

Instantcart offers a very powerful SEO features allowing you to increase your chances of being found in Search Engines such as Google and Yahoo.

Appearing at the top of a search engine is never guaranteed, and it will take time and effort to tailor your website so it appears as high as possible in the search results for specific terms.

Google reads your website like a human being, checking for spelling, grammar and keyword relevance. It checks to see if your site has similar content to another website, looks at who is linking to your site, and who you link to.

When it comes to SEO, there are some simple rules than can mean the difference between SEO success and SEO suicide.

## Instantcart's Top 10 SEO Dos and Don'ts

### 1. Don't stuff your website with keywords

Write website copy as a human readable text, with keywords that are relevant to the page. Over using keywords will have a negative effect on your page rank in Google. There is no specific rule as to what is deemed too many keywords on a page but 2-5% is considered safe by most per word.

An example of bad keyword use:-

*"Are you looking for cheap jogging pants? If you're looking for cheap jogging pants, look no further. Our cheap jogging pants website is the best place to order your cheap jogging pants. Feel free to check out our selection of cheap jogging pants from our cheap jogging pants selection below".*

A more acceptable demonstration of keyword use

*"Looking for cheap jogging pants? Check out our selection of jogging pants below, where you will find one of the best ranges of pants on the planet!"*

### 2. Keep your page title short and don't repeat keywords

Something new we have spotted is keep your page title short and sweet, as well as relevant to the page content, and don't repeat keywords. We have found that using a keyword only once in a title is enough!

An example of some recent optimisation to a client's webpage pushed one of the category pages to No.1 on Google for the term "amd barebones" and a number of variations, such as "amd barebones pc", "amd barebones pcs" and "barebones amd"

The original title was too long, and repeated keywords more than once. We tested the effect of shortening the title and reducing the keyword use to one, and we were surprised to see the webpage jump from page 2 to no.1 on page 1.

You can see an example of the result below for “Overclock.co.uk”

The new title reads “AMD Barebones PCs: Build your own Computer System with Overclock”

This title triggers variations such as: “amd barebones”, “amd barebones computer”, “amd barebones PCs” and “amd barebones system”.

Ads related to **amd barebones** ⓘ

			
<a href="#">Asus V6-M4A3000E Vintage ...</a>	<a href="#">ASUS V7-M4A3000E Vintage ...</a>	<a href="#">Foxconn nT-A3500 AMD A45 Chipset</a>	<a href="#">Barebones Pc Amd 3.0ghz 4gb Ram ...</a>
£90.56	£100.54	£169.99	£120.00
Ebuyer.com	Amazon.co.uk	Overclockers UK	eBay

### [AMD Barebones PCs: Build your own Computer System with ...](#)

[www.overclock.co.uk/dept/AMD-Barebones-PCs\\_1179.html](http://www.overclock.co.uk/dept/AMD-Barebones-PCs_1179.html)

10+ items – **AMD Barebones** PCs including AMD Phenom and Athlon ...

**AMD LLANO FM1 A4 DUAL CORE 2.7Ghz CPU 4GB RAM USB3.0 HDMI ...**

**AMD Bulldozer FX 6100 SIX Core 8GB DDR3 RAM 650W PSU Gaming ...**

### [Shopping results for amd barebones](#)



[ASUS P Series - P6-M4A3000E - 0 MB RAM](#)

£85 - 19 stores

[Foxconn nT-A3550 AMD E350 Chipset DDR3 Nettop Barebones](#)

£169.98 - Overclockers UK

[Zotac Zbox Nano Ad10 Barebone Systemprocessor Amd® E ...](#)

£259.99 - Conrad Electronic UK

### [AMD Barebone Bundles - Novatech](#)

[www.novatech.co.uk/barebonebundles/?p=amd](http://www.novatech.co.uk/barebonebundles/?p=amd)

The easy way to build your own PC! Cheap **Barebone** Systems fully assembled and tested on our production line. In stock ready to go with Free Delivery.

### 3. Don't optimise your site too Quickly

Try not to change things around on your website too quickly – make small subtle changes on a long term basis, this includes adding new content and getting new back links. Make your SEO progression look organic, rather than automated.

