



The 7 Deadly Sins of SEO



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Agenda

- **Why SEO matters to Ecommerce**
- **The Panda & Penguin Updates**
- **The 7 Deadly Sins of SEO**
- **Takeaways**
- **Q&A**

Why SEO Matters

- **Ecommerce is more competitive than ever**
- **Organic traffic is targeted and valuable**
- **Stores who rank are viewed as legitimate**
- **60% of consumers use search engines to research products prior to purchase***
- **SEO results compound over time**

*Source: EConsultancy

The Panda & Penguin Updates

- **Low “quality” pages**
 - Over-optimized content, low-quality content & duplicate content
 - Poor user experience / weak engagement metrics
 - High bounce rate
 - Low click through
 - Little time spent on site
 - Low social media
 - Cloaking & deceptive redirect tactics
- **Low “quality” links**
 - Excessive paid linking, link exchanges & off-site spam
 - Over-optimized anchor text



Panda & Penguin Also...

- **Devalued:**
 - Exact match URLs
 - Keyword frequency / keyword stuffing
- **Increased the impact of:**
 - Search personalization
 - Localization / local results
 - Social media metrics
 - User generated content

Recent SEO Developments

<http://www.seomoz.org/google-algorithm-change>

The screenshot shows the SEOMoz website's "Google Algorithm Change History" page. The page has a yellow header with the SEOMoz logo and navigation links: FEATURES, PRICING & PLANS, COMMUNITY, RESOURCES, BLOG, and ABOUT. There are also links for Log in, Sign up, and Help. Below the header is a blue banner with the title "Google Algorithm Change History" and a cartoon robot character. The banner contains introductory text about Google's frequent algorithm updates and their impact on search results. Below the banner are social media sharing buttons for Twitter (3,039), Facebook (1.8k), +1 (1.7k), and LinkedIn (1,184). A navigation bar below the banner allows users to select a year from 2012 to 2006. The 2012 updates are currently displayed, including the DMCA Penalty update from August 10, 2012, and the June/July 86-Pack update from August 10, 2012.

Google Algorithm Change History

Each year, Google changes its search algorithm up to 500 – 600 times. While most of these changes are minor, every few months Google rolls out a "major" algorithmic update that affect search results in significant ways.

For search marketers, knowing the dates of these Google updates can help explain changes in rankings and organic website traffic. Below, we've listed the major algorithmic changes that made the biggest impacts on search. Understanding these updates can help with search engine optimization.

Tweet 3,039 Like 1.8k +1 1.7k in 1,184

2012 2011 2010 2009 2008 2007 2006

2012 Updates

DMCA Penalty — August 10, 2012

Google announced that they would start penalizing sites with repeat copyright violations, probably via DMCA takedown requests. Timing was stated as "starting next week" (8/13?).

[An update to our search algorithms](#) (Google)

[The Emanuel Update: Google Will Penalize Sites Repeatedly Accused Of Copyright Infringement](#) (SEL)

June/July 86-Pack — August 10, 2012

After a summer hiatus, the June and July Search Quality Highlights were rolled out in one mega-post. Major updates included Panda data and algorithm refreshes, an improved rank-ordering function (?), a ranking boost for "trusted sources", and changes to site clustering.

[Search quality highlights: 86 changes for June and July](#) (Google)

SLOTH



Sloth

- Relying on software to “optimize” your website
- “Borrowing” content
- Not improving upon thin content
- Not updating content with reasonable frequency
- Not sharing content via social media and syndication channels



GEL-CUMULUS®

14

CUSHIONING

\$110⁰⁰

WHERE TO BUY

QUICK SPECS

COMPARE ITEMS

SEND TO PHONE

Fans will love the technical updates that improve both upper comfort and it exceptionally cushioned ride, while reducing weight by a half ounce.

Like 20 +1 0 Tweet 0

Storm / White / Royal 7501

Available Colors:



PRONATION Discover your pronation

HIGH ARCH MEDIUM ARCH NORMAL ARCH FLAT FOOT

UNDER NEUTRAL OVER SEVERE

VIDEOS



ASICS 33™ COLLECTION



GEL-LYTE3™

YOU MAY ALSO LIKE



Thermopolis® LT Beanie



Nimbus® Classic Low Cut



ARD® Split Short

SUMMARY FEATURES QUICK SPECS

Fans of the GEL-Cumulus® series will love the technical updates that improve both upper comfort and it exceptionally cushioned ride, while reducing weight by a half ounce. Its surprisingly stable platform is suitable for underpronators to mild overpronators.

- Guidance Line®**
Vertical flex groove decouples the tooling along the line of progression for enhanced gait efficiency.
- Solyte® Midsole Material**
A lighter weight midsole compound than ASICS' standard EVA and SpEVA®. Also features enhanced cushioning and durability.
- P.H.F.® (Personal Heel Fit)**
2 layers of memory foam line the collar and mold to the athlete's heel, creating a personalized fit.
- Impact Guidance System (I.G.S.®)**
ASICS® design philosophy that employs linked componentry to enhance the foot's natural gait from heel strike to toe-off.

Home > ASICS >

Asics Gel Cumulus 14 (Men's)



Larger Photo

Email a Friend

Twitter +1 Pinterest Like Send

Regular Price: \$109.99
Price: \$104.99
You save \$5.00!

This item qualifies for FREE SHIPPING!
Product Code: MS-ASICS-GELCUM14

Choose your options...

Please choose a size and color

Size/Color*: 7.5-Storm/White/Royal

105 Add to Wish List

Add to Registry

Description

Fans of the Gel Cumulus series will love the technical updates that improve both upper comfort and its exceptionally cushioned ride, while reducing weight by a half ounce. Its surprisingly stable platform is suitable for underpronators to mild overpronators.



Reseller page



Manufacturer page

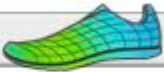
High ranking competitor pages

Product Details | **Technologies** | **Shoefitr**

The Asics Gel Cumulus 14 has it all: responsive cushioning, good looks, and a great fit. It has plenty of gel cushioning throughout for great protection during long miles, and a flexible forefoot that delivers a smooth heel-to-toe transition. A good choice for the neutral runner looking for high mileage happiness.

Model Number: T246N.7501

Important Shipping Note: U.S. sales only.

Show me how it fits! 

