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Use a Product Page to Increase On Line Sales

Attracting new clients and customers using the internet has emerged as a highly valued business objective. Reducing sales expenses by selling on line has organizations choosing to invest in their internet and web strategies like never before. As potential customers use the internet to research a purchase prior to buying, it is a good investment to arrange the company business web page to attract the attention of customers that are searching for information. Unfortunately, many enterprise web environments end the effort to attract traffic with the main web page.

Search engines will find most web pages over time and catalogue or categorize them according to what they think the page is about. When internet users search for information, the search engines review their catalogues and will return the pages they believe are the most likely to provide the information the user requested. Pages appearing at the top of the search engine results are of course the most likely to be viewed. Companies that operate the websites that appear at the top are then the ones most likely to earn the prospect's business. The process of building a page to appear at the top of the search engine rankings is termed 'optimization,' and can convert a company web page into a powerful sales ally.

Major companies have further determined that increasing on line sales can be accomplished by posting individual web pages within the main website that focus on specific products or services. This strategy works well for companies that have a diverse product or service offering. Selling on line then involves optimizing each product page within the website environment to maximize exposure on the search engines. [SEO Consultants in Denver](#) optimizes company product pages to increase sales for its clients using this methodology.

Consider the independent insurance agent who has built a web page to compete with the thousands of other agents in his city. The agent sells life insurance products, annuities, investments and provides a host of financial planning services. How does this person get all this into one, well optimized web page that will attract traffic from local consumers investigating these products? The answer is that he probably can't hit all these targets with his main page. He therefore needs to subdivide his pages into product areas.

Simply breaking the product line into separate pages generally isn't enough to attract more viewer traffic. Each product web page or page focused on a single service should be "optimized" individually. In this way, the pages compete independently for viewer traffic, so instead of just the main page competing to attract traffic, each web page on the company site can be thrown into the battle to gain consumer attention. So once a product page is built, there are two important jobs remaining.

- Develop unique keywords to support the product - Establish Link-Building Strategy for each page

Keyword Strategy - Developing unique keywords for each page is important because once these keywords are identified, they must be applied to the page title, headline and tactically inserted into the text of the page. In keeping with the Insurance Agent example, a page describing retirement products might take the form of something like "401K management in Cleveland." (Although this is far too general, it is just provided here as an example.) The specific product as well as the geographic area the agent primarily serves are all included in the keyword string. Using this phrase in the page title, again in the headline and within the copy should help search engines understand that the page is about 401K products sold in the Cleveland, area.

Link Building - Getting other sites to link to link to the product page is probably the most time-consuming part of the optimization process. However, the value of links that point directly to this page and bypass the main page can be extremely valuable. Linking to product pages is also termed 'deep linking' and allows internet users to get exact product information without having to journey through the company's main website and pick his way through the site to find important information.

Investing the same effort in optimizing individual product pages as the main page can really pay off. Although it can take several weeks to see traffic directed to a page dedicated to single product or service areas by the search engines, these product pages provide the bits of information prospective customers seek prior to buying. To increase sales of your product then, optimize each product page to compete for reader attention on the search engines.

[Denver SEO Consultants](#) assist organizations of all types increase income and improve on-line sales by attracting new customers via the world wide web by attracting internet users to properly optimized web pages. You are welcome to reprint this article - but get your own [unique content](#) version here.

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