Data Feed Management: What Business Owners Need to Learn by Jamie Viggiano

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Envision you own a company specialized in selling high-quality skateboards. You were even sensible enough to promote your skateboards on the Web by establishing a web site and getting support from a SEO company to aid your website reach top ranks in search engine results. To indulge your company's marketing success, you use one of your keywords-- buy really swell skateboards-- on Google. What do you discover?

Sure, you're # 1 in terms of the search results web page, however just on top of the link for your site, you identify a little box that says, "Shopping results for buy totally cool skateboards" and a list of other websites that likewise offer skateboards. What went on? Did the Search Engine Optimization provider do something bad? Why aren't you placed first?

This occurred because, back in 2007, Google followed a new algorithm that basically collated data from every part of Google's search data source. This featured photo search, online video search, and even Google Shopping. This means that aside from the website search that it usually does, it will also show results that it thinks appropriate above your desired # 1 spot.

Don't hop off a bridge just yet. If you click on a couple of the links noted under "Shopping results for ..." you're going to discover that several of them are from Amazon.com or something comparable. Google Shopping isn't a supplier-- it's a window shopping engine, which means vendors use it to drive people to their sites. So how can you do the same?

This process is called data feed management. It's essentially offering a listing of your items and its rates to Google and letting them work their magic. This way, when someone searches on Google for really cool skateboards, Google would now have a list of the skateboards that you sell and will feature this in their search outcomes. The same also concerns other window shopping engines like Shopzilla and Price Grabber.

However, merely submitting your product feed to the comparison shopping search engine wouldn't guarantee a high rank. Much like SEO, data feed management consists of optimization. Meta-tags, keywords, web page titles-- all of these Search Engine Optimization concepts have their corresponding equivalents in the realm of information feed optimization. Going into the information would be too troublesome so here's a technique: choose a company that focuses on information feed marketing. They might know just how to bring your company to the top with their data feed management knowledge.

So if you're having problems with your search engine ranks and your income is already showing signs of pain, buy your product feed management campaign, and select a business that focuses on the services you really require. For more info, you can visit smartmoney.com/spend/family-money/which-comparison-shopping-site-is-best/.

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