From Clicks To Commerce

How SEO experts can dominate eCommerce

Steve Tan

Steve Tan

The Journey Begins

2006

Started in eCommerce with eBay, gaining foundational experience. Hit my first $50k month

2007

Launched my first eCommerce store, with Magento. Focused on SEO

2008

SEO brought me my first $10K month.

2008

Transitioned from SEO to paid traffic through Facebook ads, reaching my first $100K month.

2010

Launched Twagou, a Groupon-style group-buying platform in China.

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The Journey Begins

2011

Created Amei, a cosmetics group-buy platform.

2013

Kreyos Ran a successful crowdfunding campaign on Indiegogo, raising $1.5 million.

2015

Faced a major setback, losing everything after going all-in on multiple startups.

2016

The comeback–returned to eCommerce with Amazon FBA

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The Journey Begins

2017

Got back to dropshipping $30m in first year.

2017

Facebook Group: Built a 100,000-member eCommerce community.

2018

Intercart: Shopify checkout app. Over $1.5 billion in transactions in two years.

2020

Leap Vista - Educational company in SIngapore, $20m in first year

2022

Capital Club: Achieved 2.5 billion organic content impressions across social media.

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Total Impact:

Over $200 million in physical product sales across ventures

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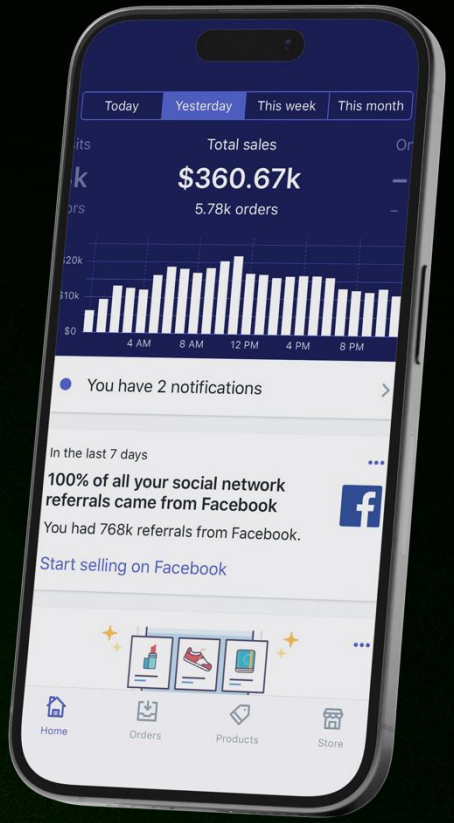
$360,000

in One Day



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Good evening, Evan.

Here's what's happening with your store today.

Today's total sales
$243,397.39

Today's visits
649,087

50+ orders to fulfill

50+ high risk orders to review

Get your store ready for search engines

Help your store rank higher in search results with a keyword-targeted title and description.

Edit your online store information

ogle AdWords

ind your products on Google.

more

All channels | Aug 19

TOTAL SALES — Aug 19

$361,147.16

View dashboard

TOTAL SALES BREAKDOWN — Aug 19

Orders	$362,642.92
Returns	−$1,495.76
Total sales	$361,147.16

TOTAL SALES BY CHANNEL — Aug 19

Online Store
$361,147.16

Other
$0.00

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Transitioning from SEO to eCommerce Success

Case studies to illustrate the powerful role of SEO in eCommerce

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Christmas Gifts

D2C Website

Objective: Targeted seasonal SEO to capture holiday shoppers for cashmere scarves.

Strategy:

Leveraged high-intent, seasonal keywords for holiday traffic (e.g.,“Christmas gifts,” “cashmere scarves for Christmas”)

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Outcome: Successfully converted holiday shoppers through a targeted SEO and paid media approach, establishing early credibility in seasonal D2C.

