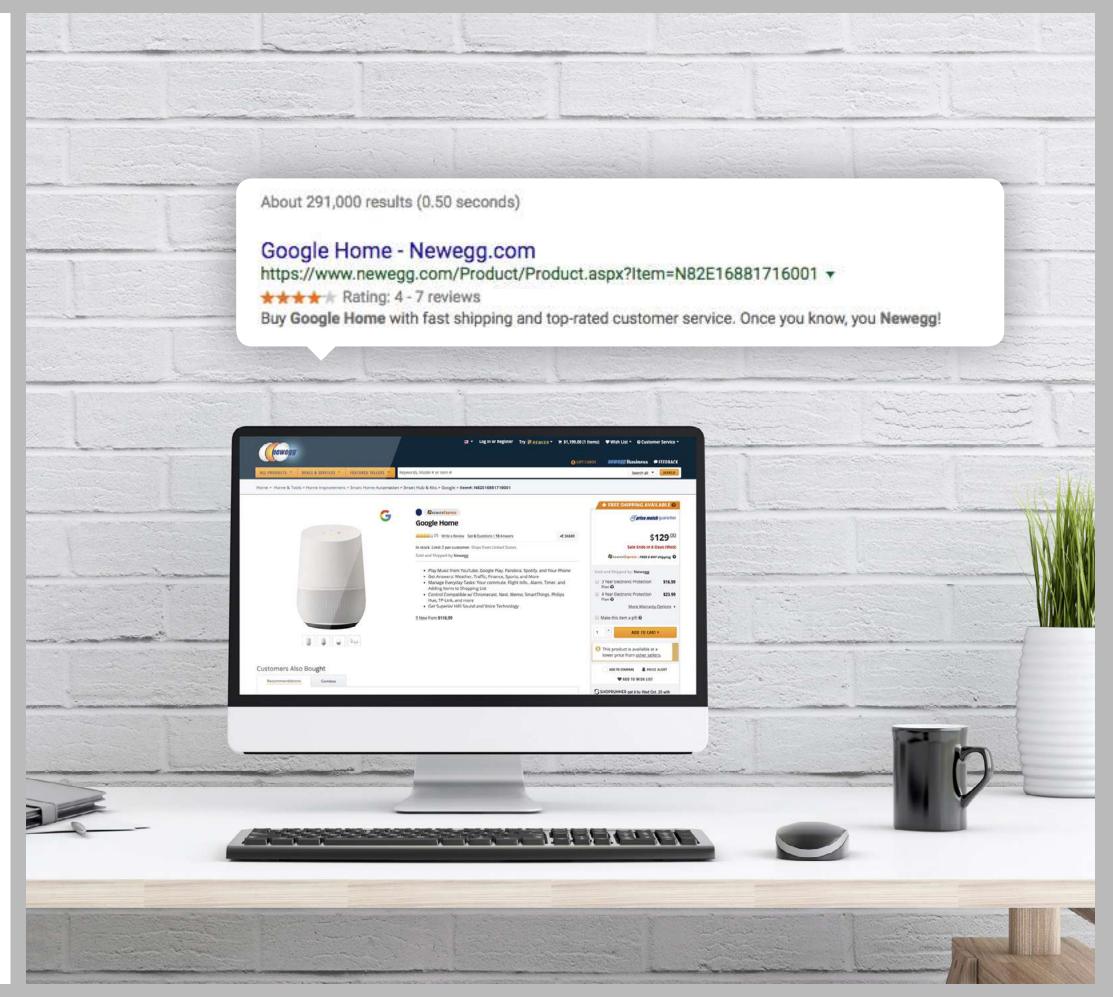
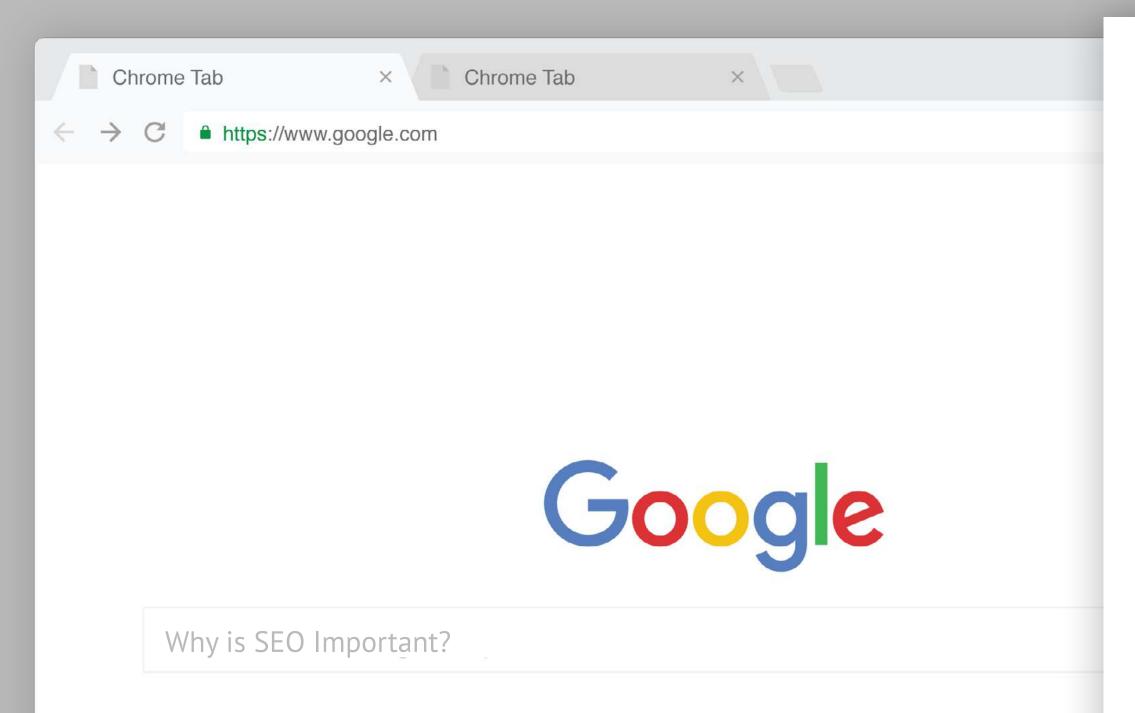


WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

Search Engine Optimization (SEO) is the process of increasing a web document's (web page, photo, video, pdf, etc.) visibility in organic (unpaid) search engine results. SEO involves many different tactics from modifying a website's structure (technical) to writing quality on-page content (creative). Regardless of the tactic, good SEO always considers how search engines work as well as what users want. Major search engines like Google and Bing continually adjust their ranking algorithms to align with the desires and needs of real users.





WHY IS SEO IMPORTANT?

Google, the largest search engine, handles at least 167 billion searches per month, while Google's closest competitor, Bing, receives an estimated 12 billion queries monthly. Getting visits to your product pages from even a tiny fraction of relevant searches can have a huge impact on product visibility and sales. SEO allows you to leverage the power of search engines like Google and Bing to get your products in front of interested users. Not only that, but SEO is relatively low-cost while providing long-term benefit.

HOW DO SEARCH ENGINES WORK?

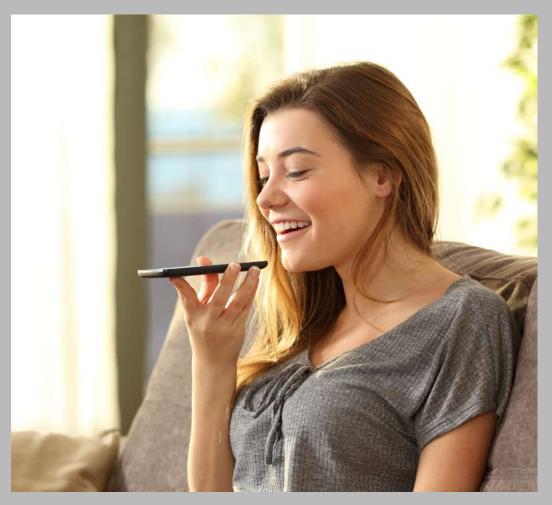
Search engines act as guides that help people find the information they're looking for on the internet. But before search engines can guide users to web pages they must:

CRAWL

Search engines use robots (computers) to crawl through websites collecting the URLs and data of each page. When they find another URL on a page (a link) they follow it collecting the URLs and data of all the linked pages as well.

INDEX

Search engines take all the pages they discover through crawling and put them into an index or directory. When people query the search engine the results come from this index of pages rather than a real time search of all web pages.

