



More Visibility, More Traffic & More Sales for free?

3rd webinar of the retail ecommerce series

*an **embitel** initiative*

4th June 2009



Daniel Rebhorn
dr@dmc.de

Founder

dmc GmbH, Germany

www.dmc.de

Chairman

Embitel, India

www.embitel.com

- ✓ Studied Computer Science at University of Stuttgart
- ✓ Entrepreneur since 1992
- ✓ Working in retail e-Commerce for last 14yrs
- ✓ Responsible for development of e-retail sites like Neckermann, Kodak

- ✓ What is SEO?
- ✓ Facts & Figures of SEO?
- ✓ Is my site well optimized for search engine?
- ✓ Not getting quality traffic?
- ✓ Cost per order is very high?
- ✓ Latest Trends in SEO?
- ✓ How SEO works? (Real time case study)



Before we get into SEO, let's understand what is search engine. Here is a definition of web search engine from Wikipedia:

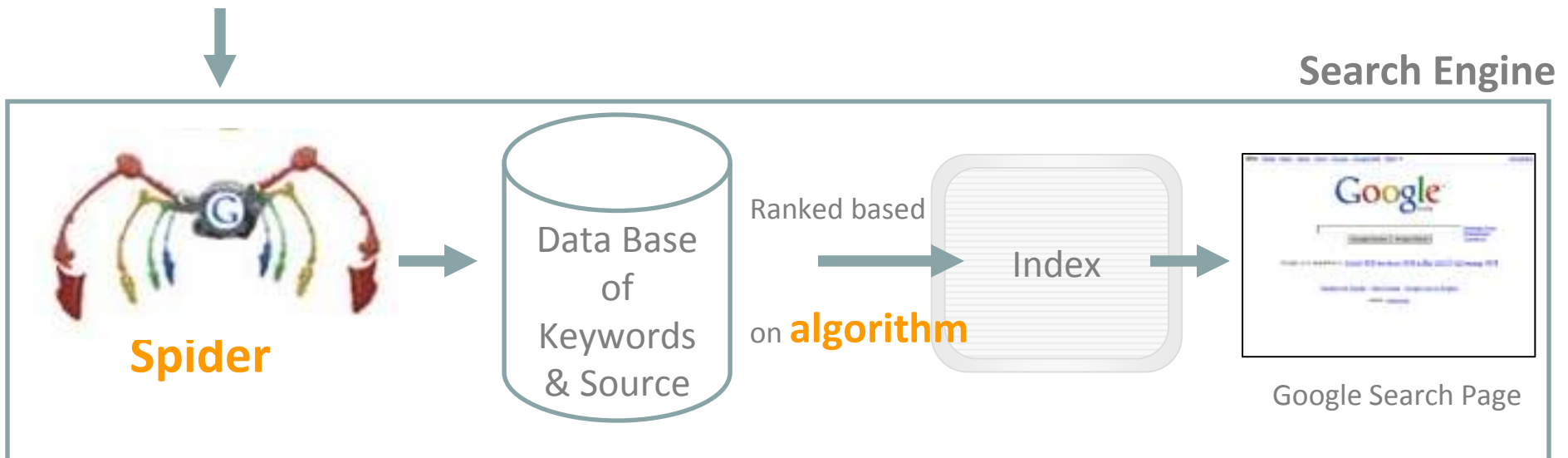
A web search engine is a tool designed to search for information on the World Wide Web.

The search results are usually presented in a list and are commonly called hits. The information may consist of web pages, images, information and other types of files.





- ✓ SEO is about:
 - ✓ Helping **Spider** to find pages and follow Hyperlinks
 - ✓ Optimize page to be listed best in Index, by understanding **algorithm**



Web [Images](#) [Maps](#) [News](#) [Dikut](#) [Groups](#) [@mail](#) [more](#) [Sign in](#)

Google [Advanced Search](#)
[Preferences](#)

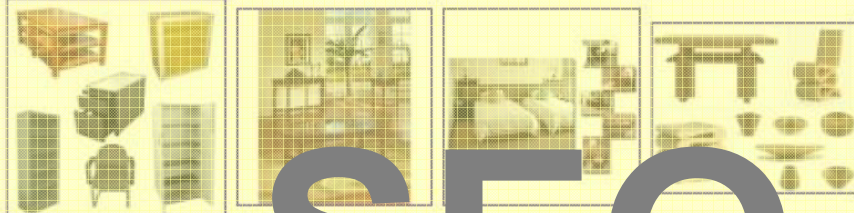
Search: the web pages from India

Web [Show options...](#) Results 1 - 10 of about 275,000,000 for furniture [definition]. (0.16 seconds)

[Made in Germany](#) Sponsored Link
www.Hansa-Holz-Kontor.com Hansa-Holz-Kontor: large global supplier of slatted frames

Related searches: [bedroom furniture](#) [home furniture](#) [house and home](#)

Image results for **furniture** - [Report images](#)



[Furniture.com](#)
Welcome to the Web's best furniture store where the convenience of online shopping is combined with the local service of a furniture store. Deliveries and installation services available in most areas.
www.furniture.com/ - 31k - [Cached](#) - [Similar pages](#)

[Welcome to IKEA.com](#)
Featuring Scandinavian modern style furniture and accessories. Include storage options, lighting, decor products, kitchen appliances and pet care.
www.ikea.com/ - 22k - [Cached](#) - [Similar pages](#)

[Living Room Furniture](#), [Modern Living Room Furniture](#), [Living Room ...](#)
B2b marketplace for various types of modern living room furniture such as chairs, tables, sofas, beds, couches, cabinets, entertainment center unit, ...
[Beds - Living Room Furniture by Style - Cabinets - Traditional](#)
www.furnitureforlivingroom.com/ - 39k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Dining Table Furniture](#)
Get quotes from Furniture works, specialize in Deco's Dining Table
YellowPages.Sulekha.com/Bangalore
Karnataka

[China Furniture](#)
An incredibly powerful B2B website
[Better Sourcing](#)
www.furnitureinchina.com

[Klimentare.com.cn](#)
Rich in new products, good quality, low price, visit our
enjoy our online

[Furniture](#)
China Furniture Supplier.
High Quality, Competitive Price.
Made-in-China.com

[Bangalore Sofa Treatment](#)
Stop wasting Money Buying
New Sofas again & again
www.furniturebangalore.com
Karnataka

[Photos of Furniture Ideas](#)
Browse thousands of pictures of

**Paid /
In-Organic**

**Free /
Organic**

SEO SEM



The heatmap shows the activity of 34 usability study participants **scanning** a typical Google results page. The darker the pattern, the more time they spent looking at that part of the page.

