Content for E-Commerce Marketing

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Lesson no. 1 – Introduction Of E-Commerce

1. WHAT IS ECOMMERCE

E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes for online shopping.

E-commerce is conducted using a variety of applications, such as email, online catalogs and shopping carts, EDI, File Transfer Protocol, and web services. This includes business-to-business activities and outreach such as using email for unsolicited ads (usually viewed as spam) to consumers and other business prospects, as well as to send out e-newsletters to subscribers. More companies now try to entice consumers directly online, using tools such as digital coupons, social media marketing and targeted advertisements.

Lesson no. 2 – Top E-Commerce Websites

1. TOP ECOMMERCE WEBSITE AROUND THE WORLD & SCENARIO IN INDIA

Ecommerce has become a way of life in India. Once used only by the tech savvy to buy things not available in the neighbourhood mall, it has now become ubiquitous, thanks to a surge in internet use, and some heavy duty advertizing by ecommerce bigwigs.

Indians have their quirks and specific needs when it comes to online shopping. Globally leading shopping sites aren't necessarily the ones most popular within the country. Also, while Amazon India is top of the list in the shopping category, overall, it ranks sixth, behind Google (both global and India), Facebook, YouTube, and Yahoo.

Some, like Alibaba and Amazon only ship to the country, while others, like Amazon's India unit, Flipkart, and Snapdeal have taken a global model and gone as native as possible.

a) Amazon India

Top of the lot is Amazon India, beating all other ecommerce websites, as per SimilarWeb. Amazon launched its India website in 2013, six years after Flipkart. A mean fight ensued, complete with mega ad spending, localization, and billion dollar checks on both ends. Amazon, however, seems to be winning the desktop war.

SimilarWeb rank in India: #6, with 90.30 million desktop visits in December.

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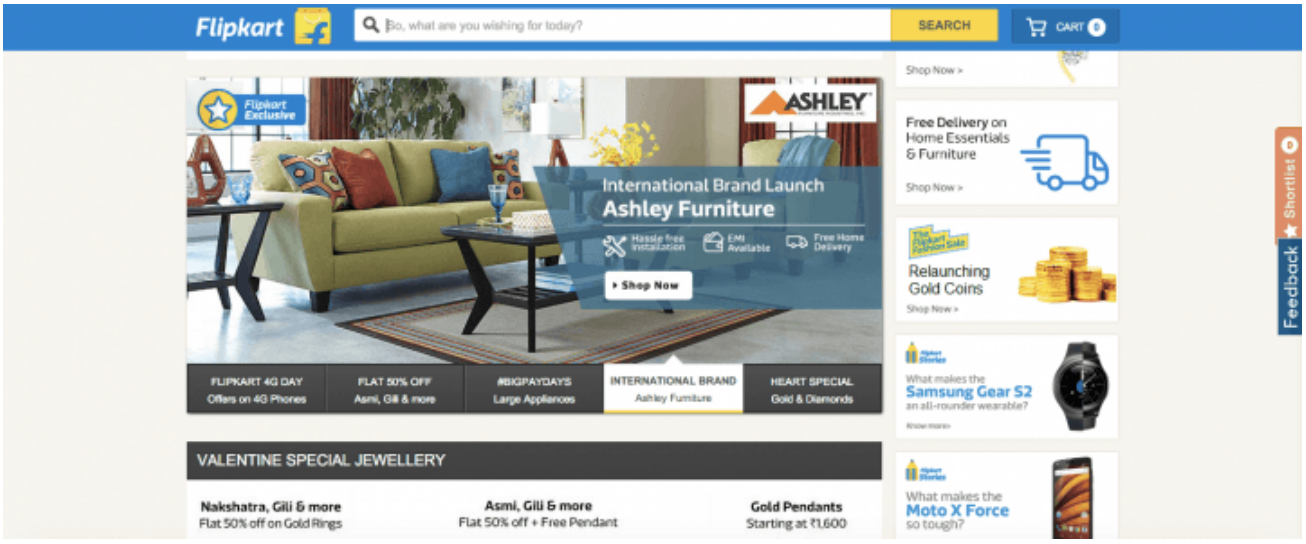
b) Flipkart

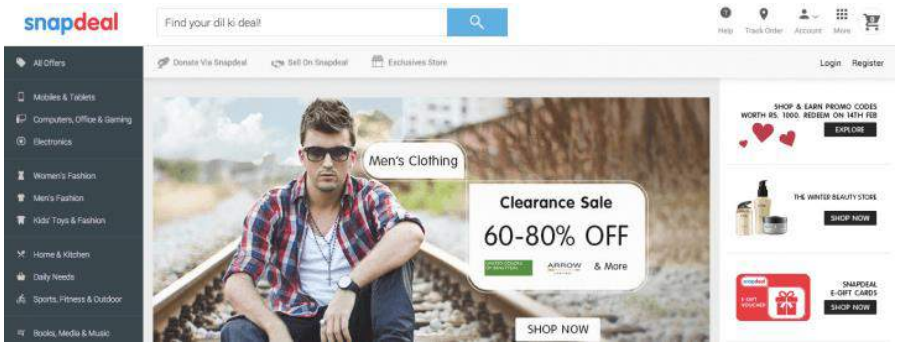


The king of Indian ecommerce holds second place in website popularity. Flipkart insists that is because it is pushing more towards app transactions, where the company beats Amazon. Many industry analysts, however, think while mobile commerce is the way to the future, it is too early to discount website business. Flipkart, valued at around US$15 billion, leads the

ecommerce pack in the country, but is under pressure to maintain that lead as Amazon nips in.

SimilarWeb rank in India: #7, with 76.90 million desktop visits in December

c) Snapdeal



The self professed online Walmart of India, Softbank-backed Snapdeal takes the third spot. Founder and CEO Kunal Bahl has repeatedly said he is building the company modelled after Alibaba, calling Snapdeal a "technology platform that brings sellers and buyers together," rather than an ecommerce site. Now, Indian laws make it mandatory for most ecommerce sites to operate as marketplaces, so that doesn't make much of a difference. Bahl, however, has an uphill task at hand, matching Amazon India and Flipkart's mega budgets and massive leads.

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SimilarWeb rank in India: #19, with 44.40 million desktop visits in December

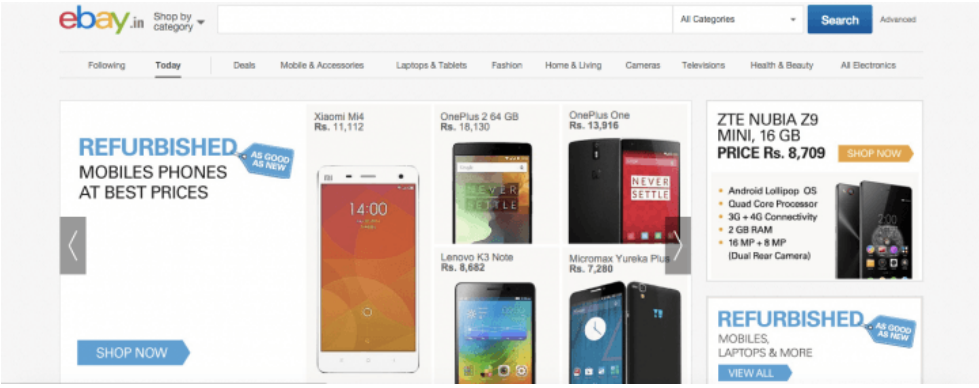
d) Alibaba

Surprised? Don't be. Alibaba does not have an Indian website, and one does not see ads asking Indians to buy on Alibaba, but customers here have long discovered the benefits of

getting electronics and bulk purchases done on this online megastore. Shipping via Aliexpress is gaining popularity as well.

SimilarWeb rank in India: [India ranks and visit numbers not available.]

e) Ebay India



Once talked of in the same breath as Amazon, Ebay has quietly slipped in rung across the world, including in India. Travails at home have hit Ebay's performance in India, but the company now manages to cling to the fifth spot. That's ahead of Jabong, though.

SimilarWeb rank in India: #31, with 20.40 million desktop visits in December

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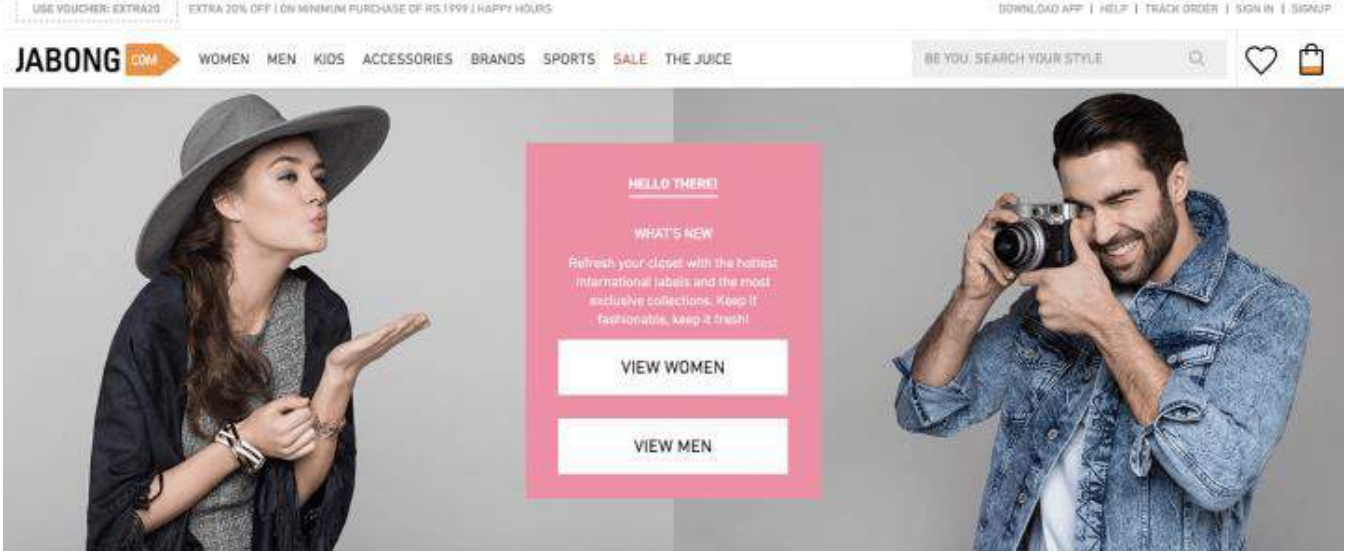
f) Jabong

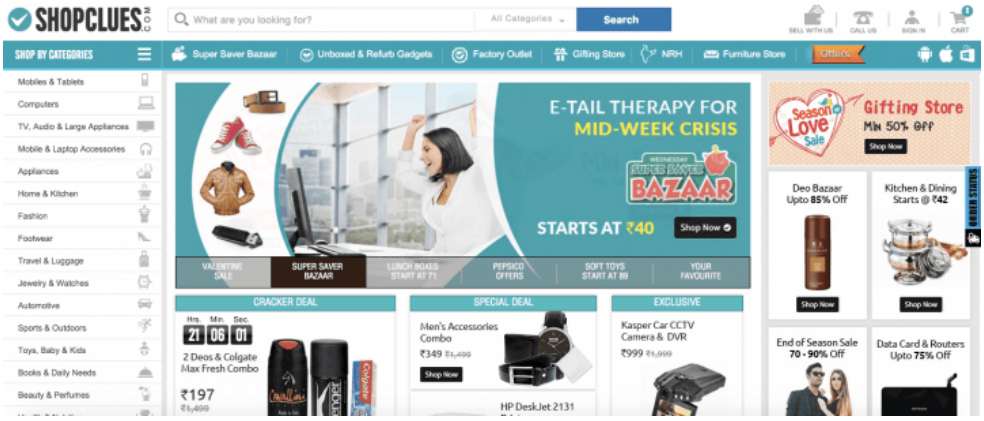


The other troubled ecommerce player in the country, online clothes store Jabong, ranks below Ebay in the popularity charts. Once caught up in management changes and other problems, Jabong now seems to have found its balance. It is, however, still lagging behind

rival Myntra in the sector. Myntra does not have a transactional website, so it's not featured on this list.

SimilarWeb rank in India: #34, with 68.10 million desktop and mobile visits in December

g) Shopclues

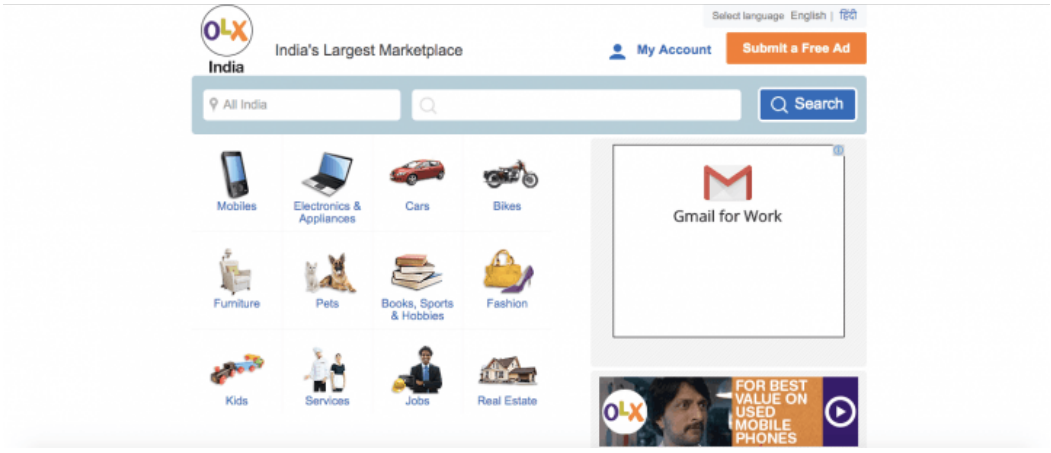


India's latest entrant to the unicorn club, Shopclues patiently worked its way up to the top by focussing on daily household needs while Flipkart and Amazon were busy selling mobile phones and other electronics. Steadfastly profit-oriented, Shopclues is expected to become profitable with IPO in 2017.

That is even before Flipkart, India's largest ecommerce player, is eyeing going public.

SimilarWeb rank in India: #40, with 18.50 million desktop visits in December

h) Olx



Listing website OLX is a rival to Quikr, and India's answer to the popular Craigslist. OLX India came online in 2007 and has quickly become popular for buying and selling pre-owned cars, books, and even real estate.

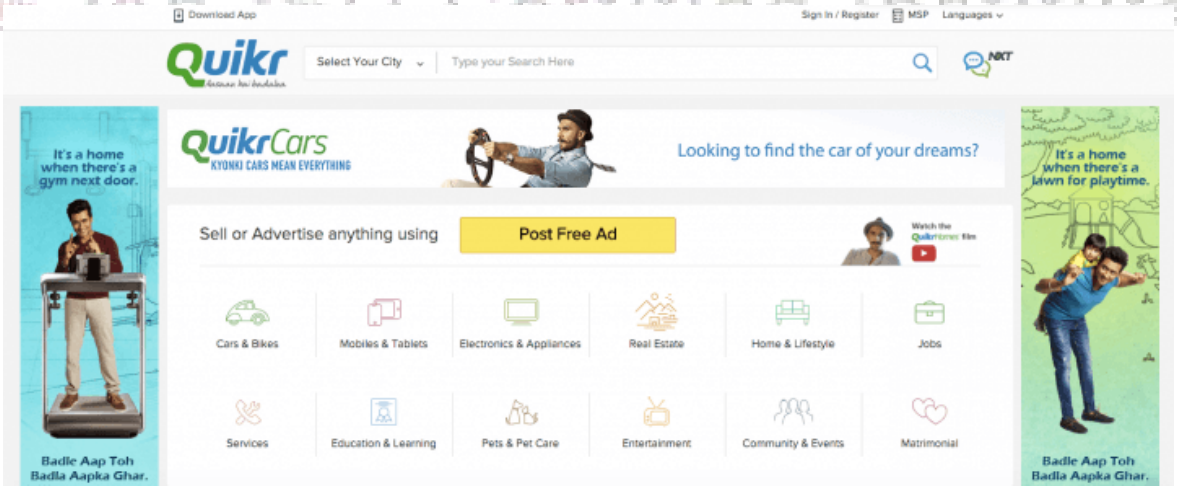
SimilarWeb rank in India: #41, with 13.30 million desktop and mobile visits in December

i) Amazon

The parent website, not to be confused with the Indian subsidiary. Indians love to shop for international brands of electronics, cosmetics and even fashion accessories, which leads many to look up global sites like Amazon, and of course, Alibaba. Add to that the fact that paying US$ rates often comes cheaper for many electronic items, than buying their Indian versions, and it's no surprise Jeff Bezos' "everything store" has made it to this list.

SimilarWeb rank in India: India ranks and visit numbers not available.

j) Quikr



Another Craigslist-inspired site, and OLX's rival. Quikr has been growing fast, and recently bought CommonFloor to boost its real estate listings. It has so far raised US$346 million from 10 investors, including Tiger Global, Matrix Partners, Warburg Pincus, and Norwest Venture Partners (NVP). The company, founded in Mumbai by Pranay Chulet and Jiby

Thomas, started as a classifieds portal in Mumbai and then shifted its base to Bangalore in December 2014.

SimilarWeb rank in India: #53, with 18.30 million desktop visits in December

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Lesson no. 3 – What is E-Commerce Software

1. E-COMMERCE SOFTWARE AND SHOPPING CART SOFTWARE

E-COMMERCE SOTWARE

Ecommerce software is the engine behind the scenes of an online store, making it possible to easily manage inventory, add or remove products, calculate taxes, and everything else required to manage a website and fulfill orders.

Ecommerce software simplifies intricate processes in a friendly user interface that enables people non-technical backgrounds to oversee an entire ecommerce operation. Despite the ease of use that ecommerce software brings to an online business, it is a multifaceted and complex machine.

Types of Ecommerce Software

Ecommerce software comes in two basic flavors, with many varieties of each:

a) **On-Premise:** Installed and managed on-site by developers who facilitate manual updates, fix problems and do general troubleshooting. Traditionally, merchants went with on-premise solutions due to the increased flexibility from hosted solutions.

b) **SaaS:** Software as a Service (or "hosted") solutions are much more hands-off from a technical standpoint. The only development requirements are for additional design and custom features — all updates, patches, and newly-released features are done automatically or with one-click integrations. Hosted ecommerce software has evolved to the point where the customization and flexibility, previously exclusive to on-premise, is robust, making it more than sufficient for most online retailers. Ecommerce stores using SaaS software can be launched in 1/3 of the time and at a much lower cost than on-premise solutions.

SHOPPING CART SOFTWARE

In online marketing, a shopping cart is a piece of e-commerce software on a web server that allows visitors to an Internet site to select items for eventual purchase, analogous to the American English term "shopping cart."[1] In British English, it is generally known as a shopping basket, almost exclusively shortened on websites to "basket."[2]

The software allows online shopping customers to accumulate a list of items for purchase, described metaphorically as “placing items in the shopping cart” or “add to cart.” Upon checkout, the software typically calculates a total for the order, including shipping and handling (i.e., postage and packing) charges and the associated taxes, as applicable.

Shopping cart software can be generally categorized into three types of E-commerce software:[3]

a) Open source software: The software is released under an open source licence and is very often free of charge. The merchant has to host the software with a Web hosting service. It allows users to access and modify the source code of the entire online store.
b) Licensed software: The software is downloaded and then installed on a Webserver. This is most often associated with a one-time fee, the main advantages of this option are that the merchant owns a license and therefore can host it on any web server that meets the server requirements.
c) Hosted service: The software is never downloaded, but rather is provided by a hosted service provider and is generally paid for on a monthly or annual basis; also known as the application service provider (ASP) software model. Some of these services also charge a percentage of sales in addition to the monthly fee. This model often has predefined templates that a user can choose from to customize their look and feel. Predefined templates limit how much users can modify or customize the software with the advantage of having the vendor continuously keep the software up to date for security patches as well as adding new features.

Lesson no. 4 – What is Payment Gateway

1. PAYMENT GATEWAYS, MERCHANT ACCOUNTS & LOGISTICS FOR PHYSICAL GOODS

PAYMENT GATEWAYS

If you need to accept payments for entries in your recognition program, you have a few options available to you. You could ask entrants to pay by bank transfer, by cheque or even in cash at a physical location but these options require a lot of effort on the part of entrants and may have an impact on the number of entries your program receives. To give your entrants the best possible payment experience, use a payment gateway to allow for payments to be processed online by card.

A payment gateway is like the teller at a cash register, but online. A channel between your entrant and your bank account.

The payment gateway would charge the entrant for their entry (or entries!), take their payment using a card, process this payment and then, if accepted, transfer the money into a “merchant” account, like a cash register, which is connected to your bank account.

MERCHANT ACCOUNTS

Merchant accounts are the types of bank accounts that authorize merchants to accept credit or debit cards payments online. These accounts are required if you want to use a payment gateway to process transactions from your website.

It's worth noting that merchant accounts are often called MIDs (or merchant IDs).

Many payment processing and payment gateway companies provide merchant accounts. These accounts can also be opened with some large banks that provide such services.

In most cases, Independent sales organizations (ISOs) or Member Service Providers (MSPs) provide these accounts. These organizations have agreements with payment processors. In addition to this, independent contractors or Agents of ISOs also provide Merchant accounts.

LOGISTICS

Logistics is the general management of how resources are acquired, stored and transported to their final destination. Logistics management involves identifying prospective distributors and suppliers, and determining their effectiveness and accessibility. Ultimately, management establishes a relationship with the appropriate companies or handles its own logistics if it is more cost-effective to do so

In simple terms, "logistics" means having the right amount of a good at the right time, getting it to the appropriate location in proper condition and delivering it to the correct customer. Logistics is a web that links to businesses in every industry sector. The goal is to manage

the fulfillment of each customer, moving quickly and efficiently from one section of the supply chain to the next.

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Lesson no. 5 – Types of E-Commerce CMS

What is CMS?

CMS is an abbreviation of the content management system. The primary responsibilities of CMS are to manage the generation and adjustment of digital content. The system assists store owners to place and manage the content easily. The digital content includes images, videos, documents, marketing materials, etc.

