



5 Steps to E-commerce SEO

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The Ultimate Goal of SEO



What Does Google Want?

- **Relevance** – Google makes billions because they give you results that are *relevant* to your search
- **Popularity** – There are thousands of sites that are relevant. Google rank orders them by *popularity*.



Relevance

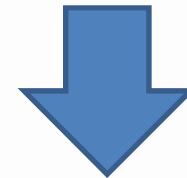
- Relevant Content
- Organized Around Keywords
- Findable by the engines



On-Page Optimization

Popularity

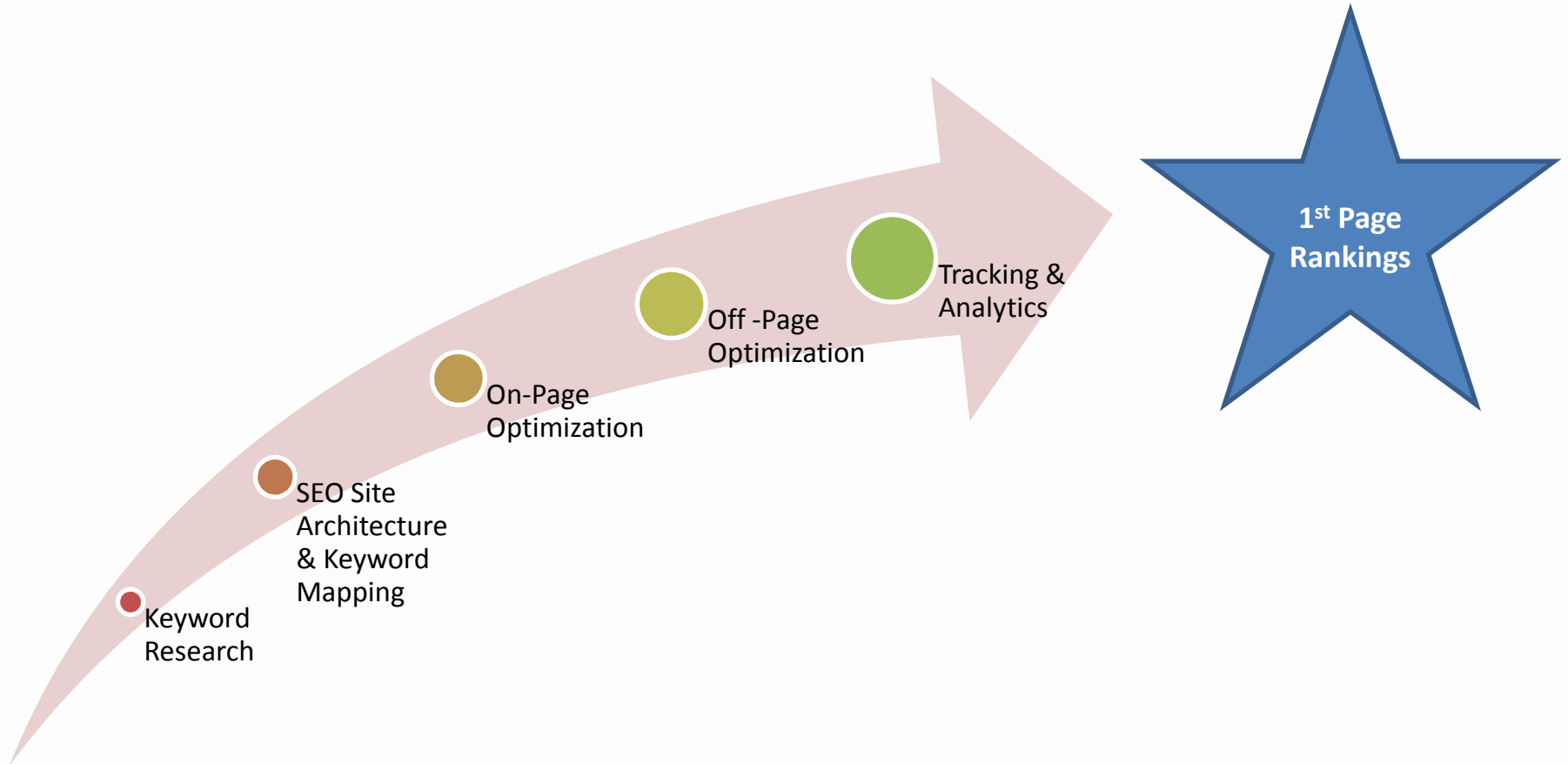
- Quantity of In-links
- Quality of In-links
- Keyword-Based “Anchor Text”



