

# Appliance E-commerce Store Promotion without Building Links

---

 promodo

For starters, let's say that no link building activities have been run to promote this project. Not even a single link!

The [www.gerhardsappliance.com](http://www.gerhardsappliance.com) is a large ecommerce store with thousands of pages.



# The challenge

---

Initially, there were two tasks to complete, so two working stages have been determined:

- 1) To identify all the omissions that can be a barrier for promotion of the site within search engines;**
- 2) To substantially and qualitatively increase search engine traffic to the site by creating content for inner pages as well as the site blog.**

The first stage of our work included a one-time website SEO audit. The necessity of this SEO site audit was due to the large scope of page duplicates found on the website and the lack of content on the site pages, also we were to determine the ways to improve the on-site optimization, meta-tags, internal hyperlinking and so on.

The following scope of work had been assigned:

- Keyword research for 129 categories and subcategories including meta-tag preparations for each category page;
- Technical audit of the website;
- Recommendations for on-site optimization;

The second stage of our work was about creating content needed for the internal site pages as some of them contained around 20-50 words and some others didn't include any text content at all. Everyone is aware that search engine's rank pages with unique and relevant content rather than those with none or very low quality content.

Apart from that "The content stage" included the site blog management and regular content published to provide readership with new unique valuable content, and to improve the site's search engine credibility.

# The problems determined during the SEO audit

## 1) Site indexation

*The number of indexed pages in Google.com search engine*

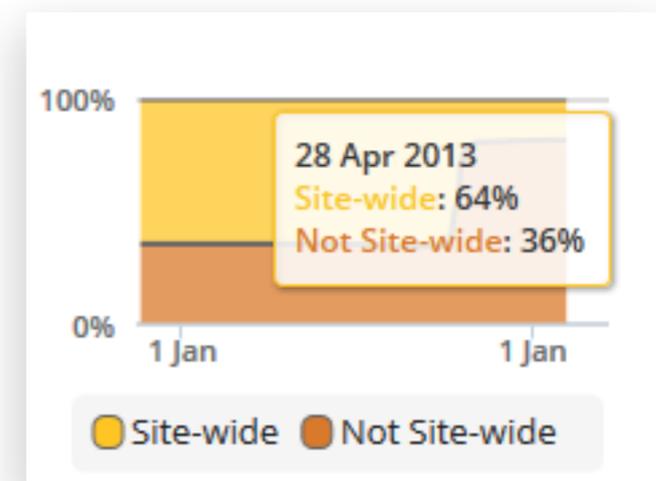
Google.com	15,500
Actual number of pages	26,682

The number of indexed pages was significantly smaller than the actual number of pages, which indicated that search engines are not indexing a large amount of pages for some reason.

## 2) Backlink mass

The number of referring domains	88
The number of backlinks	6.7K
The number of referring pages	1,1K

Almost 7k backlinks referring to the site from just 88 domains is a bad sign to search engines and a large amount of these backlinks leading from a small number of domains can be treated in a negative way. Most of the backlinks pointing to *Gerhardsappliance.com* were so-called Sitewide links, which looked commercial, spammy, and irrelevant.



### **3) Organic positions for *Gerhardsappliance.com***

Based on organic positions checked for some popular queries in the niche we had determined that the site was positioned well for some of them but the number of queries the website was highly ranked for was still quite low. This is why we found quite a large share of the organic search traffic was lost for the site.

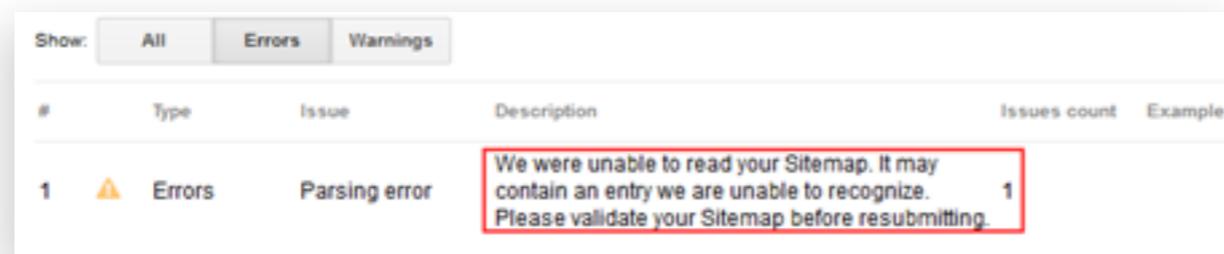
### **4) Landing page UX/UI analysis**

After having analyzed landing pages some usability issues had been determined, such as:

- Small clickable area for some hyperlinks;
- Tricky page elements;
- Content that is difficult to scan, etc.

