



NITROSELL
Integrated eCommerce

Best Practices Guide for Retailers

Microsoft Dynamics RMS & POS 2009

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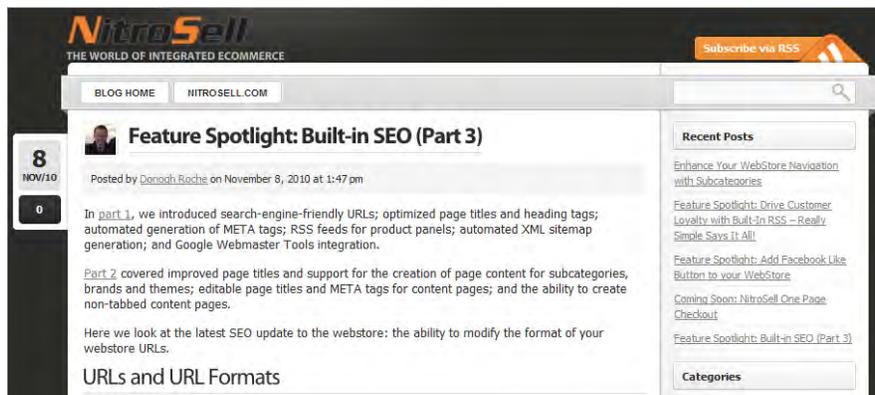
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Introduction

This guide is designed to help our customers review their web stores and optimize their online selling potential by applying best practice techniques which have been implemented by many of our successful retailers. The guide is a combination on the specific areas with RMS and Nitrosell which can streamline the management of the web store and aid sales performance. Also included is an overview of areas within general ecommerce best practice which will help retailers gain advantage in today's competitive sales environment.

The guide is not intended to be a technical document but with just a little thought, planning, and then execution, these basic guidelines and ideas can make a major difference in your web store's performance.

To follow up on this Best Practices document, NitroSell encourages you regularly visit our blog <http://blog.nitrosell.com> for new product updates and up-to-date recommendations on how to get the most from your NitroSell webstore. Even better – subscribe to our blog with RSS Feeds. There's more information about RSS Feeds in this document.



NitroSell Blog <http://blog.nitrosell.com>

This guidebook contains the following sections:

Web Design: Customers will make their minds up in a matter of seconds as to whether a web site is worth looking at and they look for two main areas; Parts of the site that **indicate interest** (ie: What does the site sell? How are products presented? Can I buy products?) and parts of the site that **indicate trust** (Is it a proper business? Are all items in stock? Is it safe to buy?) If the site fails to attract both interest and trust the customer will click away very quickly. This section reviews the importance of creating a professional looking site which immediately represents the types of products and brands available for sale. The need for easy navigation, competitive pricing and good use of promotion panels are also covered.

Optimizing Item Setup in RMS for a NitroSell Webstore: Our integration means our retailers can use their existing RMS database to populate their products with good product names, descriptions and images to take advantage of the SEO features built into NitroSell. This section covers the importance of utilizing RMS fields so that the integration is optimized. Other key aspects are reviewed like ensuring comparable pricing and shipping charges are inline within other competitive site eCommerce

Enhancing Items for the Web with Product Attribute Manager (PAM): PAM has been created to extend the facilities that are offered with RMS – There are many uses of the PAM but most commonly, it's used to create and manage Special Offers, New Products and Pre-Order Panels, add longer item descriptions above the 30 character limit in RMS and edit, copy, and paste rows of items enabling quick and easy updates of database items.

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E mail Marketing to Customer Base: Most of our successful retailers market to their current customer base using email and newsletter services from **Constant Contact**, **MailChimp** or other email marketing service on at least a monthly basis. This can be an effective way to offer specials, coupons, and promote items they wish to reduce inventory on (a great way to get move seasonal merchandise!). We suggest retailers take advantage of the NitroSell integration to Constant Contact or MailChimp as soon as possible so that every customer who registers in their website has the opportunity to opt-in to their newsletter and mailings

Using AdWords: We recommend our retailers initially use **Google AdWords** with good landing page content to make the public aware that they have product available. After NitroSell's built in SEO features have had their opportunity to move the product(s) up in the organic searches, the AdWords campaigns may be scaled back or discontinued. The benefits are of establishing a **Google Analytics** account is explained and the need to turn on the NitroSell / Google Analytics integration as soon after going live as possible.

Cross Marketing, Social Media and Creating a Blog: This section covers the importance of how retailers need to create a successful brand identity for their business. Effective cross marketing is explained, for example, How the physical shop can be used to promote the web store and vice versa so that all so retail channels are working as one. Also included is how retailers can pitch themselves as experts in their field and reap further SEO benefits by investing time to produce blog articles. The article on Social Media covers the importance of attracting further interest by reaching out via social media initiatives.

1. Web Design

1.1. Design Considerations

The homepage will usually generate your customers' first impressions about your company so it's important your site conveys the right image and invites the viewer to further browse the site.

If your company has a corporate image or look, use those colors, fonts, and logos in your website, especially in the header and sidebar areas. The customers that have been to your physical location will be able to recognize your webstore easily if it looks familiar to them and that will increase their confidence and comfort level as they shop on your site. Whether you are using a corporate look or not, make sure that your graphics are eye catching and your fonts are easy to read.

The graphics should also convey a message to your customer about your product line. Take advantage of NitroSell's **Large Image Support** and/or multiple image support for each item. To save time and effort, use images provided by the manufacturer of your items if possible. If not, DO take the time to shoot professional looking images of your items. Make sure your products are prominently displayed on the homepage.

Use the **New Products**, **Pre-Order** and **Special Offer** panels of Nitrosell to feature items to your customers. Change the headings on these panels as appropriate for your business. Changing the "Pre-Order" panel heading to "Customer Favorites" or "Staff Picks" are possibilities but there are many more. Finally, remember that search engines read text so make sure that your home page has some text and that the text contains the keywords that customers would use when they are trying to find your product or service.



Special Offer Panel

Recent SEO enhancements enable you to enter searchable text in page titles and META descriptions for the following **Content Page** types: **Departments, Categories, Sub-Categories, Brands and Themes**. When filling in the META content be aware of 2 things: The META Description should be 160 characters or less in length as that is all that the search engines will show in a search result. The META Keywords are no longer factored in for page ranking but overdoing it can actually hurt your rankings so only add 1 to 4 keywords for each page. In addition to the search engine benefit, these content pages can provide valuable enhancements to the look and feel of your webstore. More information is available on our blog [Click here for blog article: Built-in SEO Part 2.](#)

1.2. Navigation

The quicker and easier it is for your webstore visitor to find what they are looking for, the more likely they will become customers. All NitroSell webstore templates are designed with standardized eCommerce navigation in mind. This is very important because it is what your webstore visitors are used to and feel comfortable with. However, there are still several things that you can do to help your webstore visitor along the way.

If possible, plan your RMS **departments** and **categories** with your webstore in mind. Department/Category navigation should be intuitive to your customer. Thinking of an actual department store can

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help. The departments are divided by the main types of items people would expect to find in each. Categories are the groups within a department. How broad a department or category is will depend on how specialized your store is. For example, a clothing store that carries garments for the whole family might have departments such as “Men’s Clothes,” “Women’s Clothes,” and “Children’s Clothes.” Categories for the “Men’s Clothes” department might include “Dress Shirts,” “Casual Shirts,” etc.

A more specialized store that carried only women’s clothing could have departments that are also more specialized such as “Dresses,” “Blouses,” “Pants,” etc. with categories under each that are even more specific.

Better department and category layout = Easier shopping experience for your visitor = MORE SALES!

Although not available in RMS, NitroSell PAM enables the setup of **Web Sub-categories**. If you carry a broad range of items you should consider implementing the sub-categories to further ease your visitor’s ability to find what they are looking for. Sub-category content pages may be programmed in the NitroSell Webstore Manager (WSM) with description and content to help drive the appeal and aesthetics of your webstore. SEO attributes such as page title and META descriptions may also be defined for sub-categories. [Click here for the NitroSell Blog article: Enhance your WebStore Navigation with Sub-Categories.](#)



Third-Level Navigation with Sub-Categories

In the rare event that you cannot create departments and categories in your RMS database that work well on your webstore, NitroSell has an answer for that too with **Web Navigation**. NitroSell’s PAM can be used to setup **web-only departments and categories**. These departments and categories do not affect your RMS database. They only control how items are grouped on your webstore. For more information, see [KB Article #137: Using NSc Web Navigation to Define Separate Departments and Categories for your WebStore.](#)

1.3. Overall Look and Feel of Your Webstore

It is very important for you to incorporate your corporate image or theme into your webstore so customers that already know about you and were looking for your website will feel confident that they are at the right place. A consistent look and feel also makes cross marketing more effective. Whether a webstore, brochure, flyer, or email, a consistent look will make you more recognizable to your customers. Placing your store logo in the header area and modifying the colors used in the NitroSell webstore template to match the colors in your company theme/image/logo are quick and easy ways to accomplish this.