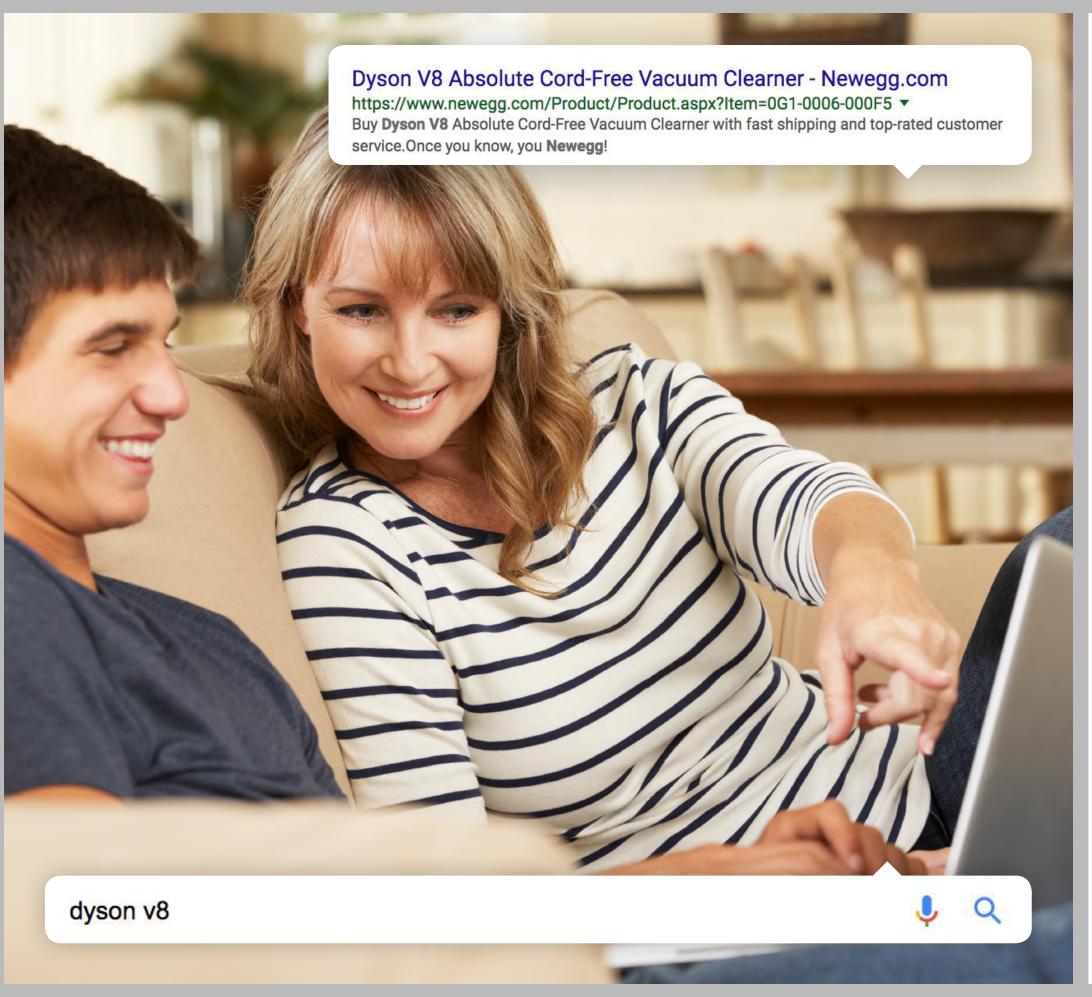


RANK

Search engines use complex algorithms to determine which web pages display first when a user performs a query. Search engines examine many different factors when ranking a page including the quality and number of links to a page, the originality and depth of the page's content, and the user experience of the page (design, speed, click-through-rate, etc.). The goal of search engines is to predict the popularity of the page among searchers.

For a more in depth look at how search engines function refer to Moz's guide, How Search Engines

Operate. In the next section we'll see how you, as a Newegg Seller, can help search engines crawl, index, and rank your product pages.



SEO ON NEWEGG

As a Newegg Seller, you don't need to worry about site speed, site design, or the technical aspects of SEO. Newegg's SEO experts will take care of all this for you. Your main concern will be creating relevant, original, and comprehensive content for your products. Each piece of product content will provide signals to search engines about the subject matter of your product page and how valuable the page may be to searchers.

Discover the keys to creating quality content, how to update your Newegg product content, and how these changes can affect search engine ranking. KEYS TO QUALITY CONTENT

RELEVANT CONTENT

Understand - In order to create relevant content that people find useful and search engines love, you must understand your customers. Even if you don't have customers yet, you should still have an idea of who will buy your product(s). Ask and answer questions like: "What information do my customers need to know about my product?", "Are there any areas where my customers need reassurance or convincing?", and "What motivates my customers to make a purchase?".

Anticipate - Once you understand your target customers you can better anticipate how they'll search for your products. Think of the keywords or phrases that customers may use when trying to find your product or similar products. Think of a customer's 1st search as well as their 2nd and 3rd searches, as they get closer to making a purchase. To help you anticipate the keywords or phrases your customers may use, leverage tools like <u>Google AdWords Keyword Planner</u>, <u>Moz Keyword Explorer</u>, or KWFinder.

Answer - Use your understanding of your target customers and their anticipated search terms (keywords and phrases) to provide them with the answers they need. Integrate keywords and phrases into your written content and prioritize the most important information about your product to display near the top of the page (product title or product bullet points). In addition, include images that give users the best idea of how your product looks and how it will perform.



KEYS TO QUALITY CONTENT

UNIQUE CONTENT

Unique content is critical because search engines are constantly working to deliver the most valuable web pages to searchers. If you simply copy the content of another page you won't provide anything valuable that didn't exist previously. Search engines know this and typically won't rank your page (or at least not highly).

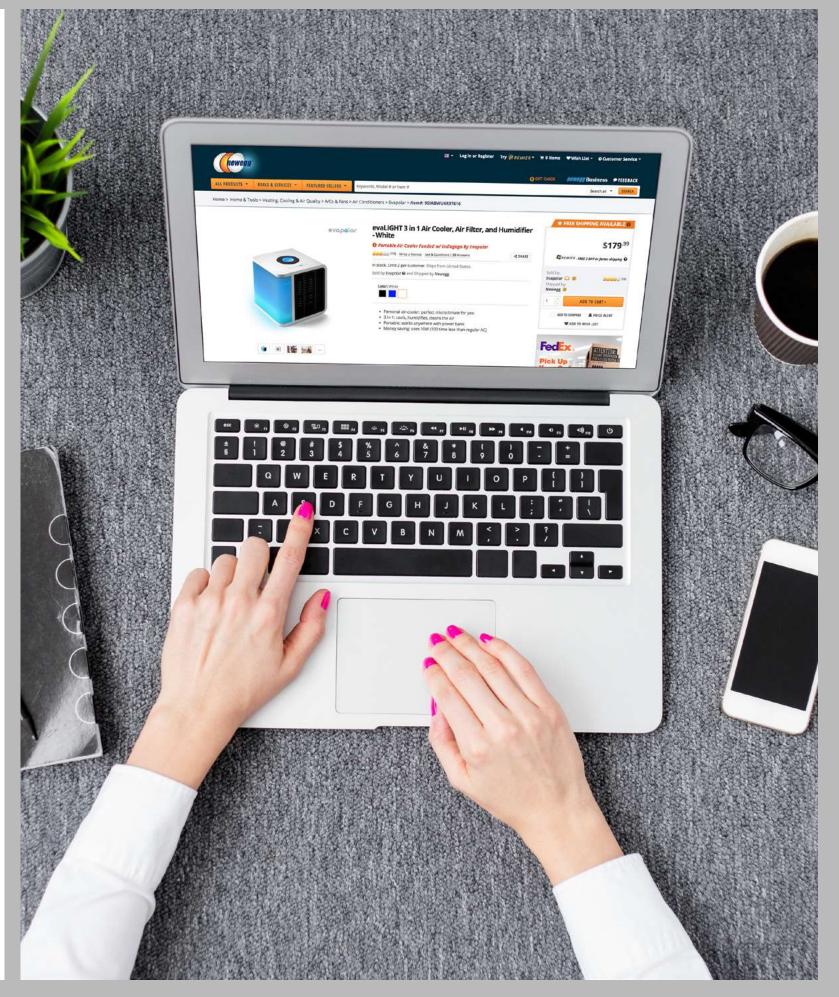
Tips for Creating Unique Content

Avoid directly copying product content (especially written content) that already exists on another page. That includes content from competitors, manufacturers, other marketplaces, or even your own website.

