

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



+



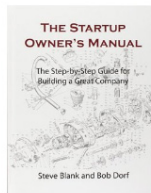
Price For Both: **£18.18**

[Add both to Basket](#)

[Show availability and delivery details](#)

- This item:** The Lean Startup: How Constant Innovation Creates Radically Successful Companies by Eric Ries Hardcover **£10.49**
- ReWork: Change the Way You Work Forever** by David Heinemeier Hansson Paperback **£7**

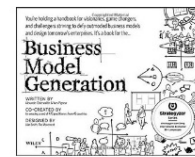
Customers Who Bought This Item Also Bought



The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company
by Steve Blank
★★★★★ 22
Hardcover
£24.28 ✓Prime



ReWork: Change the Way You Work Forever
by David Heinemeier Hansson
★★★★★ 166
Paperback
£7.69 ✓Prime



Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
by Alexander Osterwalder
★★★★★ 142
Paperback
£16.31 ✓Prime

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

Source / Medium	Acquisition			Behavior	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
	2,474 <small>% of Total: 39.00% (\$344)</small>	82.94% <small>Avg for View: 78.85% (5.20%)</small>	2,052 <small>% of Total: 41.02% (\$1,000)</small>	68.27% <small>Avg for View: 59.89% (14.00%)</small>	3.33 <small>Avg for View: 3.97 (-18.06%)</small>
1. google / organic	2,474(100.00%)	82.94%	2,052(100.00%)	68.27%	3.33

Personal experience note: When we raised our product prices, we had a major increase in the organic traffic's bounce rate (as you can see).

Why?

Because our prices didn't meet the peoples' expectations. People could see the price discrepancy when comparing our products prices to the prices of other stores they found on the SERP. Our prices were way off!

As Neil Patel puts it in this [post about UX](#):

What's best for users is best for Google

See:

I still believe off-page link building will get you lots of traffic and sales but don't abandon your on-page

UX metrics.

Also, make sure to get your pricing right.

That way your search engine rankings will certainly improve.

Okay, your product pages are in check, and you're confident with the UX you deliver on your store.

What's next?

Choosing a goal for your link building campaign

Before you dive deep into designing the link building campaign for your online store, you must decide on your primary goal.

Choosing a goal for your campaign will allow you to be more analytical and track the right metrics for your link building efforts.

Example goals could be:

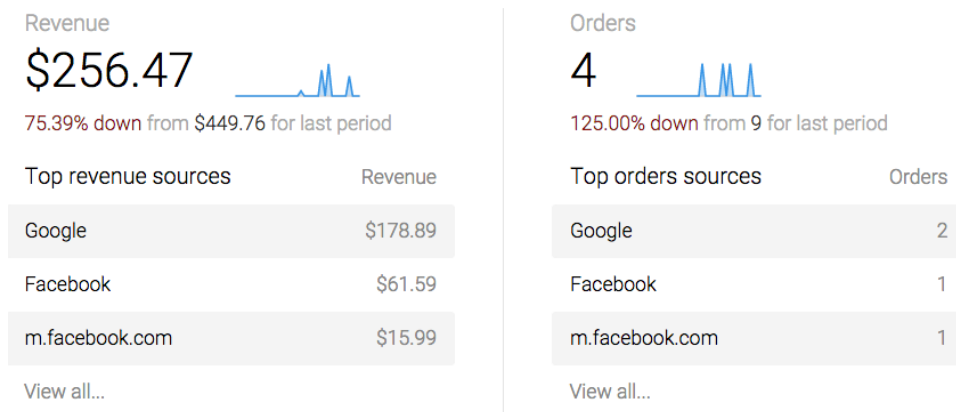
Getting more online sales

What to measure on your online store?

1. Number of orders made through Google organic traffic.
2. Revenue from Google organic traffic.

3. The conversion rate for that traffic channel - what number of people that came from Google bought a product.

For points 1 and 2 I'd like to use an easy to use analytical software for eCommerce called Metrilo. Metrilo integrates with your online store and allows you to see an overview of your top revenue and order sources in a neatly manner:



If you don't fancy paying \$59/month a free alternative (although not as simple and detailed as Metrilo) is setting up a goal in [Google Analytics](#).

What to measure on the SERP (Search Engine Rankings Page)?

- Your search rankings for a particular converting keyword. That usually is a long-tail key term that lands the searcher on one of your product pages.

I like [this little free tool](#) that shows your SERP position based on a keyword and domain:

7 June 2015

Search engine	Keyword Position
http://www.google.com/	1

- Increase of converting search traffic.

Increasing your store's authority and trustworthiness

You can improve your eCommerce authority by getting links from sites that have already earned trust and proven authority to the public and search engines.

Although SERP impact is significant, in this case, a strong side-benefit is your online store's increased value in the market.

Imagine you sell geek gadgets, and your store gets a positive review on another geek blog. It's likely that your online store will receive some healthy referral traffic and site engagement.

What to measure on your online store?

- Increase in referral traffic.
- Conversion rate increase for referral traffic channel.

- Increase of newsletter/other opt-in subscriptions.
- Increase of product reviews, blog comments, and other site engagement metrics.
- Decrease of bounce rate. Notice how small is the bounce rate for our referral traffic result of the link building campaign:

Behavior		
Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
48.77% Avg for View: 57.58% (-15.30%)	4.32 Avg for View: 4.23 (2.06%)	00:03:55 Avg for View: 00:03:35 (9.29%)
14.29%	10.16	00:06:04
100.00%	1.00	00:00:00
30.10%	5.47	00:04:53
34.54%	4.59	00:03:38
71.43%	2.21	00:03:18
20.41%	9.08	00:04:05
14.89%	1.85	00:01:19
37.23%	6.09	00:03:41

- Increase of other sites actively suggesting your products

What to measure on your SERP?

- Increase of branded searches.
- Increase in your search engine rankings.

Once you know what your primary goal is and how to measure it, it's time to get your hands dirty and build your link building eCommerce campaign.

Why creating an “eCommerce link building Campaign” is the wrong way to go?

Because:

Good marketers think of campaigns, great marketers think of frameworks.

^ I learned this from Quicksrpout's [guide](#) to online marketing.

Look:

When a campaign ends, the backlinks to your online store stop.

And you don't want that!

You should create something that's repeatable.

You must design a system and repetitive processes that help you build ongoing relationships for link building.

That's why we are not going to create a link building *campaign*, but a *framework* that would allow us to produce sustainable results that scale.

Create scalable growth results with the eCommerce link building framework

Let's get our feet wet!

The **eCommerce Link Building Framework** is the document you should be referring time and time again while executing any link building.

This Link Building Framework can be used for any link building campaign, not just for online stores.

It's our tactical blueprint for backlinking and also a simple CRM.

What to do next?

1. Start by creating an excel spreadsheet. If you are collaborating with team members, you might want to create a Google spreadsheet.
2. Name it "<Your Store's Name> link building Framework".

