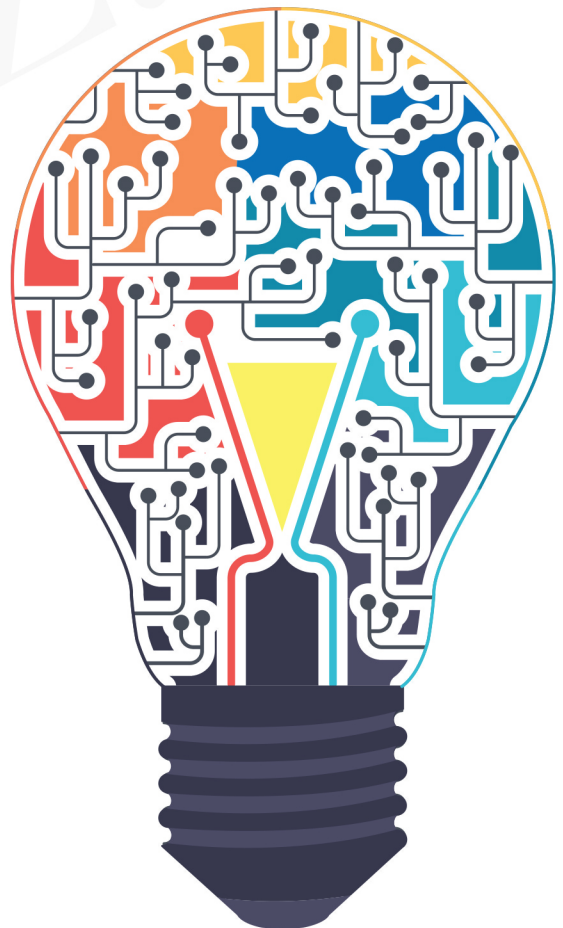


The Egenz Guide

HOW TO INCREASE TRAFFIC TO YOUR WEBSITE





How To Increase Traffic To Your Website

Now, your online ecommerce store is launched, so what's next?

Time to get people comes in and buys your products or services you are offering.

Are you wondering how to get started? This will be a guide for you to get started.





SEARCH ENGINE OPTIMIZATION (SEO)

SEO is a process making your website get listed in Top #10 generic when customer is searching the products with Google Search.

01
STEP

Keyword Searching

Customer looking for "high heel woman shoes".
This is the keyword she will type in Google Search

02
STEP

Brands Exposure

Customer will trust brands or website that listed Top #10 in Google Search.

Most of the time customer will not proceed to page 2.

03
STEP

Potential Customer

If your website listed in the Top #10, you will be getting lots of potential customer.



GOOGLE ADWORDS

SEO will take time to get your website to be listed in Top #10, at least a few months.

Instead of waiting to be listed, you can start invest a small budget advertising with Google

- ✓ When customer searching the products with Google Search, you have the chance to appear in Top #1 position.
- ✓ You can decide the daily budget or monthly budget you can afford.
- ✓ You only pay if user clicks on your advertisement.





SOCIAL MEDIA

If you consistently update your social media account, it will increase the exposure rate in the internet world.

At the same time, you are creating quality backlink through social media platform.

- ✓ Through social media, you can gather people who genuinely like your products or services you offer.
- ✓ Consistently updating your social media will help in increasing your SEO ranking as well.
- ✓ When you are active in multiple social media platform, you are gathering different bunch of users





CONTENT

Content is KING.

Before purchasing any products online, customers will do their research in understanding the products they plan to buy.

Normally, they will read up articles that related to the products they plan to buy.

- ✓ You may create a blog and start writing articles related to the products or services you are selling.
- ✓ If you are selling oven, you may write different cooking recipe through using your oven.
- ✓ You may share your blog and articles to the entire social media site for exposure.





INFOGRAPHICS

Users are always attracted by images instead of text.

Think of a topic that will catch your customer's attention, and create an infographic.

- ✓ You may realize user may not like to read long paragraph of text but they are interested to read
- ✓ Creating fancy and beautiful infographics will bring customers to visit your website more often.
- ✓ Make sure you share it to the Social Media as well.
- ✓ If the infographic are useful, customers will share through their social media.





MALAYSIA e-COMMERCE XPO 2017

Matrade Exhibition &
Convention Center

9.00am - 6.00pm

22nd - 24th

November 2017

Category

- ✓ ECommerce
- ✓ Website Design
- ✓ Logistic
- ✓ Payment Gateway
- ✓ Internet Marketing
- ✓ POS System
- ✓ Account Cloud
- ✓ Social Media

many more...

CONTACT US

You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.



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