



The
RETAIL SEARCH HOLY GRAIL



www.CpcStrategy.com



WHAT'S INSIDE?

The Retail Search Holy Grail is a list of resources we've compiled to help you find answers, information, and resources for your online store.

The topics vary but all relate back to online business in one way or another, whether it's personal development or A/B testing for website optimization.

HOW TO USE THIS GUIDEBOOK

This guidebook is not meant to be read traditionally from beginning to end. You should become familiar with all the range of topics this guidebook covers. Then, pursue the topics you need the most help with or the ones that interest you the most. Not every resource in here may resonate profoundly with your online goals or intentions at this moment. Still, be aware of their presence and make this guidebook easily accessible so when the subject matter arises, you will have a reliable resource to go and point you in the right direction.

Every topic has a hyperlink that is made for you (the reader) to click and be directed to the source of information being highlighted in that section.

Hyperlinks in this guidebook look like this: [hyperlink example](#)

Click the hyperlink text when you see a resource that you want to know more about and be redirected to the online page it lives in.

Please reach out to contact@cpstrategy.com if you have any questions, comments or suggestions.

Happy learning!





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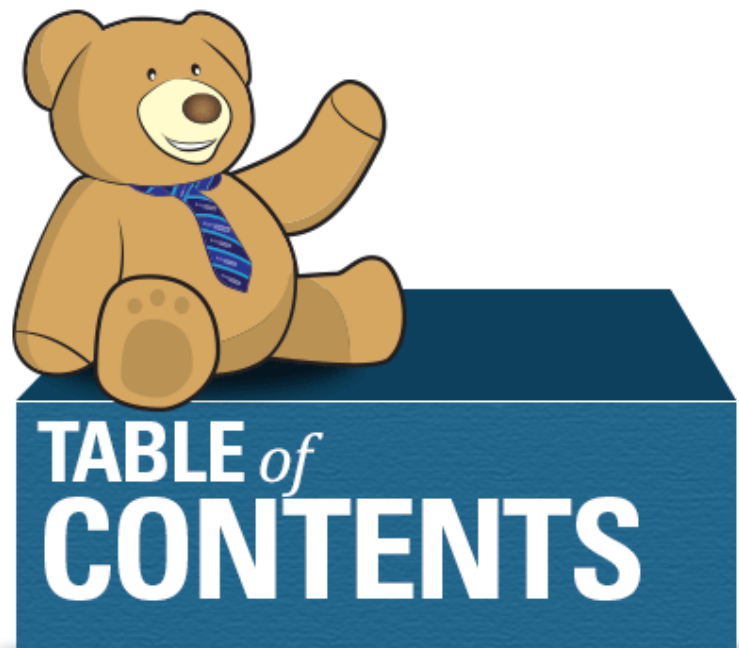
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PAID SEARCH

A BEGINNER'S GUIDE TO PAID SEARCH

This [Search Engine Watch post](#), thorough yet very introductory, so it's perfect for someone just getting their feet wet. Start here when you want to start driving more traffic to your site.



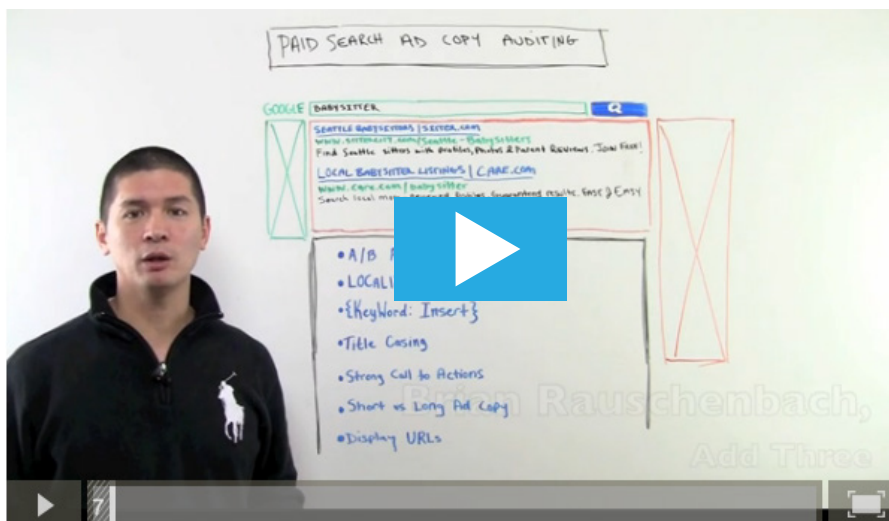
ULTIMATE GUIDE TO PAID SEARCH ACRONYMS & TERMINOLOGY

Consider [this your PPC dictionary](#). It defines a long alphabetical list of common paid search terms that can easily confuse the standard layperson. This is definitely bookmark-worthy.



PAID SEARCH AD COPY AUDITING

Texts ads are paid search's peanut butter, so it's important to get your concise message right. [This Moz video](#) (originally posted on YouMoz) goes over the ways you can optimize text ad copy for SEO and for higher click through rates.



