

eCommerce SEO

Toni Anicic, Technical SEO





5 years of eCommerce consulting



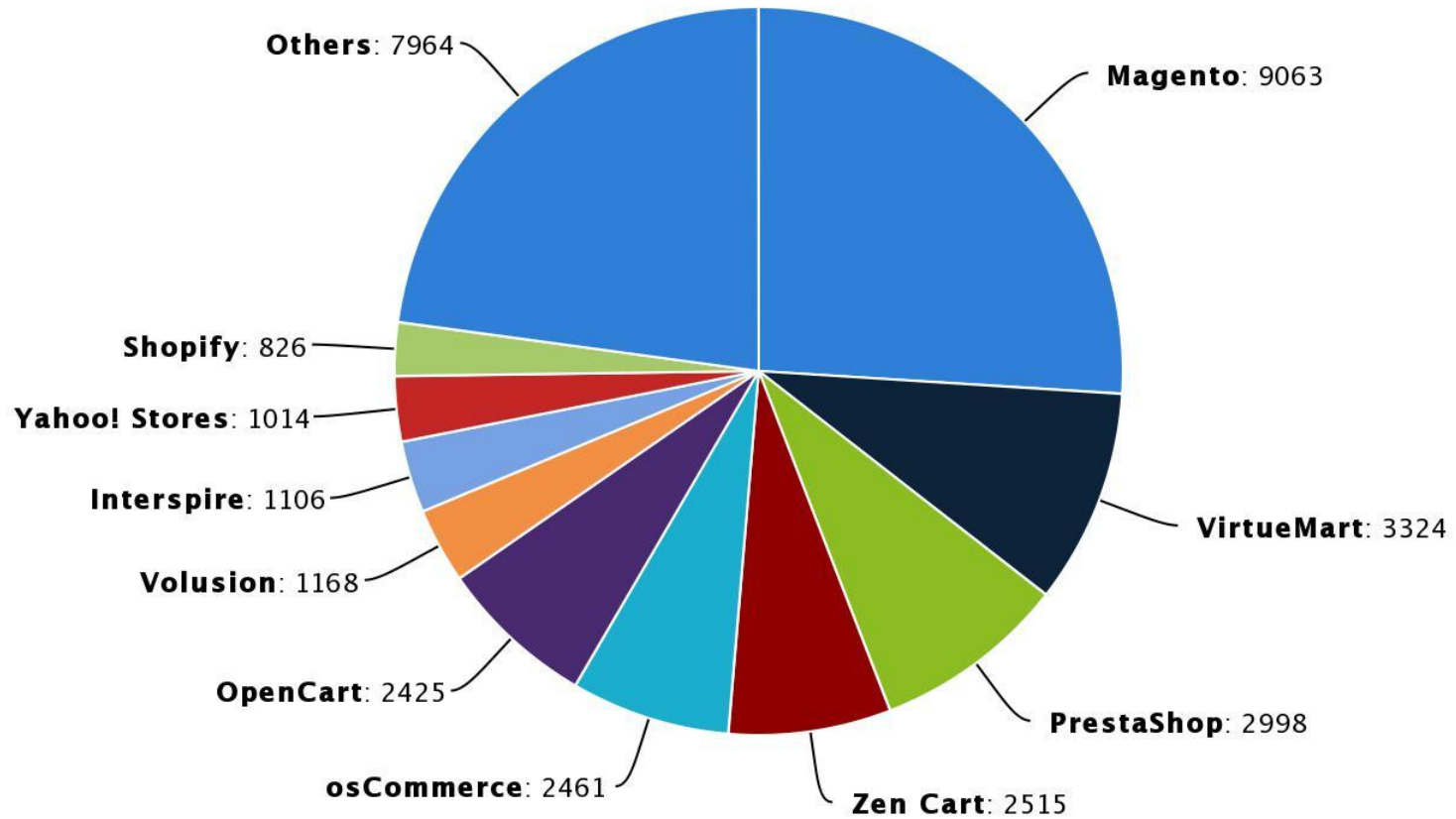
MagentoTM

Open Source eCommerce

A few facts about Magento



Most Popular eCommerce Software (Top 1M Sites), Feb 2013



Small Businesses



- » *Hosted solution for small businesses*
- » *Technical support included*
- » *Plans from \$15/month*

