



STRATEGIES FOR ECOMMERCE WEBSITES

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ON-SITE OPTIMIZATION

- User/SEO friendly URLs
- Specific keyword targeting for all important pages
- Optimize product descriptions and images
- User-generated reviews on product pages
- > category pages as an independent landing page
- > duplicate contents (please check the moz report *)

- Video sitemap
- Add a blog
- Add a Forum
- > Social media and bookmarking button on home page

Note- adding forum and blog will , encourage users to get involved and give us their reviews and help us to know their views.

On kw's - we should focus on, long-tail keywords that have a high exact match search volume, local, and low difficulty score

INTERNAL LINKING STRATEGIES

- Related products
- Product information pages that link to product sales pages
- Product comparison pages

OFF-SITE OPTIMIZATION (LINK BUILDING)

- Web 2.0 Sites (Manual Created Do follow) targeting the buying keyword

- PowerPoint

- Ebook distribution

- Press release and news submission- when ever we have a coupon or any thing new

worthy, we should do a pr. target is to do 3 to5 pr per week.

- product review Including Video review

- infograph distribution

- Image sharing

- Reverse engineer- check the backlinking strategy of the competitors

Note- Creating info graphs about each product, creating ebooks, and making videos and slides will help a lot in gaining quality links

REPUTATION MANAGEMENT

- Guest blogging
- Submit to Product Comparison/Review Sites and Shopping Engines
- forum marking
- get positive Reviews

SOCIAL MEDIA

- Facebook - Create fanpages, join groups, and get involved. and get more and more fans
- Google+- join google circuls, add in community.
- Twitter - get followers, the tweet and reweet.
- Youtube channels- make vedios for each prodcut, join commnity, get comments, and
make comments. Get traffic on youtube
- Pinterest. make bords, pin and repin. and publish all the prod cuts there.

~~~~~Reference~~~~~

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