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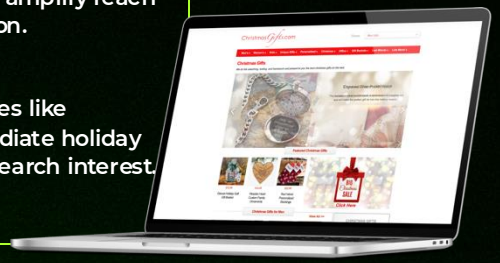

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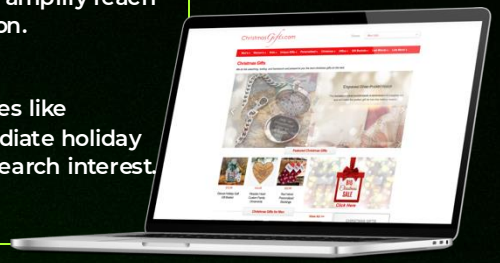

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From Seasonal Products to Trend-Driven Opportunities

Beyond the holiday season, we found a way to scale with products that captured global trends.

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Can you guess what product we scaled massively that went viral?

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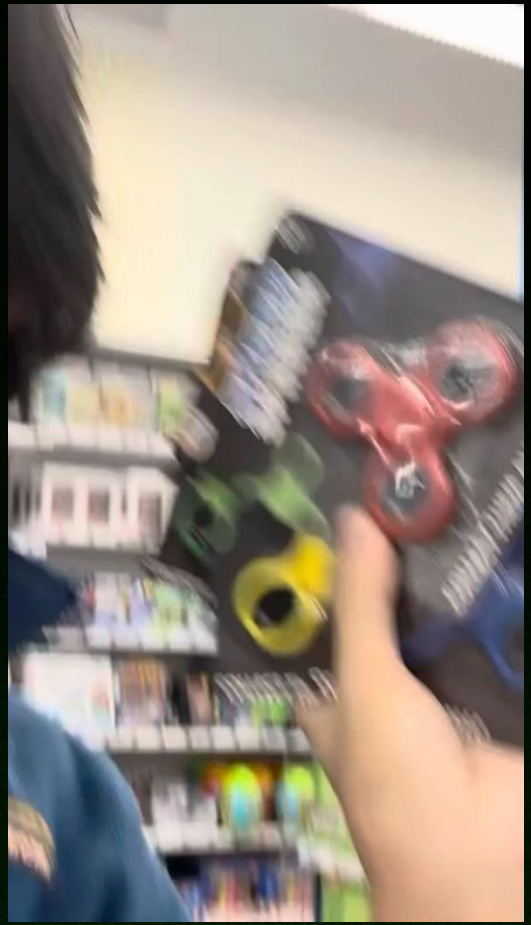

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Fidget Cube & Fidget Spinner

$10M+ Case Study

Strategy:

Started with Facebook Ads: Scaled quickly by leveraging high-CTR ads for viral, impulse-buy products.

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SEO Opportunity: Took advantage of Google trends by targeting high-traffic keywords like “fidget cube” and “fidget spinner.”

Website Domination: Created multiple sites ranking for similar keywords, effectively taking over Page 1.

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Website Domination: Created multiple sites ranking for similar keywords, effectively taking over Page 1.

Result: Dominated the fidget keyword space across search and social channels, generating over $10M in sales.

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Seasonal and Trend-Based Scaling

Key Takeaways

Combine SEO & Paid Media:

Harness both to capture immediate interest and build long-term visibility.

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Dominate Search Results With Multiple Sites:

Create multiple sites or pages targeting similar keywords to maximize visibility.

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Strategic Scaling:

Start with high-demand seasonal or trending products, then build toward more stable, sustainable product lines.

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Getting Started With eCommerce

Steve Tan

Two Main Entry Models

For Starting with eCommerce

1. Dropshipping:

Low Cost, Low Risk:
No upfront inventory; products ship directly from supplier to customer.

Perfect for Testing Product-Market Fit:
Ideal for beginners to validate product demand with minimal investment.

