Digital marketing is all about strategy, strategy, strategy! One of these strategies includes search engine optimization. With e-shops, you can create a plan based on your audience needs, and make sure that the approach fits your product. Your digital marketing strategy will also have to take into consideration different needs and demographics of your customers, and how these might relate to what you already know about your market.

In this post, we will talk about how to create a digital marketing strategy based on SEO and customer profiling for e-shops CY.

**First things first. What is SEO?**

Search engine optimization is the process of making a website more relevant and useful for search queries. SEO is also known as organic search, and it means that your website’s content gets designed to rank higher in search engines because your site has an excellent reputation for relevant and helpful information.

Search engine optimization makes your website more search-friendly for users and visitors, which translates to better performance and conversions.

**What kind of keyword and audience profiling can you use in your digital marketing strategy?**

While SEO is about making your website more relevant and useful to search queries, audience profiling is about targeting different demographics of customers. The goal here is to understand how your customers will act and interact with your products and services so that you can tailor your content and marketing campaigns accordingly.

For your search engine optimization digital marketing campaign to work correctly for your [eshop Cyprus](https://forex-giants.com/seo-service-in-cyprus-effective-digital-marketing), you need to understand which are the essential ranking factors your website needs to cover and, of course, how you can address them.

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| --- | --- | --- |
| Instructions | Content Preparation | Whitepapers |
| E-Books | Templates | Book Summaries |
| Resources | Frequently Asked Questions (FAQs) | Polls/Surveys |
| Guidelines | Photo Collages | Infographics |
| Pictures | Mindmaps | Company News |
| Videos | Comments | Graphics/Diagrams |
| Gifts | Cartoons/Illustrations | Slideshows |
| Pinboards | Quizzes | Webinars |
| Lists | “Behind the Scenes” Contributions | Press Releases |
| Case Studies | User-Generated Content (UGC) | Online Games |
| Surveys | Vlogs | Email Newsletters |
| Q&A-Sessions | Tool Reviews | Quotes |
| Primary Research | Podcasts | Dictionaries |
| Memes | Interviews | Predictions |

Here are all types of content formats

**7 SEO Strategies to Boost Your E-shop in 2020**

**1. Fix website technical errors:**

We found a lot of issues with a lot of websites. It would be better to check the errors for the website before uploading it to the hosting server. The reason behind this suggestion is that errors can affect the search engine ranking and can also impact the business revenue, which can be the most important reason for the business to make a website error-free.

Your developers not necessarily will spot these errors. However, you can use third-party tools that can audit your site and reveal these errors before launching. This is the reason why we suggest using tools such as SemRush, Ahrefs, Screaming Frog and SEO Suit Power Tools (Version Free).

Check out our Free Audit, we will make your life easier!

There are some technical metrics you should care about.

* Code validation
* CSS, HTML, and JS minification
* CSS and JS Combining
* Preconnet to third party resources
* Avoid render-blocking
* Cache policy
* Avoid browser scaling images
* Use the hreflang setting
* Only one H1 per page/post
* Use Schema markup
* Implement Open Graph and Twitter tags

By having the above configuration properly configured, your website will have great technical SEO potential. and will improve the site loading speed, which is our next strategy for you.

**2. Increase the loading speed of your e-shop**

By implementing the above-mentioned techniques in this digital marketing optimization process, you can save your customers a lot of time and effort by speeding up the loading time of your e-shop and increase the amount of traffic that your shop receives by a significant margin. From 2010 Google announced that loading time for websites is a signal in the [search ranking algorithms](https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html).

Meaning that if your website loads fast enough, the search engines will prefer that site over other similar sites and will give you higher rankings. However, it is essential to mention that your high-quality content and relevancy can impact the performance of your e-shop in Google search results and will affect the ranking of your shop accordingly. For it is never enough to have a fast loading website, but you should have quality content and make sure that your customers and visitors get engaged with it.

