DeRisk IT Inc. Completes SEO Audit Of E-Commerce Website

Results

DeRisk IT was able to implement the following techniques that allowed the e-commerce website to employ best practices for SEO:

- Unique title for each page on the site
- Root pages in most sub-categories
- Bread crumbs located at the top of the page under the category
- Personalized 404 page with directions back to the home page
- Uses descriptive anchor text for links
- Headings sized in hierarchical structure
- Images marked with alt tags

Background

Our client is an e-commerce website which sells natural, personal care products for consumers who are earth friendly and environmentally conscious.

Challenge

The client sought to make their e-commerce web-site more dynamic, reliable, and search engine crawlable by completing an SEO audit. The audit was commissioned to find out if the site was structured effectively, if the site was targeting the right keywords, and if anything on the site would prevent a good ranking, Upon completion of the audit, the client wanted to implement a solution that would increase traffic to the website.

Solution

DeRisk IT Inc. was tasked by the client to thoroughly check their website for ways to improve search engine optimization. Throughout the course of the project, DeRisk IT Inc. offered a complete check of the website for spelling and site-specific errors. DeRisk IT Inc. also checked for broken links, the number of links that were validated, link accessibility on corresponding URL's, meta tags for descriptions and keywords, and the content-to-code ratio of the page.

In March 2010, DeRisk IT Inc. provided the client with a SOW with the key components of the SEO audit and offered an offsite testing solution to assist with the implementation of the audit. This included testing meta tags, alt tags, titles, HTML source code, and URL direction. The e-commerce company procured DeRisk IT Inc. as their testing solution to complete the audit.

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