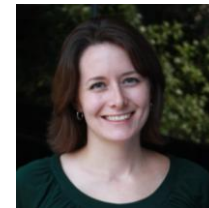




SEO Tips Every Site Owner Should Know

August 26, 2010



Pam Cofer
SEO Manager

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:**

Title Tag { [Shopping Cart Software, Online Business by Volusion Ecommerce ...](#)
Meta Description { **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

Unifair Survey, MarketingCharts.com 2009²



SEO Today: Then vs. Now

Then...	Now...
Search results were the same for every person	Search results are personalized for the searcher
Search results were a list of web pages	Blended results integrate web pages, videos, shopping results, blogs
Link popularity was all that mattered	Link quality and relevance matters
Meta keyword stuffing made an impact	Meta keywords not a factor in rankings
Less competition	Millions of competing pages
Search results for a given keyword were consistent	Search results depend on search intent, geographic location, etc.
Repetitive use of keywords was common	Naturally written content is more effective
Rankings could be accurately used to measure SEO results	Traffic should be tracked to determine how a site is performing
Keyword density was an accepted metric	Subject matter expertise is necessary to compete

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: Blended Search Results

cowboy boots Search
About 1,710,000 results (0.16 seconds) Advanced search

Cowboy Boots On Sale

www.Sheplers.com/CowboyBoots Over 900 **Cowboy Boots** On Sale. Justin, Tony Lama, Ariat & More.
+ Show products from Sheplers.com

Cowboy Boots

www.Zappos.com/Boots Free Shipping Both Ways on **Boots**. 365 Day Returns. Huge Selection!
+ Show products from Zappos.com

Brands for **cowboy boots**: [Justin Boots](#) [Lucchese](#) [Tony Lama](#) [Ariat](#) [Steve Madden](#)

[Western Wear](#), [Cowboy Boots](#), [Western Shirts Apparel and Clothing ...](#)

Visit Cavender's online store for a large selection of the most popular brands of western wear and **cowboy boots** for men, women, and children.

Women - Cowboy Boots - Men - Store Locator
www.cavenders.com/ - Cached - Similar

[Boots at bootbarn.com](#): [Cowboy Boots](#), [Western Boots](#), [Motorcycle ...](#)

Motorcycle **Boots**: Get there with our large selection of ... Work **Boots**: We've got you covered with the latest and best brands meeting all your comfort and ...

Store Locator - Women's - Men's - Work Boots
www.bootbarn.com/ - Cached - Similar

Shopping results for **cowboy boots**



[Justin Stampede Collection](#)
\$123.30 new
Zappos.com



[Lucchese N8381 Oiled Calfskin](#)
\$241.49 new
Amazon.com



[Ariat Heritage Horseman Ariat Cowboy](#)
\$94.88 new
6pm



[Tony Lama Mens 3R Stockman](#)
\$139.99 new
Sheplers.com



[Lucchese N4604 5/4](#)
\$325.00 new
Zappos.com

[Cowboy Boots](#) and Western Wear

Cowboy boots are inextricably linked with the lore and legend of the great American West. The West, with its dramatic, often unforgiving landscape and ...
www.allensboots.com/ - Cached - Similar

[Western Wear](#), [Cowboy Boots](#), [Wrangler Jeans](#), [Levi Jean](#), [Justin ...](#)

Cowboy boots, Western Wear, Cowboy Hats, Wrangler Jeans, Levi Jeans, Ariat Boots, Western Boots, Cowgirl Boots, Justin Boots, Cowboy Shirts, ...

www.sheplers.com/ - Cached - Similar

Sponsored links

Sponsored links



[Youth Corona Calfskin Cowboy Boots](#)
\$49.99 - Sheplers.com



[Tony Lama Mens 3R Stockman Cowboy Boots ...](#)
\$139.99 - Sheplers.com



[Lucchese N8569 5/4 : Lucchese Cowboy Boots](#)
\$254.03 - 6pm

[Cowboy Boots All Brands](#)

Great Prices And Selection On Men's Women's And Kid's **Cowboy Boots** !
www.scruggsfarm.com/Boots-Shoes.htm

[Western Boots](#) at Sears

Great Selection of Shoes For The Latest Trends. Shop Now and Save!
www.Sears.com/Shoes

+ Show products from Sears

[Cowboy Boots - All Colors](#)

Great Deals on **Cowboy Boots**. Free Ship Both Ways. Buy Today!
Cavenders.com/Boots

+ Show products from this advertiser

[Cowboy Boots - Cheap](#)

Find Huge Savings on **Cowboy Boots** in Many Designs by Top Brands.
www.NextTag.com/Cowboy-Boots

[Cowboy Boots](#)

Cowboy Boots Online. Shop Target.com.