Important things to remember:

- Make sure that at first glance a customer can identify you and your important product lines.
- If your corporate colors are bold and bright, use them sparingly so that you don’t overpower your webstore visitor. Box outlines, tab bar backgrounds, etc. are good places for the bolder colors.

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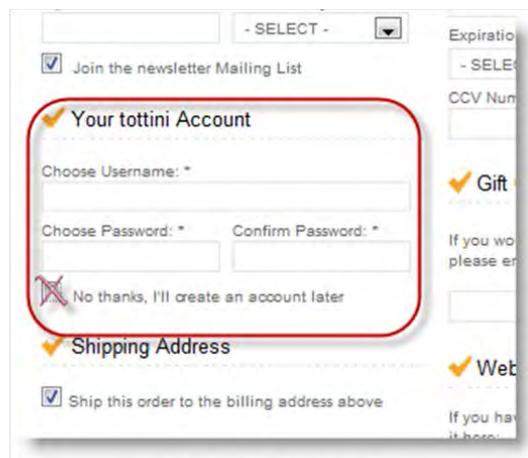
- White space for backgrounds and between text makes your website easier to read.
- Using images that relate to YOUR message will improve your site's look and promote your customer's focus towards your products. Pictures that don't relate to your store and products can confuse the visitor no matter how beautiful they may be.
- Feature your most important items throughout your webstore by utilizing Product Panels built into your NitroSell template: Specials, New Products and Pre-Order. Using NitroSell's PAM will allow you to populate each of these panels dynamically in the most beneficial way for your webstore. Each product featured is also a direct link to that product's individual webpage thus reducing the number of clicks to purchase, another important webstore consideration.
 - The Specials panel occupies the area in the center of many pages throughout your webstore just below your header images. This is VERY valuable webpage real estate and should be used wisely. Even though the default header name is "Specials," you can easily change this with NitroSell's online Web Store Manager to reflect the items that are most important to your business. "Most Popular," "Featured," "Best Sellers," etc. are often better ways to use this space to feature the items you most want your visitors to be aware of.
 - The New Products panel is generally located in the left column, below the department navigation.
 - The Pre-Order panel is generally located in the right column, below the customer log in panel. As with the "Specials" panel, it is a simple matter to change the names of these panels if you'd rather call this something else like Staff Picks, etc.

1.4. Customer Convenience Consideration

Sometimes customers would prefer not to register with your webstore when they purchase a product. Even though customers will need to provide their name and address for payment and shipping, they may perceive that the transaction is faster or more convenient by not having to create a new account. To help drive higher conversions, the **Guest Checkout** feature enables customers to proceed with the checkout without having to register. [Click here for the NitroSell blog article: Improve Conversions with Guest Checkout.](#)



Traditional Checkout



Single Page Checkout

2. Optimizing Item Setup in RMS for a NitroSell Webstore

NitroSell eCommerce is tightly integrated with your Microsoft RMS database – how you setup your items in the RMS database is **very** important to your webstore’s success. The NitroSell eCommerce platform uses the RMS item table and supplements it with the information in NSc PAM to create each item page in your webstore. Getting the most out of your webstore means setting up your items to take full advantage of built-in features of NitroSell eCommerce. Here are some key areas to focus on when creating item properties for a new item in RMS:

General Tab

- *Item Lookup Code* – UPC or manufacturer’s part number if possible
- *Description* – Brief but complete and incorporating any descriptive keywords possible
- *Extended Description* – Detailed information, use all relevant keywords, links to product info, etc. Relevant keywords will help shoppers find your product when they use the NitroSell “Search” window. Keywords are also highly valuable to search engines to help prospective shoppers find your products and WebStore.

It’s always helpful when manufacturers can provide content to help make your descriptions more meaningful. Keep in mind, however, that manufacturers are giving that same content to other retailers. RMS or NitroSell PAM allows you to edit or enhance the content so you can personalize it for your store and can stand out to the search engines.

Recommendation – when writing Extended Descriptions, always remember to make your content **Unique, Relevant and Keyword-Rich**.

- *Price* – Competitive with other web vendors if at all possible

Inventory Tab

- *On Hand* – Determine how you want to relate this information to your customer. NitroSell has configurable availability rules that can control how stock availability is represented to your customer. NitroSell suggests that “out of stock” messages be avoided. The message could say ships in “x” days or the item can be temporarily removed from the webstore until the product is back in stock.

Special Tab

- *Picture* – 600x600 jpeg under 100k if possible. NitroSell will automatically create thumbnails of the image.
- *Weight* – Important to calculate shipping

Options Tab

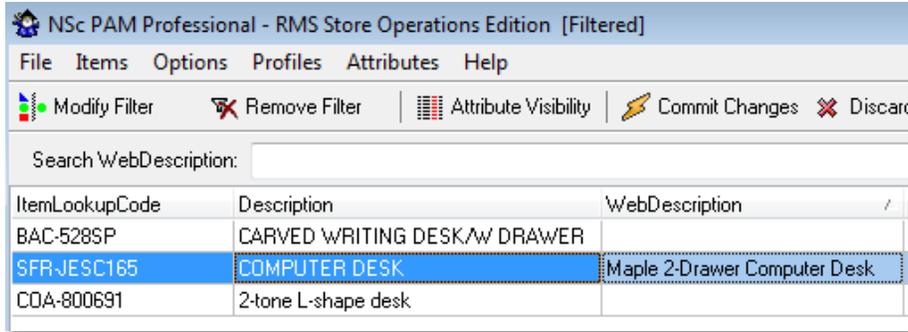
- *Web Item* – Select whether or not you want to offer an item on the web

Now let’s take a more detailed look at each part of the properties window for a new item and point out what is important for your NitroSell Webstore and explain why. Note: you may find it easier to apply changes to certain item attributes like picture, web item or weight in NSc PAM rather than in RMS. This is because you can copy values and paste to multiple items within a filtered view.

2.1. Item Entry in RMS and NSc PAM

When entering item data in RMS, use keyword-rich extended descriptions and/or use the **Web Description** feature NSc PAM to overcome the 30-character limitation on item descriptions in RMS. Make sure the descriptions are detailed, complete and avoid abbreviations. For example, it is better to use the word “black” than the abbreviation “blk”.

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The screenshot shows the NitroSell Professional - RMS Store Operations Edition software interface. The title bar reads "NSc PAM Professional - RMS Store Operations Edition [Filtered]". The menu bar includes "File", "Items", "Options", "Profiles", "Attributes", and "Help". Below the menu bar are several icons: "Modify Filter", "Remove Filter", "Attribute Visibility", "Commit Changes", and "Discard". A search bar labeled "Search WebDescription:" is present. Below the search bar is a table with three columns: "ItemLookupCode", "Description", and "WebDescription". The table contains three rows of data. The second row is highlighted in blue.

ItemLookupCode	Description	WebDescription
BAC-528SP	CARVED WRITING DESK/W DRAWER	
SFRJESC165	COMPUTER DESK	Maple 2-Drawer Computer Desk
COA-800691	2-tone L-shape desk	

Web Description

2.2. Web Pricing

Most internet shoppers are very price sensitive. If you have setup a professional site and are marketing to your own customer base, you do not have to have the lowest prices on the internet for your site to be successful. However, your prices cannot be too far out of line or you will lose sales. If you choose not to spend much time and effort on website design or marketing to your own customers, then you will need to concentrate on SEO and be at or very near the lowest prices for your items to attract business. Other factors such as supply, competition, and manufacturer's restrictions can influence the price as well.

Some retailers who have felt that low-priced items may tarnish their image or cannibalize profit from sales from their regular customer base have set up additional NitroSell webstores with a completely different identity, branding and pricing strategy. Additional NitroSell webstores run off the same RMS database but can be run independently from the main webstore. For more information, please see your NitroSell reseller or representative.

