



As well as being part of the Victoria Online Shopping Centre you can also be listed with our new Shop Online Service which is available from the East Victoria Page and from every Local Page placed on the Eaus Website.



So now people can shop online from their own Local Page.

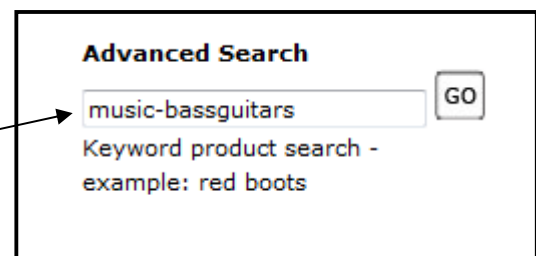
To add/list your products with our Online Category service is free if you have an Online Store with us. All you need to do is add the Keyphrase (eg. Computers-Laptop-Apple) to your products keyword area.

Step 1. Find the keyphrase for your product.

FINDING A KEYPHRASE

- a. Go to www.eaus.com.au website
- b. Click on your **Area** eg. East Victoria
- c. Click on your **Suburb**
- d. Click on the **Category and Sub-Category** you want your product to be listed with eg. Party Supplies-Cakes-Wedding
- * *email us if a suitable Category is not there and you wish to request one admin@eaus.com.au*

* You will be taken to the Online Shopping Centre and the keyphrase is shown in the Advanced Search area



Step 2. Take a copy of the keyphrase.
(Click-drag over it & press Ctrl+C)

Step 3. Login to your online. (Open a new Internet Explorer window and go to www.eaus.com.au, click on the Online Store Login link, click on East Victoria and log in)

It is wise to have two Internet Explorer windows running, one for getting a copy of the Keyphrase and the other for working with your Online Store.

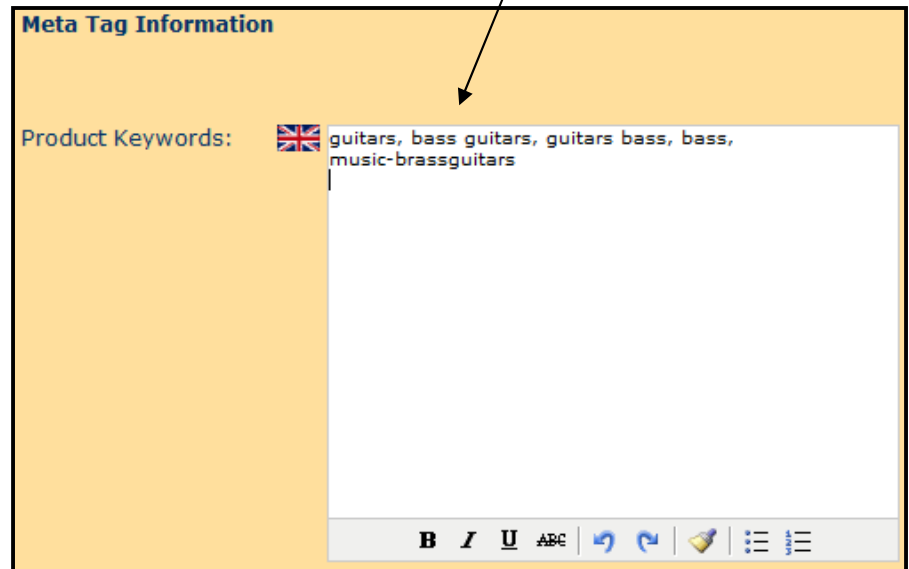


Step 4. Go to the Categories/Products area and select the product and perform the Edit function.

Step 5. Go to the Description area where you will see the keywords area at the bottom and paste the Keyphrase to the keyword area. (*enter a comma and press Ctrl+V*)

*Remember to add a comma
between each keyword or
keyphrase*

Step 6. Perform the Update
function and log out.



Test if your product is listed by going to your Local Page and clicking on the Category then on the Sub-category.

Eaus is a Network of businesses wanting to establish an income online, we try to get as many customers to view your products using the eaus website. To promote your Online Store yourself it is wise to register a Domain Name (eg. www.businessname.com.au) and link it to your store.

We ask that all Online Store owners promote the Online Shopping Service to get more regular customers shopping online with the many Store Owners on this website.

Once your Online Store is looking 100% then please complete the email marketing lesson on the next page. (only 4 steps to creating the most powerful marketing email you have ever created)

If we are 200 online stores we can really get traffic our way. Together if we send an email once a week to just 10 people that is 2000 emails promoting everyone's products that are within the Online Shopping Centre then we can get people shopping regularly with us the locals and not with the globals.



SENDING AN ONLINE SHOPPING PROMOTIONAL EMAIL

Step 1. Go to the Online Shopping main page. *There are many methods*

- a. Go to www.eaus.com.au, click on East Victoria, click on the Online Shopping Button
- b. From Google enter 'Eaus Local Traders' and click on the link
- c. From the Address bar enter www.eaus.com.au/eaus-viceastshoppinga.cfm

Step 2. Take a copy of the main part of the page. (Click-drag over the area from top left to bottom right covering all the categories, and press **Ctrl+C**)

Step 3. Run your Email program and open a new email write a short message and perform the Paste function (Press **Ctrl+V**) Send the email.



There now you have an email with active links direct to the products within our Online Shopping Centre. So readers can shop and browse from this email.