



Review Article

THE ECOMMERCE MYTH

¹*Mr.Gururaj. Allurkar, ²Mrs.Parimala Kirangi, ³Dr.Soumya. Allurkar

⁴Ms.Priyanka Rairam and ⁵Dr. Surabhi Rairam

¹Central University of Karnataka, Gulbarga, India

²BNMIT College of Engineering, Bengaluru, India

^{3,5}S.Nijalingappa Institute of Dental Science and Research, Gulbarga, India

⁴P.D.A College of Engineering, Gulbarga, India

ARTICLE INFO

Article History:

Received 05th October, 2014

Received in revised form

13th November, 2014

Accepted 28th December, 2014

ABSTRACT

Ecommerce is growing rapidly. Besides the big players such as Amazon.com and Buy.com, small businesses realize that they can also increase their sales revenues by using the Internet. With this realization, more and more online stores are opened by the small business segment.

Keywords:

Copyright © 2014 Mr.Gururaj. Allurkar et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

The goal of this article is to increase the ecommerce myth awareness and to show you how to deal with the myth. The definition of the ecommerce myth is: *Open you online store and customers will automatically come.*

Demystifying the Myth

Using an online store to sell your products and services has great potential. Through the website of your online store, the entire world can purchase products and services from you. They no longer have to physically come to your store for purchases. With the growing popularity of the Internet, the number of websites has increased exponentially. Unfortunately, this means that the chances of potential buyers finding your website have decreased and that competition is fierce. Visitors can stop by your competitor and perform price comparisons in a manner of minutes and from the comfort of their home. Consider this and become aware of the ecommerce myth. Opening your online store is not enough for making it a success.

*Corresponding author: Mr.Gururaj. Allurkar,
Central University of Karnataka, Gulbarga, India.

A key factor to the success of your ecommerce ventures is to generate traffic to your website; you need web site visitors in order to make sales through your online store. You can take several steps to create website traffic.

The following list contains a summary of popular methods to increase website traffic.

- **Online directories:** List your site at online directories such as yahoo.com and business.com. Internet users use these to find companies. If you are not listed, they will not find you.
- **Link exchange:** Exchange links with your partners and with sites containing content relevant to your business. Hint: You can find out who links to your competitors by performing a search on Google.com for *link: http://www.yourcompetitor.com*.
- **Keyword optimization:** Find your niche keywords used by your visitors to find your online store using the search engines. Once identified, make sure they can be found on your webpage. Add them to your website's title, meta tags, and heading tags. You can use online tools such as Wordtracker.com to find your niche keywords.

- **Pay-Per-Click advertisements:** Sign up for pay-per-click advertisements and optimize these advertisements using your niche keywords. Google.com offers an *Adwords* program that is popular and easy to use.

Conclusion

Be aware of the ecommerce myth and take appropriate action to increase the success chances of your online store. Start monitoring your website traffic.

Be patient and work on all the methods mentioned in this article on a regular basis.

REFERENCES

Frank Voorburg is an ecommerce consultant and owner of Feaser LLC.