Write product content from scratch whenever possible.

Add to existing content by providing additional information like product specifications, uses or applications, case studies, reviews, recommendations, etc.

Rewrite existing content in your own words to make it more relatable to your target customers.



MasterLiquid Lite ML240L RGB All-in-one CPU Liquid ... - Newegg.com

https://www.newegg.com/Product/Product.aspx?Item=2YM-0004-00015 ▼
Buy MasterLiquid Lite ML240L RGB All-in-one CPU Liquid Cooler with Dual Chamber Pump by Cooler Master with fast shipping and top-rated customer service.



MLW-D12M-A20PW-R1, MasterLiquid ML 240L RGB

Be the first to review this product... See 1 Question

In stock. Ships from Hong Kong. Most customers receive within 6-18 days.

Sold and Shipped by HQmade ②

International Seller □ First From ASIA™ (Hong Kong)





MasterLiquid Lite ML240L RGB All-in-one CPU Liquid Cooler with Dual Chamber Pump by Cooler Master

<\$ SHARE

In stock. Ships from Hong Kong. Most customers receive within 6-18 days.

Sold and Shipped by HQmade ②

International Seller □ First From ASIA™ (Hong Kong)

Be the first to review this product... See 1 Question



KEYS TO QUALITY CONTENT

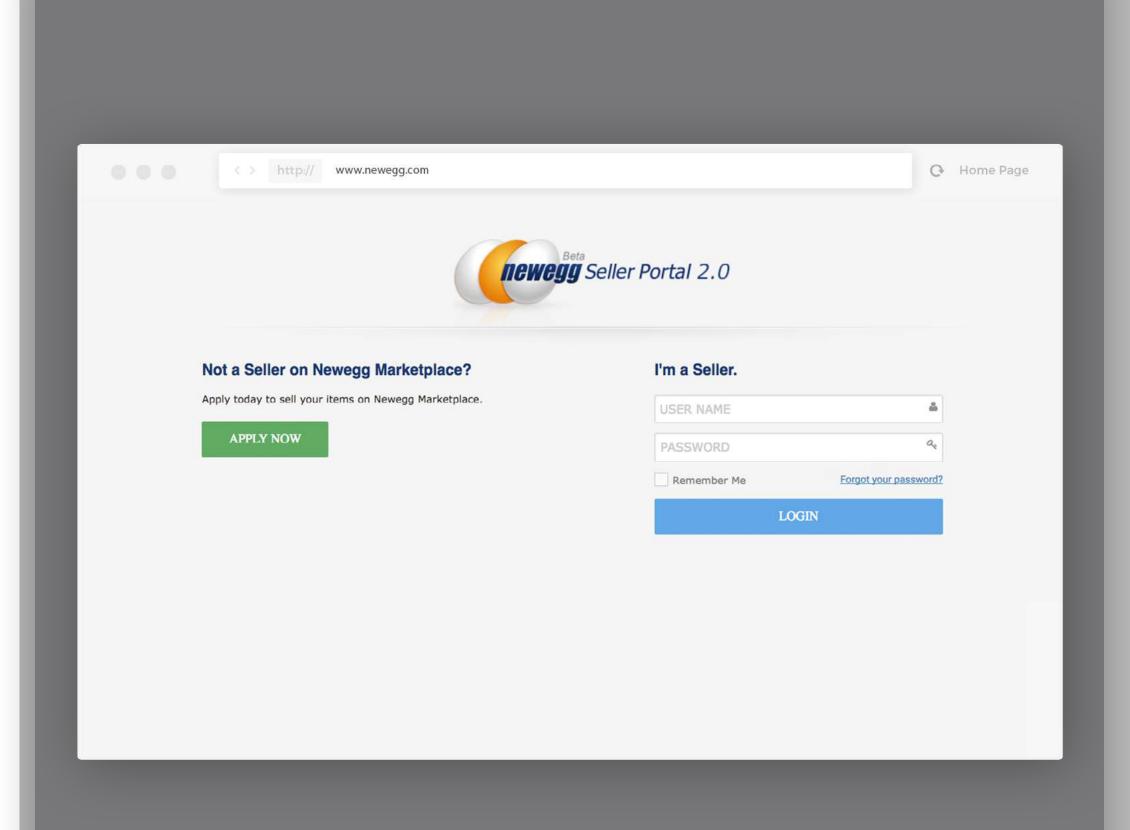
CLEAR CONTENT

In your quest to provide both relevant and original content, remember to be clear. It may sound obvious but if customers can't understand your content they won't purchase. In turn, search engines will determine that your product pages are less valuable and show them to fewer and fewer people in search results. So, be relevant, be unique, but always be clear.

UPDATING YOUR NEWEGG PRODUCT CONTENT

Now that we've discussed some basic principles for creating quality content it's time to get into the details of updating your Newegg product content and understanding how it can impact search engine rankings.

From product titles to product images you have full control over the product content on your Newegg product pages. Updates to your product content can easily be made via Newegg Seller Portal. Using Seller Portal, Newegg Sellers can update:



WEBSITE SHORT TITLE

Updating a product's "Website Short Title" will modify the product title visible to customers but just as importantly it will impact HTML elements used by search engines to rank and display the page in search results. The critical HTML elements controlled by the "Website Short Title" are the title tag, H1 tag, meta description, and image alt tags (see next page for examples).

