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IMPORTANCE OF SEARCH ENGINE Ranking for eCommerce

Article from [Revalsys Technologies](#)

This article explains about the importance of search engine ranking for eCommerce

In today's competitive business world, search engine optimisation, in short SEO has become more than important, no matter your company is small or big. The key reasons behind it are—SEO helps in generating new traffic to a website and organise the content in a manner that creates a compelling user experience that drives conversions. A major driver for customer acquisition and business growth of eCommerce business, you should make sure to do SEO in the right way so that your eCommerce website ranks well on search engine ranking and your potential customers find you.

Revalsys Technologies understands very well how important is search engine ranking for an eCommerce business. The architecture of the website is one of the critical components of SEO as it lays the path for search engines to be crawling with the different pages of the website. A clean architecture of a website provide good page loading speed, optimises internal searches and helps the site get higher ranking in SEO.

Find below some of the factors stating the importance of SEO for eCommerce website:

- As the chance of clicking the first five suggestions in search engine results page (SERP) is higher, you can drive more traffic to your website by being in the top five positions.
- SEO not only lets your website get higher ranking but also make your website user-friendly.
- As users trust the search engine, when your website have a presence in the top positions for the keywords the users enter, it helps in making the users trust your website, as well.
- When users find your website on search engines, the chance is higher that they're going to promote your website on social media platform and make social promotion better.
- No doubt you'll find other eCommerce stores selling the same products. But when you make your website search engine optimised, you can remain ahead of the competition by having more customer and higher sales.

Our team of experienced professionals create the most creative and appealing website using the best technology based on whatever are the business goals and objectives of the client. Along with seamless integration to any marketplace websites and loyalty servicing, we make sure that your website is SEO-friendly and rank well in search engine results page.

When a web user types a query on the search bar and type enter, Google scans its index instantaneously and returns what it seem to be the most relevant ones. Search engine rankings are determined by algorithms that take into consideration a variety of factors. Google updates its search algorithm time to time so that it provides the users with a great user experience. At Revalsys Technologies, we make sure to follow the factors that come under the search algorithm and optimise our client's website to strengthen the SEO efforts and make the website get higher ranking on Google search results. Here are the best practices that we follow to make our client's eCommerce site rank higher:

- Branding a company
- Optimise website for mobile marketing
- Presents a strong online media presence using social media platform
- Create a strong UI and UX
- Do coding for HTML navigation and transparency
- Create and post high-quality content following the best practices of SEO
- Add valuable micro-data such as rich snippets and high-quality images
- Incorporate long-tail keywords that describe products and services precisely
- Use unique Meta Title and description tag on each web page
- Develop high-quality links using authoritative websites
- Make internal searches user-friendly
- Remove broken links as soon as possible.

As we understand that the business objective and goals of different organisations are different from one another, we tailor-made online marketing for our clients that derive result. The content development strategy we create not only impress the search engines but also the users. We continuously monitor the SEO results so that improvements and updates are easy to manage. So, choose the right partner so that it makes your eCommerce store have a higher ranking in search engine.



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