

---

## Help Students Find the Bookstore

---

Your site is a primary resource for students, parents and fans to find the bookstore. Thirty percent of online bookstore traffic comes from an institution's .edu website. Making it easier to find the bookstore website, even before they arrive on campus, will drive bookstore sales and commission dollars to your school.

More than ever before, students are turning to online channels to get the materials they need. Students and parents (especially those new to the higher education world) will often start with your institution's website to search for information on where to buy their textbooks. We know this because 30 percent of our bookstore websites' traffic comes from an institution's website. These links also build trust and authority in the search engines and help the bookstore website reach a wider audience via organic search.

It can be frustrating, however, when no search results turn up for keywords as familiar as "bookstore" or "textbooks". This might cause some students to give up and head to an online competitor, which means they miss out on the wide array of affordability options currently on your campus, including used, rental and digital textbooks. It also means your campus loses out on potential commission dollars.

The good news is – this is an easy fix. By adding more links to the bookstore on your website, students who are ready to purchase their textbooks are able to do so easily. In fact, institutions that have optimized their site with keywords and links to the bookstore have seen a sales increase of six percent.

### Here's where we need your help:

Please forward this document to your campus web master so they can:

- Ensure a link to the bookstore appears on at least five relevant pages of your website. (Ex: Directory, Student Resources, Visitor Information, Campus Life, etc.)
- Ensure a link to the bookstore appears as a top result when relevant keywords are searched for on your institution's website. (Ex: Bookstore, Book Store, Campus Store, Textbooks, Course materials, Books, Clothing, Apparel, Gifts, T-shirts, Supplies, Shop, Store, Fan Gear, etc.)
- Ensure that a link to the bookstore appears within your institution's app (if applicable)

We put together this [three-minute video](#) that helps explain how impactful these simple changes can be.

## In This Guide:

- ✓ [Site-wide Linking](#)
- ✓ [Homepage Linking](#)
- ✓ [Relevant Page Linking](#)
- ✓ [Contextual Linking](#)
- ✓ [Site Search](#)
- ✓ [Native App Linking](#)
- ✓ [Best Practices](#)

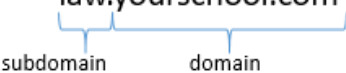
## Site-wide Linking

Make sure that a link to the bookstore appears on every page of your site. It's best to place a link to the bookstore in the site navigation and in the footer, but placement could be made anywhere on the page.

- ! Don't forget to add links to the bookstore in the navigation and footer of any subdomains you may have. A subdomain is an additional part to your main domain name, and school's sometimes use them for graduate schools, individual department sites, or athletic sites.

Domain:  
yourschool.com

Subdomain:  
law.yourschool.com



subdomain                  domain

## Homepage Linking

A prominent link on the homepage of your site, especially before the start of classes, will help students and parents find the bookstore when they need it.

- ! Include a link on your school homepage and on the homepages of any subdomains.

## Relevant Page Linking

Relevant pages are pages where a visitor is naturally inclined to look for a link to the bookstore. Be sure to include a link to the bookstore site on all relevant pages on your site.

Here are some examples of school pages that frequently contain links to the bookstore:

- Directory
- Index
- Student Resources/Resources
- About



- Visitor Info/Information
- Maps/Directions
- Tours
- Student Resources/Campus Life
- Textbooks/Course Materials
- Alumni
- Financial Aid
- Shop(ping)
- Admissions
- Departments
- Athletics
- Faculty
- Schedules
- Registration
- Graduate Studies
- Campus Life

**!** In cases where the Alumni Association, or another affiliated group, maintains their own separate website, reach out to see if a link to the bookstore can be added to their site. It will help drive sales on the website that lead to commissions for your school.

### **Contextual Linking**

A contextual link is clickable text that is found within your site's content. When a bookstore keyword is used in the content of your site, it can be linked to a relevant bookstore page.

Here are some examples of words you may already have in your site's content that can be linked to the bookstore:

- bookstore (& any instance of the full bookstore name)
- campus store
- textbooks
- course materials
- books
- clothing
- apparel
- t-shirts
- sweatshirts
- shop
- store
- fan gear

**!** Try to link text that includes your school or mascot name. For example:  
<school name> t-shirts, <school mascot> t-shirts, <school abbreviation> t-shirts, etc.



## Site Search

When visitors search for these terms on your site, a link to the bookstore should be prominently displayed as a result on the first page:

- bookstore
- book store
- campus store
- textbooks
- course materials
- books
- clothing
- apparel
- gifts
- t-shirts
- sweatshirts
- supplies (or school supplies)
- shop
- store
- fan gear

**!** If your site uses Google as its search engine, here is a helpful link with information on how to promote the link to the bookstore to the top of results pages for certain search terms

<https://developers.google.com/custom-search/docs/promotions>

## Native App Linking

If your institution uses a native app, we recommend the following:

- Add a link to the bookstore as a tile on the main homepage of the app.
- Add a link to the bookstore in the primary navigation of the app.
- Recommended URL display name: <School Name> Campus Store

Follett can assist with providing any icons as needed in your app experience.

## Best Practices

- ✓ Link using the URLs found on the bookstore website.  
Your site may have a vanity URL (a URL used for branding and marketing purposes) but this URL should not be used as a link to the bookstore. Links to the bookstore should always start with: <https://www.bkstr.com/<yourcampusstore>>
- ✓ Link to the most relevant page.  
Link to a page users are expecting. If your visitor is searching for fan gear, don't link to the bookstore's Textbook FAQs page.
- ✓ Do not add a nofollow tag to the link