2.3. A Few More Important Thoughts

Take the time to create or find good crisp images for your items. Multiple images from multiple angles are also effective in helping your visitor make a buying decision. Take advantage of NitroSell's **Large Image Support**, available in the NitroSell Professional Edition, so that your visitor can really get a good look at your items. Your visitor cannot physically touch the item on your webstore. Therefore, anything you can do visually to convince the customer that your item is really what they are looking for is worth doing.

Animation with Flash or other types of movement should be used with care. It can be a great way to maximize valuable webstore real estate. Cycling through 2-4 items that you want to feature in one area on a page can be a boon to sales. However, too much Flash can be distracting and even irritating to your visitor. Here are a few of the many eCommerce webstore design issues that you **don't** have to worry about because all the available templates for a NitroSell webstore already address them:

- Consistent layout and navigation throughout the webstore, optimized for high performance
- Full support for all NitroSell attributes
- Secure shopping cart
- Search Engine Optimization

Finally, if you or one of your employees doesn't have the skill set or time to personalize your eCommerce web design, NitroSell can help. NitroSell has a complete set of Design Services to fit any budget. Please contact your NitroSell reseller or representative.

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2.4. RMS Item > General Tab

2.4.1. Item Lookup Code Field

The item lookup code should generally be the UPC code or Manufacturer's Part number for items that have them. This information is used by NitroSell eCommerce when it generates meta tags for that item's page which is an important way for search engines to find your products. If you are creating your own products or purchase products without UPC codes or part numbers, use lookup codes that are consistent and meaningful to you and your employees.

2.4.2. Description Field

The item description should be a brief, descriptive phrase or sentence that tells your webstore visitor the most important attributes of that item. RMS gives you 30 characters with which to create this brief description. While this works pretty well in an actual store, it may not be enough in a webstore. The description is what becomes the item's link on department and category pages and, as such, may be your only chance to catch your webstore visitor's eye. You can use NSc PAM to extend the description to 250 characters which is usually ample. Keep in mind that Google's product feed considers anything over 70 characters a long description. For more information, see [KB Article #47: How to Overcome the RMS 30-Character Limit on the Description Field.](#)

As with the lookup code, NitroSell takes the keywords present in your description and uses them in the built-in SEO features. The more accurate and descriptive you get, the more likely you will come up during a search. For example "KaiserColour Sage Acrylic Tube Paint 750ml" is more descriptive and will yield better search results than just "Sage Paint".

2.4.3. Extended Description Field

The complete extended description appears on an item's individual landing page, also called the **Product Page**. As such, the description should be as complete and contain as many **keywords** relating to that item as possible. NitroSell eCommerce selects the keywords and phrases in your extended description and uses this information in its SEO. As noted in the General Tab section earlier in this chapter, you should personalize or edit manufacturer-supplied description to create differentiation to search engines.



Keyword-Rich Extended Description

Remember - When writing Extended Descriptions, always remember to make your content **Unique, Relevant and Keyword-Rich**. Also remember that you are writing to describe an item to a person, not a search engine so readability is equally important.

Depending on what type of product you sell, extended descriptions can be used to populate useful resources such as a **size chart** or a **specification sheet**. Empower your customers with the critical information that can help trigger the purchase. They don't need to go anywhere besides your WebStore to buy! See [KB Article #239: Creating a Link to a Size Chart for Specific Items/Departments.](#)

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Racquet Specifications		Specifications	
Stringing:	Factory Strung	Manufacturer:	Bachmann
Head Size:	105 sq in/ 680 sq cm	Scale:	OO Gauge 4mm 1:76
Strung Weight:	10.1 oz/ 286 grams	Class:	Class 03 Diesel Shunter
Length:	27 in/ 68.5 cm	Group:	BR (British Rail)
Balance:	Head Light .5 cm	Running Number:	D2011
Swingweight:	273	Livery:	BR Plain Green
Stiffness:	54	Detail:	Versatile mechanical shunter. Highly detailed cab and handrails. Representation of mechanical drive.
Cross Section:		Finish:	Pristine
String Pattern:		Curved Track:	Only suitable for Second Radius Curves and above
Tension Range:		Purpose:	Shunting and Pilot Duties
		Era:	5 - 1957 - 1966 British Railways Late Crest

Product Spec Sheets Populated by Extended Descriptions

2.4.4. Sub-Description Field

Creatively using NitroSell's **field mapping capabilities** and NSc PAM can give you the ability to easily classify or sort your information in different ways or add supplemental information to your product listings, etc. For example, one book retailer used **Sub-Description 3** to maintain the condition of used books to help users find and price books matching their preferences. This ability goes farther technically than we are covering here. For more on field mappings, etc., see [KB Article #383: Field Mapping Example: Concatenating Two Fields](#), among others, or open a support ticket with your specific request.

2.4.5. Barcode Field

This is the type of barcode that will be printed by RMS and is used to print labels and tags at the store.

The Barcode is not relevant to the Webstore however, on a related note: it is becoming more customary within certain retail segments for customers to include the **Product Code**, including **ISBN** for books, in their product searches. NitroSell's **SEO Configurable URLs** can expose Product Codes and ISBNs to Google and other Search Engines to help drive higher visits to your store. [Click here for the NitroSell blog article: Feature Spotlight – Built-in SEO \(Part 3\)](#).

Dynamic URLs	
Type	Format / Example
Product	<p>Format: /%product_name%/product_code%/</p> <p>Example: /Iron-Man-Legacy-%231/75960607106700100/</p> <p>Version: 1</p>
Available fields:	<p>%department_name%: The name of the department</p> <p>%category_name%: The category name</p> <p>%subcategory_name%: The sub-category name</p> <p>%product_id%: The unique ID/primary key of the table</p> <p>%product_code%: The item lookup code (for example, EAN/UPC or bar code)</p> <p>%product_name%: The name of the product</p> <p>%product_subdescription1%: Additional item detail provided for ERP data</p>

Exposing Product Code in the Item URL (WSM > Configuration/SEO)

2.4.6. Item Type Field and Matrix Support

NitroSell is designed to work primarily with Standard and Matrix items. Other item types such as kit or assembly items will display on a webstore but not necessarily perform as expected. Matrix items have special qualities and can be displayed on your store in more than one way. Go to the NitroSell Knowledge Base and type in "Matrix" to see the applicable articles.

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Matrix Item

Nitrosell fully supports matrix items that are set up within RMS and displays the product options in a clear format that includes drop down selections for the specific matrix fields like size, color, style etc. Displaying your matrix products in this way is essential for the customer to find their color and size options quickly and efficiently when shopping online.

2.4.7. Department & Category Fields

The importance of setting up good departments and categories is covered in detail in Section 1 of this document. It is very important to understand this as well as other navigation and search attributes such as sub-category, brand and theme, all of which are created and maintained in the RMS SQL database with PAM.

Don't forget to assign pictures to the **Categories** on your **Department Page**. This is more visually appealing than plain text links and will encourage higher click-throughs by providing visual recognition of desired categories. For more information, see [KB # 139: Selecting Pictures to Display with Your Categories](#).



Department Page Category Pictures

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2.4.8. Price Field

By default, the standard price in RMS is the price on the web. NitroSell eCommerce lets you control the price shown on the webstore separately from the price you may wish to charge in your brick & mortar store. Using NSc PAM and the field mapping capabilities in NSc Sync, there are several ways to specify a different price as the **Web Price** without affecting RMS's in-store price. There is more information in Section 3 of this document.

2.4.9. Cost Field

Not generally used by NitroSell eCommerce although all products sold online will use the cost maintained within RMS for calculating profit, profit margins, etc in RMS reports.

2.4.10. Profit Margin Field

Not generally used by NitroSell eCommerce.

2.5. RMS Item > Inventory Tab

While NitroSell doesn't maintain inventory in RMS, you can control the way RMS stock level information is shown on your webstore. The NitroSell **Webstore Manager** (WSM) for your store allows you to decide whether or not to show any inventory availability information, customize the "Out of Stock" message if you are showing inventory info, and whether the inventory information shown is just a phrase like "In Stock" or the actual number shown in your RMS database. Here are some Knowledge Base articles on this subject:

[KB Article #331: Rules for Displaying Stock Availability](#)

[KB Article #57: Removing the Status "Availability Unknown"](#)

[KB Article #199: Removing Out-of-Stock Items from Display on Your WebStore](#)

[KB Article #207: Overriding Stock Information for Selected WebStore Items](#)

2.6. RMS Item > Suppliers Tab

NitroSell eCommerce has not traditionally used the Suppliers Tab. However, NitroSell has added an Advanced Search Bar that provides a "**Brand**" drop-down menu to provide visitors a more convenient way to navigate the webstore. The WebStore Manager (WSM) "Page Content" section provides the ability to create and maintain Brand Pages, with the ability to populate unique SEO attributes per Brand.

