

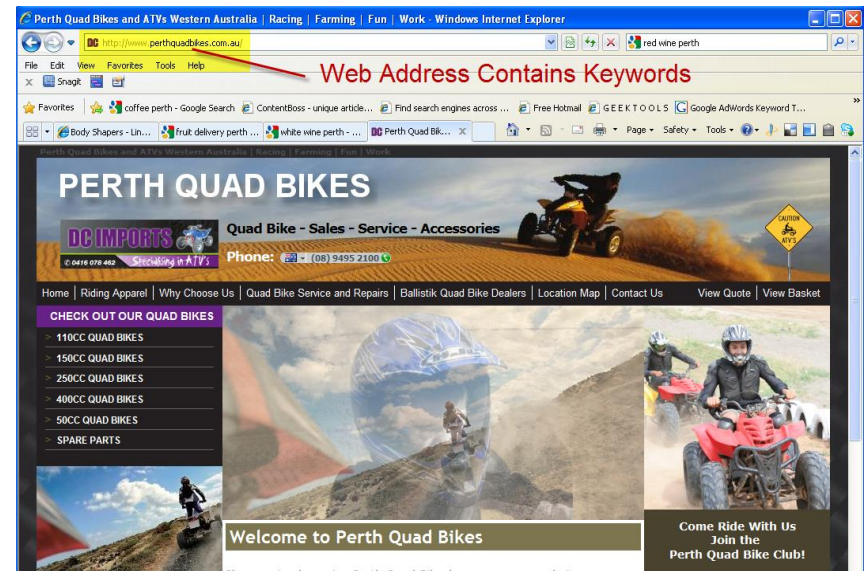
SEO for GTP iCommerce Web Sites

On Page Optimisation Guide



Website Address Optimisation

- Website Address (URL)
 - Where possible use a domain name with at least one of your most popular keywords in it.
 - E.g. www.perthquadbikes.com is a better web address than the company name of www.dcimports.com for a quad bike company



Example shows where the web address is in the web browser.

URL stands for Uniform Resource Locator.

Title Tag Optimisation

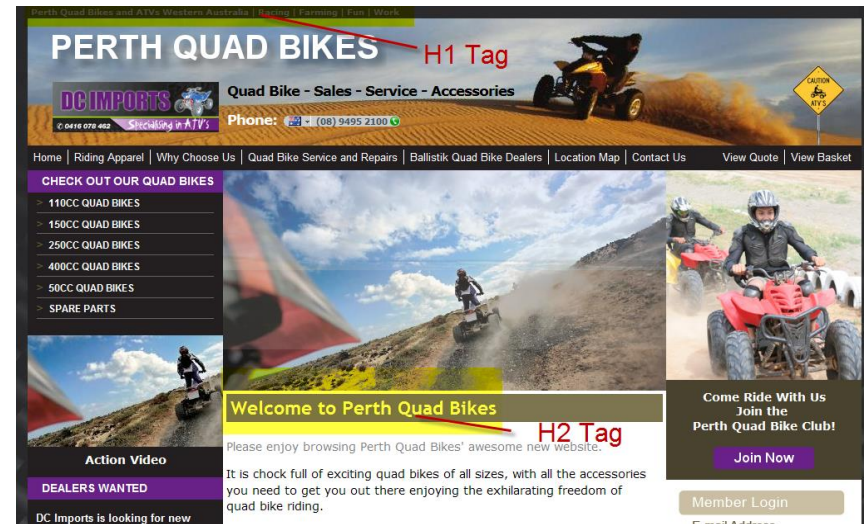
- Title Tag
 - The title tag of a web page should always contain the keywords you want to rank for.
 - Order Keywords in the title tag from the most popular key phrase.
 - You will be able to manage the title tag with your editor



Example showing where the title tag content displays in the web browser

Header Tag Optimisation

- Header Tags (H1, H2, H3)
 - Use your keywords in the header tags
 - Header tags are very important in telling the search engines what are your important keywords
 - You will be able to manage the header tags with your editor



Example shows a H1 tag as the first line of text the search engines see and a H2 tag containing targeted keywords on the home page.

Body Copy Optimisation

- Body Copy
 - Ensure that you include your keywords in the body copy
 - Position keyword phrases near the start and near the end of the body copy
 - Use keywords from 1-5 times per 100 words.
 - You will be able to manage the body copy with your editor



Example of how the targeted keyword “quality assurance” should be worked into the start middle and end of the body copy.

On Page Optimisation: Internal Linking

- Links containing keywords are absolutely critical to good optimisation
- Internal Linking is where one of your web pages links to another one of your own web pages
- Google places high importance on the keywords used to link to a web page (Anchor Text).
- Google also looks at where on the page a link is coming from. E.g. The menus or main content area.

On Page Optimisation: Internal Linking

- Link **between** your web pages using good anchor text.
- Link **within** the same web page using good anchor text.



How Lamplighter Builds Your Profit

Each step of the 7-Step Lamplighter People Performance Improvement System, enacted alone, will have a significant effect on your business. When combined in the right order for your business, the outcome is spectacular.

Our processes and systems are built on our world class expertise in cognition and learning, human development and performance, which means you'll achieve the best in performance improvement. Through our Consulting, Coaching, Speaking or Workshops, we partner with you to drill down to the core issues facing your business and provide solutions that will help you and your organisation to grow over the long term.