[View all colors](#)

Weight: 11.2 oz (size 9)

Stack Height: Heel (31mm), Forefoot (22mm)

How it fits (based on width D) Width D=Medium

- Sizing: Standard running shoe length
- Heel: Medium
- Midfoot: Medium to full volume

E-MAIL A FRIEND | **CUSTOMER REVIEWS** | **PRODUCT REVIEW**

Product Information:

Men's ASICS® GEL-CUMULUS® 14 :: Fall in love with this lighter and more nimble version of the Men's ASICS® GEL-Cumulus®. Get all the comfort and cushion you love in the GEL-Cumulus® 14 with improved technology taking your fun in an even more comfortable direction. Enjoy ideal shock absorption through every step thanks to GEL® cushioning in rear and forefoot. You'll swear these were custom made just for you when the memory foam P.H.F™ (Personal Heel Fit) collar wraps your foot and keeps your heel in place. Underpronators and mild overpronators will enjoy the surprisingly stable platform. 11.3 ounces

Category Type: **NEUTRAL** [?]

Neutral (High Arch) shoes have less added stability so your feet guide themselves more naturally through each step. Now determine your body frame using this chart to get your perfect shoes.

Use this chart to determine your body frame and get your perfect shoe fit.

Features & Benefits:

- Rearfoot GEL® Cushioning System: Attenuates initial shock during impact phase and allows for a smooth transition to midstance
- Space Trusstic System®: This midfoot stabilizer creates a pocket between the Trusstic System® device and the midsole, allowing for controlled midsole deformation and more efficient foot function
- Forefoot GEL® Cushioning: Enhances shock attenuation during propulsion
- Solyte® Midsole Material: A lighter weight midsole compound than ASICS' standard EVA and SpEVA®, with features enhanced cushioning and durability
- P.H.F.™ (Personal Heel Fit): 2 layers of memory foam line the collar and mold to the athlete's heel, creating a personalized fit
- Guidance Line®: Vertical flex groove decouples the tooling along the line of progression for enhanced gait efficiency

Specifications:

- Predecessor Product Type: [GEL-Cumulus 13](#)
- Country of Origin: China

Sloth Repentance Tips

- Craft useful, unique, descriptive content
 - Do not borrow content from another site, ie. manufacturer product descriptions.
 - Google snippets display product descriptions. Stand out from the crowd to convert.

[Men's ASICS GEL-Cumulus 14 - Road Runner Sports](http://www.roadrunnersports.com/rrs/products/ASC1556/)

www.roadrunnersports.com/rrs/products/ASC1556/

Buy Mens ASICS **GEL-Cumulus 14** Running Shoe - Men's ASICS® GEL-CUMULUS® 14 :: Fall in love with this lighter and more nimble version of the Men's ...

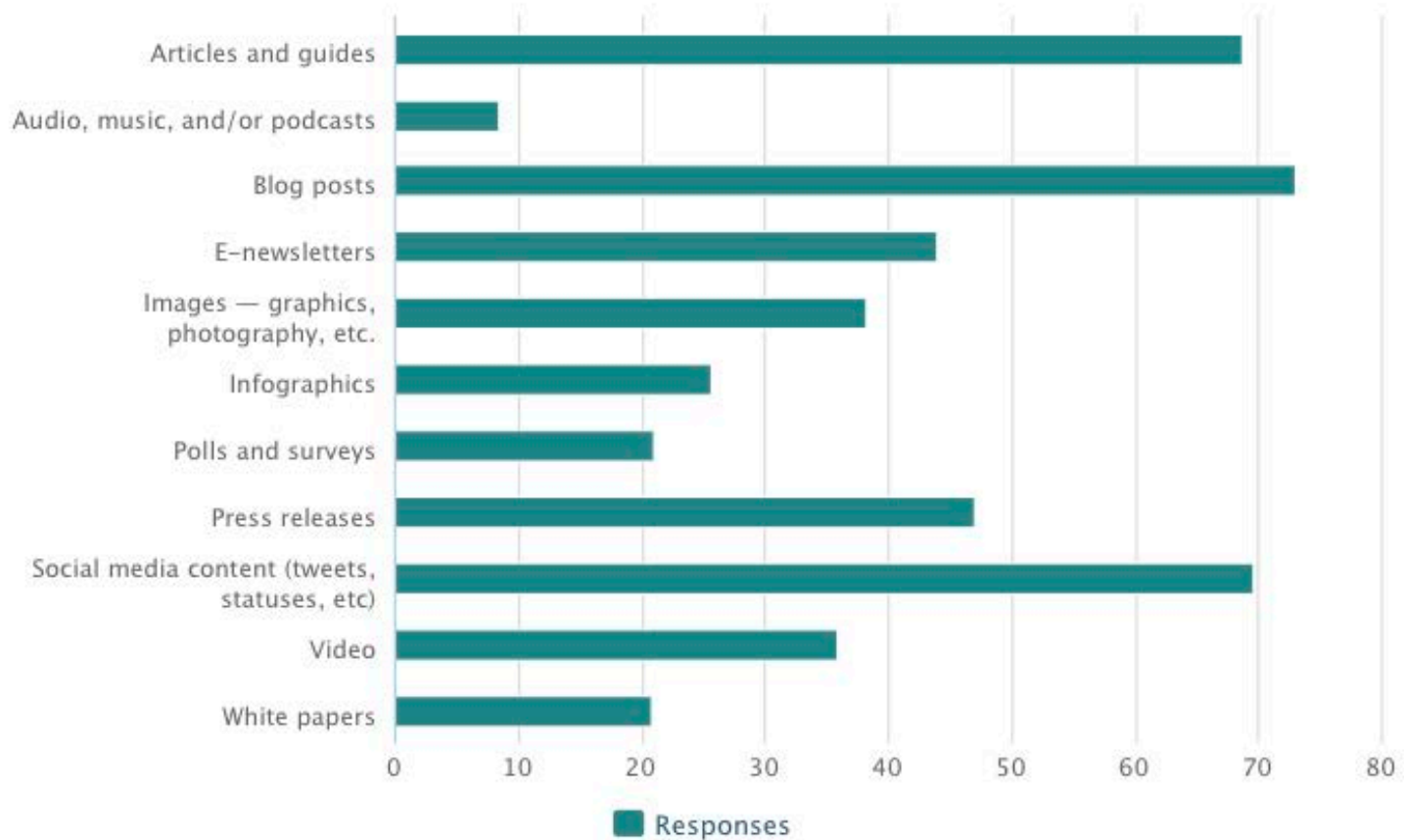
[ASICS® Gel - Cumulus 14 - Men's - Running - Shoes - Onyx/Black ...](http://www.footlocker.com/product/model:180080/sku:2469990/)

www.footlocker.com/product/model:180080/sku:2469990/

The ASICS® **GEL-Cumulus® 14** running shoe features technical updates that improve both upper comfort and its exceptionally cushioned ride, while reducing ...

- Content is more than just text. It's images, videos, infographics, spec sheets, product reviews.

