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Search engine optimisation begins even before you have designed or development your website. Yes, seo should be kept in mind once you build your website design strategy and it is very important to keep this in mind due to the following reasons:

1. Site Architecture: Website architecture is an important factor in optimising a website for search engine visibility. Architecture cannot be changed often since itâ€™s like your building foundation, if you have to change it you got to demolish the structure. Changing architecture will have adverse effect on the whole structure and ranking of a website.

2. On-Page Factors: A considerable amount of on-page optimisation can be done while developing your website. Online shopping or ecommerce websites are normally huge ones with thousands of products in them, which makes it not so easy to control or opitmise each individual product display page. A lot of on-page optimisation can be done dynamically controlled by your content management system.

3. Cost: Most website incur costs beyond estimated or as planned initially due to changes done after it is developed. We have been here in so many of our client websites. Which just not affects the cost but so many other factors and becomes detrimental to the whole seo efforts

Effective SEO plan for ecommerce websites:

The most effective way to get an ecommerce website optimised is through precision planning form the day 1 of the website design strategy building. This brings easy success to the website and saves a lot of money and time for the business. Here are a few things you can do to make your ecommerce website successful on search engines.

1. Architecture - Category and Sub Category Alignment

2. Meta Data in CMS

3. Internal Linking

4. Dynamic ALT Tags

5. Sitemap and RSS Feed.

And when it comes to SEO for ecommerce websites we will implement the same techniques as we use for non-ecommerce websites but we need to implement it in a very logical way. Below some of the tips will make you clear:

1, conducting keyword research based on how people will search the product in the ecommerce website.

2, Using SEO Friendly URLâ€™s which contains keywords of the product or the product category

3, Please be aware about the page titles and make sure it has the targeted keyword in it

4, Link directly the home page to your most selling products and you can link to categories too that

will have some good impact in ranking combination of keywords

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Mark - About Author:
Markâ€• is taking care of Head-Search in Search Engine Consultant, an SEO Company offering services in a SEO Melbourne

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