3. Add the following columns. We are going to explain each column in details below:

- Website
- Rapport Built
- Contacted
- Replied
- Linking
- Contact details
- Asset type
- Article name (if applicable)
- Audience
- Most used keywords
- Backlinks profile
- PR
- PA
- DA
- Traffic (optional)
- Conversion rate (optional)

- Number of orders (optional)
- Revenue (optional)

This is how the link building framework for my online store looked like:

Website	Contacted?	Replied?	Linking	Contact Details	Asset type	Article	Audience	Most used words on page	Keywords people use to find the site	Backlinks	PR	PA	DA
http://www.entrepreneur.bg/	Yes	Yes. Awaiting re	No	http://www.entrepreneur.bg/	Thought Leader	Как да стартираме онлайн магазин		Ентрепренюър бг Дени Витанов Living in Sofia Bulgaria Астор На Статии Предприемачество Дени Витанов, Verigo Станислав Коки Честит Рожден Ден Криел Пощадремачи Видео Деловен	5	39	30		
smartmoney.bg	Yes	Yes	Yes	Стройне Бизнес	Thought Leader	Как да стартираме бизнес без пари	Бизнес 2015 smartmoney лични маркетинг финанси	Била Карта Идеи За Бизнес Smart Money Идеи За Малък Бизнес Стройне Бизнес Бизнес Идеи Кол Бана В България Им... "Телевизионна Купон На... Маркетинг Трик Натюрел Работна Eleven	4	26	27		
http://hardwaresg.com/	No	No	No	Познавам един с	Thought Leader / Product Review / Promo give-away					4	51	43	
http://www.androidbg.com/	No	No	No	Познавам един с	Android продуктово рево - admin@android.bg		Android Forum Androidforum Androidbg Android Android Bg Андройд Форум Lenovo P90 Android Bg Forum Lenovo A586 Андройд			4			
http://ixianbi.com/	No	No	No	N/A				Никалби Телефон Меки М4 Телефон Никалби Lenovo Vibe X2 Цена Оператив Опа Цена Опа Ръка Опа Цена Lenovo Vibe X2 Нс Опа Mini 2	4				
http://boardgames-bg.com/	No	No.	No	Ща пиша на Димитър Симидчиев, той ги знае	Promo give-away / TBD		селята иже игри kittimolleg порочни настолни спаси даже настолна	Настолни Игри Boardgamesbg Board Games Bg Board Games Dint Настолни Игр Убавно Игра Настолни Игри Втора Ръка Сабонаж Настолни Игра Boardgames Bg	3				
http://techblog.bg/	Yes	No	No	Любомир Петров	Ревю на технологичен продукт		арле компанията acer s3 ipad iphone пазар сензорен арле игралози тенис танк играват			3			
http://www.mn.bg/	No	No	No	Not used			Хищници габриел			3			

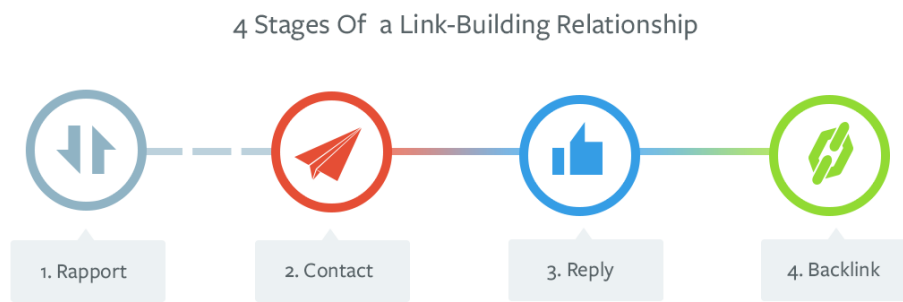
[Download a swipe file \(template\) of the Link Building Framework](#)

Quick explanation of the columns

- **Website** - the link opportunity. A concrete URL that you'd like to backlink to you. Could be a top-level domain name, a sub-domain or an inner page. Read

“Find Link Opportunities” section to learn how to find sites.

- **Rapport** > **Contacted** > **Replied** > **Linking** - <Yes/No> for each column. These columns represent the “backlinking relationship funnel”. They help you keep track of every relationship.



- **Contact Details** - Name, email, phone, etc.
- **Asset type** - your linkable assets. Promotions, giveaways, discounts, products, expert opinion and any other assets related to your online store. More on assets in the “Figuring your linkable assets” section
- **Article name** - if you are doing guest-blogging.
- **Audience** - an overview of the audience that read the website or a particular page on the website.

- **Most used keywords** - most used key terms on that website, domain name or page.
- **Backlink profiles** - What website link to the link opportunity page. A linking profile of the website. Read more about qualifying link opportunities in the “Identify Good And Bad Links”.
- **PR** - Page Rank
- **DA** - Moz Domain Authority
- **PA** - Moz Page Authority
- **Traffic** - measure the referral traffic that came as a direct result of your backlink.
- **Conversion rate (CR)** - what % of people who came from the link made a purchase. CR will help you get a better understanding what webpages to target if your main goal is getting more sales.
- **Number of orders** - how many orders did you get as a direct result of that backlink.
- **Revenue** - revenue as a direct effect of that backlink. It is particularly helpful if you’re investing in your linking assets. That way you can measure ROI.

Figure out your linkable assets

Why should people link to you?

Your linkable assets give the answer.

Your linkable assets are something that only you have. They should be different from other websites.

I've identified some common linkable asset categories to help you get thinking about what your online store's linkable assets could be.

Content assets

Content assets open up your store to a lot of link opportunities.

Content assets are again about being useful and helping people solve their problems.

When you think of content assets, don't just think text.

Example content assets for your online store could be:

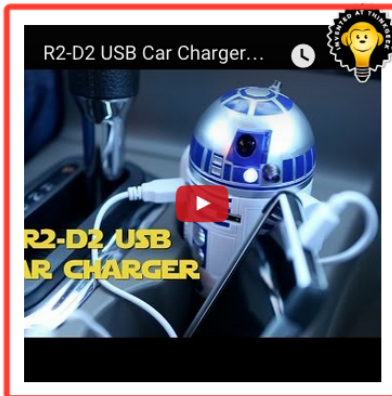
- Detailed product descriptions. Over 600 words. Your product copy should be unique, helpful and evoke emotions.
- Videos - how-to video guides, product reviews and other videos showing the product in use.

- FAQs - install Disqus or Facebook comments on your product pages and collect customer's questions. Then organize the most common ones into a product FAQ.
- eBooks - technical guides and product brochures.
- Illustrations - help people to understand your product better with useful illustrations and diagrams.
- 360-degrees product photos - allow people to interact better with your product online. [WooCommerce 360 Image](#) is a great plugin that allows you to implement interactive 360-degree images on your product pages.

[Think Geek](#) is an excellent example of an eCommerce site that creates a lot of content assets on its product pages.

R2-D2 USB Car Charger

Useful video



NO NEED TO GO TO TOSCHE STATION

- R2-D2 USB Car Charger
- Two USB charging ports each of which provide 2.1 Amps (enough to charge 2 tablets simultaneously)
- A ThinkGeek creation and exclusive!

[Read more...](#)

\$39.99 ✓ In stock

Purchase Limited to **4** Per Customer.

Quantity:

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or

ADD TO WISH LIST

[Like](#) [Share](#) [336k](#) [Tweet](#) [530](#) [Pin it](#) [5K+](#) [+1](#) [541](#) [WANELO](#)

[MAIN DESCRIPTION](#) [ADDITIONAL IMAGES](#) [CUSTOMER ACTION SHOTS](#)

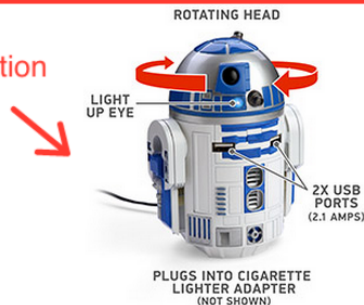
Content that evokes emotion

NO NEED TO GO TO TOSCHE STATION

R2 units: is there anything those little guys can't do? While we don't yet have the technology in this quadrant of the galaxy for fully-automated repair droids like the R2 units from Star Wars, we can get a portion of the R2's versatility into something small enough to sit in your vehicle's cupholder.

You see, it makes R2-D2 whistle sadly when he sees a device that's run out of power. Make him bloop and bleep happily again by letting him use your vehicle's power to recharge your devices. With him plugged into your 12V vehicle power adapter (cigarette lighter), you can get 2.1 Amps through each of his USB charging ports, which is enough to charge two tablets or smartphones or, well, pretty much anything that charges via USB. What's that, little guy? He says, "Bloop bloop bleep," which we think means "Yay!"

Helpful illustration



Product assets

Because you are an online store, often this is your best linkable asset. It might also be the easiest path to get some quality backlinks.

Depending on your product prices, you can use this asset for giveaways, donations, promotions, reviews and contests.

Just be careful to not go over overboard or you might lose more money than you earn from this tactic.