Source:

<http://googleblog.blogspot.com/2009/02/eye-tracking-studies-more-than-meets.html>

Place	Attention
1 – 3	100%
4	85%
5	60%
6-7	50%
8-9	30%
10	20%



- ✓ SEO is about optimizing your site and the surroundings for better ranking
- ✓ SEO is about giving what search engine needs and wants
- ✓ SEO is about the art & science of maximizing the traffic on your website
- ✓ SEO is about to get listed best on search engines without paying the search engine

Google page rank Meta Data & Keywords **Keyword**
Density On Site & Off Site Optimization Google Penalty Sandbox **SEO**
Friendly URL's Organic & In-Organic Domain Trust **SERPs**
Keyword Cannibalization Black hat & White hat



What is SEO?

- ✓ SEO = Search Engine Optimization
- ✓ SEO is about to help Spider and optimization for algorithm
- ✓ It is **not** about paid advertisement

- ✓ SEO needs specialization and if in the wrong hands can harm the online reputation

- ✓ **India has 81 million Internet users**
 - ✓ India is the fourth largest internet community worldwide
 - ✓ Internet advertising in India grew by 45% in 2008 to touch Rs 363 crores (1.7% of the advertising pie)
 - ✓ Internet advertising in India is projected to grow at 25% in 2009
 - ✓ Total Searches Increase 4.4 Percent Year-Over-Year in April 2009, According to Nielsen Online
 - ✓ **SEM industry** in India was \$112.5 million in 07-08 and expected to touch \$225 million by 2009
 - ✓ 87% of internet users **use search engines** as their primary means of finding sites
-
- ✓ **Akamai Internet quarterly report:**
 - 2nd quarter 2008.**
 - ✓ % of Attack Traffic originating from India: **1.02%**
 - ✓ Number of unique IP addresses: 2,108,790
 - ✓ Unique IP's per capita: 0.00
 - ✓ Average Internet speed: data not available
 - Last quarter 2008:**
 - ✓ % of Attack Traffic originating from India: **1.16%**
 - ✓ Number of unique IP addresses: **2,629,923**
 - ✓ Unique IP's per capita: **<0.01**
 - ✓ Average Internet speed: **772 KBps**

Provider	Searches(000)	YOY Growth	Share of Searches
All Search (World wide)	8,608,488	4.40%	100.00%
Google Search	5,510,366	7.80%	64.00%
Yahoo! Search	1,406,416	-2.80%	16.30%
MSN/Windows Live Search	852,998	7.20%	9.90%
AOL Search	321,205	-8.80%	3.70%
Ask.com Search	181,617	5.90%	2.10%
My Web Search	59,110	3.60%	0.70%
Comcast Search	45,338	-1.80%	0.50%
Yellow Pages Search	37,160	N/A*	0.40%
NexTag Search	22,845	3.90%	0.30%
Dogpile.com Search	17,010	3.10%	0.20%

Source: Nielsen MegaView Search

* A year-over-year comparison is not possible because of a definitional change to Yellow Pages Search

Web [Images](#) [Maps](#) [News](#) [Dikut](#) [Groups](#) [@mail](#) [more](#) [Sign in](#)

Google [Advanced Search](#)
[Preferences](#)

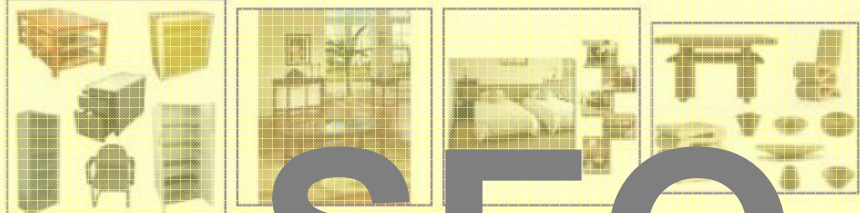
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[Made in Germany](#)
www.Hansa-Holz-Kontor.com Hansa-Holz-Kontor: large global supplier of slatted frames. **~5% - 15%**

Related searches: [bedroom furniture](#) [home furniture](#) [house and home](#) **~ 25% - 75%**

Image results for **furniture** - [Report images](#)



Furniture.com
Welcome to the Web's best furniture store. Where the convenience of online shopping is combined with the local service of a furniture store. [www.furniture.com/ - 31k - Cached - Similar pages](#)

Welcome to IKEA.com
Featuring Scandinavian modern style furniture and accessories. Include storage options, lighting, decor products, kitchen appliances and pet care. [www.ikea.com/ - 22k - Cached - Similar pages](#)

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[Beds - Living Room Furniture by Style - Cabinets - Traditional](#)
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Sponsored Links

Dining Table Furniture
Get quotes from Furniture works, specialize in Deco's Dining Table YellowPages.Sulekha.com/Bangalore Karnataka

China Furniture
An incredibly powerful B2B website Better Sourcing
[www.furnitureinchina.com](#)

Kitchenware
Rich in new goods, good quality, low price, visit our website.

