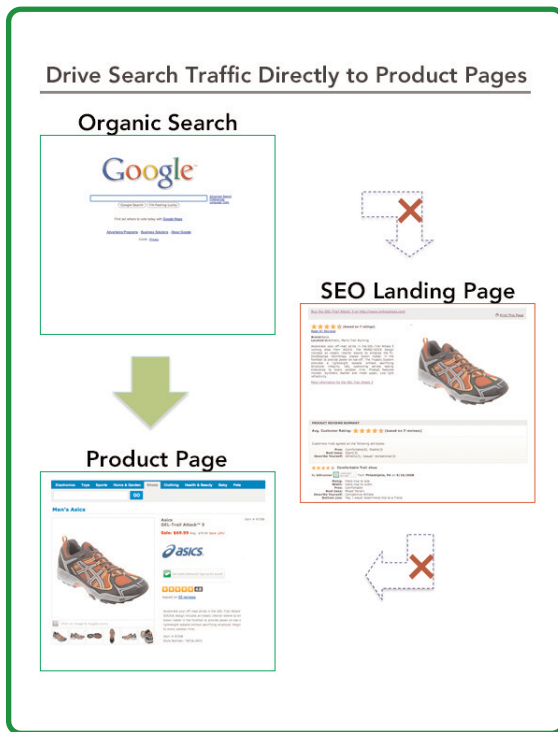


In-Line SEO™



It's about SEO Sales (not just traffic)

In-Line SEO™ helps you maximize the SEO benefits of user generated content by making customer reviews visible to search engines on your Product Page. This helps you consolidate all your efforts to maximize SEO benefits on the product page, which is increasingly becoming the entry point for organic search-related traffic. As a result, you will increase your product page rank, overall search-related traffic and the **total sales** resulting from this traffic.

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

- 100% of SEO traffic lands directly on your Product page – eliminating drop-off from an interim landing page.
- Maximizes SEO Sales with significantly better conversion on the Product Page.
- Boosts keyword density of core keywords, and keyword breadth with valuable long tail phrases used by real consumers.
- Increases page rank by residing on the main company domain, not a sub-domain.
- Works in unison with other SEO efforts for greatest additive effects on the Product Page.

Features:

No Engineering Required to Manage the Display

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

Industry Statistics

81% of internet users find the web sites they're looking for through search engines. And 54% of experienced online shoppers primarily rely on a search engine when trying to find a product to purchase online.

(Jupiter: Consumer Survey Data)

"Within 2 weeks of implementing In-Line SEO, our natural search traffic increased by 49%, and our sales coming natural search traffic increased 33%."

JOSH HIMWICH - Director of eCommerce, Diapers.com