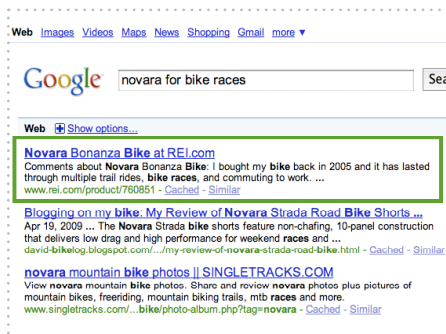




SEO where it counts - the product page.



Improve your search rankings with user-generated "longtail" keywords

WHAT IS IN-LINE SEO™?

In-Line SEO helps you maximize the SEO benefits of user-generated content. This solution makes review content visible to search engines on your product page, and removes the need for separate SEO landing pages. This helps consolidate SEO benefits onto your product pages, which are increasingly becoming the entry point for organic search-based traffic.

By cutting out landing pages, In-Line SEO delivers search traffic directly to the pages that matter – your product pages, where conversion is highest and you have the most control.

In-Line SEO integrates seamlessly with the PowerReviews Javascript-based Display Engine, allowing you to leverage rich, out-of-the-box functionality without sacrificing the SEO benefits of reviews on your product pages.

BENEFITS

- Sends organic search traffic directly to the product page
- Increases conversion of search engine traffic

FEATURES

Preserves Existing Review Display Customizations

Existing review design customizations and special displays including the Review Snapshot™ are transparently managed

Seamless Support for Rich Interactions

Rich user interactions such as sorting and pagination of review content is handled behind the scenes with Javascript, without impacting indexability of content

"We are delighted that PowerReviews has delivered a solution that allows us to focus our SEO efforts onto our product pages. In-Line SEO allows us to leverage their out-of-the-box Customer Review Engine and get the SEO benefits of review content on our product pages."

Jimmy Healey - Product Manager, OnlineShoes.com