Knowledge and opinion assets

AKA the “thought leader” link building tactic.

Share your field expertise with the community through guest authoring, posts, and interviews.

Apart from being a reliable approach for quality link building, this method develops your authority in the domain of your store.

Collaboration assets

Create partnerships with your suppliers, customers, authority figures in the field and PR resources. You can later leverage these relationships to create link building opportunities

Make a list of your assets

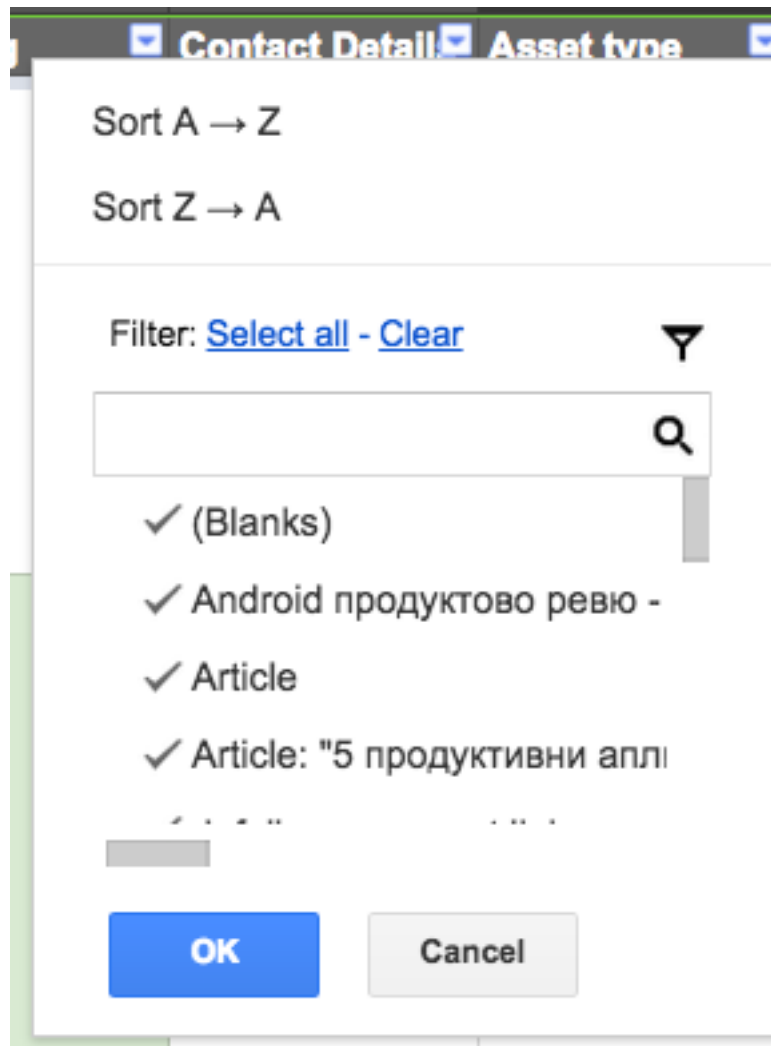
You will input this information under “Asset type” on your Link Building Framework file.

Check out the linkable assets of my online shop:

- Content assets: product descriptions (300+ words), FAQ on each product page, 3 blog posts a week on innovation, technology, and geeky stuff.
- Product assets: 10% off on all products, 20% off on Star Wars product category.
- Knowledge assets: articles on eCommerce, Entrepreneurship
- Partnership assets: connect with eCommerce marketplaces

Once you start link building, you should be able to identify which assets brings you the most links.

In your link building framework doc, just click on the “Asset type filter” and filter the different type of assets.



Then focus on what works best by trying to generate links using those particular assets.

Find link opportunities: websites that are likely to link to your store

Now it's time to find websites and pages that are most likely to link back to your online store.

You either are going to find them manually or extract link opportunities via [data scrapping](#).

Collect *all website* links under the “websites” column on your link building framework.

Website
http://hicomm.bg/
http://www.gingerylemon.com/
http://consoles.bg/
http://strangera.com/
http://downpourbg.com/
http://gaming-bg.eu/
http://playonbg.info/
http://www.peter.and.bilyana.net/2013/1
http://techstationbg.com/
http://podmosta.bg/contacts/
http://dzver.com/

Here are 5 methods to find link opportunities for your store:

1. Look for blogs in your field

Let's say you sell geek gadgets.

The best way to find geeky blogs is to look for blog lists and content curators.

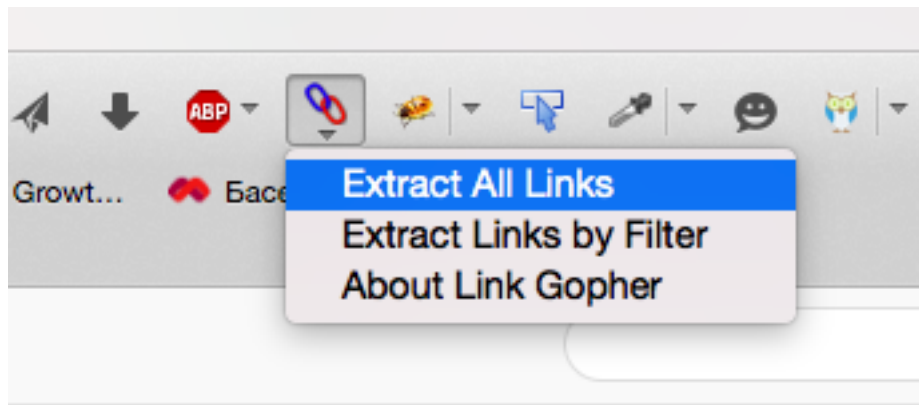
You can do a quick search to find publishers that write about geeky things by using queries such as:

- geek + “blogs”
- geek + “top blogs”
- geek + “list of blogs”
- geek + “favorite blogs”
- geek + “posts”
- geek + “post roundup”
- geek + “news”

Check this [great post](#) from Buzz stream on finding content curators.

Extracting dozens of URLs from list pages might be a tedious job to do by hand.

[Link Gopher](#) is a handy-dandy little Firefox extension that extract all links from a page and removes duplicates for you:



2. Look deep for forums, directories, and communities

You should know where your target audience hangs out. Identify a list of niche websites and social networks.

When thinking about your audience, don't just think about your market-defining audience.

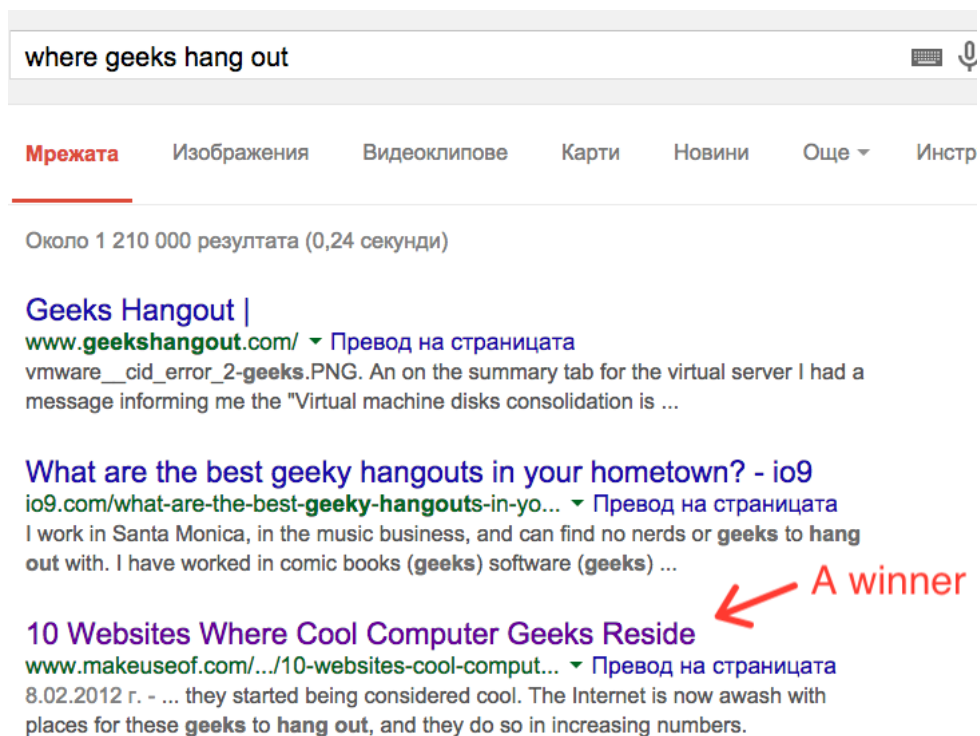
Let's say you sell teeth whitening kits. Your initial instinct might be to think about people with teeth problems or self-conscious people.

