

# E-commerce Sale Increase Strategies Guide

Sale Increase Strategies Book

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<b>C HEPTER: 1</b>	<b>Upload Quality Content</b>
<b>CHEPTER: 2</b>	<b>Price</b>
<b>CHEPTER: 3</b>	<b>Update product</b>
<b>CHEPTER: 4</b>	<b>Auto Refresh</b>
<b>CHEPTER: 5</b>	<b>Buy Product</b>
<b>CHEPTER: 6</b>	<b>Product Review</b>
<b>CHEPTER: 7</b>	<b>Product Inventory</b>
<b>CHEPTER: 8</b>	<b>Account Health</b>
<b>CHEPTER: 9</b>	<b>Negative Feedback</b>

## **CHEPTER: 1**

### **Upload Quality Content**

Here, we will talk about ecommerce sale increase strategies, quality content is most important part of ecommerce sale increase strategies, we usual upload copy content or basic content on e-commerce websites, we don't want to work hard, we want to go in short way, we never want to work in advance way, we mostly work unprofessionally, like long title filled of keywords, unmeaning full title, unprofessional product image, smallest image, unclear image, short description, less bullet points or features or specifications, without variation of size, color or type, no product weight nor product

dimensions and more details. Think that if you are a buyer and this kind of information given product you have seen on website category or in search, what you will observe? You always observe that this product is not described, not clear; I don't know what this is. Can you buy it? Never, Can you observe, what is this? What is will be real product that you are going to buy? No. buyer never will buy your product. So,

We should upload our product with our own best quality content, with full details that was asked in fill box on website or Excel sheet columns. Like medium title with meaning full title, make photoshoot of your product, photoshoot image takes with professional camera's and these camera's image resolutions are more higher in pixels, this image will be more clear and attractive. As you can describe your product describe in description, give bullet points as product features or specifications. Put keywords in keywords fill box or Excel sheet column most searching keywords and best matching keywords with your products, put keywords as much as limit of website that will make your product reach more to more visitor. Never forget put weight, dimensions, material, colors etc, we should make variation of color, size and type that can describe your product variation color, size and type availability. It gives more option to buyer to buy, we should always choose advance template while uploading products, we always work as a professional, ecommerce website gives your product visibility website, product category or rank in search on base of quality of content from this entire buyer understand your product better. What is this? And this entire content make buyer interested to buy the product. Buyer can observe the product by the best quality content, what is the product, why I should buy it or from the seller, what features have in this product and what is the dimension? of the product etc. Buyers observe the product on screen and finally buy the product. So, always make a best quality image, title, description, specification, and fill all box or column that's given in advance template. Never forget put keywords in your product related to your product it is most important part of product visibility. It gives your product more and more visitors. From all these your product will be best quality content. Be number one seller on ecommerce marketplaces. Best of luck.

## **CHEPTER: 2**

### **Price**

Price is the amount that we are buy the product or sell the product, in e-commerce marketplaces price is a important part of sale, we will discuss on it that how this matter and what price should be my product.

In e-commerce marketplaces price always should be updated as your competitors update you should update your price. In e-commerce have more and more competitors check and update price. Most important this is; why I should update price? Because your competitors update means they increase or decrease price according the rank of the product. If you are a new seller on e-commerce marketplaces your product haven't rank and review so you should keep your price lowest as your competitors that buyer can buy your product due to lowest price, your product rank will come up and customer may can give your product review then you can increase your price. This is the point to increase or decrease the price.

## **CHEPTER: 3**

### **Update product**

We usually updates inventory only after stock out but it is not enough we should update its price also on regular basis, like every day, I have mentioned the above about price update and here I am repeating this because this is most important to update the price it update your product, if you updating your products every hours is the best way to increase sales. Ask me why? Because search algorithms of the website it consider latest product and search algorithms consider your product latest addition or latest featured product and

it keeps up in search queue. So we should update our price and inventory on every hour via Excel sheet because I know that big quantity inventory not possible manually, update your top rated or top selling product manually and rest are update via Excel sheet. If you can update on half hour, it will be more effective.

## **CHEPTER: 4**

### **Auto Refresh**

Auto refresh is a search engine marketing tool that refreshes your open page like a visitor. You can set time for refresh your open page. For example: 10 second, 15 second etc. it refresh your open page automatic. Why should you use? Auto refresh tool work as a visitor one refresh is a visitor on the page

and website search algorithms consider it as a visitor and website search algorithms give your product page rank and it keeps up in search. So you should set auto refresh to your new product page that you can bring your product in search on top.

## **CHEPTER: 5**

### **Buy Product**

Why you should refer your product to your friend to buy your product? Because, you know that they can give your product 5 star reviews or feedback and your friend also know you so you never send them faulty product or you never make any mistake while shipping the product, you also know that if any mistake we do they will return you so it will make your habit to send product after check without any mistake and also you will send your product in same process to for your buyer. So your new products refer to your friend to buy. And ask for review it will make your product review most visitors buy 5 star reviewed product.

## **CHEPTER: 6**

### **Product Review**

Product review is a quality standard rate that is given by the country government after quality check of the product, like we are usually see on house hold refrigerator like 3 star, 4 star or 4.5 it show product quality, like that in e-commerce, customers gives product review after use of product or after seller service. It depends on your product and service quality. If you have sent best quality product with good packing and you have fulfilled customer requirement, they defiantly, give your product 5 star review. 5 stars is excellent quality, 4 stars is best quality and 3 stars is good quality, 2 stars is unsatisfied quality, and 1 star is bad quality. So its depends on your product quality and service quality so please give best to best quality product and service and get 5 star rating.

## **CHEPTER: 7**

### **Product Inventory**

We usually put 10, 20, 50 and 100 product to show availability of product and you haven't all these in physical inventory. Its creates problems, suppose, we have 5 product in physical inventory but you have put it on product listing 10 inventory, if you got 10 orders and product are not available in market too. What you will do? If you are a manufactures then you will manufacture but retailer nothing can do, Either you will send wrong product or cancel the order, right?, it defect your account health so please make sure and put inventory on product listing as available in physical inventory. It will never give you problem.

## **CHEPTER: 8**

### **Account Health**

If you are e-commerce marketplaces seller then you have maintain your seller account health, account health is depends on your product on time delivery, order cancellation rate, feedback or review, Return rate, customer issues.

### **On time delivery**

E-commerce marketplaces give you minimum 2 days for product delivery time you have delivery your product under this time line. If you don't delivery your product on given time line your account on time delivery

account health defected, if on time delivery time line below on time delivery rate, your account may be suspended permanently, so you should always delivery your product on time.

### **Order Cancellation Rate**

We always reduce Order cancellation rate, if your order cancellation going higher then fix rate, this will be a reason of account suspension.

### **Feedback or Review**

Both are most important or your account health, it show customers too, it's your product and your account quality, if it is below 3 stars your account will be suspended permanently.

### **Return Rate**

We also reduce return rate, we should identify why returns are coming and solve the issue and reduce returns, otherwise, you know that ahead it account suspension is nearest.

### **Customer Issues**

Customer issues like claims and other issue like queries you have to solve, otherwise you know...

So please maintain your seller account health that you can sell on it longer.

## **CHEPTER: 9**

### **Negative Feedback**

Negative feedback is bad quality rating, this rating you getting when your service or product or both service and product is bad customers gives you negative feedback (Below 3 stars rating). If customer did given right reason or wrong it doesn't matter but you can request e-commerce marketplace to remove if it is not your fault they will remove it. So you should request for removal of all negative feedback.

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LUCK\*\*\*\*\*