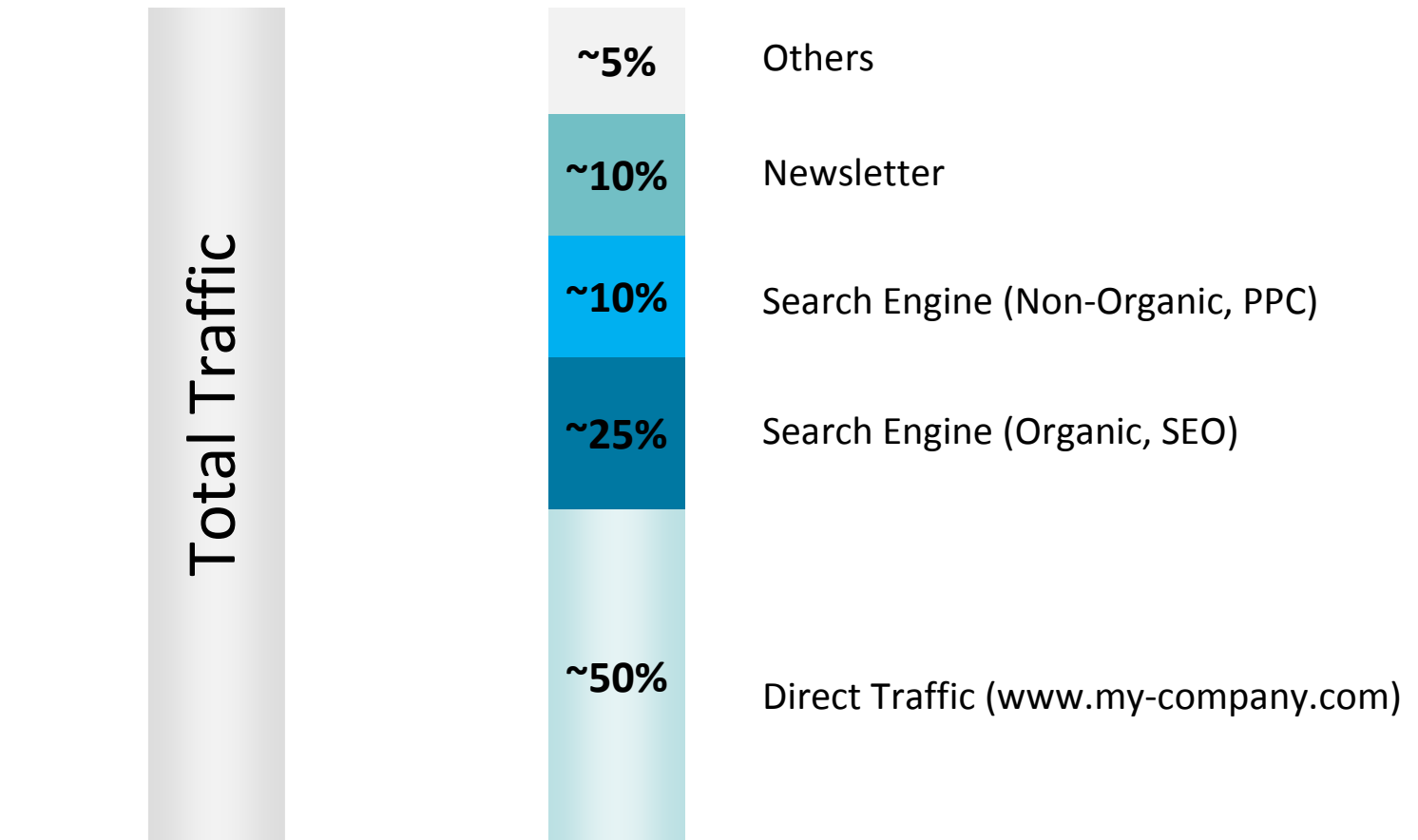
Furniture
China Furniture Supplier. High Quality, Competitive Price. [Made-in-China.com](#)

Bangalore Sofa Treatment
Stop wasting Money Buying New Sofas again & again
[www.furniturebangalore.com](#) Karnataka

Photos of Furniture Ideas
Browse thousands of pictures of

**Paid /
In-Organic**

**Free /
Organic**





Facts & Figures?

- ✓ Google share is 64% in search and stands no. 1
- ✓ 87% of internet users use search engines as their primary means of finding sites
- ✓ Internet advertising in India is projected to grow at 25% in 2009

- ✓ Is your site getting listed in the search engines?
 - ✓ Search for: “www.my-company.com”
- ✓ How many of my sites pages are in the index?
 - ✓ Search for: “site: www.my-company.com”
- ✓ Do you know your page rank?
- ✓ Do you know the top keywords for your site?
- ✓ If yes, does your site is shown on the first page?
- ✓ Are you getting at least 20% of the traffic from search engines?
- ✓ If you say **no** for any of the above questions then
 - ✓ **Yes! Your site needs optimization!**

**So, how do I get my site
listed their?**

So, how do I get my site listed their?

