



Search Engine Optimization

PROBLEM	SOLUTION
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How can Aisle7 <i>ONLINE</i> help my website capture Web users searching for health information online?	The Aisle7 <i>ONLINE</i> platform has been designed with search engine optimization (SEO) in mind.
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BACKGROUND

The Web is now the most widely used resource for adults seeking health information. Two-thirds of adults use mainstream search engines like Google, Yahoo, and Bing to research symptoms, diseases, and the treatment options that your store or website carries. Aisle7 *ONLINE* has been built to help your business capture more customers from this heavy traffic.



Aisle7 clients focused on SEO have reported up to **65%** of their Aisle7 health and wellness content traffic **coming directly from search engines**. This traffic contains up to 80% new visitors, providing ample opportunities for you to expand your customer base. Furthermore, visitors reaching the site via search become heavily engaged, spending nearly double the time browsing Aisle7 content on your website than traditional traffic.



By optimizing your site to rank highly in search, your business can capitalize on customers using the Web as a gateway to health and wellness information.



AISLE7 *ONLINE* FEATURES

Overview

As an integrated wellness marketing solution, Aisle7 has taken numerous steps to make the content delivered through Aisle7 *ONLINE* as search-friendly as possible. Use the following methods to improve the search visibility and indexing of Aisle7 content on your website.

Meta Data

Aisle7 now enables you to receive keyword meta data on every article it supplies. This meta data can be used in the title, header and description HTML tags of your pages, allowing a search bot to crawl your site and properly categorize the links on your pages.

Crawlability

Aisle7 *ONLINE* now features keyword slugs for every article instead of traditional alphanumeric Content IDs (which hinder search engine bots), improving crawlability and indexing of website content.

`<title> Almond Butter – Nutrition </title>`

The Aisle7 [Social Sharing Integration Guide](#) details how to populate OpenGraph tags to ensure that your site is optimized for sharing on Facebook.

/food-guide/almond-butter/nutrition

Search Engine–Friendly Design

Optimizing a website involves editing its content, HTML, and associated coding to increase its relevance to specific keywords and remove barriers to the indexing activities of search engines. At a minimum, your marketing and Web development departments should collaborate to put in place:

- Indexable Content
- Crawlable Link Structures
- Keyword Targeting
- Meta Tags and URL Structures

A site with the above characteristics will be found more frequently, deemed credible, and boosted in search rankings. Ideally, this jump in ranking will again increase traffic, creating a cyclical rise to the top, such as with a “viral” video.

Social Media Marketing

Google recently announced that their search engine accounts for the popularity of a page in the social Web. Enable shoppers to share your content by adding social tags to your site template and optimizing all pages to be “share-ready.” Engage your customers via [Best Practice Social Media Marketing techniques](#) and drive traffic back to your site to grow your brand’s social graph.

Search Engine Marketing

Aisle7 recommends consulting with a Search Engine Marketing (SEM) specialist. SEM is a form of Internet marketing that seeks to promote a website by increasing visibility on popular search engines. A July 2009 [Forrester Report](#) noted that interactive marketing expenditures will soon be eclipsing \$50 billion a year, accounting for over 20% of all marketing budgets.

Graphics courtesy of SEOmoz.org

FURTHER RESOURCES

Search Engine Tools

- [Google Webmaster Tools](#)
- [Bing Webmaster Center](#)
- [Yahoo! Site Explorer](#)

Duplicate Content

Modern search technologies, including Google with its recent Panda update, attempt to filter out low-quality content, including pages duplicated across multiple domains, to improve the search experience.



Multiple Domains with Duplicate Content

Raise your search visibility by adding unique page elements to support Aisle7 *ONLINE* content. [Additional navigation](#), [user generated content](#), and [branded logos and messaging](#) can serve to complement our extensive database of materials.



Unique Implementation of Duplicate Content

Aisle7 Editorial Services

In addition to its syndicated health and wellness content services, Aisle7 has a dedicated team of expert contributors you can use to develop and quality assure engaging custom content for specific topic areas that fit for your business. Our services include:

- Expertise in a broad set of health s topics
- Adherence to the highest editorial standards to ensure our content is balanced, consistent, accurate, and up-to-date
- Cost-effective development and ongoing article development and updating