

E-commerce SEO strategy action plan

The following slide highlights components such as on-page optimization, technical SEO, content creation, user experience and local SEO to show E-commerce SEO strategy action plan. It helps organization to optimize website, enhance user engagement, and increase online visibility, driving higher organic traffic and conversions.

SEO strategy components	Goals	Actions	Measurable results
On-page optimization	<ul style="list-style-type: none">Improve keyword ranking for target keywords by 10 positionsAdd text here	<ul style="list-style-type: none">Optimize page titles, meta tags, and content with target keywordsAdd text here	Achieve 10-position improvement in keyword rankings
Technical SEO	<ul style="list-style-type: none">Reduce website load time by 30% to enhance user experienceAdd text here	<ul style="list-style-type: none">Optimize image sizes, minify CSS and JavaScript, leverage cachingAdd text here	30% reduction in website load time
Content creation	<ul style="list-style-type: none">Increase organic conversions by 15% through compelling contentAdd text here	<ul style="list-style-type: none">Develop high-quality blog posts, product descriptions, and guidesAdd text here	Achieve 15% increase in organic conversion rate
User experience (UX)	<ul style="list-style-type: none">Reduce bounce rate by 15% by improving site navigation and UX designAdd text here	<ul style="list-style-type: none">Optimize website structureImprove navigationMobile responsiveness	Achieve 15% reduction in bounce rate
Local SEO	<ul style="list-style-type: none">Increase local search visibility by 25% for targeted locationsAdd text here	<ul style="list-style-type: none">Optimize Google My BusinessCreate location-specific landing pagesAdd text here	25% increase in local search visibility for targeted areas

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Camilla Rothe



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