5 KILLER SEO INSIGHTS FROM ANALYZING A BILLION DOLLARS IN ADWORDS SPEND

[This article is a great read](#) for any paid search manager. It highlights the industry trends in search that are becoming more influential to rankings as well as some strategies to complement a traditional paid search strategy.



AN INTRODUCTORY GUIDE TO PAID SEARCH

If you're looking for the all-in-one comprehensive PPC package to get you started, [this HubSpot guide](#) is just that. It includes all the jargon that you typically see in an AdWords interface as well as an explanation of which metrics to follow.





SEARCH & ECOMMERCE NEWS

GOOGLE OFFICIAL BLOG

Google’s influence on search and ecommerce is undeniable. Staying up to date on Google algorithm updates, programs and activities is important. You may not read the [Google blog](#) every day, but its definitely a blog you should include on your pocket list or RSS.



Ecommerce news happens fast. Apple phone releases, Google updates and news which shakes the whole internet can come and go within hours. Staying on top is important, and so is relying on a news source.

SEARCH ENGINE WATCH

Search Engine Watch (SEW) is consistently on top of ecommerce news, providing timely and in-depth reports on whats happening in ecommerce and on the web. Search Engine watch also has useful posts for online retailers which highlight how to improves sales, SEO, PPC and related facets of selling online.



SEARCH ENGINE LAND

[Search Engine Land](#) (SEL) is very similar to SEW, with a focus on internet news and tips for online merchants and marketers. It’s a good blog to peruse during your first cup of coffee.



ECOMMERCE TIMES

[Ecommerce Times](#) is an [ecommerce news blog](#) which highlights web news and advice for online marketers in areas such as mobile sales, security, and SMB.





FORRESTER

Forrester has some paid content, but its still a great resource for ecommerce news and statistics. Forrester is generally a great place to find online marketing study results and analysis.



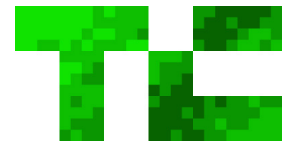
APPLE INSIDER

If you want to be on the up and up of Apple activities and the impact on ecommerce, **Apple Insider** is the blog for you.



TECH CRUNCH

Tech Crunch is the technology news blog for the web. They report on new startups, devices and social events. This is the blog to visit if you want to nerd out on technology.



SEO

MOZ

Moz's blog covers all aspects of SEO. They address SEO issues like website design, website optimization and conversion optimization, A/B testing, and strategy.



Every week Rand Fishkin hosts a White Board Friday video during which Rand talks about a wide variety of topics relating to search engine optimization.

REEL SEO

Moving into 2013, entrepreneurs are realizing how effective content, especially video content, really is. **This blog** is a leading resource for



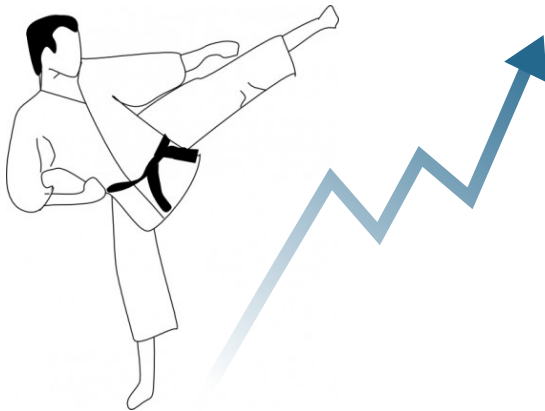


industry news, updates, production tips, and trends about online video and internet marketing.

They also have comprehensive resources like the **Online Video 101 for Small Businesses** and **The Social Video Blueprint: A Marketer's guide to Social Video Successesbooks**. They also have a glossary of industry terms and weekly series called **Creator's Tips**.

ECOMMERCE SEO STRATEGY

This CPC article is a round table discussion between SEO experts Tom Critchlow, Douglas Karr, Angie Schottmuller, Bryan Phelps, Garry Przyklenk, Thom Craver, Rand Fishkin, Taylor Pratt, Bill Ross, David Weichel, Ian Laurie, Aaron Wall, JasonAcidre.



The roundtable discussion revolves around these three questions:

What should online retailers prioritize in terms of SEO?

What do you think online retailers don't understand when it comes to SEO?

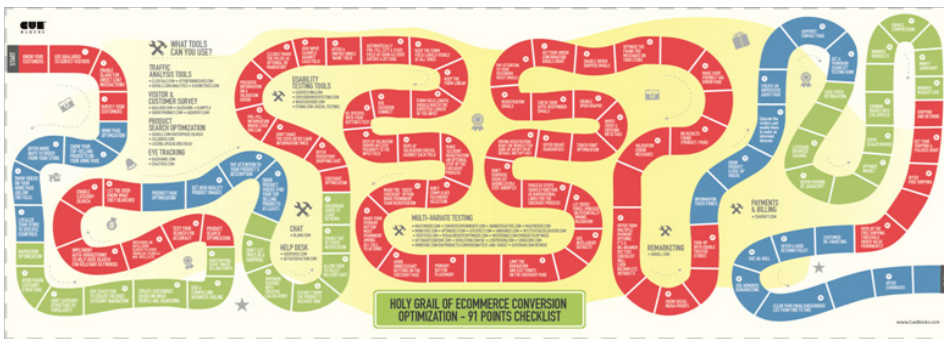
What are some new SEO factors or tools that online retailers should know about?