If you think more creatively you may expand that search to other people who are likely in need of teeth whitening. For example people who will get married soon, graduating students, YouTubers.

For my gadget store, I targeted not only geeks, but web developers and entrepreneurs.

Use search queries to identify communities where your audience hangs out:

- <my target audience> message boards
- <my target audience> communities
- where <my target audience> hangs out
- where to find <my target audience>



The screenshot shows a Google search interface with the query "where geeks hang out" in the search bar. Below the search bar, there are navigation tabs for "Мрежата", "Изображения", "Видеоклипове", "Карты", "Новини", "Още", and "Инстр". The search results indicate approximately 1,210,000 results found in 0.24 seconds. Three search results are visible:

- Geeks Hangout |**
www.geekshangout.com/ ▾ Превод на страницата
vmware__cid_error_2-geeks.PNG. An on the summary tab for the virtual server I had a message informing me the "Virtual machine disks consolidation is ...
- What are the best geeky hangouts in your hometown? - io9**
io9.com/what-are-the-best-geeky-hangouts-in-yo... ▾ Превод на страницата
I work in Santa Monica, in the music business, and can find no nerds or geeks to hang out with. I have worked in comic books (geeks) software (geeks) ...
- 10 Websites Where Cool Computer Geeks Reside**
www.makeuseof.com/.../10-websites-cool-comput... ▾ Превод на страницата
8.02.2012 г. - ... they started being considered cool. The Internet is now awash with places for these geeks to hang out, and they do so in increasing numbers.

A red arrow points to the third result, "10 Websites Where Cool Computer Geeks Reside", with the text "A winner" next to it.

3. Scan your competitors backlinks

My favorite tactic. By reverse-engineering my competitors' links, I managed to discover some valuable link prospects for my store:

1. Copy a competitor online store URL. A home page or a product page if you'd like to be more targeted.
2. Go to [MOZ Open Site Explorer](#) and paste it.
3. Under the inbound link, you'll find all the websites that are backlinking to your competitor's page. You can also see whether a link is do follow or no follow.

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target Link Source Link Type

1 - 50 Inbound Links Prev Next

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
(Nofollow) [No Title] www.dailymail.co.uk/femail/article-2915843/No...	firebox.com firebox.com/	2	55	92
Mr. Moshi Goes To TechCrunch – Michael Acton Smith To Sp... techcrunch.com/2014/10/02/mr-moshi-goes-to...	Firebox firebox.com/	2	48	93
Sunday surfer: the Christmas shopping Technology The Gua... www.theguardian.com/technology/2001/dec/16...	Firebox firebox.com/	3	47	95
Flip Mino HD Chrome and Polaroid Two: Must have and Best b... www.telegraph.co.uk/technology/reviews/5398...	firebox.com firebox.com/	1	47	93
(Nofollow) [No Title] www.pinterest.com/pin/379428337331421724/	Firebox.com firebox.com/	1	47	100
(Nofollow) #WineWednesday #winelovers @winewankers hum...				

4. Look for eCommerce directories

Company profile lists and business directories are an easy low-hanging fruit.

Search for eCommerce directories like:

- ELIB.org
- Ecommerce-Director.org
- EcommerceDirectory.net
- DMOZ.org

(list provided by [Fortune3](#))

5. Find guest-authoring opportunities

If you are planning to capitalize on your knowledge asset, then you should find places to share your expertise.

Search for guest authoring opportunities with queries like:

- [your keyword](#) guest blogging
- <your keyword> guest posts
- <your keyword> guest authors
- <your keyword> write for us

- <your keyword> looking for writers

Identify Good And Bad Links

By finishing the last section, you should have **at least** a 100 link opportunities in your Link Building Framework.

Now we are going to qualify, organize by importance and take out the bad links from the list.

I'm going to share 10 ways with you to distinguish good link prospects from bad.

1. Domain age

No matter what Matt Cutts [says](#) about domain age, the domain age is still a paramount factor in search ranking and website authority. Marketers like Neil Patel still believe in domain age.

The older the domain of your linking prospect, the better.

This [Domain Age Tool](#) allows you to see the domain age of every domain name you type in. It works with a list of sites, so you can prospect all domain names you've collected in the previous chapter at once.

SEO Tools : Domain Age Tool

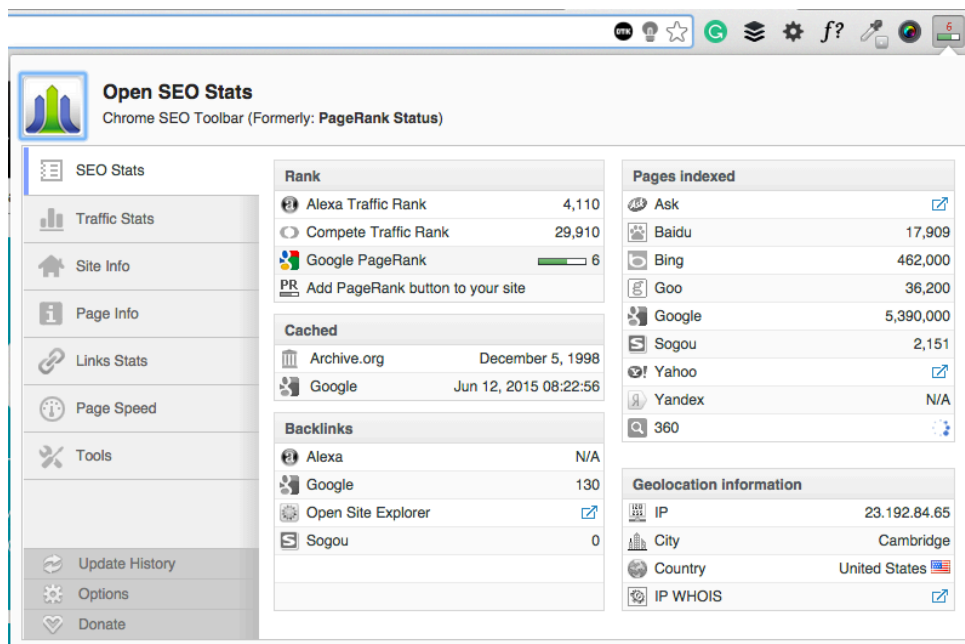
No.	Domain Name	Age
1	debenhams.com	16 years 6 months old

I would take out from my link building campaign domains that are very new (1-6 months of age).

2. Page Rank

Page rank is still the easiest way to assess a website's authority.

I'm a big fan of [Open SEO Stats](#) Chrome extension, which allows you to see a page rank + other SEO stats quickly.



I always aim at PR3 and above web pages. I found that the best ROI comes from more authoritative web pages.

3. Website relevance

How relevant is the website to your linkable asset?

Look for related keywords appearing in:

- Title tag
- Anchor tags
- H1, H2, etc. tags
- URL of the web page

- In the body copy

I love using [WordTracker Scout](#) for that. Scout is a Chrome extension that gives you keyword insights for the page you are currently viewing.