Help Spider +
Optimize for algorithm

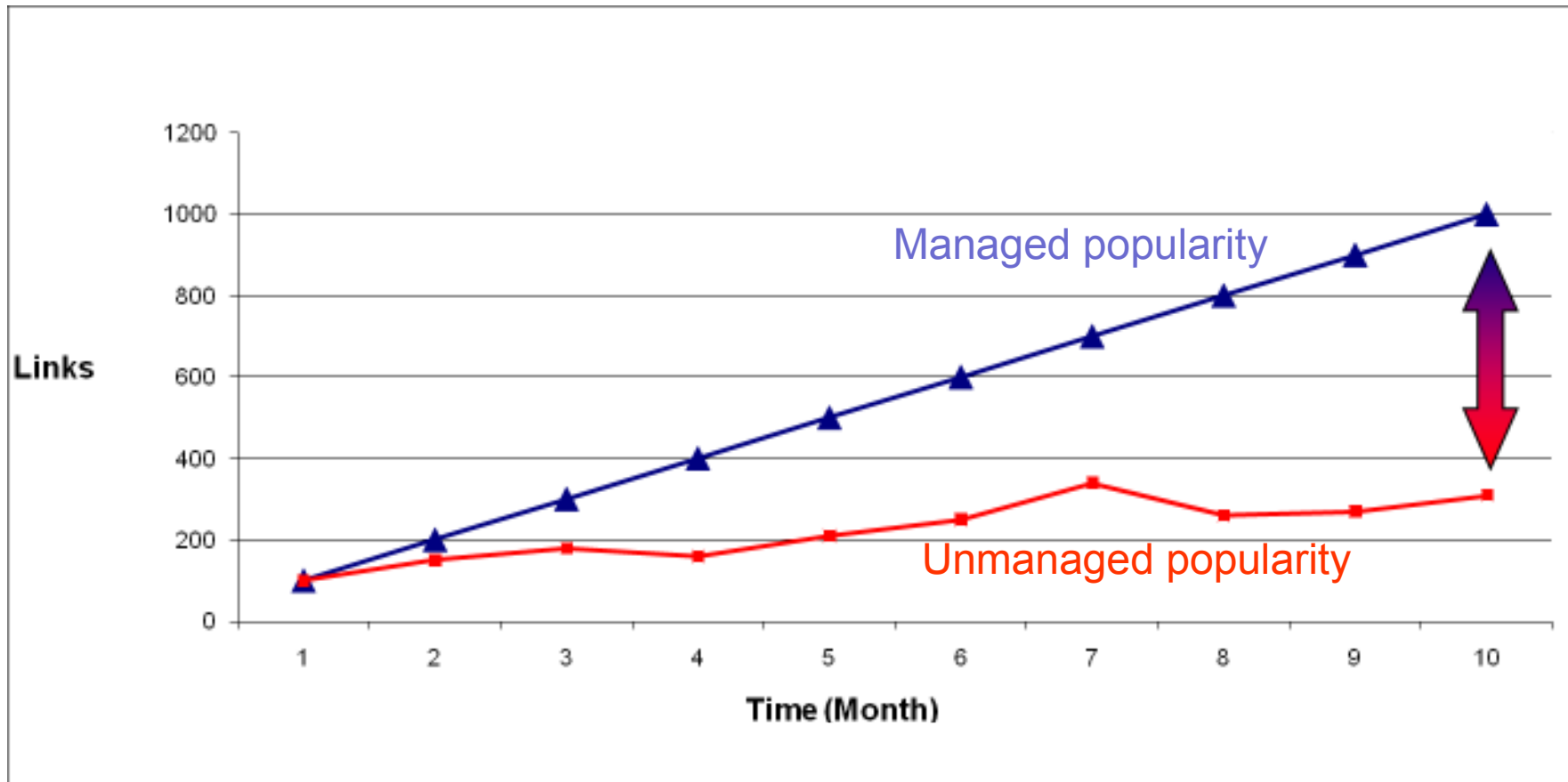
Off Site Optimization

- ✓ Link building
- ✓ Directory Submission
- ✓ Search Engines Submissions
- ✓ Press releases
- ✓ Article submissions
- ✓ Social Media Optimization
- ✓ Classified & Yellow Pages

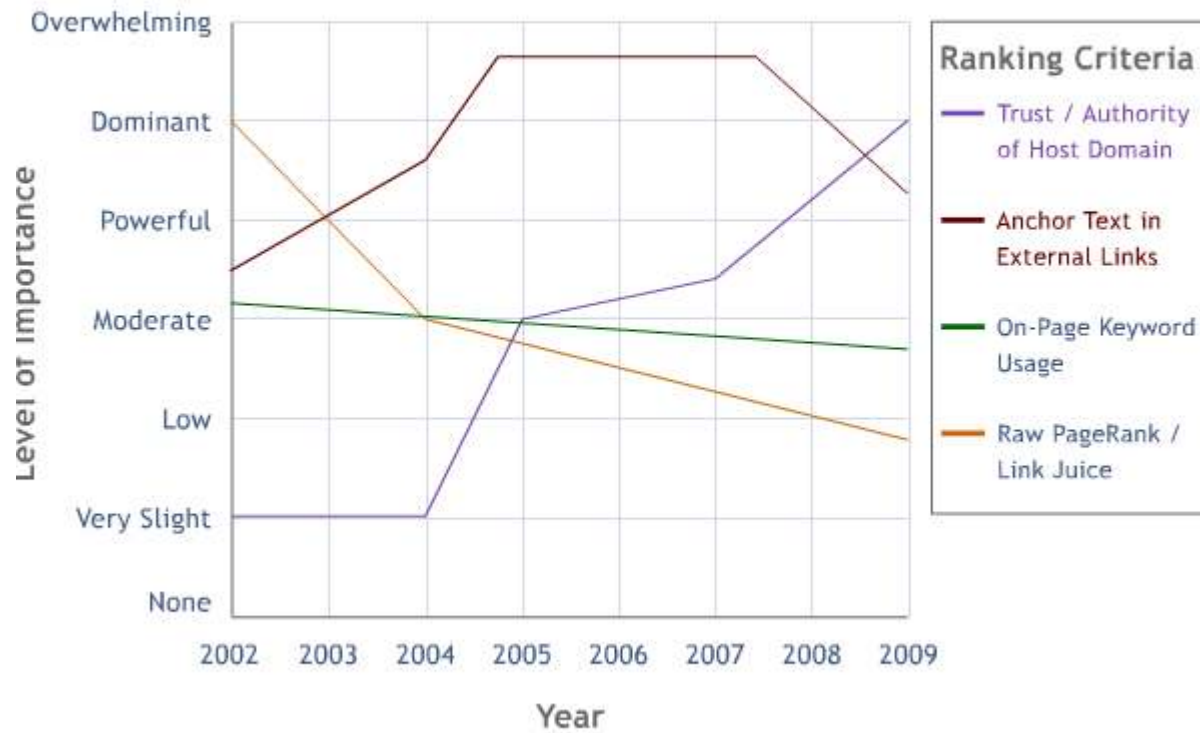
On Site Optimization

- ✓ The Page Title Element
- ✓ The Meta Description
- ✓ The Keyword Meta Tags
- ✓ The Robots
- ✓ Metatag
- ✓ H1-H6 Tags
- ✓ No. of Words On A Page
- ✓ Keyword Density
- ✓ Link Internal To Related Pages
- ✓ Link Out To Relevant Sites
- ✓ Redirect Non WWW To WWW
- ✓ Image ALT Tags
- ✓ Search Engine Friendly URIs
- ✓ Keywords In Bold Or Italic
- ✓ Relative or Absolute URLS
- ✓ Directory or File
- ✓ PHP, HTML or ASP For SEO?
- ✓ Valid HTML & CSS Help SEO?
- ✓ Permanent Redirect For Old Pages
- ✓ Check Duplicate Content
- ✓ Find & Fix Broken Links

- ✓ Offsite optimization is mainly related to improve link popularity.