Off-Page Optimization



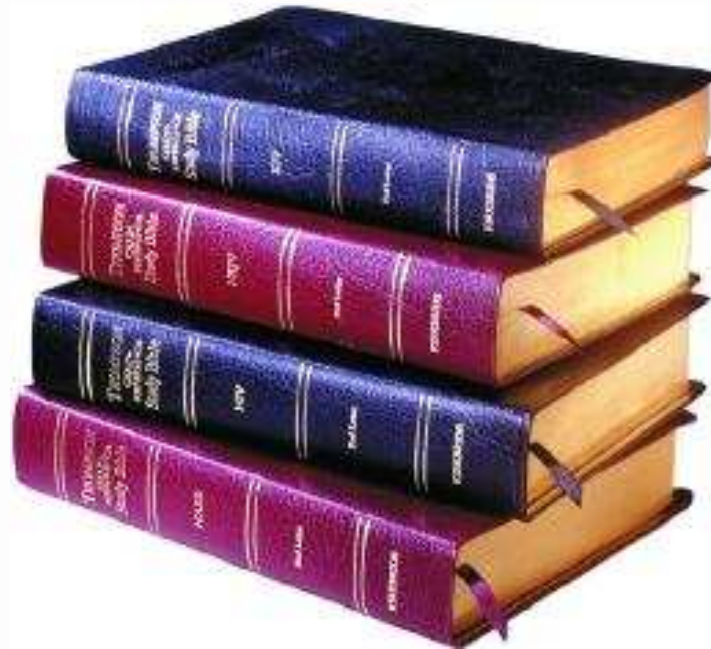
E- Commerce SEO Process



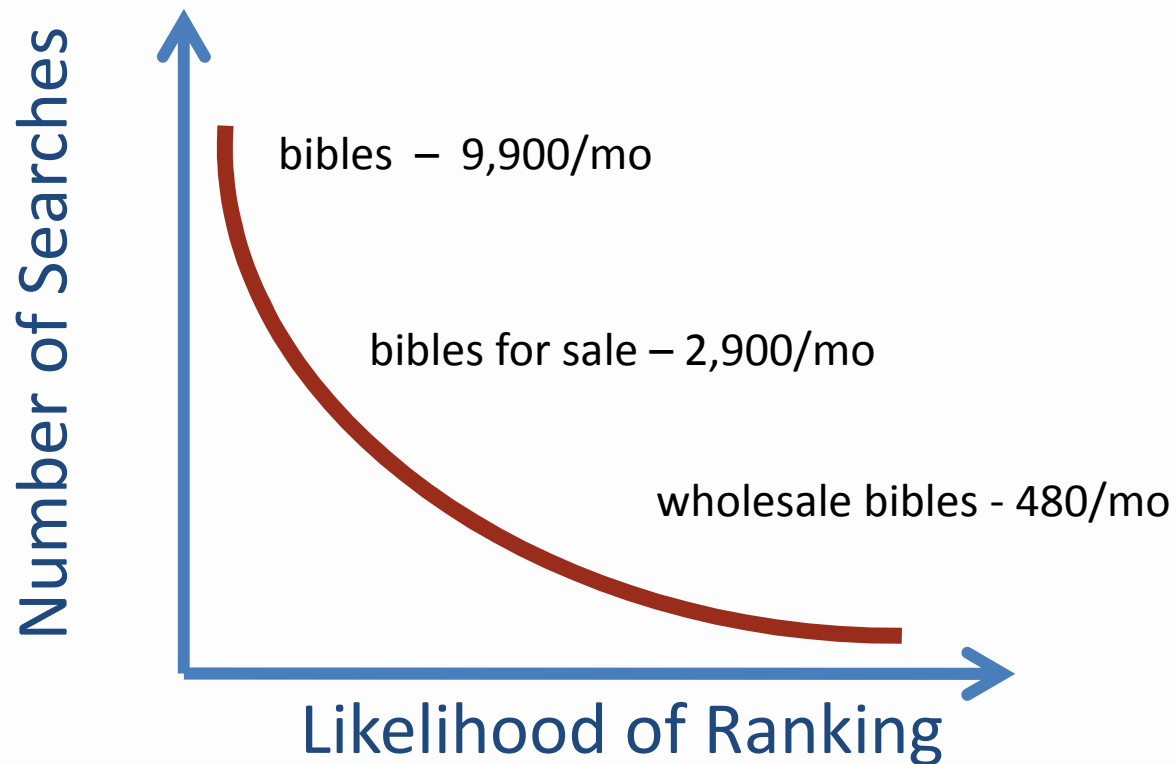


E-Commerce SEO Example

Hypothetical Online Retailer of Bibles by the Case



Hypothetical Online Retailer of Bibles by the Case





Review Top 100 Keywords

<u>Keyword</u>	<u>Monthly Searches</u>	<u>Keyword</u>	<u>Monthly Searches</u>	<u>Keyword</u>	<u>Monthly Searches</u>	<u>Keyword</u>	<u>Monthly Searches</u>
[christian book distributors]	18100	[christian discount books]	720	[bible for sale]	320	[study bibles for sale]	170
[bibles]	9900	[kids bible]	590	[pocket bibles]	320	[inexpensive bibles]	170
[christian bookstore]	6600	[leather bibles]	590	[bibles in bulk]	320	[discounted christian books]	140
[new international version bible]	5400	[bible in spanish]	590	[buy bibles]	320	[bible stores online]	140
[bibles for sale]	2900	[new international bible]	480	[bible sales]	320	[bibles international]	140
[new testament books]	2900	[bible society]	480	[customized bibles]	260	[bible spanish]	140
[free bibles]	2400	[bibles at cost]	480	[small bibles]	260	[bible wholesale]	140
[chinese bible]	2400	[wholesale bibles]	480	[leather bound bibles]	260	[bible sale]	140
[international bible society]	2400	[buy bible]	480	[spanish english bible]	260	[bibles cheap]	140
[niv study bible]	1900	[the niv bible]	480	[pew bibles]	260	[russian bibles]	140
[spanish bible]	1600	[custom bibles]	390	[tagalog bible]	210	[cheap bible]	140
[new international version]	1300	[bible new international version]	390	[bilingual bibles]	210	[bible outlet]	110
[personalized bibles]	1300	[bible stores]	390	[discount bible]	210	[purchase bible]	110
[russian bible]	1300	[engraved bibles]	390	[free bibles for churches]	210	[where to buy a bible]	110
[bibles by the case]	1000	[leather bible]	390	[discount bible book store]	210	[bible distributors]	110
[bible book store]	1000	[cheap christian books]	390	[bibles direct]	170	[the bible in spanish]	110
[zondervan bibles]	1000	[spanish bibles]	390	[haitian creole bible]	170	[discounted bibles]	110
[bibles online]	1000	[chinese english bible]	390	[buy bible online]	170	[spanish christian books]	110
[bible store]	880	[bible book stores]	320	[creole bible]	170	[chinese bibles]	110
[chinese bible online]	880	[wholesale christian books]	320	[cheap bibles for sale]	170	[bible purchase]	110
[discount bibles]	880	[buy a bible]	320	[leather bound bible]	170	[bibles on sale]	110
[american bible society store]	880	[bulk bibles]	320	[bible in chinese]	170	[bibles for sale online]	110
[cheap bibles]	720	[free bibles to give away]	320	[holy bibles]	170	[bibles discount]	110
[personalized bible]	720	[buy bibles online]	320	[bibles wholesale]	170	[paperback bibles]	110
[niv bibles]	720	[kjv bibles]	320	[military bible]	170	[bibles for missions]	110

Evaluate for Relevance

“new testament
books”

“bibles in
bulk”



Vs.