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



SEO for Ecommerce

Say Hi to Jim

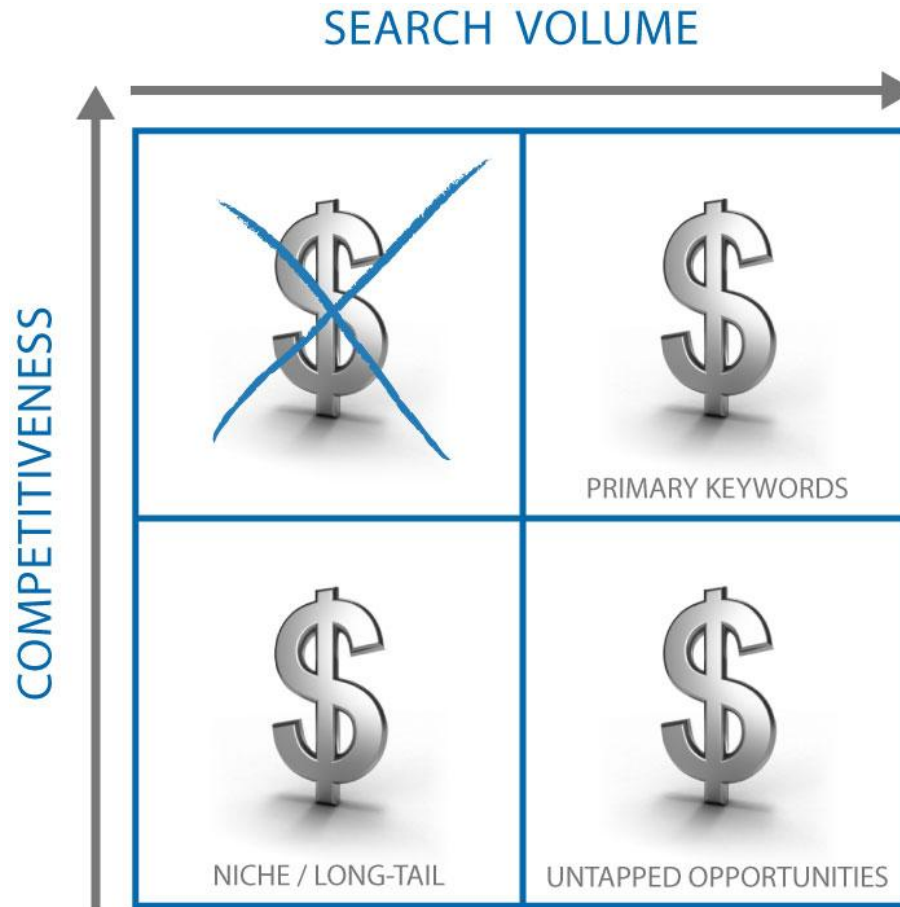


SEO for Ecommerce: Keyword Research

- When researching keywords, analyze:
 - Search volume
 - Competitiveness
 - Relevance
 - Current keyword performance
- Map unique sets of keywords to each page

