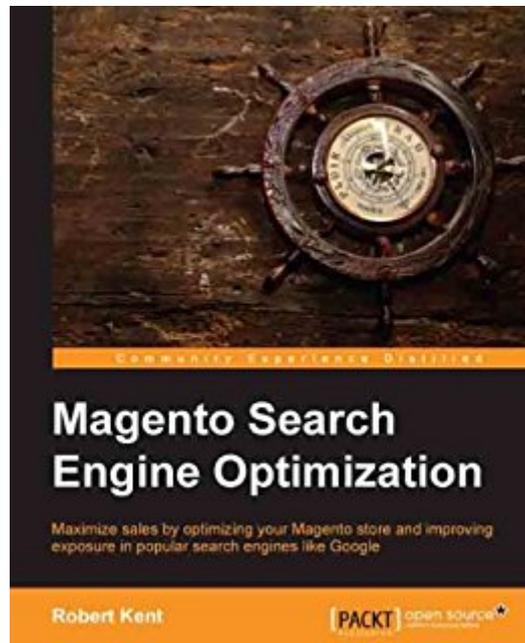


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# Magento Search Engine Optimization



## Synopsis

Maximize sales by optimizing your Magento store and improving exposure in popular search engines like Google About This Book Optimize your store for search engines in other countries and languages Enhance your product and category pages Resolve common SEO issues within Magento Who This Book Is For 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 reader will understand the basic concepts of keyword research and the external factors that are required in order to manage an on-going SEO campaign. What You Will Learn Adjust the default Magento configuration to benefit SEO Understand which of Magento's many pages is best to optimize for certain types of phrases Analyze and track your customers through Google Analytics Improve optimization through the use of third-party SEO- and CRO-related Magento extensions Remedy duplicate-content-related problems through both simple configuration and more advanced 301 redirecting techniques Implement semantic mark-up such as breadcrumbs, reviews, and product schema to better represent your pages in search engines Speed up the Magento framework through cache management systems and server compression methods Adapt the default Magento templates to improve user experience In Detail Magento is a feature-rich, professional, open source e-commerce application that offers merchants complete flexibility and control over the look, content, and functionality of their online store. You may have the most attractive Magento store on the Internet with the most competitive prices, but without visitors, you'll struggle to make significant sales. By increasing your website traffic through SEO and implementing a few simple conversion rate optimization techniques, it's possible to see a dramatic growth in revenue through your website. Starting with the basics, *Magento Search Engine Optimization* is a comprehensive guide on how to better optimize your Magento store for search engines such as Google, Bing, and Yahoo. This book will show you how to maximize Search Engine Optimization for your shop website as well as how to implement and incorporate SEO-enhancing techniques and features, layering them progressively into your Magento shop site. With this example-oriented guide, you will become acquainted with a lot of the SEO-related features that Magento is equipped with and how to enable these and configure them correctly. You'll learn which types of pages are most appropriate for optimizing various types of keywords, leaving you well equipped for the on-going management and optimization of your Magento store. You'll also learn how to implement best practices when

optimizing all the different elements on category and product pages such as titles, descriptions, and headings. This book also contains information on important SEO topics such as multi-regional store implementations, improving page loading speeds, and tracking your customers through Google Analytics. You will be able to add semantic mark-up to your pages and implement technical URL rewriting to avoid common duplicate content problems. There's also a whole chapter dedicated to some of the best SEO-related Magento extensions. By the end of this book, you will be armed with optimization techniques that will help you generate more sales.

## **Book Information**

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## **Customer Reviews**

Creare Communications are always very active in the community when it comes to Magento search engine optimisation and how to optimise your store. Magento is a hugely complex system with lots of menus and settings hidden away. The book that Robert has written will guide a user through all of the steps you need to correctly carry out the on-site optimisation aspect of your campaign. This book talks through the technical aspects of Magento and how to get the best out of optimising your product, category layouts, adding schema markup and the importance of different aspects of SEO. Moving further into the book, you'll learn how to optimise your Magento page speed, implement

canonical URLs, remove unwanted blocks and using advanced segments and filters within Google Analytics. Packt Publishing regularly put together series of books and they always do a brilliant job of organising them and make sure they're easy to follow. A great book for someone looking to get started with SEO or looking to launch an eCommerce store on the Magento platform. As a fellow digital agency, we can vouch for the quality of this book!

I read this book to get familiar with the must-do for on-site SEO for our new Magento CE store. The book is full of practical advice. Very well organized. Very well written. Excellent for anyone in charged of SEO optimizing a Magento store.

It is really understandable. very helpful book.

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