Main features of CMS

Content management systems offer some outstanding features below:

- Wizards installation and upgrade
- SEO
- Template customization for changing designs
- Integration of audit logs
- Collaboration platform
- Modularity and extensibility
- Reduce the need for code from scratch
- Version management
- User and group functionality

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Essential benefits of CMS

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There are some vital benefits of using the content management system to power your business website:

For any business sizes: CMS is considered an excellent eCommerce solution for any business need. The system brings flexibility, simplicity, and scalability to all business sizes (small businesses, mid-market, and enterprises). It enables store owners to organize and keep track of the content on their websites with ease.

Friendly with users: The content management system is a user-friendly program that enables admins to upload any file and data in the blink of an eye. CMS requires no complex process with the aim of content optimization.

Smooth and quick integration: CMS brings a simple and fast process of content integration through your website. CMS sites are integrated with dynamic web content that supports information to be updated or published as required.

Accessibility from anywhere: Because the interface is usually browser-based, a CMS can be accessed from anywhere by anyone. The only thing administrators need to do is to use a computing device connected to the Internet. In the hustle and bustle of daily life, the outstanding feature of CMS enables store owners to do remote work, surpassing their goals from wherever they go.

Top 6 eCommerce CMS for online stores

1. WooCommerce

WooCommerce is one of the major eCommerce platforms today. Following the statistic of Barn2.co.uk, the market share for WooCommerce in 2021 is 22% of the top 1 million sites using eCommerce technologies. The result shows the tremendous growth of WooCommerce in recent years.

WooCommerce supports to transform a WordPress website into an e-store. The platform has attracted a large number of users as it provides numerous extensions and themes for free. The notable advantage of these plugins is they can enable various features to the basic WooCommerce in a single click. Also, you are free to get support from WordPress' massive user community.

Features

- Simple store set-up
- Flexible and secure payments
- Accept various major credit card, payment gateways, and support deposits
- Easy to manage order with a modern and neat interface
- Provide mobile app for iOS and Android
- Provide a huge collection of free and paid extensions covering from store enhancements, marketing integrations, multichannel to point of sale
- Unlimited customization
- Easy to manage product categories

Availability: Free

2. Shopify

Shopify is a flexible e-commerce platform with tons of highlight features. According to the Shopify report, over 800,000 businesses worldwide use the Shopify platform. This spectacular figure brought more than 41.1 billion in total gross merchandise for Shopify in 2018.

Shopify is regarded as an all-in-one eCommerce platform. Small merchants can set up their online stores, manage their products, and handle all orders in a single dashboard. Free integration with eBay and Amazon without custom code is a notable advantage of Shopify. tore owners capture positive customers and boost sales with incredible ease.

Features

- Easily customize storefront with templates' intuitive settings
- Get full access to the HTML and CSS of your website
- Enable mobile commerce shopping cart
- Use your own domain name
- Access to a full-featured content management system
- Use Shopify app to manage your store on the go
- Fulfill multiple orders with only one click
- Enable gift cards, discounts, social media integration
- Enable Facebook selling
- Import/export products via CSV files

Availability: Paid

3. Magento

Magento is famous as the leading open-source eCommerce platform. The system is developed in PHP that enables store owners to build their online businesses with ease. The platform supports all business sizes and meets business needs for B2B, Omnichannel, Mobile Commerce, etc. Besides, Magento allows integrating with multiple extensions from the third parties, creating distinct digital retail experiences.

The world eyewitnesses over $100 billion in gross merchandise volume handled annually by Magento. Magento has built a thriving community with more than 300,000 Magento developers on the globe. Furthermore, it offers the large Magento Marketplace where multiple extensions are available to download. If you own an online shop that sells good, Magento is surely worth checking out.

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Features

- Simple drag and drop solution for eCommerce website builders
- Personalize content and promotions
- Easy to drive engagement and sales with relevant product recommendations
- Create a personalized customer shopping experience
- Easy to create, preview and schedule content
- Manage stores through an intuitive and user-friendly interface
- Use built-in themes responsive and SEO-optimized to any device
- Integrate with B2B functionality
- Update and manage data from multiple sources in one place
- Support multi-channel marketing
- Intelligent inventory management and order management

Availability: Paid

4. BigCommerce

Among numerous eCommerce software suppliers, BigCommerce is a prominent star for you to start an online business. With multiple built-in features and customization options, BigCommerce has attracted over 55,000 merchants of all sizes. Specifically, the famous brands such as Toyota, Natori, and Martha Stewart have trusted and used this platform for years. BigCommerce is a powerful platform to boost large and fast-growing businesses into the big leagues.

In addition to providing extreme scalability for e-stores, BigCommerce offers advanced SEO and multi-channel integration. Store owners quickly raise their brand awareness across social channels. They also have the chance to access millions of potential customers worldwide.

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Features

- Easily to create and edit pages with drag and drop solutions
- Easy checkout customization
- Make your site mobile-optimized
- WordPress integration
- Support over 70 native discount and promotions
- Speed up your site loading with Google Cloud Platform infrastructure, Google AMP, and Akamai Image Manager
- Product recommendations
- Sell on multi-channels
- Enable B2B functionality
- Support cross-border fulfillment
- Sell in multiple currencies

Availability: Paid

5. OpenCart

OpenCart is well known because of the open-source and easy-to-use eCommerce platform. It is unnecessary to pour a massive amount of money to develop your new store. Also, OpenCart brings e-business community a useful and customizable plugin without monthly fees. All you need are to install, choose the template, and add products.

OpenCart offers over 14,000 extensions and themes to e-businesses of any size. Moreover, it integrates with more than 20 payment gateways and over eight shipping methods. In short, even coming with a small budget, your store still thrives on the OpenCart platform.

Features

- Get a full overview of total orders, sales, customers, sales analytics via administrator dashboard
- Separate access for users and user groups
- Manage multiple stores from one admin interface
- Add different product variables
- Provide an inbuilt Affiliate system
- Offer discounts, coupons, specials
- Allow setting up your own back-ups and restorations

Availability: Free

6. PrestaShop

PrestaShop is a freemium, open-source eCommerce solution to online merchants. According to the PrestaShop statistic, over 300,000 e-businesses worldwide using its technology. The platform is used commonly as stores install and customize the software with ease. You are free to select a fully-hosted or self-hosted version. Hence, you can determine your level of technical control.

Aside from the built-in functionality of PrestaShop, business owners can extend the platform by using plugins and themes. However, PrestaShop consists of all stores need; hence, it is not essential to equip any additional extensions. With the aim to develop world-class eCommerce software through open-source innovation, PrestaShop is an ideal platform for you to achieve business success.

Features

- Quickly create products and packs of products with nice menu and layouts
- Allow customers to upload files to sell customizable products
- Add products with variants from list of attributes
- Limit the quantity to purchase for some products and set out-of-stock messages
- Easy to create product categories and subcategories
- Customize your store with ease: configure payment, shipping methods, display of products
- Configure the checkout page

Availability: Free

Lesson no. 6 – Integrating WooCommerce CMS

1. INTEGRATING WOOCOMMERCE AND SETTING UP AN ECOMMERCE STORE ON WORDPRESS

What constitutes an e-Commerce store?

You have products (of course), which are the core of your store. You have associated prices, taxes, payment gateways, sales, coupons and so on. For every purchase made, you have invoices and orders. In an e-Commerce store based on WordPress, your e-Commerce plugin would manage all of the said functionality. So, WooCommerce would manage all of this.

When you think about it, managing product information, such as description, pricing, sales, are the primary responsibilities of an e-Commerce plugin like WooCommerce. Whereas, invoices, order management, shipment tracking, become part of peripheral responsibilities. WooCommerce handles products well. You can set up various types of products (some using extensions), add sale banners, link related products, categorize and tag products, and manage purchases using various payment methods. It makes the task of a buyer real simple.

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WooCommerce Tutorial Index

a) Installation
b) Adding and Managing Products
c) Managing WooCommerce

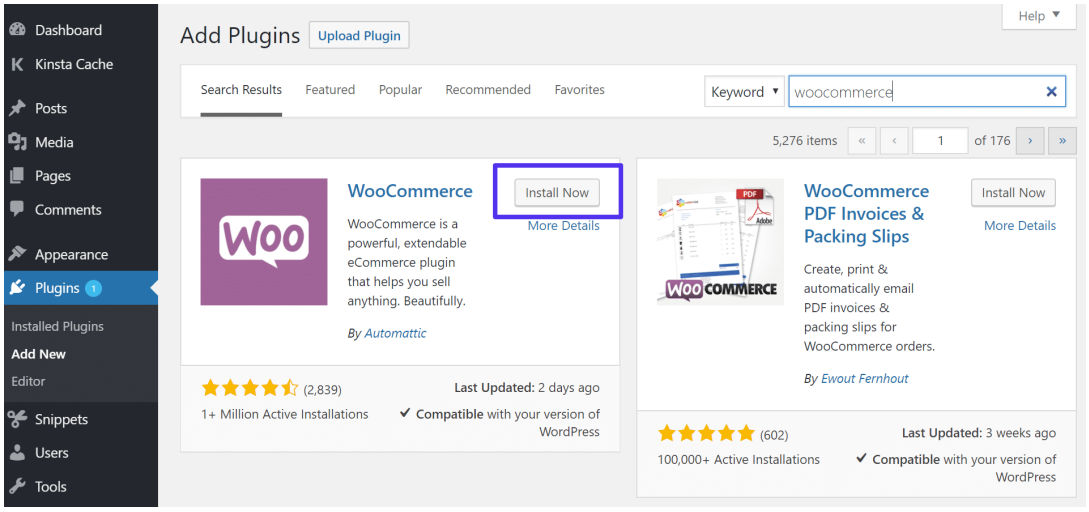
Lesson no. 7 – WooCommerce Installation

WooCommerce Installation

Step 1

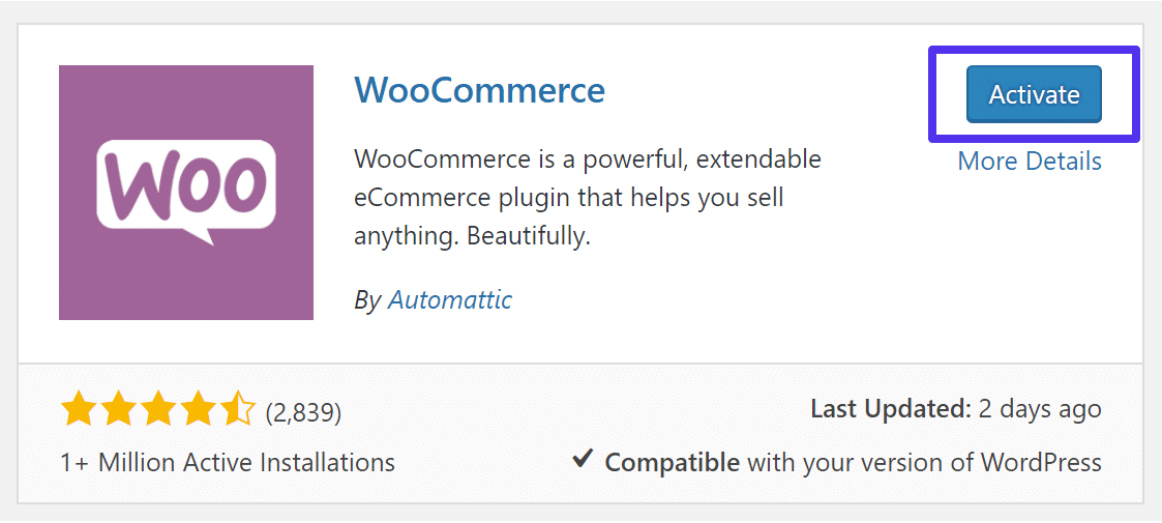
The first thing you will need to do is to install the WooCommerce plugin. You can download it for free from the WordPress repository or follow the steps below on how to do it from within your dashboard.

To install it from your dashboard navigate to *WordPress Admin > Plugins > Add New*, search for "woocommerce", and click on "Install Now." Ensures that the author shows up as Automattic. 3+ is currently the latest version of WooCommerce.



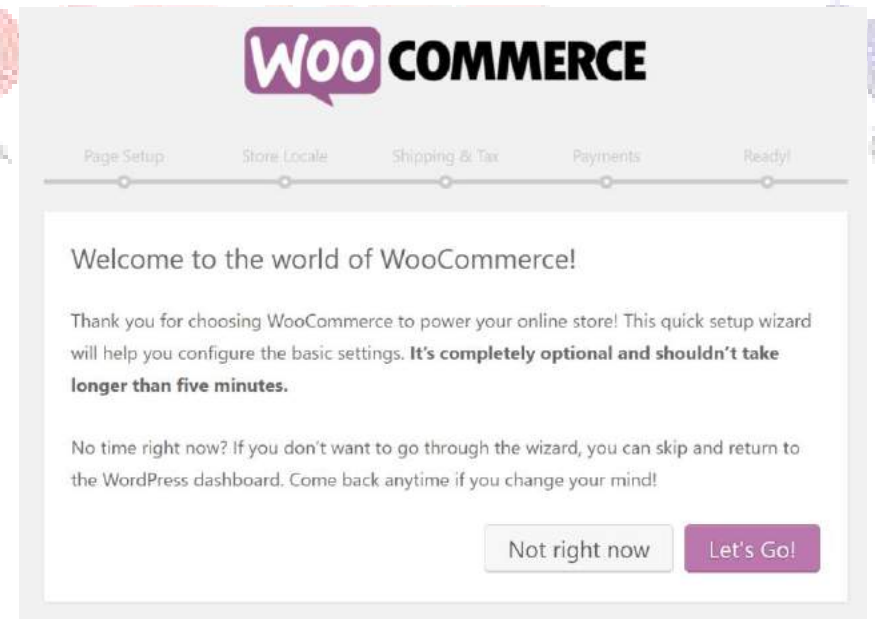
Step 2

Then click on "Activate."



Step 3

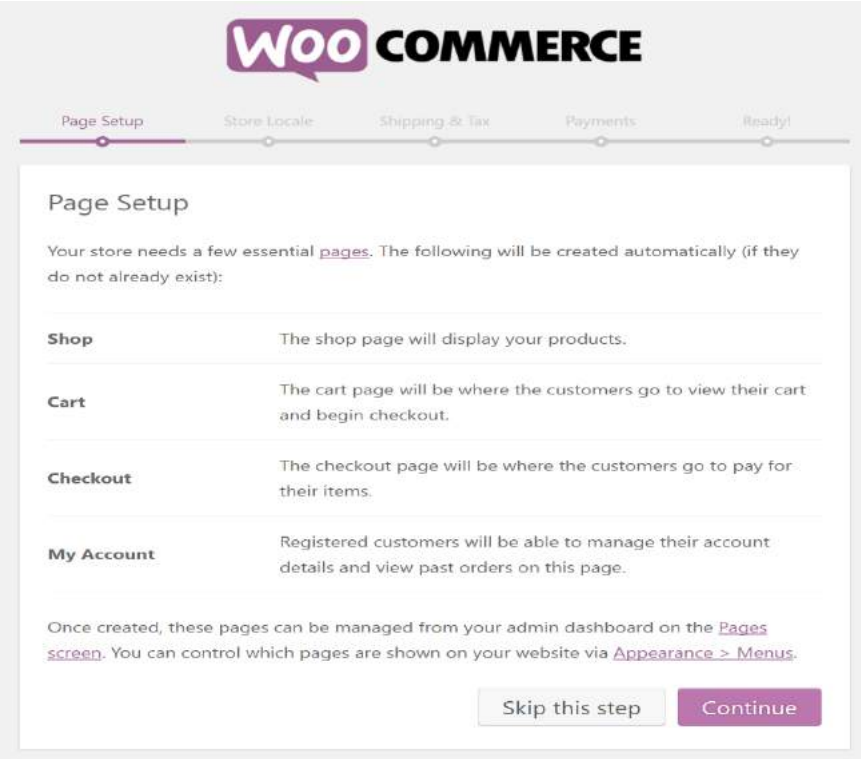
You are then met with a walkthrough to for WooCommerce setup. You can skip this but in our tutorial we will click on “Let’s Go.” (Note: We will go into more detail for each of these options further below in our WooCommerce tutorial)



WooCommerce setup

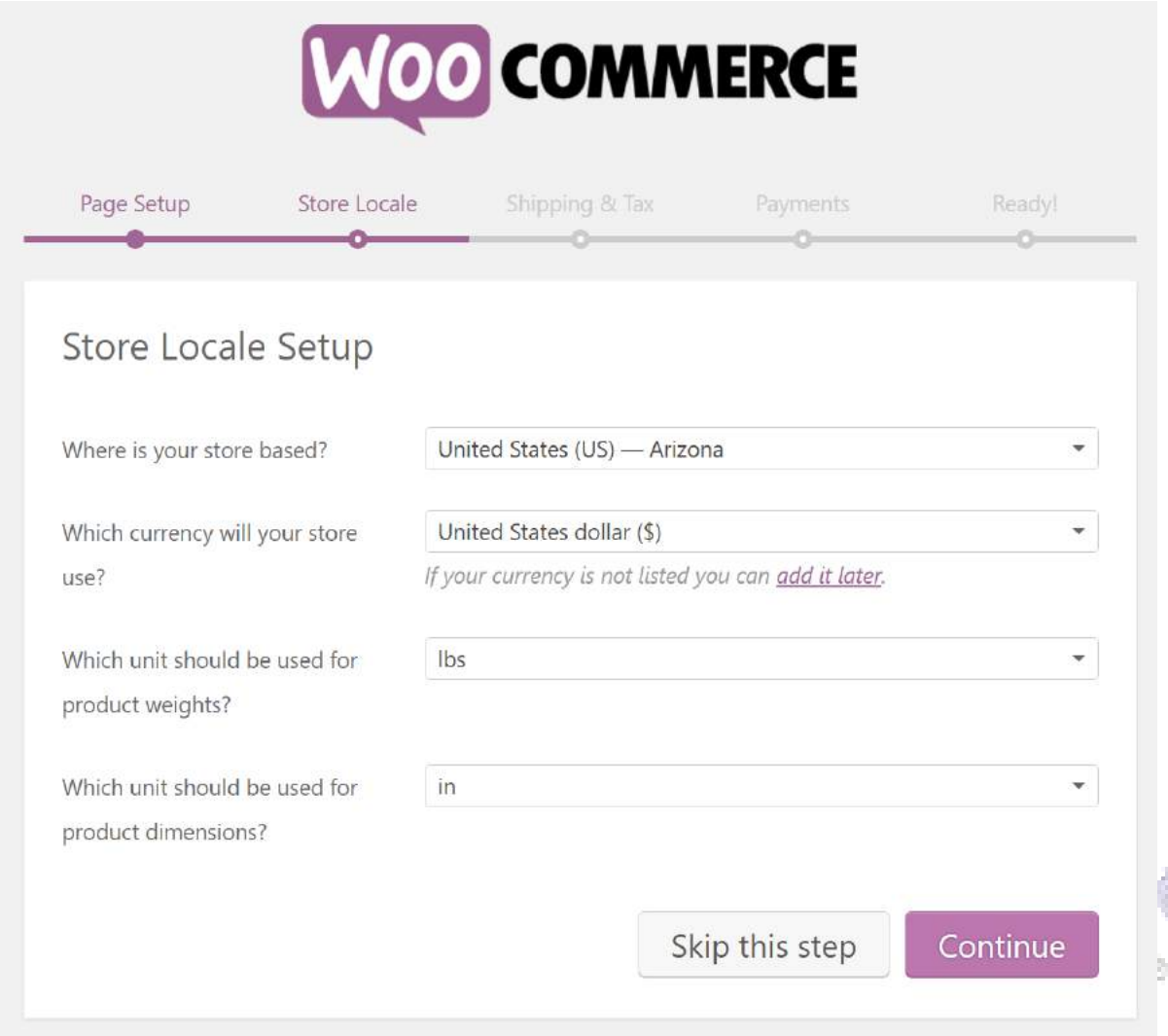
Step 4

On the page setup screen WooCommerce is notifying you that it will create a few pages for you automatically that are needed to complete the setup. This includes a shop , cart, checkout, and my account pages. Click on “Continue” to let it create these for you.



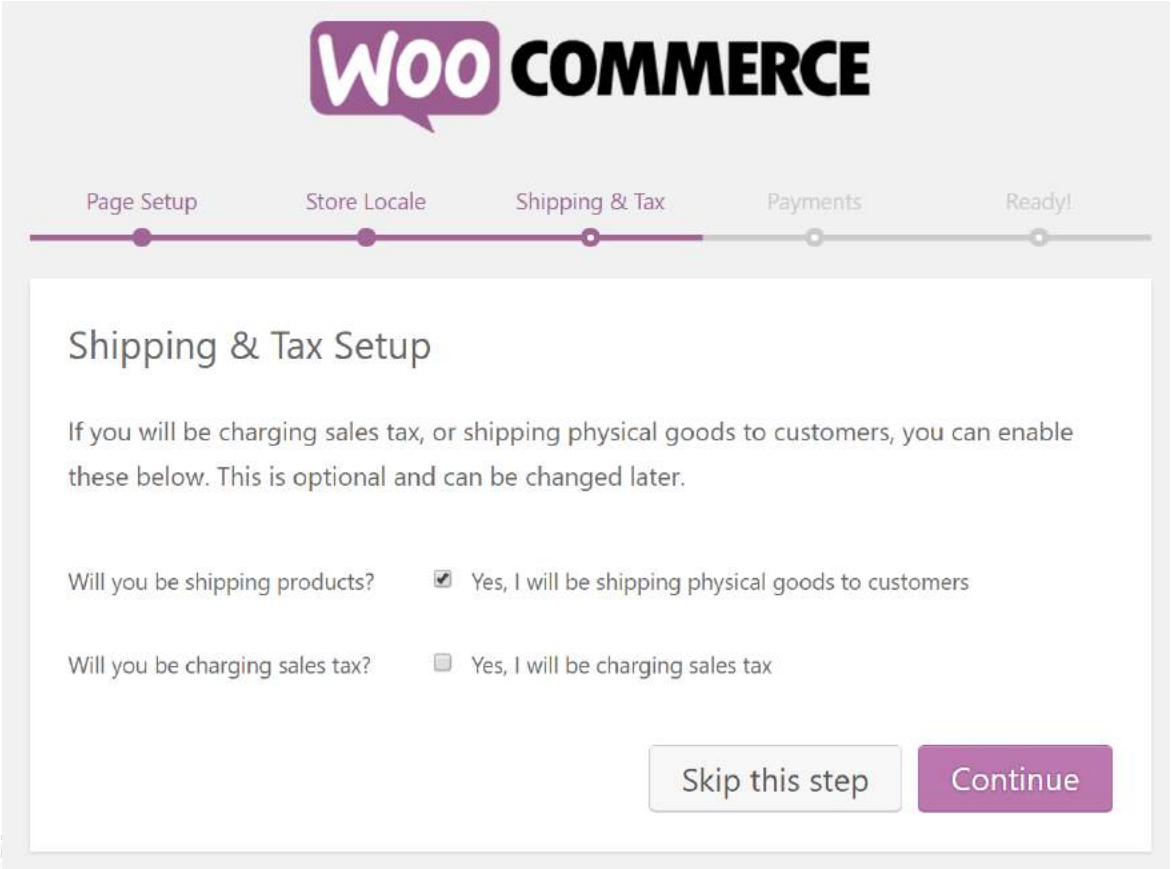
Step 5

On the store locale setup screen WooCommerce allows you to quickly choose the country and or state you are based out of, the currency, and units for your products. Then click on "Continue."