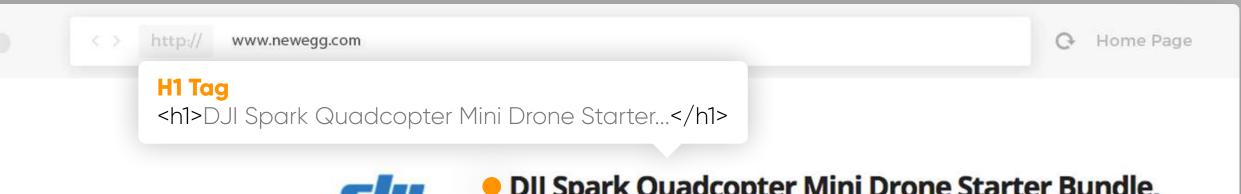
DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control ...
https://www.newegg.com/Product/Product.aspx?Item=380-0002-000Y5 ▼

Buy DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control included, Alpine White with fast shipping and top-rated customer service. Once you know ...

? Website Short Title:

(Max. 200 Characters)

DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control include, Alpine White



Be the first to review this product...

In stock. Ships from United St.

Sold and Shipped by DJI Offici

Quick launch, SimpleIntelligent Flight Mod

· Quickly edit videos ar

· Quickshot, Tapfly, Act



 DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control included, Alpine White

Title Tag

<title>DJI Spark Quadcopter Mini Drone Starter Bundle, Remote...</title>

- DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control ... https://www.newegg.com/Product/Product.aspx?Item=380-0002-000Y5 ▼
- Buy DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control included, Alpine White with fast shipping and top-rated customer service For you know

Meta Description

<meta>DJI Spark Quadcopter Mini Drone Starter Bundle, Remote control included, Alpine White</meta>

Image Alt Tag

<img alt="DJI Spark Quadcopter Mini Drone Starter
Bundle, Remote Control included, Alpine White">

TITLE TAG

In general search engines use a page's title tag as the headline of the page in search results. The title tag is one of the most significant indicators of what your product page is about and should include target keywords and unique item features. A carefully crafted title tag can also help secure more clicks in search results.



An H1 tag is a HTML element meant to act as the main heading of your page. Search engines view the words in the H1 tag as another major indicator of a page's subject matter. Therefore, it is important to include your main keyword(s) in the H1 tag in order to improve your product's search ranking for those keywords.

META DESCRIPTION

Meta descriptions are HTML elements that search engines use to display additional details about your page. Meta descriptions appear below the page title and URL in search results and act as a powerful tool to explain the content of a page and drive users to action. Newegg combines a call to action with each product's "Website Short Title" to create meta descriptions.



< alt >

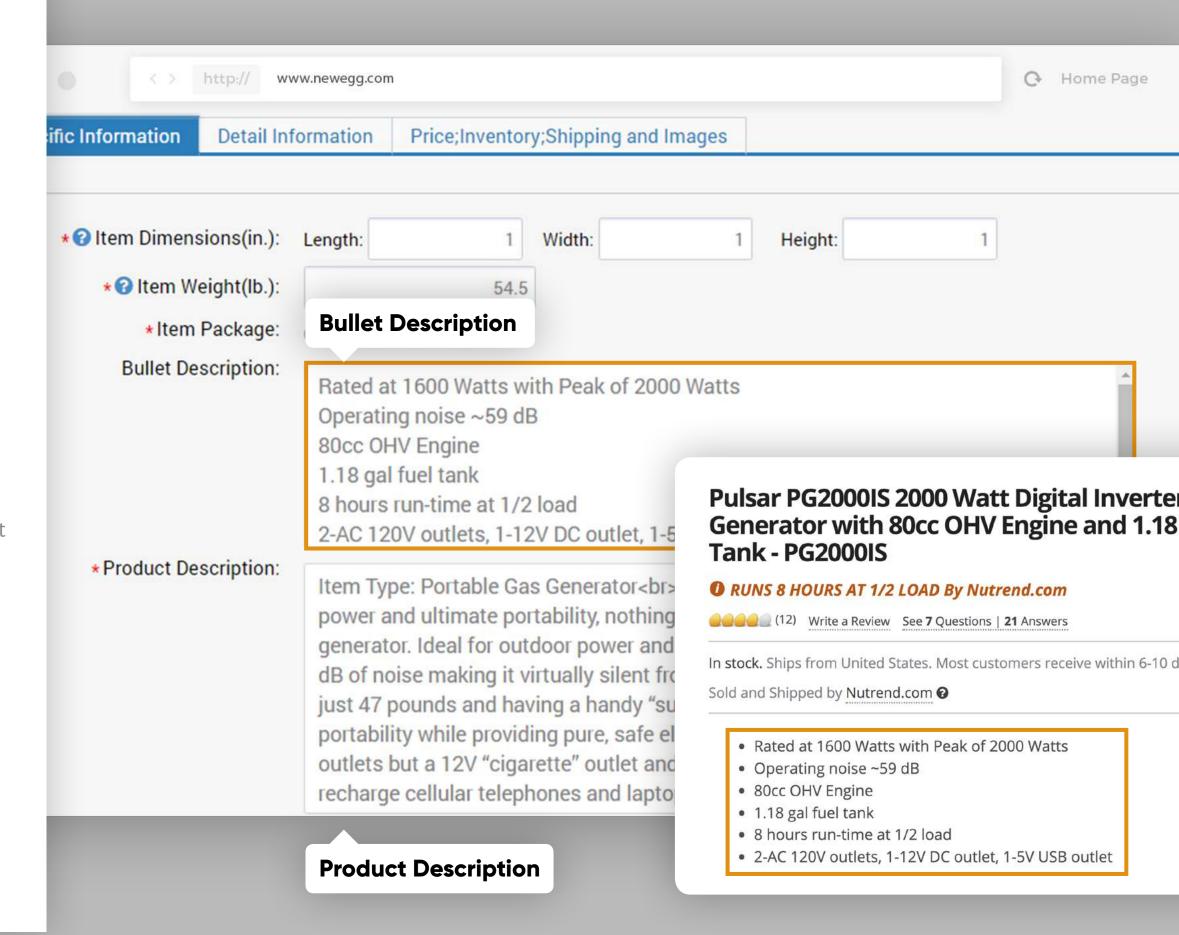
IMAGE ALT TAG

Image alt tags are descriptions associated with images that tell search engines what the image depicts. Image alt descriptions are only visible within the HTML code. A well crafted alt tag will allow your product images to be visible during image searches and further indicate to search engines what your product page is about.

