

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,
www.Passchal.com,
featured on the Today Show

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Selling art, craftwork or any other item online is more profitable when you know what search terms people type in to search engines every day. Without this information, your Web page content will be missing the words you need; the very words your customers use.

Craft Marketer

NEWSLETTER

How Craft Buyers Search Online

by James Dillehay

Now that most of the craft shows are done for 2005, you may be wondering what other venues you can sell your work through until the Spring shows start up.

Winter weather keeps everyone from going out and the growing entertainment - shopping - educational venue is the Internet.

Should you have your own Web site? Should you place your images on Internet galleries? Should you list your items on eBay?

Having taught a number of workshops on selling online and after working with craftpersons wanting a Web presence, it is clear to me that the answer about whether you should have your crafts online is yes.

But if you don't have the time to learn about how people search for and buy crafts online, you will have a frustrating experience trying to get new leads and sales.

Regardless of what an item looks like

and regardless of its functional value, there is one thing in common among all things sold online. This one common denominator is the single most overlooked and under-exploited factor in marketing crafts online. Here it is . . .

Prospects / customers must, at some point in their search, type in text to find what they are looking for.

Sounds simple and obvious doesn't it? But you would be amazed at how many business owners ignore the text of their Web pages or eBay listings in favor of what they, the craftpersons, think is important.

In the big picture of capturing visitors from search engines and in terms of sales to you, it doesn't matter as much how you describe your crafts as it does how people are typing in their search terms.

If you fail to use the search terms people use in their queries, your site has little chances of showing up in the search engines.

How do you find what words and phrases people are using every day in their online search queries?

Some web sites get loads of free traffic from the search engines. Others get

Wordtracker tells you the exact words and phrases people search for daily. It will even tell you related search terms you can add to your page content.



James Dillehay
Helping You Profit from Your Creativity

James' craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

none or little. The difference is in choosing the words or phrases people are actually using every day in their searches.

My favorite tool for this is an online service at Wordtracker.com. Wordtracker, through its partnerships with the major search engines, compiles a database of search terms which you can browse.

For instance, if you sell gift baskets. You can type in "gift baskets" at Wordtracker and you will be given all the words and phrases which contain "gift baskets" and the number of searches performed daily for each phrase.

In the month of December, there was an average of more than 8,000 searches per day for "gift baskets." The phrase "Christmas gift baskets" was searched for over 1,100 times per day and "holiday gift baskets" got over 1,000 searches a day.

In addition to the number of searches,

Wordtracker gives the number of competing Web pages for a given phrase. This means you can quickly assess your potential for getting phrases people are actually typing in search engines and at the same time, evaluate the competition for these phrases.

This provides a complete online marketing survey for virtually any arts and crafts related item you can think of.

I've used Wordtracker for more than four years with the end result of getting around 60,000 unique visitors per month to my Web sites. Although it does cost to subscribe, my online sales directly attributable to the increased traffic has more than paid for the service.

If you have been waiting to jump into marketing your own Web site, I hope the potential of using the Wordtracker tool will give you a bigger perspective of how to get found in the search engines.

For more help on selling your crafts online, see *The Basic Guide to Selling Crafts on the Internet* and *Sell Your Crafts on eBay* by James Dillehay.

They Made It!

Born in Flint Michigan, self-taught artists Marcia and Bill Finks create figures from rusted steel. After working for Sears and Roebuck for 21 years, Bill lost his job. Marcia and Bill found work for themselves by creating art from old tin barn roofs scattered along the countryside. Within a few years, their work was recognized nationally. Their pieces have appeared in numerous national publications and they have exhibited their work at various Art Institutes and Museums. Their art has appeared at various Art Institutes, as well as Country Home, House Beautiful, Home, Country Living, Elle Decor, Newsweek and various publications. Their art has appeared on Oprah Winfrey, House and Garden Network and the popular TV series Party of Five.

Got a story to share? We love highlighting successful craft artists. Send your story to jamesd@craftmarketer.com