Step 6

On the shipping & tax setup screen you can choose whether or not you are shipping physical goods to customers. Remember, WooCommerce can also be used to sell digital products and downloads. And then you can enable sales tax if required. Then click on “Continue.”



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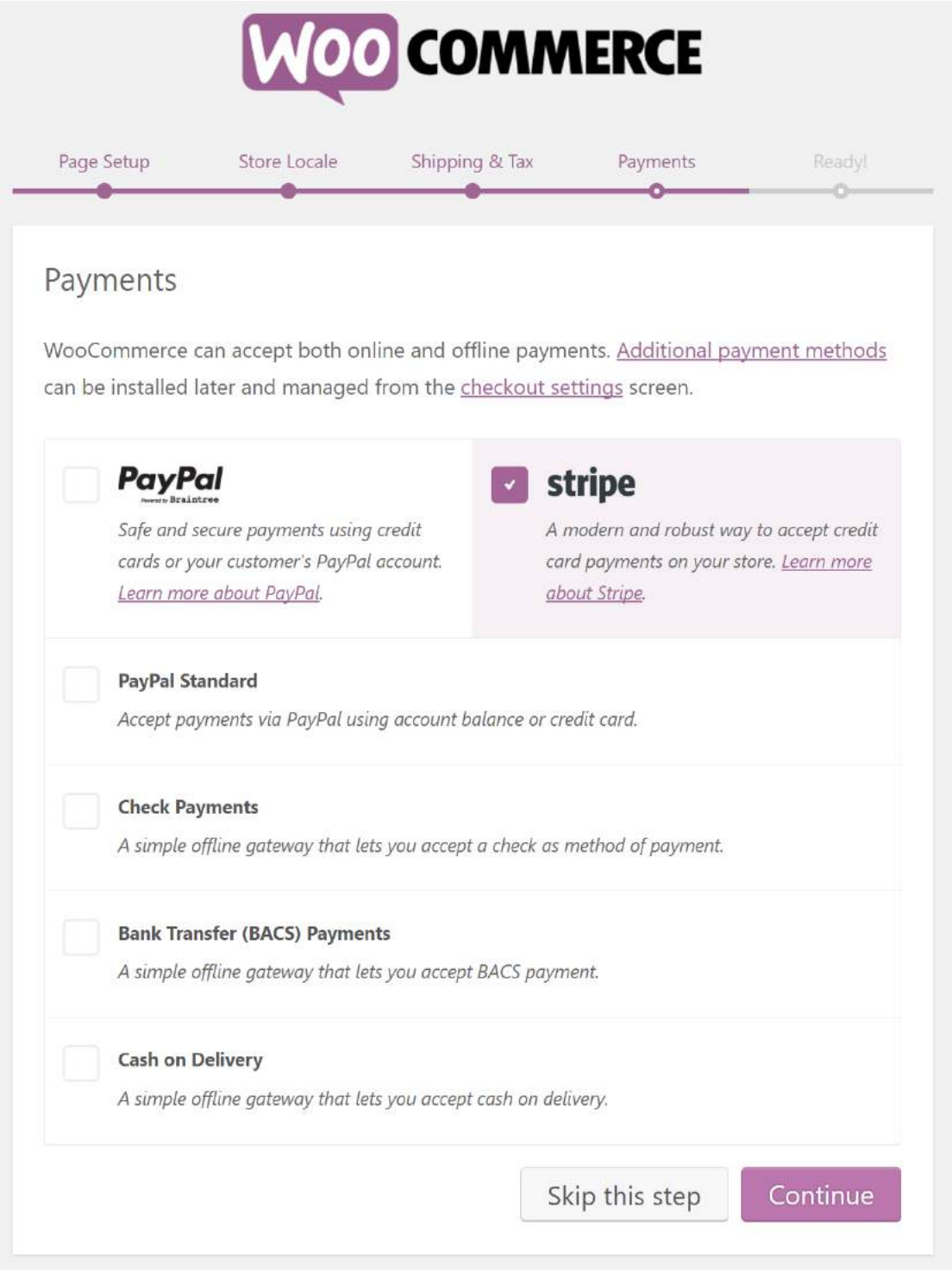
Step 7

On the payments screen you can choose which 3rd party payment processor you want to integrate with. We are personally big fans of Stripe. And as of February 2016, the Stripe is free for WooCommerce (you will still pay the transaction fee). Then click on “Continue.”



And that's it! Your WooCommerce store is now ready. You can click on the link at the bottom to return to your WordPress dashboard and start creating your products. Check out the rest of the WooCommerce tutorial below.

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Lesson no. 8 – Adding & Managing Product

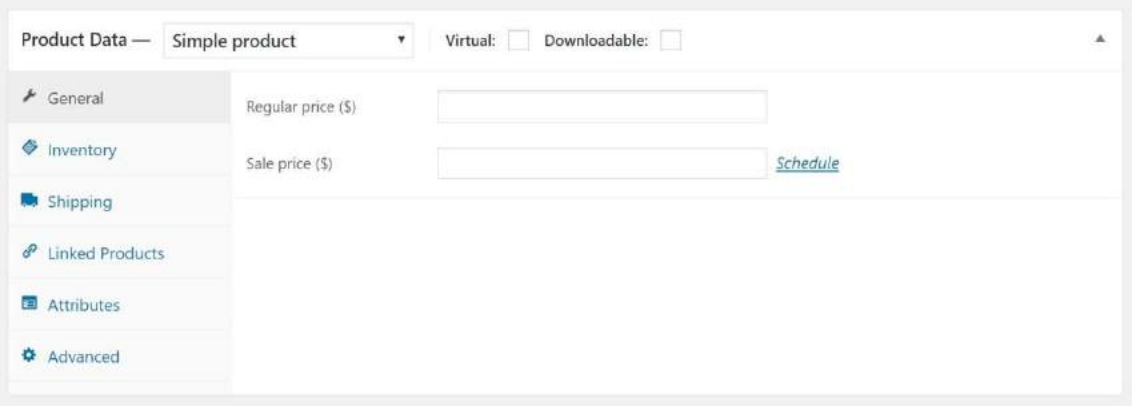
Adding & Managing New Products

The first alteration you'll notice is the addition of two new tabs to your dashboard's side menu, named **WooCommerce** (your general settings area) and **Products** (your products settings area). To get started setting up your e-store, go to *WordPress Admin* > *Products* > *Add Product* to add your first product.
Create a title and short description of the product. Here's what *just* a title & description looks like in a live preview.

That done, scroll down below the post editor to reveal two new widgets on the post editing screen: product data and product short description.

Product Data

WordPress Admin > Products > Add New
In the product data screen widget, you can select whether or not the product is virtual (the former option removes the **Shipping** data tab) and if it is downloadable (digital). You can enter in the regular & sale price (sales can be time-sensitive) in the **General** tab.



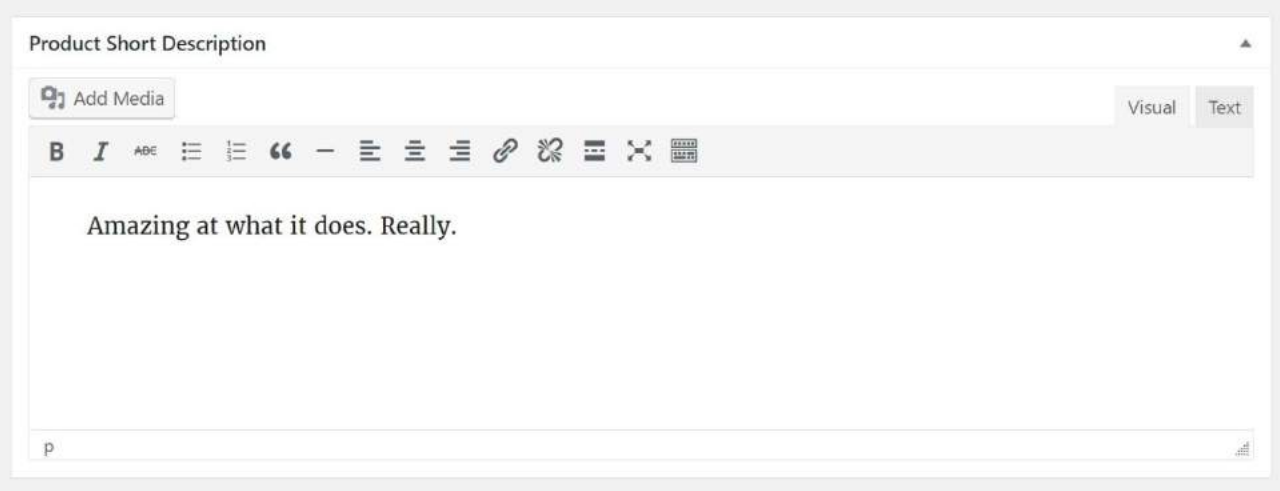
If you're selling digital products, then you also have to upload the file to be purchased, customize the download limit (leave it blank to mark it as unlimited), the download expiry (leave it blank to keep it available permanently), and the file type (standard/application/music). The file type you select affects the schema.org markup for the product.

Next, in the **Inventory** tab, you can customize options to manage your stock by entering in the quantity of the product, stock status (in/out of stock), and if you'd like to allow backorders. Additionally, you can mark the product as individually sold, meaning only one can be bought in a single order. This is also where you enter the SKU (identification number) if you have one.

In the **Linked Products** tab, you can add upsells, cross-sells, and product grouping. Attributes allows you to enter in specific attributes of the product (e.g. reliable, never breaks down, etc.) that will be displayed under an *Additional Information* tab in the front end version of the product page. Finally, you can enter custom purchase notes, give the product a menu order, and enable/disable reviews in the **Advanced** tab.

Product Short Description

WordPress Admin > Products > Add New
With the product short description screen widget, you can create a short tagline for the image that will be displayed under the product title.



After playing around with all of that, don't forget to add tags, place it in a category, and include a product image/gallery. Here's what some sample data looks like in a live preview.

Home / Example Product Name

Sale!

Example Product Name

~~$25.00~~ **$21.00**

Amazing at what it does. Really.

25 in stock

1 ADD TO CART

Description | Reviews (0)

Product Description

Enter a product description here...

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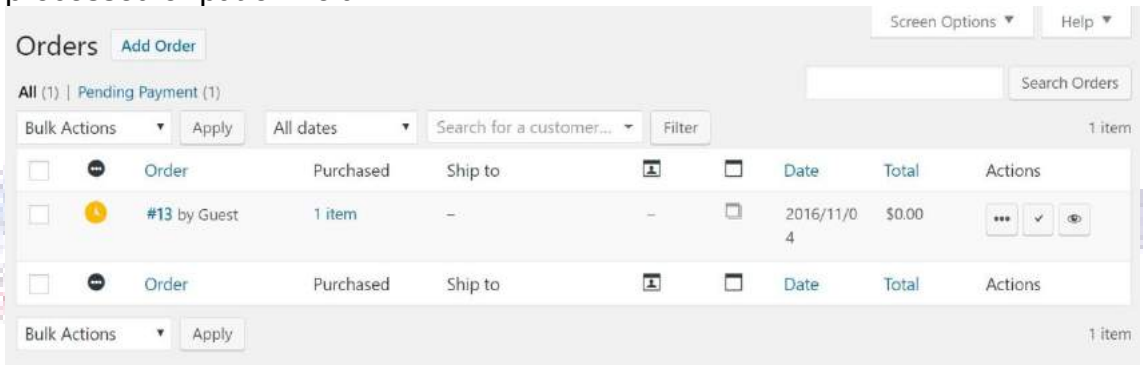
Lesson no. 9 – Managing WooCommerce

Managing WooCommerce

In the WooCommerce tab, you can explore various things about your digital store: you can view orders, coupons, and reports. You can also customize settings and add new extensions.

Orders

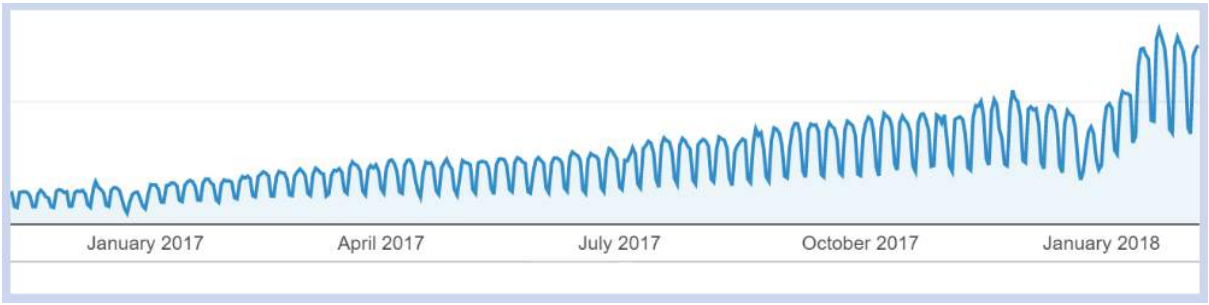
WP Admin > WooCommerce > Orders
This page displays a list of your current purchases and orders. If you sell digital products, there's not much to do here other than see who bought what. But if you sell physical goods, here's where you can organize what products you need to ship and what orders are being processed or put on hold.



Coupons

WordPress Admin > WooCommerce > Coupons [> Add New]
We grew our traffic 1,187% with WordPress. We'll show you how.

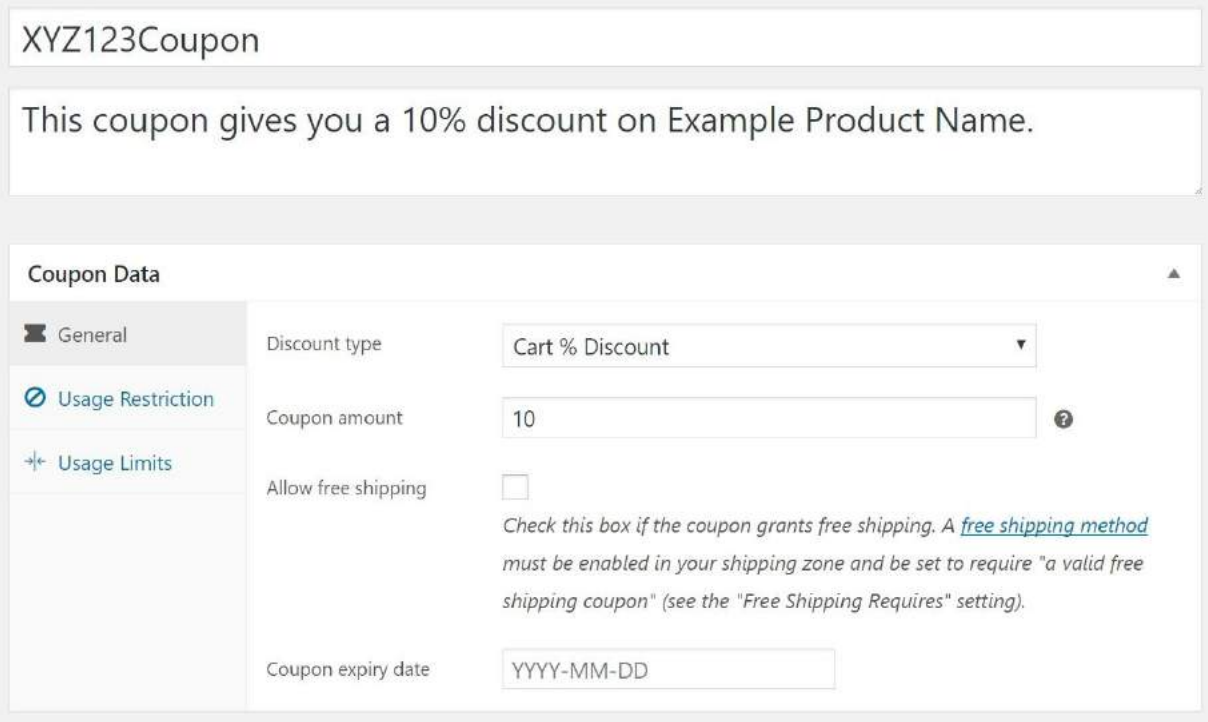
Join 20,000+ others who get our weekly newsletter with insider WordPress tips!



SUBSCRIBE

We hate spam too, unsubscribe at any time.

WooCommerce has several powerful options for adding new coupons to your e-store. In the coupon editing screen, the coupon data screen widget allows you to customize the coupon discount and restrictions.

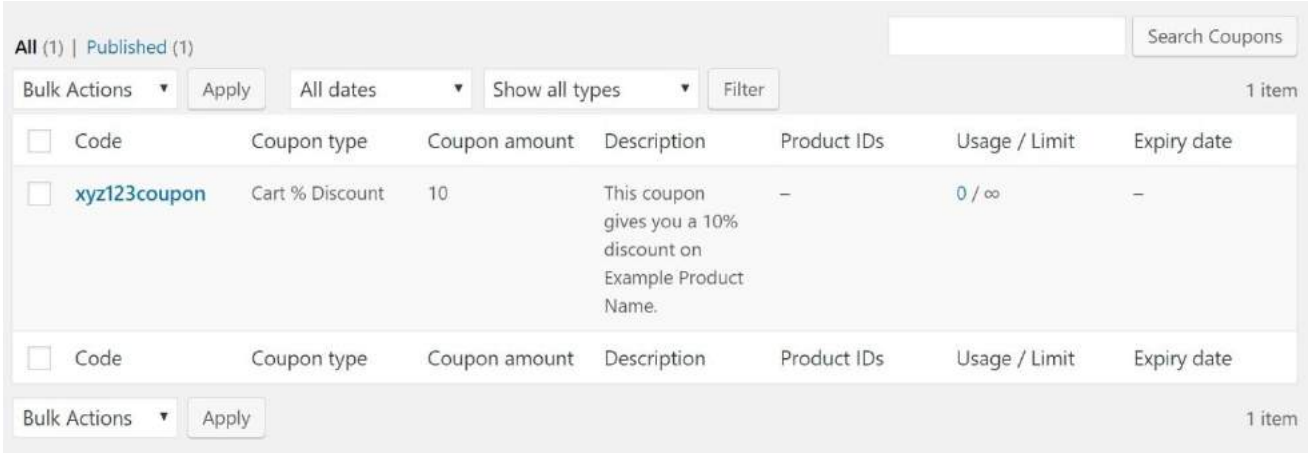


The **General** tab allows you to edit the basic coupon information: the type of coupon (cart discount, cart percentage discount, product discount, and product percentage discount), its value, free shipping options, coupon taxation, and its expiry date.

In **Usage Restrictions** you can set a minimum spend the customer has to make to validate the coupon. To restrict the use from use in conjunction with other coupons, check the box for *Individual use only*. If the coupon shouldn't apply to items that are on sale, there's an option for that, too. Here's also where you select the products and product categories the coupon is applicable to. Lastly, you can even ban certain email addresses from coupon usage.

The final tab, **Usage Limits**, sets the usage limit per coupon or per customer.

The coupon management screen is below.



Reports

WordPress Admin > WooCommerce > Reports

WooCommerce also offers powerful built-in tracking. You can view charts and graphs of your sales, orders, and shipping costs over five different time periods. Each graph can be limited to the sales of a particular product, product category, or coupon. In the **Customers** tab, you can view your customer acquisition over the same five time periods. Lastly, you can also view your low in stock, out of stock, and most stocked products in the **Stocks** tab. All this data can be exported in a CSV sheet.

