

Most e-Commerce sites waste over 40% of their potential traffic!

Last week I wrote about how redesigning your Website is not always the best way to go. It is just sometimes not worth the trouble to complete reinvent the wheel if you already have a running website business. Sometimes it is better to get an overview from an Internet Marketer to know where you are and what to do next. SEO Site reviews are always a good starting to get an idea what to do next.

Some of my friends ask me what I would say are the most common mistakes e-Commerce site do to limiting their ability of more search engine visibility. This are the 5 most common mistakes that I see visiting e-Commerce sites on a daily bases. I will make the examples on [www.frontierpc.com](http://www.frontierpc.com) since they are a typical e-Commerce who try to archive more without fixing the basis first.

### Page Titles

#### [Cisco Linksys SPA-2102 VoIP Gateway - PriceBat.ca - Search ...](#)

Cisco Linksys SPA-2102 VoIP Gateway. Linksys SPA2102 VoIP Router 2 Fxs RJ-11 Phone Ports 2 RJ45 10/100. LINKSYS VPN: SPA2102-NA Vendor: LINKSYS ...  
[www.pricebat.ca/Cisco-Linksys-SPA-2102-VoIP-Gateway.u\\_457972/](http://www.pricebat.ca/Cisco-Linksys-SPA-2102-VoIP-Gateway.u_457972/) - Cached - Similar

#### [Linksys SPA2102 VoIP Router 2 Fxs RJ-11 Phone Ports 2 RJ45 10/100 ...](#)

Cisco Linksys SPA-2102 VoIP Gateway 2 x WAN, 1 x LAN, 1 x - VoIP Gateway Cisco Linksys SPA-2102 VoIP Gateway 2 x WAN, 1 x LAN, 1 ...  
[www.pricebat.ca/Linksys-SPA2102-VoIP-Router-2-Fxs-RJ-11-Phone-Ports-2-RJ45-10-100-LAN-Ports.p\\_10060683/](http://www.pricebat.ca/Linksys-SPA2102-VoIP-Router-2-Fxs-RJ-11-Phone-Ports-2-RJ45-10-100-LAN-Ports.p_10060683/) - Cached - Similar

#### [Linksys SPA2102 - Price Comparison - Canada's Cheapest Prices](#)

Linksys SPA-2102 VoIP Gateway 2 x , 1 x WAN, 1 x LAN - VoIP Gateway (SPA2102-NA). Ships Today from: Toronto, Vancouver, Calgary, \$69.98. See Site ...  
[www.shopbot.ca/pp-linksys-spa2102-linksys-price-19345.html](http://www.shopbot.ca/pp-linksys-spa2102-linksys-price-19345.html) - Cached - Similar

#### [Canada VoIP Linksys SPA2102 NA Analog Telephone Adapter \(2\) FXS ...](#)

Linksys SPA2102 NA Analog VoIP Adapter (2) FXS, (2) RJ45 [SPA-2102] - Linksys SPA2102 NA Analog VoIP ... D-Link DVG-3104MS VoiceCenter 4-Port PSTN Gateway ...  
[www.canadianvoipstore.com/product\\_info.php?products\\_id...](http://www.canadianvoipstore.com/product_info.php?products_id...) - Cached - Similar

#### [Linksys SPA-2102 VoIP Gateway, 1 | 2 Port\(s\), 10/100Base-TX ...](#)

Buy from real-time stock, we ship Linksys Linksys SPA-2102 VoIP Gateway, 1 | 2 Port(s), 10/100Base-TX Interface(SPA2102-NA) from Toronto, Vancouver, ...  
[www.frontierpc.com/productDetails.aspx?eld=11894311](http://www.frontierpc.com/productDetails.aspx?eld=11894311) - Cached - Similar

At least they make it in the top 5 for the product name but it does not look very attractive to click on it

The page tile is there to attract visitors to click through your site. Okay none of the sites here has thought about to make the Page title less than 66 characters to make it fit nicely on to the search results. A good Page title also includes a call to action and some branding for your own company, that helps if somebody uses your page tile as anchor text for a link as well as gives the visitor a sense of recurring focal points. We humans do not like new things if we get use to something, with empathizing the brand names and trust symbols visitors getting faster use to your site what will help you to improve your conversion rate. My suggestion for the page title would be something along of this:

**Buy Linksys SPA-2102 VoIP Gateway for only \$74.98 - FrontierPC.com**

Remember this is a product page, for Category pages and other pages it should be more fitting to the content on this given page. Another thing that you need to keep in mind is the conversion cycle, if somebody searches for a product name, he/she already knows what they are looking for. They now only are looking for the most trusted source to get the product to a good price so give them what they ask for. What is the action on the page the visitor should do, the name of the product that they will encounter the price is a nice feature as well and the Name or Url of your Business help to give visitor a sense of reoccurring.

There is no perfect or this is the way how to do page title but put yourself into the shoes of your potential client, or even ask some of your clients how they would react to a page title of a product page.

In addition to this, remember that [over 60% of all clicks going to the top 3 organic search results](#) that is where you get most of your clicks.

### *Meta Description*

*Buy from real-time stock, we ship Linksys Linksys SPA-2102 VoIP Gateway, 1 | 2 Port(s), 10/100Base-TX Interface(SPA2102-NA) from Toronto, Vancouver, ...*

This is the Meta Description of Linksys Gateway in the search results. Yet again, the number of characters is much higher than the recommended 150 to 160 characters so it is cut off again from Google. But the real problem with this Meta Description is really that it does not give any kind of information that would help me to know right away what to expect on this page. I think using the Meta Description to provide more detailed information on what to expect on the page is a good practice here.

***One day shipping to most Canadian cities of Linksys SPA-2102 VoIP Gateway, 1 | 2 Port(s), 10/100Base-TX Interface(SPA2102-NA) buy it from FrontierPC.com***

You can still automate the creation of a Meta Description like this, but if you do so try to bring the most important information into it. As example, FrontierPC.com offers One day shipping to most cities in Canada that is a great selling point since you often end up waiting forever for shipments in Canada. Yet again test it out, get some of your colleges to read over your Meta Description to see how they react to it.

### *URLS*

In the above screenshot you see how the top two search results have the name of the product inside the url.

***[www.pricebat.ca/Cisco-Linksys-SPA-2102-VoIP-Gateway.u\\_457972](http://www.pricebat.ca/Cisco-Linksys-SPA-2102-VoIP-Gateway.u_457972)***

***[www.shopbot.ca/pp-linksys-spa2102-linksys-price-19345.html](http://www.shopbot.ca/pp-linksys-spa2102-linksys-price-19345.html)***

Both are not very pretty but compared to what FrontierPC.com has in place almost a quantum jump in evolution.

[www.frontierpc.com/productDetails.aspx?eld=11894311](http://www.frontierpc.com/productDetails.aspx?eld=11894311)

Not helpful to identify where I'm on the site or what I should expect from this page. In addition, all search engines put a lot of value in finding keywords in the url of a page. As example for the Linksys SPA 2102 Gateway at FrontierPC.com a url should be at least like this:

[www.frontierpc.com/linksys-spa-2102-voip-gateway.html](http://www.frontierpc.com/linksys-spa-2102-voip-gateway.html)

A better way to create your urls is to align them with your site structure. In case of FrontierPC I could not really figure out their site structure to this more later in this article. So I give some examples how you could place a product page into the site structure.

You could create your site structure based on brand names, e.g. brand names are your categories:

[www.frontierpc.com/linksys/spa-2102-voip-gateway.html](http://www.frontierpc.com/linksys/spa-2102-voip-gateway.html)

Alternatively, you could make your structure based on category names:

[www.frontierpc.com/gateway/voip/linksys-spa-2102.html](http://www.frontierpc.com/gateway/voip/linksys-spa-2102.html)

This really depends on how you choose to organize your website more to this in the Site Structure part of this article.

## Navigation

The Navigation on [www.FrontierPC.com](http://www.FrontierPC.com) is more or less a little difficult, like most pc e-Commerce sites are. However, I will not talk about the user-friendliness of the navigation, no since the navigation builds your site structure I will talk about it from a SEO point of view. Most people don't realize that making something easy to read for search engines often means it makes it easier to read for humans as well. Both don't react positive on information overflow, both like to follow easy to use routes that does not make them work hard and both hate to get deceived.