Content-related SEO tactics



Source: Seomoz

Sloth Repentance Tips

- **Utilize user generated content (UGC)**
 - Boosts keyword relevancy
 - Produces valuable long-tail keywords written in user syntax
 - Constantly updates page content
 - Signals high user engagement
- **Regularly update content on your website**
 - Write about new features, product comparisons, how-to articles, use social channels, ask customers for reviews, create videos
- **Share content on social networks and via syndication channels**



INVISIBILITY



Invisibility

- Letting design trump content
- No indexable HTML content

grip stand cradle gamer ring wrap

never drop ur phone
+ no death grip

the ultimate
iPhone smartphone
iPod touch
kindle
iPad
accessory

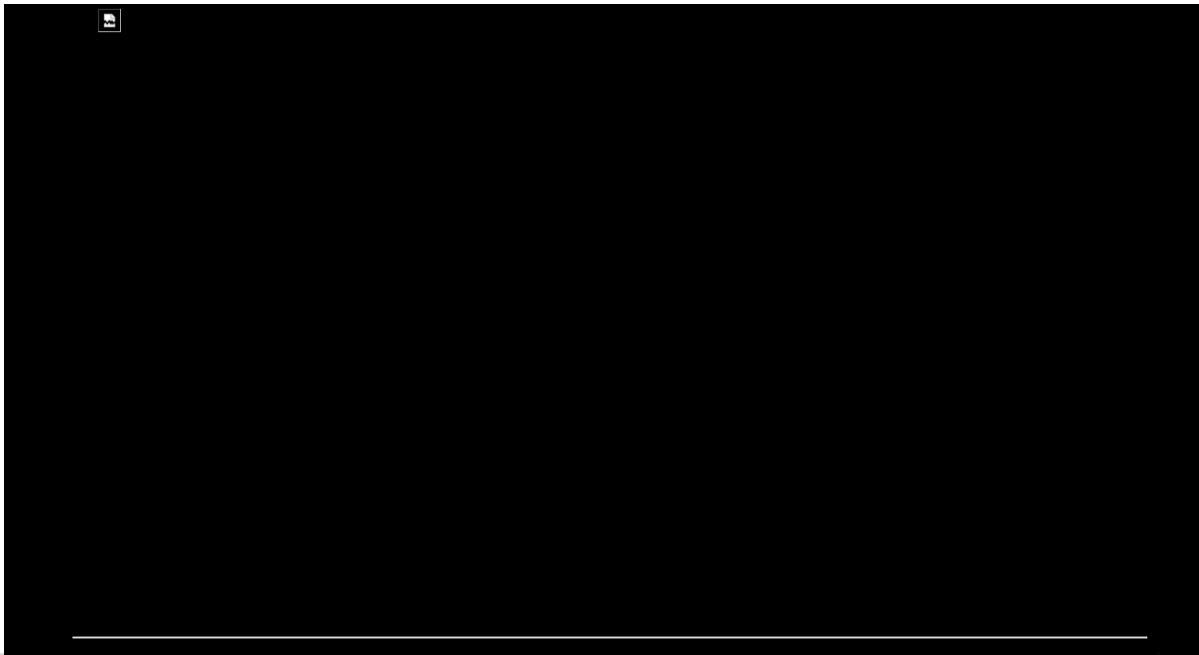
buy info wall

Watch us on:
CNN
NEWS 12
NEW JERSEY
+tech reviews

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Invisibility

- Letting design trump content
- No indexable HTML content



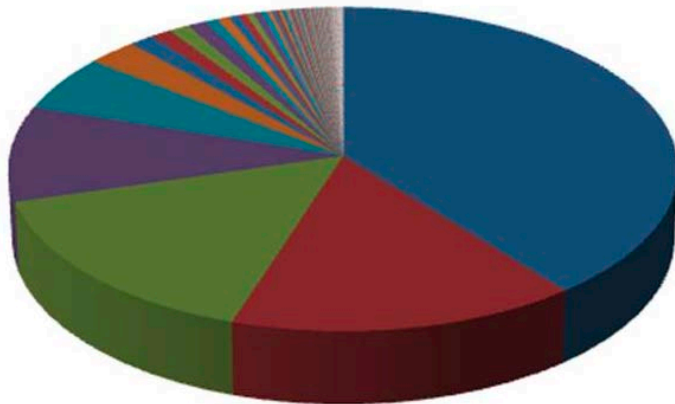
Office Depot misses the mark on making its highly valuable user-generated content indexable!

The screenshot displays the Office Depot website interface. At the top, there is a navigation bar with links for Home, Corporate/Government Customers, Shop by Catalog, Store Locator, Customer Service, and 1.800.GO.DEPOT (1.800.463.3768). The main header features the Office Depot logo, a search bar, and promotional banners for 'Back to School' and 'FREE Delivery on \$50'. Below the header is a category navigation bar with links for Office Supplies, Paper, Ink & Toner, Breakroom, Cleaning, Technology, Furniture, Our Services, and My Account. The main content area shows the product details for 'Office Depot® Brand Paper Clips, Jumbo, Silver, 100 Clips Per Box, Pack Of 10 Boxes'. The product image shows a box of clips. The price is listed as \$8.99 per pack. There are buttons for 'Add to Cart' and 'Add to Shopping List'. A 'More About This Product' section is visible. Below the product details is a 'Customer Reviews' section with a 'Rating Snapshot' showing an average rating of 3.7 out of 5. The 'Pros' section lists 'easy to use', 'Performs Well', and 'value for money'. The 'Cons' section is empty. A 'Product Reviews' section shows a review from 'Jacy' dated August 27, 2010, with a rating of 5 out of 5. The review text is: 'I prefer the jumbo clips over the smaller clips. I am glad these come in the 10 pack. We use a lot of these.' The review is marked as 'Great Purchase'. Below this is another review from 'Jackson' dated March 29, 2010, with a rating of 1 out of 5. The review text is: 'These paper clips are worthless... They are made out of thin wire that is not adequate for the large paper clips there are suppose to be. They are very loose as the holding power is weakened by the thin wire. Go with a name brand as the quality in these are lacking.' The review is marked as 'Poor Quality'. On the right side of the page, there is a 'Need Help?' section with links for Email Assistance, FAQs, and a Live Chat button. Below this is a 'Customers Who Viewed This Item Also Viewed' section showing related products like 'Office Depot® Brand Paper Clips, No. 1 Regular, Silver, 100 Clips Per Box, Pack Of 10 Boxes' and 'Office Depot® Brand Binder Clips, 2", Black, Box Of 12'.

