

|  |
| --- |
| Lesson 8: SEO Audit of an E-commerce Website  2021 |
|  |
| March 14  Authored by: Kubilay Cagatay  KC Consulting  1234 Main St., San Diego, CA 92111  (619)555-5555 |

|  |
| --- |
| Technical On-Page/On-Site IssuesFactors that are Negatively Affecting the Site   The problem: Link Issues    The solution: Ensure the links are visible to the visitors of the site. Information Architecture & Internal Link StructureImportance of Information Hierarchy eBay’s sitemap can be seen here: <https://pages.ebay.com/sitemap.html> User ExperienceImportance of Usability First impressions: The search bar is the most important part of an e-commerce site. In eBay’s case, it is very visible and easy to navigate. Some websites you have click “Search” for the search bar to appear. eBay’s opening page makes it easy for the customer to start their search and get to the product they are looking for.  After searching: Search results need to be easy and not complicated. The basic details should be shown, for example: title, picture, price and shipping/arrival date. eBay is a good platform in this sense because the customer is able to contact the seller and get questions asked. The search results are organized based on seller rating and how many times a product has been sold, most likely, and may not fit the customers wishes exactly. Filters also need to be present for the customer to be able to narrow down the search before starting to scroll through the products.  Category Pages: These pages are useful for a customer who is looking for a type of product but may not know which brand they are looking for or not looking for a specific type of product. These customers who just browse would also find a good site. eBay give categories like Toys, Electronics and Fashion. If a customer goes to the site to browse, they may not have a product in mind but since it is such an easily-navigable site, they may end up buying a product. |