## 5) Site accessibility

File *robots.txt* didn't include necessary directive to disavow crawlers from indexing on-site search result pages and restricted pages, as a result a large number of such pages has got into the search index. *Sitemap.xml* file uploaded to Google Webmaster Tools has not been recognized by the search engine and a corresponding issue warning could be seen:



The screenshot shows the Google Webmaster Tools interface with a table of issues. The 'Errors' tab is selected. A single issue is listed with a yellow warning icon, the type 'Errors', and the issue 'Parsing error'. The description states: 'We were unable to read your Sitemap. It may contain an entry we are unable to recognize. Please validate your Sitemap before resubmitting.' The 'Issues count' column shows '1'.

#	Type	Issue	Description	Issues count	Example
1	Errors	Parsing error	We were unable to read your Sitemap. It may contain an entry we are unable to recognize. Please validate your Sitemap before resubmitting.	1	

## 6) Internal linking

The site architecture analysis has determined that there was lots of link juice flowing down the site architecture but not across, and the internal linking required correcting.

## 7) Site performance

The analysis of the Homepage performance has showed that it was slower than 84% of all tested websites, which was certainly quite a low performance score.



## 8) URL-based duplicate pages

The reasons for the site having lots of URL-based duplicate pages were as follows:

- More than 1 URL leading to the same page;
- Both http and https URLs responding with 200 server code.

## 9) Pages without content have been determined

# The solution

---

Based on all the problems determined during the on-site SEO audit the corresponding recommendations have been provided, including:

- *Robots.txt* and *Sitemap.xml* files changes to exclude duplicate pages from the search index, and to improve indexation of the pages that should have got into the search index; recommendations for correct redirect settings provided to avoid URL-based duplicates;
- Recommendations on internal linking: breadcrumbs, subject area links, "Last seen" and "You may also be interested in" widgets suggestions provided;
- Usability recommendations to improve users' behavior factors;
- Keyword research has been performed to create a semantic core for the further site promotion and particularly for 129 categories and subcategories including meta-tag preparations for each category page to increase the number of organic positions and so the traffic to the site.

Taking into account we had quite a challenging task we have employed an unconventional approach to analyze the keywords of successful competitors in the niche and to decide on those which were Gerhardsappliance's target queries; to analyse with the help of Google Analytics those already converting for [www.gerhardsappliance.com](http://www.gerhardsappliance.com), and finally to build semantic core we would work with while working on the content, tags and meta-tag optimization.

So far, more than 8.000 unique keywords optimized product page descriptions have been created and implemented, along with the category and subcategory page descriptions. The length of descriptions depended on the page type: 250 words for the category pages, 150-200 words for subcategory pages, and 70-80 words for the product pages.