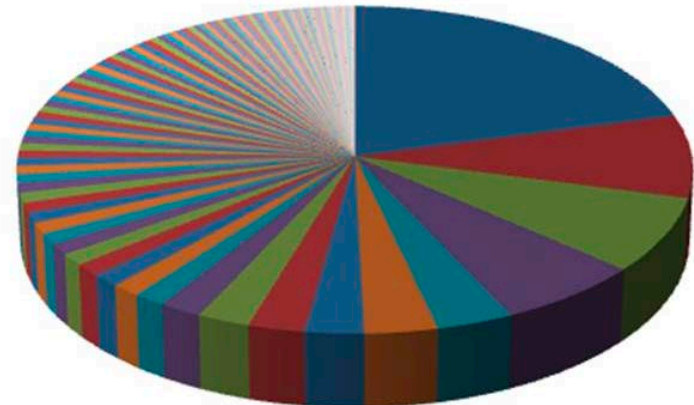
Invisibility

- **Undiversified or no inbound link profile**
 - Not engaged in social media channels
 - Exact match keyword anchor text

Inbound link profile of a site affected by Penguin



Inbound link profile of a site NOT affected by Penguin



Source: Searchenginejournal.com

Invisibility Repentance Tips

- **Ensure your pages contain indexable HTML content**
- **Know your anchor text distribution**
- **Build a diverse and descriptive inbound link profile**

OBSESSIVENESS

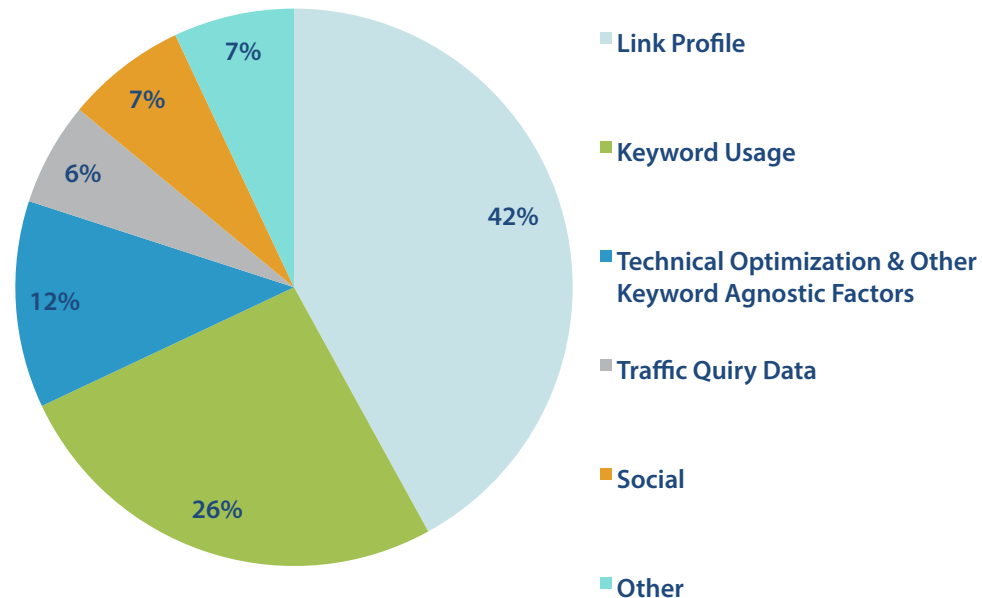


Obsessiveness

- **It is unhealthy to obsess over...**
 - **Optimization in general**
 - **A single SEO tactic**
 - **“Rankings” or PageRank**
 - **A single keyword**
 - **A competitor**

Obsessiveness

Don't obsess over a single piece of the pie!



Over-Optimization

We Get it – They're Dogs Products

The screenshot shows a website for dog products. At the top is a navigation bar with links: Home, Beds, Car & Travel, Crates, Collars, Covers & Blankets, Gates, and Articles & Blogs. Below the navigation is a main banner featuring a fluffy brown dog sitting on a patterned bed. The banner text reads "It's Covered! Micro Velvet Throw starting at \$69" with a "Buy Now" button. To the left of the banner is a sidebar with an "Exclusive! Deals & First Digs" section containing an email sign-up form and a "Privacy Policy" link. Below this is a "Halloween" section with a list of categories: New Arrivals, Best Sellers, Staff Picks, Outdoor Dog Supplies, Dog Problem Solvers, Eco Friendly, Personalized Items, Small Dog Shop, Charitable Shops, Sale, Gift Certificates, Dog Beds, Dog Blankets & Couch Covers, Dog Bowls & Feeders, Dog Car & Travel Supplies, Dog Clothes, Dog Collars, Dog Crates & Carriers, Dog Crate Pads & Covers, Dog Gates, Dog Grooming Supplies, Dog Harnesses, Dog Houses, Dog Housetraining, Dog Leashes, Dog Ramps & Stairs, Dog Supplements, Dog Toys, Dog Training Supplies, Dog Treats, and Home Gifts. A red circle highlights the "Dog Beds" category in this list. To the right of the main banner are three promotional boxes: "Best-Selling Products" (100% Chew tested), "Personalize it!" (Custom Dog Gear), and "Cozy Beds" (Over 60 styles to choose from). Below these is a "Join Our Email List" section with a "Sign-Up" button and a "PRIVACY POLICY" link. At the bottom of the page are three featured sections: "Sale Shop" (Our Favorite Deals!) with an image of a dog on a bed, "Buying Guide" (Choosing a Gate?) with an image of a dog in a crate, and "Birthday Club" (just some of the pack) Join Today! with a grid of dog photos. A "New Arrivals" section at the very bottom shows a row of product images: colorful balls, a blue bag, a dog toy, a green toy, a dog bed, and a dog collar.

Only SEO Strategy = Keyword-Rich URL

[Kitchen Utensils | Kitchen Utensils USA | Kitchen Utensils Wholesale](#)
[www.KitchenUtensils.com](#)

KitchenUtensils.com Get your kitchen utensils here! We sell kitchen utensils! Kitchen utensils for less. We love kitchen utensils so much we bought the URL!

- **For years, this worked!**
 - Dominated SERP results
 - Made them a lot of \$ and led to aggressive company expansion (more keyword rich URLs!)

What comes up for Kitchen Utensils Now?

Google

Search About 25,300,000 results (0.18 seconds)

Web
Images
Maps
Videos
News
Shopping
More

United States
Change location

Show search tools

Ads related to kitchen utensils Why these ads?

Kitchen Utensils | FoodServiceWarehouse.com
www.foodservicewarehouse.com/
Wide Selection of Restaurant & Kitchen Utensils on Sale
Kitchen Tongs Kitchen Utensils
Ice Cream Scoops Serving Spoons

Kitchen Utensils at JCPenney | jcpenny.com
www.jcpenny.com/KitchenUtensils
★★★★★ 5,053 reviews for jcpenny.com
Shop For Kitchen Utensils Today. Free Shipping on Orders Over \$50.