Specific Services and Tools include:

- ✓ People Performance Audit™
- ✓ Executive & Employee Profiling
- ✓ Business & Management Consulting
- ✓ Executive Coaching
- ✓ Productivity-Driven Leadership™
- ✓ Performance Management Tools
- ✓ Authentic Speaking®
- ✓ Speaking & Keynotes
- ✓ Workshops & Expert Facilitation
- ✓ Business Process Improvement
- ✓ Strategic Planning

The 7 Step Lamplighter People Performance Improvement System

- 1 Measure
- 2 Performance Strategy
- 3 Improvement Plan
- 4 Implement Systems
- 5 Retain & Re-Engage
- 6 Develop Leaders
- 7 Embed Change

Links to Other Web Pages Containing Keywords

Example: The area highlighted in yellow shows keywords linking to other pages within the same web site. These links are in the main content area.

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Applying On Page Optimisation Strategies within your GTP Web Site

1. Product Optimisation Strategies

2. Web Page Optimisation Strategies



Product Optimisation Strategies

Product Optimisation is a long tail keyword or **money keyword** optimisation strategy

It applies where you use the GTP Products area of the content management system

If your products are found high in the search engines you are more likely to get the business



Product Naming

The way you name products will substantially impact on your search engine results

Product Names should be

- Descriptive
- include the product name
- Include keywords that searchers use
- Include general keyword phrases
- Include the brand name
- Be appealing and understandable by your customers.

As a general rule do not put in the product name

- Geographic modifiers e.g. Perth
- Buying Modifiers e.g. Buy



Product Naming 2

The biggest mistake when naming products is where the business owners and staff name the products so that they can understand what the product is...

BUT do not take into account that their customers won't be knowledgeable on the businesses naming conventions.

You must name for your customers benefit



Product Naming Problem 2

The 2nd biggest mistake when naming products is where the business owners name many products with EXACTLY the same name. This is BAD.

e.g.

Spotty T-Shirt

Spotty T-Shirt

Instead it should be

Spotty T Shirt – Womens - White

Spotty T Shirt – Women - Black



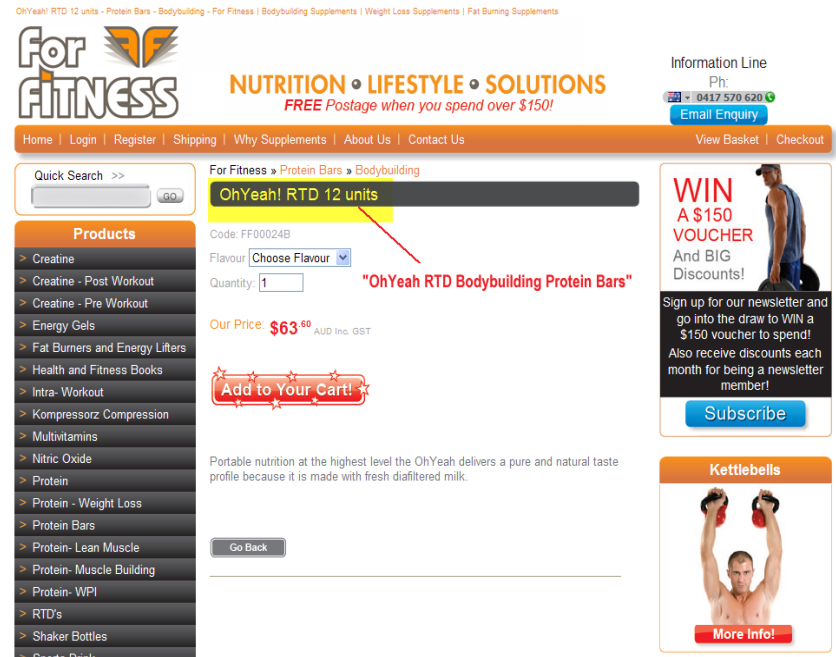
Product Name Example 1:

The below product was sitting in a bodybuilding protein bars category on the site and named “OHYeah! RTD 12 Units”

Recommendation

Change “[OhYeah! RTD 12 units](#)” to “OhYeah RTD Bodybuilding Protein Bars”

- This improved product name has added in the general keyword phrases of bodybuilding protein bars. Previously it just had the brand name and did not mention what the product was.



The screenshot shows the For Fitness website interface. At the top, there's a navigation bar with links like Home, Login, Register, Shipping, Why Supplements, About Us, and Contact Us. Below this is a search bar and a list of product categories on the left. The main content area displays the product 'OhYeah! RTD 12 units' with its code (FF00024B), a 'Choose Flavour' dropdown, and a quantity selector. The price is listed as \$63.40 AUD Inc. GST. A red arrow points to the product name with the text 'OhYeah RTD Bodybuilding Protein Bars'. There are also promotional banners for a \$150 voucher and kettlebells.

Poor naming of products can hurt your search engine rankings.

Product Names: Too Long

- Sometimes we see business owners go to much the other way and put everything into the product name making it very long. This should also be avoided.
- The key thing to note is to make sure the product name has keywords that would be used in searches.
- An emotive adjective in the product name is fine if it makes the product more appealing but limit this. E.g. Quality, Fun, Powerpacked, Stylish...
- Effective product naming is an art and a science. The art comes from making it attractive to consumers and the science from making it attractive to search engines.



The Effect of Good Product Naming on GTP web sites

- Keywords in the product name become the linking text or **anchor text** throughout the site
- This creates a powerful link network on your web site that boosts your rankings for individual products on the **money key words** AND for your site in general for highly searched general keywords.
- Plus there are many other ways at GTP that we apply the product name in the site to better optimise that product.

