

“UNSCRIPTED 3: Cyber Monday”

With Matthew A. Perosi

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You are encouraged to print this out
and read along while watching the video.

Questions?

Don't understand something?
You are probably not the only one,
so please send your questions to
questions@jwag.me

We will try to answer them directly or
include them in future lessons on www.JewelerWebsiteAG.com

Unscripted Video 3; Cyber Monday

Hello this is Matthew Perosi, founder of the Jewelry Website Advisory Group.

I have a question that was submitted to us from one of our members, and I am going to answer this question now. It comes from Mike from Nick T Arnold Jewelers. He writes, “Hi Matt, you know how they have a cyber Monday the week after Thanksgiving special, where they are suppose to have a special? Well I did not take advantage of it this year and I’d like to know how to take advantage of the upcoming Valentine’s Day online?”

Important note that is today I am answering this question on January 16, 2010

So let’s see if we can give him some answers so maybe he can take advantage of this within the next few weeks. I have on my screen behind me here if we can focus on that this is the Nick T. Arnolds’ website, and there is a few things that you need to... Mike there is a few things that you’re going to need to take a look at before you figure out exactly what you can do for your website for this Valentines Day.

First of all, you need to dig into your statistics. Mike, somewhere in the statistics for your website you are going to find out which one of these pages on your website is your most popular.

It is your home page that we are looking at. We have some other sub pages here we have the company page; we

have a client services page on your website. There is a lot of copy but, there aren't any nice photographs to keep people's interest. There's frequently asked questions. Let's see I am just clicking around here to take a quick look at your website engraving information. Also note for our viewers this website was not designed for 800x600 that is the resolution that we are viewing it now. So everything is a little squished on this website. We also have a full section about education, 4 C's of diamonds, birthstone guide, anniversary guide, gold karat information; looks like a lot of good information here with photographs.

Okay somewhere in your statistics for tracking your website you should be able to tell which of these pages is most popular. Now it is not going to be the pages you think because the most popular pages on your website are the pages that the search engines direct people to. When somebody is searching for information, it is not always your home page that becomes the presented page in the search engine. It could be something completely different or unexpected. So looking in your log files to see what the search engines are directing people to then those are the pages you should go in and start putting in some products that perhaps you carry in your store.

Now when trying to figure out what to do for Valentines Day, don't buy new inventory. It doesn't make any sense to buy new inventory; just concentrate on what you have in the store, what you already have on your website, whatever inventory you have in the store you can make a special out of it somehow. If you look in your stats you can figure out what people are searching for and what is bringing them to your website.

So Mike, I know I took a look at your website earlier and I know you have a lot of information here about clocks. You have an entire online product catalog here about clocks. There are a lot of grandfather clocks here that you carry in your store and I know that you also have an entire product catalog here for your jewelry with a lot of nice photography. So what items here are attracting attention from your customers? Is it Pandora jewelry, coo coo clocks? Anything that you can find within your own lab files try to capitalize on that.

So if you see people are searching for a particular type of clock or searching for Pandora jewelry then go ahead and write some specials. Post them on some of the key areas of your website or shift some content around so you can make people see what they might be searching for over the next few weeks. So the answer to this is going to be very unique for you and other viewers that are watching this.

You'll all need to know searching your own lab files and your own statistics for your website is the key. Don't worry about trying to purchase new inventory. Instead, just concentrate on what you have in house and then reformatting your website or changing the content around on your website. Just take advantage of what you have.

Some of the ways to get people interested in these things that you may be doing since Valentines Day is coming up; whenever you do rewrite some ads or specials for your website put on there "Valentine's Day Special" or "just in time for Valentines Day." Make people realize that when they are landing on your website, whatever page they land on, it clearly say Valentines Day something or other Valentine Pandora jewelry, Valentines Day clock gift, Valentines day ring gift id's

perfect id's for Valentines Day gifts. Make everyone who is landing on your website understand that you are providing them updated information with gift ideas which can be purchased either online; or get in there car and get the gift in the store. So it is all about making sure the website is current, making sure when they are searching for your log files, and keeping your content fresh.

So I guess that kinds of finishes that. Mike you can email me and this is Matt Perosi, see you next time.