The screenshot shows the FrontierPC.com website homepage. At the top, there is a navigation bar with the company logo, phone number (1.866.800.8060), and links for Customer Service, Contact Centre, Your Account, Technical Services, and Sign In. Below this is a search bar and a shopping cart icon. The main content area features a sidebar with a 'Browse by Category' menu, a central product listing for an HP Business Notebook, and a right sidebar with promotional banners for 'Canada's Fastest IT Delivery' and 'Tech Support'.

**FrontierPC.com**  
FAST SAME DAY SHIPPING

1.866.800.8060  
8am to 8pm Central Time

Customer Service | Contact Centre | Your Account | Technical Services | Sign In

Product Search [ ] Go [ ] View History [ ] Your Shopping Cart ( 1 Items )

Home | Vancouver: (604) 739-8060 | Toronto: (416) 800-4312 | Calgary: (403) 775-1291 | Richmond: (604) 676-2369

Custom Computers | Gaming Systems | Home Theatre PC | Custom Servers | Bundle & Save

**Canada's Fastest IT Delivery**  
Same Day Shipping or Warehouse Pickup  
From Vancouver, Calgary, Toronto, Montreal and Halifax Warehouses  
More than 25,000 products in-stock coast-to-coast

**15.4" HP Business Notebook 8510p, 2GHz Core 2 Duo, 1GB Memory, 160GB Hard Drive, Windows XP Professional**  
Intel Core 2 Duo T7300 2GHz - 15.4" WSXGA+ - 1GB DDR2 SDRAM - 160GB HDD - DVD-Writer (DVD±R/±RW) - Gigabit Ethernet, Wi-Fi, Bluetooth - Windows XP Professional  
WebID 1011018793 MFR # RM303UT#ABA  
Click More Info for Vancouver, Toronto, Calgary and Halifax Real-Time Stock (2072 visits) [Hi-Res-Image](#) [Multiple-Views](#) [User-Manual](#) [Brochure](#)

**\$1,299.00**  
1 In-Stock  
[Buy Now](#)  
[More Info](#)

**Acer Aspire 5630-6675 Notebook**  
Intel Centrino Duo Core 2 Duo T5500 1.66GHz - 15.4" WXGA - 1GB DDR2 SDRAM - 160GB HDD - DVD-Writer (DVD-RAM/±R/RW) - Fast Ethernet, Wi-Fi, Bluetooth - Windows Vista Home Premium  
WebID 1010504374 MFR # LX-AY30X-094  
Click More Info for Vancouver, Toronto, Calgary and Halifax Real-Time Stock (4691 visits)

**\$999.99**  
1 In-Stock  
[Buy Now](#)  
[More Info](#)

**HP ProLiant ML150 G5 Server, 1 x 1.86GHz Xeon CPU, 1GB Memory**  
1 x Xeon 1.86GHz - 1GB DDR2 SDRAM - 1 x 160GB - Serial ATA RAID Controller - Tower  
WebID 1011610647 MFR # 463457-005  
In-Stock at our Vancouver Retail Store: Ships or Pickup same business day.

**\$899.99**  
1 Retail Store Stock  
[Buy Now](#)  
[More Info](#)

**Targus**  
Laptop Bags & Accessories  
Making your mobile life easier

**Tech Support**  
Our tech service has a

The homepage offers a large list of random items. If a visitor lands on your homepage, you could classify this visitor maybe as a lead. Stuffing random products right into his face could easily let him bounce back and look elsewhere for the product. A better practice is to rather focus on the categories to drive the traffic and page rank downwards into the category pages.