Evaluate for Competition

Keyword: bibles for sale Track Rank

SEO Competition

Off Page On Page

Domain Age (DA) Domain Backlinks (BLD) Keyword in Title? (Title) Google Cache Age (CA)
 PageRank (PR) Page .edu/.gov Backlinks (BLEG) Keyword in URL? (URL)
 Google Index Count (IC) DMOZ Directory (DMZ) Keyword in Description? (Desc)
 Page Backlinks (BLP) Yahoo Directory (YAH) Keyword in Header Tag? (Head)

Backlink Source: Max Backlinks:

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.christianbook.com/bibles	14	5	1,550,000	21,702	41,562,092	0	N	Y	N	N	N	N	0
2	http://www.bibleplanner.com/	-	2	86	618	2,307	0	N	Y	Y	N	Y	Y	5
3	http://www.lifewaystores.com/lwstore/dept.asp?dept=BIB	12	5	68,300	179	7,007,684	0	N	Y	N	N	N	N	0
4	http://www.bibleknowledgebookstore.com/bibles.html	4	3	174,000	8,490	281,205	56	N	Y	Y	N	N	N	6
5	http://www.bibles.com/Category/Bibles/ABS_NEW/StandAloneCategories_Overstocks.aspx?search=StandAloneCategories_Overstocks	-	4	1,870	22	2,379,114	0	N	N	N	N	N	N	4
6	http://www.allbibles.com/	9	4	24,800	131,420	146,965	1	N	N	N	N	N	N	4
7	http://www.familychristian.com/shop/search.asp?N=17+31	-	3	226,000	0	957,557	0	N	Y	N	N	N	N	6
8	http://www.biblesatcost.com/store/biblesandbooks.asp	13	3	965	29	5,002	0	N	Y	N	N	N	N	4
9	http://www.navpress.com/landing/bibles.aspx	12	4	6,230	33,230	1,529,240	0	Y	Y	Y	N	Y	N	5
10	http://www.greatsite.com/ancient-rare-bibles-books/	14	4	291	159	78,918	1	N	Y	N	N	N	N	6

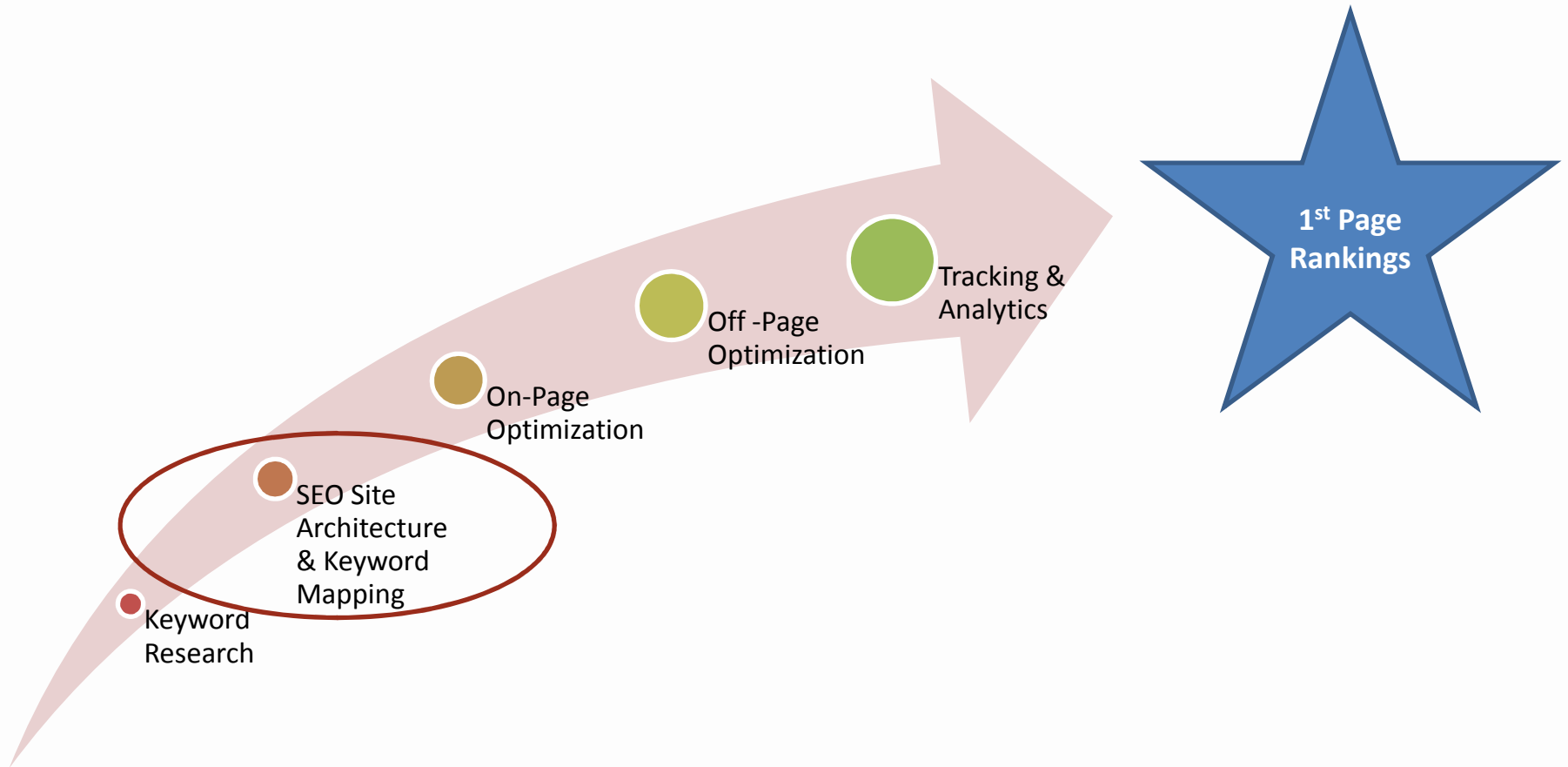


Prioritize The Desired Keywords

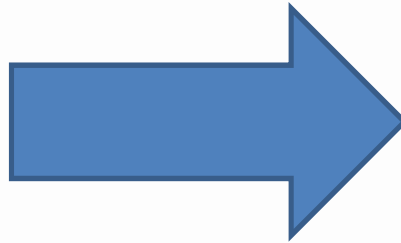
<u>Priority</u>	<u>Keyword</u>	<u>Monthly Searches</u>	<u>Rationale</u>
1	[bible for sale]	320	High Relevance
2	[pocket bibles]	320	Low Competition
3	[bibles in bulk]	320	Already on Page 2
4	[buy bibles]	320	Etc.
5	[bible sales]	320	Etc.
6	[customized bibles]	260	
7	[small bibles]	260	
8	[leather bound bibles]	260	
9	[spanish english bible]	260	
10	[pew bibles]	260	
11	[tagalog bible]	210	
12	[bilingual bibles]	210	
13	[discount bible]	210	
14	[free bibles for churches]	210	
15	[discount bible book store]	210	