If the Brand is different than the Supplier in RMS, a book publisher for example, you may maintain the Brand in NSc PAM without affecting the RMS Supplier. However, if you wish to use the RMS Supplier as your webstore Brand, please see [KB Article #205 Displaying the RMS Supplier Name as the Brand Name](#).

For additional information about maintaining Brands using NSc PAM see [KB Article #367: Populating Items Into WebStore Panels](#).

2.7. RMS Item > Pricing tab and Item > Discounts Tabs

While pricing is VERY important to your website, unless you want to specify a different field for Web Pricing, etc., just keeping your pricing information up-to-date is really all that is required here. NitroSell can take most RMS discount schemes to the web including the new percent based Mix & Match or Quantity discount that was released in RMS V2. For more information, see:

[KB Article #235: Enabling Discount Schemes in Your WebStore](#)

[KB Article # 161: Setting Up Promotion Codes \(Coupons\)](#)

2.8. RMS Item > Aliases and Item > Substitutes Tabs

NitroSell does not use the information in these tabs so use them as you see fit for your physical store only. If you have a need to use the Alias for search purposes, i.e. an ISBN number for books or magazines, then special mapping in NSc Sync and NSc PAM may be required.

2.9. RMS Item > Special Tab

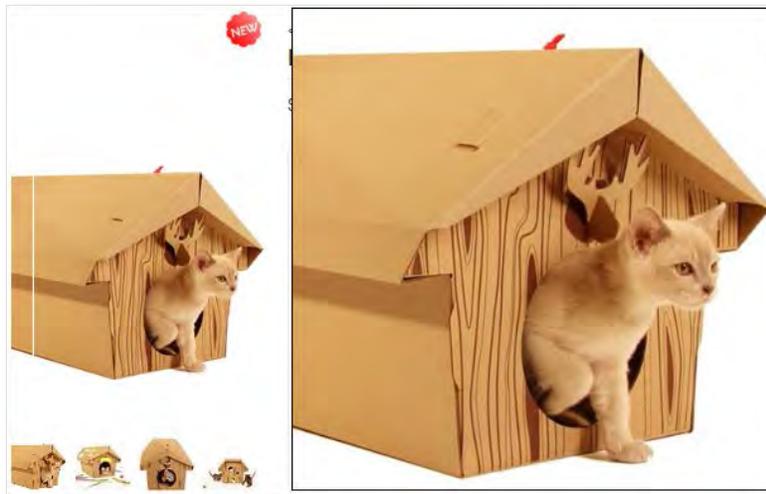
2.9.1. Picture Field

Since online customers do not have the product itself to view, handle, and evaluate, your item images are one of the most crucial aspects for online success. NitroSell eCommerce reads the images assigned to each item from the pictures folder under Program Files > Microsoft Retail Management System > Store Operations > Pictures. For SEO purposes, it is important to name the picture based on the item lookup code or item description whenever possible. While you can load any size image into this folder, a clear image that is 600x600 pixels, in a jpeg format, and under 100K in size will generally perform well for what NitroSell needs.

NitroSell will automatically resize the image for the necessary **thumbnails** for your site. If you have NitroSell Professional Edition with Large Image support enabled (we recommend you do) getting your images loaded at this size will help insure nice crisp images for your customers to look at. See [KB Article #191: Displaying Large Images on your WebStore](#) for information on how to get large images up on your site.

Both NitroSell editions support **multiple images per item**, in addition to the thumbnail. Since your customer can't physically pick up a product, providing multiple images from various angles will enhance their browsing experience which could help drive increased sales.

To further enhance the view where clarity or detail is required, you can incorporate the **Hover-Over Zoom**, which displays a bigger image when you hold your mouse cursor over the image. Contact your NitroSell support consultant for details.



Multiple Images and Hover-Over Zoom

2.9.2. Weight Field

If you are using shipping integration, make sure all your items reflect the correct weight so that shipping is calculated correctly. This is a field that is not generally used by RMS for normal brick & mortar sales. Accordingly, you may find it more convenient to set product weights in NSc PAM, which will populate the weight in RMS when you sync.

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2.9.3. Notes Field

If you have information in the Notes field, it is possible to show this on your webstore and also to include this information during a search on your webstore. See the following Knowledge Base articles for more information.

[KB Article #253: Adding the RMS Notes Field to Search Results](#)

[KB Article #285: Displaying the Contents of the RMS Notes Field on Your WebStore](#)

2.10. RMS Item>Options Tab

Just make sure the box beside “Item is available on the website” is checked if you wish to offer this item on your store. Upon the next sync, the product will be uploaded to your WebStore. To add or remove several items at a time, use the copy and paste feature in NSc PAM to speed up the process. PAM “Filters” can provide precise control over which items are added or removed to the WebStore.

3. Enhance Items for the Web with PAM

The use of the NitroSell Product Attribute Manager (NSc PAM) was referenced in earlier sections where we described how to make best use of your Microsoft RMS data for the NitroSell webstore and to drive SEO results. This section will look deeper into NSc PAM and the flexibility it can give you. The ways that you can use NSc PAM to manipulate and present your webstore data are very flexible and enable powerful customization projects, based on your needs. The topics in this section refer to out of box PAM functionality and customization projects are out of scope for this document.

To lay the groundwork of NSc PAM capabilities, let's review some of the common functions and actions:

3.1. Populate WebStore Specials, New Item, and Pre-Order Panels

This is one of the most basic AND critical uses of NSc PAM. All NitroSell eCommerce templates are designed to utilize these panels to effectively merchandise your WebStore. You can give your customers reasons to visit your site time and again by providing fresh and exciting content. Such panels can drive customers' perceptions that you offer value and encourage them to further explore your WebStore. You can name and use panels however you wish such as using a panel for Staff Picks instead of Pre-Order. For more information on renaming Panel Headings, see [KB Article #149: Configuring Product Panel Options](#).

By default, NitroSell can send new items appearing in any of these panels to your customers who subscribe to RSS feeds. With Really Simple Syndication (RSS), you customers can be reading about your new products while browsing their inbox in the morning with their first cup of coffee. Your webstore should encourage customers to subscribe to RSS feeds by clicking the **orange RSS icons** in the desired panel and enabling RSS feeds in their email browser such as Outlook. For more information, see [KB Article #367: Populating Items into WebStore Panels](#).



RSS Feeds from Product Panels

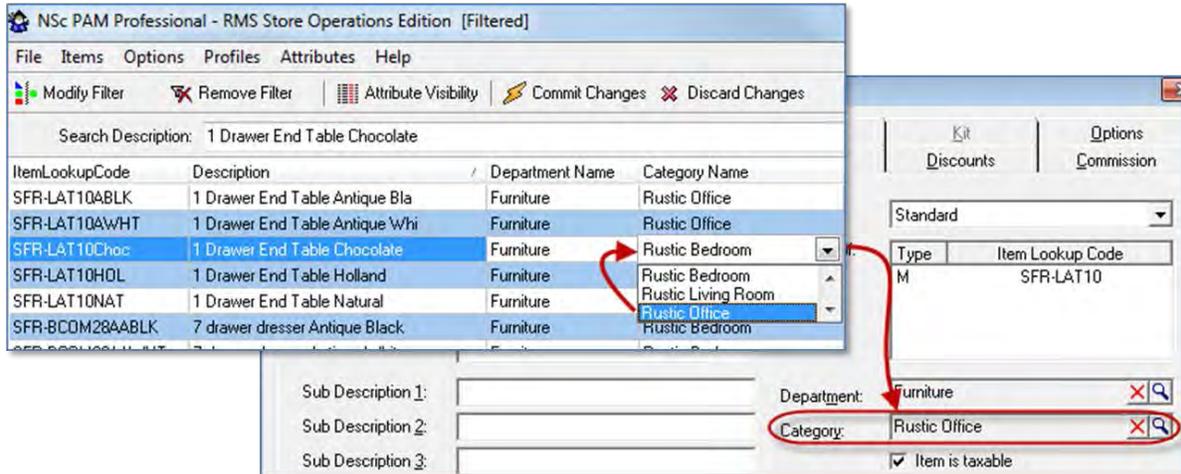
3.2. Single and Group Item Editing

In RMS, editing groups of items can be cumbersome and time consuming. The number of clicks and keystrokes involved to navigate and edit multiple items in RMS can leave you prone to error from typos or missed items. NSc PAM is structured like a spreadsheet with rows and columns. Using NSc PAM filters, you can see all the items you wish to edit in a single view. Using NSC PAM "Attribute Visibility" you can further define this view to review only columns for fields you wish to edit or validate.