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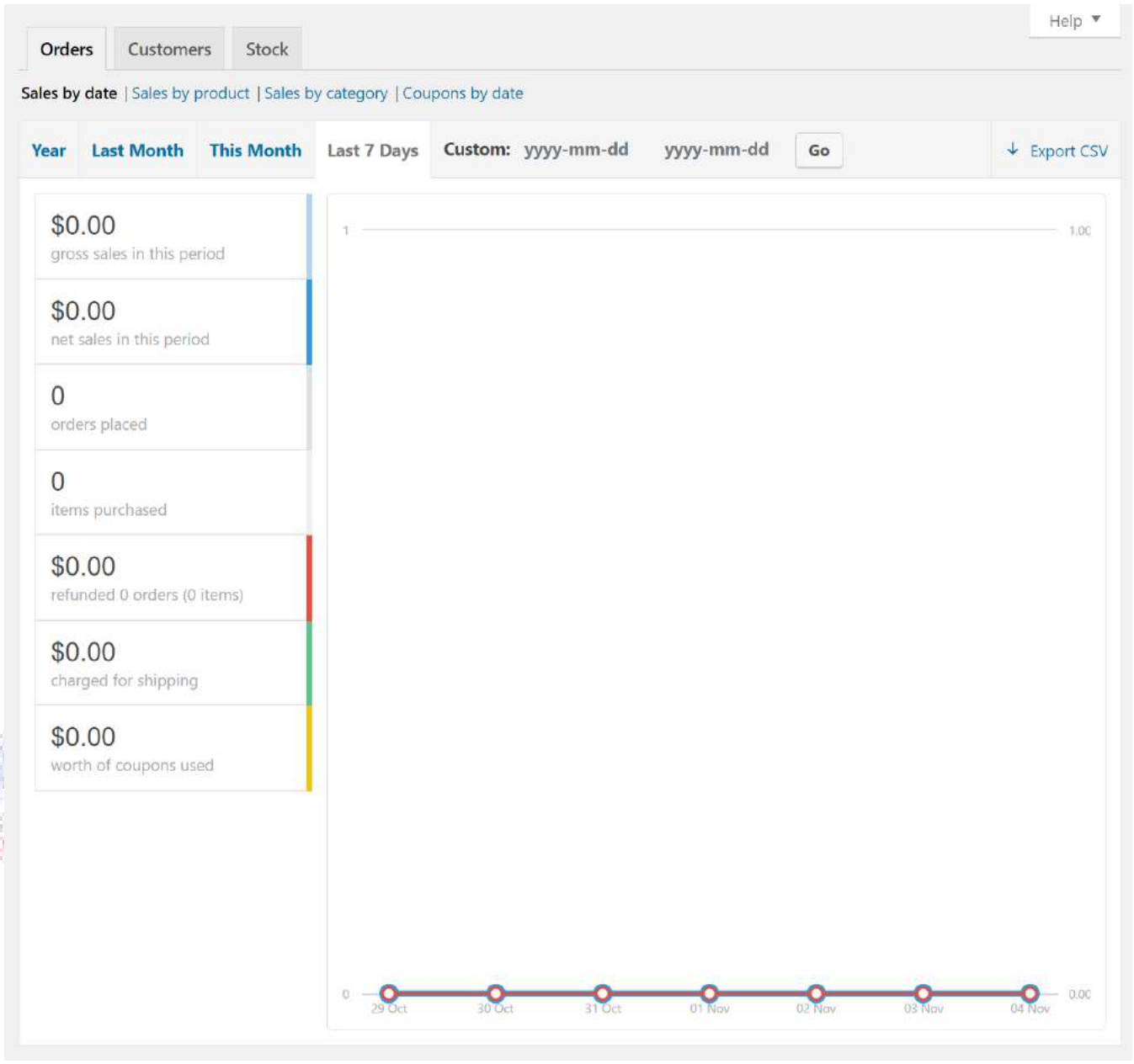
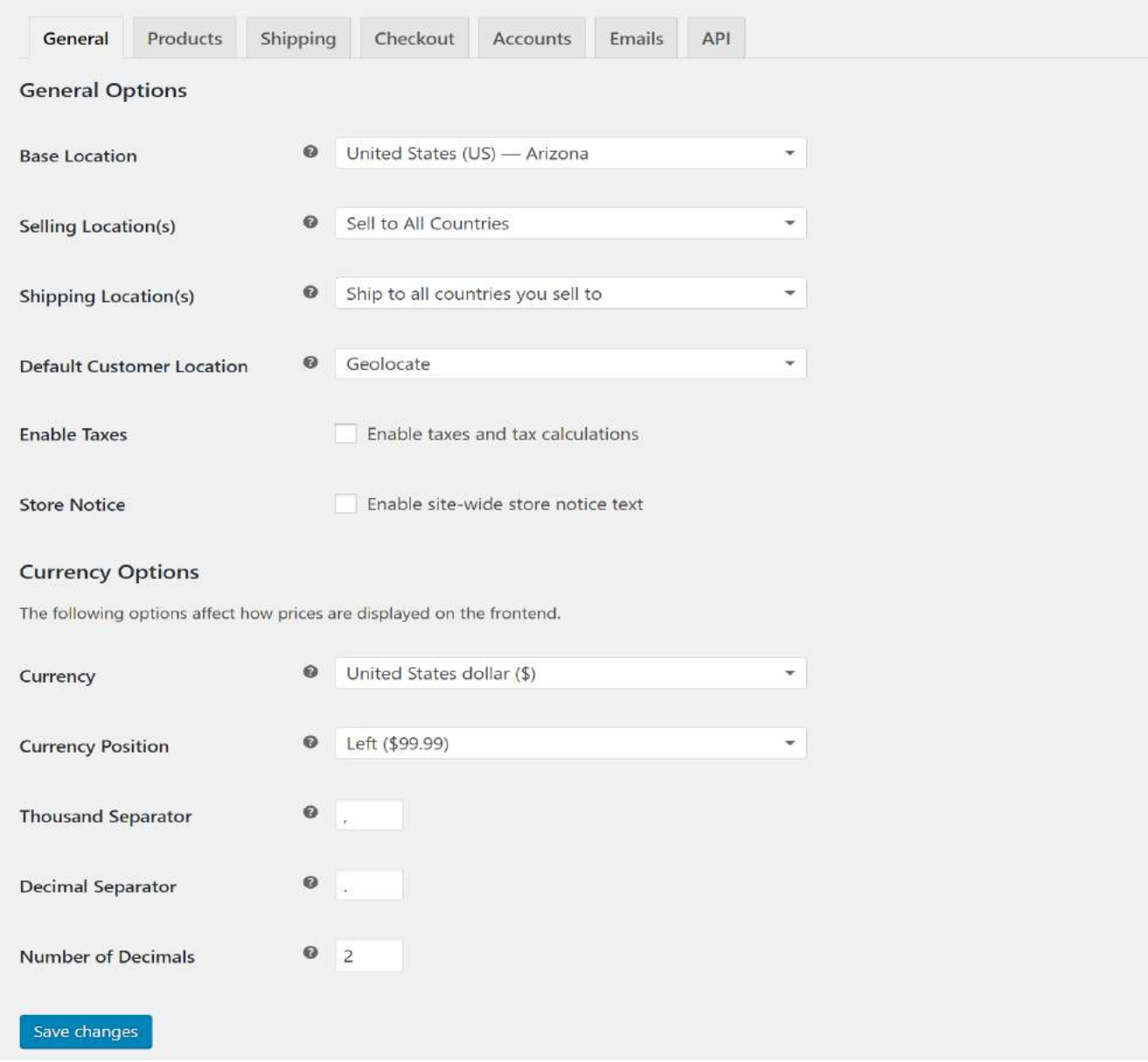

Help
Orders
Customers
Stock
Sales by date | Sales by product | Sales by category | Coupons by date
Year
Last Month
This Month
Last 7 Days
Custom: yyyy-mm-dd yyyy-mm-dd
Go
Export CSV
$0.00
gross sales in this period
$0.00
net sales in this period
0
orders placed
0
items purchased
$0.00
refunded 0 orders (0 items)
$0.00
charged for shipping
$0.00
worth of coupons used
1
1.00
0
0.00
29 Oct
30 Oct
31 Oct
01 Nov
02 Nov
03 Nov
04 Nov

Lesson no. 10 – WooCommerce Settings

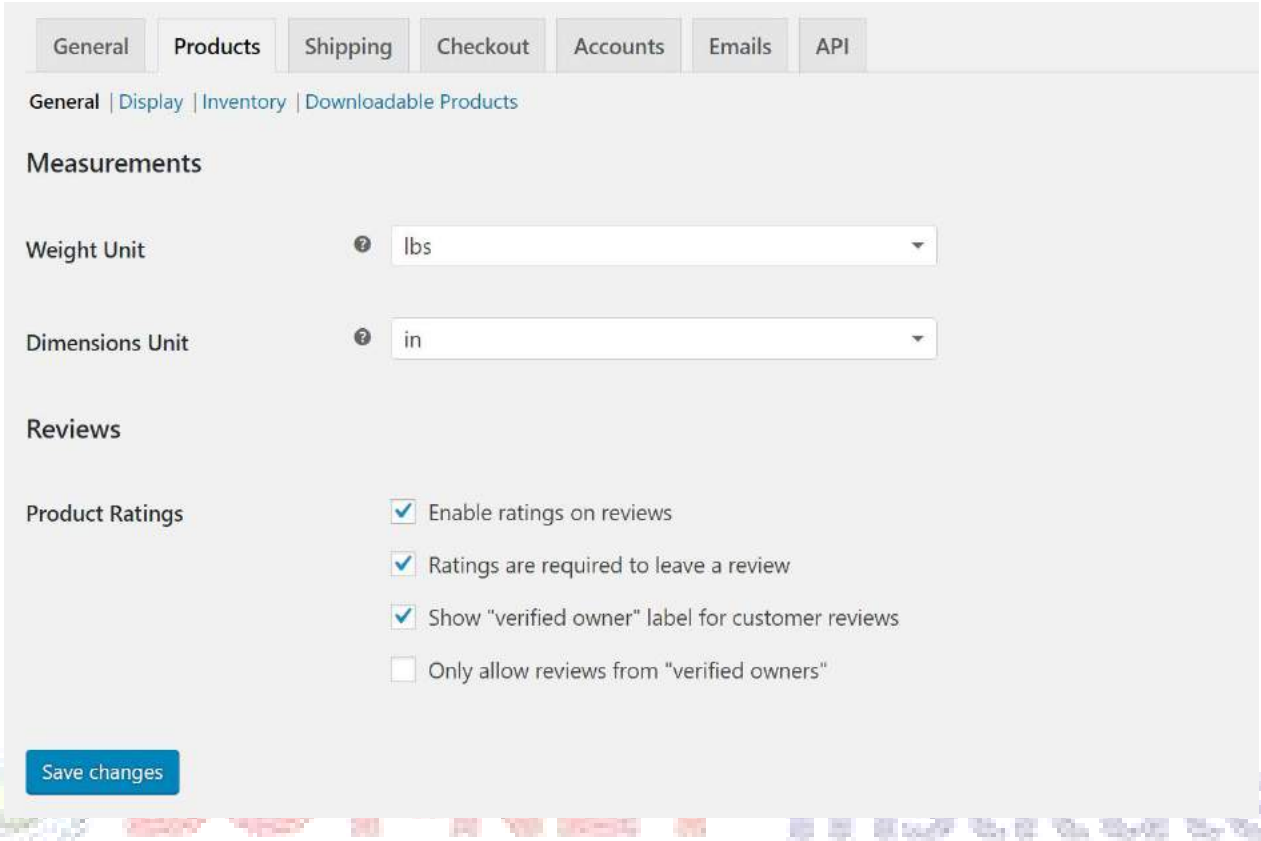
WooCommerce Settings

WP Admin > WooCommerce > Settings

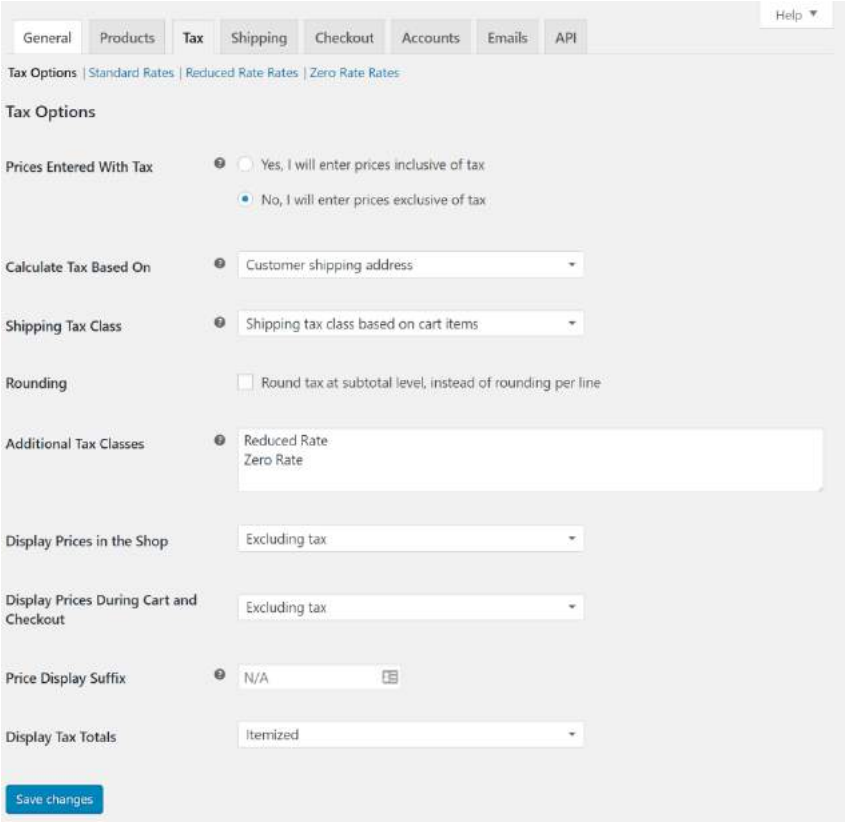
Here's where WooCommerce gets really impressive: in the Settings screen, you can customize pretty much *every single aspect* of your e-store. Everything from your thousands separator to the check out process to email options can be tailored to your satisfaction.
The **General** tab takes care of your basic information, including your currency, base & selling locations, and display options.



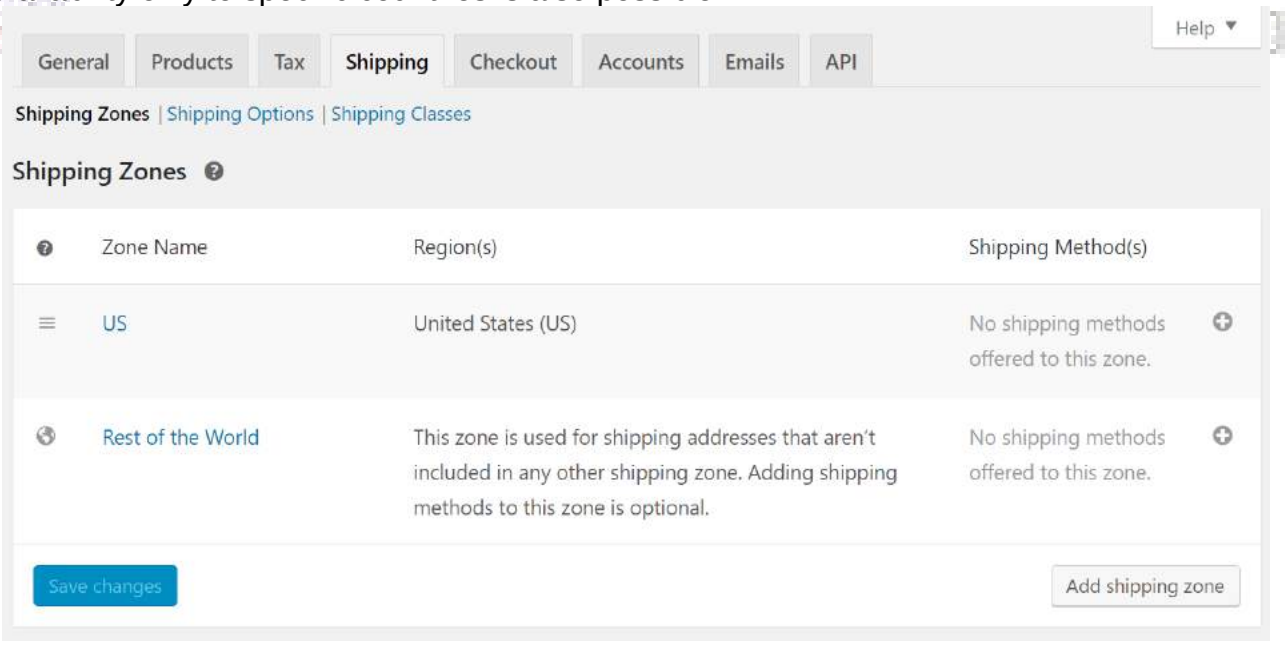
Your product data, including custom sorting, default displays, measuring systems, product thumbnail dimensions, download methods, and even Ajax/non-Ajax add to cart buttons is customized in the **Products** tab.



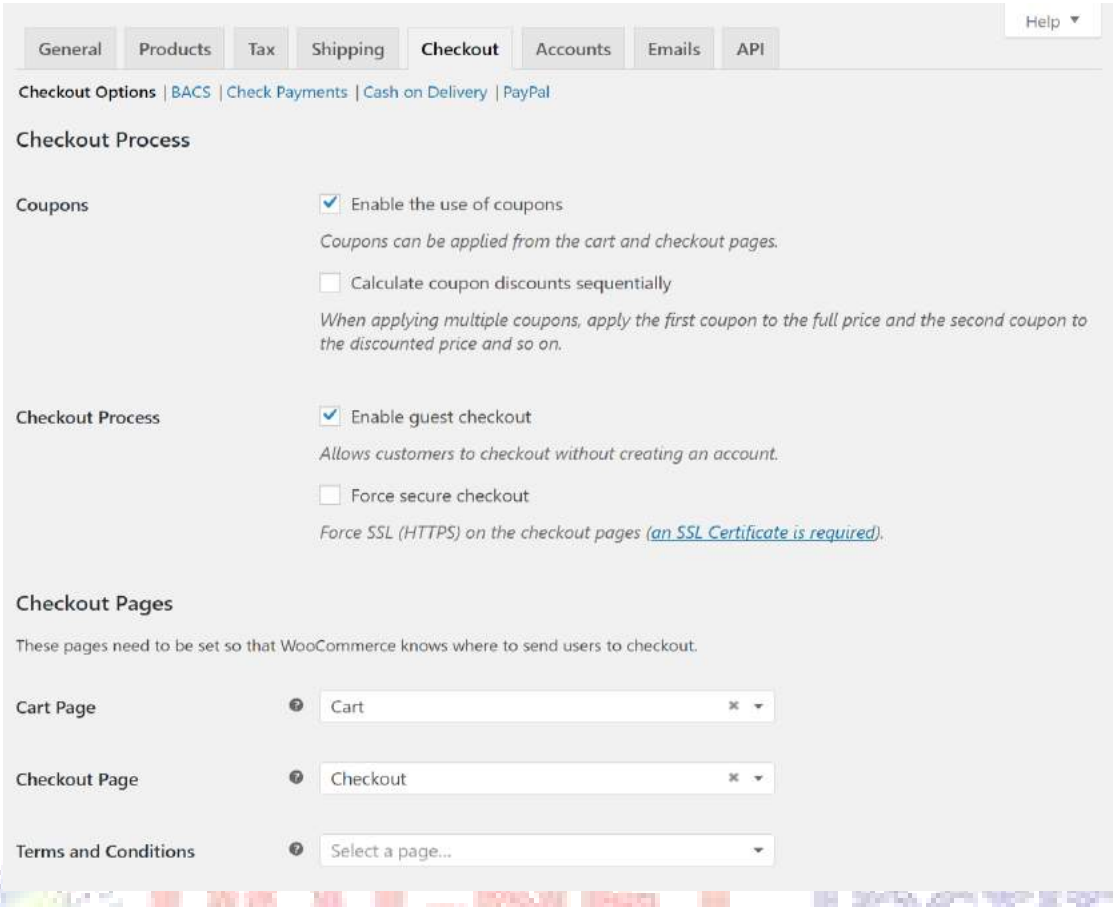
Taxation methods are modeled in the **Taxes** tab — if you wish, you can even disable taxation in your store.



Shipping takes care of your shipping methods and pricing models. You can also enable/disable shipping store-wide, and edit various display options. Restricting your store availability only to specific countries is also possible.



Checkout allows you to customize the checkout process: you can choose from five payment gateways, edit the pages, add a T&C page, and change URL appendages.



Account edits all front-end account display and registration options.

