

1. Record Nr.	UNINA9910812896403321
Autore	Kent Robert
Titolo	Magento search engine optimization : maximize sales by optimizing your Magento store and improving exposure in popular search engines like Google // Robert Kent
Pubbl/distr/stampa	Birmingham : , : Packt Publishing, , 2014
ISBN	1-78328-858-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (132 p.)
Collana	Community experience distilled
Disciplina	658.84
Soggetti	Electronic commerce - Computer programs Web sites - Design Web site development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Copyright; Credits; About the Author; About the Reviewers; www.PacktPub.com; Table of Contents; Preface; Chapter 1: Preparing and Configuring Your Magento Website; Focusing your keywords; The role of the home page; Structuring our categories for better optimization; Optimizing our CMS pages; Optimizing our titles, content, and meta information; Adjusting our Magento configuration for SEO; Default settings; XML sitemap; Google Analytics; Summary; Chapter 2: Product and Category Page Optimization; Optimizing titles and descriptions for the SERPs Adjusting our category titles and descriptions Adjusting our product titles and descriptions; Optimizing our URL keys; Layout and content considerations; Category page layout; Product page layout; Optimizing our headings; Optimizing product and category descriptions; Additional tips for content; Optimizing images and selling your product; Implementing schema (rich snippets); Adding the schema.org markup to our templates; Implementing social sharing for products; Summary; Chapter 3: Managing Internationalization and Multiple Languages Choosing the right domain structure for multiregional websites Store-specific configuration; Translating URL keys; Translating template content; Avoiding duplicate content when translating pages; Summary; Chapter 4: Template/Design Adjustments for SEO and CRO; Organizing

our heading structure; Changing our heading structure on the home, category, and product pages; Integrating the breadcrumb and organization schema; Adding schema to our breadcrumbs; Adding rel=next/prev to our category pagination; Adding reviews directly onto our product pages; Removing unwanted blocks from the checkout SummaryChapter 5: Speeding Up Your Magento Website; SEO benefits of a fast Magento website; Magento configuration settings to increase speed; .htaccess modifications; Server-side performance and scalability; Online tools to test performance; Mage Speed Test; Pingdom Website Speed Test; Google Page Speed Insights; Summary; Chapter 6: Analyzing and Tracking Your Visitors; An overview of e-commerce analytics reports; Adding secondary dimensions and advanced filters; Advanced segments; Understanding Multi-Channel Funnels; Assisted conversions; Top conversion paths Adding events to track phone number clicksUniversal Analytics; Implementing and analyzing content experiments; Summary; Chapter 7: Technical Rewrites for Search Engines; Additional .htaccess modifications; Maintaining a www or non-www domain prefix; Removing the /index.php/ path once and for all; Redirecting /home to our domain; Redirecting older pages; Improving our robots.txt file; Resolving layered-navigation duplicate content; Summary; Chapter 8: Purpose-built Magento Extensions for SEO/CRO; Installing extensions; Popular SEO-specific Magento extensions; SEO Suite Ultimate by MageWorx Google Shopping feed by Rocket Web

Sommario/riassunto

This book is an easy-to-follow tutorial with best practices and advanced references which will help you to take full advantage of Magento with SEO. This book is aimed at both Magento developers and SEO specialists who wish to optimize search and end user elements such as click-through rates to ensure the design of their online shop sites effectively maximize sales. Magento store owners may also find large sections of this book useful in order to understand the larger impact small tweaks and changes can have on SEO - especially when editing products and categories. This book assumes that the rea