These SEO masters speak on what's going to matter in the future of SEO and what ecommerce business owners can do about it.

WEBSITE OPTIMIZATION

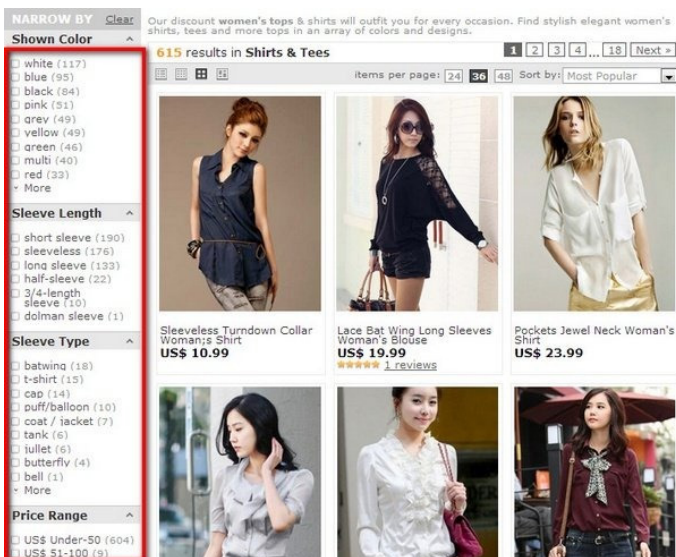
91 POINT CHECKLIST AND INFOGRAPHIC

Rightfully so, [this 91 point checklist/infographic](#) is at the top of our Website Optimization section. It covers all things optimization from homepage to touch point. It may look overwhelming, but if you've been in the business for a good while now, almost all of these will be recognizable.



12 MUST HAVE FEATURES OF ECOMMERCE WEBSITES

[This article](#) lists 12 things all ecommerce websites can and should add to increase their sales. Not surprisingly, all the tips are aimed at improving the customer experience.



LIFE IS CHAOTIC, YOUR ONLINE BUSINESS SHOULDN'T BE.

Get more on **Google, Amazon, AdWords**, and other **leading shopping channels** without logging into a platform, dealing with technical elements of your data feed, or poring over performance data.

**Learn How To Improve The ROI
Across All Of Your Sales Channels**





THE SMALL BUSINESS GUIDE TO GOOGLE ANALYTICS

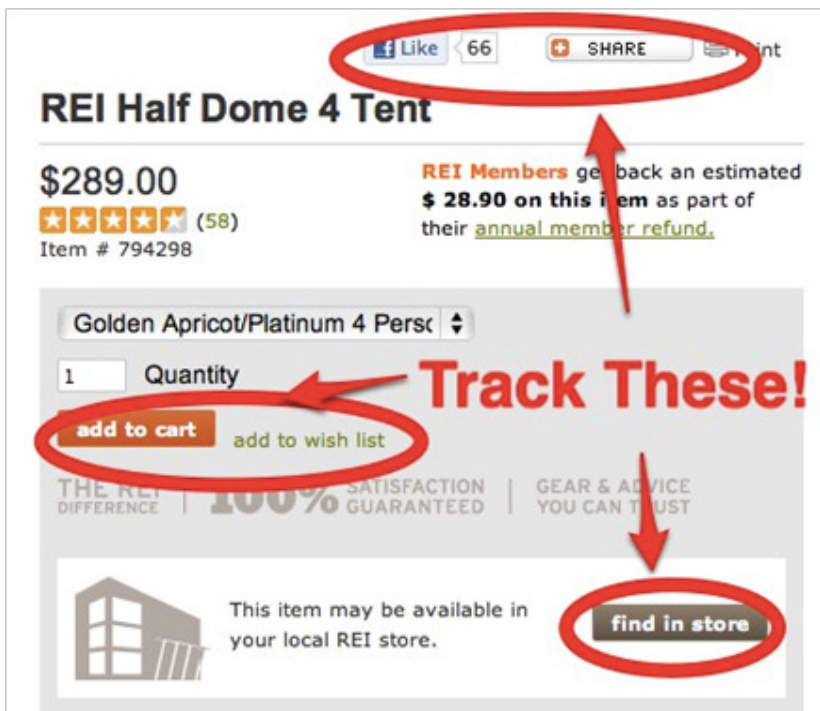
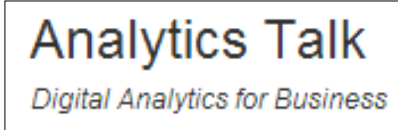
This is an **interactive infographic** that tests your knowledge of Google Analytics, a must-have and free service for ecommerce business owners. It starts by asking basic implementation questions and ends with questions about advanced topics like creating actionable reports.



Whether you don't know what Google Analytics does or you're a GA master, this infographic is worth checking out. Having a sound understanding of Analytics is important site optimization because you cant optimize without first knowing the narrative of how your customers are interacting with your site.

PIMPING OUT GOOGLE ANALYTICS FOR ECOMMERCE WEBSITES

This **guide** dives right into Google Analytics and outlines an effective strategy that small to medium-sized businesses can use to track customer acquisition and engagement. No, it's perhaps not the most compelling topic, but it's vital for long-term ecommerce success.





