

How to tame E-Commerce SEO

A checklist for a successful e-commerce startup. Page 1 / 4

Budgeting

- Your Total Budget:
- Development Budget:
- Online Marketing Budget (at least 30%):

Internet Marketing Budget

- Pay Per Click Campaign (3 months) :
- Search Engine Optimization Total :
 - » Keyword Research (once-off) :
 - » Competition Research (once-off) :
 - » SEO Strategy / Plan (once-off) :
 - » Link Building (3 month) :
 - » Content Submission (3 month) :
- Other Online Marketing :

Your Notes

Date :

Business Name :

Domain Name :

This checklist is a companion to the guide "How to tame E-Commerce SEO" which is available for download from <http://www.lilengine.com/guides-articles/>

If you find this checklist useful please visit our website for more SEM, SEO related guides and our blog for the latest news and articles on internet marketing.

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Questions To Ask Your Designers / Developer

- E-Commerce examples :
- References :
- E-Commerce Platform :
- Open Source / Custom Built :
- Hosted / Non-hosted :
- Programing Language (PHP / ASP) :
- Ability to Upgrade or Change the code :
- Hourly Programing Rate :
- In House or Out Sourced Programers :
- Offering Free Training ? :
- Offer In-House SEO :

Notes

Developer's Name :

Consultant's Name :

Contact Details :

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The E-Commerce SEO Checklist (1)

- Manual or Auto Control of Title / Meta Description
- Ability to Add Canonical Meta Tag
- Ability to add JS scripts (Google Analytics)
- SEO friendly URL or URL rewrite availability
- URL Structure :
- CMS for Product Descriptions
- CMS for Group / Categories pages
- CMS for Static Content Pages (Home, about us, warranty)
- Automatic Alt Tag for Images
- What Happens to Removed Product Pages? :
- ..
-

Notes

SEO's Name :

Consultant's Name :

Contact Details :

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The E-Commerce SEO Checklist (2)

- Group / Category Pages Contains Excerpt of Product Description, or Manual Control

- Bread Crumbs

- Automatic Google XML Sitemap Generation

- Automatic HTML Sitemap Generation

- User Generated Reviews

- Ability to add rel=nofollow to links

- Ability to modify robots.txt

- Server-based Web Statistics Software (Awstat, WebAlizer)
.....

- Automatic RSS Feed

- Social Media Sharing (Tweet, Digg, Email to a Friend)

Notes

Don't forget there are other factors that will also influence the success of your startup. When speaking to your consultants, you should also discuss topics such as:

Social Media Marketing

Conversion / Web Analytics

Effective Web Design / Branding

Pricing

Scalability

Payment Facilities

Postage / Handling Calculations

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