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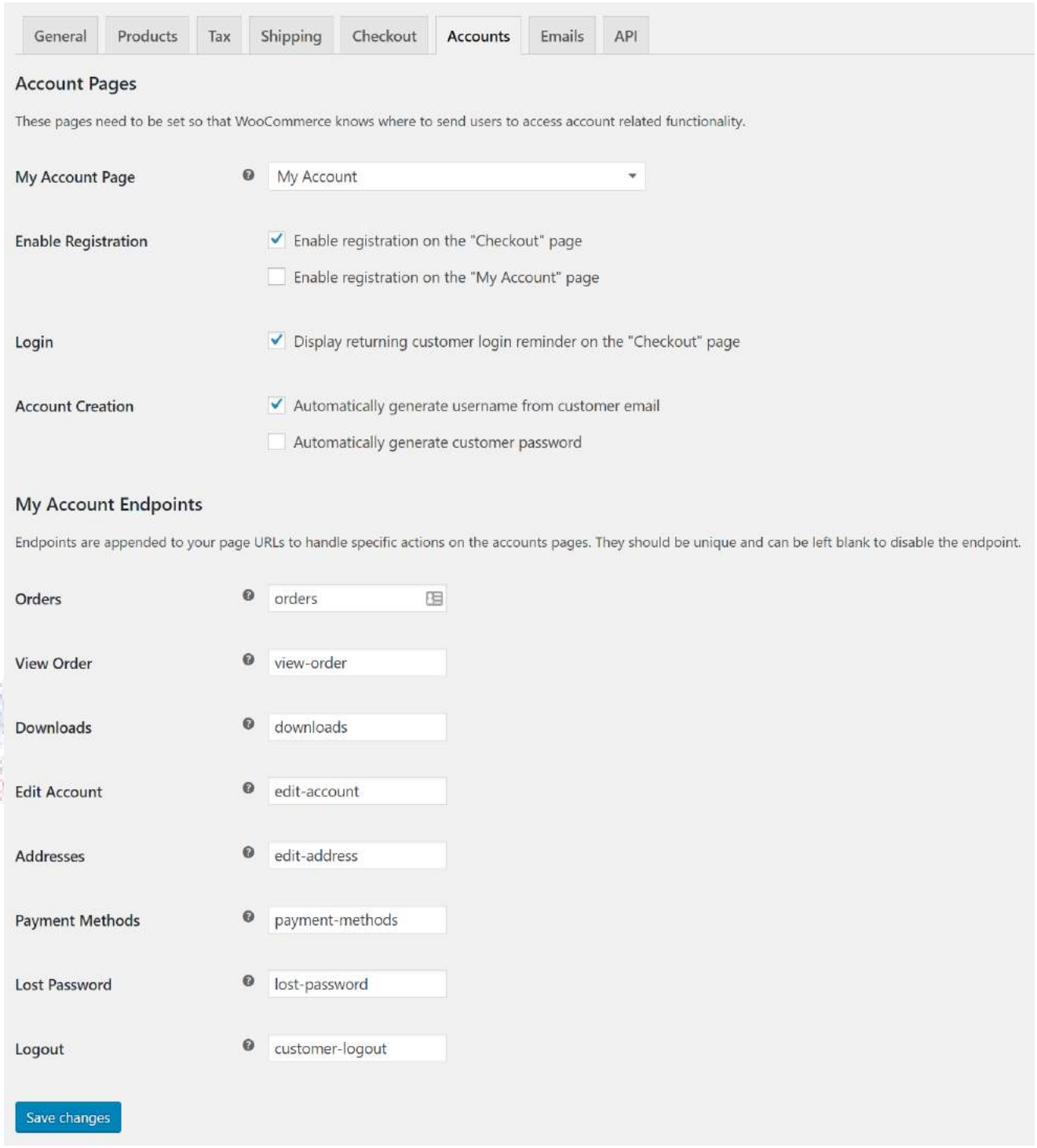
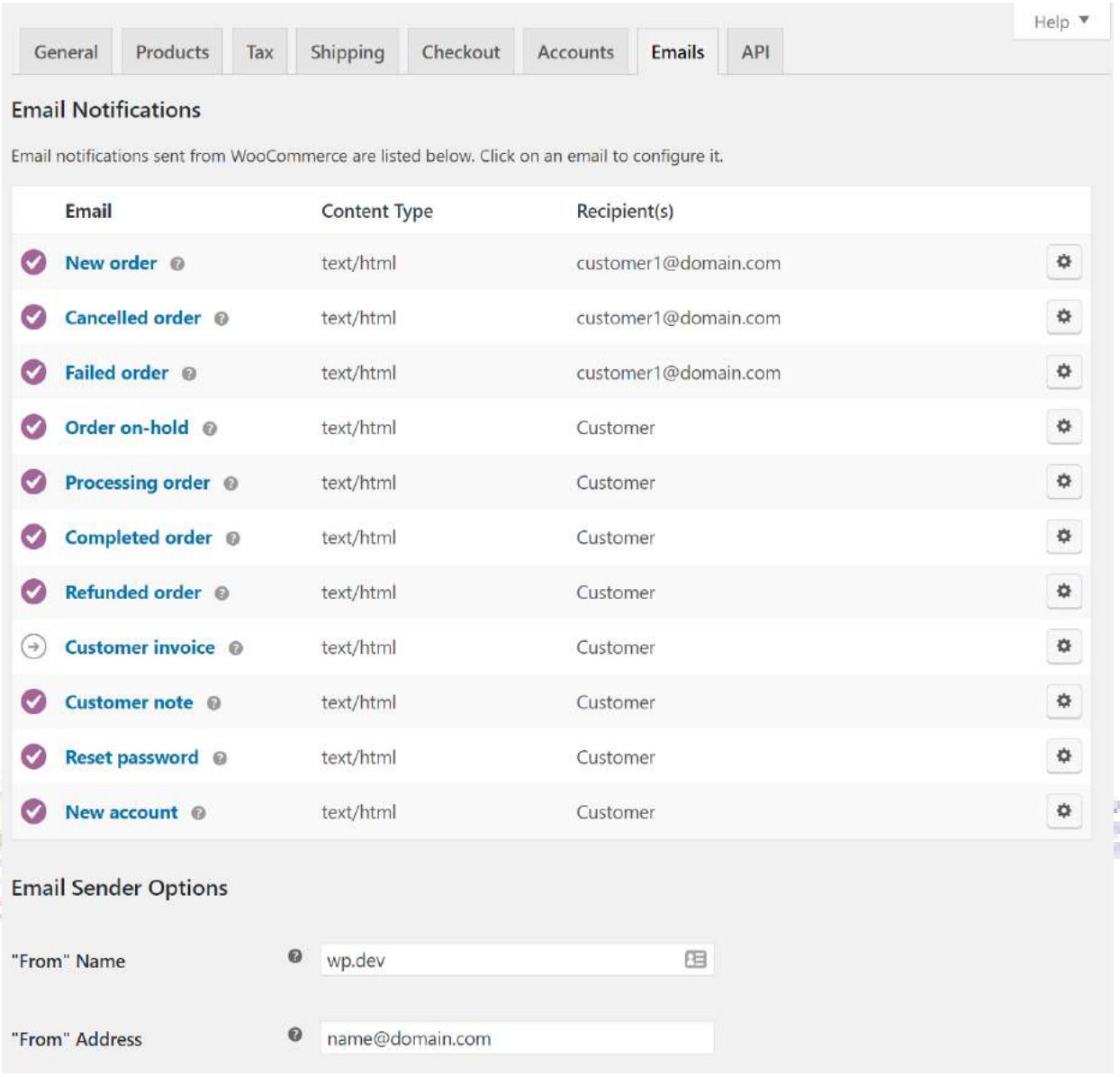
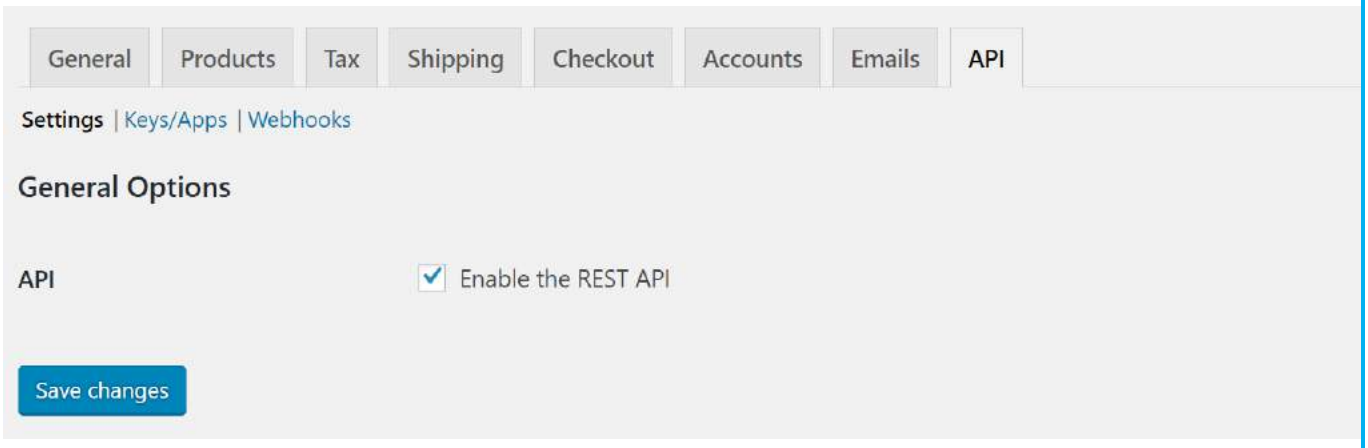


In the **Emails** tab, you can customize all things customer support. Specifically, you can tailor all the sender options for WooCommerce-generated email, right down the email background color.



And lastly, in the **API** tab you can enable the REST API, Keys/Apps, and Webhooks.

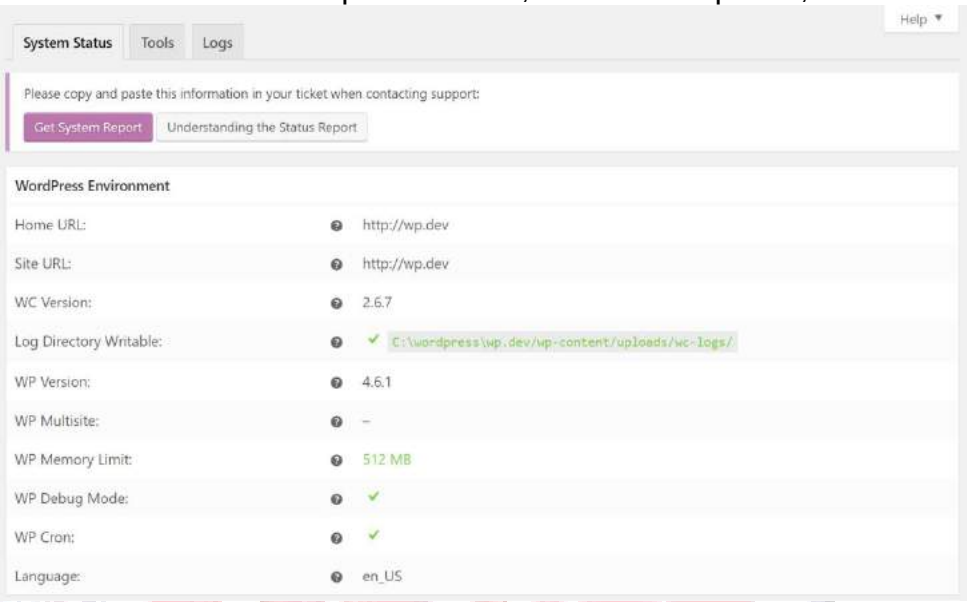


Rest API

System Status

WordPress Admin > WooCommerce > System Status

All your back-end information — your WooCommerce/PHP/MySQL/etc. version, size limits, logging, and more — is found here. In the **Tools** tab on the same page , you can clear your website caches for multiple variables, install new options, and reset settings to the default.



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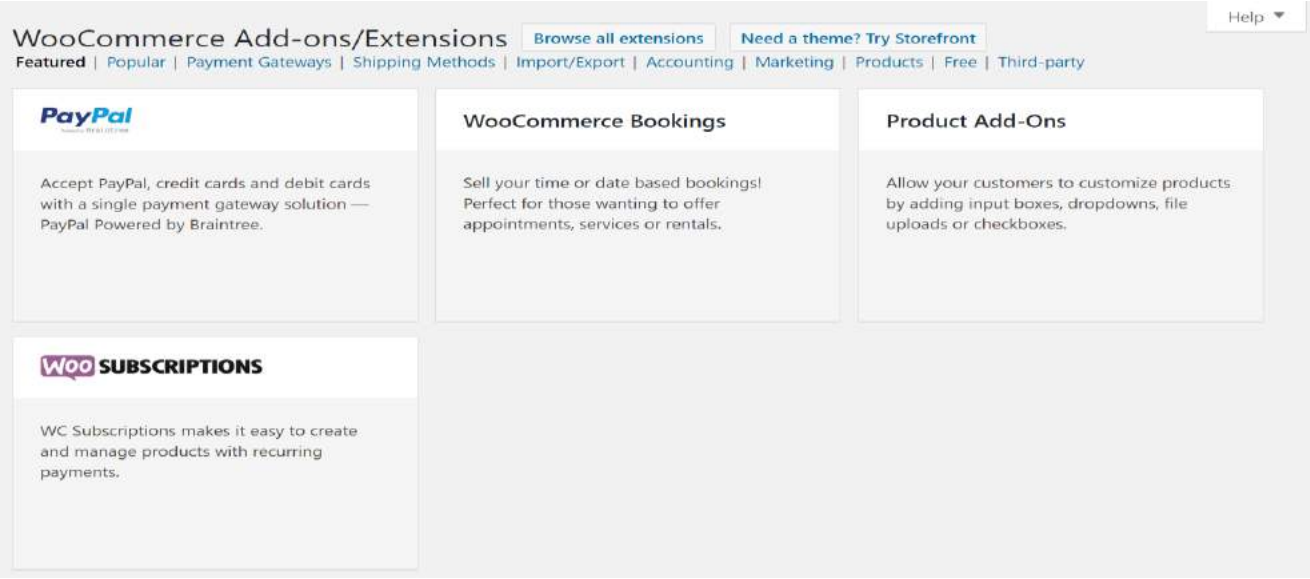
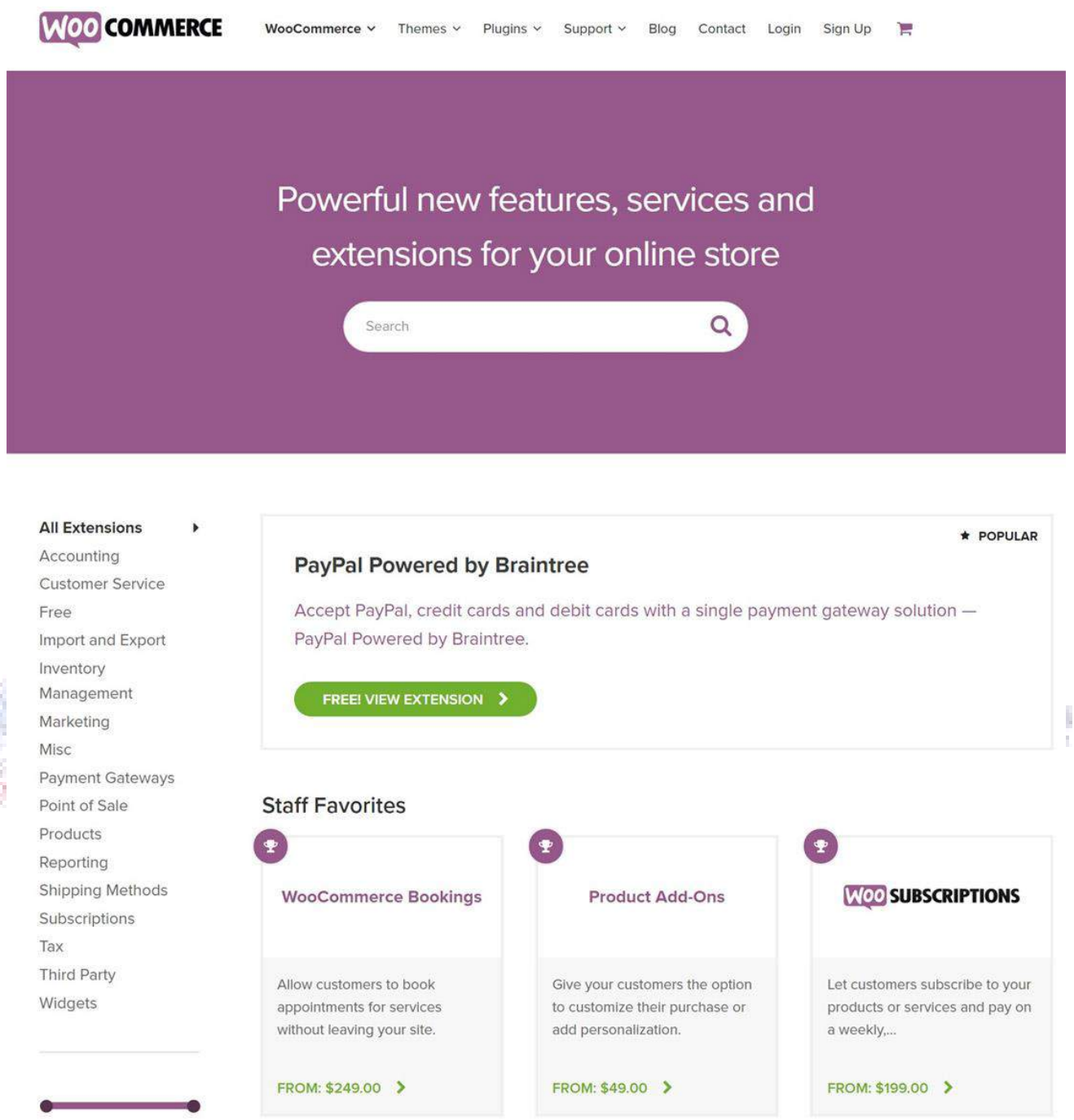
Add-ons

WordPress Admin > WooCommerce > Add-ons



One of the attributes that make WordPress the most popular CMS on the planet is the community behind it. Thousands of themes and tens of thousands of plugins; nearly 100% of them are user-contributed. It's pretty much the same thing with WooCommerce, although on a smaller scale.



The plugin developers allow you to purchase native and third-party WooCommerce extensions from their Extensions store. Literally, hundreds of various add-ons and WooCommerce-specific themes and styling options are available at the store.

Lesson no. 11 – Payment Gateway

Indian Payment Gateway

Looking for Indian payment gateways options? You may want to integrate a secure payment gateway options with your Magento, WooCommerce, Shopify, or Prestashop stores for enhanced shopping experience.

It can be tricky to find the best Indian payment gateway when there are so many options available. So here's the complete guide to finding the top payment gateways in India.

According to Statista, online payments in India are expected to grow with more than 20% CAGR between 2019 and 2023. It is estimated to reach 660 million Indians leveraging online payment by the end of 2023.

However, thanks to the pandemic, online payment penetration has been seeing exponential growth. Having a population of more than 1.3 billion people, there are tremendous opportunities you can get by using online payment.

And that's why I have compiled the best Indian payment gateways of 2021 that can help you enhance the online payment experience of the store.

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10 Best Indian Payment Gateways in 2021:

- Razorpay
- Cashfree
- Paytm
- PayPal
- CCAvenue
- PayU
- Instamojo
- MobiKwik
- PayKun
- Atom

Lesson no. 12 – Other Plugins

The Best WooCommerce Plugins for Improving WooCommerce Stores

WordPress is an open source, free solution. You're able to keep costs as low as possible if you're running a very small business site or a personal blog. However, serious online stores typically need premium managed hosting (check out our WooCommerce Hosting) and legitimate plugins with quality customer support.

Some of the plugins listed below are free, but more often than not you should expect to pay for WooCommerce plugins. Sometimes it's a small one-time fee, but sometimes you need to pay monthly.

Having said that, keep reading to learn about our favorite WooCommerce plugins.

1. WooCommerce PDF Invoices & Packing Slips

WooCommerce PDF Invoices & Packing Slips has a large following and for good reason. Invoices and packing slips are required for a wide variety of businesses, but this type of smooth functionality isn't provided in WooCommerce.

Therefore, the plugin lets you automatically attach PDF invoices to certain emails. Not only that, but you receive options for creating and printing packing slips, whether it be in bulk or individually. The simplicity and streamlined nature of the plugin are what draws most users.

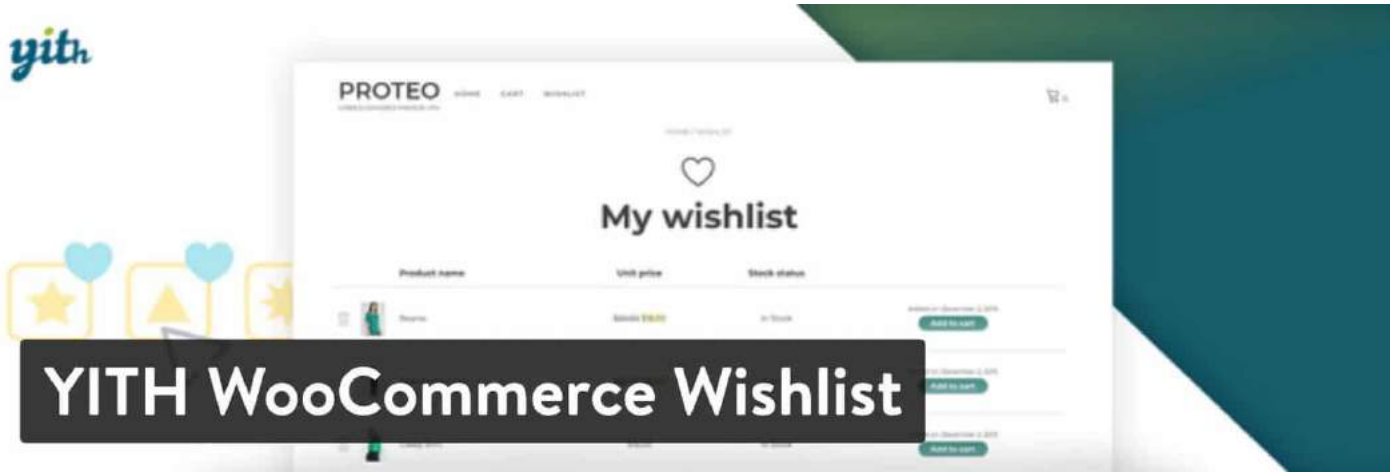
WooCommerce PDF Invoices & Packing Slips WordPress plugin

Pricing: Paid

2. YITH WooCommerce Wishlist

YITH WooCommerce Wishlist mimics the “Favorites” list that you can find on many larger ecommerce stores, like Amazon. It’s not for every brand, but it often makes sense to give your customers a way to save certain products for later.

The plugin integrates with WooCommerce for a seamless transition. Customers are then able to check back in and find their favorite products for purchase later. This potentially boosts your own sales and makes for a nicer interface for customers.



YITH WooCommerce Wishlist WordPress plugin

Pricing: Paid

3. Custom Product Tabs for WooCommerce

Custom Product Tabs for WooCommerce is a plugin that cleans up your product pages with consolidated tabs. This way, you can title tabs with information like descriptions, specifications, reviews, and more.

All of the tabs you add to your store support multiple forms of content such as images, video, and text. You manage the tabs in the standard WordPress editor, without any need for custom coding.

Custom Product Tabs for WooCommerce WordPress plugin

Pricing: Paid

4. Beeketing for WooCommerce

Beeketing for WooCommerce serves as one of the top all-in-one marketing tools for WooCommerce. More than ten marketing features are packed into the plugin, including tools for cart abandonment, boosting online sales, and improving your email marketing.

The feature-set is hard to cover in a few paragraphs, but you can expect to be wowed by options for cross-selling, upselling, email capture, loyalty programs, and more.

[An ISO Certified Institute]

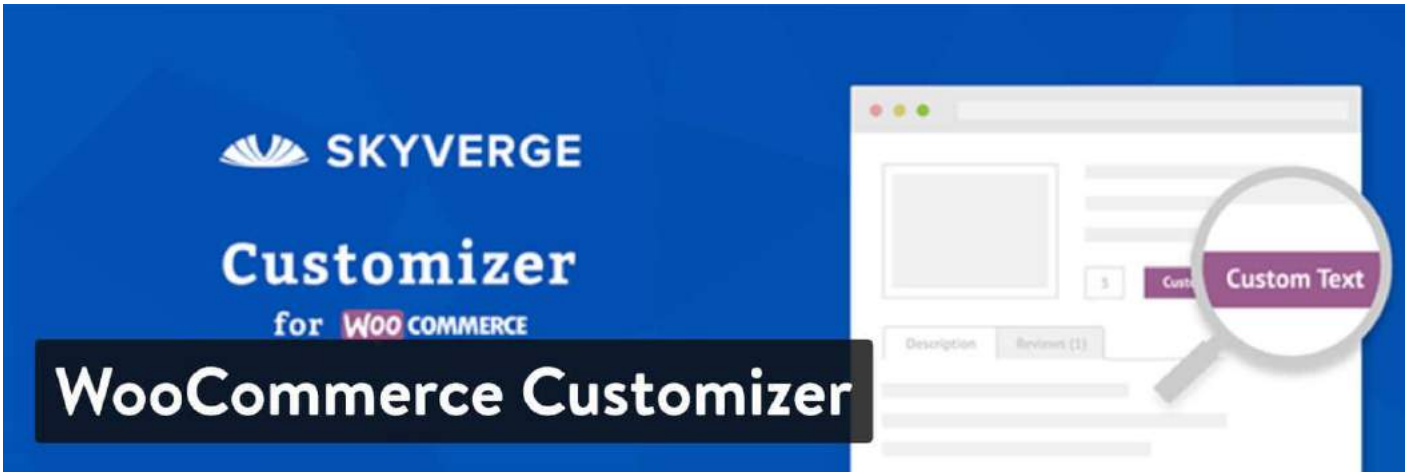
Beeketing for WooCommerce WordPress plugin

Pricing: Paid

5. WooCommerce Customizer

WooCommerce Customizer expands the number of adjustable settings in WooCommerce. These customization options are already available in WooCommerce, but you typically have to custom code to make them work. Therefore, the WooCommerce Customizer plugin is there to make those tasks easier with visual settings.