Google doesn't like a huge rise in back links from other sites too quickly, it likes to see a more natural rise in other relevant websites linking to your website. A rapid rise in back links demonstrates that a site has been submitted to a directory listing service or some other automated process of gaining back links.

Remember to get good quality relevant back links. A great example is a popular ezine or blogging site writing a unique article about your product or service, and then linking to that product on your website.

#### 4. **Focus on a few keywords at a time**

When using targeted keywords on your site, research what keywords people use in search engines to find products and services that you offer. Use this information to then tailor your site accordingly, including Page Title, page headings, meta tags, and content. Remember not to overdo it, and make sure the keywords you are targeting are relevant.

Many SEO firms guarantee to offer you a page one listing for keywords, however they'll pick uncompetitive long tail keywords which very few people are using to find products and services that you offer – so be careful! Long tail keywords are search phrases that use multiple keywords, for example “very cheap super cars” rather than “cheap supercars”.

#### 5. **Make sure the products you are selling are competitive**

This is a big one, even if people find your site, if the price is uncompetitive, you won't convert your search engine referrals. A small number of clients blame Instantcart for low sales volumes when in fact their product is uncompetitive – don't fall into this trap. It's easy to become emotionally attached to a product and sometimes not see the bigger picture as to why it's not selling.

#### 6. **Make sure your customers actually WANT your product**

Some products just don't sell, and usually there's an underlying reason. If it's not price, image or description, it's either because not enough people are looking for what you sell, or not enough people are educated about the brand you're selling them. If a customer is pre-sold on the idea that they want a specific product you sell, they'll most likely buy it if the price and service is right and they've found their way to your site.

Your product is the most important part of your store, remember if you're struggling to sell, make sure the **product is right** and the **price is right**. You'd be surprised how much of a difference stocking the right product makes to your sales figures, it can be the difference between success and failure.

A good example of this is a recent case study regarding the sale of sock supports, socks that help people with specific sports injuries recover more quickly.

The brand that was sold was deemed to be more superior to alternatives currently for sale online, however the problem was that very few people had heard of the brand in question. The pricing for this brand's product range was 4 times more on average compared to alternatives found on the high street and online. This meant that most people were unaware as to why these sock supports were so expensive as they were unfamiliar with the

brand and its benefits. This resulted in customers clicking off the site and going elsewhere in search of a cheaper sock.

The only way the sale of these far more expensive sock supports would work is if customers were pre-sold and knew that the product was far superior to its rivals.

The rule here is to make sure the items you're selling are well marketed before people hit your site. If not, you'll need to look at some external marketing, that's marketing that is separate to your website such as magazine coverage, TV adverts, flyers and online articles, essentially pre-selling people on the idea that your product is for them.

**7. Don't create door way pages, or blogs that purely link to your site**

Some website owners create separate micro sites with the aim of pushing visitors to their main site. This is commonly a bad idea, and these types of sites are classed as doorway sites. Remember, focus on your main site, and forget about creating micro sites if their sole intention is to re-direct traffic. Google will penalise a site if it detects this type of practice.

**8. Avoid Duplicate Content**

Avoid duplicating content taken from other websites, and avoid duplicating pages within your site. Make sure you have only 1 copy of each page. Its common practice to copy the description of a product from a manufacturers website, but if possible, try to re-write it so its unique – you'll avoid being dropped down the rankings by Google if you keep everything unique.

**9. Keep meta tags and meta descriptions short**

Another common mistake is to overuse keywords in meta description and meta tags. Try to use no more than 10 keywords in your meta tags, and keep the meta description short and descriptive, as well as making sure everything is relevant.

Don't repeat your meta data over and over for each page.

**10. Don't use too many top level categories**

Its good idea to not over do the top level category tree, as this creates more links on your page. Google likes pages that aren't stuffed with links, and prefers it if pages have less than 200 hyper links on one page.

## Submitting Your Site to Google

To appear in Google listings, when you've finished designing your site, and populated it with products, you're ready to submit it to Google.