W Wordtracker Scout FEEDBACK ×

PAGE SUMMARY | **INSIGHTS** | KEYWORDS | WORDTRACKER

Relevance ? High Low No. Keywords ? 1 2 3 4 5

▼ Page data

Page Title Debenhams UK - Fashion, Beauty, Gifts, Furniture & Electricals

H1

Description Welcome to The Official Debenhams UK Site. Shop For Womens, Mens & Kids Clothes, Beauty, Furniture, Electricals, Gifts and Much More at Debenhams.com.

Keyword	Number of Words ?	Relevance ? ↕
debenhams	1	11
shop	1	6
uk	1	5
debenhams uk	2	5
top	1	2
category	1	1

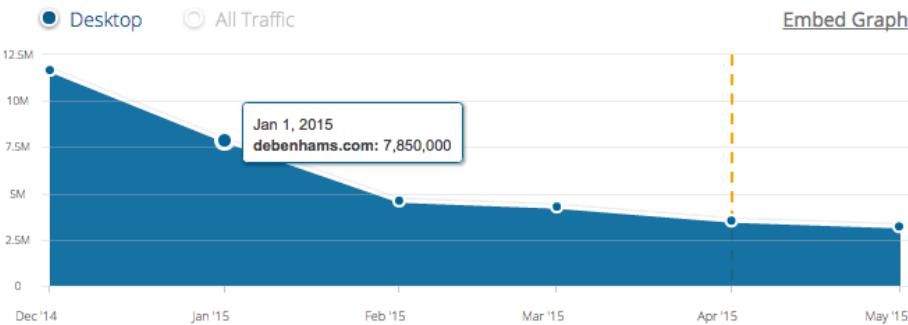
I use SimilarWeb which allows you to “discover your competitors’ website traffic statistics”.

Traffic Overview ^①

Estimated Monthly Visits ^①

Select Date Range

Showing last 3 months



5. UX metrics

Remember about the importance of UX metrics for your link-worthiness. Your backlinking prospects’ UX metrics are important as much when you qualify websites.

For that, you can also use [SimilarWeb](#). It gives you an approximate overview of a website’s Time on site, Pageviews and bounce rate:

Engagement

On Desktop, in May, 2015

Estimated Visits	3.20M
------------------	--------------

 Time On Site	00:06:47
--	-----------------

 Page Views	7.76
--	-------------

 Bounce Rate	29.04%
---	---------------

If you are after traffic and sales, you don't want backlinks from a website with less than a 1-minute time on site and above 70% bounce rate.

However, these type of links can still bring SEO power to your search engine rankings.

6. MOZ Page Authority and Domain Authority

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when

comparing one site to another or tracking the “strength” of your website over time.

It’s a simple [Chrome Extension](#) that allows you to qualify an online store’s authority.

Some SEO experts would argue that PA and DA are more important than Page Rank today.

7. Inbound links

The quantity and quality of inbound links is a significant factor in how a website ranks on the search engine results page.

From the previous sections, you already know how to check Inbound links with the Open Site Explorer.

Two other quick ways to qualify competitor inbound links are:

I

- Using the following Google search query:
“link:”competitorsite.com” -site:”competitorsite.com”.
This search will find all links to the competitor’s site and exclude any internal links. (Thanks to [Gabriel](#) for the tip!)
- Using HubSpot Link Tool

6. Find inbound links for any domain

Click on the button 'Find links for any domain' to quickly find links for a domain not listed in the Competitors tool.

The screenshot shows a dashboard titled 'Links' with a 'Tutorial' link. It displays three summary metrics: 225 Total Links Found, 188 Total Linking Domains Found, and 3 Total Average Authority. Below these are search filters: 'This month to date', a domain dropdown set to 'www.fthseasonadventur...', and a 'Find links for any domain' button with an orange arrow pointing to it. A search bar is also present. The main area contains a table with columns: Authority, Domain, Links, Visits, Contacts, Custom..., First Link, and Last Activity. The first row shows an Authority of 6.8, Domain 'blog.hubspot.com', 1 Link, 5 Visits, 0 Contacts, and First/Last Link dates of 5/9/2014 and 5/15/2014. On the right, there are links for 'Link Building 101' and 'Export These Links'.

Enter a domain to view its inbound links. This is useful when you want to look at link building opportunities for a company that may not be a direct competitor, but has high-quality links in your industry.

The modal window is titled 'Find inbound links for any domain'. It has a 'Domain:' label and a text input field containing 'travel-site.com'. An orange arrow points to the input field. At the bottom, there are 'Find' and 'Cancel' buttons.

8. Outbound links

Check what links going to outside websites are on the URL.

I had good results with the SEO Chat's [Page Link Analyzer](#) tool.

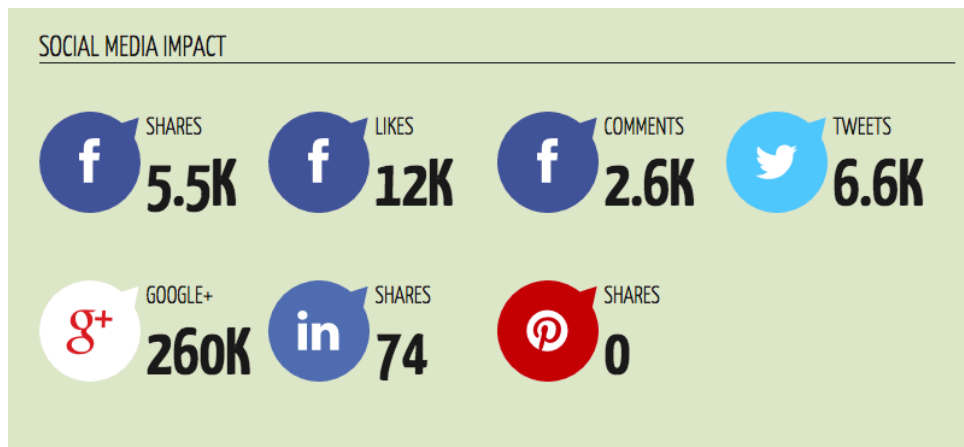
The screenshot shows the 'Internal/External Link Analyzer' tool interface. It displays results for the URL 'http://menginear.bg/'. The tool has identified 4 external links. The results are shown in a table with columns for '#', 'Link's URL', and 'Link's anchor text'. The links are: 1. https://www.facebook.com/pages ... with anchor text 'На лично съобщение'; 2. https://www.facebook.com/pages ... with anchor text 'No Anchor Text'; 3. http://twitter.com/menginearbg with anchor text 'No Anchor Text'; 4. https://plus.google.com/+menge ... with anchor text 'No Anchor Text'. A total of 4 links (4 indexable) is shown at the bottom right. A 'scroll down' link is visible on the right side.

9. Social activity

Do people engage with the brand? Look for factors like:

- Likes and followers
- Shares and Tweets
- Number of comments on site

I like to use [Quicksprout](#) tool for social engagement analysis as it gives you a quick overview of the site's social media impact:



10. Design & Layout of the site

- What is the overall design quality?
- Does the site use Flash or HTML5?

- Is the design accessible?
- Would users quickly access links?
- Are there excessive, annoying ad areas?

By checking these 10 factors, you should be able to separate the good from the bad links.

Don't hesitate to remove any links from your Link Building Framework that seem obscure, lack any elements of trust or have bad inbound and outbound link profiles.

Getting Links: 16 link building tactics that will get links to your online store

Congratulations on getting so far!

Now it's time to do some link acquisition.

So far you've done the following:

- You chose your link building campaign goal
- You Created the Link Building Framework Doc
- You outlined your linkable asset inventory
- You collected at least 100 link building opportunities

- And you filtered out the bad links and prioritized the good ones

Now it's time for the fun part. Getting quality backlinks.

I'm going to share with you 16 eCommerce link building tactics. Some of them I've used for my online store, others I've seen other SEO experts use.

Feel free to grab and test any one of them today.

1. Ask for opinion about your online store on message boards and niche communities

This tactic is all about providing value to get value.

Create rapport and trust by regularly posting on the message board before you talk about yourself.