FrontierPC.com FAST SAME DAY SHIPPING 1.866.800.8060

Product Search [ ] Go View History Your Shopping Cart ( 1 Items )

Home Notebooks Hard Drives Projectors Toner/Ink Monitors Screens Computers Vancouver Office (604)739-8060

**Fastest Delivery in Canada** When You Need IT *Fast...* We Ship In Stock Orders Today! Coast to Coast Warehouses and more than 25,000 in-stock products. [Click Here for details](#)

**Filter Your Search Results**

Search within Results [ ] Go

Applied Search Filters: X VOIP Gateways

Filter By Category: VoIP Gateways(89), Routers & Gateways(9)

Filter By Warehouse: National, Canada(5), Richmond, BC(3), Toronto, Ontario(22)

Filter By Product Types: Integrated Services Router(5)

Your Search For: **VOIP Gateways** Returned 99 Results

Viewing Results: 1 - 20 of 99 << prev | 1 | 2 | 3 | 4 | 5 | next >>

Sort Result By: Availability Ascending Results per Page: 20

Compare

**Cisco VG248 48-Port Voice over IP Analog Phone Gateway, Rack-mountable, 1 | 2 Port(s), 10/100Base-TX Interface** \$13,320.31  
 2 x , 1 x LAN - VoIP Gateway  
 WebID 10016543 MFR # VG248  
 Click More Info for Vancouver, Toronto, Calgary and Halifax Real-Time Stock  
 (1246 visits) [Buy Now](#) [More Info](#)

**Cisco VG224 24-Port Voice over IP Analog Phone Gateway, Desktop | Rack-mountable | Wall-mountable, 1 | 2 Port(s), 10/100Base-TX Interface** \$4,609.79  
 1 x , 2 x LAN - VoIP Gateway  
 WebID 10194995 MFR # VG224  
 Click More Info for Vancouver, Toronto, Calgary and Halifax Real-Time Stock  
 (2131 visits) [Buy Now](#) [More Info](#)

**Cisco VG224 24-Port Voice over IP Analog Phone Gateway** \$4,609.79


The VoIP Gateways category page does not offer much better navigation than the homepage. If I have no clue which brand I at least prefer I have not much of a chance to find what I'm looking for. Just from the look of it I can already expect quite a lot of duplicate content in this area of the site. Again making it simple or as the Designing principle goes Don't Make Me Think. Subcategories would be a great way to organize products and the pages can bring you a substantial amount of organic traffic.

FrontierPC.com FAST SAME DAY SHIPPING 1.866.800.8060 9am to 9pm Eastern Time

Product Search [ ] Go View History Your Shopping Cart ( 1 Items )

Home Vancouver: (604) 739-8060 Toronto: (416) 800-4312 Calgary: (403) 775-1291 Richmond: (604) 676-2369

**\$9.99 Shipping On 1000s of items** **Fastest Delivery in Canada: In-Stock Orders Ship Today** From Toronto, Vancouver, Calgary, Richmond, Montreal & Halifax Warehouses. [Click Here for details](#)

  
Image here may not represent actual product.

**Linksys SPA-2102 VoIP Gateway, 1 | 2 Port(s), 10/100Base-TX Interface**

Linksys: MFR Part # SPA2102-NA  
 UPC: 0745883569472

- 2 x , 1 x WAN, 1 x LAN
- VoIP Gateway

WebID: 11894311

Shipping Cost Request Quote Email Page

More by Brand More by Category Brand & Category

This product is also available at Frontier PC USA

This Product is on Sale at our Best Price in Canada. **\$74.98**

Real-Time Availability and Warehouse Location*	Currently In-Stock	Arriving Soon	Estimated Arrival	Order From Warehouse
Toronto ON Warehouse Stock. Order By Phone: 416-800-4312	98	5000	9/8/2009	<a href="#">Add To Cart</a>
Richmond BC Warehouse Stock. Order By Phone: 604-676-2369	0	1070	10/23/2009	
Vancouver Retail Store. Order By Phone: 604-739-8060				

**Ordering Information**  
 Prices are in \$CDN  
 Our Payment Options:  
 • Visa or MasterCard  
 • Interac Pay By Email  
 • Online Bill Payment  
 • Business Leasing