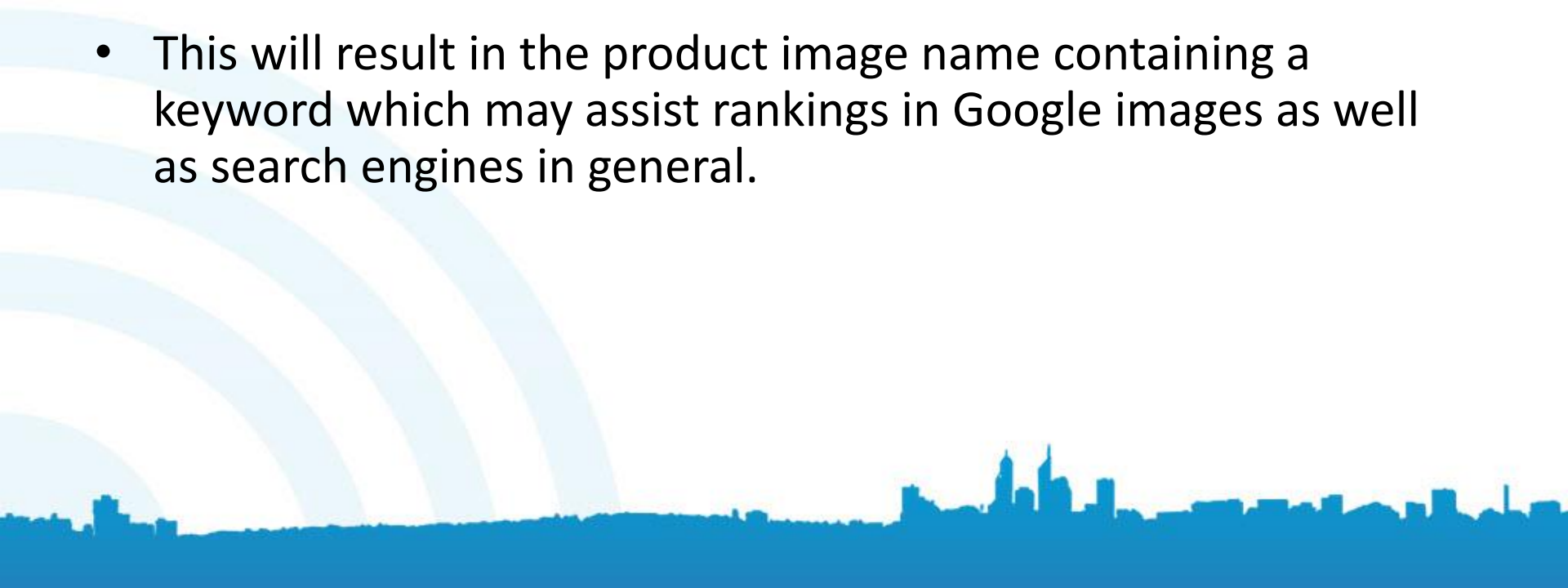
Product Optimisation: Product Categories and Brands

- Make sure your product categories and product subcategories also contain the most popular keyword phrases within them where possible
- Brand names should be included where relevant. Otherwise use the brand field to your advantage by making it contain keywords related to the product again. E.g a Perth florist could use “florist perth” in the brand field and have an image icon showing on the page.



Product Optimisation: Product Codes

- If you do not have set codes from your accounting package you can try using keywords in the product code
- E.g. Code AB123 could be come “AB123-Supplements”
- This will result in the product image name containing a keyword which may assist rankings in Google images as well as search engines in general.



Product Optimisation: Product Descriptions

The product description should firstly be used to **describe the product effectively** with all the information a purchaser would need to make a decision to buy.

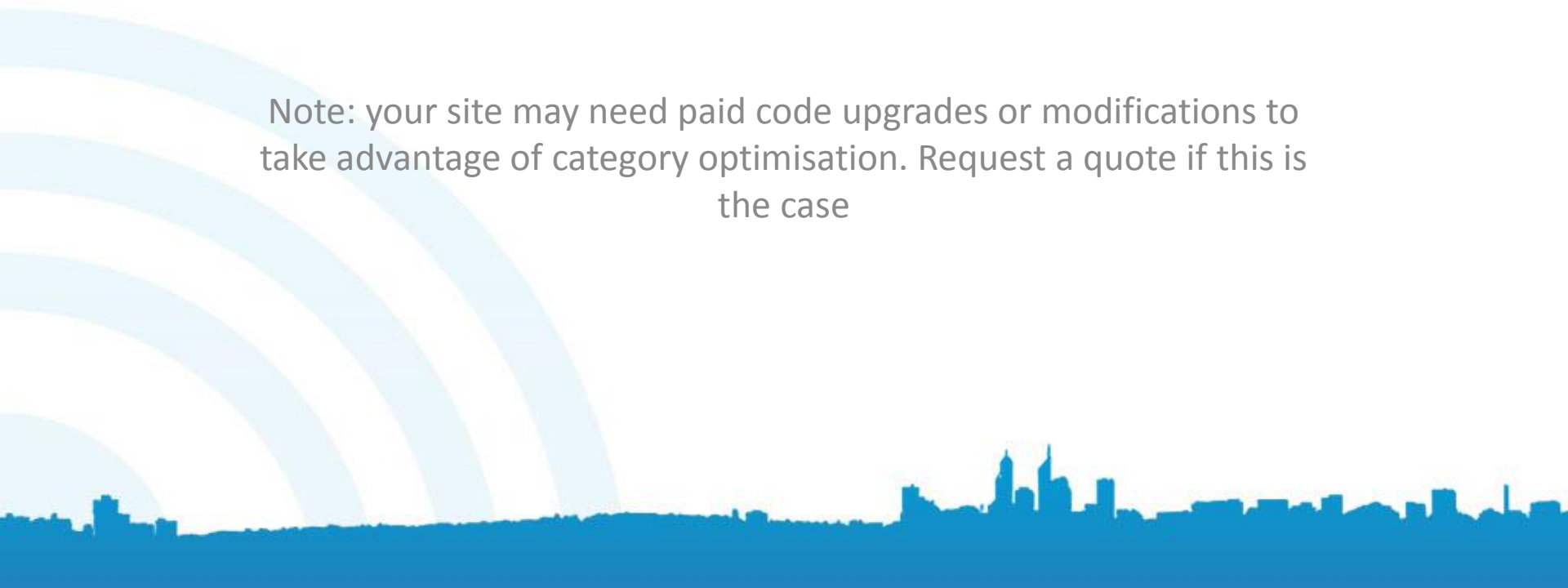
Including additional images if required. Laying out information clearly will help improve sales conversions.