With NSc PAM, you may edit, copy, and paste among multiple rows of items enabling you to update aspects of your item database quickly and easily without the need to know SQL commands or other specialized programming. For more information, see [KB Article #255: Performing Basic Attribute Editing Using PAM](#).

In this example, below, PAM is used to simplify the maintenance of RMS categories. Please note, the Category must first be defined in RMS to be available in the PAM drop-down menu.

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Maintaining RMS Categories with PAM

3.3. Extend RMS Fields beyond Their Limitations

This ability is especially useful for extending the RMS description field above 30 characters but can be used in many ways to improve website content. Using this feature you can add specialized content to the extended description to create charts, etc. on the item page and much more.

You can add a field to NSc PAM called '**WebDescription**', also known as "**WebName**". If you enter a product name here, it will be used for the WebStore. If it does not contain anything, NitroSell will automatically use the product name from RMS. This allows you to bypass the 30 character limit usually imposed by RMS, to provide a full and complete product name. It also means that for items where the 30 character limit is not a problem, you do not have to re-create a new name.

Because you are not restricted to 30 characters, you should never use abbreviations in your product name. The word "Black" for example, should never be abbreviated to "Blk", because in a search engine people do not search using abbreviations.

For more information, see:

[KB Article #47: How to Overcome the RMS 30-Character Limit on the Description Field](#)

[KB Article #239: Creating a Link to a Size Chart for Specific Items/Departments](#) (also for product spec sheets)

[KB Article #31: Using NSc Sync Field Mappings with PAM](#)

3.4. Adding Information to Fields for Webstore Display

Using NSc PAM and NSc Sync allows you to add variable or static information to fields based on formulas or strings or even merge two fields together on the webstore. For example, you may add the Brand name, which may have been populated within PAM, to the Product Name which was populated from RMS. Your customer would simply see a single description which includes the brand and product names.

For another example, you can set formula for "**WebPrice**" to be 22% less than the POS price for specified items.

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Regular Price: £62.10
Your Price: £48.45 Qty:
You Save: £13.65 (22%)
4 in-stock
add to basket
add to list
add to registry

Web Price Example

For more information, see:

[KB Article #359: Applying Formulas in PAM](#)

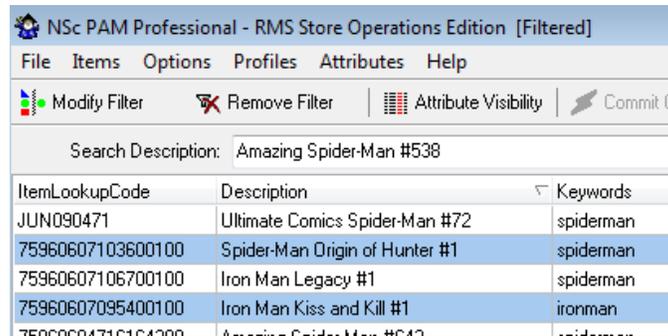
[KB Article #383: Field Mapping Example – Concatenating Two Fields](#)

3.5. Make Items Easier to Find on Your WebStore

NitroSell’s Search or Keyword Search, depending on the terminology your webstore uses, automatically enables shoppers to find items in your database if the search word is in the product name or extended description.

When writing content, always remember to make your content **Unique, Relevant and Keyword-Rich**.

PAM_Keyword enables you to provide additional words that may be commonly used by your shoppers. You can enter common misspellings so that someone searching on “Spider Man” will find “Spiderman”. You can also enter alternate terms so that someone searching “cap” will also find “hats”. For more information, see [KB Article #215: Adding Extra Search Keywords in PAM](#)



ItemLookupCode	Description	Keywords
JUN090471	Ultimate Comics Spider-Man #72	spiderman
75960607103600100	Spider-Man Origin of Hunter #1	spiderman
75960607106700100	Iron Man Legacy #1	spiderman
75960607095400100	Iron Man Kiss and Kill #1	ironman
75960604716164200	Amazing Spider-Man #642	spiderman

Product Keywords

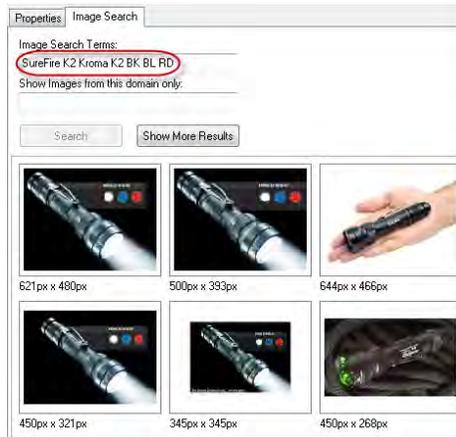
3.6. Easily Setup a 1 Day Online Only Sale

While there are other ways to do this (offer a 1 day coupon for example), you can setup a “One-Day Online-Only” sale using NSc PAM with the WebPrice and/or WebSalePrice field. For more information, see [KB Article #311: Setting up a One-Day Online Sale](#)

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3.7. Find and Insert Product Images for Your Items

Using the **PAM Image Search** facility, you can access product images from the Internet, including any particular domain where your suppliers store their images, and assign them to your products. Images can be searched on the internet, network drive or storage device.



PAM Image Search

You can also control the naming convention used for images in PAM by specifying Item Lookup Code or the Item Description as your default naming convention. You can view the content in the images ALT Tag by hovering your mouse over the image.



Image ALT Tag

Note: while naming images by their **Item Lookup Code** may be more convenient, naming images according to their **Item Description** is superior from a search engine optimization (SEO) perspective. For more information, see: [KB Article #427: Searching for Product Images Using PAM](#).

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3.8. Setup Third-Level Navigation for Your Webstore with Sub-Categories

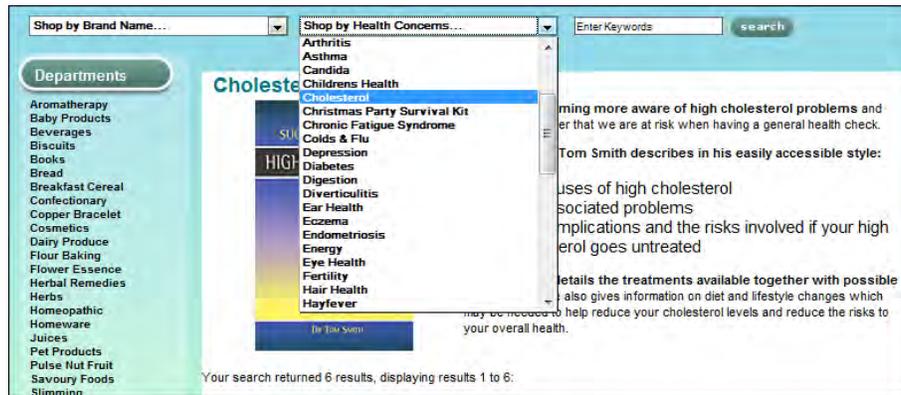
If you find that Departments and Categories aren't sufficient to navigate your WebStore, you can set up and maintain Sub-Categories in NSc PAM to provide your customers a third level of navigation. Earlier NitroSell customers may have observed that expandable/collapsible Departments and Categories could not be used if Sub-Categories were deployed, or vice-versa. This has been changed and corrected if you upgrade your WebStore to a later version. For more information, see [KB Article #277 – Setting up Sub-Categories \(Third-Level Navigation\)](#)



Department, Category and Subcategory Navigation

3.9. Setup Brand and Theme

Enabling **Brand** and **Theme** on your web store has several uses but one of the main benefits is to allow customers an alternative way of searching for products without solely relying on the traditional navigation by Department and Category. Both Brand and Theme are attributes available on the PAM and can easily be applied to a group of products by using the “filter” option to select the search criteria and the copy and paste facility to apply mass changes. “Search by Brand” is a well recognized method of searching on all web stores but both Brand and Theme titles are interchangeable so that other search titles more appropriate to your site can be applied, for instance “Search by Collection” Search by Color” “Search by Designer” etc.