To do this, navigate to the following URL

<http://www.google.co.uk/submityourcontent/business-owner/>

You'll see an "Add your URL" option. Click this, and follow the instructions. Remember you'll need to sign-up for a Google account to carry out this process, so make sure you have an email address setup or handy.

## Business owner

Online and local merchants: sell your products, provide details about your physical store lo



### Web

[Add your URL](#) – Submit your website for inclusion in Google's index

[Rich Snippets](#) – Label your structured content to help users find pages rel

[Webmaster Tools](#) – Submit a Sitemap of your website to Google

## Submitting Your site to Yahoo

Yahoo is now powered by Microsoft's Bing Search engine. To submit your site to Yahoo, follow our Bing submission guide below.

## Submitting Your site to Bing

To submit your site to bing, simply complete the following page. Type the full URL of your shop ie <http://mynewshop.co.uk> in the URL box.

<http://www.bing.com/toolbox/submit-site-url>

## Examples of Client Sites ranking in Google on Instantcart

Instantcart sites rank very well on Google, assuming our SEO and Product guidelines have been met.

Here's some examples of live client sites ranking in Google for specific terms..

### Watercoolinguk.co.uk

About 5,290,000 results (0.27 seconds)

Ad related to watercooling ⓘ

[Computer Watercooling | aquatuning.co.uk](http://www.aquatuning.co.uk)  
[www.aquatuning.co.uk/](http://www.aquatuning.co.uk/)  
more than 4000 products great price and fast delivery from stock

[Watercooling UK - PC Liquid Cooling Shop, Air Cooling, Specialist ...](http://www.watercoolinguk.co.uk/)  
[www.watercoolinguk.co.uk/](http://www.watercoolinguk.co.uk/)  
Watercooling UK - PC Liquid Cooling, Case Modding, Water Blocks, Radiators, Cases and Accessories.  
Forums - Water Blocks - Water Cooling Kits - Hose & Accessories

Shopping results for watercooling

	<a href="#">ZALMAN RESERATOR 1 V2 Liquid cooling system</a> £144 - 10 stores
	<a href="#">XSPC RayStorm D5 EX240 Watercooling Kit</a> £238 - 6 stores
	<a href="#">XSPC RayStorm D5 Pump EX360 Triple Rad Watercooling</a> £250 - 7 stores

Did you mean: [water cooled cases](#)

Ad related to watercooled cases ⓘ

[Water Coolers | AngelSprings.com](http://www.angelsprings.com/WaterCoolers)  
[www.angelsprings.com/WaterCoolers](http://www.angelsprings.com/WaterCoolers)  
Mains & Bottled Water Coolers. Free 3 Months & Nationwide Delivery

[WaterCooled Cases - Watercooling UK](#)  
[www.watercoolinguk.co.uk/cat/WaterCooled-Cases\\_167.html](http://www.watercoolinguk.co.uk/cat/WaterCooled-Cases_167.html)  
Results 1 - 15 of 15 - Cool Laboratory Liquid MetalPad for Notebooks + RS. £11.99 inc vat. Coollaboratory Liquid Cooler Alpheus - Intel Edition. £50.40 inc vat ...

[Watercooling UK - PC Liquid Cooling Shop, Air Cooling, Specialist ...](#)  
[www.watercoolinguk.co.uk/](http://www.watercoolinguk.co.uk/)  
Watercooling UK - PC Liquid Cooling, Case Modding, Water Blocks, Radiators, ...  
Latest News: Quite possibly the largest bloody case we've ever seen here at W ...  
Forums - Water Blocks - Water Cooling Kits - Hose & Accessories

Shopping results for watercooled cases

	<a href="#">Nexus Edge Full Tower 360mm Watercooled Case - Silent...</a> £479.99 - Watercooling UK
	<a href="#">Zalman Z9 PLUS Elite (120mm) WaterCooled PC Case With ...</a> £199.99 - Watercooling UK
	<a href="#">Thermaltake Vn10031w2n Level 10 Lcs Case</a> £221.10 - eBay - t_zone

About 4,340,000 results (0.71 seconds)

