

Promote Your CafePress Store Free On [xooguru.com](http://www.xooguru.com)

<http://www.xooguru.com>



This short ebook introduces you to [xooguru.com](http://www.xooguru.com) and includes a step by step guide to adding your CafePress store to [xooguru.com](http://www.xooguru.com). By adding your store free to [xooguru.com](http://www.xooguru.com), you will increase awareness of your items and, as well as getting your CafePress commission for sales, you will also receive a share of Xooguru's profits.

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What Is xooguru.com?

xooguru.com is a shopping wiki where users can contribute shopping related information. At the end of each month, half of all the profits generated by the site are passed on to those who contributed. Money is generated by pay per click advertising and affiliate schemes. The administrators search the site for new and updated entries and add relevant advertising. This means that users do not have to worry about advertising and only have to worry about adding good useful content. The site is free and simple to use.

Information added to the site can be in the form of an article such as a how to article or advice on a certain topic. Users can also add more specific information on a product or merchant. As the site is a wiki, entries can be edited and amended by other users.

The way that the profits are distributed depends on the number of times your entry has been viewed and the number of external back links there are to the page. This means that if you have a blog or are active in social networking sites or write articles, you can increase the value of your contribution and the amount of money you make.

For a better description of xooguru.com, please visit the <http://www.xooguru.com> [Shopping Wiki Website](#). You may also like to read our other free ebook called [Make Money With xooguru.com](#). This can be downloaded from the xooguru.com website and goes into detail about how to contribute to the shopping wiki and how to promote your entry and make money.

xooguru.com And CafePress

What Is CafePress?

CafePress.com allows users to create and sell products featuring their designs. User make the design using a standard graphics program, they then upload the design to the CafePress site. You can select from over 100 products to show your design, from t-shirts to cups and key rings. When a customer wants to buy one of your designs, CafePress make and ship the item and collect the money, they take a cut and you take the rest.

You may want to view the [CafePress xooguru.com Entry](#) or [Join CafePress](#) if you are not already a member.

How Can xooguru.com Help?

The Xooguru website has a section called [Virtual Stores](#) this section has been set up to allow users to create there own mini stores. It is perfect for CafePress stores and a widget has been created to help. Initially CafePress is the only store we have added support for but we will keep adding new widgets for other sites (Spreadshirts, Zazzle, Ebay, Amazon, AllPosters etc...). This means you will be able to add related books and posters, keep checking the site for updates.

Xooguru.com users can set up one or more pages free to promote their CafePress stores. They can also set up a profile page and tell the world a little bit about themselves and their designs. As xooguru.com is powered by the MediaWiki engine, the same as Wikipedia, users can easily add pictures and text to their pages. A CafePress widget has also been made making it easy to add their CafePress items to the page.

An easy to use form has been created on the site allowing you to add your CafePress store simply and quickly with no experience of wikis needed.

If a customer buys one of your designs through the xooguru.com website you of course get the normal sales commission you would if they had bought them through the CafePress market place. The difference is that xooguru.com also receives affiliate commission for each sale through the site. Each month half of this commission is shared out between those who contribute to the website. This means you can make extra money by promoting your designs on xooguru.com

How To Add Your Store

Create Your Store Page

Your store page is what potential customers will see when they view xooguru.com. The easiest way to add your store, is with the simple form on the website.

Step 1: Register

Registration on xooguru.com is necessary before you can add or edit any pages. Registration is free and you only have to enter a few details. Please enter a valid email address, as you will need this to receive your Xooguru commission. You will not be sent any SPAM and your details will never be shared with any third party.

You can use the name of your shop as your username, although this is not encouraged. If you wish to add a profile page or another shop at a later date, it may be better if your username is something closer to your own name.

To register, go to xooguru.com and click on the [Log In/Create Account](#) link on the top menu bar.

Step 2: Go To The Form

On the xooguru.com Home page, or the Virtual Store page click on the “Add A CafePress Store” link. Alternatively go straight to the [Simple CafePress Store](#) page.

Step 3: Name Your Store

Enter the name of your store in the text box and click “Add or edit”

Step 4: Fill In Your Store Details

Add the details of your store on this page. All fields are mandatory except for the “CafePress Tag” field. Unless you know how to add a custom CafePress tag, leave this field blank as one will be generated automatically for you.