[Learn more »](#)

Mid-Large Size Businesses



- » *Enterprise-class features & performance*
- » *Gold-level technical support*
- » *License fees from \$15,550/year*

[Learn more »](#)

Developers and Tech-Savvy Merchants



"SEO Features"

From Magento's Official Website:

Search Engine Optimization Offering

- 100% Search Engine Friendly
- Google Site Map
- URL Rewrites give full control of URL's
- Meta-information for products and categories
- Auto-generated Site Map for display on site
- **Auto-Generated Popular Search Terms Page**

Popular Search Terms

% ' _ **a ab** ace aluminum am an **ap** Apple **as** ass ba black blue brown ca cam camer camera can car case cd cell ch class comp
compu computer **d** design DV **e** ele ere **F** flat free fun Gaming gh ha hd help ink it | la lcd lexa lg m ma men monitor **mp**
new **no** notebook on op pc phone print r ram re **Red** ring rt s sa samsung set **sh shi** shoe Shoulder silver sl so Sony store table te
tes **Test** teste the **tt** ver virtual wan west women X xt

/catalogsearch/

▼

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
11.59% ██████████	338.83% ████████████████████	114.29% ██████████	104.79% ████████████████████	92.02% 9.74% vs 5.07%	293.23% ████████████████████

Magento Extensions

Magento®  connect

Duplicate Content Issues

On almost all eCommerce platforms out there

8 Item(s)

Show 9 per page

View as: [Grid](#) [List](#)

Sort By
Position
Position
Name
Price
Contrast Ratio



[Olympus Stylus 750
7.1MP Digital Camera](#)

★★★★★ [5 Review\(s\)](#)

\$161.94

[Add to Cart](#)

[Add to Wishlist](#)

[Add to Compare](#)



[SLR Camera Tripod](#)

★★★★☆ [2 Review\(s\)](#)

\$99.00

[Add to Cart](#)

[Add to Wishlist](#)

[Add to Compare](#)



[Universal Camera
Case](#)

★★★★☆ [1 Review\(s\)](#)

\$34.00

[Add to Cart](#)

[Add to Wishlist](#)

[Add to Compare](#)



[Universal Camera
Charger](#)

★★★★★ [1 Review\(s\)](#)

\$19.00



[Canon Digital Rebel
XT 8MP Digital SLR
Camera](#)

★★★★☆ [8 Review\(s\)](#)



[Argus QC-2185 Quick
Click 5MP Digital
Camera](#)

★★★★☆ [3 Review\(s\)](#)

Select Your Currency

US Dollar - USD

SHOP BY

SHOPPING OPTIONS

PRICE

[\\$0.00 - \\$99.99](#) (3)

[\\$100.00 and above](#) (1)

COLOR

[Green](#) (2)

[Red](#) (1)

[White](#) (2)



4 Item(s)

Show 9 per page

View as: [Grid](#) [List](#)

Sort By [Position](#)

Did you know?

Our customer service is available **24/7**

(555) 555-0123

Hold on, help is on the way.



POPULAR TAGS

[awesome](#) [bones](#) [camera](#) [COOL](#)
[furniture](#) [good](#) [great](#) [green](#)
[laptop](#) [music](#) [new](#) [nice](#) [phone](#)
[red](#) [sexy](#) [shoes](#) [t-shirt](#) [tag](#) [wow](#)

COMPARE PRODUCTS

You have no items to compare.

MY CART

You have no items in your shopping cart.



COMMUNITY POLL

What is your favorite Magento feature?