BULLET DESCRIPTION

Updating your product's "Bullet Description" impacts the text displayed in bullet points directly below the product title and stock information on Newegg's product pages.

Use these bullet points to include the most important and differentiating information about your product. Since the information in the "Bullet Description" is located towards the beginning of the page search engines will give more weight to this content when ranking the page.







O Home Page

Home Page





Pulsar 2000W Inverter Generator

For pure, clean power and ultimate portability, nothing beats the Pulsar 2000iS digital, inverter generator. Ideal for outdoor power and entertainment the 2000iS generates just 59 dB of noise making it virtually silent from as little as 10 feet away. Weighing in at just 47 pounds and having a handy "suitcase" design, the 2000iS is the utmost in portability while providing pure, safe electrical power through not only dual 120 volt outlets but a 12V "cigarette" outlet and a direct connect USB outlet designed to recharge cellular telephones and laptops. Operating for up to eight hours on just 1.18 gallons of gasoline, the PG2000iS is designed for years of reliable performance regardless of where you are.

T. TO GOT TOUT TOUT

8 hours run-time at 1/2 load 2-AC 120V outlets, 1-12V DC outlet, 1-5V USB outlet

* Product Description:

Item Type: Portable Gas Generator

br>
Description:

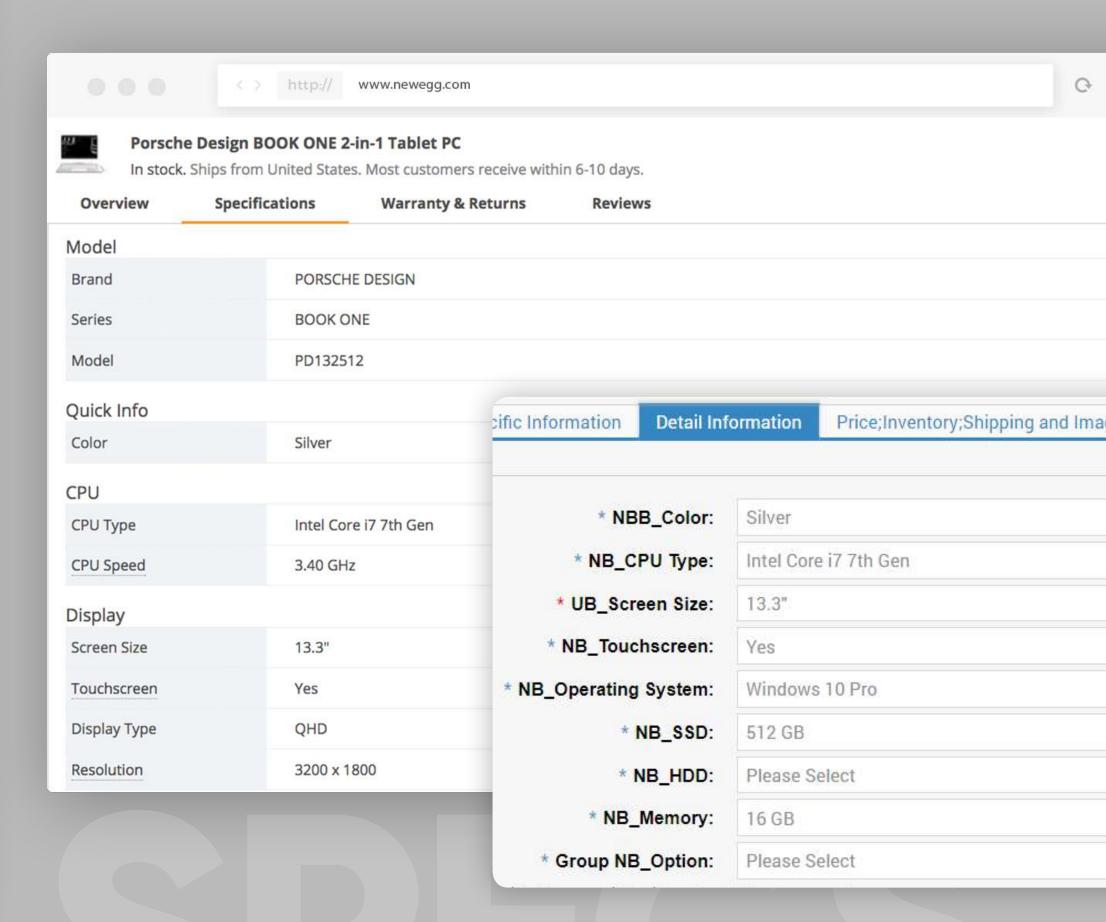
For pure, clean power and ultimate portability, nothing beats the Pulsar 2000iS digital, inverter generator. Ideal for outdoor power and entertainment the 2000iS generates just 59 dB of noise making it virtually silent from as little as 10 feet away. Weighing in at just 47 pounds and having a handy "suitcase" design, the 2000iS is the utmost in portability while providing pure, safe electrical power through not only dual 120 volt outlets but a 12V "cigarette" outlet and a direct connect USB outlet designed to recharge cellular telephones and laptops. Operating for up to eight hours on just