Never, and I mean NEVER should your very first post be about your store.

Engage with the community for at least a few weeks, write helpful and detailed posts every other day. Only after you contribute, you can ask for an opinion. Never come out too promotional.

I got my very first paying customer for my novelty gifts and gadgets store, just 2 hours after posting a thread about my online shop. I asked for a genuine opinion about my online shop's design, prices

and product selection. I got a customer and helpful reviews in return.

You or your store might get dissed when you do that. I made the mistake of being defensive about my shop and came back with some opinionated replies.

When you start receiving negative answers, hold your horses before you reply. Always be thankful for the opinions you get or at least try to be neutral.

When doing this tactic, I was pretty selective about the niche communities I'm targeting. I've only posted threads where I assumed other geeks reside. Like developers message boards and other tech-savvy communities.

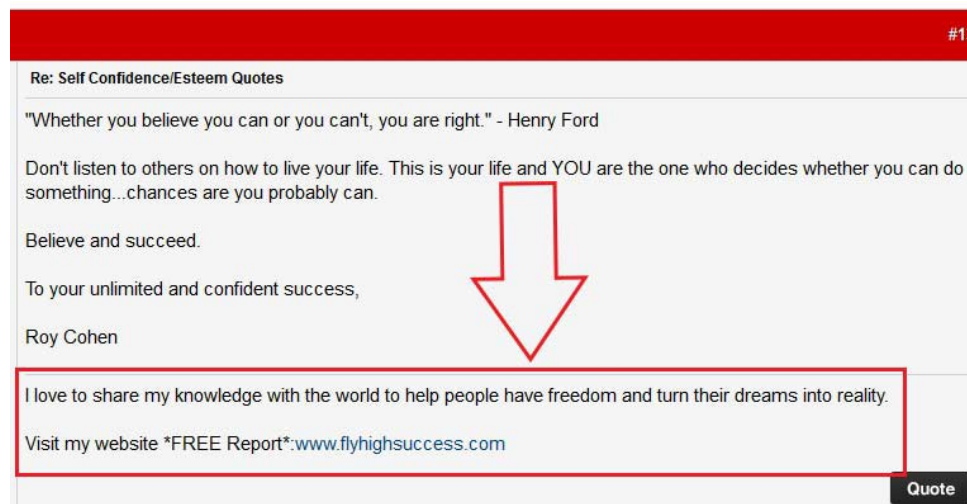
It's ok to be a community member with an online store, it's not ok to be an online store with a community profile.

Action steps:

- Target only the right communities
- Create rapport by posting regularly
- Ask for genuine opinion about your store
- Be thankful for every answer you get
- Don't be promotional

2. Put a link to your online store in your forum profile signature

This tactic works well with online stores, too. So don't overlook it.



Most forums use “no-follow” links - they won't bring any SEO juice and increase your search engine rankings. But forums are still worth for the traffic that comes from them.

Offer a product promotion or other incentive in your forum signature to attract more users to click on your store link.

Joanna from [Copyhackers](#) advice on telling people to “click here” and put visual elements to lead people to click.

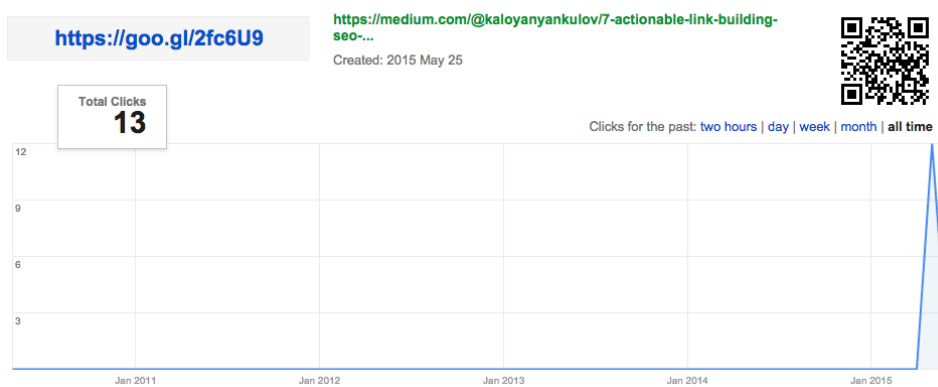
Use this template for your signature:

► Click here to get <your promotion> from my online store <store's domain>

For example:

► Click here to get 10% off Star Wars products from my online store MenGear.bg

I like to use [Goo.gl](#) URL shortener or [Bit.ly](#) to get stats like how many people click on my forum signatures.



Action steps:

1. Create a product promotion.
2. Shorten the promotion landing page URL with Goo.gl and Bit.ly

3. Put a forum signature linking to your promotion with visual signs and “click here”.

3. Submit your store to business profile directories and eCommerce directories

Because of the high number of outbound links to these websites, they usually don't bring a lot of juice to your search engine rankings. Still, there's no reason not to submit your site to them.

The Open Directory Project or DMOZ is one of the best free links you can receive for your eCommerce, says the [Search Engine Journal](#). But it might take months before you see your link live on DMOZ because of the high volume of submissions.

Does your online store have a physical address, too? Then you should include your store's info on local business directories.

Note: Only submit your store to local directories if you have a business physical address. I've tried otherwise and didn't work out. If your address looks suspicious YellowPages, and others will reach out to you to confirm that you use a business address.

Check out this [list](#) by Hubspot, it's an extensive collection of local business directories. I would suggest starting from there.

Action steps:

1. Submit your store to DMOZ.

2. Submit your store to this [list](#) of local business directories.

4. Submit your store to web design galleries

If your store has an extraordinary good design, you can send your web page to a service like [The CSS Gallery List](#). A team of people will manually submit your link to a large list of web design galleries.

You might also want to consider CSSMania.com It costs \$10 to submit a site on there, but it will get you some decent traffic to your store. You could expect between 300 and 3000 user sessions.

Bare in mind that 70% of the CSSMania traffic comes from India, so unless you offer delivery to India, this traffic might not be a worthy conversion traffic.



The Awwwards web design gallery is the most popular among the web design galleries, but also the hardest one to get on to

For you I've compiled a list of web design galleries that specialize in eCommerce websites:

- [CartCraze](#)
- [CartFrenzy](#)
- [InspirationalShops](#) - my favorite
- [CartedUp](#) - not sure if this sites still running
- [Built With WooCommerce](#) - for the WooCommerce store owners

- [MagentoShowcase](#) - for webstores built with Magento


5. Include your brand name on your marketplace store pages

Although not an exact link building tactic, this method is critical if you sell on Amazon or eBay.

I can't stress enough how many people use eBay store names that are different from their domain name. Don't do it!

The importance of brand search on Google is increasing, and it's one of those authority factors that will play a bigger part in search engine ranking every day. Think about UX factors here. The more people search your brand on the SERP page, the better for your search engine rankings.

For your eBay and Amazon stores, use the same name you use for your domain name. This tactic will ease people to find your original store through the search engine and increase your CTR for brand searches.



Metro Sound and Music

Maintained by: [metrosound117](#) (1339 ★)

For over 19 years we have been buying, selling
Tuesday - Saturday 11am - 8pm

Store search

 in titles & description

New Arrivals!


- 1988 Conn Director 14H Bb Tenor Gold-Lacquered Student M...
- 2005 Ibanez RG Series RG 120 Jewel Blue Finish Electric Guit...



Мрежата Карти Изображения Видеоклипове Още ▾ Инструмен

Около 26 600 000 резултата (0,40 секунди)

Metro Sound & Music, Toronto
[metrosoundmusic.com/](#) ▾ Превод на страницата
Metro Sound & Music is a one of a kind music store in Toronto. You'll find all instruments, guitars, keyboards, DJ controllers and more.
4,4 ★★★★★ 11 отзива в Google · [Напишете отзив](#)

 486 Yonge St, Toronto, ON M4Y 1X5, Канада
+1 416-921-4270

Action steps:

1. Make your eBay and Amazon store name the same as your domain name
2. Put your logo on your eBay page.

3. Include some elements that could drive traffic to your store like a phone number, description of your store or even an invitation (even if just implied).