- Layered Navigation
- Price Rules
- Category Management
- Compare Products

Vote

NOW ACCEPTING
PayPal



Coalesce: Functioning On Impatience T-Shirt

★★★★☆ [6 Review\(s\)](#)

\$15.00

[Add to Cart](#)

[Add to Wishlist](#)

[Add to Compare](#)



Ink Eater: Krylon Bombear Destroyed Tee

★★★★☆ [2 Review\(s\)](#)

\$22.00

[Add to Cart](#)

[Add to Wishlist](#)

[Add to Compare](#)



The Only Children: Paisley T-Shirt

★★★★☆ [2 Review\(s\)](#)

\$100.00

[Add to Cart](#)

[Add to Wishlist](#)

[Add to Compare](#)

Products in Multiple Categories

example.com/category1/product1.html

example.com/category2/product1.html

Session Based Breadcrumbs



Double click on above image to view full picture



MORE VIEWS



Coalesce: Functioning On Impatience T-Shirt

[Email to a Friend](#)

★★★★☆ [6 Review\(s\)](#) | [Add Your Review](#)

Availability: In stock

\$15.00

Quick Overview

- 6.1 oz. 100% preshrunk heavyweight cotton
- Shoulder-to-shoulder taping
- Double-needle sleeves and bottom hem

***Size**

*** Required Fields**

Choose an Option...





Double click on above image to view full picture



MORE VIEWS



Coalesce: Functioning On Impatience T-Shirt

[Email to a Friend](#)

★★★★☆ 6 Review(s) | [Add Your Review](#)

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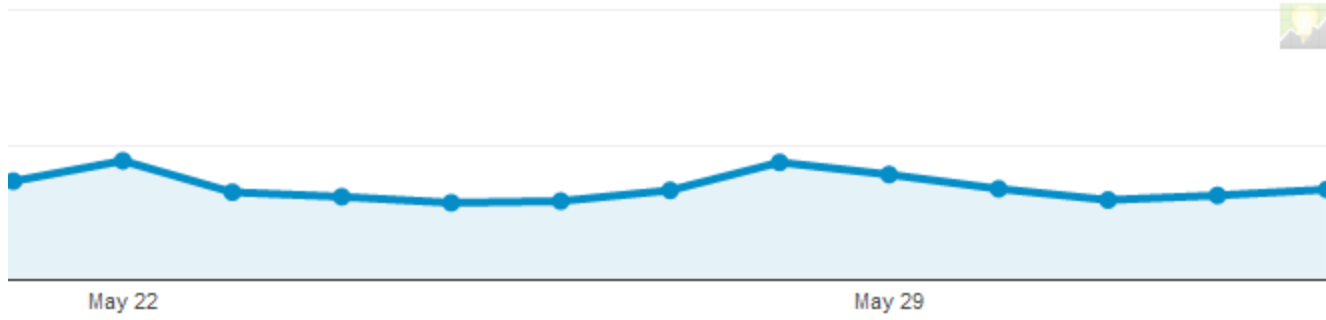


**YOU'RE NOT PAID TO
THINK**



**A MINDLESS WORKER
IS A HAPPY WORKER!
SHUT UP AND DO YOUR JOB!**

**Don't
be a
mindless
tech
drone**



	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
0:49	261,512 % of Total: 100.00% (261,512)	53.35% Site Avg: 53.35% (0.00%)	22.64% Site Avg: 22.64% (0.00%)	\$4.42 % of Total: 95.38% (\$4.63)
11:58	0	0.00%	0.00%	\$3,063.01
10:08	0	0.00%	0.00%	\$1,903.71
10:31	0	0.00%	0.00%	\$1,883.56

Title Prefixes

65-70
characters

12
words

Main Navigation Structure

Root Category 1

Subcategory 1

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Subcategory 2

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Root Category 2

Subcategory 1

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Subcategory 2

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Root Category 3

Subcategory 1

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Subcategory 2

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

If it's really **important** it **needs to be in main navigation.**

It doesn't matter if it's a **category, product** or a **static page.**

Think twice about what's an attribute and what's a category


SHOP BY

SHOPPING OPTIONS

→ CATEGORY
[Shirts \(4\)](#)
[Shoes \(7\)](#)
[Hoodies \(1\)](#)