Theme Bar Search

If you have the Supplier Name populated in RMS this can be used to populate the Brand field within the PAM. For more information, see [KB Article #205 - Displaying the RMS Supplier Name as the Brand Name](#).

Theme attributes also provide a way of relating items together by linking products to the item the customer is viewing allowing for effective cross-selling, For instance when viewing a selected product, the

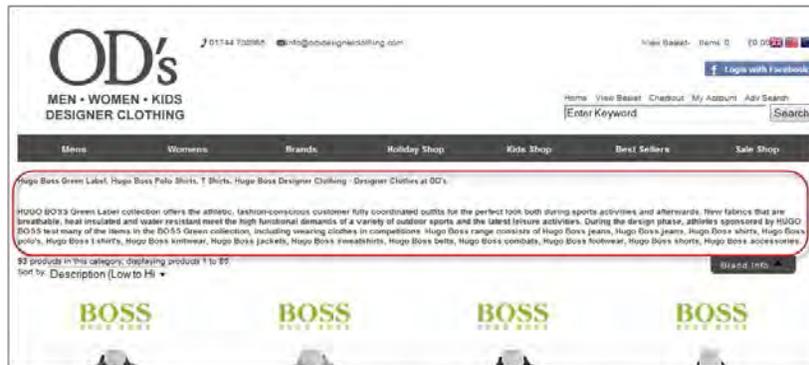
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link “You May Also Be Interested in,,,,” will show products grouped within the same theme so that customers are encouraged to shop for similar items.



Display Related Items by Theme

By adding Brand and Theme you also have the ability to create informational and appealing Brand and Theme Content Pages to enhance your customer’s user experience. This further enhances the Search Engine Optimization for your site as the additional Brand and Theme description content is valued by Search Engines as it is seen as relevant content which specifically correlates to products you are selling.



Brand Page

As with other NitroSell content pages, Brand and Theme pages have their own user-definable SEO attributes where additional META descriptions and keywords can be added. For information on Brand Page and other Content Page SEO maintenance, [click here for the NitroSell blog article: Feature Spotlight – Built-in SEO \(Part 2\)](#).

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Edit Page Properties

Show below listing:

SEO Attributes (Optional)

Page Title: Hugo Boss Green Label|Hugo Boss Green|Boss P

META Description: Choose from our great collection of Hugo Boss Green Label clothing here at OD's Designer Clothing. Call us today on 01744 730985 or order online now.

META Keywords: Hugo boss green label, Boss Green Shirt, Hugo Boss, Boss Green Label, Hugo Boss Polo Shirts, T Shirts, Boss Jackets, Hugo Boss Flip Flops, Boss Green Jumper,

Brand Page SEO Attributes (WSM > Page Content> Select Action > Edit Pages)

A final note on NSc PAM - if you are relatively comfortable working with spreadsheets, plan on maintaining your webstore, and will do some customizing yourself we encourage you to download the NSc PAM User Guide from the Partner Portal > Resources > Training Material > User Guides or follow this link [NSc PAM User Guide](#). You will find User Guides for other NitroSell modules in this portal directory. Also, see [KB Article #29: Introduction to NSc Product Attribute Manager \(PAM\)](#).

4. E-Mail Marketing and Your NitroSell Webstore

A common mistake for retailers who are new to e-commerce is to believe “if you build it, they will come.” For webstore purposes, let’s change that phrase to “if you build it *right*, they will come.” In the previous sections, we focused on “building it right.” Our discussions were about the things that you need to do to make sure that your webstore is e-commerce and SEO friendly. However, if you stop there, you are wasting a valuable resource – Your Own Customer Base. An online retailer’s best-practice is to mine your customer database for more sales. Customers have already given you their ultimate vote of confidence by making a purchase from you or by giving you their email address because they *want* to hear from you. With the powerful features that can tie your NitroSell eCommerce webstore to Constant Contact or MailChimp, you have the capability to mine your own customer base for sales.

Important Reasons to use e-mail marketing:

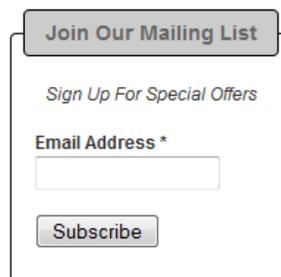
- Maintain contact with current and potential customers
- Influence your customer’s purchasing decisions – shoppers like to know about bargains
- Position yourself as an expert in your product line

Incorporating RMS discounts or NitroSell web promos into your emails are a great way to encourage customers to patronize your site. See [KB Article #161: Setting up Promotion Codes \(Coupons\)](#) for more information. Promotion tracking and customer history reporting is available in RMS.

4.1. Maintaining Contact

You should maintain a connection with the people that have already done business with you or are interested enough in your products and the information you can provide to have signed up for your newsletter or marketing emails. By maintaining this connection, you are placing yourself in position to be the first source your customers consider when they are ready to purchase items in your product line. Newsletters, special offers, special events, and transactional emails all offer ways to strengthen your ties to your customer and each should be approached in a different manner.

Many of our retailers add the Mailing List sign-up on their home page. By default, when you enable the Constant Contact or MailChimp integration, the customer opt-in is at the user registration screen. Even if a visitor doesn’t buy something on their first visit, if they like what they see, they may be willing to give you their email address so that you can contact (market) them in the future.



The image shows a registration form for a mailing list. At the top is a button labeled "Join Our Mailing List". Below it is the text "Sign Up For Special Offers". There is a label "Email Address *" followed by a text input field. At the bottom is a button labeled "Subscribe".

Home Page Mailing List Registration

Newsletters should be focused on your customer and information they will find useful. Do NOT focus on product sales in a newsletter as this can make your newsletter feel like spam. Provide articles, product information, and links that the customer can use to increase their knowledge of your product line, keep abreast of events that tie in with their interests, and allow you to demonstrate your expertise on your product line. A coupon or single special offer for your newsletter recipients is an appropriate way to motivate purchases.

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Special events are another good reason to keep in touch with your customers. Any event that relates to your product lines, such as food and cheese pairing for a wine shop, is appropriate to tie in with. Even if the event is being done by a third party, such as local winemaker or importer, your customers will be glad you are keeping in contact with them.

4.2. Influencing Purchase Decisions

Influencing your customers' current purchasing decisions can be accomplished in several ways. Special offer emails can be used to promote new products, sell down seasonal or end of life goods, or spur short term buying activity in your standard product lines. Special offers should be clear, easy to use, and have a sense of urgency (created by an expiration date or other means). The offer can focus on a single product, product line, or your entire store. Free shipping is one of the most popular special offers but limit its use so that it has a real effect when you do offer it. Many customers who might not have been ready to make a purchase at that time can be persuaded to go ahead and complete the transaction to take advantage of your offer.

Transactional emails (order confirmations, etc.) are a great way to add value to your customer's purchase. Saying thank you for your business by offering a limited time coupon to use on their next visit or tips for hosting a progressive wine tasting event for friends are just a couple of ways to make your transactional emails even more beneficial to your business.

4.3. Position Yourself as an Expert

You may also use email marketing to position yourself as the expert in your product line by providing your customers with ongoing **useful** information about your products and topics that relate to your products. For example, if you sell arts & crafts, you could offer a monthly newsletter with featured projects, local craft shows and other topics that would interest your customer, the enthusiast. Little, if any, of the newsletter would be devoted to direct selling. Over time, the customer will come to see you as an expert and value your opinion on these topics. When you do make a purchase recommendation, you will have built up credibility with your customer who will be more likely to follow your advice. Setting yourself up as an expert to your customer also improves your customer's comfort level in doing business with you. They feel you are truly knowledgeable and can help them make the right decision.

The last reason for you to use email marketing is: *If you don't keep up a conversation with your customers, someone else will!*

As with design, NitroSell now offers Email Marketing Services for those who need help. We provide services ranging from training on email setup and best practices to complete campaign setup and management.

