

New SEO Client

www.papersalesdirect.co.uk joined e-telegence.com's search engine marketing programme.

This is the first of a monthly series of blogs charting the site progress up the search engines.

Background

www.papersalesdirect.co.uk is a five based paper supplier, who retail, photo paper, t-shirt transfer paper and glossy photo paper.

The site was developed not by e-telegence.com

Month 1

Site not indexed in any search engines

No links to the site

No keywords ranking at all

Tasks

Creation of sitemaps

Linking development started

Search engine freindly url's

Single page checkout

E-telegence.com reviewed the site and found that there was some problems in enabling search engine friendly url's with the site. This required about a week to fix, mainly caused by the fact the site was written in oscommerce and the version had a few errors and was out of date.

Secondly we suggested to the client that they put a single page check out on the site as many customers don't want to create an account on the site. From experience we know that this can increase checkout conversion by around 18 - 20 %.