Crate&Barrel Kitchen Utensils | crateandbarrel.com
www.crateandbarrel.com/
Wide Selection of Cooking Utensils. Shop Online at Crate&Barrel Now!

Amazon.com: Kitchen Utensils & Gadgets: Home & Kitchen
www.amazon.com/kitchen-utensils-gadgets-cooking-tools?ie...
Results 1 - 24 of 451699 - Online shopping for Kitchen Utensils & Gadgets: Home & Kitchen at Amazon.com.

Kitchen Gadgets, Kitchen Utensils & Baking Tools | Williams-Sonoma
www.williams-sonoma.com/shop/cooks-tools/
Shop Williams-Sonoma for top-quality kitchen gadgets, kitchen utensils and baking tools. Specialized kitchen utensils help simplify any kitchen task.

CHEFS: The Best Kitchen Starts Here
www.chefscatalog.com/
Shop CHEFS for the best cookware, cutlery, kitchen electrics and tools for the cooking enthusiast and home chef since 1979.

Utensils at Macy's - Kitchen Utensils, Cooking Utensils - Macy's
www1.macs.com/shop/kitchen/kitchen.../utensils-utensil-sets...
Shop Utensils, Kitchen Utensils, and Cooking Utensils at Macy's and Get Free Shipping with \$99 Purchase at Macy's.com.

Kitchen Utensils Buying Guide | Overstock.com
www.overstock.com/guides/kitchen-utensils-buying-guide
Kitchen Utensils Buying Guide from Overstock.com. Our guides provide customers with information about kitchen utensils and advice about our many ...

Kitchen Utensils - Kitchen - Ace Hardware
www.acehardware.com/family/index.jsp?categoryid=1306304
Shop Kitchen Utensils at acehardware.com and receive free shipping to your local Ace, the Helpful Place.


Kitchen Utensils, Eat - Bed Bath & Beyond
www.bedbathandbeyond.com/stylePage.asp?RN=2191
Shop for Kitchen Utensils Eat at Bed Bath & Beyond.


Kitchen Gadgets & Kitchen Utensils | Crate and Barrel
www.crateandbarrel.com/kitchen-and-food/gadgets-utensils/
Crate and Barrel has kitchen gadgets and utensils designed to simplify everyday tasks. From baking mats to pastry blenders, egg timers to spoon rests, browse ...

Kitchen utensils - IKEA
www.ikea.com/us/en/catalog/categories/_/cooking/20647/
Ice-cream scoop. \$1.99. Length: 7" Length: 18.5 cm. Save to list. DIREKT 3-piece kitchen utensil set, stainless steel, black - DIREKT. 3-piece kitchen utensil set ...

Shop for kitchen utensils on Google Sponsored

shopping.google.com

 **OXO Kitchen Tools, 15 Piece...**
\$99.99 - Macy's
Shop Online or In-Store Now!

 **OXO 6-Piece Kitchen Essentials...**
\$39.99 - Zappos.com
Fast, Free Shipping and Free Returns!

See more shopping results on Google

Shop by price

Up to \$15 \$15 - \$35 \$35 - \$60 Over \$60

Ads - Why these ads?

Kitchen Utensils
www.amazon.com/
★★★★★ 8,264 seller reviews
Buy kitchen utensils at Amazon!
Qualified orders over \$25 ship free

Kitchen Utensils
www.target.com/
Select From Our Wide Variety Of Kitchen Tools. Shop Target® Now!

Modern & Unique Utensils
shop.walkerart.org/
Colorful Kitchen Utensil Set From Walker Art Center Shop.

Kitchen Accessories at UO
www.urbanoutfitters.com/
★★★★★ 68 seller reviews
Free Shipping On Orders Over \$50.
Plus Free Returns. Start Shopping.

Kitchen Utensils
www.chefscatalog.com/
★★★★★ 1,054 seller reviews
Top Rated Kitchen Tools & Gadgets
Free Shipping On Orders Over \$25!

Which Cookware is Best?
www.consumersearch.com/cookware
We do the research so you don't have to. Find the right Cookware.

Daily Cookware Giveaway
win.org.com/
Better Homes & Gardens® Siveeps.
Win Cooking Utensils - Enter Daily!

Buy Restaurant Supplies
www.caterinoplanet.com/Supplies

Obsessiveness Repentance Tips

- **Acknowledge that algorithms are complex!**
- **Craft a multifaceted online marketing strategy**
- **Take it easy with your keywords and exploit semantic indexing**
- **Be outcome-focused not activity-focused**
- **Regularly measure results so that you understand what is working and adjust your campaign**

GREED



Greed

- **Excessive paid advertising**
- **Disproportionate # of paid links**
- **Trying to be Walmart**
- **Diluting your product focus**
- **Creating duplicate sites**

Paid Advertising Everywhere

The screenshot displays the Volusion website interface with several paid advertising elements:

- Top Navigation:** Includes links for "View Cart", "My Account / Order Status", and "Help".
- Header:** Features the company logo, a tagline "Leading The Nation In Vinyl Replacement Windows", and a navigation menu with items like "HOME", "Request Brochure", "FREE Install Estimate", "Shipping", "Testimonials", "How To Measure", and "Contact Us".
- Left Sidebar:** Contains a "Live Help" chat widget, a search bar, and a detailed menu for "DOORS" (Fiberglass Entry, Storm Door, Aluminum, French Patio, Sliding Glass) and "WINDOWS" (Single Hung, Double Hung, 2-Lite Sliding, 3-Lite Sliding, Picture & Transom, Trilite Vinyl, Casement, Awning, Basement, Bay & Bow, Garden, Special Shape, Glass Block). It also includes "OTHER RESOURCES" like Vinyl Siding, Window & Door Definitions, and How To Measure.
- Main Content Area:**
 - Top: Three sponsored links for "Replacement Windows" from HomeImprovementC, DealHunter.us, and ShopComp.
 - Middle: A "Google Custom Search" box.
 - Below: "Ads by Google" for Anderson Windows, Doors and Windows, Replacement Windows, and Sliding Windows.
 - Large Ad: A purple and yellow banner for "FREE Installation Estimate" with the text "Request A FREE Installation Estimate & Get A FREE Brochure On Energy Saving Tips".
 - Text: "20-30% BELOW RETAIL!"
 - Bottom: Three promotional boxes: "The Best Prices, All The Time!", "* NATIONAL SHIPPING *", and "* Shipped in 7-10 days on most orders." Below these are more "Ads by Google" for Custom Replacement Windows, Wooden Door & Windows, and Replacement Storm Windows, accompanied by images of a living room, a large house, and two wooden doors.