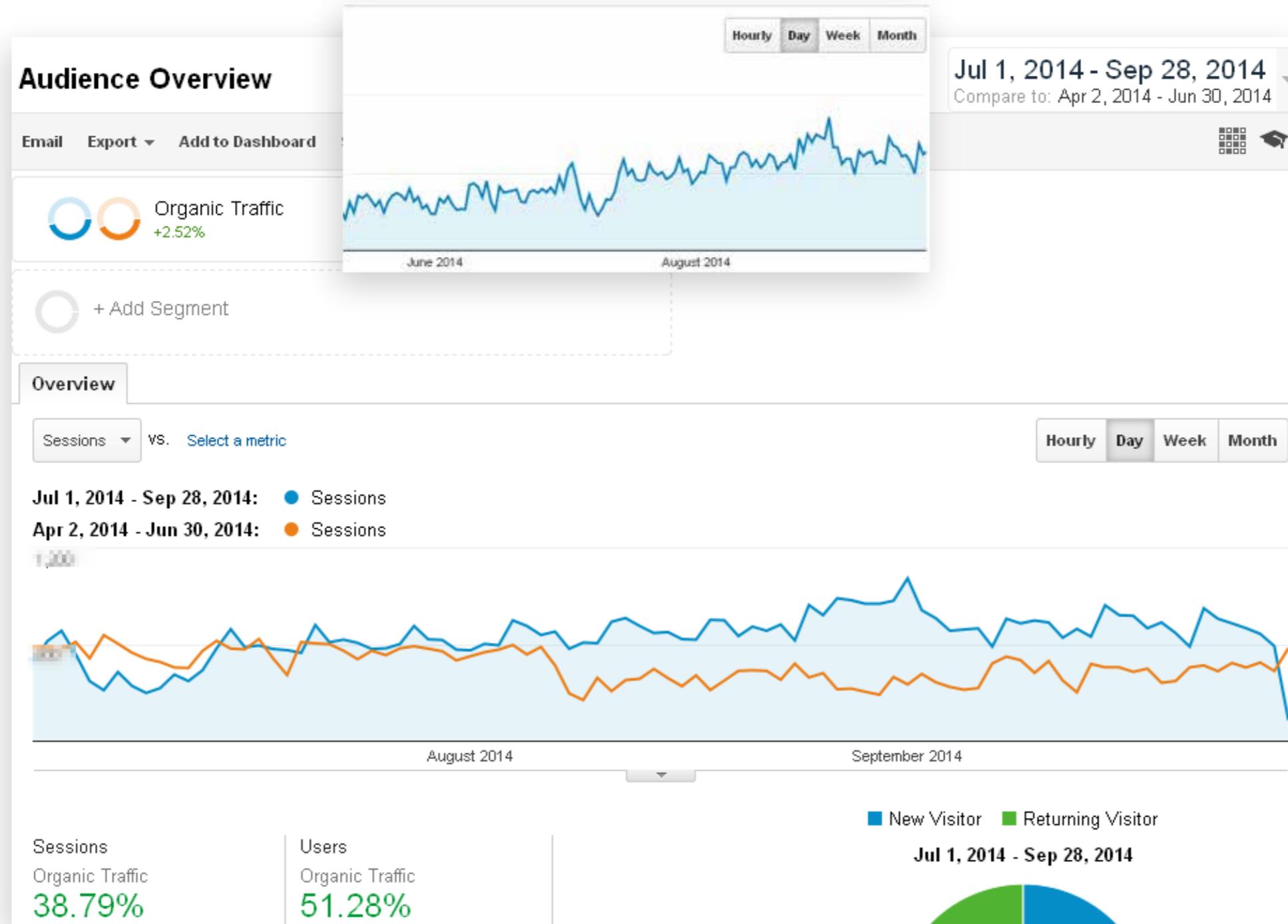
Further, unique keyword optimized articles have been created and regularly posted on the site blog, as well as internal linking was improved with the help of these articles when linking relevant products on the site. We have started with 2 articles per week being published, and currently we do this every other day as the content has showed itself to be engaging and attracting target audience to the site.

While being written for users to provide valuable information on the new products launching regularly, most of the articles were also written with certain search queries being used, also the articles were written by product groups, e.g. Miele Coffee Machines, which allowed us to properly link the articles between themselves when publishing.