6. Giveaway to bloggers

If you sell products in the lower or mid price range (between \$5 and \$100), you can giveaway to bloggers in your industry.

Along with the guest-blogging tactic, giveaways are by far the most effective method I've used to build quality links (and traffic) to my store.

By now you should've collected at least a couple dozen of authoritative blogs in your niche.

Now let's reach out to them.

I like to use this cold-email template:

Hello < blogger's name >

< A short introduction to you and your store >

I'm approaching you because < rapport creating reason >

I'd like to ask what you think of our store.

Last but not least I'd like you to give us an address where we can send a small gift we've prepared for you. We think you'll like it.

Best Regards,

<your name>

If the template above looks confusing, check an example email I've used.

Hello Martin,

I'm Kaloyan, co-founder of a new website for unusual gadgets and all other geeky things — menginear.bg

I'm approaching you because I found out that you like the stuff we have. I noticed you were looking for geeky things like the ones of ThinkGeek.com, but you had difficulties finding them locally.

We have some of the ThinkGeek stuff; it would be awesome if you could check them.

Also, As you are a person that's deep into the geek subculture, it will be helpful for us if you have 2 minutes to check out our site. Don't hesitate to share your opinion about the products we list and the site in general.

Last but not least I'd like you to give us an address where we can send a small gift we've prepared for you. We think you'll like it.

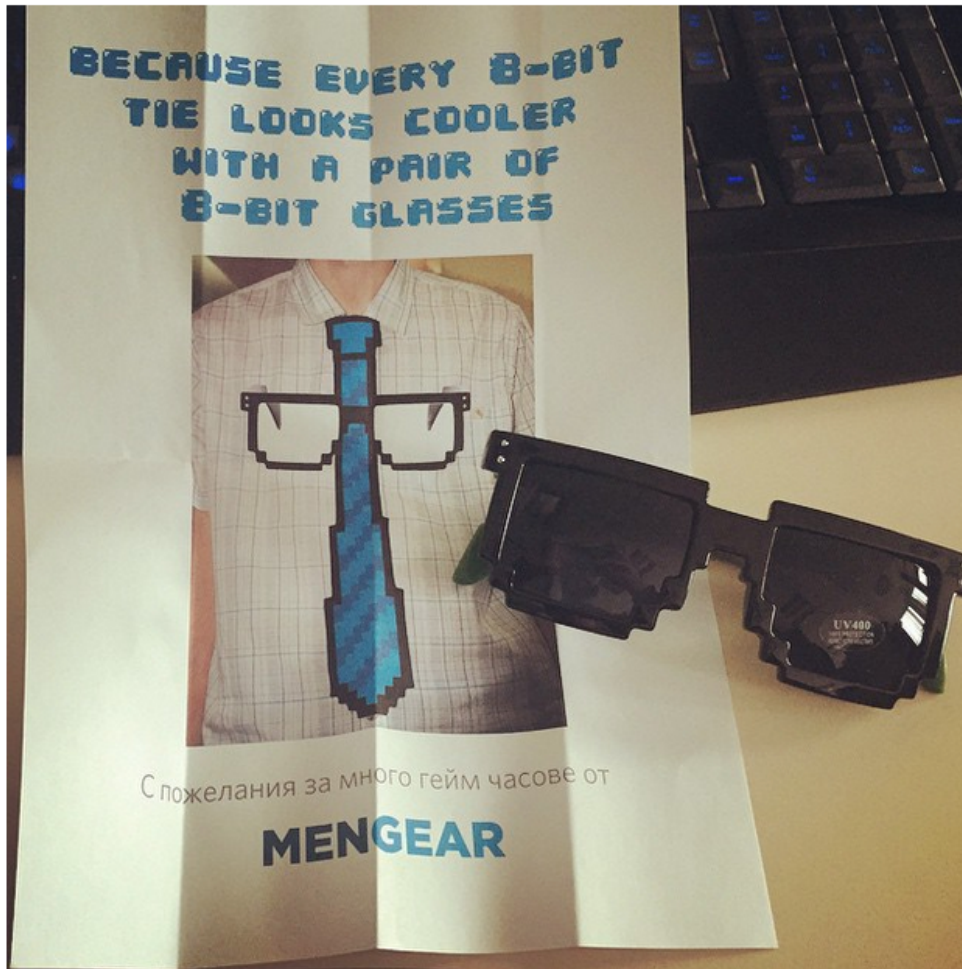
Notice how I'm creating rapport by talking about his problems first. Prove attention by mentioning a material on their blog or another notable fact about them.

With this approach, I got a mind-blowing 90% response rate. Bloggers like to get attention!

What most corporations do when they send out a gift to bloggers is use a generic "congratulations, here's your gift message".

Don't be a heartless bastard, include a personal message! It doesn't have to be anything fancy or expensive, just be personal.

To one of the bloggers we sent an excellent 8-bit glasses with a personalized geeky message:



Here's the referral traffic we received from that blogger:

Referral Path ?	Acquisition			Behavior		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	337 % of Total: 3.54% (9,533)	65.28% Avg for View: 78.33% (-14.48%)	220 % of Total: 3.02% (7,277)	17.21% Avg for View: 58.98% (-70.82%)	9.79 Avg for View: 4.02 (143.57%)	00:05:48 Avg for View: 00:03:24 (70.61%)

Not only that but a few more people shared our fresh message.

All in total costing us \$5.

Action plan:

1. Use the email template above to contact authoritative bloggers in your niche.
2. Ask for their address
3. Send them a gift and a personal message worth sharing.

7. Offer promotions, discounts and coupons to bloggers

This tactic is like the one above but instead of offering bloggers a gift, you give them a promo code.

You reach out to bloggers using the email template from the previous method but you include a note like:

*I'd like to make a small discount for you and your blog's readers as we believe they'll enjoy the stuff we offer.
Here's a discount code for 10% OFF: "discountcode".*

If you are using WooCommerce for your shop, Woo has a pretty good built-in Coupon codes feature.

Coupons [Add Coupon](#)

All (10) | Published (10)

Bulk Actions All dates Show all types

<input type="checkbox"/>	Code	Coupon type	Coupon amount
<input type="checkbox"/>	sw20-off	Cart % Discount	20
<input type="checkbox"/>	scifibg10off	Cart % Discount	10
<input type="checkbox"/>	starwarsbg-10off	Cart % Discount	10
<input type="checkbox"/>	gamingbg10off	Cart % Discount	10
<input type="checkbox"/>	geeksbg10off	Cart % Discount	10
<input type="checkbox"/>	strangera10off	Cart % Discount	10

To stay organized, I like to name my coupon codes using this structure: <blogger’s site name>< % of coupon>-off. So for example strangeracom10-off. (Put a dash before “off” so people don’t confuse zero with the letter “o”.)

8. Guest blogging

A lot has been spoken and written about guest blogging, so we are not going to go into great details here.

The best resource on the topic is [this video](#) on Mixergy by the co-founder of Buffer.

One of the key takeaways from Leo's interview for me is to write blog posts for a wider audience:

The problem is that customers aren't the ones who will send you the most traffic. Instead, you need to reach "a large audience that could be inspired," he says, "and goes away and maybe tells someone.

2 networks Leo recommends for starting up with guest blogging are [MyBlogGuest](#) and [BloggerLinkUp](#).

I know what you are saying by know: "I run an eCommerce business, I don't run a software business. I can't do guest-blogging".

Yes, you can.

As an eCommerce owner, you probably have a broad multidisciplinary skill set. Why not share that knowledge with the world?

Think of topics on which you can become a trustworthy expert:

- eCommerce
- marketing
- inventory management
- people and processes

Identify blogs that would be a good home to your content. Figure out what is the most popular content on these blogs and then pitch the blog owners.

