Bootstrapping Ecommerce

Media Kit September 2015

About Bootstrapping Ecommerce

Bootstrapping Ecommerce is well-known blog in the ecommerce space. Our goal is to provide actionable information to help small business and entrepreneurs to build a successful online store from the ground up.

Our audience is interested in ecommerce, entrepreneurship, online marketing, and search engine optimization.

Where we have been featured

Bootstrapping Ecommerce has been featured in industry-making blogs such as Shopify, PrestaShop, and GoDaddy.

We've also been featured on other leading blogs in the ecommerce space such as Andrew Bleakley, A Better Lemonade Stand, and DrewSanocki.com

Traffic Details

Average monthly uniques: 7,300

Average page views: 10,300

Email subscribers: 1,300

Demographics:

Male: 66.7%

Female: 33.3%

Median age: 50% are 25-34 years of age

As of September 2015

Ad Placements

Bootstrapping Ecommerce

Search this website …

START HERE   ECOMMERCE TOOLBOX   TUTORIALS   CONTACT   POSTS   COMMENTS

Ecommerce SEO: The Complete How-To

BY SHABBIR   17 COMMENTS

Who is this guide for? This guide is all about SEO – I've tried to take everything that you and I – as online store owners – need to know about SEO and present it here in a simple, easy-to-understand format. I've also tried to make the guide as actionable as possible, so you can […]

FILED UNDER: SEO, TUTORIALS

How to Optimize a PPC Campaign

BY DENNIS MOONS   3 COMMENTS

Note from Shabbir: In an earlier post, I had written about how I set up my PPC campaign for my store, and Dennis from Store Growers was kind enough to give some constructive criticism on how I went about things. Since then, Dennis has helped me optimize my campaign to try and make the best […]
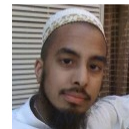
FILED UNDER: ADVERTISING

Instagram Marketing For Ecommerce: 15 Experts Share Their Tips

BY SHABBIR   17 COMMENTS

ABOUT ME

I've been selling stuff online since I was 10, and I've graduated into running and marketing a full-scale eCommerce business - on a shoestring budget! Read More…

RECENT POSTS

Ecommerce SEO: The Complete How-To

How to Optimize a PPC Campaign

Instagram Marketing For Ecommerce: 15 Experts Share Their Tips

How I Set Up My PPC Campaign(and what's next)

Setting Up My Online Store

350 x 250 sidebar banner

150 x 150 ad   150 x 150 ad

150 x 150 ad   150 x 150 ad

Ad Rates

- 350 x 250: $50 per month($5 CPM)
- 150 x 150: $25 per month($2.5 CPM)

Ad rates subject to CPM

If you are interested in advertising with us, please contact shabbirun[at]gmail.com

Thank you!