Secondly the **product description should repeat within it the product name keywords** AND contain additional popular key phrases that relate to the product being sold that could not be placed into the product name.



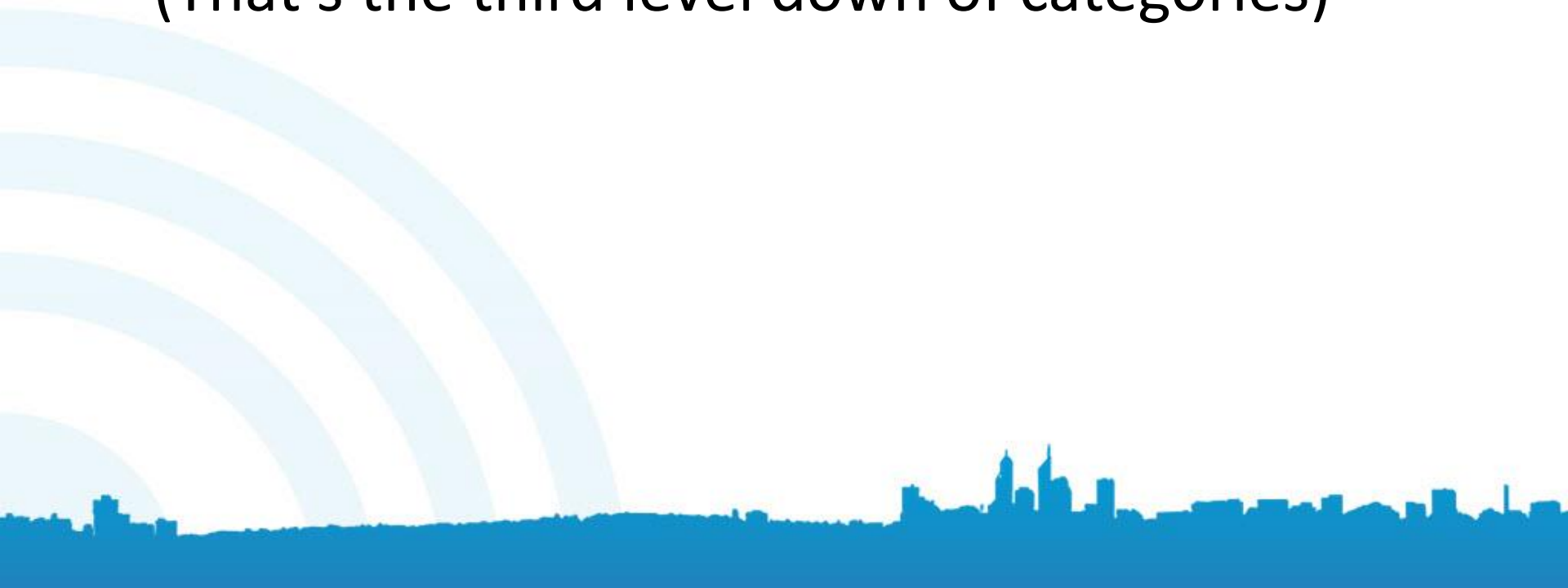
Optimising Product Category, Subcategory and LOL Category Pages

Note: your site may need paid code upgrades or modifications to take advantage of category optimisation. Request a quote if this is the case



Product Categories

- The CMS allows you to enter unique Title Tags, Keywords, Meta Description for each and every category, subcategory and LOL-Category (That's the third level down of categories)



Where Can You Put the Tags

There are 792 products in the database

Category	Category Description	Subcategory	Subcategory Description	Low Level Category	Low Level Category Description	Prices	# of Products
Anaesthetics	Edit	Accoson Sphygmomanometers	Edit		Edit	Edit	3
		Action Positioning Gels	Edit	Ancillary Products	Edit	Edit	5
				Ankle Slash Foot Slash Heel Pads	Edit	Edit	6
				Arm Slash Shoulder Slash Elbow Pads	Edit	Edit	10
				Chest Rolls	Edit	Edit	6
				Head Pads	Edit	Edit	18
				Operating Table Pads	Edit	Edit	6
				Pediatric Positioners	Edit	Edit	8
				Positioners	Edit	Edit	5
				Specialty Frame Pads	Edit	Edit	12
				Stirrup Pads	Edit	Edit	5
		Troop Elevation Pillows	Edit		Edit	Edit	3
Cardiovascular Surgery and Cardiothorax Surgery	Edit	German Reusable Surgical Instruments	Edit	PROMED Forceps	Edit	Edit	3
				PROMED Hooks & Retractors	Edit	Edit	1

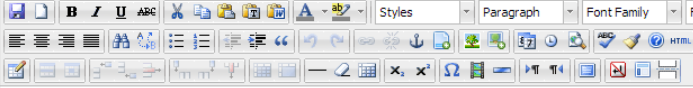
You can add in Title, Description and Keyword Tags as well as content at the top and at the bottom of your category pages by clicking these edit links

We are on the Product - List Products Page

Where to Put Your Tags

CATEGORY DESCRIPTIONS

[Delete Description](#)

Category	Anaesthetics
Subcategory	Action Positioning Gels
Low Level Category	Ancillary Products
Meta Page Title	
Meta Key Words	
Meta Description	
Related Categories	
Related SubCategories	
Page Header (Appears above product display)	
<div> <div>  </div> <div></div> </div>	
Path: p	Words:0
Page Footer	