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Perfect for Testing Product-Market Fit:
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2. White-Label Brand with Inventory:

Higher Control and Brand Authority:
Opportunity to build your own brand with customization options.

Requires Inventory Management:
Typically managed through a fulfillment company or sourcing agent.

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Dropshipping

Dropshipping is a business model where you don’t need to hold any inventory. Instead, when a customer places an order, you forward that order directly to your supplier, who ships it directly to the customer.

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Dropshipping

Low Cost & Low Shipping

CUSTOMER

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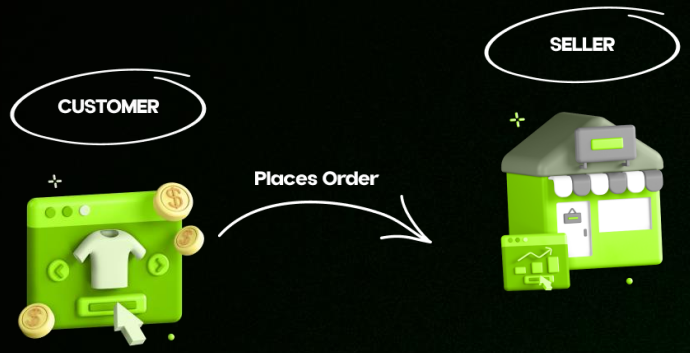
Dropshipping

Low Cost & Low Shipping



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Flexibility and Scalability: Easily add or remove products to your store and test new ideas quickly to find a winning product.

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White-Label

White-labeling allows you to put your own branding on products manufactured by a supplier, giving you complete control over your brand’s image and customer experience.

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White-Label Brand

With Inventory

Advantages:

Build Your Brand: With white-label products, you can create a unique brand identity and establish a long-term connection with customers. You control packaging, labeling, and overall presentation.

Higher Profit Margins: Because you're selling a branded product, you can typically set higher prices than unbranded or generic items, increasing your profit margin.

Enhanced Customer Loyalty: Branded products tend to inspire more customer loyalty, leading to repeat purchases and positive word-of-mouth.

How White-Label with Inventory Works:

Step 1:
You purchase inventory from a supplier, who provides products that can be branded with your logo or design.

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Step 2:
Products are held in inventory, either through a fulfillment company or a local agent.

Step 3:
When a customer orders, the product ships directly from your warehouse or fulfillment partner to the customer.

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Next Steps: Finding Your Winning Products

Now that you've chosen an entry model, let's explore the tools that will help you find the right products to sell.

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Product Research Tools

For eCommerce Success

Discover Trending Products

AliExpress

AliExpress:

Explore AliExpress for trending products and cross-check with Amazon to validate demand. Amazon reviews provide insights into customer feedback and expectations.

amazon

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Discover Trends

On Social Media Platforms

Discover Trending Products

TikTok:

Search this hashtag to see products that are going viral on TikTok. These products are often impulse buys and highly relatable to younger audiences."

New Burner-Scroll Method: Create a new TikTok account to get a 'fresh' feed of trending products that TikTok serves to new users. This method reveals popular products getting organic attention.

Facebook Feed and Ad Library:

Scroll through your Facebook feed to find promoted products, and use the Facebook Ad Library to see what's being actively advertised. Both reveal products that brands are currently pushing.

Douyin:

China version Tiktok, create a new TikTok account to get a 'fresh' feed of trending products that TikTok serves to new users. This method reveals popular products getting organic attention..

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Product Research Tools

For eCommerce Success

**SEO Validation &
Keyword Targeting:**

Combine Tools Like Ahrefs and SEMrush:

Once you identify potential products, use Ahrefs or SEMrush to check keyword volume and competition for product-related search terms. This step validates demand and helps you rank in search engines.