For related articles on communicating to your customers, see:

[KB Article #247: Adding an E-mail Link to the Out of Stock Message](#)

[KB Article #143: Creating a Customer Feedback Page with Optional Constant Contact Integration](#)

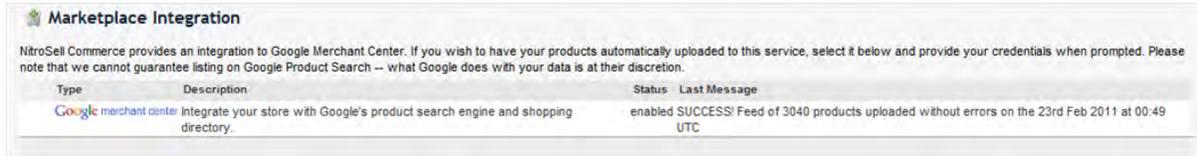
[KB Article #193: Enabling Newsletter Support on Your WebStore](#)

[KB Article #269: Importing E-Mail Data from RMS to Constant Contact](#)

5. AdWords Marketing and Your NitroSell Webstore

Even with all the built in SEO features that NitroSell has, it still takes at least two to four months for a new store's items to make their way up the search engine ladder. If you're still building your site, NitroSell advocates the practice of "early go live". For example, if your website design is complete but you only have 10% of your items ready for eCommerce, then go live with those 10%. Search engines like to see active websites with new products. For more information, see our blog article [The SEO advantages of Early Go Live](#).

Integrating with the **Google Merchant Center** is a built in feature of NitroSell. Be sure that your Google Merchant Center feed has been enabled.



Google Merchant Center Feed

While important they are more limited than the general searches such as those done on Google or Yahoo. You can choose to wait for the business to build or you can use AdWords to market your items from the beginning. AdWords is the quickest way to drive customers to your site and properly run AdWords campaigns more than pay for themselves.

In this section we will look at common questions regarding Google AdWords marketing (which can apply to any pay-per-click service) and how AdWords fits with a NitroSell eCommerce webstore.

5.1. AdWords Overview

Typically known as a Pay-Per-Click (PPC) or Cost-Per-Click (CPC) campaign, a Google AdWords campaign consists of a set of keywords that are generally tied to a text advertisement on a Google search results page that links to a page on your webstore. With a CPC campaign, setting up the keywords and advertisement with Google doesn't cost you anything. You are not charged until someone clicks on your ad and is then taken to your webstore page, which is called a landing page since this is where the new visitor "lands" when they get to your webstore.

"Keywords" are words or phrases that someone might use in an internet search when they are looking for the product you sell. If a potential buyer searches for a product using one or more of the keywords you have defined in your CPC campaign, then your ad is triggered to show on the results pages of that person's search, generally somewhere in the right hand column of the web page. How high up on the page it shows depends on the amount you are willing to pay should someone click on your ad (your bid), how many other advertisers are competing for that keyword and last, but definitely NOT least, the relevance of your landing page and product to the keyword as determined by Google. The costs per click can range from mere pennies to well over ten dollars for each click. If your ad is shown but the searcher does NOT click on it, you are not charged.

5.2. Why start an AdWords Campaign?

If you have read the first four articles in this series and put in the time and effort to set up your webstore to fully utilize NitroSell eCommerce's SEO features, you may wonder why you should even consider AdWords. There are a couple of compelling reasons to consider an AdWords campaign if your webstore is new or has recently been improved.

One reason is to quickly drive visitors to your new or recently reworked webstore. AdWords is one of the quickest ways to drive new visitors to a webstore. By purchasing space on the first page of the search results shown by your keywords, you guarantee that more people will see you sooner. Even if you have

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had your NitroSell eCommerce webstore professionally setup and perfected for SEO, it can take 3 to 6 months for your products to move far enough up in the rankings to be shown on the first page of an internet search engine's results. If a slow and steady buildup of business is what you want, then you may not want to run a campaign. However, if you want your webstore to have good traffic early, then AdWords is a proven way to achieve it.

Interestingly, research shows that experienced web surfers tend to click on only organic search results (those on the left side on a Google results page) while inexperienced web surfers will often click on the paid advertisements (those on the right on a Google results page). This means that to drive the most business possible to your site, it is important to be highly ranked in both the organic results (as a result of your SEO efforts with your webstore) and in the paid advertisements as well.

Another reason to run a campaign would be to quickly and inexpensively determine demand for something. Say you are considering a new product line but it requires a substantial investment. Instead of making the investment on gut instinct, run an AdWords campaign to determine the amount of online demand for the product and, if it is great enough, you can invest with the knowledge that the market for that product does exist.

5.3. AdWords Campaign Considerations

You have a lot of control with AdWords. You can set a total amount you are willing to pay, letting your ad run continuously until you have spent your budget. You can set a daily amount you wish to spend and your ad will show each day until that amount has been reached.

You can also run ongoing campaigns where you limit the amount you will pay for different keywords but don't set any limit to the amount you will spend. Running a campaign this way makes sense if your Return on Investment (ROI) for your advertising dollars is strongly positive. For example, if your AdWords results tracking showed that for every visitor who clicked on your ad while searching with keyword "x", you generated \$3.00 in profit then you might want to have an ongoing campaign based on keyword "x" where you will pay for all the clicks you can get for \$2.00 or less. Based on this example for every \$2.00 you spend in advertising, you will generate at least \$1.00 in extra profit after the cost of the click. This kind of campaign must be closely monitored and adjusted often based on the results in order to achieve the best results.

For tips on tracking and improving conversions online click on the blog article link below.

<http://blog.nitrosell.com/google-adwords-tips-on-tracking-and-improving-conversions-online-564.html>

NitroSell now offers PPC Training and Campaign management. If you would like to run your own PPC campaigns but need help getting started, we offer a training package to teach you PPC setup and best practices. If you need someone to setup and manage your campaigns from start to finish, our service team can help.

6. Cross Marketing, Social Media, and Creating a Blog

Cross Marketing and Branding are areas where we see many NitroSell eCommerce webstore owners miss a lot of opportunity. Whether it is an obvious branding opportunity like using the overall corporate image for the webstore's look and feel, to more subtle things like including your webstore URL on your business card, you should insure that all your marketing efforts reinforce themselves.

The following are areas that you should look at to insure that you take advantage of the cross branding opportunities to strengthen your brand and improve the performance of both your physical store location and your webstore:

6.1. Overall Business Image/Branding

Your store signage, business cards, flyers, print advertising, store/company letterhead, webstore, or any other material for public consumption related to your retail operation should all carry a distinct look and feel so that your material is instantly recognizable as coming from your company. Using your store logo on all these materials is only part of it. Select a color palette that relates to your logo and company image and make sure that those colors are the basis for everything that you produce. WalMart Blue and Orvis Olive Green are good examples as you will see find these colors integrated into **all** material that you see from these companies. Incorporating your store slogan (if you have one) consistently is another way to build recognition. Select a font (type face) and use it consistently as well. The importance of a consistent business image was brought up in the very first of this series of articles, but it is so important to creating visitor comfort that we stress it again here.

6.2. Cross Promotion

Just as your webstore gives information about your physical store location(s) so visitors to your website can become walk-in customers, your physical store should promote your webstore. Putting your webstore URL on your shopping bags, store signage, flyers, etc. can help drive business to your webstore. Keeping your webstore in front of your customers will also increase the likelihood that they will go directly to your store when online instead doing a generic search and maybe finding a competitor to do business with.

Do specific promotions to drive customers from the web into your store and vice versa. For example, put a coupon code on the receipt given to your physical store's customers when they checkout that is only redeemable online. Follow this up with an email to your webstore customers which offers a special that they can only redeem at the physical store. Making your customers aware of all the ways that they can do business with you improves customer retention.

6.3. Multiple Stores

Many of our NitroSell eCommerce customers have multiple webstores. Sometimes the second store is a subset of the main store and other times it is a stand-alone product line or separate specialty line altogether. Regardless of the situation, make sure to promote each store to the other store's customer list on at least a quarterly basis. The key to a successful cross promotion is to offer something that the customers you are promoting to will find valuable.

For example:

If you have a sporting equipment webstore and a kitchen cookware webstore, a creative way to cross market between the two would be to offer healthy recipes (the value) and the equipment to prepare them (the promotion) from your cookware webstore to your sporting equipment customers. Offer the same healthy recipes to your cookware customers with some fitness/weight loss tips (the value) and then promote the sporting equipment webstore as the place to get your fitness gear (the promotion).

As you can see, with a little thought, you can come up with a way to cross promote between just about any webstores.