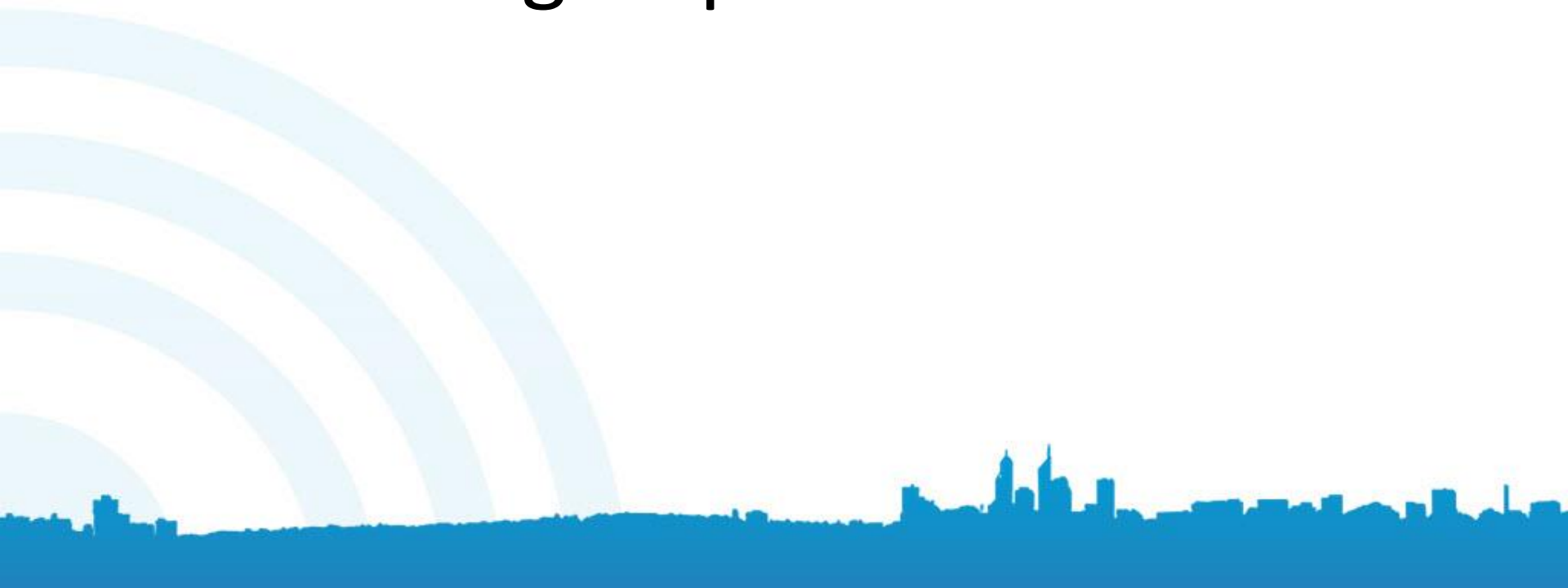
Put Your SEO Tags in These Boxes



Check it our

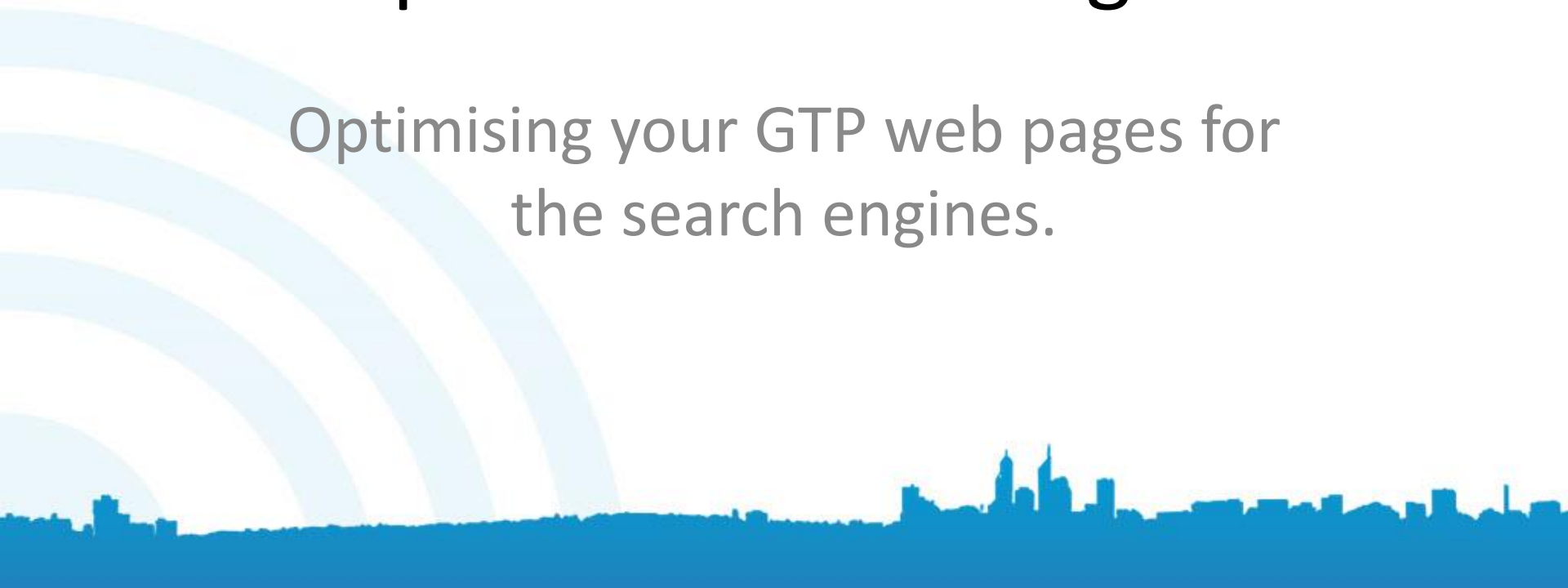
- Then check to see if your site changes its SEO tags based on this information by loading in category pages.
- If it does – great
- If it doesn't – you'll needs some code updates as this stuff wasn't around when your site was built originally.