Our recommended tools to increase the loading speed of any online business are simple and effective:

* [Google Page Insights](https://developers.google.com/speed/pagespeed/insights/)
* [GT Metrix](https://gtmetrix.com/blog/the-difference-between-gtmetrix-pagespeed-insights-pingdom-tools-and-webpagetest/)
* [Pingdom Website Speed Test](https://www.pingdom.com/product/page-speed/?_ga=2.162548668.1089461445.1597260115-2049948958.1597260115)

These three tools are free to use, and you can download the reports, give them to your developers to work on the improvement of your website loading speed and increase traffic to your shop.

The importance of images for e-shops regarding loading speed:

Images are one of the most significant elements that affect the loading time of your online store and can give you a considerable boost to the performance of your e-shop. Make sure they are all optimised and well configured for the search engine result pages.

**Things your images must have:**

* The keyword as the Alt text
* Exif data
* Using Webp for Chrome and Jpeg for the browsers not supporting that format via srcset.
* Descriptive image name
* Transmit and emotion
* And do not distract the user from the important stuff.

The performance of your website affects your business revenue more than most people realise. Digital marketing is often overlooked in comparison to traditional SEO campaigns but is a genuine possibility for any e-shop. Read this PDF from the people of [WPEngine for last year](https://wpengine.com/wp-content/uploads/2016/05/WP-EBK-PageSpeed-v03-PUB.pdf" \t "_blank).

Important takeaways from that reading are:

*Page speed affects the user experience, which affects your business.*

Page speed can either make or break the user experience with your  
site. Back in 1999, during the dial-up days, users were willing to wait  
up to a peak of eight seconds for a page to load before losing tolerance.

**3. Provide the best user experience possible**

The performance of your website affects your business revenue more than most people realize. Digital marketing is often overlooked in comparison to traditional SEO campaigns but is a very real possibility for any e-shop. Read this PDF from the people of WPEngine for last year.

Provide the best user experience possible:

This is probably the most important tip for an e-shop’s website, and if done correctly it will increase their conversion rate. The first step for any successful e-shop is to identify and implement a user experience strategy that works, which includes:

**Top 10 strategies to increase user experience**

* A strong product description.
* A good and high-quality product image.
* allow Intuitive navigation.
* The products got to be searched for easily.
* High engaging content.
* Save purchases features.
* Fast payment processes.
* Answer all visitors’ questions about the product.
* Follow up After conversion.
* Remarketing

**Overview**:

Your business will lose money per second that your site takes to get interactive for your visitors. You lose money when your e-shop is not loading as fast as possible. If you need to change your hosting service, do it. Because in the long run, you might be making more revenue than you can imagine.

**4. Always Use a Content Strategy**

Most e-shops pay little to no attention to the content strategy. They focus on the sales funnel as it is, so instead of using an effective content strategy for their site. These shops will only have one approach to go, push them to relay on pay traffic and customer loyalty! Ignoring the opportunity that SEO might bring them and focus on their core marketing.

The use of a Content Strategy is the road to help to boost your site’s traffic, retention, sales, and revenue. The problem with these sites is that they have a lack of understanding on how to properly use a Content Strategy to drive traffic to their sites.

But you are here, meaning that you will learn how to effectively implement a Content Strategy.

Building a content strategy in tune with your business’s needs and goals.

Creating content that is relevant, helpful, engaging, and informative is one thing. The other thing is that your content influences your target audience into making a purchase decision. Then you don’t want to create content without doing it with that goal in mind.

The first thing you need to understand about a good Content Strategy is that it will work if you work it! Then you need to align the content creation strategy with a purchase goal. External content writers will not understand that if you don’t align their writing with your brand goals.

The second thing that you need to understand is that all content types on your website should be SEO Optimized. From an image to a text, and from a link to a page. All of that needs to be optimised.

