



Leverage your e-Commerce SEO strategies

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ePropel

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ePropel: 3 step system to sustainable organic sales

If you are 100% convinced that your site needs optimizing, let's now sort out the missing ingredients to nail down your SEO strategies. In the past few years, we have set up an effective SEO system customizable for any <u>e-Commerce</u>



<u>website.</u> Our process is designed to give your business a competitive edge over its competitors.

Our previous clients have dramatic improvements in their ROI after we laid the foundation for their <u>e-commerce SEO</u> - website optimization was indeed a game-changer for their business. It's just so amazing how they've achieved exponential revenue growth that makes their business much more sustainable.

We understand that as an entrepreneur, your natural instinct is to grow the business. While SEO is not considered an exact art - yet our clients find value in our SEO service. Why? It's because we guarantee 100% results.





Right now, many companies are hurting during COVID-19. If your business survived but NOT making any profits, hang in there. There's still hope! While the world is in a state of economic fallout and death tolls have spiraled, it is time to take a leap of faith in the business. Plus, if the compulsion doesn't go away, this calls to be acted upon.

So as mentioned above, you can still leverage the business even in a pandemic situation. If your <u>e-Commerce business</u> struggles to make ends meet, never lower your expectations, let alone settle for something less.

Remember, business doesn't grow on trees. Your challenges can be solved by restructuring your marketing plan. It is not just enough to thrive in your industry but aim to dominate in the competition. The amount of work to put in to outrank competitors is massive, but rest assured, your dedication and effort will take you to the cut!

So, the BIG question is, **are you ready to be** competitive?

If you are up for the challenge, here's a step-by-step process on how we helped our clients improved sales and spread brand awareness through increasing their organic traffic:

01/ Figure out the keywords or search terms your ideal customers are searching for



• **Make no mistake:** keywords are the content foundation. Knowing the best keywords to rank for gives you the best insight into your potential customers' queries, interests, and pain points.

02| Seamlessly integrate keywords across your e-Commerce web pages

As you already know, over-optimizing your content in your web pages will be penalized by Google. So, as a rule of thumb, no keyword stuffing, please. Before you incorporate keywords into your web content, make sure to define its purpose, and keywords need to sound natural when you read them back yourself.

03/ Build quality links back to your website

Google's algorithm has constantly been changing recently, and today, creating backlinks to your website has never been more important than ever. By acquiring hyperlinks to your site from other reputable and high-authority websites, users will be able to land at your <u>e-Commerce store</u> and check out your products and services.

Here's what you will get when you avail our e-Commerce SEO service:

ePropel's kick-off and jumpstart bundle

As part of the kick-off process, you will be informed about the following:



- e-Commerce SEO Campaign duration takes us six months to be exact to implement our e-Commerce SEO best practices into your store and improve your site's ranking in the search engines' organic search results.
- Payments are made on a monthly basis.
- Each month we will keep you abreast with the work done. We will be sending a detailed report to track progress and where you are at in terms of current rankings.
- Within 4-6 months, your organic traffic will start to kick in the expected timeline for the massive improvements in your website's search visibility score

In-depth, Google analytics-driven audits for your website

Compared to a frequent doctor's visit to ensure our well-being, your website needs a regular health check to perform well. We proactively run monthly site audits as a part of maintenance practices to assess your e-Commerce website's performance, online presence, security, customer conversations, and a lot more.

As mundane as a website audit looks like, it provides valuable insight into how you launch your website to the next level. Analyzing the data from an audit report gives us a feel about your website's performance potential. With the baseline data generated, we can create actionable steps to execute your website's necessary fixes.

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