



The Impact of the Customer's Website Experience on Your SEO Campaign

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When it comes to turning online shoppers into customers, search engine optimization (SEO) plays a critical role. This is because, after all, a potential customer must first find someone or somewhere to buy goods from. SEO helps to facilitate this need by placing websites, based on targeted keywords, in front of the consumer. Or, as measured by a successful SEO campaign --on the 1st page of Google for relevant search terms.

SEO is a great way to increase your online revenue stream. SEO allows you to:

- Develop and arrange your site's content and navigation to be fully optimized
- Drive more traffic to your website
- Attract consumers who are actively searching for what you offer
- Maximize your Internet exposure

An effective SEO strategy will place the shopper on to the website with the most relevant product/service for their search. This is where SEO's role ends and your conversion efforts and customer service initiatives must begin.

Just having a consumer land on your website doesn't guarantee you a sale or mean you've gained any new business. Therefore, once a shopper is on your website, it is important that you have an excellent marketing and conversion strategy in place. This should include making sure your website looks creditable and safe. Your website should also be user friendly, easy to navigate/search and have lots of Call-to-Actions. If you have an e-commerce site, the checkout process should be simple for the customer to complete and transactions should be completely secure. If shoppers are not comfortable with your website or its usability, your conversion rate will likely be very low.

Great customer service can definitely impact a SEO campaign. If the shopper is happy with their onsite experience, along with your product quality and price, they're more likely to shop from you again and recommend you to others. The shopper's satisfaction with the merchant might also motivate them to write a glowing review on Google Places, Yelp, or any number of other review sites. Google views reviews as an indication of a website's popularity – thus the more POSITIVE reviews a website has, the better, and the higher they rank in the search engine results and on Google Maps.