E-Commerce SEO Process



Before the Web



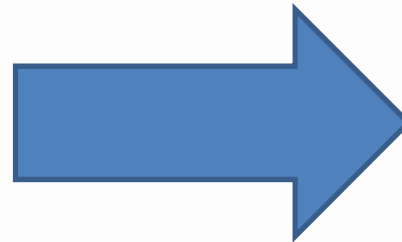
Site Architecture Reflects
Catalog and Warehouse
Organization



"niv study
bibles"

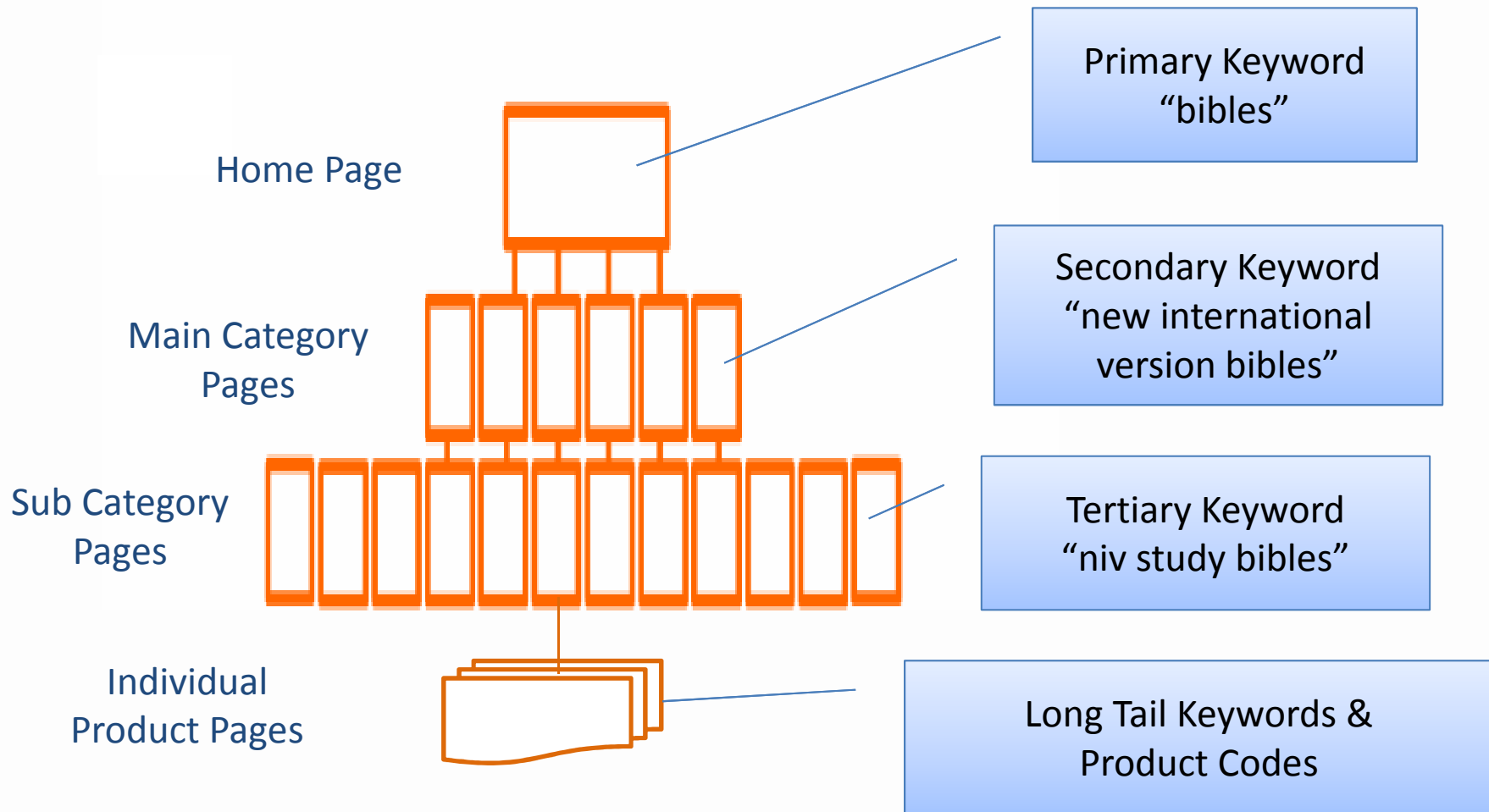


Site Architecture Reflects How
People are Searching for Your
Products



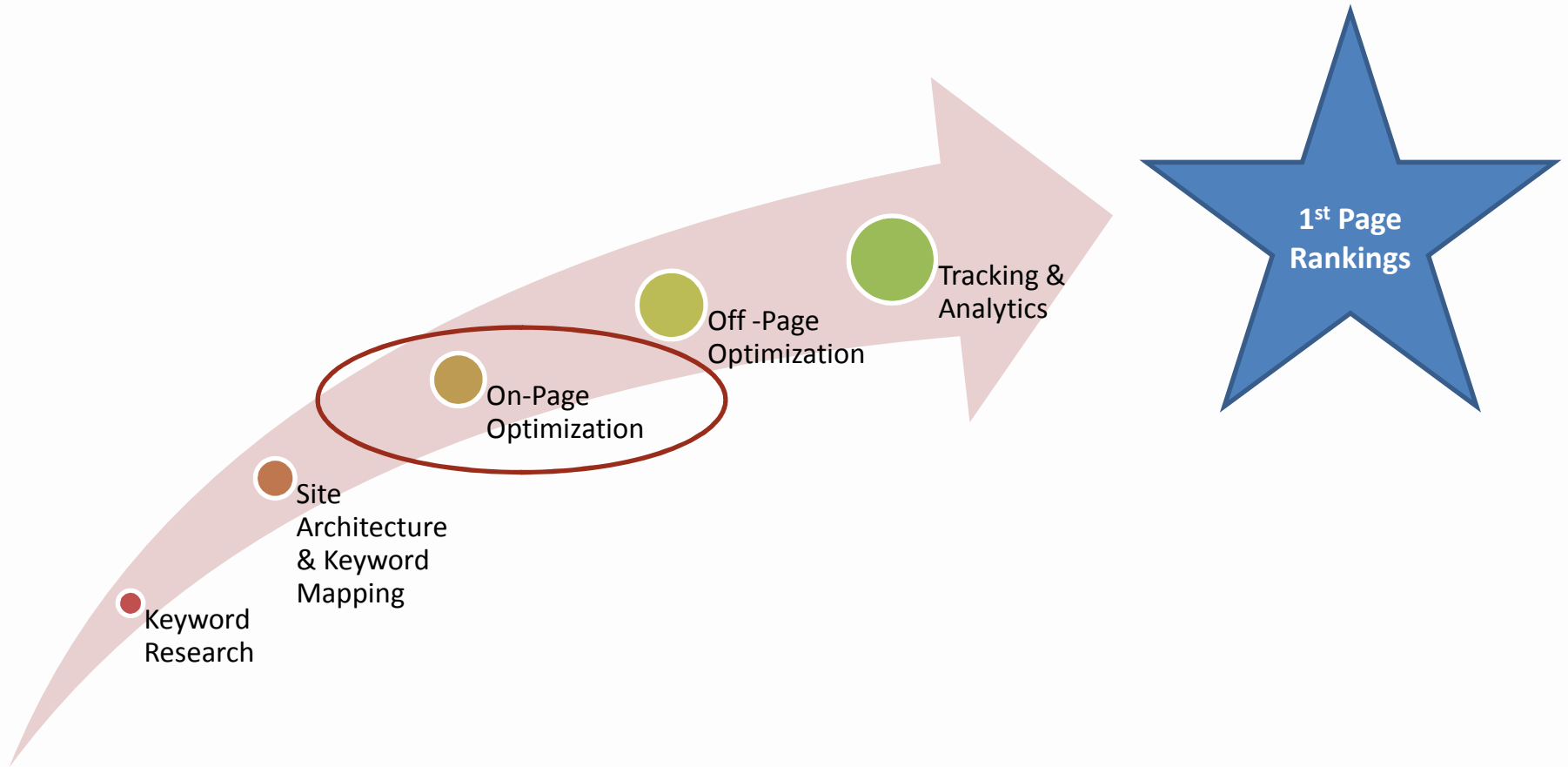


Map Keywords to Create SEO Optimized Architecture





E-Commerce SEO Process





Create SEO Page Templates

1. Review Best Practices in the Book Retailing Industry
2. Review Competitive Practices in the Religious Book Industry
3. Optimize the Home Page
4. Create SEO Templates for Category and Subcategory Pages
5. Create Templates Ensuring That New Products are Automatically SEO Optimized when Entered