11 OBVIOUS A/B TESTS YOU SHOULD TRY

A/B testing is crucial to conversion rate optimization. However, sometimes it can be hard to think of different strategies to test. **This Quick Sprout article** lists 11 (or maybe 12 wink, wink!) A/B tests that you can run to optimize your website for more conversions. Some of these tests produced surprising results for us so it's really worth a read. Oh, and Neil Patel is crazy smart.



THE NEW YORK TIMES: AN OPTIMIZATION SUCCESS STORY

This video is a case study of the optimization process. Dr. McGlaughlin explains his decision process while optimizing a call to action page for the New York Times. It's an interesting inside look at an industry professional at work.





THE ULTIMATE GUIDE TO INCREASING ECOMMERCE CONVERSION RATES

If you've found yourself stuck in a rut and can't think of any more ideas to increase your conversion rates, [this guide is for you](#). This ultra-long guide to increasing ecommerce conversion rates addresses issues that affect sales, from shopping cart abandonment to shipping.

ConversionXL

ANATOMY OF AN EFFECTIVE PRODUCT PAGE DESIGN

The product page is really your opportunity to present the same product that a hundred other retailers have but in a unique and intriguing way. [This post](#) breaks down what makes a product page effective. It emphasizes delivering product information to the consumer in a way that is as clear and concise as possible.

SIX REVISIONS

GET ELASTIC

[Get Elastic](#) is an ecommerce blog with a major focus on landing page optimization. Mixed in with LPO news and best practices you will find articles on web news, technology and website features.



RETARGETING

RETARGETER BLOG

Retargeter is a retargeting platform with a useful [retargeting focused blog](#). They focus retargeting post advice around events or services which can be helpful.





ADROLL

Like Retargeter, Adroll is a retargeting focused agency which also has a **useful retargeting blog**. Adroll integrates with Facebook, so much of the blog content highlights how to get more out of your Facebook retargeting ads.



THE DYNAMIC REMARKETING GUIDE

If you're looking to get started or get more with Google Dynamic remarketing, **The Google Dynamic Remarketing guide** is resource. The guide covers the ins and outs of Google Dynamic remarketing, and highlights how you can leverage the program for a higher ROI.



CONTENT MARKETING

PRO BLOGGER

Prologger is a site which is designed to share informative content with content marketers. It also features some great articles on other ecommerce fields including email marketing and social media.



THE GUIDE TO DEVELOPING A CONTENT STRATEGY FOR BORING BUSINESSES

This is an excellent starting point for any business trying to start a blog because it addresses that your industry may not be all that exciting. You may sell couches and bedroom furniture, and let's be honest, that product category may not be the most conducive to compelling content.



The optimistic reality is that there is opportunity to engage with your audience no matter product domain lie in, and **this guide will help you** on your way.



WE CAN DO BETTER THAN THIS

This reading will make you seriously question your blogging efforts and the quality of content you put out. Death to the “# Tips on How to Do X like Y” article.

Jonathon Colman

Great content spurns discussion and doesn't drown in the white noise of the thousands of pieces of content that come out each day.



BRAFTON

Brafton is an online new and content agency that also offers SEO, video production, and social media marketing services. Because their business focuses on producing high quality news, [their blog](#) is a great resource for small business that want to be up-to-date on new developments industry.

They produce very helpful guides and white papers about content, infographic, and video marketing.



HEADLINE HACKS

Creating an attention-capturing heading line is crucial if you want your content to be seen. Copyblogger's Jon Morrow offers [52 ways to hack your headlines](#) for maximum click through rate by stealing from other bloggers (not as mischievous as it sounds!). This is a must read because the reality is that you could literally devote hours to a piece of content that never gets clicked on because of a poor headline.



HOW TO BUILD AN ONLINE COMMUNITY FOR YOUR BUSINESS

This [extremely comprehensive Moz post](#) lays out the importance of building an online community for your business. By providing high quality content and building a foundation of repeat blog readers, you can avoid worrying about Google's constant updates to its search algorithms. This all-inclusive guide breaks down capturing return visitors from start to finish.



COPY BLOGGER

[Copyblogger](#) is that master of catchy email marketing and producing high quality content about marketing. They are an industry authority when it comes to content marketing. Stop by their blog and see what all the hype is about.





SPARK SHEET

Sparksheet is a neat blog which explores the intersection of content marketing and branding. The blog addresses marketing and how to tap into cultural and social trends, as well as what they mean for online marketing and content.



HEIDI COHEN

Heidi Cohen, is the author of a fun little marketing blog which focuses on the how of marketing. With step by step tutorials, and lists Heidi highlights ways marketers can improve their content marketing.



IDEA LAUNCH

Idea Launch focuses on content and marketing strategy in their blog copy.



EMAIL MARKETING

LITMUS

Litmus is a email marketing service provider, but their blog is free and offers some great insight on email marketing strategy. Litmus regularly puts out email marketing infographics, which is a nice change of pace and useful for skimmers and visual learners.



EMAIL INSTITUTE

Email institute doesn't have the prettiest site design, but don't be fooled, there are some great email marketing resources on this blog.