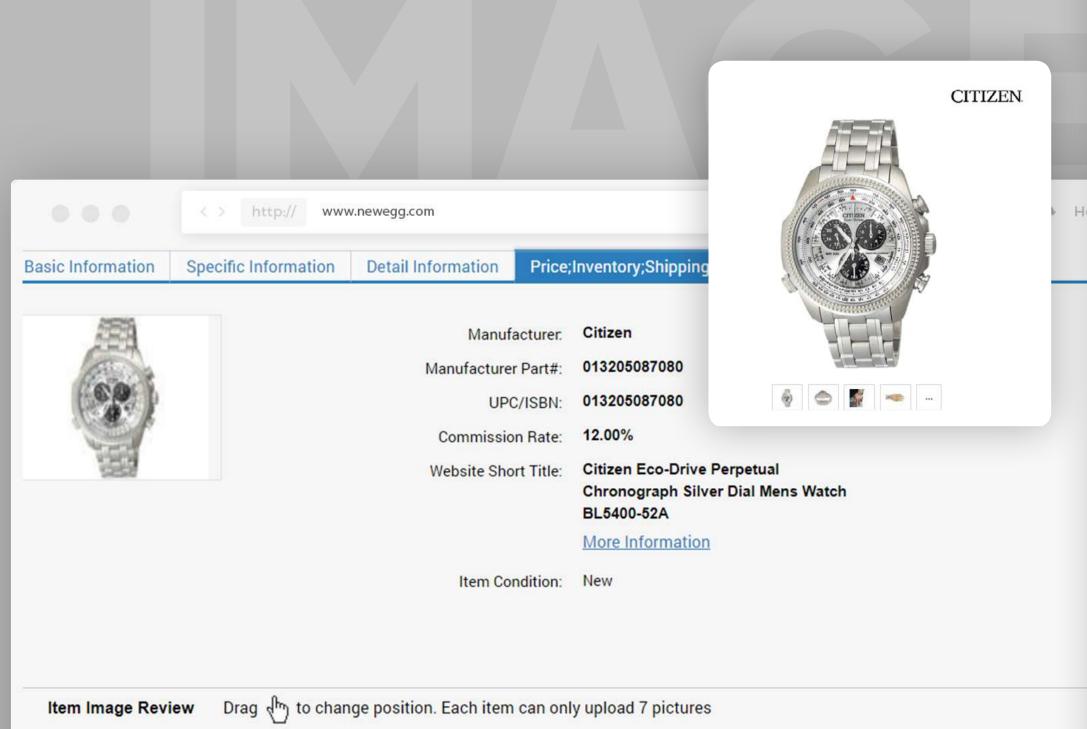
PRODUCT DESCRIPTION

Information entered in the "Product Description" field displays in the "Overview" section on Newegg's product pages. Be sure to include relevant, unique, and clear content that helps customers understand all the features and benefits of your product. As with all of the content on your Newegg product pages, search engines will use your "Product Description" to determine the value and rank of the page. By utilizing Newegg's A+ Content you can further optimize the "Product Description" section and have our experts integrate product images, video, comparison charts, and other content with your written descriptions.

DETAIL INFORMATION

The data inputted in Seller Portal under "Detail Information" will appear on the product page under the "Specifications" tab. Be thorough when completing this section and provide as much information as possible to potential customers. Even if you've already included some of the specification data elsewhere still enter it in this section. Search engines will collect all this information and factor it into your Newegg product page's rank in search results.





ITEM IMAGE REVIEW

Use the "Item Image Review" section in Seller Portal to upload product images. Whenever possible use images that are not used elsewhere and only use images with copyright permission. Remember that the image description (image alt tag) is controlled by the "Website Short Title" and this will help search engines know what the image depicts.