From changing the number of products displayed on each page to modifying the login text, this plugin suddenly makes advanced customization possible without needing to hire a developer.



WooCommerce Customizer WordPress plugin

Pricing: Free

6. PickPlugins Product Slider for WooCommerce

The PickPlugins Product Slider for WooCommerce plugin solves a problem that many store owners find themselves in after launching a store. Your WordPress theme or page builder may not have a clean product slider or it's possible you don't have that option at all!

If you'd like a product slider on your homepage or other pages, this is the right plugin to make that happen. This is also a wonderful plugin for recommending products inside of your blog posts since you can often write posts that relate to your products and send users directly to your store.

PickPlugins Product Slider for WooCommerce WordPress plugin

Pricing: Free

7. WooCommerce Multilingual

The WooCommerce Multilingual plugin combines the popular WPML plugin with WooCommerce to establish the best experience for changing the language of your site. This comes in handy if you would like to give your customers multiple language choices.

All WooCommerce products, pages, and categories are modified to ensure that the right language is being displayed. Multiple currencies are also available just in case.

WooCommerce Multilingual WordPress plugin

Pricing: Free

8. Booster for WooCommerce

Booster for WooCommerce enables an interesting collection of features that you may have found to be missing during your use of WooCommerce. Some of these features include bulk price converting, currencies, global discounts, and tools for letting your customers offer their own pricing.

The list of extra, and many times unique, features goes on and on. You'll find features for payment gateways, the checkout, products, and more. Overall, it's worth testing out before opting for a premium plugin that only solves one problem.

Booster for WooCommerce WordPress plugin

Pricing: Paid

9. Checkout Field Editor

The Checkout Field Editor plugin features tools for adding, editing, and deleting custom fields in your checkout area. The standard fields for names, addresses, and payment information are still there, but this plugin recognizes that some companies are unique.

The plugin integrates directly with WooCommerce, turning your checkout module into a more versatile area. For instance, you could edit current fields included with WooCommerce, and you also have the opportunity to add new fields for things like labels, placeholders, and names. Custom fields are important for many types of businesses, especially B2B companies that have custom orders on a regular basis.

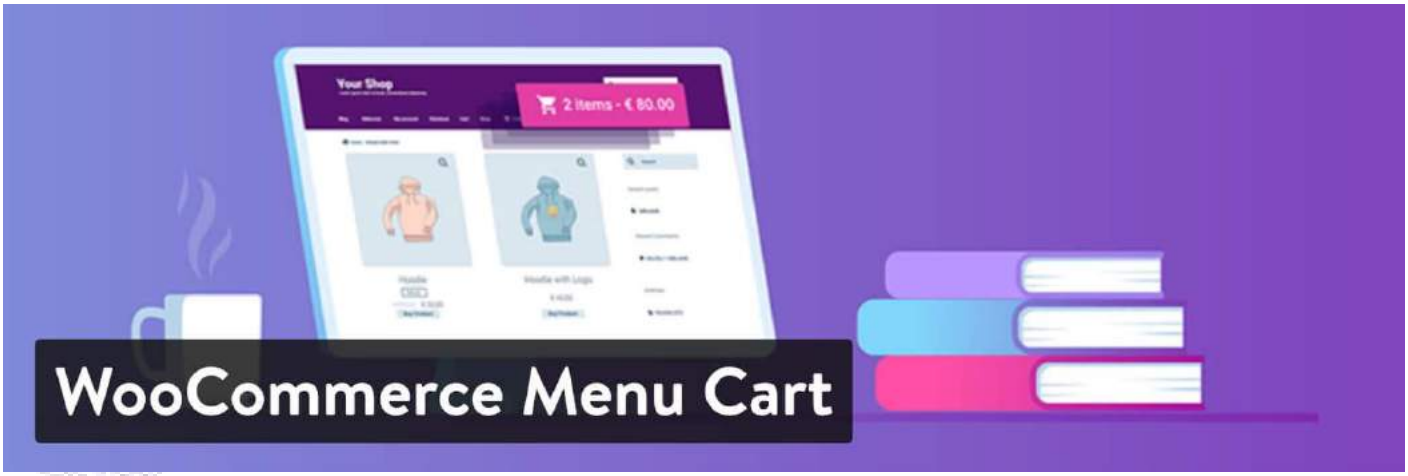
Checkout Field Editor WordPress plugin

Pricing: Paid

10. WooCommerce Menu Cart

The WooCommerce Menu Cart plugin works with many ecommerce plugins such as WooCommerce, WP-Ecommerce, and Easy Digital Downloads. Its main purpose is to add a shopping cart button in your main navigational menu.

The rationale for this is because some WordPress designs and themes don't have shopping cart icons towards the top of the page. This typically indicates that the theme wasn't directly made to work with WooCommerce. However, since most themes are still compatible with WooCommerce, you simply need to add some elements like the shopping cart icon from this plugin.



[An ISO Certified Institute]

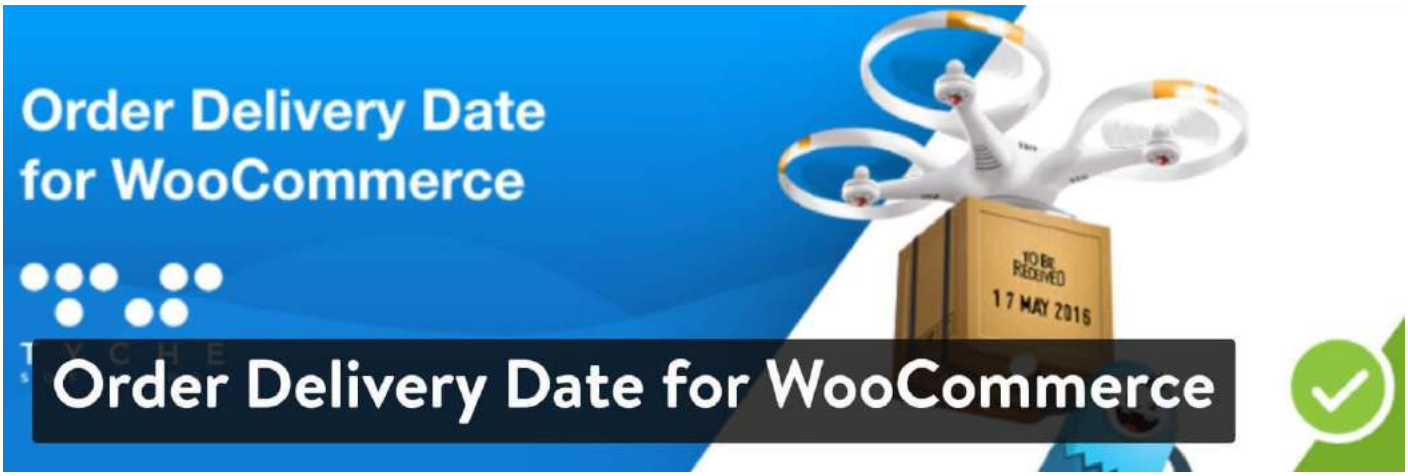
WooCommerce Menu Cart WordPress plugin

Pricing: Paid

11. Order Delivery Date for WooCommerce

Order Delivery Date for WooCommerce does exactly what the name implies. It engages customers after a purchase, allowing them to select a delivery date during the checkout process. This varies from the traditional approach where your checkout shows a handful of delivery options and how long they take to arrive.

The plugin has been shown to decrease cart abandonment since customers can now select an exact date, instead of the seemingly arbitrary shipping methods that aren't always that accurate. Instead, the customer chooses an exact date and can look forward to that.



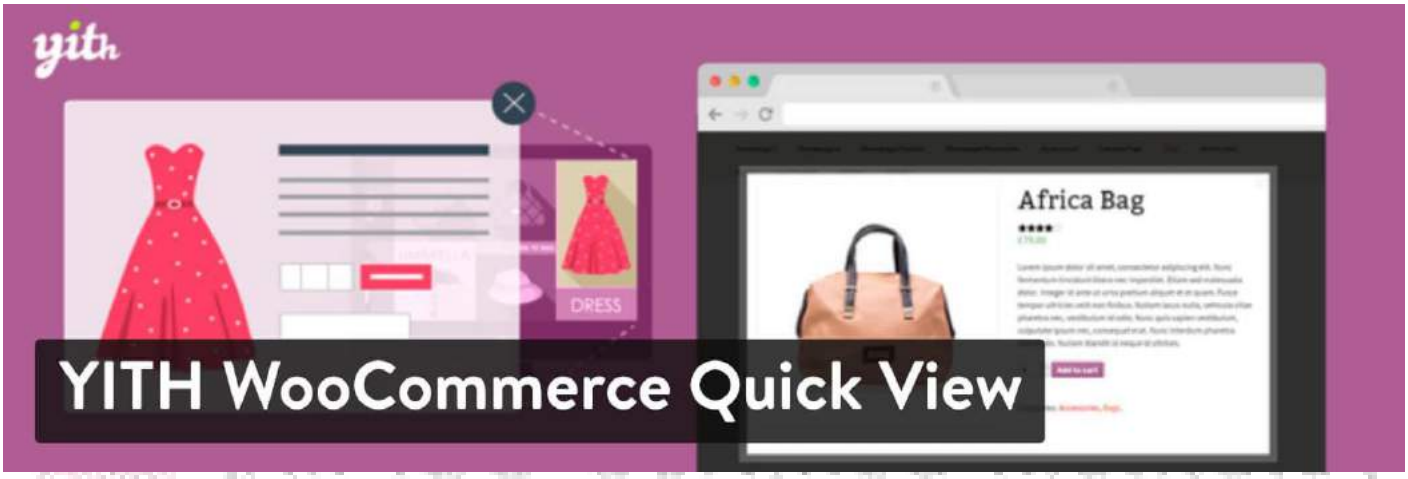
Order Delivery Date for WooCommerce WordPress plugin

Pricing: Paid

12. YITH WooCommerce Quick View

As mentioned before, YITH has many WooCommerce plugins to expand on how the basic plugin works for your store. YITH WooCommerce Quick View adds a quick view popup so that your customers don't have to go all the way to the product page.

They can now add items to the cart directly from the popup and then "X" out of the module to continue shopping. The purpose of a QuickView feature is to cut down on the number of steps required for customers to place items in the cart.



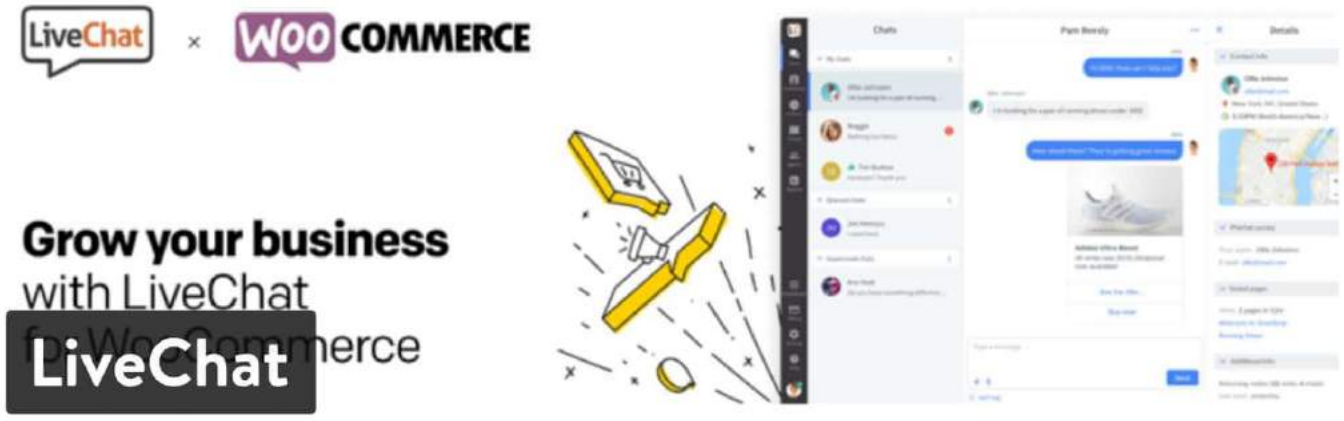
YITH WooCommerce Quick View WordPress plugin

Pricing: Paid

13. Livechat – Premium Live Chat Software for WooCommerce

All online stores should have a live chat tool for providing customer support to people already browsing the website. The LiveChat – Premium live chat software for WooCommerce plugin is one of the top solutions for adding a live chat area and managing it from the backend of your website.

Quite a few features are combined into your WooCommerce interface to provide a seamless customer support experience for your users. This is a full-fledged chatting suite, not just a quick opensource fix. It has comprehensive tools for things like visitor tracking, chat triggers, and feedback.

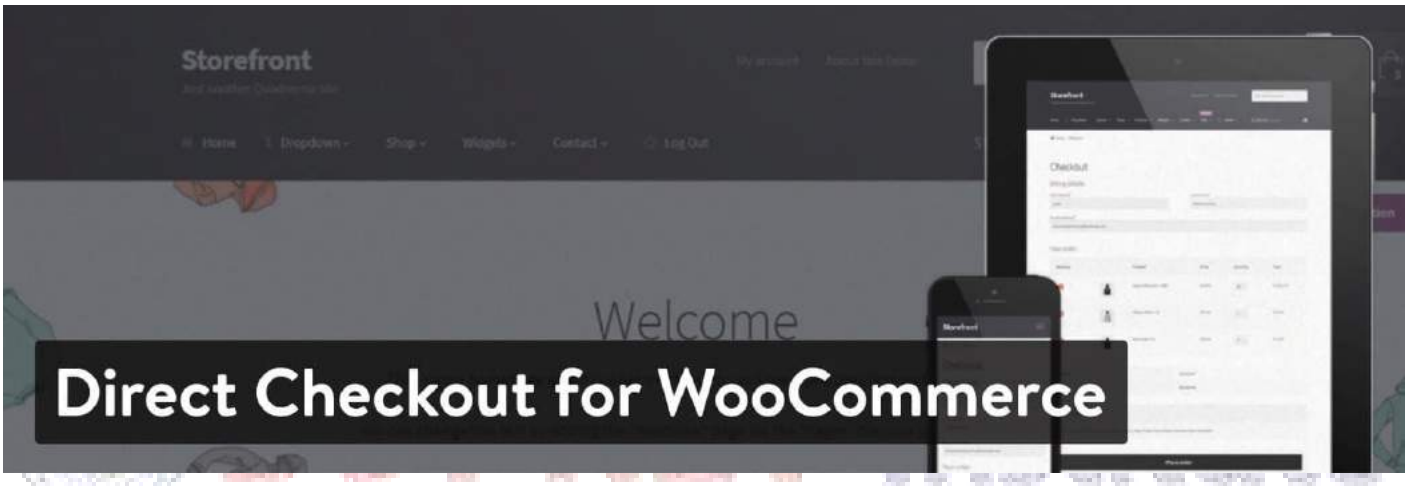


Livechat – Premium Live Chat Software for WooCommerce WordPress plugin

Pricing: Paid

14. Direct Checkout for WooCommerce

Direct Checkout for WooCommerce has a unique and potentially lucrative purpose. It completely overrides the shopping cart page on your WooCommerce site, speeding up the checkout and making it easier for your customers to get to the payment area.



Direct Checkout for WooCommerce

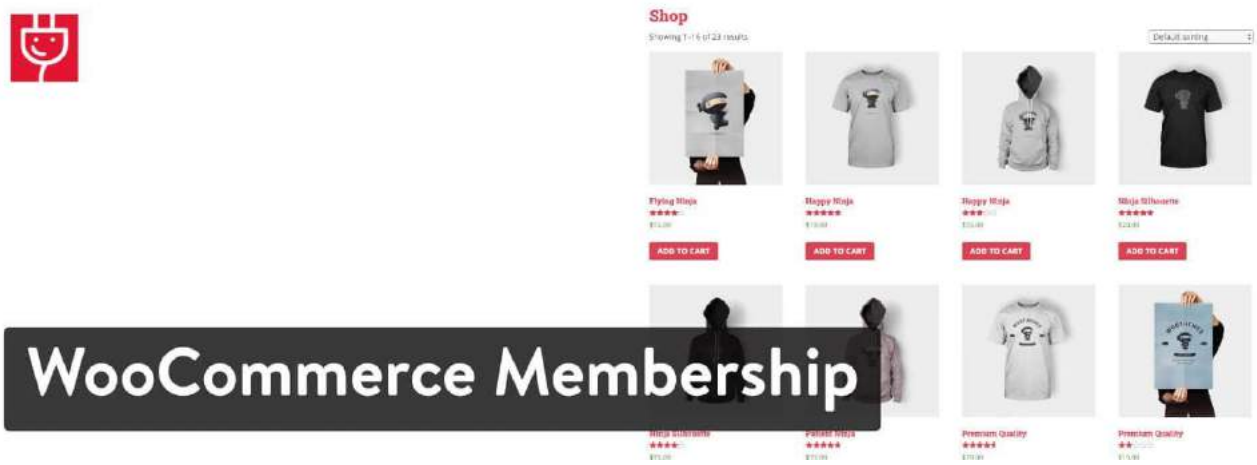
It's always a struggle to try to figure out ways to make the checkout simpler. Some stores won't like the idea of removing the shopping cart, but it definitely makes sense for some. After all, the customer can still go back if they would like to edit something.

Pricing: Paid

15. WooCommerce Membership

The WooCommerce Membership plugin is sold on CodeCanyon and it's developed by a group called RightPress. The plugin is a wonderful choice if you plan on converting your WooCommerce site into one that collects membership fees.

You can sell or assign memberships, bring in payments, or even make members who don't have to pay anything. There are plenty of possibilities with the WooCommerce Membership plugin, from purchasing clubs to exclusive content on your blog.



WooCommerce Membership WordPress plugin

Pricing: Paid

16. WooCommerce Social Login

Signing up for another account for your online store isn't typically what customers want to do. Facebook, and other social networks, have made it easy for internet users to utilize social login information for other websites.

So, this WooCommerce Social Login plugin is available to cut down on the time required for customers to make their own accounts on your site. In addition, it still provides valuable information for you to analyze site visitors.

WooCommerce Social Login WordPress plugin

Pricing: Paid

17. Enhanced Ecommerce Google Analytics Plugin for WooCommerce

The Enhanced Ecommerce Google Analytics Plugin for WooCommerce plugin is one of the essentials that all ecommerce websites should have connected to their stores. As you may know, Google Analytics is one of the go-to options for forecasting, checking site statistics, and understanding which products are doing the best. Therefore, it makes sense to integrate your online store with Google Analytics, regardless of what you're selling.

Google Analytics, and this plugin, is completely free. It provides help for discovering which of your sales channels are performing the best. You can also find out which areas of your site are most profitable and which are causing you to lose money. Overall, the Google Analytics plugin for WooCommerce is an integral piece for making decisions based on data as opposed to gut instinct.

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Enhanced Ecommerce Google Analytics Plugin for WooCommerce WordPress plugin

Pricing: FREE

18. Product Addons for WooCommerce

The Product Addons for WooCommerce plugin is a tool that offers a more unique gift experience by incorporating extras into the product page. Some examples include basics like different colors for your products, while other elements involve things like gift-wrapping or extra items thrown into the packages.

You get the chance to customize all of the extras included with your sales and you can set whether you'd like to have checkboxes or other styles of formatting to showcase your add-ons. You can even choose to have full customization of your product package, with the option to allow customers to name their own pricing.

Product Addons for WooCommerce WordPress plugin

Pricing: Paid

19. HubSpot for WooCommerce Integration

The HubSpot for WooCommerce plugin is a powerful free tool for customer relationship management (CRM), email marketing, lists segmentation, abandoned cart tracking reporting, and more.

[An ISO Certified Institute]

HubSpot for WooCommerce WordPress plugin

This plugin lets you integrate your WooCommerce store with HubSpot and unlock the power of the two platforms. With the integration, you can convert visitors into leads, nurture them via email marketing, and most importantly, keep track of their activity.

Pricing: FREE

Lesson no. 15 – How to do SEO for E-Commerce Website

HOW TO DO SEO FOR AN ECOMMERCE WEBSITE

FCG

In this guide, you'll find a set of content and technical issues anyone doing e-commerce SEO will face, and actionable how-tos and time-saving tricks on tackling them.

Contents

a) Keyword research
b) Keyword matrix
c) On-page optimization
d) Structured data
e) Duplication
f) Out-of-stock items
g) Pagination
h) Site speed
i) Mobile
j) HTTPS
k) Crawl budget

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STEP1

Keyword research

Forget generic keywords, think smart word combinations

Keyword research for e-commerce websites goes far beyond search volume and competition analysis. The reason for that is the complexity of the buying cycle — each step in it calls for different keywords you'd need to target.

Typically, customers of an online store go through 5 stages before making a purchase; different keywords and keyword phrases are used at each stage.

i. *Compile 3 separate keyword lists*

As you can see, keywords that customers use at the Research, Comparison, and Purchasestages offer the most value in terms of conversion potential. To get a comprehensive list of those, you'll need to come up with 3 groups of keywords that you'll later combine into long tail queries.

But before you start, remember to research search patterns typical of your target audience: consider gender, age, and social status. For example, if you are a male and you

are struggling to get the organic traffic for a skin care store, take care to talk to your female colleagues or friends to find out the jargon they use when they talk about this stuff. Spend some time on relevant social media resources to learn your audience's language.

Note

Internal website search is a valuable source of information about the search terms that your target audience will use to find the products and services. This data is particularly useful for an ecommerce website. On the one hand, you get "real" search terms, on the other hand, you get additional information on the demand for and popularity of certain products. Since the "non-provided" times, internal search is one of the few ways to have a look on the actual keyword queries. Internal search tracking is rather easy to implement. If you are using Google Analytics (and I am sure you do), have a look at this help article.

When you're positive you understand how your customers talk and which words they use, get down to putting up your keyword list.

a) Prepare a list of action keywords that customers might use at the Comparison and Purchase stages as part of their query. Don't add the product or category names to these keywords yet. E.g. "buy", "purchase", "price", "compare", "review".
b) Get a full list of brands available at your store. E.g. "Sony", "Samsung", "Apple".
c) Compile a list of categories, product names, and their core properties, like size or color. E.g. "TV", "laptop", "smartphone"; "Iphone", "Galaxy Note", "34-inch display".

ii. *Mix the keywords up*

Once you've got these three lists ready, it's time to move on to putting together search phrases. Combining generic keywords with product keywords and their properties should give you dozens of long tail keywords — like "buy 42-inch Samsung TV". It works like a slot machine: you turn the reels and get new keyword phrases.