SILVERPOP

Silverpop is an email Marketing automation platform which has a blog that features email, marketing advice, and tips for online marketers. Silverpop highlights a lot of bid data which is particularly useful.



MAIL CHIMP

Mail Chimp is an email marketing service provider for ecommerce merchants and is free for merchants with an email list under 2,000 subscribers. Their email marketing blog is useful, but contains a lot of posts which focuses on Mail Chimp itself.



GET RESPONSE

Get Response has a really actionable **email marketing blog** which features lists and example focused posts frequently. Similar to MailChimp and Silverpop, the blog is linked to the paid email marketing automation service.



BRONTO

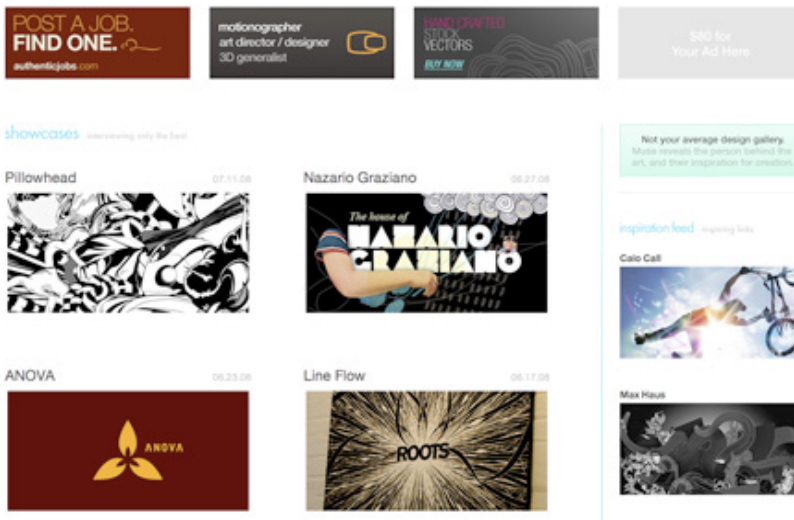
Bronto is yet another **email marketing platform** for online merchants which has a useful email marketing blog. In addition to email marketing tips, Bronto's blog touches on social and other ecommerce topics.



DESIGN

100 GREAT RESOURCES FOR DESIGN INSPIRATION

Mashable brings us [100 Great Resources for Design Inspiration](#). The long list is basically a playground for designers stuck in a rut. If you can't find inspiration here, you should probably go outside and reflect on things for a while.



50 USEFUL TOOLS & RESOURCES FOR WEB DESIGNERS

This [Smashing Magazine post on 50 Useful Tools and Resources for Web Designers](#) is geared towards making the design process more efficient through organization and time-saving tools.



VANDELAY DESIGN BLOG

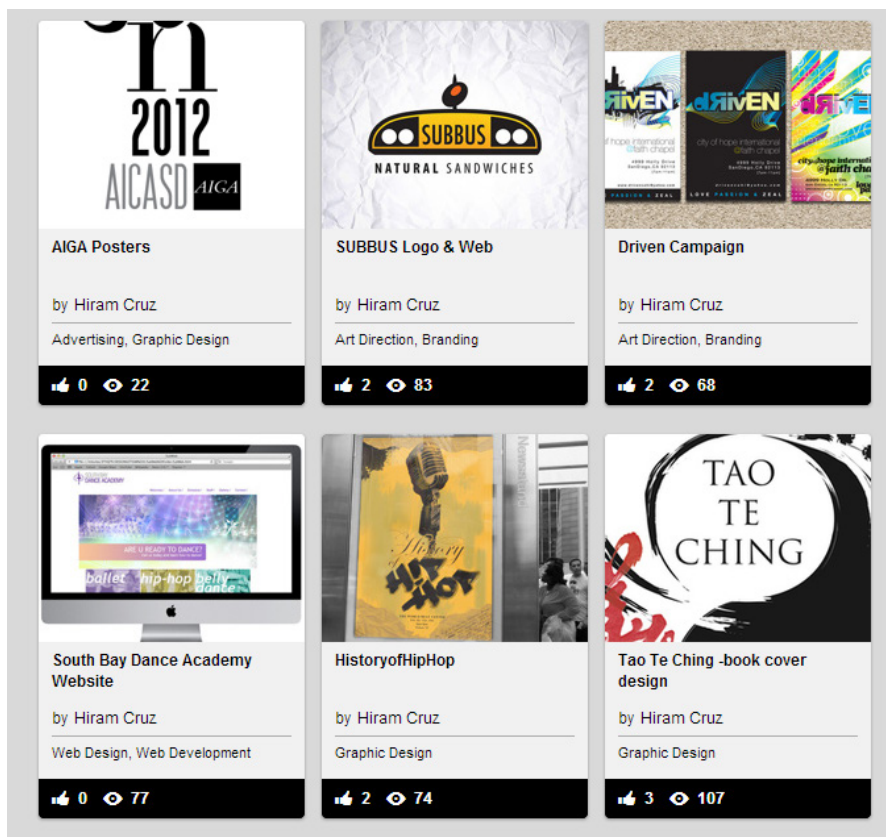
The **Vandelay Design blog** is updated regularly and geared towards and audience of web designers. They cover everything from examples of great work to code hacks for more efficient projects.