Importance Levels of Various Ranking Factors in Google's Algorithm Over Time



(Note: This diagram is the personal opinion of Rand Fishkin from SEOmoz)

<http://www.seomoz.org/blog/how-googles-rankings-algorithm-has-changed-over-time->

To understand this, we need to know few important rules of search engine

Let's take example of Google

- ✓ Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
- ✓ Offer a site map to your users with links that point to the important parts of your site.

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Google is using 200+ parameters/factors to evaluate search result

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- ✓ Keep the links on a given page to a reasonable number (fewer than 100).

- ✓ Make use of the robots.txt file on your web server

- ✓ Allow search bots to crawl your sites without session IDs

- ✓ Make pages primarily for users, not for search engines. Don't deceive your users or present different content to search engines than you display to users, which is commonly referred to as "cloaking."

- ✓ Don't participate in link schemes designed to increase your site's ranking or PageRank

Tasks to be done

✓ Initial Tasks

- ✓ Analyze existing website
- ✓ Onsite Optimization, best done at time of development
- ✓ Basic offsite optimization

✓ Recurring Tasks

- ✓ Monitor web site listing in search engine
- ✓ Adjust onsite and offsite activities



Is my site well optimized for search engine?

- ✓ Monitor frequently for Page Rank, traffic source, etc.
- ✓ 200+ parameter are relevant for ranking
- ✓ On-time and ongoing effort needed for success

Not getting quality traffic?

- ✓ The Quality of the traffic depends on the nature of SEO activities
- ✓ The Quality traffic is what brings you More Leads -> More Sales



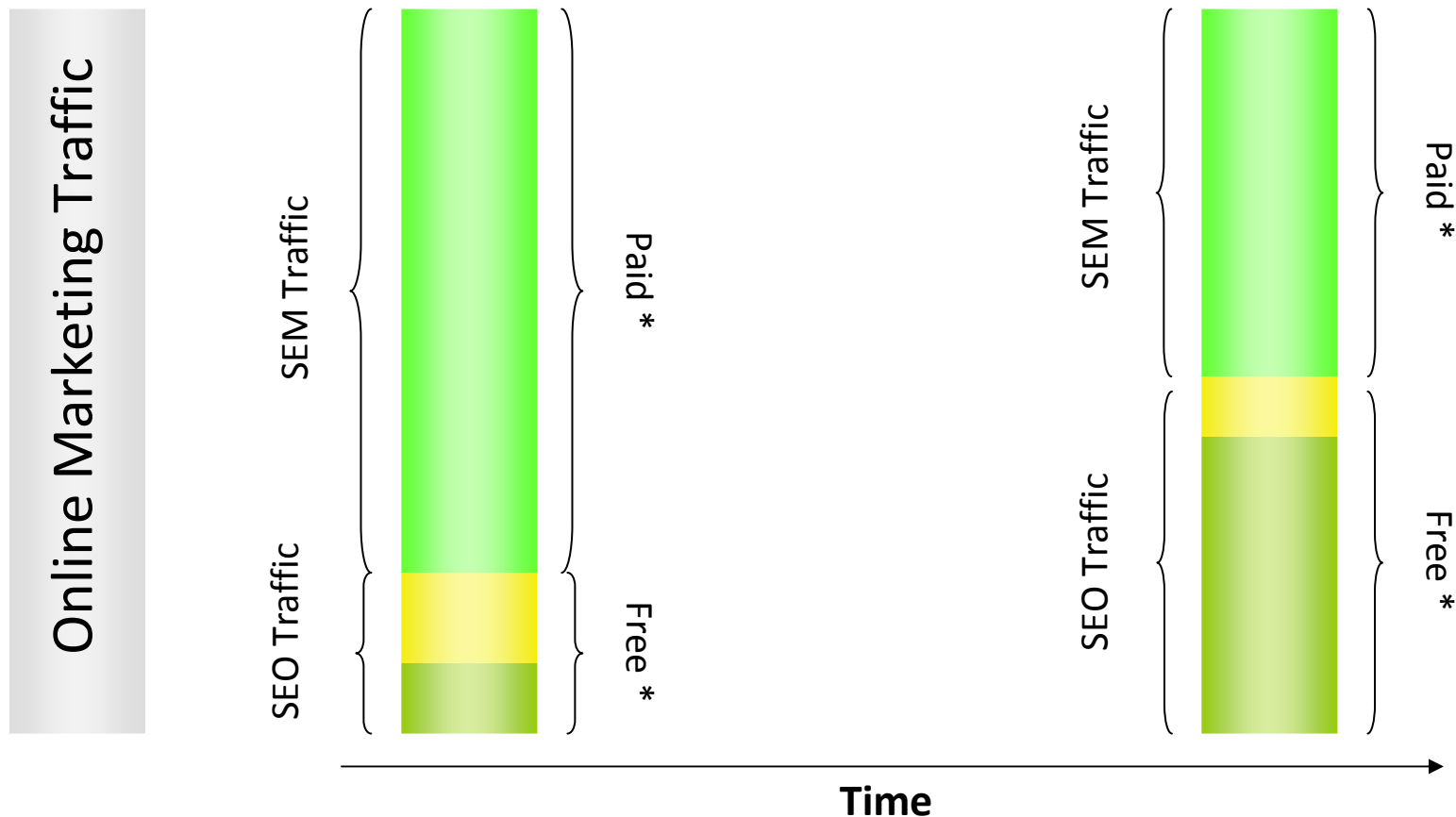


Not getting quality traffic?


- ✓ Make sure no black hat practices are followed
- ✓ Keep a close track of the sites performance
- ✓ Ensure SEO expert is doing the optimization

Cost per order is very high?