Excessive Paid Links

Google Eliminates Another Link Network, BuildMyRank.com – Just One Of Several?

Mar 26, 2012 at 9:16am ET by Barry Schwartz

Like 219 Tweet 516 +1 103 Share 221 14

The battle between Google and those trying to artificially manipulate its search results is an ongoing battle. Google on March 19th took down one of those blog/link networks named BuildMyRank.com.

BuildMyRank.com [confirmed](#) Google has deindexed an "overwhelming majority" of their network as of March 19, 2012. The management of BuildMyRank.com has decided to immediately shut down their service and provide refunds to customers.

BuildMyRank.com thought that Google would allow their network since they felt they provided "better quality service," which was a "bit different from other networks." But as they admitted on their blog, "this was not the case."

On one hand, I am surprised so many people still participate in quick and easy tactics like



HOW IT WORKS PRICING FEATURES FAQ BLOG AFFILIATES CONTACT US

Rank Higher with High Quality One-Way Backlinks

Serious internet marketers know the only way to improve a site's ranking is to build high quality, one-way backlinks - and tons of them. Rather than placing these links one at a time, build links quickly by tapping into our wholly-owned network of hundreds of aged, high page rank domains.

START FREE TRIAL NOW!
10 Free Links. No Credit Card Required.



How Can Build My Rank Help Build My Search Engine Rankings?

It's quite simple really. To rank higher, your site needs incoming links from many different sources. And we're not talking about garbage blog comments or forum spam. You need links from authority sites with targeted anchor keywords and surrounded by relevant content. The more competitive the keyword, the more links you need. If you've tried to find links on relevant, high page rank sites, you already know what's required - deep pockets. You might spend \$50 per year to rent a meaningless footer link on one high page rank site. That gets expensive quickly. That's where we come in.

You can build unlimited, permanent backlinks to your domains. [Get 10 free links now!](#)


What Other Users Say

"I'll cut to the chase. BuildMyRanks.com's ownership has created a SEO tool that is dominant against its peers. BMR's service is a few notches above any competing SEO service. My serps have increased dramatically. The monthly cost is a fraction of its value. This is one SEO service that is under priced and over delivers in serp results. BMR management simply does not hype the product, so you have to figure this one out on your own. Subscribe and see if this review doesn't accurately state the facts. Your serps are going up." Paul J.


Features Overview

- Unlimited, permanent 1-way backlinks for any number of domains
- Network consists of high quality, aged domains only (PR1-PR6)
- Natural looking, contextual links
- Automatic social bookmark submission of your content for extra

So You Think You Are Walmart?


Checkout My Account Order Status 0 items: \$0.00

FILL YOUR CART WITH SAVINGS


customerservice@mrgsolutions.biz Stay Connected 

GO
Shop By Category
Wholesale



Our Products


- AUTOMOTIVE
- BABY PRODUCTS
- BEAUTY
- CAMERAS & PHOTO
- CLOTHING & LUGGAGE
- COMPUTERS
- ELECTRONICS
- GROCERY/FOOD ITEMS
- HEALTH & PERSONAL CARE
- HOME & GARDEN
- JEWELRY
- MUSICAL INSTRUMENTS
- OFFICE PRODUCTS
- PET SUPPLIES
- SHOES & EYEWEAR
- SPORTS & OUTDOORS
- TOOLS & HOME IMPROVEMENT
- TOYS & GAMES
- WHOLESALE

WE'RE AVAILABLE



FREE chat by Volusion



Mr. G Products
is the one-stop shop
for your online
shopping needs


Shop Bikes

END OF SUMMER SALE
15% OFF STOREWIDE!


SAVE BIG ON SUMMER FAVORITES TODAY!


Enter code _____ at checkout to save

*Shipping Not Included





Turquoise and Moss Green Cancun Outdoor Rug - 5' x 8'

Competitor Price: \$106.65
Mr G Price: \$79.00 




Arti Glass Digital Scale







Men's San Antonio Spurs MVP Watch

Competitor Price: \$63.15
Mr G Price: \$46.78

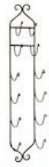


Orange and Violet Lhasa Outdoor Rug - 6' x 9'

Competitor Price: \$145.80
Mr G Price: \$108.00 




Ladies Beach Cruiser Bicycle - 26" Rover GX





Towel/Wine Rack

Competitor Price: \$41.07
Mr G Price: \$30.42



Chocolate Fountain


Competitor Price: \$101.24
Mr G Price: \$74.99 



Powwow Lodge Teepee - 7.5 Ft

Competitor Price: \$227.01
Mr G Price: \$169.42

Confidential and Proprietary Information



Diluting Your Product Focus


The screenshot displays a website interface for a wholesale sunglasses business. At the top, a navigation bar includes links for Home, About Us, Contact Us, FAQ's, Ordering & Shipping, and Volume Discounts. Below this is a search bar and a live chat option. The main content area is divided into several sections:

- Wholesale Sunglasses:** A sidebar menu with expand/collapse options and a list of categories including Aviator, Cat Eye, Fashion, and Novelty sunglasses.
- Which way do you wear Wayfarers?:** A central banner featuring six different styles of sunglasses.
- New Wholesale Oil Lighters:** A promotional banner for lighters, highlighting features like being refillable and windproof.
- Sunglass Displays:** A section showcasing various display stands for sunglasses.
- DIAMOND Eyewear:** A section featuring diamond-encrusted sunglasses.
- Featured Products:** Two product listings for Xsportz sunglasses (models XS96 and XS501), both priced at \$22.00 USD per dozen.
- FREE SHIPPING:** A banner offering free shipping on orders over \$200.
- LARGE QUANTITY DISCOUNTS:** A tiered discount schedule: 10% off orders totaling \$500-\$999, 15% off orders totaling \$1000-\$1999, and 20% off orders totaling \$2000+.
- FREE DISPLAY BOXES WITH EVERY DOZEN:** A banner promoting attractive display boxes for every dozen sunglasses purchased.

2 is better than 1, right?