Pages from the UK

Ads related to pc cooling ⓘ

	<a href="#">Arctic Cooling Freezer Xtreme Rev.2 ...</a> £30.59 - eBay
	<a href="#">Arctic Cooling Freezer 13 Pro High ...</a> £26.55 - Ebayer.com

[Watercooling UK - PC Liquid Cooling Shop, Air Cooling, Specialist ...](#)  
[www.watercoolinguk.co.uk/](http://www.watercoolinguk.co.uk/)  
Watercooling UK - PC Liquid Cooling, Case Modding, Water Blocks, Radiators, Cases and Accessories.  
Forums - Water Blocks - Water Cooling Kits - Hose & Accessories

About 606,000 results (0.29 seconds)

Ads related to watercooling kits ⓘ

	<a href="#">Innovatek LC Plus Watercooling Set</a> £151.53 - Ebayer.com
	<a href="#">Thermaltake Big Water 760 Plus Liquid ...</a> £98.50 - eBay

[Water Cooling Kits - Watercooling UK](#)  
[www.watercoolinguk.co.uk/cat/Water-Cooling-Kits\\_40.html](http://www.watercoolinguk.co.uk/cat/Water-Cooling-Kits_40.html)  
New Products - Intel Thermal Solution RTS2011LC Water Cooling System. £61.20 inc vat. Cool Laboratory Liquid MetalPad for Notebooks + RS. £11.99 inc vat ...

[Watercooling UK - PC Liquid Cooling Shop, Air Cooling, Specialist ...](#)  
[www.watercoolinguk.co.uk/](http://www.watercoolinguk.co.uk/)  
Reservoirs - Soundproofing - Screws & Bits - Thermal Paste & Pads - Water Cooling Kits - Water Blocks - Water Additives - WaterCooled Cases - Merchandise ...  
Forums - Water Blocks - Water Cooling Kits - Hose & Accessories

### Overclock.co.uk

About 3,910,000 results (0.31 seconds)

Ads related to amd barebones ⓘ

			
<a href="#">Asus V6-M4A3000E</a> Vintage ... £90.56 Ebuyer.com	<a href="#">ASUS V7-M4A3000E</a> Vintage ... £100.54 Amazon.co.uk	<a href="#">Foxconn nT-A3600 AMD A45 Chipset</a> £169.99 Overclockers UK	<a href="#">Barebones Pc Amd 3.0ghz 4gb Ram ...</a> £120.00 eBay

[AMD Barebones PCs: Build your own Computer System with ...](#)  
[www.overclock.co.uk/dept/AMD-Barebones-PCs\\_1179.html](http://www.overclock.co.uk/dept/AMD-Barebones-PCs_1179.html)  
15+ items - AMD Barebones PCs including AMD Phenom and Athlon ...  
AMD LLANO FM1 A4 DUAL CORE 2.7Ghz CPU 4GB RAM USB3.0 HDMI ...  
AMD Bulldozer FX 6100 SIX Core 8GB DDR3 RAM 650W PSU Gaming ...

About 11,800,000 results (0.43 seconds)

[Intel Barebones PCs: Build your own Computer System with Overclock](#)  
[www.overclock.co.uk/dept/Intel-Barebones-PCs\\_1178.html](http://www.overclock.co.uk/dept/Intel-Barebones-PCs_1178.html)  
15+ items - Build your own Intel Barebones PC or Computer with Overclock.  
Intel G540 Dual Core - 2GB DDR3 1333MHz RAM - USB3.0 - Intel Graphics ...  
Intel Core i3 3.1Ghz - 4GB DDR3 1333MHz RAM - Gigabyte Intel H61 VGA ...

## How Do Meta Tags and Meta Descriptions Work?

Instantcart uses meta data to tell search engines what your page is about. Instantcart allows you to edit your home page, category and web page meta data, as well as page titles. Product meta data is auto generated to save you time.