Spend some time on this page and especially on the “Keywords” field. Try to think like your customers. What would a customer type into a search engine if they were looking for your items. Add some single words as well as some 2, 3 or 4 word phrases. Aim to add about 10 to 20 if you can.

Step 5: View Your Page

Once you have filled in the form, click the “Save Changes” button at the bottom of the page. You should now be taken to your store page.

Please be patient, when your page first loads, all of your item data has to be retrieved from CafePress, this may take a few minutes. If you have a very large number of items and designs, this process may fail and an error message may appear. If this happens, use the [Contact Us](#) page and send me a short email with the name of your store. I will then create a custom CafePress tag to fix the problem.

Step 6: Protect Your Page

We recommend that you protect your store page, to prevent others from editing it. Xooguru is a wiki and the concept of a wiki is that people can keep adding to and editing other peoples entries. When it comes to promoting your virtual store however, we know you probably don't want this.

To protect your page, make sure you are logged in and viewing your store page. Then click on the "Protect" link on the top menu bar. Here you can check the 2 boxes to prevent anyone editing or moving the page, then click the button to confirm it.

Promote Your Store Page

Adding your store page is only half of the story. You may have the best designs in the world, but if nobody knows they exist, you wont make any sales. So here are our suggestions for quickly promoting your new Xooguru store page for free.

Social Bookmarking.

If you are not already a member, sign up to a social bookmarking site like [Digg](#) or [Delicious](#). Use this to bookmark your new page, you can do this by clicking on the "Share" button near the top of your page. Please also bookmark our Virtual Stores page to let other people know about our service and increase visitors.

So, what are the benefits of bookmarking your page? Adding your page means it will appear quickly in search engines, you have more backlinks, increasing your pages rank in search engines and more links mean people are more likely to find your page.

You may also like to look through some of the other virtual store pages on xooguru.com and bookmark a few you like. This is mostly an altruistic act, but if you do it for other people, hopefully they will do it for you.

Blogs.

If you are a blogger, why not add a link to your Xooguru on your blog and tell people why they should visit your store.

Social Networking

If you use social networks such as MySpace or Facebook, then why not add a link to your page on your profile. You can do this by using the "Share" button on your page, just like social bookmarking.

Submit To The Xooguru Directory

There is a [Xooguru Directory](#) of pages which is not actually part of the xooguru.com site. Add your page to this directory in the virtual store section for another link.

Submit To The Xooguru Squidoo Page

A Squidoo page (lens) has been set up to list CafePress stores on Xooguru. I will add your page to this list for another link.

xooguru.com has a page listing [Promotional Methods](#) for Xooguru entries. If you

know a good way to promote pages preferably for free, then please [Contact Us](#) about it. Alternatively, if you know how to add wiki entries, please feel free to add it to the page.

Useful Resources

If you do wish to add a store to xooguru.com, then here is a list of links to useful resources found on the [xooguru.com](http://www.xooguru.com) website and the [xooguru resources mini site](#).

The main page of the xooguru.com website.

<http://www.xooguru.com>

The Virtual Store page, your store will appear in this list when created.

http://www.xooguru.com/index.php?title=Category:Virtual_Stores

The How It Works page containing information to get you started.

http://www.xooguru.com/index.php?title=How_It_Works

The Make Money page containing information on how the profits are shared and how your contribution is measured.

http://www.xooguru.com/index.php?title=Make_Money

The Promotional Methods page containing information on how to promote your entry. This is an editable page so please add any free promotional methods you know of that we have left out. Most of these have been mentioned in the step by step guide.

http://www.xooguru.com/index.php?title=Promotion_Methods

The Article Directories page of the resource mini site. This contains a list of article directory sites which you can submit articles to promote your entry.

http://xoogurucom.shopping.officelive.com/Article_Directories.aspx

The Content Pages page of the resource mini site. This contains a list of content page sites. You can create a content page to improve awareness of your entry.

http://xoogurucom.shopping.officelive.com/Content_Pages.aspx

The Social Bookmarking page of the resource mini site. This contains a list of social bookmarking sites which you can use to tell the world about your entry.

http://xoogurucom.shopping.officelive.com/Social_Bookmarking.aspx