→ PRICE
[\\$0.00 - \\$99.99 \(8\)](#)
[\\$100.00 and above \(4\)](#)

→ COLOR
[Black \(1\)](#)
[Blue \(1\)](#)
[Brown \(2\)](#)
[Gray \(2\)](#)
[Green \(3\)](#)
[Red \(3\)](#)
[White \(2\)](#)



Items 1 to 9 of 12 total Page: 1 [2](#) ▶ Show !

View as: [Grid](#) [List](#) Sort By [Position](#)



Shop by
Department

Search All ▾

- Unlimited Instant Videos
- MP3s & Cloud Player
20 million songs, play anywhere
- Amazon Cloud Drive
5 GB of free storage
- Kindle
- Appstore for Android
ISpy a Tale of Beowulf..free
- Digital Games & Software
- Audible Audiobooks

- Books
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial

- Full Store Directory

Instant Video MP3 Store

kindle fire HD
The ultimate
HD experience

From \$199 > [Shop now](#)



"SEO Friendly Text" on online stores

About 856,000,000 results (0.29 seconds)

[Bags & Handbags | Zappos.com Free Shipping ALWAYS](#)

www.zappos.com/bags ▾

2 days ago – I initially bought this as a work **bag** - something sharp I could carry my laptop and assorted day to day things in. It has been so good for that I've ...

[Bag - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Bag ▾

A **bag** (also known regionally as a sack) is a simple tool in the form of a non-rigid container. The use of **bags** predates recorded history, with the earliest **bags** ...

[Bags & handbags | Handbags, clutches, purses & totes | ASOS](#)

www.asos.com/Women/Bags-Purses/Cat/pgecategory.aspx?cid=8730 ▾

Discover women's **bags** and purses with ASOS. Shop hundreds of handbags, clutch **bags**, purses and totes with ASOS.

[ASOS Handbags - Purses - Clutches - Shoulder Bags](#)

[PurseBlog - Designer Handbag Reviews and Shopping](#)

www.purseblog.com/ ▾

12 hours ago – When Chanel trotted the full-size Chanel Hula Hoop Flap **Bag** on the runways for Chanel Spring 2013, they insisted this showpiece wouldn't be ...

[Womens Bags and Purses - River Island](#)

www.riverisland.com/women/bags--purses ▾

307 matches – Women's **bags** from River Island - get this season's latest arrivals from your favourite high street store. Shop the full collection online.

[Images for bags](#) - Report images



About Bags and Handbags

Bags and handbags are used in almost every life situation. From going to the office, to the gym or an evening out on the town, bags and handbags are used to assist people with their daily routines and events.

If you're looking for a quality sports bag, Ogio™ has a variety of styles for either the gym or the field. For colorful backpacks, for school or work, Dakine™ has a selection that will not disappoint. If you are looking for a diaper bag but don't want to compromise your style, Timi & Leslie™ has a fashionable selection of functional diaper bags to keep you and your little bundle happy. Fossil has a range of versatile and stylish wallets to keep your money safe in your pocket or purse.

Zappos has a large selection of handbags, ranging in size and shape, to accommodate any style preference. For a chic and sophisticated look, Lodi Accessories™ has an array of evening bags that are fashion-forward and quality made. If you are looking for more of an edgy-urban look, Tokidoki™ or Harajuku Lovers™ has colorful and eye-catching designs. Lucky Brand has a variety of fashionable and functional handbags that could be used as an everyday, throw-around bag. Whatever the occasion, Zappos has a handbag that you'll love.

Search: bags for sale

[bags for sale Philippines - Sulit.com.ph](#)

www.sulit.com.ph/index.php/classifieds+directory/q/bags+for+sale ▾

3585 results for **bags for sale** Philippines; For sale bags at Sulit.com.ph Online Classified Ads.