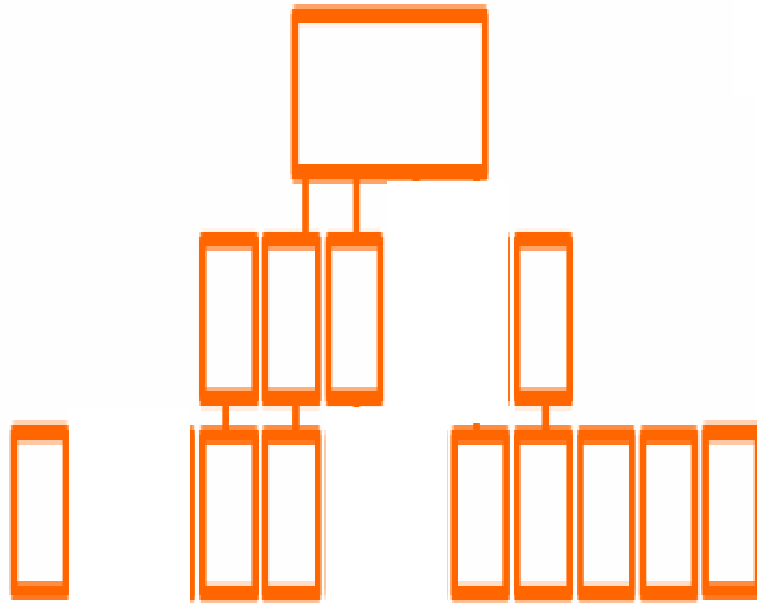
Home Page

Main Category
Pages

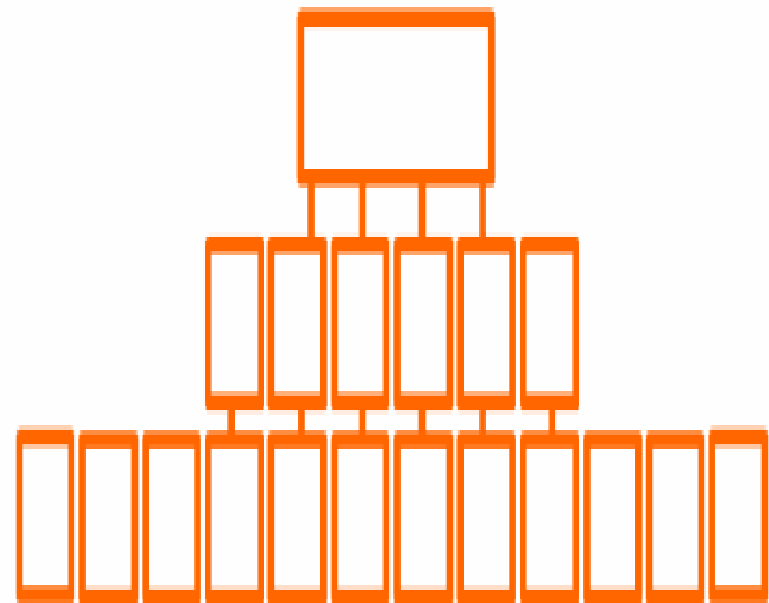
Sub Category
Pages

Individual
Product Pages

Existing Product Organization

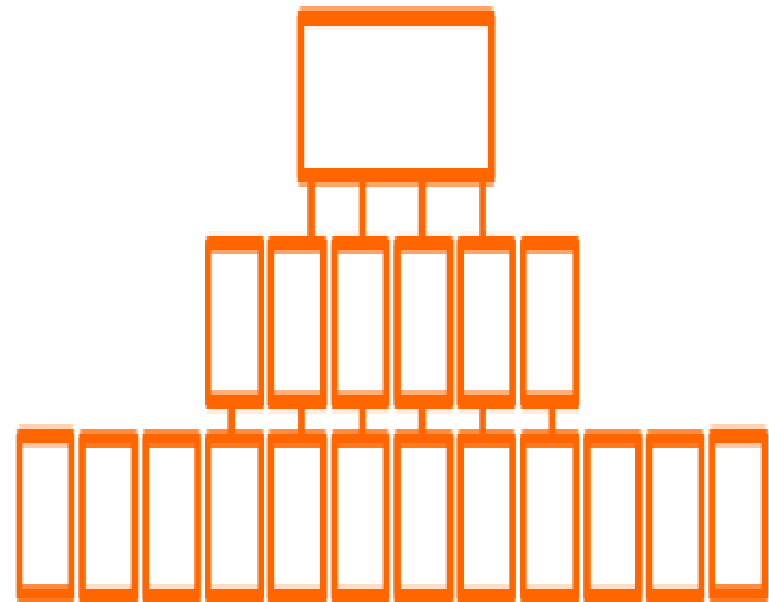


Optimal Product Organization



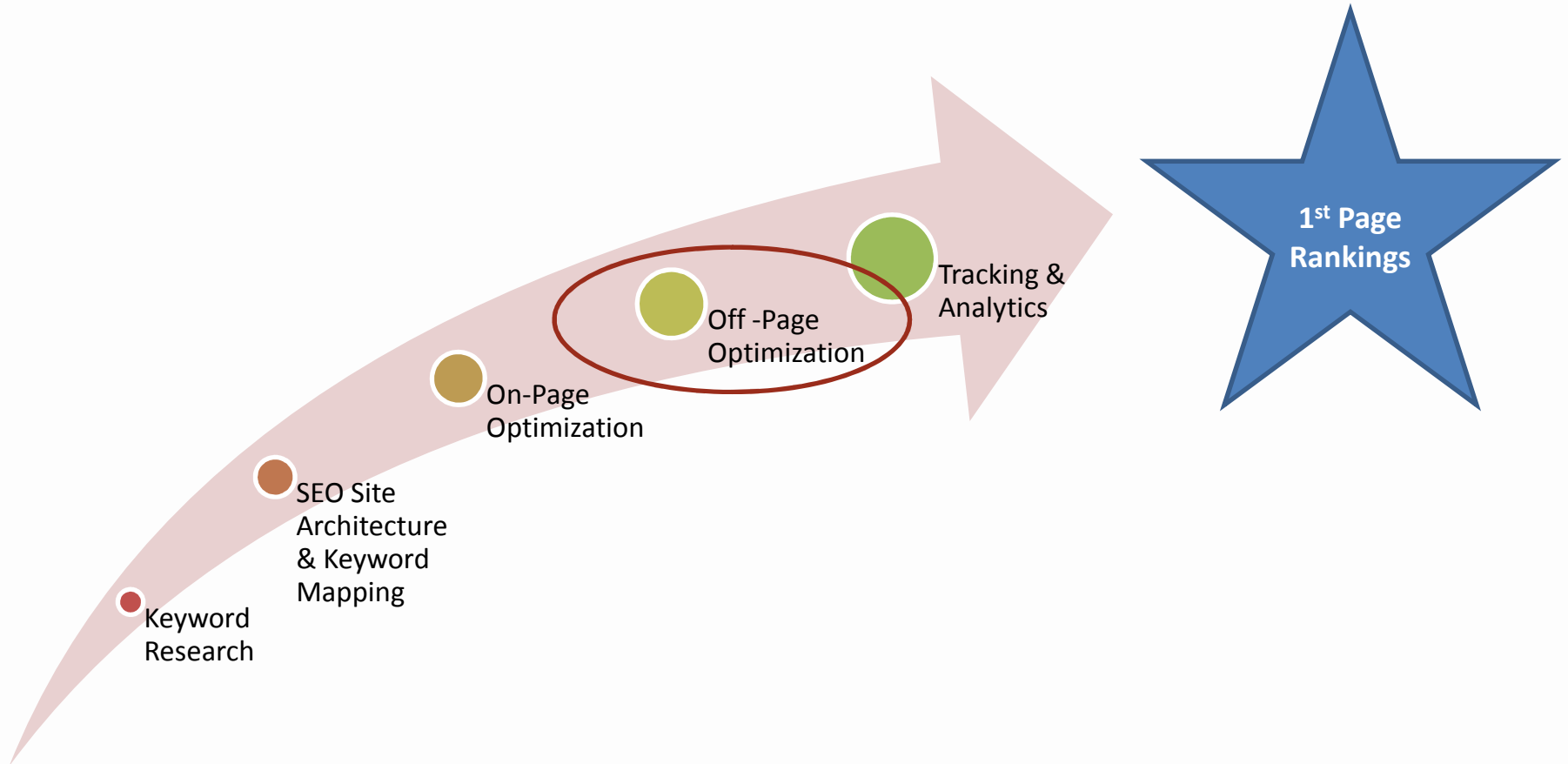
- Optimize content hierarchy to match search volumes
 - The closer to the home page, the easier to rank
- Fill in content gaps
 - Create new SEO optimized content where needed to rank for relevant keywords
- Optimize existing content
 - Make existing content SEO friendly for chosen keywords

Optimal Architecture & Content





E-Commerce SEO Process



Relevance

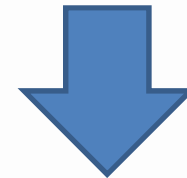
- Relevant Content
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On-Page Optimization

Popularity

- Quantity of In-links
- Quality of In-links
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Off-Page Optimization