**Purchase Orders:**  
 • Government  
 • Educational  
 • Large Corporations  
 Fax Purchase Orders  
 To: 604-739-8061

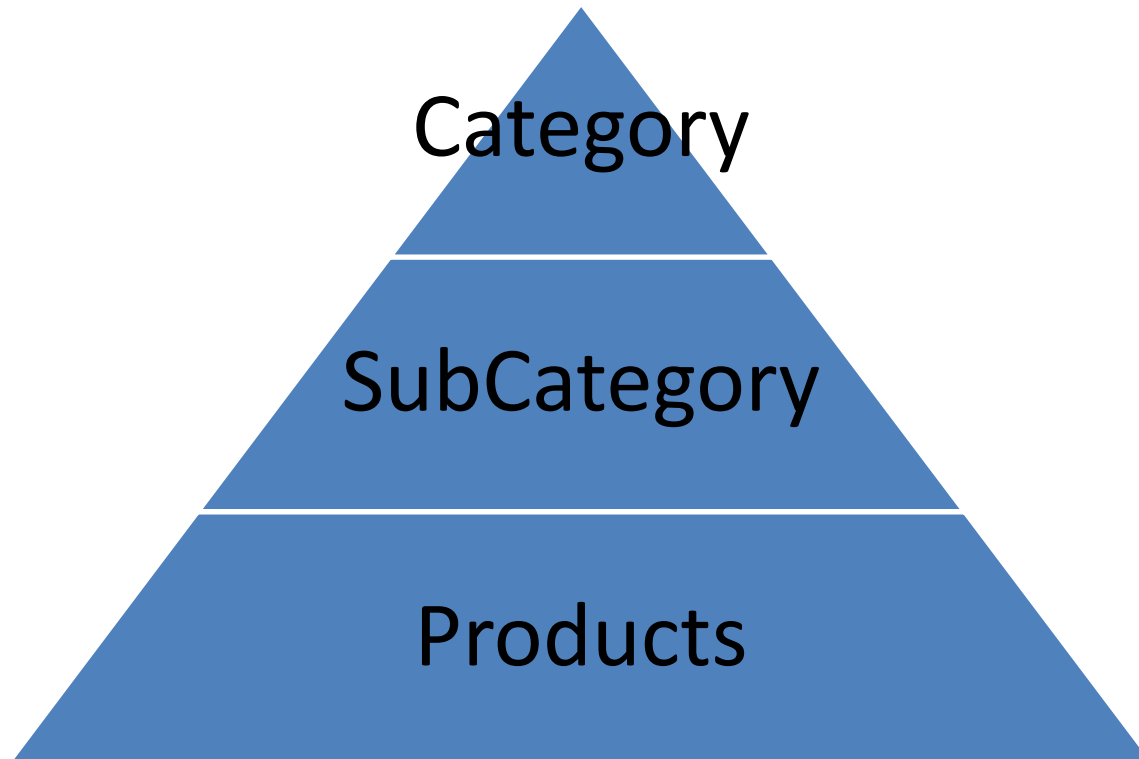
**Product Wizards:**  
 • Kingston Memory  
 • Crucial Memory  
 • Printing Supplies  
 • Storage Media

The product page from FrontierPC.com does not seem to have any kind of navigation. That is not a bad idea but breadcrumbs would be useful to put in place all over the site. The rest should be determined by some focus groups that test the design.

### *Site Structure*

I could properly go for another 5 pages about how important site structure is and how to implemented etc but then nobody would read any of my following articles anymore :)

The perfect way to structure a website is in a pyramid with the Homepage on top, the category pages building the first level, the subcategory pages the second level and the product pages the fundament.



As you can see as deeper, you go into the site as much more pages of the same kind are in place. This means as father away you go from your homepage as lower the page rank should be for the pages. As I mentioned earlier in this article it is suggested to align your site structure with your keywords. Meaning of this is that you put the high value keywords on top and work your way down from here. Product pages don't need as much page rank as example a category page does, it is quite impressive how often people search for example VoIP Gateway.

### *Summery*

Websites like FrontierPC.com who are around for a while now rank already naturally for many keywords but are often fare away from ranking on number one with a lot of pages. If they would manage to get

top 2 ranking for around 30 – 50 % of their products they would smile a lot to them self. Right now I don't see them to archive this anytime soon with current SEO in place. I would suggest to them to contact a Internet Marketer first to help them improve their site intermediately before spend thousands of dollar on a redesign of the site.

If you would like to get your business review in a post please click on the contract me now link on top and tell me why.