SEO Tips Every Site Owner Should Know
August 26, 2010
Agenda

- SEO Today
- SEO for E-commerce: Understanding the Basics
- Answers to those Nagging SEO Questions
Quick SEO Basics

- **Search Engine Optimization (SEO):** Combination of marketing tactics intended to increase a site’s traffic from non-paid search engine results
- **SERPs:** Search Engine Result Pages
- **Organic Traffic:** Traffic reaching a site that originates from users clicking on a non-paid result from a search engine
- **Title Tag and Meta Description:**

  Shopping Cart Software, Online Business by **Volusion Ecommerce**...
  Volusion’s shopping cart software is the easiest way to sell online. Test drive the leading ecommerce software solution today!
  www.volusion.com/ - Cached - Similar

  Pricing | Features
  Contact us | Services
  Login | Volusion, Inc.
  Gallery | How to get started

  More results from volusion.com »
SEO Today
SEO Today

• 61% of shoppers use search engines when researching new products¹
• 51% of marketers said they were increasing their SEO efforts in 2010²

Usage and Competition are Increasing

The Compete Online Shopper Intelligence Study, February 22, 2010¹
Unisfair Survey, MarketingCharts.com 2009²
<table>
<thead>
<tr>
<th>Then...</th>
<th>Now...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search results were the same for every person</td>
<td>Search results are personalized for the searcher</td>
</tr>
<tr>
<td>Search results were a list of web pages</td>
<td>Blended results integrate web pages, videos, shopping results, blogs</td>
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<tr>
<td>Link popularity was all that mattered</td>
<td>Link quality and relevance matters</td>
</tr>
<tr>
<td>Meta keyword stuffing made an impact</td>
<td>Meta keywords not a factor in rankings</td>
</tr>
<tr>
<td>Less competition</td>
<td>Millions of competing pages</td>
</tr>
<tr>
<td>Search results for a given keyword were consistent</td>
<td>Search results depend on search intent, geographic location, etc.</td>
</tr>
<tr>
<td>Repetitive use of keywords was common</td>
<td>Naturally written content is more effective</td>
</tr>
<tr>
<td>Rankings could be accurately used to measure SEO results</td>
<td>Traffic should be tracked to determine how a site is performing</td>
</tr>
<tr>
<td>Keyword density was an accepted metric</td>
<td>Subject matter expertise is necessary to compete</td>
</tr>
</tbody>
</table>
SEO Today: Blended Search Results

• Search results include specialized content:
  • Videos
  • Shopping Results
  • Images
  • Local results
  • Blog results

**Tip #1**: Capture more real estate in the SERPs by producing various types of content, and take advantage of product feeds
SEO Today: Personalized Search

- No longer the same results for everyone
- Personalized to the user performing the search (location, past search activity, intent)
- Rankings you see do not accurately portray what others see

**Tip #2:** Use Analytics to measure organic traffic and site performance over time
Say Hi to Jim
SEO for Ecommerce: Keyword Research

- When researching keywords, analyze:
  - Search volume
  - Competitiveness
  - Relevance
  - Current keyword performance

- Map unique sets of keywords to each page

Tip #3: Determine up to 5 keywords to target on each page, using a balanced mix of competitive and non-competitive keywords
SEO for E-commerce: Keyword Research

- Search Volume
  - Primary Keywords
  - Niche/Long-Tail
  - Untapped Opportunities

Competitiveness
SEO for E-commerce: Tags

- Improved functionality in Volusion W09
SEO for E-commerce: Tags

• SEO is not as simple as filling out tags
  • **Title Tag:**
    – Create a *unique* title tag for each page
    – Start with prominent keyword; not company name or domain
    – Limit length to about 70 characters (when possible)
  • **Meta Description:**
    – Write for click-through
    – Include differentiators
  • **Meta Keywords:** Minimal to no importance

**Tip #4:** Create unique Title and Meta tags for each page with user experience in mind
SEO for E-commerce: Content

Three types of searches:

- **Informational**
  - Publish informational content on category and product pages
  - Enable product reviews
  - Blog regularly and actively

- **Navigational** – Aware of your company

- **Transactional** – End of buying cycle

**Tip #5:** Provide informational content to attract searchers looking to research before they buy
SEO for E-commerce: Content

• Huge opportunities: Category, product and article pages!
  • Visitors often do not land on the home page
  • Optimize category, product and article pages for unique, relevant keywords
  • Consider each category and product page a separate landing page

Tip #6: Make each page a standalone resource
SEO for E-commerce: Inbound Links

• Inbound links to a page are influential ranking signals

• Link Quality Factors:
  • Relevance of linking page
  • Authority of linking page
  • Anchor text: descriptive vs. non-descriptive:
    View Clothes vs. Western Wear

Tip #7: Aim for a varied inbound link profile
SEO for E-commerce: Inbound Links

• Attracting inbound links naturally:
  • Publish quality content on a blog
  • Offer buying guides and reviews of products
  • Publish linkbait related to your industry
    – Humor
    – Controversial content
    – Authoritative commentary on current event
    – Videos that interest your target audience

Tip #8: Publish content that maximizes opportunities to attract natural inbound links
SEO for E-commerce: Measuring Results

• Goals of SEO depend on your site's stage in life cycle
• Rankings vs. organic traffic
• Think long term, and measure month over month progress

Tip #9: Set realistic SEO goals and use a tracking tool to measure results over the long term
SEO for E-commerce: What’s the Magic Bullet?

• SEO is one component of online marketing that works best when used with other strategies:
  • **PPC:** Use to determine highest converting keywords
  • **Social Media:** Relationship building can lead to word-of-mouth publicity, links and authority.
  • **Online PR:** Traditional means of garnering exposure; use strategically to acquire relevant links

**Tip #10:** Incorporate SEO into a diverse online marketing strategy
Answers to those nagging SEO questions
Question 1

Isn’t SEO built into the Volusion software
Question 2

I get requests for reciprocal links all the time. Should I do this?
Question 3

Should I focus all my effort on my most important keyword?
Question 4

How long does it take to get results?
Question 5

How do I know if my SEO efforts are working?
Thank you!

To learn more about Volusion’s Marketing services visit:

http://www.volusion.com/ecommerce-marketing-services/

Happy Selling!