Content Creation Strategy

1. Create a multi-channel content development campaign that tells your story in a favorable light

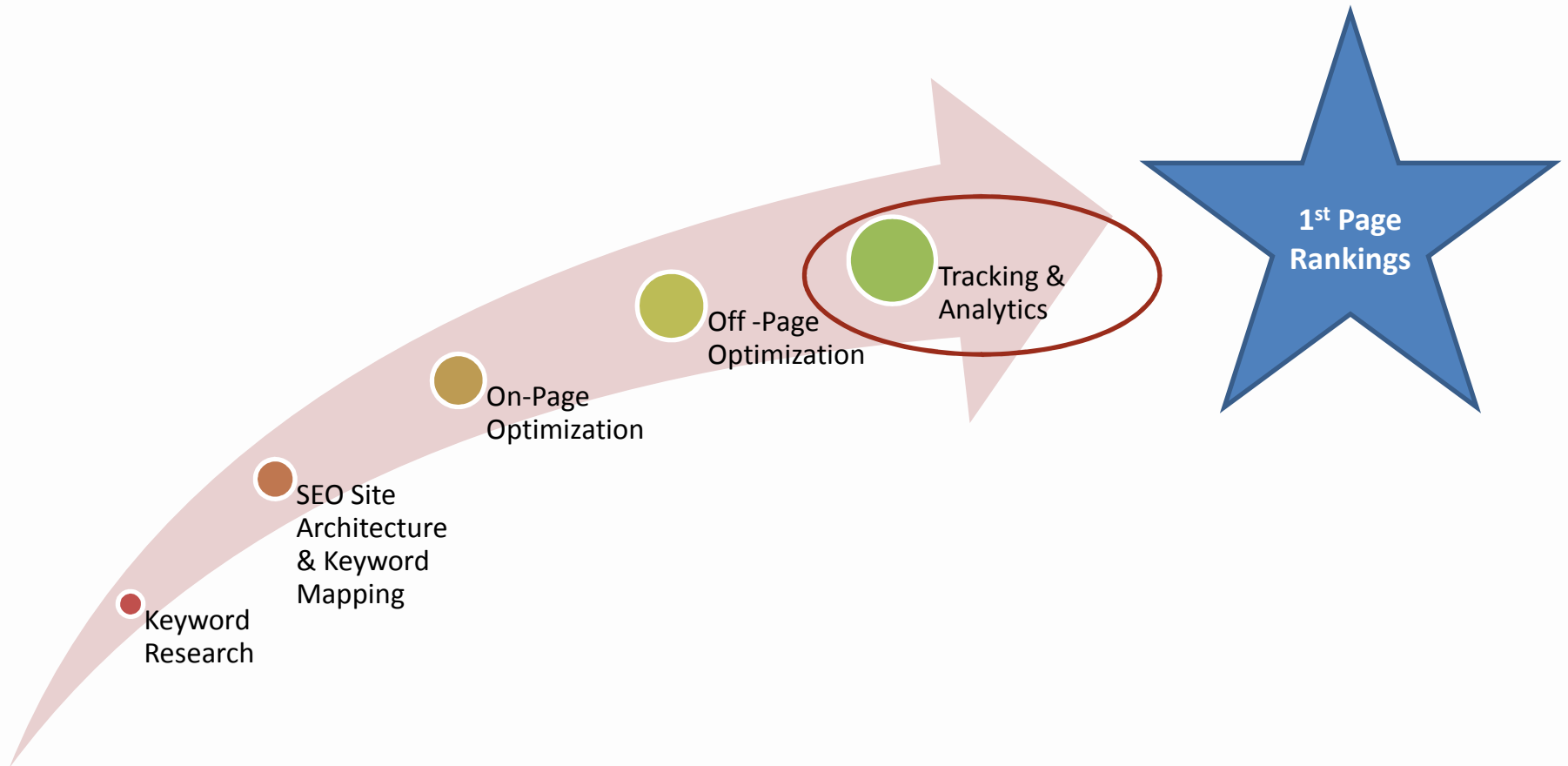


3. Keep the content fresh so it continues to rank highly over time





E-Commerce SEO Process



Measure the results in SERP rankings and in Google Analytics

Your website's ranking :

Google - 1
 Want to monitor your future google rankings? [Click here](#)

YAHOO! - 5
 Want to monitor your future yahoo rankings? [Click here](#)

bing - 6
 Want to monitor your future bing rankings? [Click here](#)





POTENTIAL VALUE OF E-COMMERCE SEO



Higher Ranks = More Clicks

Organic Pos	%
1	27.1
2	11.7
3	8.7
4	5.1
5	4.0
6	4.1
7	4.1
8	3.2
9	2.8
10	3.6



Potential SEO Traffic – Top 25

<u>Keyword</u>	<u>Monthly Searches</u>	<u>Potential</u>		<u>Monthly Clicks</u>
		<u>Google Rank</u>	<u>% of Clicks</u>	
[christian book distributors]	18100	10	3.6%	652
[bibles]	9900	10	3.6%	356
[christian bookstore]	6600	10	3.6%	238
[new international version bible]	5400	10	3.6%	194
[bibles for sale]	2900	10	3.6%	104
[new testament books]	2900	10	3.6%	104
[international bible society]	2400	10	3.6%	86
[chinese bible]	2400	10	3.6%	86
[free bibles]	2400	10	3.6%	86
[niv study bible]	1900	10	3.6%	68
[spanish bible]	1600	10	3.6%	58
[new international version]	1300	10	3.6%	47
[personalized bibles]	1300	10	3.6%	47
[russian bible]	1300	10	3.6%	47
[bibles by the case]	1000	10	3.6%	36
[bible book store]	1000	10	3.6%	36
[bibles online]	1000	10	3.6%	36
[zondervan bibles]	1000	10	3.6%	36
[discount bibles]	880	10	3.6%	32
[american bible society store]	880	10	3.6%	32
[bible store]	880	10	3.6%	32
[chinese bible online]	880	10	3.6%	32
[cheap bibles]	720	10	3.6%	26
[christian discount books]	720	10	3.6%	26
[niv bibles]	<u>720</u>	10	3.6%	<u>26</u>
	70,080		3.6%	2,522



Potential SEO Traffic – 2nd 25

<u>Keyword</u>	<u>Monthly Searches</u>	<u>Potential Google Rank</u>	<u>% of Clicks</u>	<u>Monthly Clicks</u>
[personalized bible]	720	7	4.1%	30
[bible in spanish]	590	7	4.1%	24
[kids bible]	590	7	4.1%	24
[leather bibles]	590	7	4.1%	24
[bible society]	480	7	4.1%	20
[bibles at cost]	480	7	4.1%	20
[buy bible]	480	7	4.1%	20
[new international bible]	480	7	4.1%	20
[the niv bible]	480	7	4.1%	20
[wholesale bibles]	480	7	4.1%	20
[spanish bibles]	390	7	4.1%	16
[bible new international version]	390	7	4.1%	16
[bible stores]	390	7	4.1%	16
[cheap christian books]	390	7	4.1%	16
[chinese english bible]	390	7	4.1%	16
[custom bibles]	390	7	4.1%	16
[engraved bibles]	390	7	4.1%	16
[leather bible]	390	7	4.1%	16
[bulk bibles]	320	7	4.1%	13
[bibles in bulk]	320	7	4.1%	13
[bible book stores]	320	7	4.1%	13
[bible for sale]	320	7	4.1%	13
[bible sales]	320	7	4.1%	13
[buy a bible]	320	7	4.1%	13
[buy bibles online]	<u>320</u>	7	4.1%	13
	10,730		4.1%	439