[Authentic bags for sale](#) - [Branded bags](#) - [Buy and Sell](#) - [Nike bags](#)

[Handbags & Purses Sale at Debenhams.com](#)

www.debenhams.com/sale/women/handbags-purses ▾

367 products – Buy **Handbags & purses** from the **Sale** department at Debenhams.com. You'll find the widest range of **Handbags & purses** products online and ...

[Images for bags for sale](#) - [Report images](#)



[Handbags & Accessories - Sale & Clearance | Macy's](#)

www1.macys.com/shop/handbags-accessories/sale-clearance?id=28273 ▾

Sale & Clearance. View All **Handbags & Accessories** ... **Sales & Discounts** (875)
Giani Bernini Handbag, Glazed Leather Crossbody **Bag**. Orig. \$108.00 ...

Search Intent

What to do with out of stock products?

Multilingual e-commerce SEO

Magento

-Website

-Store

-Store View

rel alternate hreflang "X"

example.com.au/category/product1.html

```
<link hreflang="en-GB" rel="alternate" href="http://example.co.uk/category/product1.html" />
```

```
<link hreflang="en-AU" rel="alternate" href="http://example.com.au/category/product1.html" />
```

example.co.uk/category/product1.html

```
<link hreflang="en-GB" rel="alternate" href="http://example.co.uk/category/product1.html" />
```

```
<link hreflang="en-AU" rel="alternate" href="http://example.com.au/category/product1.html" />
```

**Don't mix rel alternate hreflang and
rel canonical implementations**

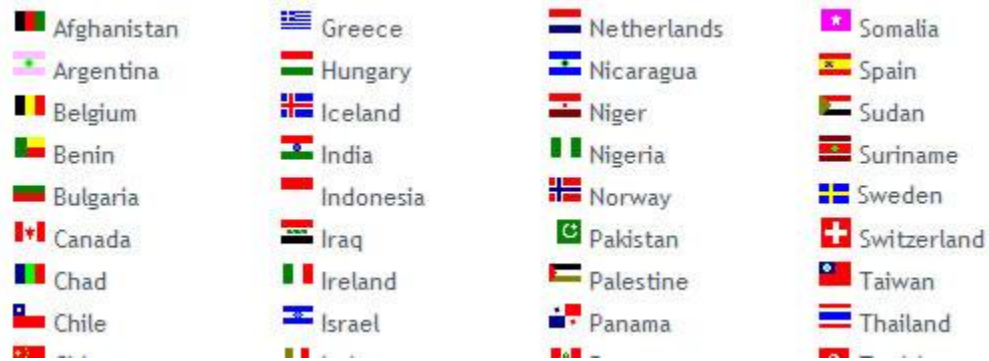
example.com.au/category/product1.html

```
<link hreflang="en-GB" rel="alternate" href="http://example.co.uk/category/product1.html" />
```

```
<link hreflang="en-AU" rel="alternate" href="http://example.com.au/category/product1.html" />
```

```
<link rel="canonical" href="http://example.co.uk/category/product1.html" />
```

Properly cross-link the translations



NOT GOOD:

example.com.au/category/product1.html

`UK`

GOOD:

example.com.au/category/product1.html

`UK`

Country folder or subdomain?

example.com

example.com/en/
example.com/de/

or

en.example.com
de.example.com

Country folder or subdomain?

m.example.com

m.example.com/en/

m.example.com/de/

Don't do automatic redirects

“Avoid automatic redirection based on the user’s perceived language. These redirections could prevent users (and search engines) from viewing all the versions of your site.” – Google

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=182192>

schema.org

Google search results

Google Custom Search

Preview

[Beretta 92 Series Magazine – 15-Round Staggered Box Magazine for ...](#)

www.keepshooting.com/beretta-92-series-magazine.html

★★★★★ Rating: 100% - 8 votes - \$19.95 - In stock

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

THANK YOU!

Toni Anicic, Technical SEO

