www.x-cart.com

in 2012:

- good traffic on phrases around core "shopping cart"
- 4th place in USA on term "shopping cart"

in 2015:

- traffic rose by 120%
- 1st place in USA on terms "shopping cart" and

"ecommerce software"

No uniform recipe

When aiming for the top on highly competitive terms copying others does not help.

You have to be ahead of your niche and make your competition copy you.

Basic tools

- Aggregators. Good for most yet lacking for terms with high competition.
- Google Webmaster Tools. The first place you learn of any indexing problems. If anything goes wrong Google sends you warnings via the Webmaster Tools. Tracks HTTP and HTTPS as separate websites.
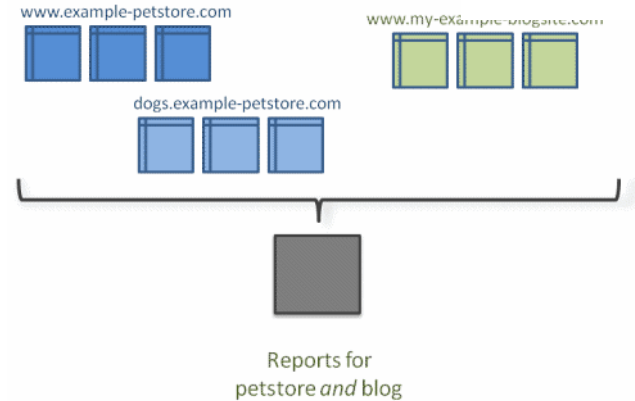
Basic tools

Google analytics

● When using multiple domains or subdomains - track on one same ID. [Google's instruction](#).

● Don't use filters unless you're 110% sure.

● Link your Analytics account with Webmaster Tools to collect data on keyphrases.

www.example-petstore.com
www.my-example-blogsite.com
dogs.example-petstore.com

Reports for petstore *and* blog

Technical side

- Get a technical expert. Someone reliable, inhouse if possible.
- Check your DNS record. Any trouble with it - to the hosting company.
- HTML consistency. [W3C validator](). Special attention to broken meta tags.
- Webserver setup. Ctrl+F12 in Google Chrome, Network tab.

Technical side

- Check blacklists for your IP address. Use Google Chrome and Webmaster Tools: anything goes wrong - you'll learn it there.
- Website speed. In Google Analytics 'Behavior/Site Speed/Page Timings' report.

Content

- Google loves original playful text. Try avoiding boring official style whenever possible. Do not use automatically generated text for any purpose.
- Put text on your homepage. The text must be clearly visible and interesting to your visitors. Include your major keywords in homepage meta tags and text header tags.

Content

- Write good texts for your product pages. Cut & paste or empty fields won't work.
- Avoid overoptimization. 2-3 mentions a page even of major keyphrases is enough. 5 tops. 10 - Google will think you're spamming it.
- When possible - move the text higher in the page markup.

Content

Watch for duplicate content

Use Google search to find it. Ways to handle it:

- Kill the duplicate content. Best option really.
- Close the duplicate pages with robots.txt
- Manage it with 'canonical' instruction.
- Move troublesome content to a subdomain.

Content

Monitor links

- Check for broken links regularly and fix them.
- Carefully choose the websites to which you link. Don't link to anyone with no PageRank record.
- No outbound links on the homepage.
- Areas with many outbound links like forums best moved to a subdomain.

Index check

- Check your index with Google regularly.

site:yourwebsite.com

- [Narrow down the searches](#).
- Use **&filter=0** in the end of Google search URL to force it show 'bad' pages.
- List the results page by page and check snippets for abnormalities: broken, missing or duplicate content.
- Check actual Google cache of select pages.

cache:yourwebsite.com/page-url.html

Behavioral factors

Monitor bounce rate for the pages that get most traffic from Google in Analytics 'Behavior/Site Content/ All pages' report.

The smaller bounce rate you get - the better. And if you have bounce rate around 80% - don't expect good ranking.

Bounce rate improved via trial and error with help of A/B testing.

Inbound links & non SEO marketing

- SEO alone rarely works. It must be integral part of your marketing efforts.
- Produce interesting new content regularly.
- Don't buy links. Google will know and penalize you.
- Go to events for your industry and develop cooperation.
- Start affiliate program and promote use of plain links there.

Q&A

sales@x-cart.com for any questions after the webinar.