- ✓ Cost Per Order OR Cost Per Acquisition is the amount spent to get one sale.
- ✓ As SEO is a slow process and needs time to give you good results, many people tend to go for Search Engine Marketing (SEM) only



* Free / Paid Marketing, service provider cost is not considered in the above scenario

A large, orange, 3D-style stamp with the word 'ANSWERED' in bold, uppercase letters. The stamp is tilted and surrounded by a dashed white border, giving it the appearance of a physical stamp on a document.

ANSWERED

Cost per order is very high?

- ✓ Best success in combining SEO and SEM
- ✓ Adopt balanced strategy, by use SEO & SEM appropriately
- ✓ Doing great SEO also helps in getting **better SEM-Ranking**

- ✓ Image Optimization
- ✓ Content Optimization
- ✓ **Flash Optimization**
- ✓ CSS in SEO
- ✓ Geographical Optimization
- ✓ Blog Marketing
- ✓ **Social Media Optimization**
- ✓ Manual Article Marketing
- ✓ Video Sharing
- ✓ Local Business Listings



ANSWERED

Latest Trends in SEO?



- ✓ Now let's take a small **Real Time Case Study** to understand this
- ✓ This activity was initiated after our last webinar, Feb 09.
- ✓ Embitel started a blog on e-commerce
www.smarte-commerce.com 3 months back
- ✓ Complete plan was prepared for optimizing this blog
- ✓ Captured the status of every week

Activities for the last 3 months:

- ✓ 50 Search Engine Submissions
- ✓ 100 Directory Submissions
- ✓ Social Media Optimization in the leading websites like Delicious, Digg, Drupal, Furl, Humsurfer, Reddit and Stumbleupon etc
- ✓ Social Networking Creation like MySpace, Facebook and LinkedIn etc..
- ✓ Link Building Activities
- ✓ Article Submissions
- ✓ Blog Submissions in more than 40 Blog Directories
- ✓ Blog Addition in Technorati
- ✓ Blog Page Creation in Blogger.com

Smart E-Commerce: Information about E-Commerce Solutions

All about e-Commerce - an embitel initiative

Home e-Commerce Industry e-Commerce Marketing E-Marketing Strategies eCommerce In India Learn eCommerce

```

<head profile="http://gmpg.org/xfn/11">
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
  <title>Smart E-Commerce: Information about E-Commerce Solutions</title>
  <meta name="keywords" content="ecommerce solutions, ecommerce business, ecommerce marketing, ecommerce companies, ecommerce provider, ebusiness solutions, ecommerce success" />
  <meta name="description" content="Smart E-Commerce Blog will give all about retail ecommerce or e-retailing business, e-commerce marketing do's & dont's, tips & tricks, security, usability, industry updates etc." />
  <link rel="alternate" type="application/rss+xml" title="RSS 2.0 - all posts" />
  
```

Meta Tags were Updated in February 3rd Week

Feb 3rd Week

```

www.smart-e-commerce[1] - Notepad
File Edit Format View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head profile="http://gmpg.org/xfn/11">
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  <title>Smart E-Commerce: Retail E-Commerce solutions | E-Marketing Services by Embitel</title>
  <meta name="keywords" content="ecommerce, e-commerce service, ecommerce solutions, ecommerce marketing, ecommerce ebusiness, ecommerce companies, ecommerce provider, ebusiness solutions, ecommerce success" />
  <meta name="description" content="Smart E-Commerce Blog will give all about retail ecommerce or e-retailing business, e-commerce marketing do's & dont's, tips & tricks, security, usability, industry updates etc." />
  <meta name="verify-v1" content="Pxbb/zZkyoagU4ypohBQ" />
  <META name="y_key" content="4cB63718941a0bed" />
  <meta name="msvalidate.01" content="c5b0c9c108ba0ccf27b2f53A6246811" />
  
```

Meta Tags Updated in Mar 3rd Week

Mar 3rd Week

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<html xmlns="http://www.w3.org/1999/xhtml">
<head profile="http://gmpg.org/xfn/11">
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
  <title>Smart E-commerce: Retail e-commerce solutions | e-Marketing April 3rd Week</title>
  <meta name="keywords" content="ecommerce, e-commerce service, ecommerce marketing, ecommerce ebusiness, ecommerce companies, ecommerce provider, ebusiness solutions, ecommerce success" />
  <meta name="description" content="Smart E-Commerce Blog will give all about retail ecommerce or e-retailing business, e-commerce marketing do's & dont's, tips & tricks, security, usability, industry updates etc." />
  
```

Meta Tag Information updated

Apr 3rd Week

