SEO for eCommerce Sites – Draft One

SLIDE ONE

Research suggests that "websites ranked number one received an average click-through rate (CTR) of 36.4 percent; number two had a CTR of 12.5 percent; and number three had a CTR of 9.5 percent."

The question is… HOW?!

SLIDE TWO

Step 1: Keyword Research

Identify primary KW's for home page and product category pages

Don't go too broad, but also not too tight.

Also Select KW's for blog categories

SLIDE THREE

Step 1: Keyword Research

THEN look for long tail opportunities

"Long-tail keywords that have a high exact match search volume (local, not global) and low difficulty score. After you have exhausted that list, you can start targeting lower volume keywords that still are highly relevant."

SLIDE FOUR

Note: Always write for / think about 'people' NOT 'SEO'.

SLIDE FIVE

Step 2: Competitor Research

What KW's are your main competitors going for (analyse their strategy)

Where are they getting their links?

Look at their site structure.

Look at their sales message? How can you differentiate?

SLIDE SIX

Step 3: Your Own Site Analysis

Clean up the technical errors

Fix up your site speed

Note: Some research shows that up to 40% of visitors "give up" if a site is not loaded in 3 secs

SLIDE SEVEN

Step 4: On page optimisation (the low hanging fruit).

These are the areas of SEO that you have complete control over.

- Keyword Placement
- Technical
- Content

SLIDE EIGHT

Step 4: On page optimisation (the low hanging fruit).

Things to focus on:

- Keyword Optimization
- Site Structure
- Internal Linking
- Usability

SLIDE NINE

Step 4: On page optimisation (the low hanging fruit).

Things to focus on:

- Mobile Version of Website

- Customer Reviews

- Rich Snippets

- Social Media Integration (OG Tags)

SLIDE TEN

Step 4: On page optimisation (the low hanging fruit).

Things to focus on: KW placement (natural and relevant)

- Page Heading

- Sub-headings

- Paragraph Copy

- Product Descriptions

SLIDE ELEVEN

Step 4: On page optimisation (the low hanging fruit).

Things to focus on: KW placement (natural and relevant)

- Image File Names

- Image ALT Tags

- Meta Title and Description

- URLs

SLIDE TWELVE

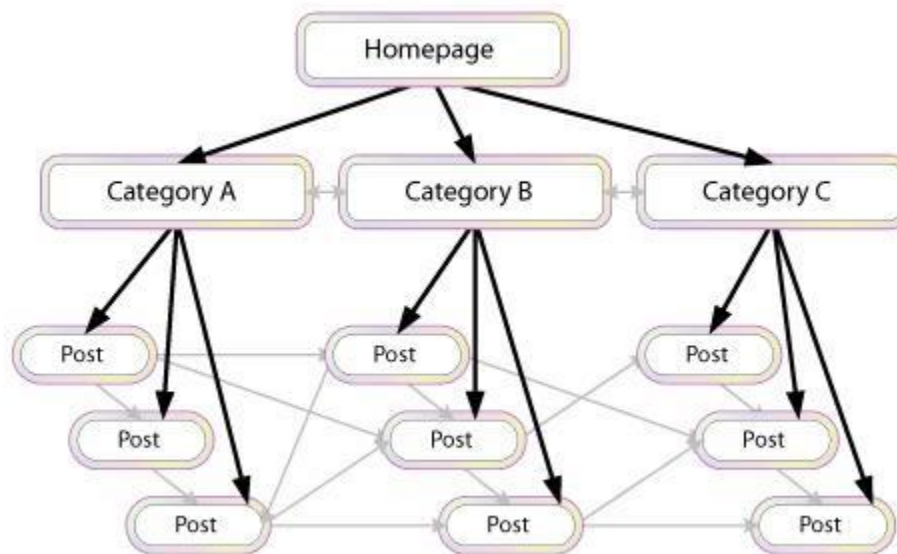Step 4: On page optimisation (the low hanging fruit).

Thing to focus on: Site structure

- 1 Click Philosophy

- Simple and Easy Navigation

- Create a Flowchart to Begin

SLIDE THIRTEEN

Step 4: On page optimisation (the low hanging fruit).

Thing to focus on - Internal link structure (example)

SLIDE FOURTEEN

Step 4: On page optimisation (the low hanging fruit).

Thing to focus on - The UX is the most important thing

SLIDE FIFTEEN

Step 4: On page optimisation (the low hanging fruit).

Check mobile functionality

SLIDE SIXTEEN

Step 4: On page optimisation (the low hanging fruit).

Make good use of customer reviews

Make good use of rich snippets

Make sure you have social share / links setup

SLIDE SEVENTEEN

Step 4: On page optimisation (the low hanging fruit).

Set up Analytics / Search Console

Schedule ongoing reviews, content experiments, conversions metrics

SLIDE EIGHTEEN

Step 5: Blogging

Your website pages, your blog posts need to be high quality and reader-friendly

Make use of videos, transcripts, featured images, focused on long tail

Link to categories AND products.

SLIDE NINTEEN

Step 5: Blogging

Focus – Never Create Content for Only One Purpose!

- EDMs
- Social
- Repeat / rinse

SLIDE TWENTY

Step 6: Link Building

The goal is to EARN quality inbound links

Hand select your link partners.

Look for high quality guest post opportunities

Include video, include infographics

Create free product guides

Look for broken links to competitors

SLIDE TWENTY-ONE

Step 6: Link Building

** Stay away from content farms, blogging networks etc. **

- DO NOT use the same anchor text repeatedly – go for variety
- DO NOT link to the same page repeatedly – link to the most relevant page
- DO NOT get links from low authority websites

SLIDE TWENTY-TWO

My Favourite SEO Tools

- SEOmoz Keyword Tool
- Open Site Explorer
- Screaming Frog
- Google AdWords Keyword Tool