

Start Your Own **ZLio** Shop!

Introduction to the ZlioShop by MyGiftGadgets.com



2. How It Works

▶ **Buidling the Shop**

Most of what would need you to edit HTML on a normal website is available in configuration edit boxes in the control panel.

▶ **The Design of the Shop**

For the looks of the shop, **Zlio** has templates available and if you want you can hand edit the CSS for the site yourself. There's also a drag and drop screen for moving visual elements around on the page of your template.

▶ **Adding Products**

The interface for picking products is simple, and you can add reviews of products, associate products with keywords, etc. You have complete control over the categories of products in your shops, and can assign each product to any category of your choice.

▶ **PayPerClick Program**

A product will often be offered by more than one of the merchants. Some of them will pay you in the "normal" way (as a commission on items bought via your ZlioShop), but some will pay you every time someone clicks on one of their offers.

▶ **Google AdSense**

AdSense is Google's advertising system, which allows you to display ads (either text or picture based) on your shop. Each time someone clicks on one of your shop's ads, you get 60% of the revenues generated.

▶ **Search Engines and SEO (Search Engine Optimization)**

Zlio fully supports Google and Yahoo sitemaps, and provides a spot for you to type in the verification code for each. (For those of you who haven't used Google's webmaster tools, the verification code establishes your ownership of the site in Google's eyes, and gives you access to diagnostics and insight into your site's search engine rankings.) There are also specific areas where you can type in meta keywords and a meta description for your shop, and another area where you put the code for whatever analytics program you're using (such as Google Analytics).

▶ **Domain Name**

You have the option to make your ZlioShop available from a domain name you own (www.myboutique.com for example).

▶ **Monetize Your Blog**

Create also a Blog at Zlio and customize the interface of your shop to your blog's colors. Add up a link or thumbnail redirecting towards your shop and you're done!

3. Merchants & Commissions

1800CONTACTS 4.5%	1-800-PetMed 7%	4YourPrinter 15%	AbsoluteHome 3.5%	AccessoryGeeks.com 9.5%	Activa 4.5%
Adidas 4%	Apple Store 0.6%	Avanquest 15%	avenue.com 3.5%	babycenter store 3.5%	baby phat 3.5%
BabyRide.com 3.5%	BARBECUES.COM 4%	BARNES&NOBLE 1%	Baseball Express 4.5%	electronic 6%	BT Beauty Trend 6%
Baker 4%	Best Bath Store 7%	BIRKENSTOCK CENTRAL 6%	BOATERSWORLD.com 3%	boca java 9%	BODY BUILDING.com 6%
BODY CANDY 9%	Bonsai Boy 12%	BOTANIC CHOICE 7%	BuyBeauty.com 9%	Buy.com 3%	buycostumes.com 4%
Callaway GOLF 3.5%	THE CHILDREN'S PLACE 3%	collectiblestoday.com 7%	@Cooking.com 4%	CosmeticMall.com 6%	CrayolaStore.com 4%
(dan's) 7%	dog.com 4.5%	eBags 5%	eBatts.com 5%	endless 9%	Fans Edge 6%
ferret.com 5%	Franklin Cove 7%	gap.com 2%	GLOBAL 4%	Guitar Trader 3.5%	HAYWARD Lids 6%
HearthSong 6%	HIPHOPBLING.COM 12%	Home BISTRO 4.5%	homelect 3.5%	HOME DECORATORS collection 4%	House Of NUTRITION 6%
HYDRODERM 16%	ice.com 3.5%	Food Out Gear 9%	KazooToys.com 7%	Limoges Jewels 9%	loveandpride 12%
LuggageOnline 6%	Lumens.com 3%	magazines 18%	magazines.com 20%	makeup.com 7%	MAPS.com 4%
Medifast 12%	Monder 3%	MR BEER 6%	MyWeddingFavors 7%	like nazboo 3%	NETAYA 7%
newegg.com 0.9%	ORLEY 4%	OLD NAVY 2%	eCe 3.5%	Overton's 2%	PACSON 4%
Payless 3%	perfume.worldwid 5%	PETCO.com 5%	PETSMART 4.5%	PEAT FARM 3.5%	PHILIPS 1.5%
Podmax 15%	PROBOARDSHOP.COM 4.5%	RELAX THE BACK 3%	RIDE GEAR 3%	roxio 6%	SEA EAGLE.com 6%
SHOEbuy.com 10%	SHOP 4 TECH 3.5%	SkinStore.com 9%	skype 3%	SmartBargains 4%	SONY 2%
SpaLook 7.5%	SPORTS ENGLAND 4.5%	STARBUCKS STORE.CO 6%	Stauer 7%	3 3%	StrawberryNet 6%
THE HOUSE 4.5%	The Tech G & K.com 4.5%	TigerDirect.com 1%	TIGER 1.5%	TILLY'S 4%	Tornid Plus Sizes 3%
ULTRA DIAMONDS 4.5%	Verseo 10.5%	Viva terra 4.5%	We Clithers Children's Clothing 4.5%	WILLYGOAT INC. 3.5%	XTREMEZ 3%
Zappos 7%	Hammacher 6%				

4. Example ZlioShop for the Holidays







5. Conclusion

The shop ranks well in search engines, but you do need to do some basic off-page SEO yourself, such as getting backlinks to your ZlioShop. But the on-page SEO is nicely handled by Zlio and the product keywords you enter.

I created a shop about **fire prevention** in about five minutes, so you can see what a very simple shop is like.

Zlio is very nice for non-technical people, and saves quite a bit of time for techies, too. This is our favorite recommendation for beginners.

6. Resources

- 1) [Zlio Blog](#)
- 2) [Google Analytics](#)
- 3) [Google AdSense](#)
- 4) [MyGiftGadgets.Zlio.com](#)
- 5) [Fire Prevention](#)

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