BEHANCE

Some of the best ad campaigns, designs, brand identities, and artwork around the world are featured in **Behance**. This website is a spectacular place for inspiration to gather ideas and thoughts for your projects. Behance let's you browse through designer's portfolios on site, which in return can make it a good place to find a freelance designer to handle your project(s).

Behance





SOCIAL MEDIA MARKETING

SOCIAL MEDIA EXAMINER

Social media examiner is a great resource for [social strategy & tutorials](#). Social Media Examiner features a lot of step-by-step posts highlighting set up and logistics for social campaigns, focusing primarily on Facebook and Twitter. This blog is also great for auditory learners as it features a podcast.



MASHABLE

Mashable is an [ecommerce blog](#) which covers social media, technology and current events. Sort of a buzzfeed, techcrunch mash up with a social focus. It's a fun blog to learn about social and also get some interesting news.



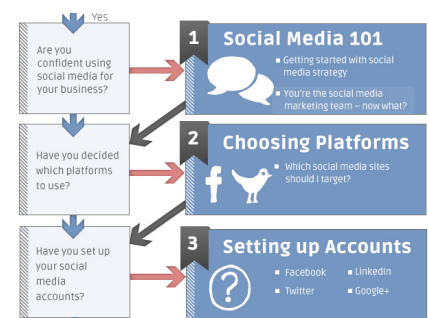
CONVINCE & CONVERT

Jay Baer is the author of one of my favorite books, Youtility, and a frequent author on Convince & Convert. [This blog](#) is a great place to learn about social as well as content marketing. Jay is also a master of blog headlines, which is both entertaining and food for headline creation.



GUIDE TO SOCIAL MEDIA SUCCESS

This infographic is a [step-by-step guide](#) to ensuring a successful social media campaign. It asks questions pertinent to launching a social media campaign with clickable resources where you answer 'no'.





SOCIAL BRITE

Social brite is a **blog designed to advise non profits** who are looking to optimize their social marketing. Although the blog is tailored to the nonprofit niche, there is some great insight for all online marketers to get more out of social.



SOCIAL MEDIA TODAY

Social Media Today talks about social media and ecommerce for business professionals. Tying in internet news, social best practices and social interaction, Social Media Today is a community which generates some great content if you are looking to up your social game.



WHAT'S TRENDING

With social interaction and often content marketing, it's important to stay up to date with current events and web trends. What's trending reports on popular culture news, viral videos and similar **trendy content**. Think of it as a slightly more highbrow version of BuzzFeed.



FUTURE NOW

Future Now is an ecommerce news and marketing blog which focuses on social media and optimization frequently.



VIDEO PRODUCTION & STRATEGY

MIXERGY

Mixergy is a place where ambitious entrepreneurs and small start-ups can go to learn from experienced mentors. Andrew Warner, a co-founder of Mixergy, hosts video interviews with expert guests on a wide variety





of topics like creating effective content and advertising, video strategy, website optimization, hiring, SEO, and social media marketing. You can find some of our favorite Mixergy videos [here](#).

THE WISTIA LEARNING CENTER

More from Wistia! Can you tell we love them? Good. Wistia recently rolled out a redesigned user interface for the video hosting service and also launched [The Wistia Learning Center](#).



The Wistia Learning Center focuses on providing tutorials about video production, video strategy and conception, and video marketing strategies. It's a great learning resource for small to medium budget businesses that want to add video marketing as a weapon in their overall content strategy.

DISTILLED VIDEO GUIDE TO ONLINE VIDEO MARKETING

This comprehensive [online video marketing guide/infographic](#) is complete with youtube embedded videos and covers the steps to developing a video marketing strategy, from defining your video goals to measuring your success.



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Get more on **Google, Amazon, AdWords**, and other **leading shopping channels** without logging into a platform, dealing with technical elements of your data feed, or poring over performance data.

**Learn How To Improve The ROI
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It will help you develop a video marketing strategy tailored to your business's needs. Branding, improving engagement, and SEO can all be achieved through video marketing, and Distilled goes in and defines each strategy and lists the necessary steps to reaching success with them.

CREATING ONLINE VIDEO STRATEGY

Another great post from Moz, this is a guide that will also help you create the foundation for an online video marketing strategy. Moz does a wonderful job breaking down the different options if you're new to online video and lists the pros & cons for the variety of hosting options. They also have a great section on video optimization and meta-data.



VIDEO SEO – HOST OR POST VIDEOS FOR LINKS AND TRAFFIC?

Deciding on which is the best type of video marketing strategy for your business is hard enough. Deciding on how to host videos only complicates things. Luckily, My Web Presenters has an [article](#) that helps you evaluate whether you should post your videos on YouTube, use a 3rd party hosting platform, or host your own video based on your video marketing strategy.



CREATING VIDEO SITEMAPS FOR EACH VIDEO HOSTING PLATFORM

Distilled defines what a video sitemap is and how you can create an effective one to ensure your videos rank high in SERPs. Whether you host your own video or use a 3rd party platform, you can use [this guide](#) to make sure your videos are getting the traffic they deserve.





