



# Straight**SELL**

Shopping cart template and search engine optimization solution in one



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StraightSELL is a hosted website and shopping cart template solution that is driven by a simple spreadsheet upload and distinguishes itself from the pack with powerful search engine optimization of the pages created.

Submission of pages created to search engines gets you found highly in search engines under many key search phrases relating to your products or services.

Most StraightSELL clients experience exponential growth in web traffic and sales enquiries.

StraightSELL can be used in a number of ways. Most people use it as a powerful international marketing tool taking advantage of the fact that little of their competitors content is currently found in search engines. For these clients StraightSELL acts as a global 24x7 advert in search engines for their business and their existing website.

Some use StraightSELL as a secure ecommerce platform for selling online. For those interested in this functionality download the StraightSELL Ecommerce Functionality brochure.

StraightSELL has two standout strengths where it is without rival globally:

The search engine rankings StraightSELL pages get and the fact the rankings can be high under many different expressions; and

The fact this is all driven from either an Excel spreadsheet or a simple web form. A good quality catalogue of 20 products or services (or search phrases) can be up in half an hour and when indexed (1-2 months) by the search engines may lead to front page ranking under a dozen or more of those search expressions.

**This is raw profit generating power at its finest.**

# Don't miss the globalization boat:

its time to look at where you target your advertising



## Question

Why it is that you spend most of your marketing budget promoting yourself either in your state or your country when by definition it is likely that 90% of the global demand for your products and services is both outside your state and outside your country.

## Answer

Historically all the advertising mediums available to you have been state based. You had no choice but now the internet changes everything. With up to 300 million searches a day it is by far the number one place where buyers go to find new suppliers.

Now I can say, all of my top five clients initially found me in search engines on the internet. StraightSELL got me to the top of search engines and is now keeping me there.

The turnover of my business has increased 500% and this is only the tip of the iceberg.

**Mr John Rose**  
**Managing Director**  
**Worlds Best Grafitti**  
**Removers**

Indeed in some niche and technical areas it is the only medium buyers use.

The buyers are there, the search engines are there and all that is missing is your content in a form that search engines can index.

### **Its not too late !**

99% of businesses do not have their inventory of products and services online in an optimized manner for being found in search engines.

Just search in a search engine for one of the "specific" key products or services that a supplier or a competitor of yours sells e.g a claw hammer, processed carrots, roll form steel, business valuations.

Not there are they (neither are you).....but the opportunity for you is !!



## Search Engine Optimization<sup>10</sup>

Most people that have been found high up in search engines under one phrase have been happy with the new business enquiries this has generated.

Imagine the marketing power then of being found highly in search engines under ten, a hundred or a thousand specific search expressions matching your specific products or services.

This is what StraightSELL does by automatically creating pages for each specific product or service and submitting them to search engines. The results can be amazing.

We can't tell you exactly how we do it but we can say we take being a responsible net citizen seriously and comply with the written policies of search engines for publishing of web data.

Go online at [www.strightsell.net](http://www.strightsell.net) and take a demonstration. Use the demonstration set up wizard to create a demonstration catalogue for your business to see how easy it is. It will only take about 20 minutes if you enter your own data or 4 minutes if you use the sample data just to see how it is set up.

Visit the [StraightSELL.net](http://StraightSELL.net) web page to see a list of search expressions where StraightSELL clients are now found at the top of search engines globally.



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