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Product Research Tools

For eCommerce Success

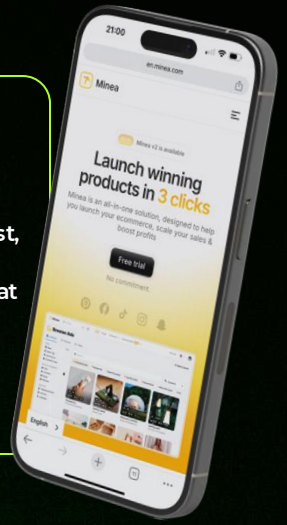
Advanced Ad Spying Tools:

Pipi Ads:

Specializes in TikTok ad analysis, offering in-depth search functionality to explore trending items, ad performance, and product keywords.

Minea Spy Tool:

Minea tracks ads across Facebook, Pinterest, and TikTok, offering insights into which products are being advertised heavily. Great for spotting products gaining popularity across social platforms.



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Competitor Analysis

For eCommerce Edge

Spotting Market Gaps:

Identify Competitors' Weaknesses: Use SEO and product research tools to analyze competitors' weaknesses in their product offerings, keywords they don't target, or underserved features.

Discover Untapped Niches: Competitor analysis often reveals niche markets or customer needs that are not fully addressed, providing an opening for unique product positioning.

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Differentiating Your Brand:

Leverage Reviews and Feedback: Customer reviews on competitors' products offer insights into what buyers like and dislike. Address these gaps with improved features or services.

Benchmarking and Improvement: Study your top competitors to set benchmarks for quality, pricing, and service, ensuring your brand meets or exceeds these standards.

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Sourcing & Fulfillment

Process & Tools

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Bringing Your Product Ideas To Life:

Sourcing & Fulfillment

AliExpress

A beginner-friendly option for testing products quickly. However, many sellers are middlemen, leading to higher prices and longer shipping times.

Zendrop

Automate dropshipping processes, with more reliable suppliers and faster shipping than AliExpress, making these ideal for scaling efficiently.

Alibaba

Best for larger orders and white-label products. Alibaba connects you directly with manufacturers for bulk purchasing, allowing custom branding.

1688 找工厂 就上1688

Provides highly competitive pricing as it's aimed at the local Chinese market. Most sellers don't speak English or ship internationally, so a local contact can be essential.

Local Sourcing Agents:

Often found through referrals or relationships built with sellers on these platforms. Agents offer hands-on support, manage quality control, and negotiate prices, which is ideal for serious, long-term scaling.

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Bringing Your Product Ideas To Life:

Sourcing & Fulfillment

Fulfillment Options:

Dropshipping:

An accessible, low-cost entry method where suppliers ship directly to customers. This is ideal for testing product-market fit without holding inventory.

Third-Party Logistics (3PL):

Works well for brands ready to scale, as 3PL providers manage warehousing, packaging, and faster shipping for higher customer satisfaction.

In-House Fulfillment:

Provides maximum control over branding and quality but requires more resources and investment. Suitable for businesses with consistent order volume and capital.

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Quickstart Roadmap

And Key Takeaways

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Step By Step Roadmap

1. Identify Your Product and Niche:

Use research tools, social media trends, and competitor analysis to find a product with demand and profitability potential.

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4. Drive Traffic Using SEO and Paid Ads:

Leverage SEO strategies for long-term, organic traffic, and use paid ads to gain initial momentum and visibility.

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5. Test and Scale with Fulfillment Options:

Start with dropshipping for minimal risk, then transition to 3PL or in-house fulfillment as demand increases

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Your eCommerce Journey Starts Now

eCommerce is Accessible to Anyone:

Whether you're new to eCommerce or an SEO expert transitioning, you already have the skills to build a successful brand.

Start Small and Scale Up:

You don't need to invest heavily to begin—start with low-risk models like dropshipping, test your product-market fit, and scale up as you learn.

Embrace Testing and Iteration:

Success in eCommerce isn't always instant. Test your strategies, learn from every launch, and don't be afraid to pivot as you grow.

Leverage Your SEO Expertise:

Your SEO skills give you a unique advantage in driving organic traffic and building long-term brand equity—use it to dominate your niche.

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Q&A

@HeySteveTan

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