

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Search Engine Friendly Shopping Cart Software

By Andrey Milyan

Search Engine Friendly Shopping Cart Software by Andrey Milyan

Web stores are usually much harder to optimize then regular websites. The main reason for that is that most websites are custom while web stores use ready script. That's because web store script, let's call it shopping cart software from now on, has to be much more functional then regular website and the administrator should have full control over the store. Due to that fact, most shopping carts on the market today use dynamic URLs which are practically impossible for search engine spider to crawl correctly. These scripts often use single meta data for all of their pages and each page has very little or even no text at all. This kills almost all chances of ranking high in the search engines. So which shopping cart software is search engine friendly? We will take a look at two shopping carts that are in our opinion much more search engine friendly then the rest in the market.

X-Cart

X-cart is very good shopping cart software. It is easy enough for beginners and flexible enough for web developers. It has most of the features you will need and it is easy to customize because it uses templates. These features all pretty much standard on all major shopping carts however X-cart is much more search engine friendly. It let's use assign separate meta data for each category (although not perfect, it is better then the same meta tags for all pages of the site). Software also let's you generate a static product catalog. This catalog is in HTML with static URLs and is 100% crawlable by all spiders, including GoogleBot and MSNBot. Cost: \$185.

Pros: Easy to install and customize. Relatively inexpensive.

Cons: Limited optimization possibilities.

More Info at www.x-cart.com

Prospect Path Ecommerce System

This is much less known shopping cart software but after checking out its features, we strongly recommend it to anyone who is serious about search engine optimization. It seems that this system was build with one thing in mind, search engines. It generates static pages automatically; that means

that all pages in your web store are HTML with static URLs. System will also put the name of the product into the title, keywords, description, alt tags, heading, body text and even file name of that product's page! All of this is done automatically as soon as administrator adds a new product. Prospect Path Ecommerce System also includes traffic statistic and ROI tracking. It can track buyers from affiliate programs, text links, banners and even magazines and newspapers (it employs promotion codes to tracks buyers from magazines and newspapers). This shopping cart is very easy to use but there is no installation wizard at this time. After the purchase ABC4PC.com (creators of Prospect Path Ecommerce System) will install and configure it on your server for free. Cost of this shopping cart software depends on the number of features you want but the starting price is around \$4,700.

Pros: Amazingly search engine friendly. Great tracking features.

Cons: Difficult to install. Expensive.

More Info at www.abc4pc.com

None

IS YOUR SHOPPING CART COSTING YOU MONEY?

By Shannan Hearne-Fortner

IS YOUR SHOPPING CART COSTING YOU MONEY? by Shannan Hearne-Fortner

They was a time when doing business on the internet simply meant hanging out your electronic shingle and raking in the profits. Then it became necessary to build your online credibility through reciprocal linking and membership in organizations like <http://i-Cop.org>. Then organizations like <http://www.paypal.com> and <http://zzz.clickbank.net/r/?shannan0> became necessary to accept payments without waiting for the proverbial "check in the mail".

One of the latest innovations of internet marketing is the shopping cart program. Basically, this let's visitors to your site prepare an online order just like they would fill out an order form from a catalog and submit it directly to your business. Some programs are so advanced they also calculate payments, coupons, shipping, and inventory.

But are they a good thing?

Many online business people are finding that the fancy shopping cart program they have used to design or re-design their website is costing them business. Why?

Because these programs are not search engine friendly. They omit meta

tags, they contain long and cumbersome universal resource locators (URLs), and they inhibit the attainment of high search engine rankings.

So what can the online business person do? Is there no way to have a friendly merchant environment? And stay visible in the search engines?

Yes, there is. And its relatively simple. Take for example, a generic gift site. You might have a front page with a link to main category pages that each flow down like a graph to specific products. But you cannot place each of these pages directly into your shopping cart program. Create a regular front page which sits right on your domain, www.mygifts.com. Create category headings for your main product groupings that also sit directly on your domain, www.mygifts.com/group1.html, www.mygifts.com/group2.html etc. Keep these pages off the secure shopping cart server and system. From the category heading pages, then move into the shopping cart system.

While your individual products may never see the light of day in search engine rankings – your front page and your category headings will. In this way, you have a site which is shopper and search engine friendly.

Shannan Hearne–Fortner is the president and wizard of <http://www.SuccessPromotions.com>, an internet marketing information and service company. Part author, poet, mother, WAHM, and wizard, Shannan is the marketing manifestation of Guerilla marketing techniques from Jay Conrad Levinson, One–to–One Marketing, grass roots campaign development and internet wizardry combined with the Eastern–Western philosophies of such gurus as Deepak Chopra, Shakti Gawain, and Alan Watts. Seasoned with the thoughts of theological greats like Billy Graham and WAHM oriented authors like Priscilla Huff. Her marketing experience contains over ten years of online and off–line campaign development for products and services ranging from alarms to pottery, software to hardware, jewelry to clothing, consulting to designing, and everything in between. Always insightful, often humorous, and occasionally downright delightful.

Shannan Hearne–Fortner, President and Wizard
Success Promotions Marketing Your eBusiness
Better <http://www.successpromotions.com> ICQ # 20240138



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!