End of Product Categories On Page Optimisation



Information Web Page Optimisation Strategies

Optimising your GTP web pages for
the search engines.



Web Page Optimisation Strategies

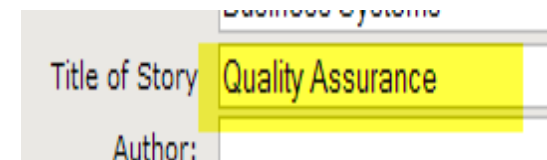
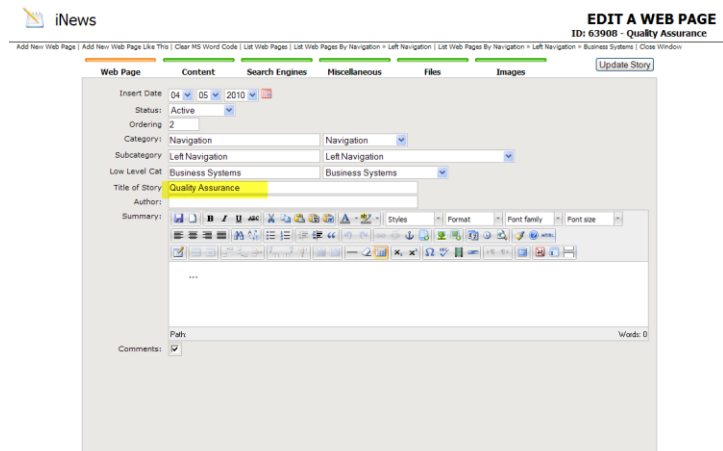
- Page Title Naming to include key phrases where possible
- Headlines in the content to contain key phrases (H2,H3,H4)
- Title Tag and Description Tag Fields to contain key phrases in order of popularity

Web Page Optimisation Strategies Continued...

- Content to contain key phrases
- Position of keywords and keyword density to be considered.
- Focus on 1-2 core phrases per page
- 2-5 links from your web page to other web pages on your site using good anchor text.
- Image names to contain keywords and image descriptions to contain keywords.

Page Title Naming with GTP

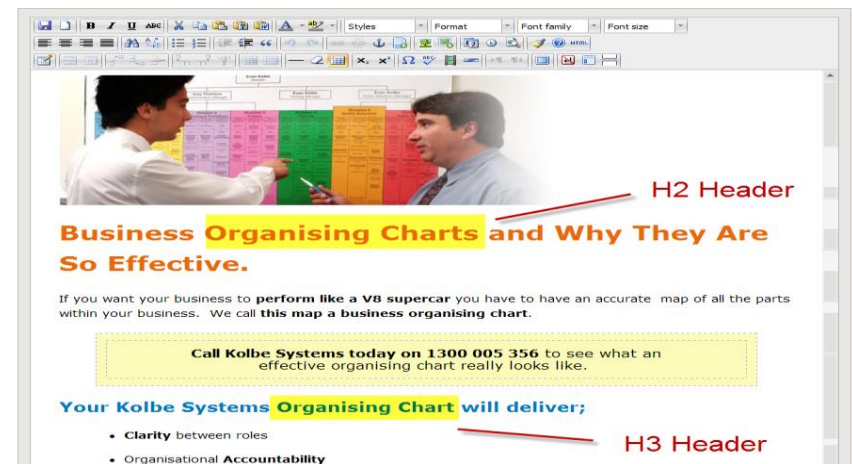
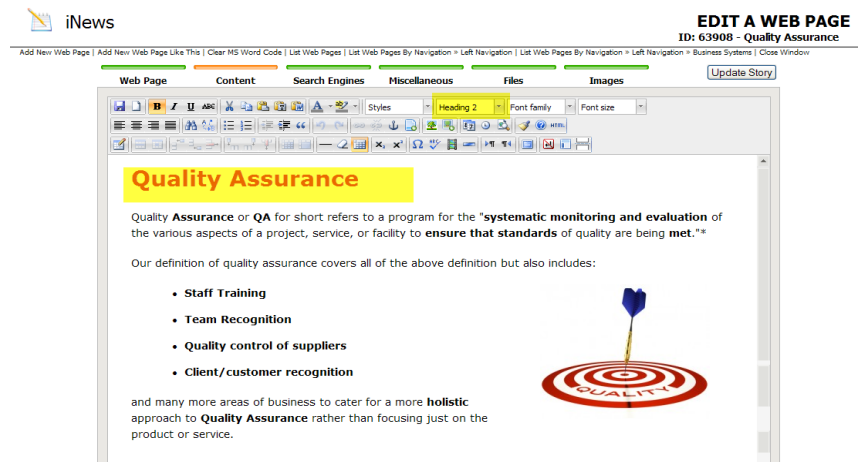
- Try and use targeted keywords and phrases in the “title of story” field.
- Especially for pages about your services
- These keywords will automatically become part of the title tag and web page address.



