxes and frustrates recipients. More importantly, it is not legal to send newsletters in the UK to people who have not signed up for them.

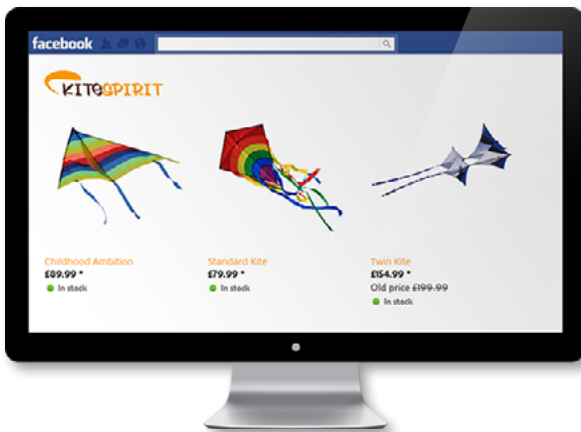
Tip 6: Set Up Your Company's Facebook Page

Over a billion people use Facebook to network and socialise. This makes Facebook not only fun for personal use, but also makes it a marketing channel for businesses. Depending on the business sector, a company's Facebook page can make a big difference:

- When setting up your company's page, you can specify certain factors such as your location. By doing so, you increase the chances of being found by local audiences who are more likely to become customers.
- The page can be quickly and easily updated, allowing you to update many people about your business in a timely and inexpensive way.
- A Facebook page allows you to establish and maintain online contact with your customers. Your customers can read your posts, share them with others and endorse them by clicking the Like button. For a successful social media campaign, it is important to take the time to read and answer your customers' comments.

RECOMMENDATION

More information is available at <https://en-gb.facebook.com/business/overview>. You can also set up your company's Facebook page here.



Tip 7: Check Out Your Customers' Online Feedback

Many customers rely on the ratings and experiences of other customers before they buy products or use services. Therefore, it is increasingly important for small and medium-sized companies to pay attention and to react to their customers' online feedback:

- Check regularly to see how your company is rated in rating portals such as www.yelp.co.uk.
- React to ratings openly and constructively, so that your customers feel taken seriously. You can thank those with good ratings, and an explanatory apology can help in case of bad ratings.
- Actively gather customer feedback and ask satisfied customers for rating.
- Publish positive customer feedback on your website.



Tip 8: Invest in Google Advertising

Even professional search engine optimisation cannot guarantee a top search engine ranking. There is however, another, faster way: search engine marketing (SEM).

Search engine marketing means displaying adverts ([AdWords](#)) on Google.

These are displayed when users search for a keyword related to your company.

This makes sure that your adverts reach exactly the people who are interested in your products or services.



Tip 9: Sell Your Products Online

Ordering a new T-shirt with just one click and having it conveniently delivered to your home is the future of online shopping. 90% of Internet users shop online, 40% of them over ten times a year.

If it is possible to sell your products online, then do it!



- **Online shop:** Start by selling online on known shopping portals such as eBay or Amazon. Here you can reach a large customer base without needing your own shop system. Later, you can also provide your own online shop to be more flexible and expand your online sales.
- **Product description:** Describe your products completely, specify size, colours and weight. Remember that your online customers cannot touch and check the item as they would in a normal shop before buying it.
- **Payment methods:** Provide multiple payment methods such as purchase on account, by credit card or through PayPal. This helps you to prevent customers from cancelling their purchase because they cannot use their preferred payment method.
- **Delivery costs:** Keep your delivery costs as low and transparent as possible. Many online customers cancel purchases if delivery rates are too high.

Tip 10: Analyse Your Visitor Statistics

Use an analysis tool to find out more about the visitors to your website:

- How many users visit your website?
- Do users visit your website more than once?
- Which countries do your visitors come from?
- Where do your visitors come from (other websites, social media, search engines, online adverts, and newsletters)?
- Which devices and browsers do visitors use to visit your website?
- What content do visitors look at?
- How long do visitors stay on your website?
- How often and when do visits result in a purchase?

With this analysis, you can see how successful your website is and how you can further optimise your Internet presence.



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