DOES LENGTH MATTER?

This Wistia video is great enough to single out from the learning center because it **discusses the golden rule of online video**: SHORTER IS BETTER.



Below the (short) video, you'll see the data Wistia examined to prove their point. They compiled millions of data points from 2010-2012 into a graph that shows average % viewed vs. video length.

HOW TO WRITE A SCRIPT FOR VIDEO

Scriptwriting is an often overlooked aspect of video production. The first big step of creating an effective online video is to know your audience and write a script tailored to their needs. **This ReelSEO video** outlines a great scriptwriting strategy you should follow before you even pick up the camera.





CODING

If you're looking to learn about coding, or you have a designer who you want to share resources with, here are some useful places to visit.

SKILLCRUSH

Skillcrush is similar to Lynda with educational resources for online marketers, specifically resources around html, CSS and PHP. Not all of the information is free, but they put out really informative and simple blog posts with [coding tips and news](#).



GOOGLE SHOPPING PLA UPDATE: ADWORDS PUBLISH ATTRIBUTE

This is a guest post written by Bob Lang of Conversion IQ. Conversion IQ provides analysis of visitor behavior and makes data-driven recommendations to improve conversion rates for businesses. [His post](#) outlines 5 methods you can use to improve your conversion rate on Google Shopping.



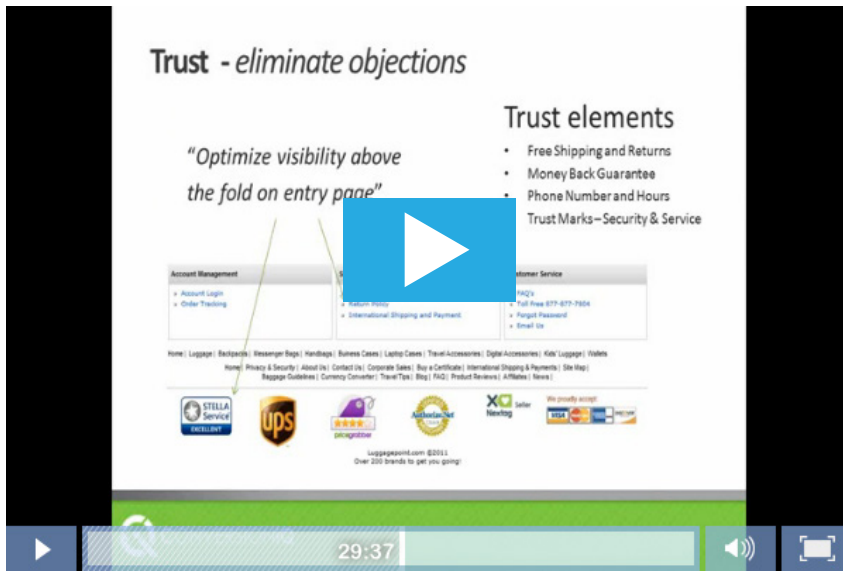


HOW TO INCREASE CONVERSIONS USING GOOGLE PRODUCT FEEDS WEBINAR

A recording of [How to Increase Conversions Using Google Product Feeds Webinar](#) – Presented by CPC Strategy and ConversionIQ and it runs just under an hour. It’s full of Google Shopping PLA campaign management tips like segmenting keywords, pinpointing best-performing products, and using price buckets to optimize bids for maximum ROI.



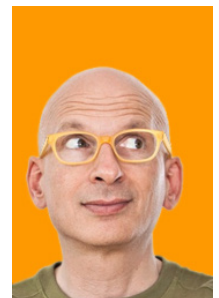
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BUSINESS INSPIRATION

SETH GODIN

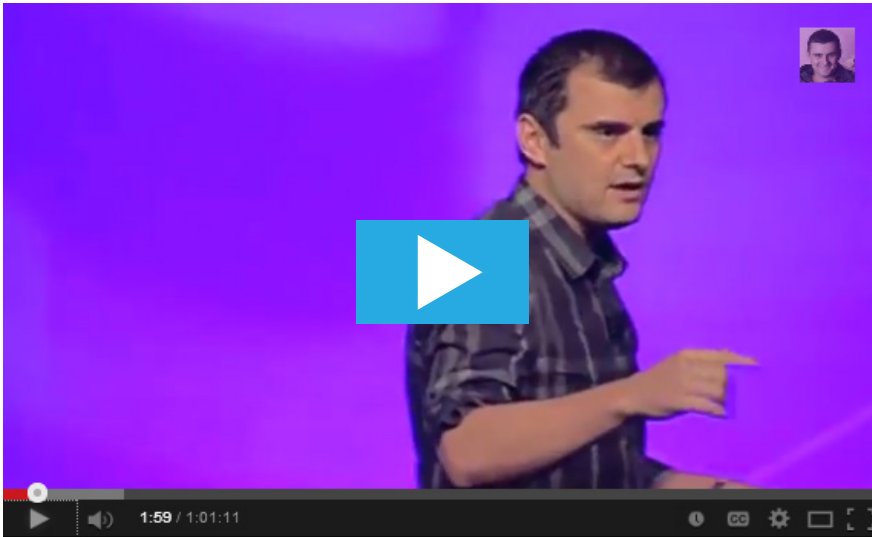
Seth Godin is an ecommerce genius. [His blog](#) is a collection of pithy thoughts on the state of marketing and ecommerce, and his thoughts on how ecommerce professionals should market. The author of numerous books, Seth Godin is a web legend.