Let’s take a look at the anatomy of a good content strategy:

Sources:  
[Webmasters Google](https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html)  
[WPengine](https://wpengine.com/wp-content/uploads/2016/05/WP-EBK-PageSpeed-v03-PUB.pdf)  
[Moz External Linking](https://moz.com/learn/seo/external-link)

It is an excellent article, as all articles from Neil Patel. Check the Following video about internal linking.

https://youtu.be/B\_P2cxJdnik

SEO Hack: Internal Linking

**What are External Links?**

External links are links that other websites use to point to your site. In Simpler words, when another website places a hyperlink with one URL of your website, this is considered an external link to your site. This has a lot to do with the online presence of your business. Not only add link equity to your pages, especially to your homepage but also provide better search engine visibility of your webpage. You need these links to stay relevant on the web.

Now, you need to pay close attention here; external Linking is more influential than your internal linking. With internal linking, you decide where the link will get placed. With external links, you don’t have control, but the users linking to your site. And if you dare to manipulate your backlinks or external links, then you are at risk of getting penalized by Google Panda Bot. And Truth be told, you don’t need that, you just need to motivate your visitors to share your content without telling them or paying them.

**SEO Best Practices for External Linking**

The practices for external linking are easy to understand, as difficult to implement when not understanding the real purpose behind. Which is not trying to fake Google into ranking your site. trying to work under these metrics:

* The trustworthiness of the linking domain.
* The popularity of the linking page.
* Relevancy of the content between the source page and the target page.
* Anchor text used in the link.
* The number of links to the same page from the pointing domain.
* The number of root domains linking to your page.
* Variations used as anchor text to backlink to your site.
* Relationship between the pointing domain and your domain.

The metrics above are monitored by search engines to value your external linking profile. After that two indicators will results:

1. Your **site popularity**
2. Your **site relevancy**

The stronger those two indicators are the higher your site will rank on Google and other search engines.

**7. E-shop On-page Structure**

SEO On-page optimisation is one of the essential parts of online marketing. A lot of e-shops do not have a proper SEO on-page plan. Sometimes they ignore critical ranking factors that could lead your site to rank better.

We also need to focus on the main objectives, which is to stimulate more conversions or sales. Because of this, your on-page optimization must get done considering the navigational path visitors on your site will follow. There are some tips to optimize the pages on your website, that will help your visitors to navigate through your website more efficiently and increase their conversion rates.

**10. Tips to Optimize Your Pages For More Conversions:**

1. Your Content Must Answer the Search Intent of The Main Keyword on That Page
2. The Title and Sub-Headings Must Be Compelling.
3. All Images Must be Optimized and Have the Keyword and LSIs in the Alt Text
4. Page Speed Should Be Monitored on A Per Page Basis as Mentioned Above
5. Internal Linking with Main Keyword of Your Other Page as the Anchor Text
6. User Experience Should Be Pleasant to the Visitors
7. Your Main Keyword Always in the Page URL
8. Use Table of Content When the Article Has More Than 4 Sub-Heading
9. Prefer Long-Form Content Than Short Content
10. Meta Tags Like the Meta Title and Meta Descriptions Must Be Compelling and Reflecting the Wording General Overview of the Page.

**Final Thoughts on SEO Best Practices**

Search engine optimization for e-shops Digital Marketing channels is tied to these best practices outlined above. they are a great starting point to improve the chances of higher search rankings. That said, your competition for ranking on the first page on Google for best money-making keywords is intense. Regardless of your niche. Having all these best practices in place, make sure you don’t neglect other digital channels for marketing like traditional marketing. Traditional marketing is mostly offline marketing. Also, your social media channels demand different strategies and efforts. You can hire a dedicated person for that, or you can contact us for a quote.

Email marketing is unavoidable too. use it as an important tool and another marketing channel.

I hope this article helped you with your digital marketing plans, and if it helped you or you think there is something else I should be mentioned, please let me know in the comment section below.  
Cheers!

Sources:  
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[WPengine](https://wpengine.com/wp-content/uploads/2016/05/WP-EBK-PageSpeed-v03-PUB.pdf)  
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