WAYS TO GROW ONLINE SALES THROUGH WEB TRAFFIC

TIPS AND TOOLS FOR SEO AND CONVERSION RATE OPTIMIZATION

WHATS INSIDE

01  THE GUIDE TO ACQUIRING MORE SHOPPERS
    The on-page and off-page SEO tips and tools that’ll help you drive more organic traffic.

02  THE GUIDE TO CONVERTING MORE SHOPPERS
    The top checkout levers you can pull to mitigate abandonment and maximize conversions.

03  INFOGRAPHIC: 8 WAYS TO OPTIMIZE SITE PERFORMANCE
    The quick-hit tactics that’ll improve page speed, decrease page load time, and maximize site performance.
THE GUIDE TO AQUARING MORE SHOPPERS
THE SEO TIPS AND TOOLS THAT’LL HELP YOU DRIVE MORE ORGANIC TRAFFIC.

TYPES OF SEO

Off-Page SEO
What: Taking actions outside of your website to impact your organic page rankings.
Examples: Link-building and guest posting.

On-Page SEO
What: Taking actions within your website to impact your organic page rankings.
Examples: Page-speed, meta descriptions, and h-tags.

YOUR SEO STRATEGY FOR 2020

1. Customer Research
   Take the time to understand what shoppers are looking for using tools like Google Trends and Answer The Public.

2. Industry Research
   Pick the three leading websites in your niche and use tools like Keyword Surfer, Moz, and SEMRush to reveal keyword gaps that you can optimize for.

3. Internal Site Audit
   Use SEMRush to identify your top performing keywords and the adjacent keyword opportunities that’ll boost your organic positions.

4. On-Page SEO
   Now that you’ve identified the most opportunitisic keywords for each page, include them in the title tags, h-tags, and meta descriptions.

5. Content Creation
   Match the list of topics that shoppers are searching for, to your keyword gaps and create relevant, high-quality content.

6. Off-Page SEO
   Identify the highest ranking websites in your niche using Ahrefs and offer to create a relevant guest post or infographic in exchange for a link to your site.
THE GUIDE TO CONVERTING MORE SHOPPERS

THE TOP CHECKOUT LEVERS YOU CAN PULL TO MITIGATE ABANDONMENT AND MAXIMIZE CONVERSIONS.

HIGH PRIORITY

☑️ **Lead With Free Shipping**
   If you offer free shipping, pre-select it in checkout. If you don’t offer it, consider offering a discounted rate for orders over $50.

☑️ **Simplify Your Checkout Steps**
   Simplify your checkout by removing unnecessary fields, steps and clicks. Wherever possible, automate the process using tools such as the Google Places Autocomplete API.

☑️ **Avoid The “Login Wall”**
   Rework your checkout so that shoppers can purchase without signing up for an account. If registration is absolutely necessary, invite them to sign up in your order confirmation email.

MORE TIPS

☐ **State the level of protection offered by your payment processor** (ex: “Your payment is secured by 256bit encryption”).

☐ **Make sure shoppers have all the info they need** (shipping, product, warranty and more) upfront at checkout.
8 STEPS TO OPTIMIZE SITE PERFORMANCE

01 Cache Your Pages
Cache the latest versions of your pages to avoid excessive server requests for mobile browsers.

02 Apply AJAX
Apply AJAX to ensure your mobile site loads content quickly, even after redirects and hard refreshes.

03 Trim Javascript Parsing
Reduce your mobile page load time by deferring the parsing of redundant <script> tags.

04 Reduce The Number of Redirects
Reduce the number of redirects to the bare minimum, never use a double-redirect, and remove any redirects that contain this attribute: http-equiv="refresh".

05 Apply CSS3 and HTML5
These frameworks are lightweight, flexible, and optimized for mobile, providing consistent experiences across all browsers.

06 Compress Product Images
This is one of the biggest contributors to slow load times. Run a script on your site that automatically optimizes product images.

07 Adopt a Content Delivery Network (CDN)
CDNs ensure faster load times for shoppers by determining their geographic location and delivering content using the closest server in the network.

08 Minify Style Sheets & Javascript
Remove all redundant characters (including code comments, formatting, and longer-than-needed function and variable names) from your source code.

Forward this infographic to your dev team to ensure you’re using these site-optimization strategies.

To access more free resources, visit BOLT.COM/RESOURCES

BONUS INFOGRAPHIC
BOLT is the world’s first checkout experience platform. Our goal is to make sure nothing gets in the way when shoppers want to buy. Bolt’s checkout is optimized for mobile and has fraud-detection built in. Bolt currently supports retailers on Magento, WooCommerce, BigCommerce, and custom-built sites.

Contact: Sales@bolt.com

ABOUT US:

LOGICAL POSITION is a digital marketing agency focused on growing businesses online. One of the first 30 Premier Google Partners and Microsoft’s Global Partner of the Year in both 2018 and 2019, LP has over 6,300 clients (3,000 eCommerce) and 750 employees across 9 US offices.

Contact: Ryan.Garrow@logicalposition.com