I like to use the following email template:

Hello <name of blogger>,

<short introduction>

I'd like to share my knowledge with other people on the topics of <your topic>. Last few days I've been writing an article on <your topic>. I noticed that your readers are interested in <the topic>. I think I can contribute to your blog by talking about the following points:<a brief list of things you are going to write in your post>.

I think this material will be well worth for your readers, what do you think?

Best Regards,

<your name>

Best thing is you don't have to write the whole article before you get a green light. You just go to the next one.

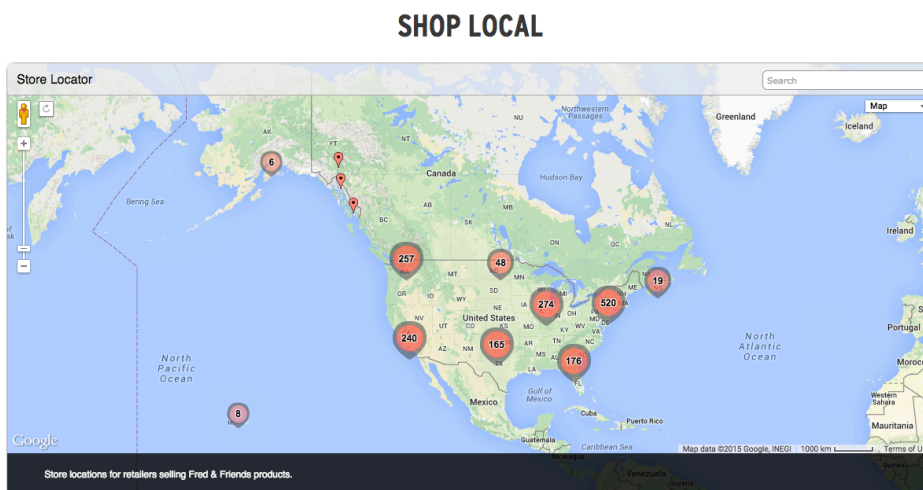
Action plan:

1. Start with MyBlogGuest and BloggerLinkUp.

2. Identify blogs that are a good home to your content.
3. Pitch them using the email template.

9. Find vendors that link to retailers

Most product packages contain the name and address of the original distributor or manufacturer of the product. Look carefully on your product packages.



Search for:

- “vendor’s name” + where to buy
- “vendor’s name” + retail list
- “vendor’s name” + buy locally

- “vendor’s name” + store locator

Then approach the vendor by asking them to link to your store.

10. Ask your customers for product reviews

If someone just bought a product from you, then this is the perfect time to ask for a product review if they have any authority on the web.

Not only you’ll get a link, but reviews bring repeat purchases, up-sells and increase your influence.

I like to reward reviewers with a discount code.

Use this template to get your shop customers to write a review for you:

Subject title:

Review your recent purchase to get a discount

Body copy:

Thank you for your recent purchase at <your store>.

Hope you like your new <product>. If you have a blog or a website, we’d like to give you <discount> if you review our product.

Just send us back the link to your review, and we’ll send over a promo code to you!

11. Give a crap

Care about your customers, and especially about those that are critical of your brand.

I found that people who are harmful to your brand, are the most vocal customers in general. You'd like to do your best to convert them to happy customers.

Install a product review or comments plugin on your website. [This](#) is an excellent roundup of product review plugins for WP, if you are running a WooCommerce store.

Make sure you follow every comment under your products and personally get in touch with the authors of the bad ones.

Check this out:

I received an awful comment that one of my products was way overpriced. She was right. I had raised the price markup of that product way higher than I should have.

I did a bit of research on the customer (stalker alert) and found out that she was a blogger. She had bought the product from another place way cheaper. Not only that but she had a whole blog post on that product and some fantastic photography of the product.

I sent her an email personally explaining our store's benefits, and I offered her readers a product discount. In exchange, I asked if I can use her excellent photography on our product page.

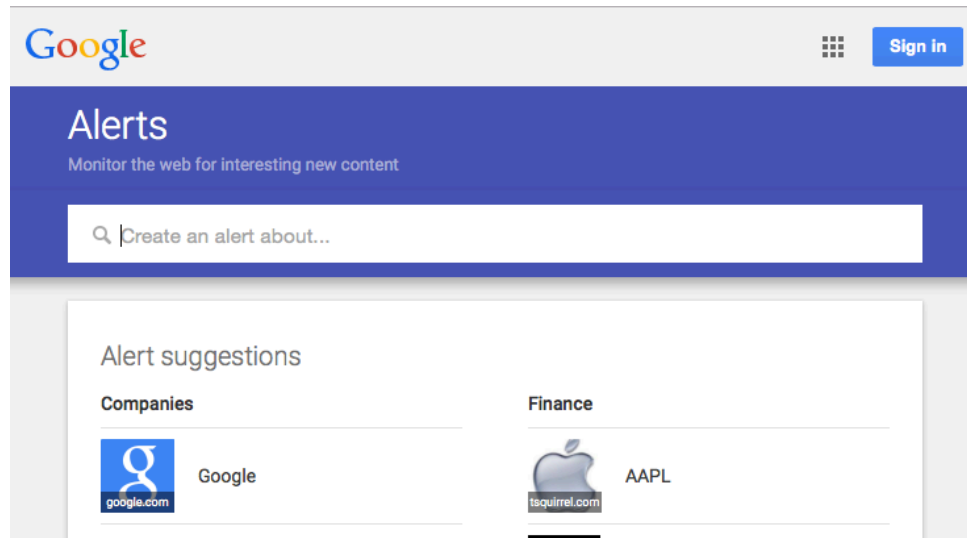
The result: I managed to convert an angry customer into a brand promoter.



12. Reclaim brand mentions

If your store gets mentioned on the web, then make sure you ask for a backlink.

Social media specialist Afton Negrea recommends [5 free tools](#) for social signals and brand and keyword monitoring.



13. Do an image reverse search to find pages that use your product photography

If you are a brand like [Firebox](#), and you make your product photography (that is also amazing) it's likely someone already stole a picture or two of yours.

Visually similar images

Report images



Pages that include matching images

The Grip Strip keeps you safe while driving » Coolest Gadgets



www.coolest-gadgets.com/20140609/grip-strip-safe-driving/ ▾

450 × 450 - Jun 9, 2014 - The Grip Strip is a sticky pad for your dashboard that will keep your phone in place. It's made of a polymer compound that will keep pretty much ...

Sometimes other sites might use your product photos for other reasons: in articles, blog posts, etc.

Politely reach out to each and ask if you could have a link back.

14. Find broken links

Finding broken links on sites is an old link-building tactic that works well for eCommerce, too.

In a nutshell, you are searching for websites that could be a home to your link by looking for broken links. If there are any, you let the site owner know and ask if she can replace the broken link with a link to your store.

[The Broken Link Building Bible](#) is an excellent resource on finding broken links.

15. Scan communities and sites for people looking for your products

If you are selling products hard to find locally, then you can find people that are in search for your stuff.

Scan niche communities, forums and websites by searching for your products. Outreach to those looking for the things you sell.

16. 44 experts reveal their #1 tactic for eCommerce link building

This [article](#) a further excellent reading on the topic. A list of eCommerce link building tactics collected by Freddie. Go check it out!

More resources on eCommerce SEO

- [The Definitive Guide to eCommerce Search Engine Optimization](#)
- [7 Critical SEO Errors of E-commerce Websites](#)
- [How To Optimize Your Ecommerce Site using On-Page SEO](#)

- [Best Practices and Routines - Top Tips For Every Ecommerce Website](#)
- [17 WordPress eCommerce SEO tips to sell more product](#)
- <http://bootstrappingecommerce.com/50-ways-build-links-ecommerce-store/>

Conclusion

Good work for getting so far!

There's no doubt about it: building quality backlinks to your store is one of THE best ways to get traffic and sales.

Link building is so effective because it takes more effort than most of the other growth strategies. But the willingness to try harder is what separates good from the bad marketers.

So are you ready to get started?

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