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The explosion of web content has led the major search engines to change the way they present search results. Revisions of how search results appear now include news, images, video, blogs, and other content besides the standard web site. One can take advantage of the blended search and to gain prominence in their ranking.

Blogging Strategies

Blog posting have a higher ranking than an e-commerce site itself. The more specific titles and content the better. The titles and content should center around specific keywords and phrases. Each Blog should have it's own page title and URL. This is important because it allows search engines to index each blog separately and allows you to get better target specific search terms. Add links to your e-commerce site in your blog so customers can quickly move from the blog to make a purchase. The embedding of video in your blogs also will help move you up in search engine ranking. Ideally in a perfect world you should add to your blog daily. If this is not possible add content once a week. Our research has found that blogs rank high in blended search result. Having a blog is much better than not having a blog. You can contact Corfun Inc to set up a blog for you.

Registered your business with Google and Yahoo in their local business listing will also boost your ranking. People like to know they are dealing with a legit business and this is on way of showing new customers that you are legit. After you register have your customers write a review of your business. It only takes a handful of reviews to get you near the top due to the fact most people do not have reviews written.

With the improve boost in ranking you will see an increase of sales

Remember, search engines like fresh content, frequent blog post and customer reviews.