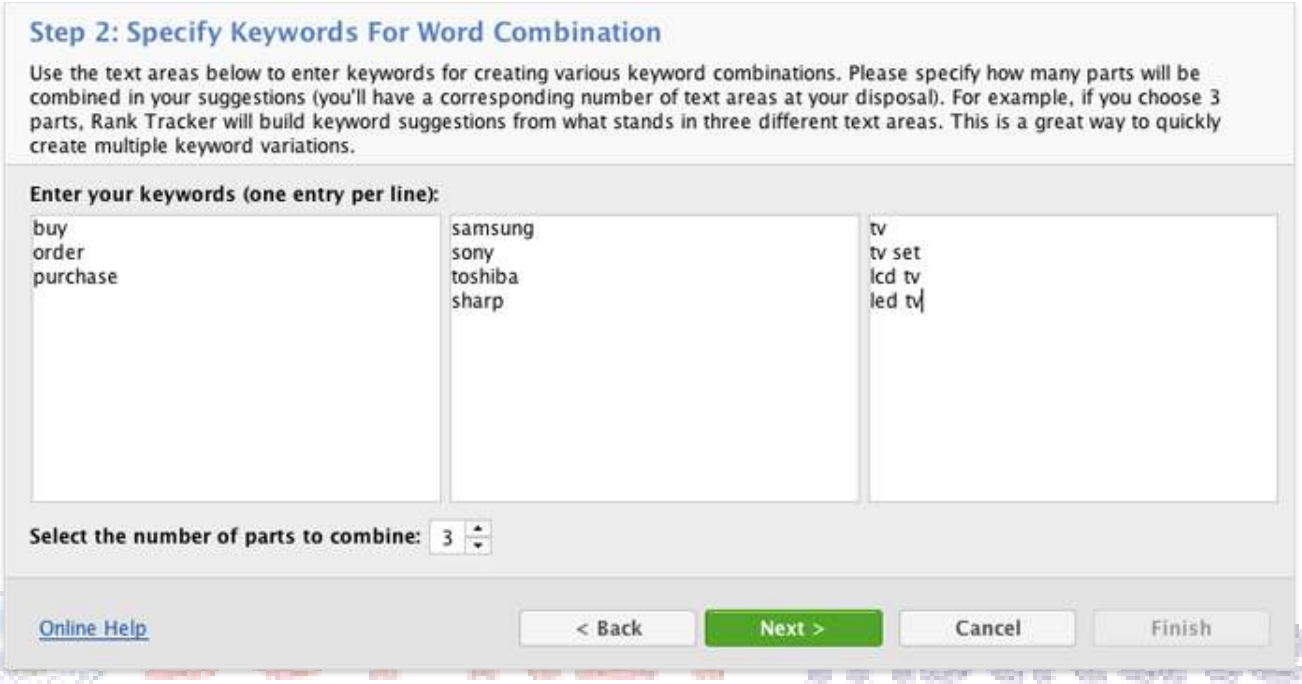
You can do it manually if you need to mix up a dozen of keywords. However, given the size of the inventory in most online stores, you will likely need software tools to get things done quickly.

Try using Rank Tracker's Word Combination option to get a full list of possible long tail keywords instantly.

a) Create or open a project in Rank Tracker.
b) Click the Suggest Keywords button.

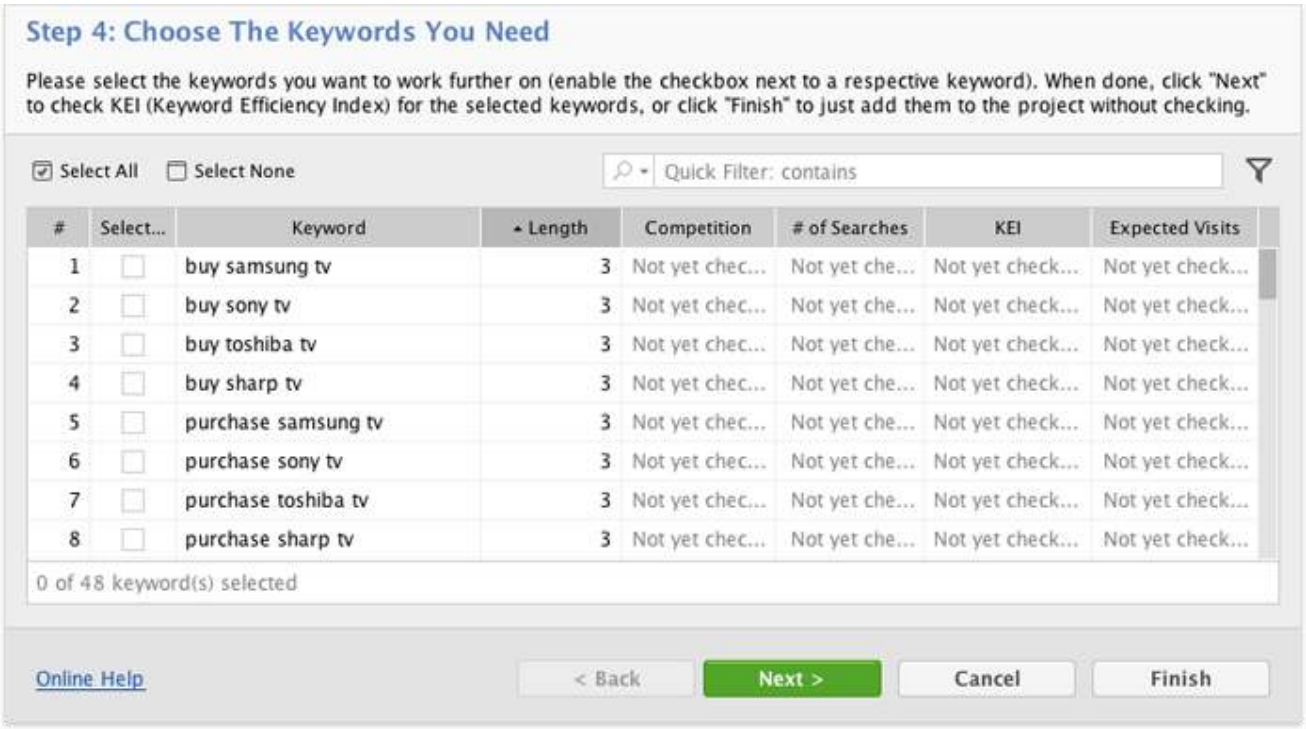
c) Select Word Combination from the available keyword research methods, and hit Next.
d) Select the number of parts to combine, enter your keywords in the columns, and click Next once more.

(By the way, it looks exactly like a slot machine!)



[An ISO Certified Institute]

In an instant, you'll get plenty of long tail keyword phrases.



Select the keywords to add to your project and hit Update KEI to get their search volume, competition, and Keyword Efficiency Index.

Voila — you've just saved yourself a couple of hours!

STEP 2

Keyword matrix

Do smart keyword targeting to avoid cannibalization

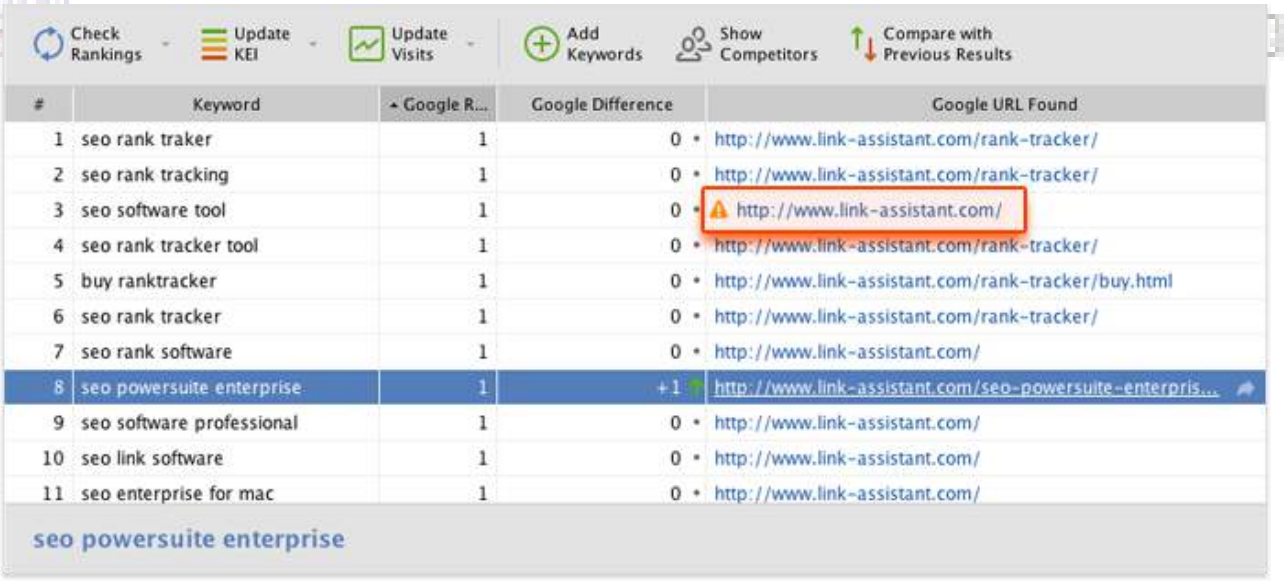
URLs	Keywords		
	Samsung tv	Toshiba tv	Sony tv
www.mystore.com/samsung-tv	x		
www.mystore.com/sony-tv			x
www.mystore.com/Toshiba-tv		x	

Have you heard about keyword cannibalization? To put it short, if several pages of your website contain a response to the same search query, these pages will compete with each other in SERPs for rankings. The search engines may rank the page that is less suitable or important from your standpoint.

In order to avoid keyword cannibalization, create a keyword matrix. Fill the rows in a spreadsheet with the URLs of your site's most important pages (most likely product category pages), and create columns for your keywords. Put a mark at the intersection of row/column to assign a certain keyword to a certain page. This method will help you make sure that you don't use the important keyword across multiple pages.

Alternatively, you can use Rank Tracker's Keyword Map dashboard that lets you map your keywords and entire keyword groups to landing pages by clicking Assign Keyword To Landing Page. Under the Landing Pages tab, you'll be able to easily navigate through your keyword map by landing pages' URLs to instantly see all keywords associated with any given page.

Once your keywords are mapped to the landing pages, Rank Tracker will make sure that the right pages rank for the assigned keywords. You'll see a warning sign next to the page URL in the Rank Tracking workspace if a wrong page ranks for the keyword.



You can read about the keyword mapping in more detail in the following article on advanced keyword research techniques.

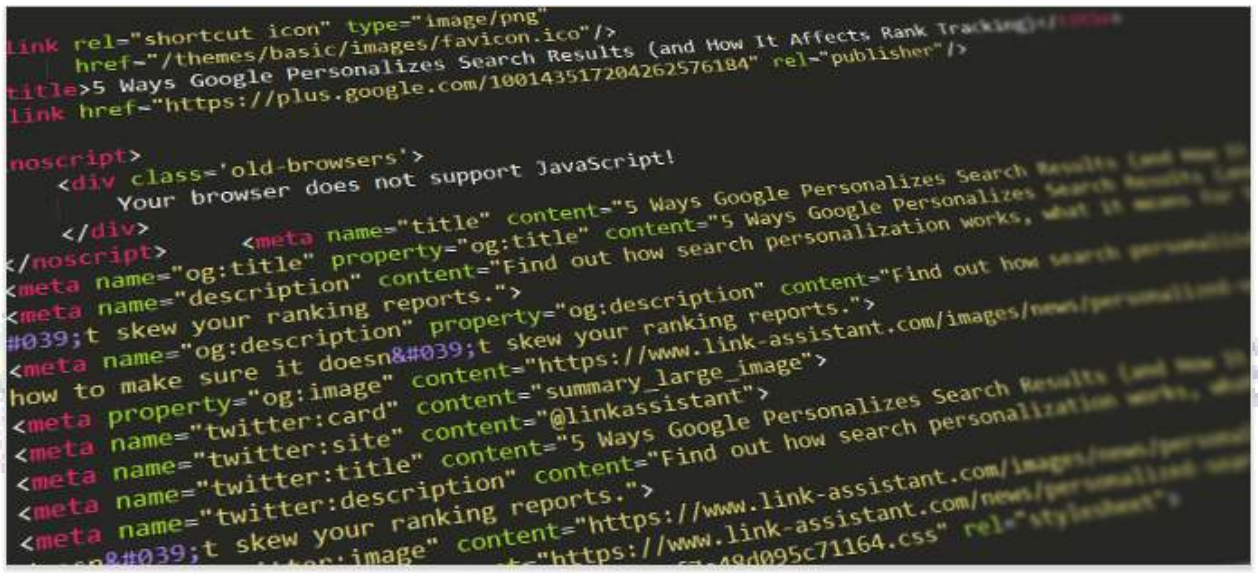
Note

If the CMS of your online store creates separate pages for such variations of a product as size and color, it makes sense to restrict such pages from indexing using robots.txt or <meta name="robots" content="noindex"> tag. Canonicalization is another solution (see Google's guidelines for detailed instructions).

STEP 3

On-page optimization

Save time on optimizing thousands of product pages


rel="shortcut icon" type="image/png"
href="/themes/basic/images/favicon.ico"/>
title>5 Ways Google Personalizes Search Results (and How It Affects Rank Tracking)</
link href="https://plus.google.com/100143517204262576184" rel="publisher"/>
noscript>

Your browser does not support JavaScript!

</noscript>
<meta name="og:title" property="og:title" content="5 Ways Google Personalizes Search Results (and How It Affects Rank Tracking)</
<meta name="description" content="Find out how search personalization works, what it means for
#039;t skew your ranking reports.">
<meta name="og:description" property="og:description" content="Find out how search personalization works, what it means for
how to make sure it doesn't skew your ranking reports.">
<meta property="og:image" content="https://www.link-assistant.com/images/news/personalized-
<meta name="twitter:card" content="summary_large_image">
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<meta name="twitter:description" content="Find out how search personalization works, what it means for
#039;t skew your ranking reports.">
:image" content="https://www.link-assistant.com/images/news/personalized-search-
"https://www.link-assistant.com/news/personalized-search-
49d095c71164.css" rel="stylesheet">
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-1000000-1']);
_gaq.push(['_trackPageview']);
(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
</head>
<body>
<header id="header">

<h1 id="logo">

</h1>
<nav id="menu">

Home
SEO Tools
SEO Guide
SEO Blog
SEO Forum
SEO Services
Contact Us

</nav>

</header>

<h2>5 Ways Google Personalizes Search Results (and How It Affects Rank Tracking)</h2>
Find out how search personalization works, what it means for rank tracking, and how to make sure it doesn't skew your ranking reports.

[ProductName] is a variable that changes for every page depending on the product. If your CMS does not support variables, ask your development team for help.

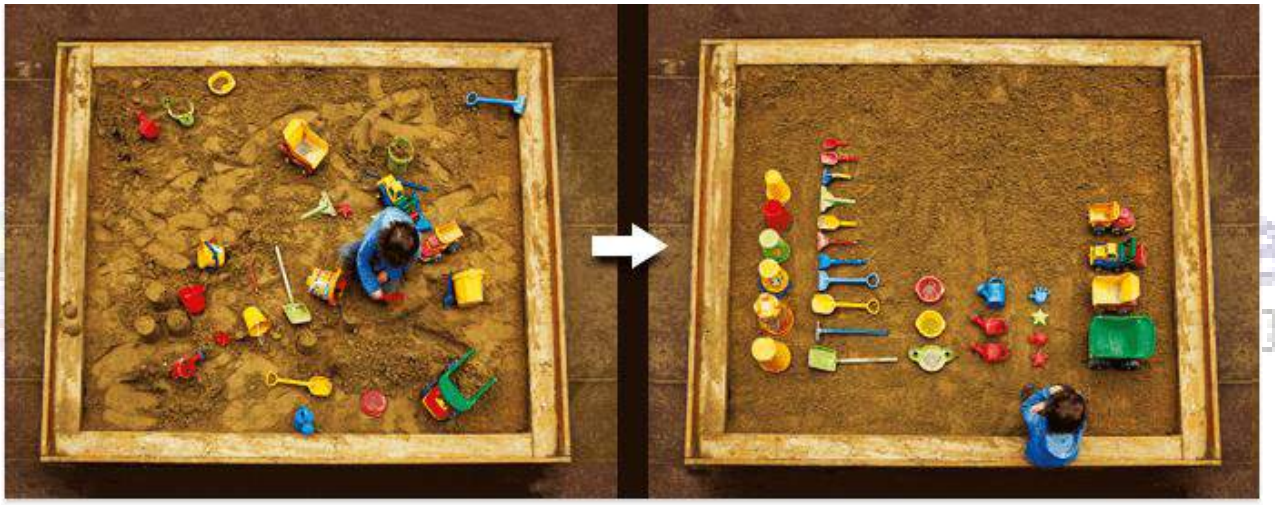
Do the same for your H1s and descriptions — and remember that titles and meta descriptions are displayed in your listing's snippet in SERPs, so make sure to use strong calls-to-action to entice clicks from search results.

If you need detailed information on how to create perfectly polished SEO-friendly pages, do not miss this comprehensive guide on landing page optimization.

STEP 4

Structured data

Highlight product details and user reviews



We stepped into the semantic search epoch, when Google understands entities and concepts behind the search queries. Although the search giant is already very good at it, we still need to help the search engine understand the content of our websites better. Schema markup is the code that you put on your website to help the search engines return more informative results for users.

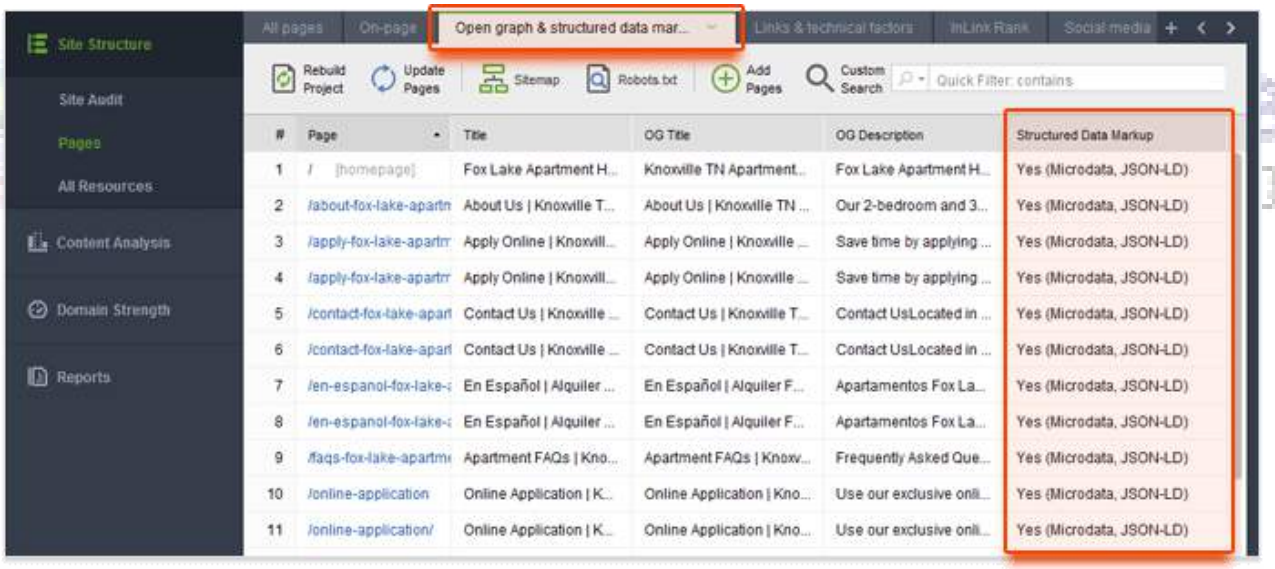
There is over a dozen of markup schemas. But there are two of them that are really important for an e-commerce website. These are product schema and review schema.

After Schema markup implementation, the snippets of your website will get additional information such as rating, price, availability that will help your website stand out in the SERPs.

adidas NMD - Latest Release Details | SneakerNews.com
sneakernews.com/tag/**adidas-nmd**/
★★★★☆ Rating: 7.9/10 - 589 votes
Read here for the latest **adidas NMD** colorways, release details, and **price** information.

Nike LunarEpic Low Flyknit Men's Running Shoe. Nike.com
store.**nike**.com/us/en_us/pd/**lunarepic**-low-flyknit-mens...shoe/.../pgid-11140345
★★★★½ Rating: 4.4 - 16 reviews - $160.00
Explore the full **LunarEpic** Low Flyknit collection here. ... The **Nike LunarEpic** Low Flyknit Men's Running Shoe is lightweight and breathable with targeted cushioning for a soft, effortless sensation underfoot. ... A flexible, breathable Flyknit upper wraps your foot for a second-skin fit.

You can use Website Auditor to verify what type of Schema markup was implemented and on which pages of your site. Simply open the Pages dashboard in the Site Audit module and switch to the Open graph & structured data tab.



STEP 5

Duplication

Make sure every page on your site is unique

Duplicate content issues for e-commerce sites fall into two categories:

a) Off-site — the content appears on many websites across the web.

b) On-site — many pages of the website feature the same content.

i. *Fix off-site duplication*

Off-site duplication is natural for e-commerce. Online stores often use product descriptions, images, and specifications provided by the manufactures. This is logical, since you cannot invent new specs for the latest iPhone. However, there are a number of solutions for the problem.

a) Write unique descriptions for each item. If you have a team of copywriters to get the entire inventory covered — go for it. Just keep in mind that as the inventory scales up, you'll need to keep up with the copy as well.

b) Leverage user-generated content. Create incentives for visitors to write reviews of the items they purchased. Send follow-up emails and ask for a review nicely, or offer discounts or bonuses to customers who leave a review. On the downside, there's no guarantee that you will have a steady flow of reviews for all the items being sold. Additionally, reviews should be moderated to avoid spam or obscene language, which requires additional resources.

c) Add a Q&A section for each product. You can make your product descriptions unique by adding a FAQ section with questions customers often have about the product. Again, doing this will require additional human resources.

d) Optimize product category pages only. If you don't have the time and resources to work on product pages, you can choose to create unique content for category pages only. In this case, it's necessary to prevent the indexation of the product pages (using robots.txt or meta tags) — this means that the product pages will not appear in the SERPs.

ii. *Fix on-site duplication*

On-site duplication is a frequent problem across the pages of online stores. It can be caused by the e-commerce content management system or an illogical website structure.