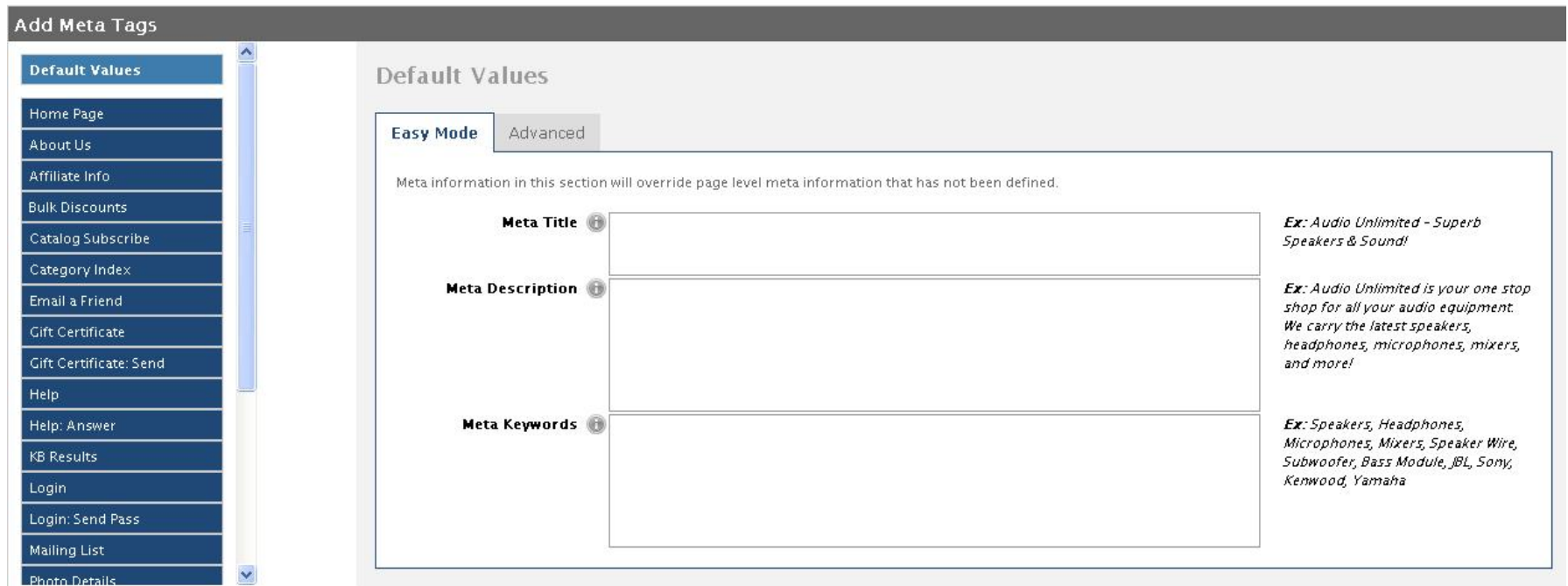
Tip #3: Determine up to 5 keywords to target on each page, using a balanced mix of competitive and non-competitive keywords

SEO for E-commerce: Keyword Research



SEO for E-commerce: Tags

- Improved functionality in Volusion W09



The screenshot displays the 'Add Meta Tags' interface in Volusion. On the left is a vertical navigation menu with items like 'Home Page', 'About Us', 'Affiliate Info', etc. The main area is titled 'Default Values' and has two tabs: 'Easy Mode' (selected) and 'Advanced'. Below the tabs is a text box stating: 'Meta information in this section will override page level meta information that has not been defined.' There are three input fields: 'Meta Title', 'Meta Description', and 'Meta Keywords', each with an information icon. To the right of these fields are example text strings: 'Ex: Audio Unlimited - Superb Speakers & Sound!', 'Ex: Audio Unlimited is your one stop shop for all your audio equipment. We carry the latest speakers, headphones, microphones, mixers, and more!', and 'Ex: Speakers, Headphones, Microphones, Mixers, Speaker Wire, Subwoofer, Bass Module, JBL, Sony, Kenwood, Yamaha'.

Add Meta Tags

Default Values

Easy Mode | **Advanced**

Meta information in this section will override page level meta information that has not been defined.

Meta Title ⓘ

Meta Description ⓘ

Meta Keywords ⓘ

Ex: Audio Unlimited - Superb Speakers & Sound!

Ex: Audio Unlimited is your one stop shop for all your audio equipment. We carry the latest speakers, headphones, microphones, mixers, and more!

Ex: Speakers, Headphones, Microphones, Mixers, Speaker Wire, Subwoofer, Bass Module, JBL, Sony, Kenwood, Yamaha

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?



Q&A

Thank you!

To learn more about Volusion's Marketing services visit:

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

Happy Selling!

