Article Side

Methods of Effective Ecommerce Optimization by Stella Richard

Article published on March 1st 2012 | Seo

The evolving trends in the way business is conducted and with organizations and brands finding innovative ways to leverage the internet-age, now is the best time for any brand to won an e-commerce website.

Letâ€™s go through some of the major steps that need to be taken into consideration to ensure maximum optimization â€“

1. Cater to All User Types

Typical e-business portals have visitors belonging to all kinds of categories. For example, you may have a visitor who logs on simply to gather information, some may visit your website to gauge a future purchase and you will have visitors that come one to avail the benefit of a quick, easy and immediate purchase. Make sure that your portal caters to each one of these visitors through quality content and navigation tools.

2. Quality Content

Especially because users are not able to touch and feel or experience the product or service before they purchase it, you need to convince your audience and engage them with the power of the written word. Also, visitors tend to spend a lot of time on e-commerce website to compare and research on various products. Your website copy needs to be strong enough to compel your audiences to stick around on your website and continue gathering product information.

Incorporate keywords in your product copy which will benefit your cause with respect to optimization. Your headings also need to be extremely interesting and appealing to your audience. Add phrases like â€˜Free Gifts Includedâ€™ or â€˜3 years Warranty Includedâ€™ along with the name of t product or category to attract your potential customers.

3. Attractive Calls to Action

If you want your website visitors to do something like click on a particular link, simply putting a â€˜click hereâ€™ button may not be sufficient. Create interesting calls to action such as â€˜Learn More about GMAT Books Hereâ€™ or â€˜Compare MP3 Player Prices Hereâ€™ to grab the attention of your audience pages which will offer them more information on products they are searching.

4. User Engagement through Feedback

Something as simple as allowing your users to leave behind comments and feedback will also help your optimization initiative. Additionally, you will you be benefiting future visitors by giving them unbiased product information and reviews.

5. Professional Product Images

As mentioned before, the only set-back of an online store is that the customer is not able to look and feel the product like he or she can in a brick and mortar store. You need to fill this gap by offering multiple product images that are clicked professionally and give the user a fair idea of its features. If you are showcasing apparel or furniture, try displaying pictures from different angles or in different environments allowing the user to gauge the purchase.

Everyone knows that in addition to content, the chief factor which influences the rankings of any website is its popularity. Most major search engines work on the assumption that if your website is popular, the content must be relevant to internet users. Make sure that your navigation, check out process, form and other features such as your FAQ section, site map etc. are sufficiently designed for the benefit of the audience.

Article Source:
http://www.articleside.com/seo-articles/methods-of-effective-ecommerce-optimization.htm - Article Side

Stella Richard - About Author:
Ivory shore a Vancouver SEO services aim to get your website to Page 1 of Search Engines for highly targeted keywords in Vancouver, BC, Canada.

Article Keywords:
Vancouver SEO, Web Design Vancouver, Vancouver Web Design, Web development

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!