First of all, take a look at this sample product page, we will be using it to explain how meta data works in this example:-

BitFenix Prodigy Mini-ITX Case - White

Home >> Cases >> Mini ITX Cases >> GEBF-060



"Prodigy" is the English word for a child prodigy. That the small body got that name, at least not surprising. Because obviously, the housing specialists BitFenix have considered on their first case especially for mini-ITX to begin immediately with a bang and introduce a cube in a class, the engineering wonders can be true. The most impressive features of the Prodigy BitFenix bundled away for up to nine flexibly mounted drives, fan slots for fans of 120-230 mm in size, mounting options for a 240-Radiator and the possible use of longer graphics cards.

On the right, enclosed outside there is a small but well-sorted I/O panel with audio in and two internal USB 3.0 ports can be connected. The left side is on the other hand, the amount verbaubarer optional components such as graphics cards or hard disks punched to them to open an additional lateral source of fresh air. Fresh air comes in from the front but otherwise also abundant, as behind the mesh filter can be positioned front including two einblasende 120 mm fan, a fan Spectre is already assembled. Instead, there is also a fan of individual work of larger size, the maximum allowed even 230 mm in size, which is for Mini-ITX Cases at least a record!

This has the advantage that even the highest unobstructed tower coolers may project into the air, it is directly in the airflow of the tail rotor are fans and suck in a vertically inserted graphics card fresh air from the side air intake can. If the level of the VGA one disk in the HDD cage is, the pixel accelerator may be about 16.5 cm long, is not the case and shall not be necessary entirely on the upper HDD cage, the maximum possible extent of a whopping 31 inches. The realization of a high-end system in a confined space is therefore easily possible and the Prodigy is an invitation to do so.

Note: The built-in hardware components on some of the pictures are for illustration only and are not included.

Price: £59.99 inc. VAT  
(£49.99 ex. VAT)

Stock:

1

Rating:

★★★★★

Meta tags and meta descriptions are text data imbedded into your webpage for use by search engines to help rank your website. Meta data isn't as important as it use to be, and Google has admitted it doesn't use it for increasing page ranking any more, however we feel it's important to make sure your meta data is accurate, as using incorrect meta tags may still cause you ranking problems as Google may take it as an indicator that you're trying to trick them if you use non relevant keywords.

Meta tags are a number of relevant keywords separated by commas.

Meta descriptions describe the page content, a bit like a small introduction. Meta descriptions don't want to be too long, but long enough to fit on a Google search result is advisable. Google uses upto 2 lines under the main listing to show the description.

[TheCoolingShop.com](http://TheCoolingShop.com) - PC Cooling Fans, CPU Coolers and ...  
[thecoolingshop.com/](http://thecoolingshop.com/)  
TheCoolingShop.com is your No.1 source for PC Cooling, Case Fans, CPU Coolers.

Also bear in mind that the meta description is still used by Google on its search result listings, and it will use this if it can't find any appropriate text on your website that is relevant to the users search query.

The title and meta data for a product is based on a number of pre-generated values taken from your product. This helps speed up the process of adding products, as well as using terms that are relevant to your product. You can see how the meta data appears for a product below:-

## How do I Edit Category Meta Data?

1. From the home screen, navigate to Catalog >> Categories
2. Next, select a category you wish to update meta data for
3. Click on the Meta Details tab
4. Edit the meta data taking into consideration what we have discussed above.

Category Title & Image	<b>Meta Details</b>	Attribute Groups and Tags	Category Page HTML	Add a New Category
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Markup and Meta Tags		
New Page Title:	<input type="text" value="Liquid Watercooled Cases from Watercooling UK"/>	An alternative Category Title to our default (Optional)
Meta Keywords:	<input type="text" value="Watercooled case, liquid cooling, watercooling, pr"/>	Keywords, seperated by commas, No more than 10 Keywords(Optional)
Meta Description:	<input type="text" value="Professionally installed Liquid Watercooled Cases"/>	Short Description of this category (Optional)

## How do I Edit the Home Page Meta Data?

1. From the home screen, navigate to Templates on the left menu panel
2. Next, select the settings tab.
3. Under Home Page Meta Tags & Google Verification, you will be able to edit your home page meta details

Home Page Meta Tags & Google Verficiation	
Home Page Title	<input type="text"/> 
Home Page Heading	<input type="text"/> 
Meta Keywords	<input type="text"/> 
Meta Description	<input type="text"/> 