

**HOW TO BLOG FOR AN ONLINE STORE:  
THE COMPLETE STEP-BY-STEP  
BEGINNERS GUIDE TO BLOGGING FOR  
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# *HOW TO* **BLOG** *FOR AN* **ONLINE STORE**

*The Complete Step-by-Step Beginners Guide to  
Blogging for Your Ecommerce Business*



Jonathan Eldridge and Robert Bustamante

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Whether you have launched your online store or not, it's clear you are going to need traffic to make sales. You have heard people mention blogging but what exactly does it involve?

Let us take out the guesswork. Our complete guide goes step by step through the different steps of blogging for your ecommerce site. From deciding what to write to finally publishing. All blogging is not created equally. If you are trying to drive more traffic to your store and looking to get serious about blogging, this is the book for you.

Blogging for an online store is not straightforward. We will walk you through what you should be blogging about and how to attract traffic. We will discuss the details of optimizing your posts to be found and shared.

Our blogging guide is designed to drive traffic to your online store. If you are considering blogging as a business, this book is not for you. We are trying to increase sales in your store and that's the focus of our step by step guide.

Learn the same tricks that we have used to generate over \$1,000,000 in online sales.

Topics Covered In This Book:

- Free Traffic
- Do it over and over
- Building an Audience
- Give Them What They Want
- The Blended Mix
- Long Road
- Listicles
- You Are The Best
- How To

- Interviews
- Opinions and Tone
- What is a Keyword
- Finding Keyword Phrases
- Google Keyword Planner
- Breaking Down The Results
- Looking in the Ruff
- Understanding Google
- What is Organic Anyhow?
- The Golden Free Tool
- Can I Compete
- My Secret Keyword Finding Tool
- Writing means writing
- Relate With the Reader
- Google Doesn't Have Eyes
- Email Opt-ins
- Call to Action
- Outsource
- Hemingway
- Why Do I Like Some Blog and Dislike Others
- Graphic and Photo Sites
- Photo Outsourcing
- Spacing and Font
- Subheaders
- Blog Titles
- The Slug
- Keywords in Your Copy
- Your Images
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- Backlinks
- Email Your People
- Get Social
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- Published on: 2015-07-22
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- Format: Kindle eBook

Most helpful customer reviews

3 of 3 people found the following review helpful.

Separate Your Store From All The Others Out There

By J.Q.L. 4150

There are many bloggers on the internet, and many eCommerce businesses-- so, how does one distinguish oneself to the point of making it all profitable for You? This book is packed efficiently with a plethora of essential chapters covering every aspect of blogging for your online store, and with links throughout to online resources (the author's even provide a list of links they used to sites, if you are reading a hard copy).

I had a thousand questions when I sought out this book and then first cracked the cover. It seems the movement of traffic to a site should be easy: of course, it is not. Everything is right there if you simply have internet access and a device of some sort to actually access it! But this is far from the truth. Yet, as we are shown herein, this is Not 'a mountain too high.'

This book breaks it all down into 8 manageable chapters. Beginning simply, we get to cover content, traffic, building an audience & more ... the Basics of Blogging for Beginners, as it were, but essential and the ideal place to get our feet wet. Next we go over actual tactics for our strategy: what are listicles, including 'How To's' and interviews, and more.

Further, Keywords are vital for people (potential customers) searching online: lure them in. The authors take us through using certain features on Google, in particular-- and given the ubiquitousness of Google it is crucial to learn how to use it. But also phrases & tools and much in between to make the most with the right bait.

If you are not a writer, this is something you will have to overcome. But it is Not difficult.. hang in! This is about simply relating to the reader out there, description, using email, outsources-- a singularly critical chapter here. Of course we go through dressing up your posts, graphics and more also. And all throughout we get links of real sites the authors highlight for numerous helpful reasons.

RSS, webmasters, permalinks, slugs-- there is a lot in here you have probably heard about before, but maybe didn't quite know what it all was. It is explained easily for us. Some further work in the realm of SEO (search engine optimization), and how to share your posts the most effectively, I.E., using social media (we've all heard of this, but don't be frightened it won't bite ;), and so on.

If I write any more on it I would have my own book to publish-- and it would look suspiciously just like this one! I love this book, helpful, frank, and presented perfectly for the lay person and is sure to help other bloggers as much as it did me.

3 of 3 people found the following review helpful.

Great Read!!!

By Ryan Whitwam

I definitely recommend this book if you are just starting out. I have a small ecommerce site and we sell holistic dog treats. I know I was supposed to be blogging but couldn't get motivated. Wasn't sure blogging would work either. The book does a good job of going through step by step how to do it and also gave me a lot of ideas to write about.

I'm not much of a writer but at least know where to start now. Some of it is a little over my head but I can start with the basics and then may go back to do the heavy duty stuff. Would recommend if you are new to blogging.

2 of 2 people found the following review helpful.

better blogs

By Devon



Right now I run a personal blog, and that is exactly what got me hired to my most recent job. My best girlfriend and I decided to take our little shop to the next level and start blogging and using social media to ensure that our sales would rocket.

I love to blog and I know a bit about tailoring your writing, but I have no idea how to sell online through a blog. How to get people to trust me without interacting with me or the product personally.

This guide is very helpful and really lays it all out on the table with the proper tools to ensure your business blog kills it in blogosphere. This has been an amazing guide to help us properly enhance traffic to our site.

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