```

www.smart-e-commerce[1] - Notepad
File Edit Format View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head profile="http://gmpg.org/xfn/11">
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
  <title>Smart E-Commerce: Retail e-Commerce, e-Marketing Strategies</title>
  <meta name="keywords" content="ecommerce, e-commerce service, ecommerce marketing, ecommerce ebusiness, ecommerce companies, ecommerce provider, ebusiness solutions, ecommerce success" />
  <meta name="description" content="Smart E-Commerce Blog will give all about retail ecommerce or e-retailing business, e-commerce marketing do's & dont's, tips & tricks, security, usability, industry updates etc." />
  <meta name="verify-v1" content="Pxbb/zZkyoagU4ypohBQ" />
  <META name="y_key" content="4cB63718941a0bed" />
  <meta name="msvalidate.01" content="c5b0c9c108ba0ccf27b2f53A6246811" />
  
```

Meta Tag Information updated in May 3rd Week

May 3rd Week

Smart E-Commerce: Information about E-Commerce Solutions

All about e-Commerce - an embitel initiative

Home e-Commerce Industry e-Commerce Marketing E-Marketing Strategies eCommerce In India Learn eCommerce



site:www.smart-e-commerce.com

Search

Advanced Search
Preferences

Web

Results 1 - 12 of 12 from www.smart-e-commerce.com

Feb 3rd Week: 12

Smart E-Commerce: Information about E-Commerce Solutions

Smart E-Commerce
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www.smart-e-comm



site:http://www.smart-e-commerce.com

Search

Advanced Search
Preferences

Growth of Intern

18 Feb 2009 ... The
However, e-comm
www.smart-e-comm

Web

Results 1 - 10 of about 212 from www.smart-e-commerce.com

Mar 3rd Week: 212

Smart E-Commerce: Retail E-Commerce Solutions | E-Marketing ...

Smart E-Commerce Blog will give all about retail e-commerce or e-retailing business, e-commerce marketing do's & don'ts, tips & tricks, security, usability, ...

Online Marketin

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site:www.smart-e-commerce.com

Search

Advanced Search
Preferences

Useful Seo Strat

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www.smart-e-comm

Latest trend

The key differ



site:www.smart-e-commerce.com

Search

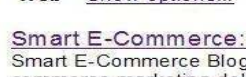
Advanced Search
Preferences

Non-content SE

One of the ways se
rank the site base
www.smart-e-comm

Indian Intern

Indian Intern



site:www.smart-e-commerce.com

Apr 3rd Week: 323

Web Show options...

Results 1 - 10 of about 459 from www.smart-e-commerce.com

May 3rd Week: 459

Online Marketin

All about e-Comm
Marketing - E-Mark

Blog Marke

24 Feb 2009 ...
individual with
www.smart-e-c

Benefits of

Press release
People are no

Webinar on Essence of Retail e-Commerce and its Optimization | e ...

Webinar on Essence of Retail e-Commerce and its Optimization.

www.smart-e-commerce.com/?p=414 - 34k - Cached - Similar pages

Secure ON

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Commerce Inf have awaren
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Secure ON

The huge pro
have awaren
www.smart-e-

Meaning & Process of Pay Per Click Management, Bidding Tips | e ...

Do You Know the Process of Search Engine PPC Campaigns & Bidding?

www.smart-e-commerce.com/?p=472 - 38k - Cached - Similar pages

Blog Marke

24 Feb 2009 ...
individual with
www.smart-e-

Blog Marke

26 Mar 2009 ... Email Marketing is the advertisement of a product, service or any brand
through electronic mail to potential customers. ...

Email Marketing Advantages, Strategies, Tips, Steps & Process | e ...

26 Mar 2009 ... Email Marketing is the advertisement of a product, service or any brand
through electronic mail to potential customers. ...

www.smart-e-commerce.com/?p=340 - 38k - Cached - Similar pages

SEO Appr

17 Feb 2009
online conten
www.smart-e-

SEO Appr

17 Feb 2009
online conten
www.smart-e-

Indian Internet Business Growth, Internet Business Development in ...

18 Feb 2009 ... Internet marketing has been increasing around in India since last 5 years.
However, e-commerce has picked up only recently and Online

Keyword: "Smart e-Commerce"

[Cached - Similar pages](#)
