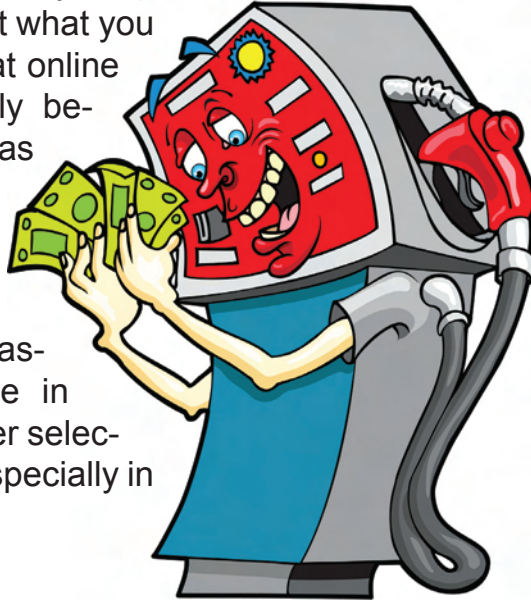


## Higher gas prices may be good for your online business

Gasoline prices are up and they keep rising, nothing new there. But what you may not have known is that online sales are up, too. Mainly because people are saving gas by shopping online, instead of making several shopping trips to various stores. Not only do they save on gas, but the items they're purchasing are more likely to be in stock and they have a better selection than at a local store, especially in smaller communities.



### Consider the following:

"SkyBox-USA, a leading online mass merchant has cashed in on the meteoric rise of gas prices by offering great prices, an extensive product selection, customer satisfaction and rapid shipping. Customers can count on getting what they want delivered to their door at less cost than a trip to a traditional big box retailer."<sup>1</sup>

Also, Bruce Eckman of EZ-NetTools, says, "With the surge in fuel prices and online orders increasing significantly, there is a tremendous opportunity for growing your online business."

And lastly, iCongo, Inc., a leading developer of e-business systems and software, recently released the results of a consumer survey conducted by Harris Interactive® that reveals how the rising price of gasoline is reflected in American attitudes towards shopping.

"One third (33 percent) of online U.S. adults indicated they are more likely to shop online rather than in-person at a store due to the high price of gasoline."<sup>2</sup>

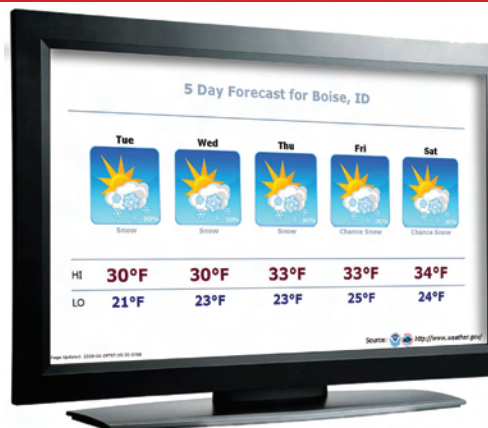


"The iCongo survey finds free shipping and online-only pricing lead shoppers online;"<sup>2</sup>

"Based on these results, it's fair to say that consumers may be looking to fire up their computer more often than their car or truck when it comes to retail shopping," said Irwin Kramer, founder and CEO of iCongo. "One in three adults said high gas prices are making them more likely to shop online instead of in a store - a clear indication that gas prices are having an effect on shopping attitudes."<sup>2</sup>

*Continued on back...*

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### Why EZ- DigiSign?

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# EZ-Net Advantage™

When you consider the trend that these major companies are pointing out, *that website sales are rising due to higher fuel costs*, it becomes readily apparent that to compete and win in these times of higher fuel pricing, your website needs to be attractive to customers, offer online specials and shipping options. The customers already have the incentives of saving money on gas and getting a better selection of products online, what they need is a reason to buy it from you rather than another website offering the same fare.

So, what can you do to capitalize on this trend?



### 1... Consider redesigning your website or having it redesigned by professional designers.

Many websites look old and often times the navigation of a website isn't clear. You need to make it easy for the customer to find the product they're looking for and then purchase it. A clean, attractive design is of course preferred, but even more important is having easily accessible links to the right product.

### 2... Another key step is to answer your customer's questions while they're viewing your product.

Simply showing a photo of an item next to the price doesn't usually help the potential customer.

Consider having the answer to a frequently asked question. Customers like options and want to have some things explained - simply. They won't need long, drawn out answers. If a product has some very interesting history or details, you should list that information. Those little "extra's"

often make the difference to purchase when price is similar among several e-commerce sites.



### 3... Drive traffic to your website with SEO or PPC.

You can have the best looking website and the best prices, but if your customers can't find you, you won't be in business very long. Two great ways to get business to your website are:

- Search Engine Optimization or SEO and;
- Pay Per Click or PPC.

Simply put, Search Engine Optimization or SEO, is a method where a search engine specialist modifies your website pages with well researched keywords that are placed on the pages visibly and in hidden HTML tags that tell a search engine what your site is all about. With this service, your website will rank better when a user searches for your keywords. Those results are called, "Organic Listings" and you want to be as high on the first few pages of organic listings as possible.

Pay Per Click, or PPC, is simply an advertisement of your site, that search engines place by the organic listings. It's a good way for your site to get noticed while you build better organic listing rank. It's a method whereby you bid for placement based on keywords that are relevant to your website.

These three suggestions, alone or in combination, will help you get your website business moving toward better sales in this time of economic uncertainty. In the end it all comes down to customer service. Yes, there are customers who only care about price, but in the long run, most buyers will buy from a business they trust and that they are made to feel special at.



Going the extra mile ensures the loyalty of good customers. Personalized quality service build the relationship that keeps customers coming back, again and again.■

#### References:

<sup>1</sup><http://www.pr-inside.com/skybox-usa-llc-credits-sky-high-gas-r613205.htm>

<sup>2</sup><http://www.icongo.com/eng/news/redirect.cfm?sectionID=NewsDetail.cfm&newsItemID=338>

## care to share



## Program

**When someone you refer to EZ-NetTools signs up you will receive a credit for a free month of hosting. If that referral orders more than \$600.00 worth of services, we will mail you a check for \$200.00**

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