Example of where in the GTP Editor to target your phrases. The example here targets the phrase “Quality Assurance”

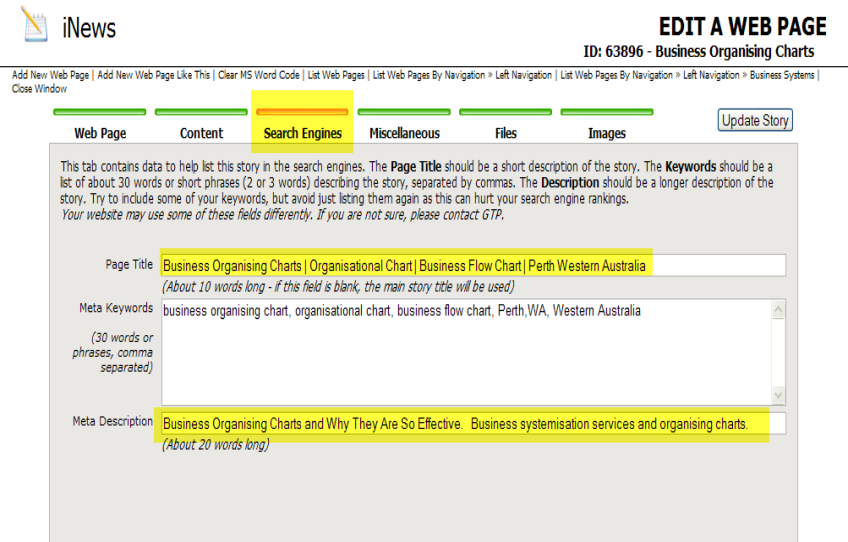
Headline Optimisation

- Place keywords in the H2 headline at the top of each page.
- Place keywords in subsequent subheadings of H3 and H4 variety.
- The examples right show the key phrase quality assurance being targeted (Top) and the phrase organising charts (Bottom)



Title Tag and Description Tag Optimisation

- Edit the Search Engines Tab for Each Page
- Page Title: Pipe separate “|” your key phrases and have your most popular phrases appear first
- Page Title: Finish with your geographic modifiers on the end
- Meta Description: Include your key phrases but try and make content interesting and appealing
- Meta Keywords: comma separate phrases but only use phrases used on the page

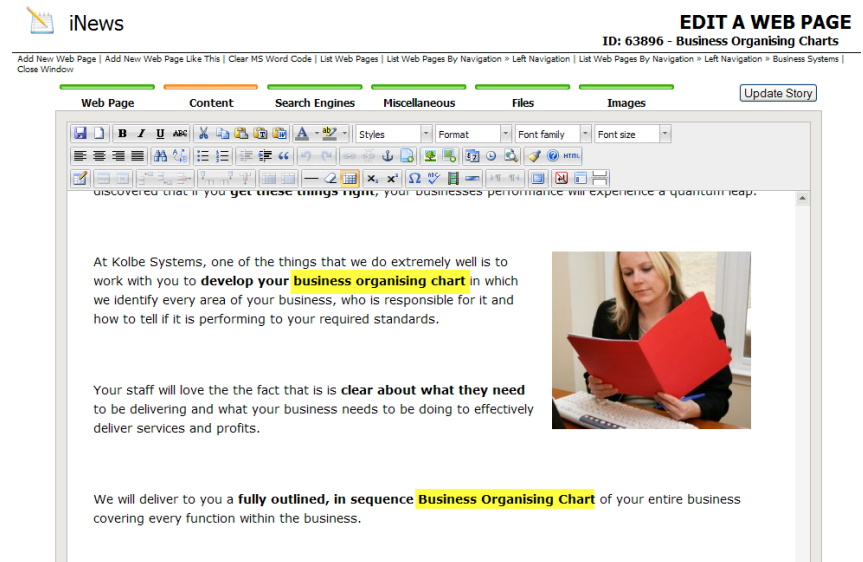


The screenshot shows the 'iNews' web page editor interface. At the top right, it says 'EDIT A WEB PAGE' and 'ID: 63896 - Business Organising Charts'. Below this is a navigation bar with tabs: 'Web Page', 'Content', 'Search Engines' (which is highlighted in yellow), 'Miscellaneous', 'Files', and 'Images'. There is also an 'Update Story' button. The 'Search Engines' tab contains instructions: 'This tab contains data to help list this story in the search engines. The **Page Title** should be a short description of the story. The **Keywords** should be a list of about 30 words or short phrases (2 or 3 words) describing the story, separated by commas. The **Description** should be a longer description of the story. Try to include some of your keywords, but avoid just listing them again as this can hurt your search engine rankings. Your website may use some of these fields differently. If you are not sure, please contact GTP.' Below the instructions are three input fields: 'Page Title' with the value 'Business Organising Charts | Organisational Chart | Business Flow Chart | Perth Western Australia' and a note '(About 10 words long - if this field is blank, the main story title will be used)'; 'Meta Keywords' with the value 'business organising chart, organisational chart, business flow chart, Perth,WA, Western Australia' and a note '(30 words or phrases, comma separated)'; and 'Meta Description' with the value 'Business Organising Charts and Why They Are So Effective. Business systemisation services and organising charts.' and a note '(About 20 words long)'.

The search engines tab in the GTP web page editor enables you to specifically target keywords in the title, description and keywords tags.

Content to Contain Key Phrases

- Always make sure to repeat the key phrases within the content of the web page
- Also use variations of the key phrase where possible in the text.