Potential SEO Traffic – 3rd 25

<u>Keyword</u>	<u>Potential</u>			<u>Monthly</u> <u>Clicks</u>
	<u>Monthly</u> <u>Searches</u>	<u>Google</u> <u>Rank</u>	<u>% of Clicks</u>	
[buy bibles]	320	4	5.1%	16
[free bibles to give away]	320	4	5.1%	16
[kju bibles]	320	4	5.1%	16
[pocket bibles]	320	4	5.1%	16
[wholesale christian books]	320	4	5.1%	16
[spanish english bible]	260	4	5.1%	13
[customized bibles]	260	4	5.1%	13
[pew bibles]	260	4	5.1%	13
[leather bound bibles]	260	4	5.1%	13
[small bibles]	260	4	5.1%	13
[discount bible]	210	4	5.1%	11
[bilingual bibles]	210	4	5.1%	11
[discount bible book store]	210	4	5.1%	11
[free bibles for churches]	210	4	5.1%	11
[tagalog bible]	210	4	5.1%	11
[inexpensive bibles]	170	4	5.1%	9
[bibles direct]	170	4	5.1%	9
[military bible]	170	4	5.1%	9
[study bibles for sale]	170	4	5.1%	9
[cheap bibles for sale]	170	4	5.1%	9
[bible in chinese]	170	4	5.1%	9
[bibles wholesale]	170	4	5.1%	9
[buy bible online]	170	4	5.1%	9
[creole bible]	170	4	5.1%	9
[haitian creole bible]	170	4	5.1%	9
	5,650		5.1%	288



Potential SEO Traffic – 4th 25

<u>Keyword</u>	<u>Potential</u>			<u>Monthly Clicks</u>
	<u>Monthly Searches</u>	<u>Google Rank</u>	<u>% of Clicks</u>	
[holy bibles]	170	2	11.7%	20
[leather bound bible]	170	2	11.7%	20
[bible sale]	140	2	11.7%	16
[bible spanish]	140	2	11.7%	16
[bible stores online]	140	2	11.7%	16
[bible wholesale]	140	2	11.7%	16
[bibles cheap]	140	2	11.7%	16
[bibles international]	140	2	11.7%	16
[cheap bible]	140	2	11.7%	16
[discounted christian books]	140	2	11.7%	16
[russian bibles]	140	2	11.7%	16
[bibles discount]	110	2	11.7%	13
[purchase bible]	110	2	11.7%	13
[bible purchase]	110	2	11.7%	13
[paperback bibles]	110	2	11.7%	13
[bible distributors]	110	2	11.7%	13
[bible outlet]	110	2	11.7%	13
[bibles for missions]	110	2	11.7%	13
[bibles for sale online]	110	2	11.7%	13
[bibles on sale]	110	2	11.7%	13
[chinese bibles]	110	2	11.7%	13
[discounted bibles]	110	2	11.7%	13
[spanish christian books]	110	2	11.7%	13
[the bible in spanish]	110	2	11.7%	13
[where to buy a bible]	110	2	11.7%	13

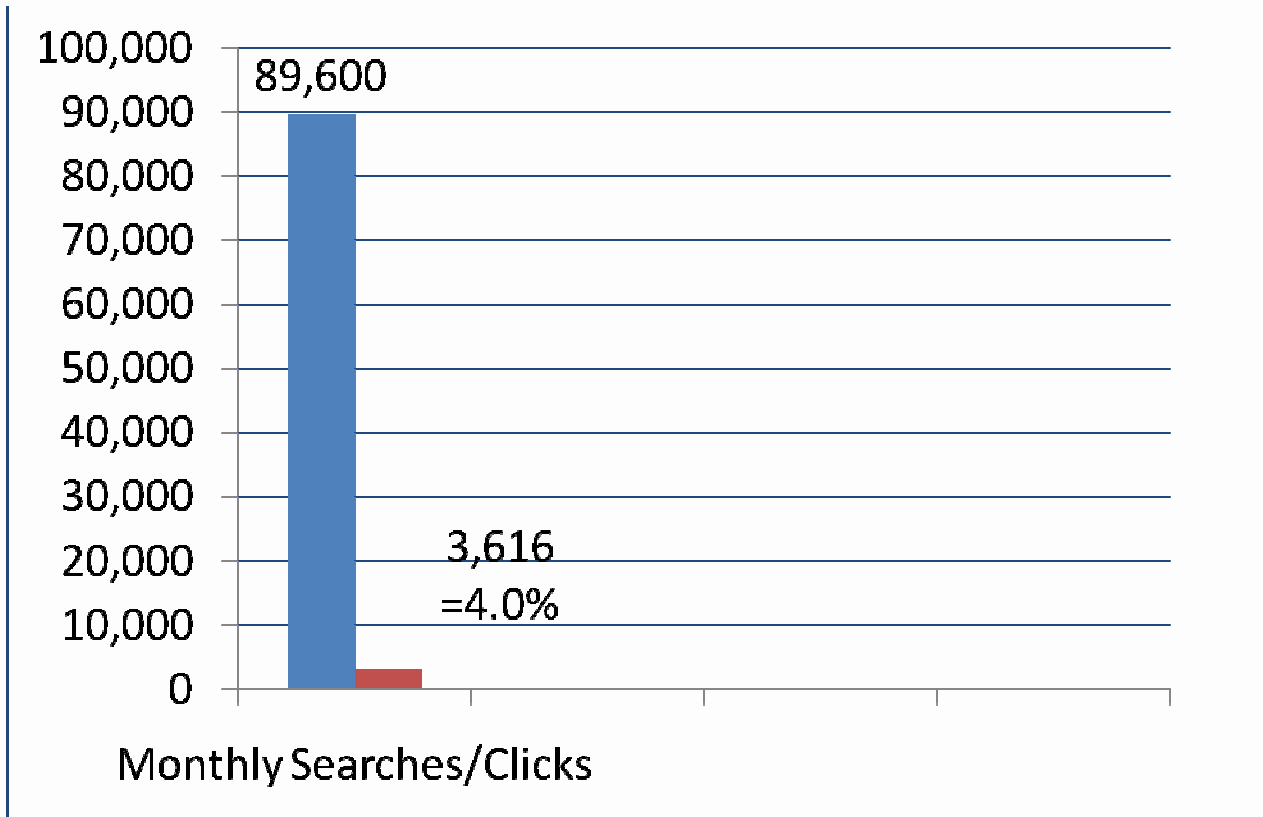
3,140

11.7%

367



Potential for 3,616 Clicks/Mo



And, Google represents only 70% of Searches



Hypothetical ROI Calculation

- Assume SEO Generates 3,616 Clicks Per month
 - 43,392 Click Per Year
- Assume 5% of Visitors Buy Something
 - 2,170 sales per year
- Assume an average sale is \$50
 - \$108,480 in extra sales per year
- Assume average customer buys 2x per year
 - \$216,960 in extra sales per year



5 Steps to E-Commerce SEO

Thank you!