E-Commerce, Smart 3D Solutions From Anything 3D Corporation ...
18 Nov 2005 ... E-Commerce, Internet Marketing, Website Design, Articles from SEVILIA AMIR -
There is no doubts that a picture is worth a 1000 words, ...
https://www.amazines.com/Website_Design/article_detail.ofm/68561?articleid=68561-67k-
[Cached - Similar pages](#)
Smart E-Commerce Keyword is on 39th
Google
8 Jan 2009 ... All about retail e-commerce
usability, industry updates etc.
[Smart e-commerce.com/ - 28k - Cached - Similar pages](#)

Feb 3rd Week: 39th Page

[Work information smart electronic marketing. SMART e-commerce](#)
World [www.smart-e-commerce.nl/home.html - 3k - Cached - Similar pages](#)
Solutix
[www.kc](#)
Smart E-Commerce, Retail E Commerce Sol "smart e-commerce" keyword placed in
Smart E-Commerce Blog will give all about retail e-commerce or e-retailing business,
commerce marketing do's & don'ts, tips & tricks, security, usability, ...
[www.smart-e-commerce.com/ - 89k - Cached - Similar pages](#)

Mar 3rd Week: 1st Pg, 3rd Pos

[Safety Smart E-Commerce Home Page](#)
Getting traffic to your e-commerce Shopping Cart is the biggest challenge most ... eCartStore
was built by e-commerce merchants for e-commerce merchants ...
[www.ecartstore.com/ - 11k - Cached - Similar pages](#)
Smart E-Commerce, Retail E Commerce Solutions | E Marketing ...
Smart E-Commerce Blog will give all about retail e-commerce or e-retailing business,
commerce marketing do's & don'ts, tips & tricks, security, usability, ...
[www.smart-e-commerce.com/ - 91k - Cached - Similar pages](#)

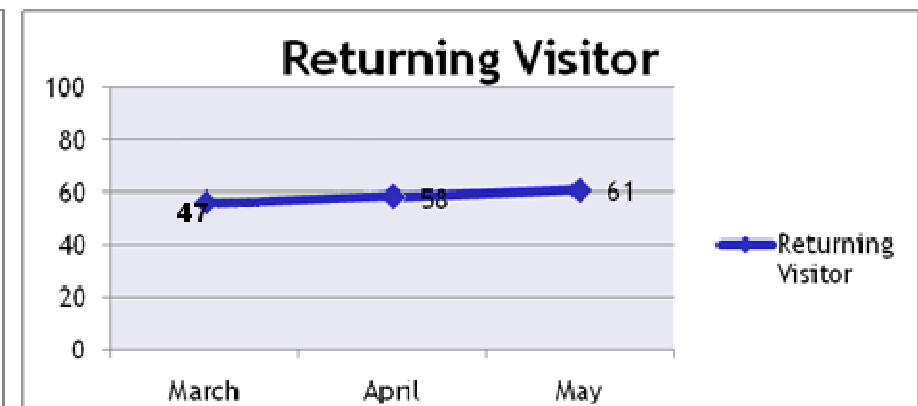
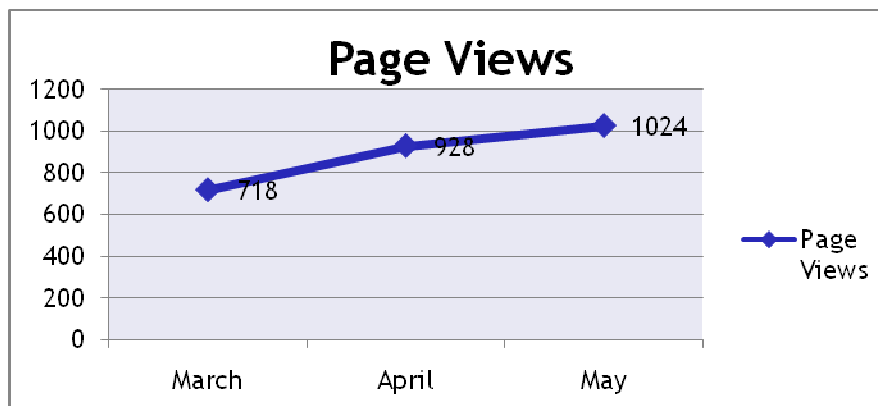
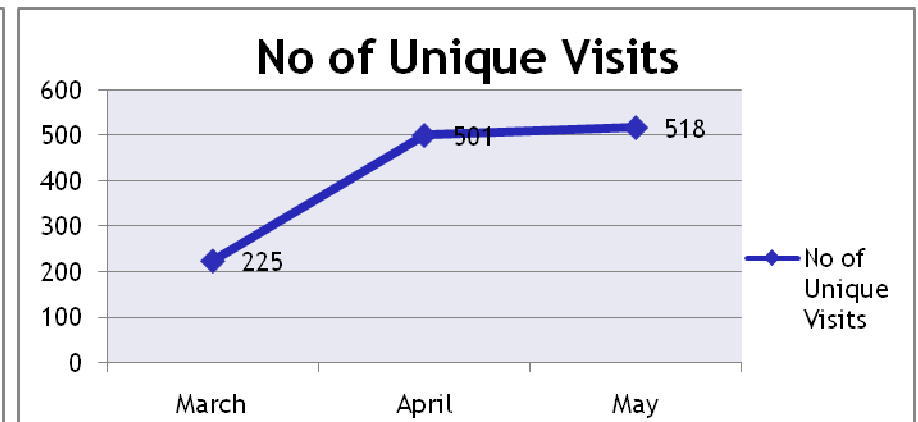
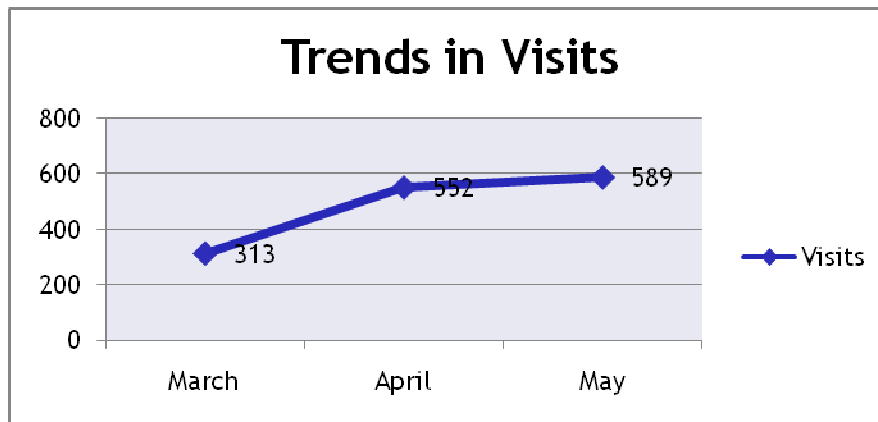
Apr 3rd Week: 1st Pg, 2nd Pos

[smart E-commerce](#)
Design | informat [www.aplus.net](#) Hosted Website w/Shopping Carts Get Competitive. Get Online Now!
Smart E-Commerce, Retail e-Commerce, e-Marketing Strategies by Embitel
Smart E-Commerce Blog will give all about retail e-commerce or e-retailing business, e-commerce marketing do's & don'ts, tips & tricks, security, usability, ...
[www.smart-e-commerce.com/ - 111k - Cached - Similar pages](#)
smart e-commerce keyword placed in the 1st position of Google
Design by Frederique Hermans @ ANN. Flash / XML. Welkom! Wat doen wij? please select.
information smart electronic marketing. SMART e-commerce
[www.smart-e-commerce.nl/home.html - 3k - Cached - Similar pages](#)

May 3rd Week: 1st Pg, 1st Pos

Keyword	Google Rankings	Google Rankings	Google Rankings	Google Rankings
	June 1st Week	May 4th Week	April 4th Week	March 4th Week
Blog Marketing Advantages	1st Page	1st Page	1st Page	1st page
Retail E-Commerce Webinar	1st Page	1st Page	1st Page	3rd page
Webinar on Retail E-Commerce	1st Page	1st Page	1st Page	3rd page
Web Conferencing Based Seminars	1st Page	1st Page	2nd page	N/A
e-Commerce Webinars	1st Page	2nd Page	1st Page	3rd Page
Steps Involved in Email Marketing	1st Page	2nd Page	1st Page	N/A
Sharpness of Blog	1st Page	2nd Page	1st Page	2nd page
webinar process	1st Page	2nd Page	1st Page	N/A

- ✓ Traffic Analysis: We can analyze the website traffic, visits, page views, unique visitors, referral websites, searched keywords used in various search engines, viewed pages from website etc.. By using different website analytics tools like google analytics, Omniture, web trends and click tracks etc. Following stats is from Google analytics:



- ✓ **E-Commerce service company since 1995**
- ✓ **e-commerce and e-business projects in 30+ countries (incl. Europe, US, Australia, Japan)**
- ✓ **Responsible for ...**
 - ✓ 85+ Webshops
 - ✓ 1+ Bil. \$ E-Commerce Order Volume/year
 - ✓ 5.000.000+ E-Commerce Transactions/year
- ✓ **250+ employees at Stuttgart HQ, Germany**
- ✓ **85+ employees in Bangalore**
- ✓ **Offering E-Commerce services in India**
 - ✓ Consulting
 - ✓ Technology
 - ✓ Web marketing
 - ✓ We-shop management
 - ✓ Hosting
 - ✓ Customer support



ANSWERED ?

More Visibility, More Traffic & More Sales for free?

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For More details please contact us:

e.seminar@embitel.com

Ph: +91 80 41694210 or 41694200

Mb: +91 9008788500