There are two typical scenarios. First, a product may belong to several categories, e.g. one Samsung TV set could be found in "Home", "TVs", and "Samsung". The CMS may generate different URLs for the very same product depending on the path a user takes in the product catalog. For example:

http://mystore.com/tv-sets/samsung-un65hu9000-65-inch.html
http://mystore.com/samsung/samsung-un65hu9000-65-inch.html

Second, the CMS could generate a separate URL and page for variations of one product(e.g. size, color or other specifications). This approach wasn't a problem before Google's Panda algorithm update; currently, Google can penalize websites for duplicated product pages across different URLs. For example:

http://mystore.com/women-hoodies/juicy-couture-velour-hoodie-white.html
http://mystore.com/women-hoodies/juicy-couture-velour-hoodie-black.html

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There are several ways to get around on-site duplication:

a) Master URLs. No matter what path a user takes in the catalogue, the CMS must always return only one URL for a particular product. All product variations should be represented on one page reachable via one URL, so that the user is not redirected to other pages. This approach eliminates content duplication and ensures that your site's Crawl Budget is used wisely.

b) Canonicalization. This technique does solve the duplicate content problem, but it can have drawbacks in terms of user experience and crawl budget. See Google's Canonicalization guide for detailed info.

STEP 6

Out-of-stock items

Create search-engine-friendly pages for unavailable products

Clearly, there are times when your store runs out of a certain product — or even discontinues an item completely. These two cases should be handled differently.

i. Create smart pages for temporarily unavailable products

If an item is temporarily unavailable, removing the page is not an option. The page should clearly state that the product is out of stock, and provide all the relevant information the visitor may need to make sure they either wait until the item arrives or order an alternative from you.

a) Include the item's planned arrival date. This will help the visitors decide whether they're ready to wait until the item is available, or if they should look for alternatives.

b) Offer an opportunity to get a notification when the item arrives. Even if you don't know when the item is going to be available, it's a good idea to give your visitors an option to get notified via email when it's back in stock.

c) Give visitors a preorder option. If you're positive the item is going to be available soon, let users preorder it. This will assure your customers that when the product is in stock, they will be the first to receive it.

d) Add a list of similar products. Whenever you can, offer visitors alternative options to make sure they purchase from you and don't go to competitors instead.

ii. Choose how you'll handle permanently discontinued products

If the item is permanently removed from sale, you have several options to deal with its product page.

a) Return a 404 page. 404 is a natural way to remove pages from the search engine index; the overall rankings of the website will not be affected. Make sure to remove 404 pages from your site's XML sitemap — this will send a strong signal to the search engines that the page should be removed from the index. This approach is suitable for pages that

don't have a lot of backlinks and don't serve as an entrance point to the website. If the page ranks well for some queries though, consider other options.

b) Create a 301 redirect to a similar item or relevant product category. The redirect will help you save link juice; on the downside, 301 redirects can increase load time and confuse the visitor.

c) Keep the product page, but state that the item is discontinued and offer an alternative. This way you will preserve the link juice and the page's rankings. However, this option is not recommended if the online store's inventory changes often — you don't want to end up with thousands of ghost products wasting your Crawl Budget.

iii. Be ready for seasonal demand and traffic

If you are planning to launch a new product, it is wise to get your website prepared in advance so that you will have a well-ranking page by the time the product is in stock. Create a page for the new product. Populate it with images, product descriptions or any other content that might lure the customers. Let the potential customers sign up for a newsletter so that they are notified when the product arrives.

As for seasonal traffic, for example Halloween items, you may keep an annual category at your website like /halloween-products-2016. Once the season is over, you may 301 redirect the old page to a new one /halloween-products-2017, when it becomes necessary. This way you will preserve the backlinks and at the same time the page will look "up-to-date".

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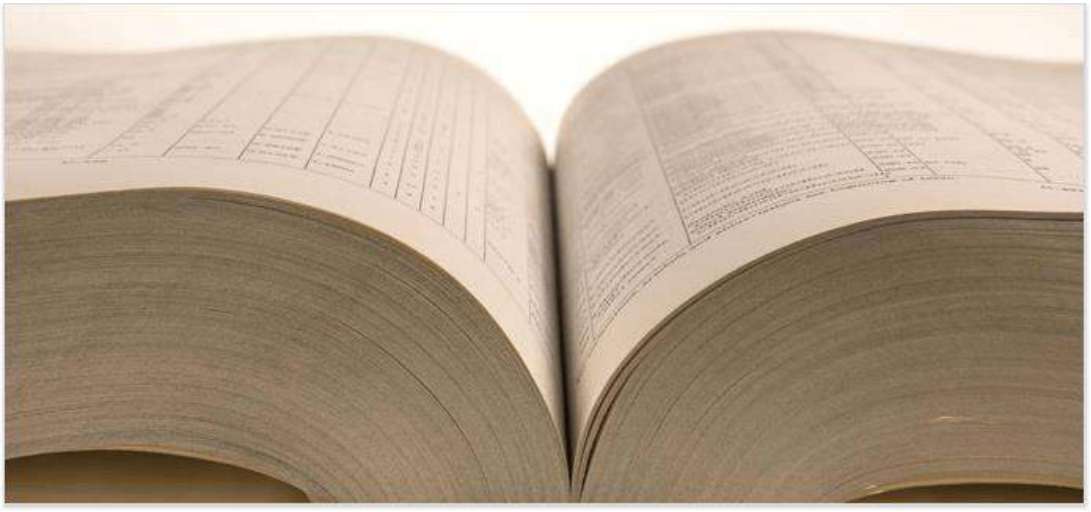
STEP 7

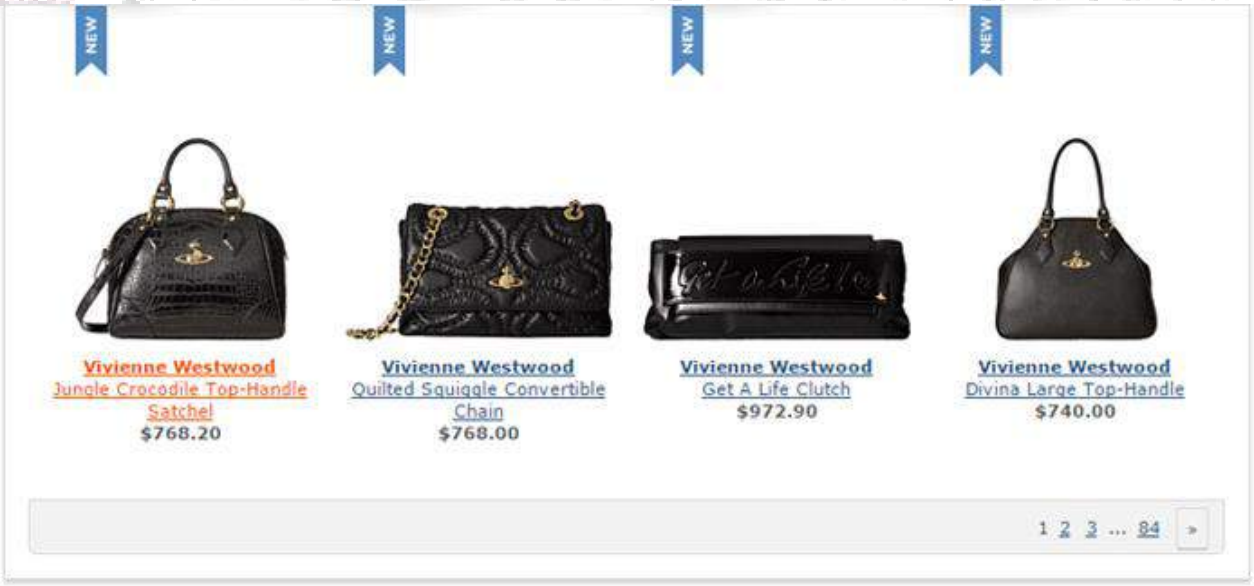
Pagination

Use pagination properly to avoid duplication and indexing problems



Pagination is the practice of segmenting a piece of content into multiple pages. On an e-commerce website, pagination can create a series of very similar pages with overlapping content. If the pagination bar on your site only includes a few pages, and each number representing a subsequent page is visible and clickable, this will not usually pose a problem. Here's an example:

But if the number of pages exceeds a certain amount, the pagination bar will display only a couple of initial pages and a few final pages. The in-between pages won't be linked to from the main page — as a result, they will be crawled by search engines less often.



This issue may be addressed in two ways:

a) Add a View All option. Consider adding a page that contains the products from all pages. In this scenario, each split page should contain the rel="canonical" link pointing to the view all page. See Google's blog post for a detailed how-to.

b) Add rel="next" and rel="prev" tags. These tags can be used inside the <head> tag of a page to indicate next and previous pages in a series. The first page will only have a rel="next" tag, and the last one — just a rel="prev" tag, while the pages in-between will contain both. These tags give Google a hint to treat the split pages as one. This approach will help you consolidate backlinks, and Google will likely display only the most relevant page (the first one) in SERPs. For more information on rel="next" and rel="prev" , see this post on Google Webmaster blog.

STEP 8

Site Speed

Optimize your pages' load time for better rankings and user experience

Site speed is a factor that has a double effect on e-commerce websites. A slow website is poor user experience; poor user experience often translates into lower sales. Site speed is a ranking factor, too; fast loading pages get an advantage over slower ones in search results.

First, you'll need to test your main landing pages to make sure there are no speed issues. You can do that quickly with WebSite Auditor.

a) Create or open a WebSite Auditor project for your site.
b) Go to the Content Analysis module.
c) Select a page you want to test, enter your keywords, and proceed with the next steps as necessary.

Along with other content and technical info, the software will run a detailed page speed test. See the Page speed (Desktop) section and make sure your page is free from any issues that may be slowing it down.

Page speed (Desktop)	
Page size	388.5 KB
Server response time	0.2 sec
Too many redirects	No
Uncompressed resources	2
Uncompressed images	2
Uncached resources	7
Unminified resources	4
Render-blocking JavaScript/CSS	2
Above-the-fold content prioritized	Yes

Here are the 5 top things that affect page speed and are often ignored by e-commerce sites.

a) *Eliminate unnecessary redirects.* Very often websites redirect visitors from the non-www version to the www version, and then to the mobile version or a user-friendly URL. Eliminate such intermediate redirects whenever you can safely do that.

b) *Optimize product images.* E-commerce websites usually have a lot of product images, which make up for the largest share of the traffic payload. Make sure that all the images are optimized and compressed in size. Consider using smaller images with an option to open a large version.

a) Enable browser caching. E-commerce website visitors will typically view many pages per session. You do not want them to load the unchanged content again and again, do you?

b) Prioritize the load of visible content for pages that have a scroll bar.

c) Avoid JavaScript that blocks page rendering. It will cause the user's browser to wait for the script to load before loading the page itself.

d) Leverage AMP technology for the blog and news pages. AMP is a new technology that lets static content pages render faster than ordinary pages.

STEP 9

Mobile

Deliver a great user experience across devices

50% of Google search traffic is mobile. About 60% of consumers use mobile devices to make purchase decisions. If you are promoting an e-commerce website, you can't neglect this huge audience.

Just like site speed, a poor user experience on mobile devices may result in lower sales and negatively influence your rankings.

i. Go mobile if you haven't already

If you haven't taken your site mobile yet, you'll need to start with choosing the right technology. There are three major options: dynamic serving, separate mobile pages, and responsive design.

For e-commerce sites, responsive design is perhaps the best way to go. Here are some benefits of this option:

a) Same URL for mobile and desktop versions of pages. Using a single URL for a piece of content makes it easier for users to interact with, share, and link to that content. Such pages are also easier for search engines to discover and index.

b) Content presentation is customizable depending on the type of device it is viewed from.

c) No redirects. Unlike with a separate mobile version of the site, responsive design requires no additional redirects. This makes for a better load time and user experience.

ii. Double-check pages of a mobile site

If you aren't sure if your page is completely mobile friendly, here's a quick way to check that:

a) Open your WebSite Auditor project.
b) Go to Content Analysis.
c) Select the page to analyze against mobile-friendliness, and proceed with the next steps.

Once the analysis is complete, check the Page usability (Mobile) section to see if your page is fully optimized for mobile devices. Go through the factors under this section to see if you can make any improvements for your mobile visitors.

Page usability (Mobile)	
Mobile friendly	Yes
Viewport configured properly	No
Too small text	40
Too small tap targets	0
Content outside viewport	15
Page uses plugins	0

STEP 10

HTTPS

Create a secure site to win customers' (and Google's) trust

As of 2016, HTTPS does not seem to be a significant ranking factor. At least, most SEOs do not observe any significant positive ranking changes after the transfer to HTTPS. However, switching to HTTPS is critical for e-commerce websites to protect the customers' credit card details and other personal information.

You'll need 2 things to go HTTPS: a dedicated IP and an SSL certificate. To get a dedicated IP, contact your hosting provider. Getting a certificate is no big deal either — there are a lot of SSL certificate providers like Comodo or Geotrust to name a few. Once you've installed the certificate, remember to test whether it's configured correctly with this tool by SSL labs.

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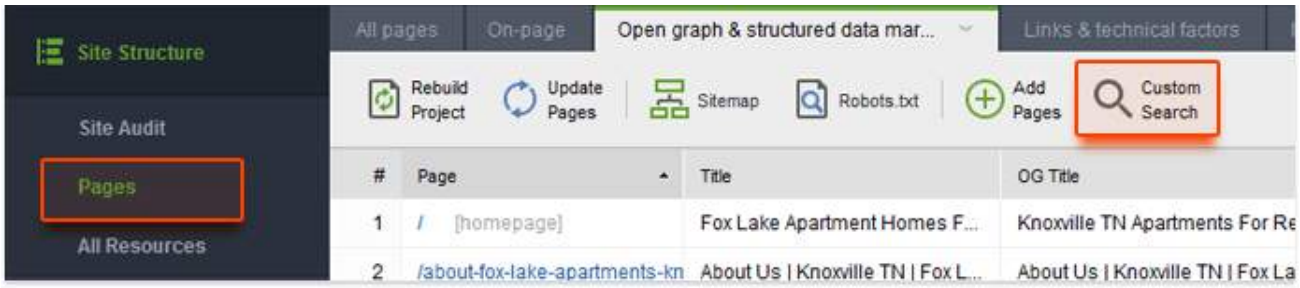
There are some common pitfalls to avoid when transferring to HTTPS.

a) If your website uses a content distribution network, third party scripts and APIs, make sure they support HTTPS. Otherwise, visitors will get errors on page load or notifications that only part of the content is encrypted.

b) Make sure all internal links point to the HTTPS version of the website. If your web developers use absolute links, you'll definitely have to fix those.

c) Configure redirects from the HTTP to the HTTPS version properly. Poor redirects are a common issue with HTTPS — especially if only some parts of your website are encrypted.

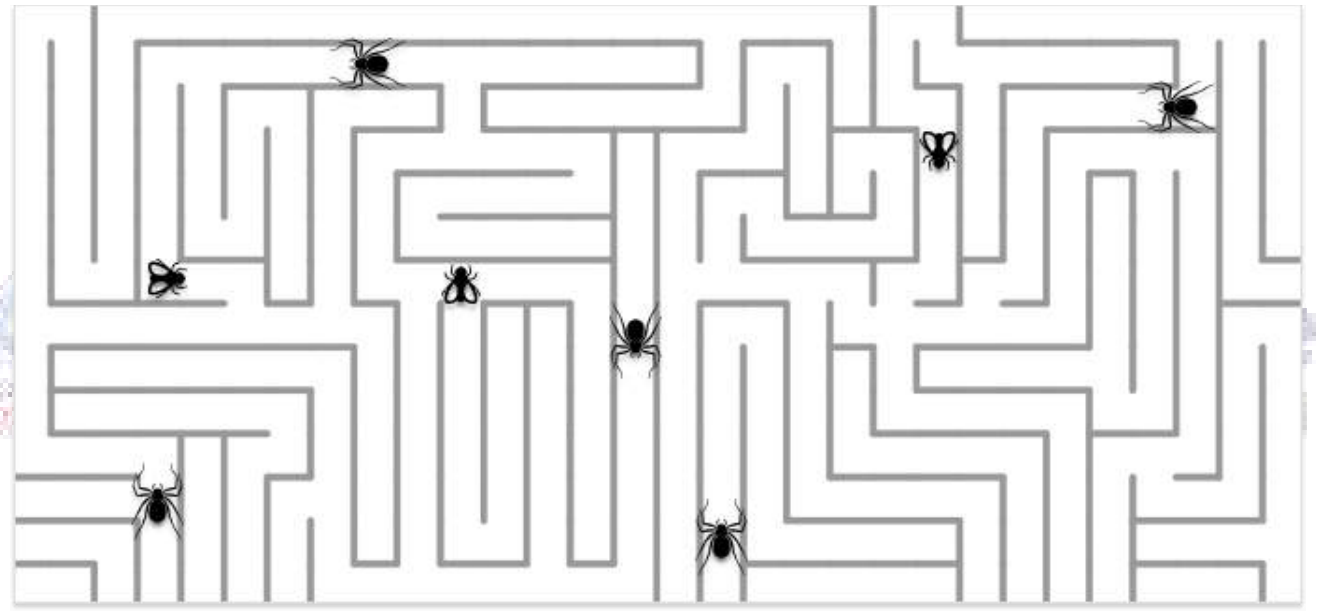
Poking in the website's source code and looking for non-https links is no fun. However, WebSite Auditor's Custom Search option lets you find all the instances of any piece of content across a website — be it an HTML tag, a script, a plugin, or a piece of text. Custom Search will surely help you switch to HTTPS smoothly. Visit this Custom search how-to article for the detailed instructions.



STEP 11

Crawl Budget

Make sure search engines can crawl pages that matter for SEO



Crawl budget is the number of pages of a website that search engines can crawl per day. The value is different for every site, as crawl budget is closely related to the authority of the website. This metric is especially important for e-commerce websites with large inventories. While you cannot make search engines crawl more pages, you may facilitate their work by removing clutter on their way.

a) Get rid of duplicate pages. Sure thing you may deal with duplicate content with rel="canonical", but crawling duplicate content wastes your crawl budget and slows down the discovery of fresh content.

b) Prevent indexation of useless (in terms of SEO) content. Privacy policy, terms and conditions, and expired promotions are good candidates for a Disallow rule in robots.txt.

c) Avoid long redirect chains. If there's an unreasonable number of 301 redirects in a row on your site, the search spiders will stop following the redirects at some point, and the

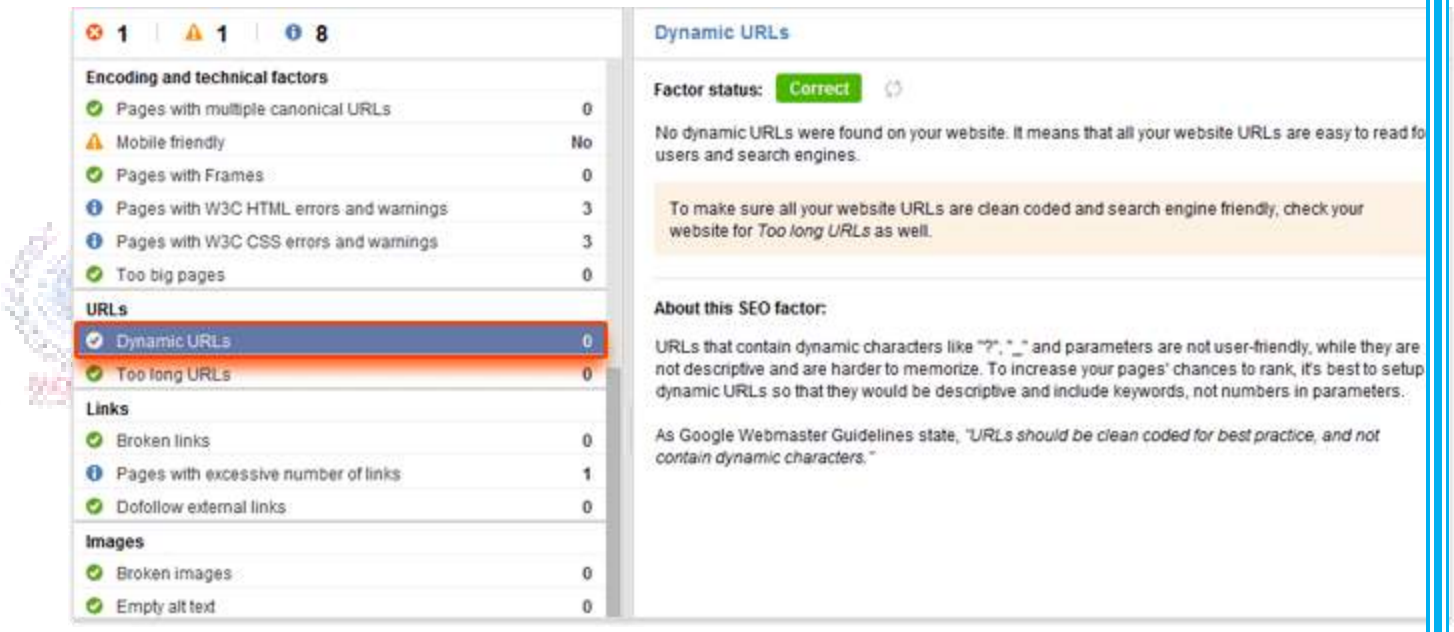
destination page may not get crawled. More to that, each redirected URL is probably a waste of a "unit" of your crawl budget.

d) Manage URL parameters. Your content management system may generate lots of dynamic URLs that in fact lead to one and the same page. It will take a while for the search engines to figure this out. Make sure you let search bots know about the parameters by adding them in your Google Search Console account.

e) Fix broken links. Hitting broken links wastes your crawl budget — and doesn't take search engine bots anywhere useful.

f) Keep your XML sitemap up to date, and make sure to register XML sitemaps in Google Search Console.

Website Auditor can check your website for all the issues related to the crawl budget optimization. Simply create a new project and click on Site Audit module left-side menu item.



These are the major things to remember when you are optimizing an e-commerce website.