E-commerce site stagnating? You might be making these common mistakes

By Lalit Sharma
29 Apr 2016

Most online merchants focus on listing as many products on their website rather than focusing on their website's ranking on search engines...

This is the prime mistake merchants make and it ends up costing more than using traditional methods. If you are contemplating on using an e-commerce website to market your products and services, there are a few SEO mistakes you should avoid.

Most online merchants focus on listing as many products on their website rather than focusing on their website's ranking on search engines. This is the prime mistake merchants make and it ends up costing more than using traditional methods. If you are contemplating on using an e-commerce website to market your products and services, there are a few SEO mistakes you should avoid.

Lack of product descriptions

No matter what you wish to offer on your website, content is always king. It is what contains the relevant keywords that search engine crawlers look for when ranking a website. The complete lack of a description virtually keeps your web page from getting in the top queries of search engines. In addition to that, the graphical representation of your products can only do so much in winning the hearts of prospective clients.

Read more on Ventureburn.com.