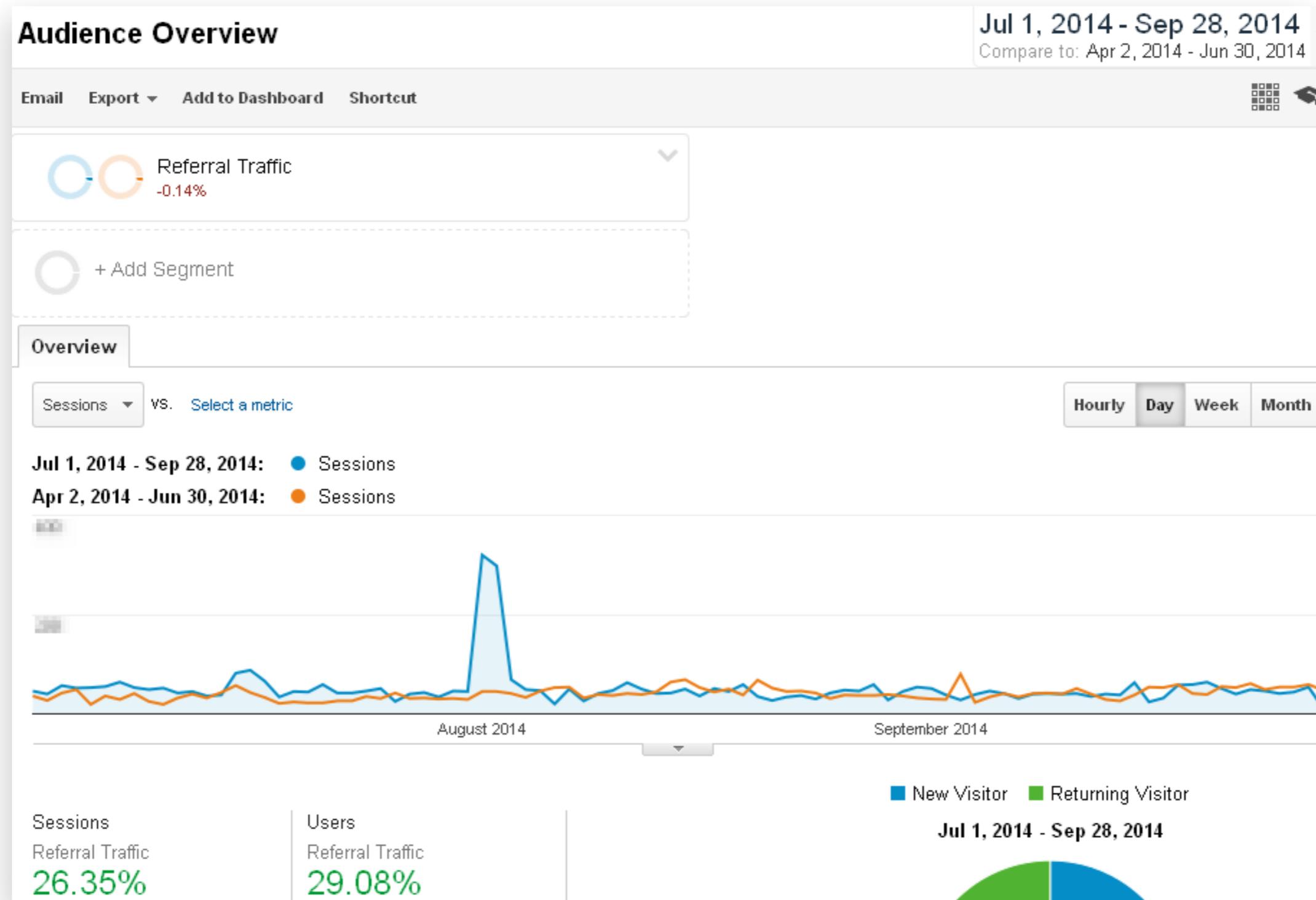
For some of the articles we also worked on the video content to make the articles more appealing and engaging. Also, publishing articles included meta-tags preparations for each of them.

# The results

Organic search traffic volume has increased by more than **38%**:



Although we have been not working on link building apart from the main tasks, publishing unique valuable content led to this content being shared on social media, and so we have managed to increase the referral traffic by more than **26%**:



Increase in the number of organic positions for the site (according to Semrush analytics) from 65 to more **than 400**:



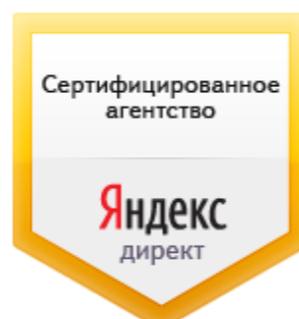
Site performance has significantly improved from “Website is slower than 84% of all tested websites” to “Website is faster than 48% of all tested websites”:

The image shows a website performance report for <http://www.gerhardsappliance.com/>. The report was tested from Amsterdam, Netherlands on September 28 at 17:34:36. The performance grade is 81/100, with 251 requests, a load time of 3.37s, and a page size of 2.7MB. The report states that the website is faster than 48% of all tested websites. There are buttons for 'DOWNLOAD HAR', 'Tweet', 'Post to Timeline', and 'Email'.

Perf. grade	Requests	Load time	Page size
81/100	251	3.37s	2.7MB

Your website is **faster than 48%** of all tested websites

## Ecommerce store promotion with Promodo



Promodo has a vast experience in search engine promotion of ecommerce solutions. Our company includes stores search engine optimization, content and brand marketing in social networks, PPC management and usability analysis. The company is a Google certified partner and an official online marketing expert at Shopify as well as a contributor to many well-known resources writing about ecommerce promotion problems. We also speak at the international conferences on conversion rate optimization topic and hold webinars on popular ecommerce topics.



Prepared  
by Promodo



Head office:

23 Avgusta st.

31B, suite 305

Ukraine, Kharkiv

61072

---

Office in the UK:

The Terrace, AT5

Grantham Street

Lincoln, LN2 1BD

+44 0203 1376 681

---

[www.promodo.com](http://www.promodo.com)