Primary Delete View



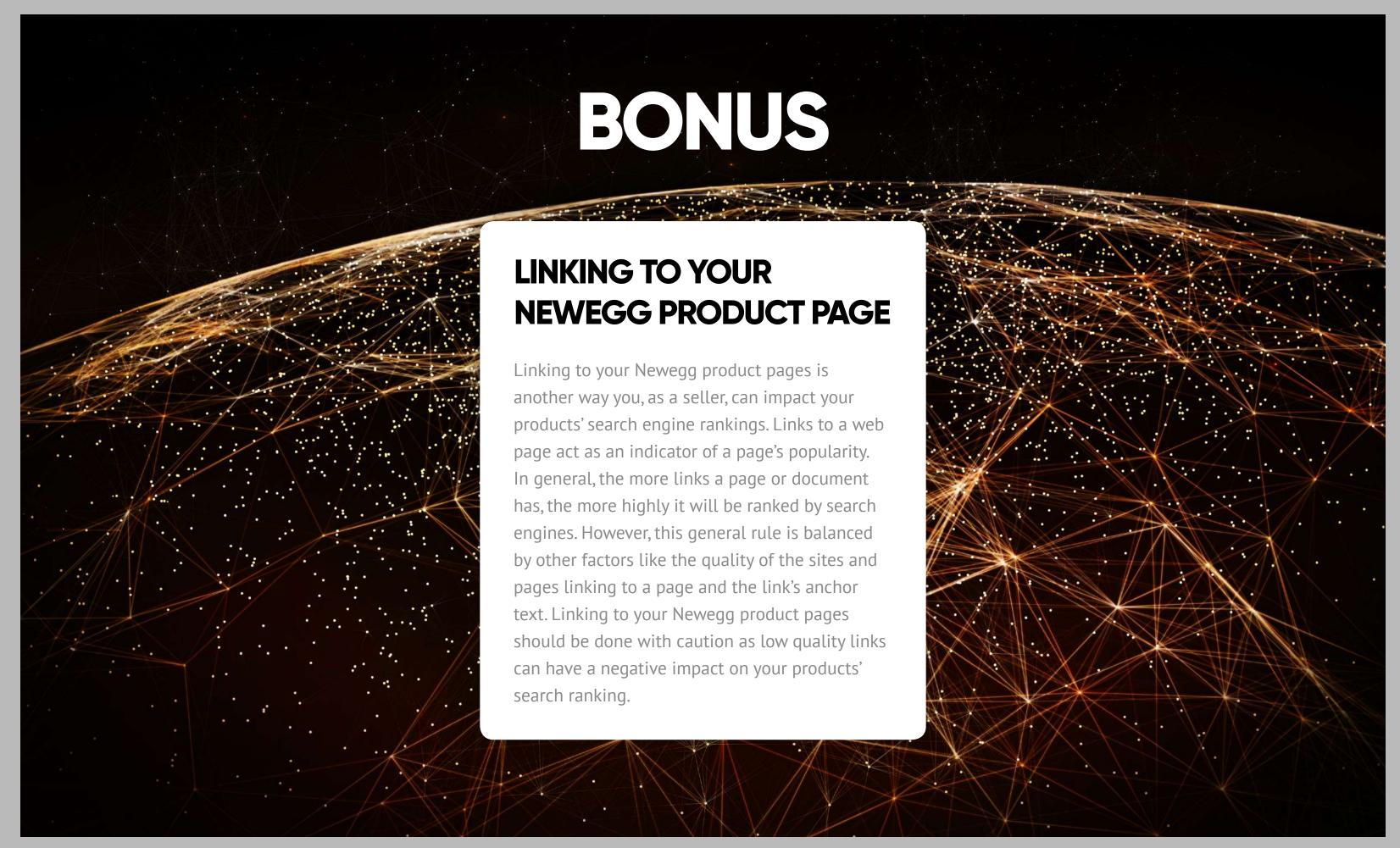


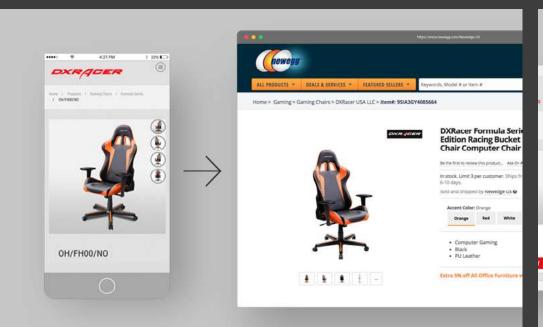


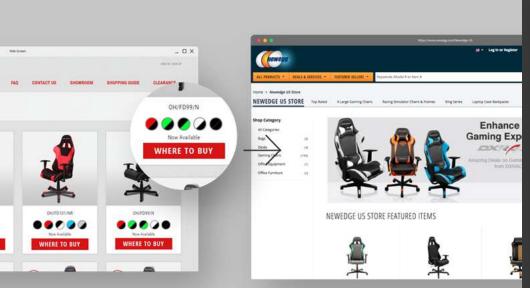
Primary Delete View

Primary Delete

Primary Delete View

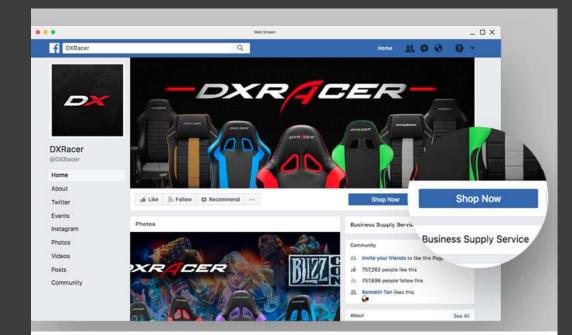




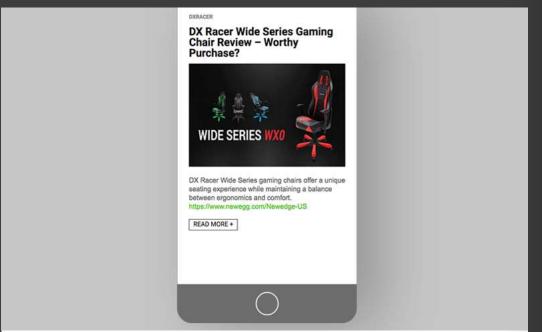


Link from product pages on your website to your Newegg product pages

Link from a "Where to buy" page on your website to your Newegg seller store



Include a URL to one of your Newegg product pages in a social media post



Link from a blog you've written that promotes a specific product or group of products that you sell on Newegg.

REMEMBER THESE 3 TIPS WHEN LINKING TO YOUR NEWEGG PRODUCT PAGES:

- 1. **Use relevant anchor text** Anchor text is the text that users click in order to follow the link and reach your Newegg product page. Ideally the anchor text should include a keyword that you want your Newegg product page to rank for.
- 2. **Use links sparingly** Linking to the same product all the time or on every page sends the wrong signal to search engines. They know whether you're trying to game the system and will penalize your Newegg product pages for these spammy links.
- 3. **Be careful where you link from** The pages you link from send signals to search engines about the quality of the link and the quality of the page you're linking to. Linking from a low quality page can have a negative impact on search rankings.

CONCLUSION

Newegg is committed to helping our sellers' products rank in the top positions on search engine results. While Newegg's experts tackle many of the technical aspects of SEO like site structure, speed, and design, sellers can impact their products' search rankings by optimizing product descriptions and linking to their product pages.

We hope you've found this guide helpful as you begin to optimize your Newegg product pages. If you would like additional information or have any questions please reference the resource section below or email us at marketplacemarketing@newegg.com. Happy optimizing!

Helpful Resources

Moz' Beginner's Guide to SEO
Google's Search Engine Optimization Starter Guide
Search Engine Land's Guide to SEO
Search Engine Journal's - A Complete Guide to SEO

© Copyright 2017 by Newegg Inc.

