



Ecommerce SEO: An advanced guide to on-page search engine optimization for ecommerce

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Organic traffic from search engines through search engine optimization (SEO) is of paramount importance for ecommerce websites to be successful. Unfortunately, SEO advice targeted specifically towards ecommerce websites is scarce, not detailed and scattered in multiple places. As a result, people involved with ecommerce are likely to struggle to find relevant advice from SEO experts. The purpose of this book is to advise ecommerce business owners, executives, marketers and IT professionals on the ecommerce-specific tactics needed to increase organic search traffic.



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