



SEO Tips

Optimise your site content

When adding new products we'd recommend to pay attention to **products titles and descriptions** – they will appear in the search results snippets and then will be the first thing your visitors see on your site so it is worth making them clear and informative.

Try to make it really informative and interesting, so that it will not only attract visitors but keep them coming back. In particular

Linking is the key of being rated high by search engines

The more quality inbound links and referral traffic your site/store gets, the higher its positions in search results are. So, try to promote your products and categories on your blog, social network page, public forums, partner sites etc. Using Sitepros 'Buy Now' feature to place products on external sites, forum posts or guest blogs is ideal for this task.

Know what customers look for

Find out where your visitors come from and what exactly they search before they get to your site. With understanding of what your customers look for, you can further optimise your product descriptions and titles in order to provide both your potential customers and search engines robots with more relevant information, which will more likely be useful for them. Such investigation can be done with the help of Google Analytics – analytics reports will show you which keywords are driving search traffic to your site and to which URLs. Furthermore, with the knowledge of what keywords or search phrases your customers use, you can attract more visitors with setting up a Google Ads campaign or give FCR Media a shout and we'll build the campaign for you.

Stay social

Besides search engines, there are many possible traffic sources, which are often proven to be very effective. One of them – social networks. We'd highly recommend you investigate how Facebook and google can