

How your e-commerce company can oust Amazon

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E-commerce is in vogue. According to eMarketer, it will account for almost nine percent of total retail sales by 2018, up from 5.9% in 2014. And by 2019, e-commerce spend is set to surpass US\$3 trillion. But with Amazon currently snatching "23% market share of online retail sales," it may seem like a behemoth to beat.



Image source: [Venturburn.com](#)

Customers go straight to the site for everything from laundry detergent to sports memorabilia. And with thousands of options for each product, Amazon is killing the search game. It was brilliant from the get-go at building reviews, crafting fresh content, and creating SEM-friendly product pages to capture search traffic.

Read more on [Ventureburn.com](#).

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