My Account Track Order View Cart Contact Us Rebate Center Help

FAST, FREE DELIVERY ON ALL ORDERS OVER \$45*
*some restrictions apply

Keyword or Item Number  (Your shopping cart is empty)

"SWINGLINE SHREDDERS, PROTECT WHAT'S IMPORTANT"


ALL MULTIFUNCTION PRINTERS ON SALE



Popular Categories


- Boards
- Binders
- Chairs
- Coffee
- Cleaning Supplies
- Desks
- Lateral Files
- Shredders

Brands You Know and Trust




My Account Track Order View Cart Contact Us Rebate Center Help

FAST, FREE DELIVERY ON ALL ORDERS OVER \$60*
*some restrictions apply

Keyword or Item Number  (Your shopping cart is empty)


FREE \$10 Visa Reward Card



Popular Categories

- Boards
- Binders
- Chairs
- Coffee
- Cleaning Supplies
- Desks
- Lateral Files
- Shredders

Brands You Know and Trust



Greed Repentance Tips

- **Take is easy with the advertising**
- **Avoid / limit paid links**
- **Don't take a hatchet to your links**
- **Don't create duplicate stores**
- **Don't dilute your site relevancy with random products**

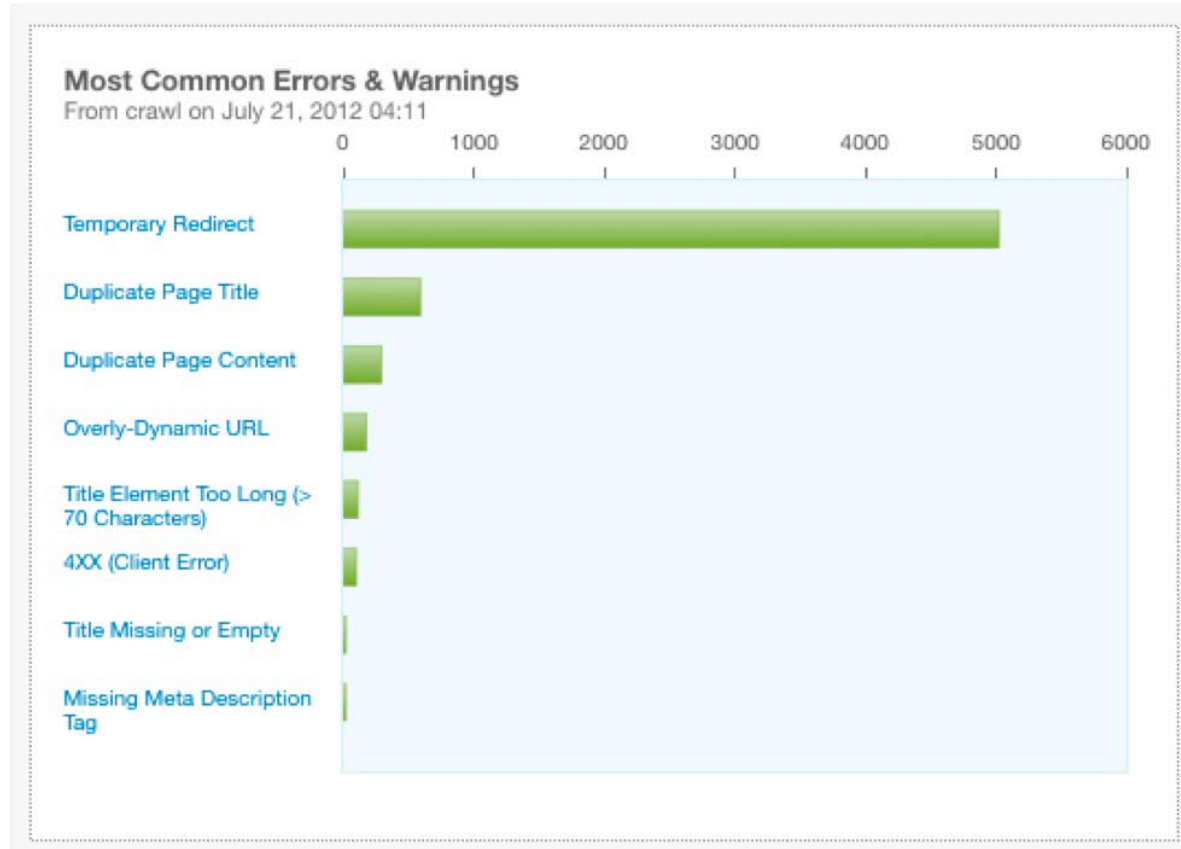
IGNORANCE



Ignorance

- **Trusting fly-by-night “SEO Experts”**
- **Implementing outdated SEO tactics**
 - Meta keyword optimization
 - Keyword density
 - Search engine submission
 - Link exchange
 - Exact match domain name
 - Non-varied anchor text, etc.
- **Doing the wrong type of work**
 - Writing content for content’s sake
- **Improper use of redirects**

302 or 301?



Ignorance Repentance Tips

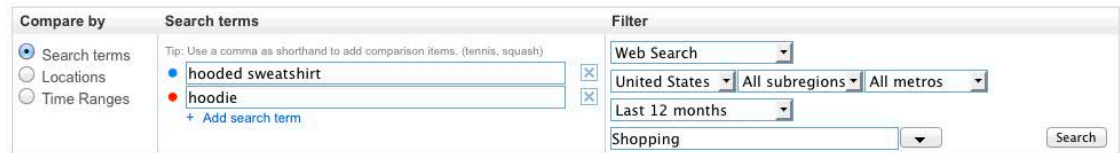
- **Stay up-to-date on SEO developments**
- **Do your homework when hiring an SEO firm**
 - Make a checklist of questions to ask
 - Show them the door if they guarantee top position, talk about outdated tactics, don't touch your site, report on just rankings, charge by the link, etc.
 - If it's too good to be true, run!
- **If you're doing your own SEO,**
 - Stick to best practices
 - Ask an expert, if you don't know how

DENIAL



Denial

- Unwillingness to invest in SEO
- Trying it out
- Not listening to your audience



Web Search Interest: hooded sweatshirt, hoodie

United States, Last 12 months

[All Categories](#) > Shopping

Subcategories: [Apparel](#)

The categorization taxonomy of Google Insights for Search has been updated during December 2011. [Learn more](#)

An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Totals

hooded sweatshirt 12
hoodie 43

Interest over time

Forecast News headlines

Interest level Growth relative to the Shopping category [Learn what these numbers mean](#)



[Embed this chart](#)

Denial

- Denial of reality
 - New business?
 - No data?
- Denying what the data says
 - Unbranded SEO traffic
 - Inbound links
 - Rankings

The screenshot shows a Google search for "iphone accessories". The search bar contains the text "iphone accessories" and the search button is labeled "Search". Below the search bar, it says "About 775,000,000 results (0.19 seconds)".

On the left side, there is a navigation menu with the following options: Web, Images, Maps, Videos, News, Shopping, More, Austin, TX, Change location, and Show search tools.

