

Guida SEO per E-commerce (Italian Edition)

Jaspal Singh



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Avere un ecommerce non basta, se non riesci a farti trovare dagli utenti sui motori di ricerca.

Immagina che il tuo negozio sia fuori città, senza nessuna indicazione per raggiungerlo: potrebbe essere il più conveniente ed innovativo shop del mondo, ma chi ti troverebbe? Ecco a cosa serve la SEO, Search Engine Optimization. A indicizzare un ecommerce affinché, per le parole chiave dei singoli prodotti, possa essere trovabile sui motori di ricerca, Google in primis.

Conoscere la SEO non è semplice, e non a caso si tratta di un mestiere a tutti gli effetti. Ma capire i capisaldi dell'ottimizzazione per il web è un dovere per chi gestisce un'attività online.

In questa guida scoprirai a cosa serve il posizionamento web, imparerai a raggiungere le prime posizioni nei risultati di ricerca su Google e rendere i tuoi prodotti più facili da raggiungere per diverse tipologie di utenti.



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