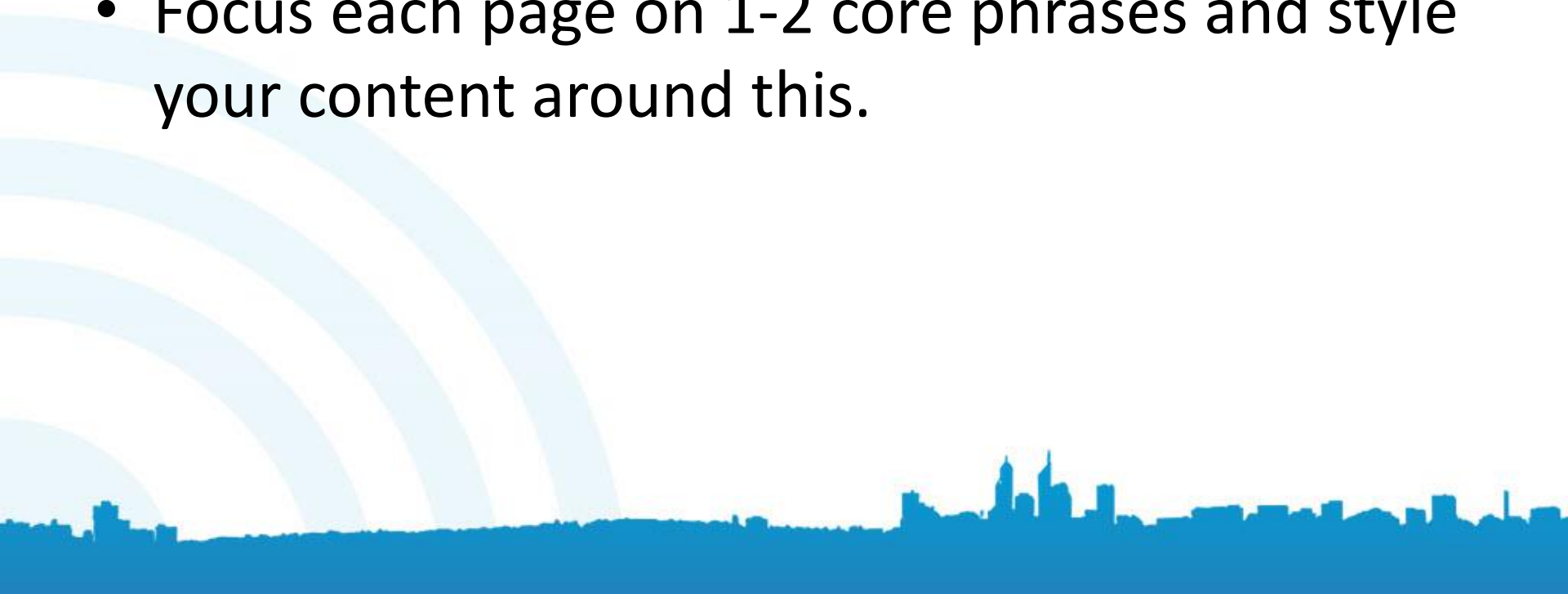
Example: shows the use of the targeted key phrase “business organising chart” within the copy on the editor.

Position of keywords and keyword density

- Place targeted key phrases as early in any headings, product names, or body copy as possible.
- Google places high priority on words that start off on a web page above and beyond those that appear later.
- Also place targeted phrases near the end of a web page.
- Don't repeat the exact same version of a key phrase more than a few times on a page.

Focus on 1-2 core phrases

- Don't try and place every key phrase on every page.
- Focus each page on 1-2 core phrases and style your content around this.



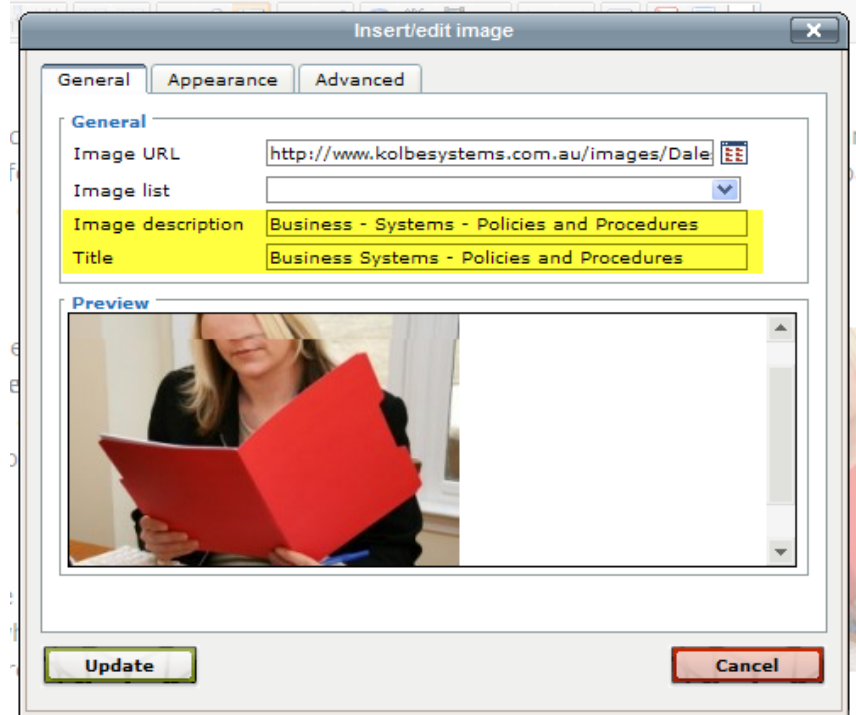
Internally Link Using Anchor Text

- Link from one of your web pages to another with a targeted key phrase as the “anchor text” within your page content.



Image Optimisation

- Name images with targeted key phrases
- E.G. double-camping-mattress.jpg
- When inserting image into a web page make sure the image description and image title are filled out to contain the targeted key phrase.



Example shows where to edit image keywords in the GTP web page editor.

End of Presentation

- Support: support@gtp.com.au
- Phone: 1300 856 533
- After Hours: SMS 0411 352 766
- Web site: <http://www.gtp-icommerce.com>

Check out the Online CRM:

<http://www.gtphub.com>