GARY VAYNERCHUK - KEYNOTE SPEECH

Gary Vaynerchuk's Keynote Speech at Inc 500 Seminar 2011 is a truly inspiring video that will transform how you think about your marketing strategy. Simply put, people buy more not because of the content you distribute, but because of the context you can create with social media and creating an emotional connection with customers.



TOP 12 TED TALKS FOR ENTREPRENEURS

Here's a list of the [Top 12 TED Talks for Entrepreneurs](#). Feel free to sit back and do your daily morning routine while streaming these in the background. They're perfect for when you hit a cognitive lull and you need a jolt of creativity and inspiration.





TONY HSIEH, CEO OF ZAPPOS

Tony Hsieh, CEO of Zappos, is featured on 20/20 and it's absolutely not a piece you'd expect for one of the most successful entrepreneurs in America. Contrary to Tony Hsieh's serious and monotonous demeanor, he's created a unique and fun atmosphere for his employees at Zappos. The company's success, however, is no joke and is indebted to Hsieh's strong emphasis on culture and impeccable customer service.



HARVARD BUSINESS REVIEW

The Harvard Business Review is really your opportunity to put those metaphorical glasses on and feel scholarly. HBR hosts some of the most **detailed and inspiring articles** I've read, and many are written by CEOs of huge corporations and industry leaders.



SIMON SINEK: HOW GREAT LEADERS INSPIRE ACTION

You can't talk about business inspiration without mentioning Simon Sinek's TED talk. It explains the power of "Why" and how great companies and leaders were able to distinguish themselves from the pack. It's not very long, and as business owner, if you watch one TED talk in your life, it should be **this one**.



CHIEFMARTEC

Chief Marketing Technologist is run by Scott Brinker, a marketing technologist that combines his many years of experience in marketing, IT, software, product development and online networks into blog posts about cutting edge marketing strategies. Scott provides great visuals in his posts, and delves deep into the intricacies of marketing.



USING BEHAVIORAL ECONOMICS, PSYCHOLOGY, AND NEUROECONOMICS TO MAXIMIZE SALES

Pricing your products is never something you can set and forget. The market is constantly changing so you should always reevaluate your prices strategy. **This Shopify post** will help you choose a pricing strategy based on Behavioral Economics, Psychology, and Neuroeconomics.





READWRITE

Readwrite is a blog focused on marketing and technology. It's less focused on marketing strategies but offers an abundance of industry news. Sort of a hybrid between Tech Crunch and Search Engine Watch, ReadWrite has a mix of articles on ecommerce, tech and real world news.



BRIAN SOLIS

Brian Solis is a respected digital analyst, sociologist, and futurist. He writes about emerging technologies and their influence on business, marketing, and consumer culture. This is a great blog to check out if you'd like to get an inside scoop on new business or marketing trends.



CPC STRATEGY BLOG

How could we make a list of our favorite blogs without a shameless plug for our own? I mean we have been helping retailers understand Google Shopping and comparison shopping engines like Pricegrabber, Nextag, Amazon Product Ads, Shopzilla for more than 6 years now. More than 3,000 business owners have downloaded and now understand and manage these faucets of their businesses successfully. 10/12 CPC researchers recommend the **CPC Strategy blog**.



DUCT TAPE MARKETING

Duct Tape Marketing is a web marketer advice blog, with marketing content around general marketing, and similar areas such as design.



CHRIS BROGAN

Chris Brogan posts are mostly of content around marketing, ecommerce, writing and related fields. The CEO of Human Business Works, Chris is focused on helping marketers learn how to effectively communicate.





PRODUCTIVITY

It's nerdy to get excited about ecommerce blogs, but that's just how we roll. Here are some of our favorite blogs of all time.

BAKADESUYO

This one is a CPC office favorite. **Bakadesuyo**, or Barking Up The Wrong Tree, features posts about personal development and growth. It's a great resource for anyone and everyone who is hungry for learning and desires to be a happier, more productive person. Erik barker, who also writes for Wired has a fun straightforward voice.

Barking Up The Wrong Tree

A majority of the articles reference studies done by educational institutions or respected experts. The formatting of his posts give you an encompassing look at personal development issues (motivation, productivity, and leadership to name a few) from multiple perspectives.

BUFFER

The Buffer blog was originally designed to report about social content for ecommerce professionals, but has evolved over the last years to include content around lifehacks, productivity, ecommerce and writing. It features a lot of guest posts, but has some great life tips and suggestions.



PICK THE BRAIN

Pick the Brain is a lifehack oriented blog which covers topics and news around motivation, productivity, health and self improvement. Its definitely a good blog to visit for a pick me up in the middle of the day, or a dose of inspiration.





99U

99U is an interesting hybrid of a productivity blog and a blog for e-commerce merchants. It reports on ecommerce best practices and also touches on ecommerce advice.

99U



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