The main content area displays several search results and ads:

- Ads related to iphone accessories** (Why these ads?)
 - iPhone Accessories - Huge Selection of iPhone Acc.** iphonegadgets.miniinthebox.com/
All Wholesale Price & Free Shipping!
 - iPhone Accessories | CellPhoneShop.net** www.cellphoneshop.net/ - ★★★★★ 7,326 seller reviews
80% Off Apple iPhone Accessories! Free Shipping on Orders Over \$20.
2,455 people +1'd or follow CellPhoneShop
Batteries - Chargers - Car Chargers - Memory Cards
 - iPhone 4S Cases On Sale | HDAccessory.com** www.hdaccessory.com/
2000+ Largest Inventory Available. Up To 75% Off. Same Day Shipping.
 - iPhone Accessories - Buy iPhone Cases, Docks, Headphones ...** store.apple.com/us/browse/home/shop_iphone/iphone_accessories
Accessories for your iPhone. Fast, free shipping on orders over \$50. Explore the latest gear to enhance your iPhone experience.
Cases & Armbands - iPhone Power Accessories - Car Accessories - Cables & Docks
 - Amazon.com: iPhone Accessories** www.amazon.com/b?ie=UTF8&node=2459921011
Results 1 - 24 of 13727 - Online shopping for iPhone Accessories from a great selection of Electronics; & more at everyday low prices.
 - Apple iPhone Accessories - Cell Phone Accessories** www.cellphoneshop.net/appleiphone.html
Cellphoneshop.net carries an array of Apple iPhone accessories at extremely low prices! Our collection includes cases, screen protectors and more.
 - iPhone Cases, Covers & Accessories by Case-Mate | Case-Mate** www.case-mate.com/Apple-iPhone-Cases/Apple-iPhone-Cases.asp
You recently searched for case.
Case-Mate.com offers premium form fitting iPhone Cases, covers and holsters in a wide assortment of styles and colors. Get the style you want with the ...
iPhone 4 Cases - iPhone 3G Cases - Verizon iPhone 4 Cases - iPhone Holsters
 - iPhone Accessories: iPhone Case, iPhone Dock, iPhone Protector** www.bestbuy.com > Mobile Phones > Mobile Phone Accessories
Find all of the iPhone accessories you are looking for. Need an iPhone case, iPhone dock, iPhone protector or iPhone headset? Best Buy has you covered.

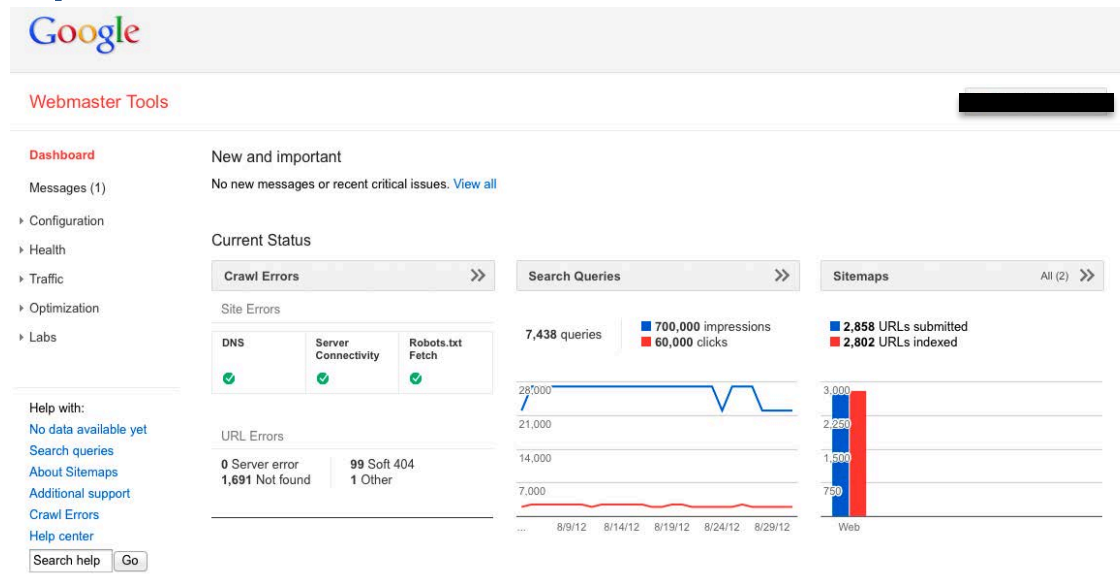
Denial Repentance Tips

- Set realistic SEO goals and measure performance
- Use Google Analytics, it's free!
 - SEO Queries report
 - SEO Landing pages report
 - Custom reports - Page Efficiency
<http://www.kaushik.net/avinash/best-downloadable-custom-web-analytics-reports/>

	Entrances ↓	Bounces	Unique Visitors	Pageviews	Avg. Time on Page	Per Visit Goal Value	Total Goal Completions
Rez	18,925	12,299	12,830	24,642	00:08:44	\$2.05	7,027
y An	6,335	5,061	4,976	7,976	00:13:26	\$0.82	1,092
antit	3,100	2,405	2,109	4,221	00:13:26	\$1.15	793
ity: E	3,030	2,131	2,530	4,344	00:11:55	\$2.08	1,303
uest	1,772	1,481	1,810	2,098	00:04:28	\$0.45	171
f Wo	1,540	1,254	1,459	1,796	00:09:04	\$0.40	139
Hop	1,523	1,203	1,557	1,997	00:02:07	\$0.29	96
leb /	1,451	1,056	1,439	1,900	00:01:40	\$0.10	35
usto	1,076	909	978	1,228	00:09:01	\$0.58	131
i: Gc	1,040	740	1,267	2,115	00:09:05	\$3.47	727

Denial Repentance Tips

- Use Google Webmaster tools. That's free too!
 - Fix crawl errors and 404 pages
 - Analyze search queries
 - Analyze inbound links and anchor text
 - Fix duplicate content issues





IMPATIENCE

Impatience

- **SEO is an ever-changing, experimental science**
 - Time is an algorithm variable
 - A stop & start approach is not effective
 - There are only ten 1st page positions
 - You are competing with large established brands who have been involved with SEO for years
- **You eat an elephant one bite at a time!**

Organic Search Traffic

May 30, 2011 - May 30, 2012

Advanced Segments | Customize | Email | Export | Add to Dashboard

% of visits: 47.55%

Explorer

Site Usage | Goal Set 1 | Ecommerce

Visits vs. Transactions

Day | Week | Month | [Chart Icon] | [List Icon]

Visits Transactions



Impatience Repentance

- Remember that SEO is an investment in your company's future
- Start with niche keyword terms
- Become data driven NOT reactionary

7 Deadly Sins You Must Repent!

- Sloth
- Invisibility
- Obsessiveness
- Greed
- Ignorance
- Denial
- Impatience

Specials

- We have 5 slots open for a quick SEO analysis! Submit your site at Services@Volusion.com
- Get 10% off 3 months of SEO services. Call 800.646.3517 x105
- Check out our infographic [SEO for Ecommerce: How to train for the SEO games](#) on our blog.



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