



SEARCH ENGINE OPTIMIZATION CPONLINE

for the retail industry



Increase the visibility of your CPOne store with the Search Engine Optimization service from Radiant Systems.

CPOne's Search Engine Optimization (SEO) is designed to increase your online store's ranking in the top search engines. By increasing your site's visibility, you can target the shoppers actively searching for your product, drive more traffic to your site, and significantly increase your conversion rate.

SEO delivers a powerful return on the investment of your marketing dollars.

- **HIGHER SEARCH ENGINE RANKINGS**
SEO is designed to increase your store's ranking with the top search engines.
- **POWERFUL RETURN ON INVESTMENT**
Dollar for dollar, SEO brings a higher return on investment than any other form of marketing.
- **INCREASED CONVERSION RATE**
SEO targets the customers who are already searching for your products and directs them to your online store. The higher your conversion rate, the more visitors that end up purchasing from your store—which means you get more sales from the same amount of traffic.
- **INCREASED BRAND EXPOSURE**
Our marketing experts help put your products in front of potential customers.
- **PERSONALIZED SERVICE**
Your personal SEO Consultant will work with you to identify your top-selling items, target audience, and best possible keywords, and use this information to optimize your site.
- **DESIGNED FOR CPONE**
Radiant's SEO Service is designed exclusively for CPOne merchants.



"Before contracting with Radiant, the key words 'Barbie Dolls' returned no results on Google. Now we are consistently ranked on Google's first or second results page thanks to the Search Engine Optimization Services from Radiant Systems."

— The Doll Market

SEARCH ENGINE OPTIMIZATION

CPOnline's Search Engine Optimization Service is designed to optimize your site, increase your visibility, and boost your sales.

▶ KEYWORD SELECTION

The keywords chosen for your site are the focal point of your SEO efforts. The most profitable keywords are identified by reviewing your online product offerings, analyzing your competitors' sites, and researching product trends.

▶ CONTENT OPTIMIZATION

Strategically placed keywords throughout your site—on your home page, extra pages, category descriptions, and item descriptions—to boost your site's ranking and stimulate purchasing decisions. Use extra pages for informative content, such as recipes, installation instructions, or fashion trends. Keyword-dense informational pages not only help shoppers learn more about your products, they also help increase your rankings with search engines.

▶ META INFORMATION

Meta information is used to drive traffic to your site. By optimizing your page titles, meta descriptions, and meta keywords, you will make the best use of your targeted keywords and help shoppers pinpoint the products they're searching for. CPOne allows you to add Meta tags to your home page as well as to every category and item.

▶ SITE MAP SUBMISSIONS

Your site map will be submitted to popular online directories. A well-planned site map gives both shoppers and search engines a clear and concise picture of your entire site.

▶ DIRECTORY SUBMISSIONS

Even more valuable than your content are the directory links that point to your site. Your site will be submitted to "high-value" directories with a page rank of three or better.

▶ RECIPROCAL LINKS

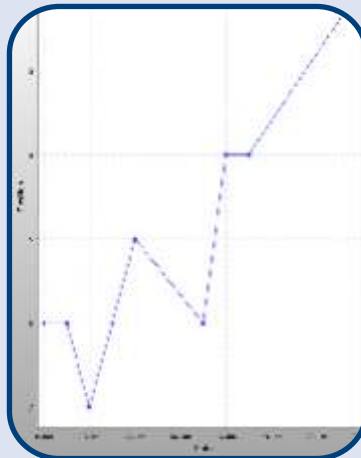
Reciprocal links are links from other sites to yours in exchange for links from your site back to theirs. Reciprocal links help increase your exposure on search engines.

▶ NEWSLETTERS & PRESS RELEASES

These communication mechanisms can generate valuable back-links to your site.

▶ STATUS REPORTS

Status reports include current keyword rankings, changes in rank, visibility scores, site ranking scores, and performance over time graph.



The **Performance Over Time** graph illustrates the increased search engine rankings over a period of time.

SEARCH ENGINES PLAY AN CRUCIAL ROLE IN EVERY SUCCESSFUL ONLINE BUSINESS

Internet shoppers find the products they're looking for by typing keywords and phrases into search engines. Of those shoppers using search engines, most will explore only the first few pages of search results.

In fact, 87% of all traffic goes to the websites listed within the top 20 results of a search.

To increase your chances of being highly ranked by today's most popular search engines, your site needs to be optimized for search engines.

Get Started

To find out more about the CPOne Search Engine Optimization service, contact us at 800.932.1058 or cponline@radiantsystems.com.



FOR MORE INFORMATION, PLEASE VISIT US AT WWW.RADIANTSYSTEMS.COM OR CONTACT US AT 877.794.RADS