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6.4. Customer Lists

The whole point of cross promotion and branding is to take advantage of the most valuable thing most retailers possess – their **customer lists!** Customer lists represent people who have already done business with you. Unless you sell something that a person buys only once in their life, your customer list represents the people that are most likely to do business with you in the future. Find as many ways as you can to communicate with your customer list in ways that your customers appreciate. Always offer some kind of value with the communication whether it is information about a topic they should find interesting or the old standby “Free Shipping.” Customer contacts should be frequent but not to the point of harassment. Usually, once or twice a month is appropriate. Mining your current customer list will generate more business and create a greater opportunity to forge customer loyalty.

6.5. Using Social Media

A Facebook fan page is a good way of keeping in touch with your customer base; regular posts will maintain awareness of your store. Facebook also provides an excellent opportunity to increase sales by making use of Facebook’s ability to reach very specific demographics. To see how Facebook has a clear advantage in this regard we’ll look at how Google and Bing gather demographic data:

- Google’s targeting is based on data provided by website owners describing their target audience and not personal data from the visitors themselves. Although targeting shoppers with keywords on Google AdWords is useful in its own right, there is no way to effectively segment potential shoppers, other than by geography.
- Microsoft uses Windows Passport data to determine who’s searching, so searchers have to be logged in to their Passport in order for advertisers to target them. With 12 percent of the total [search market](#), and only a fraction of those total searchers actually logged in to Passport, you’re looking at a small target audience. Further, the only targeting available is age and gender.

Facebook, on the other hand, provides a vast trove of personal information that can be used to target your ads. Coupled with the fact that visits to Facebook compose 35% of all web traffic, it’s invaluable source of visitors. For further information, view our full Blog article - <http://blog.nitrosell.com/promoting-your-web-store-using-facebook-770.html>.

NitroSell has expanded social media support by adding the Facebook Like button to your WebStore. Harness the power of social media to cost-effectively expand your reach and establish new customer relationships.

When enabled, the **Facebook Like** button will appear on your product page. The default message appears below and will change after visitors click the Like button to indicate how many others “Liked” the item. If a friend from your Facebook network has clicked the Like button, his or her name and profile picture will appear.

NitroSell Best Practices Guide



Facebook Like on Product Page

For further information, view our full Blog article - <http://blog.nitrosell.com/feature-spotlight-add-facebook-like-button-to-your-webstore-1028.html>

6.6. Creating a Blog

Creating a Blog is a great idea and provides your business with a chance to share expertise and knowledge with a larger audience to build a community. Blogs encourage search engines to keep coming back to your web site by providing fresh, relevant content that raises your overall search visibility. When a customer performs a search, they are likely to use the same keywords and phrases (found in your blog) to describe your products and services. This increases your visibility and improves the chances of search engines finding your site.

It does not need to be a huge undertaking and Blog software companies offer simple blogging tools to get started. Once set up, updating the blog is also a quick and easy process. Obviously the more content you can produce the better, but even posting 1-2 times a month is sufficient.

Posts could include things like;

- Announcements of new products from the brands you stock.
- Announcements of any sale or promotion that you are running.
- Brief comments on what it's like to own/run your store. People like a personal story.
- If your target market is your local area, then articles about the locality will make it more personal.
- General Articles on things like "What's new this month", "Choosing the right product", or a seasonal theme focusing on the key times of the year.
- The most important thing with Blogging, is to make sure that every article, and every image, links back to the correct page in the WebStore.

A key advantage of a Blog, is that it gives you useful and informative things to post to Facebook, and Twitter and also provides the content for a Newsletter.

Summary

With your NitroSell eCommerce Webstore you have the means present your company and products to local, national, and international markets. NitroSell's unique features, if properly used, can help you succeed in any or all of these markets. However, setting up a webstore is almost like opening a brick and mortar store next door to every major retailer in the country. Whether you are trying to get customers that are walking down the street to walk into your store instead of theirs, or trying to catch the notice of internet surfers looking to buy products, you need to present your business and product lines in a fresh, stylish and professional way and to update the products in your store's window or WebStore's home page on a regular basis.

You need to advertise and/or regularly communicate with your customers to let people know the special things that you are doing and unique things you bring to the table. Given the same care and attention that you give your physical store, your WebStore can contribute to your business in many ways. Not only through the actual sales has it generated, but also by being another avenue to help generate traffic and sales in your physical locations.

"Many retailers today don't realize that store sales preceded by visits to retail web sites account for about 20% of sales and online-only sales for another 7%, accounting for 27% of total sales in one way or another driven by the web."

Kasey Lobaugh, Deloitte Multichannel Retail Consulting Practice

We hope you have found our guide helpful and informative in providing assistance to build your ecommerce business.

Check for updates to this document! – we will continue to share retailers' best practices with you. Go to NitroSell Partner Portal > Resources > Training Material > Best Practices Guide. Check periodically for updates.

Need Help? Nitrosell now offers additional Design and Consulting services for retailers that would like to refresh or upgrade their web design or build their business through Search Engine Optimization Marketing and Pay Per Click advertising. Please contact your NitroSell Account Manager or post a Support Ticket for further information on the services available.

If you need further assistance with any of the points raised in this document please feel free to open a support ticket so that our team can further advise you. <https://partner.nitrosell.com/support/openticket/>

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Additional Reading

- <http://guides.seomoz.org/beginners-guide-to-search-engine-optimization>
- <http://www.seomoz.org/article/search-ranking-factors>
- Search Engine Optimization for Dummies, by Susan Esparza
- Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing by Kristopher B. Jones
- Google Adwords for Dummies by Howie Jacobson

NitroSell Blog Articles (as of March 1, 2011, listed from newest to oldest)

Navigate to the blog at <http://blog.nitrosell.com/> and search for the articles using words from the titles below or click on the desired link.

- [Enhance your WebStore Navigation with Subcategories](#)
- [Feature Spotlight: Drive Customer Loyalty with Built-in RSS – Really Simple Says It All!](#)
- [Feature Spotlight: Add Facebook Like Button to your WebStore](#)
- [Coming Soon: NitroSell One Page Checkout](#)
- [Feature Spotlight: Built-in SEO \(Part 3\)](#)
- [Feature Spotlight: Built-in SEO \(Part 2\)](#)
- [Feature Spotlight: POS 2009 Shipping Method](#)
- [Announcing Newsletters for NitroSell Customers and Partners](#)
- [SEO: Advertising your WebStore on Facebook](#)
- [Feature Spotlight: Enabling Gift Registries and Wish Lists on your NitroSell WebStore](#)
- [Feature Spotlight: Simplify Customer Reorders with Order History](#)
- [Screencast: Demo of Multiple Image Support for POS 2009 Edition](#)
- [Jargon Buster: Spotlight on META Tags](#)
- [Feature Spotlight: Increased Accuracy in WebStore Stock Levels](#)
- [Increase your Selling Potential Online with NitroSell eCommerce](#)
- [Sick of Spam? Yes, we are too!](#)
- [Improve Conversions with Guest Checkout](#)
- [Giles Norman Photography Galleries on using Constant Contact Marketing](#)
- [Removing Obstacles to Sales – a Shipping Integration Update](#)
- [Google Adwords – Tips on tracking and improving conversions online](#)
- [Feature Spotlight: Supporting eChecks with eChecks.net, an Authorize.net solution](#)
- [Feature Spotlight: Paypal Website Payments Pro with 3D Secure](#)
- [Feature Spotlight: Canada Post Shipping Integration](#)
- [NitroSell eCommerce Early Adopters Goes Live](#)
- [FAQ: Combating Credit Card Fraud using Address Verification System \(AVS\)](#)

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- [FAQ: Delayed Capture with Offline Settlement](#)
- [VeriSign PayFlow Payment Gateway Migration](#)
- [Are you Ready for the Holiday Season?](#)
- [Feature Spotlight: Content Delivery Network](#)
- [FAQ: Order History Status Updates](#)
- [SEO: Why Spend Time Link Building?](#)
- [Feature Spotlight: Applying Tax to Shipping Rates](#)
- [FAQ: Account Payments and Insufficient Credit](#)
- [Feature Spotlight: Shipping & Taxes Config](#)
- [FAQ: Changing Your WebStore's E-mail Address](#)
- [Feature Spotlight: Better Mailing List Integration](#)
- [Feature Spotlight: Item Availability on the Web](#)
- [Feature Spotlight: Built-In SEO \(Part 1\)](#)
- [SEO: The Advantages of Early Go-Live](#)
- [Feature Spotlight: Thumbnails for Product Views](#)
- [Implementation Best Practice: Early Go-Live](#)