RONNIE TEJA

# HOW TO SCALE YOUR SITE TO 1 MILLION+ ORGANIC VISITORS FROM SCRATCH

# WHO AM I?

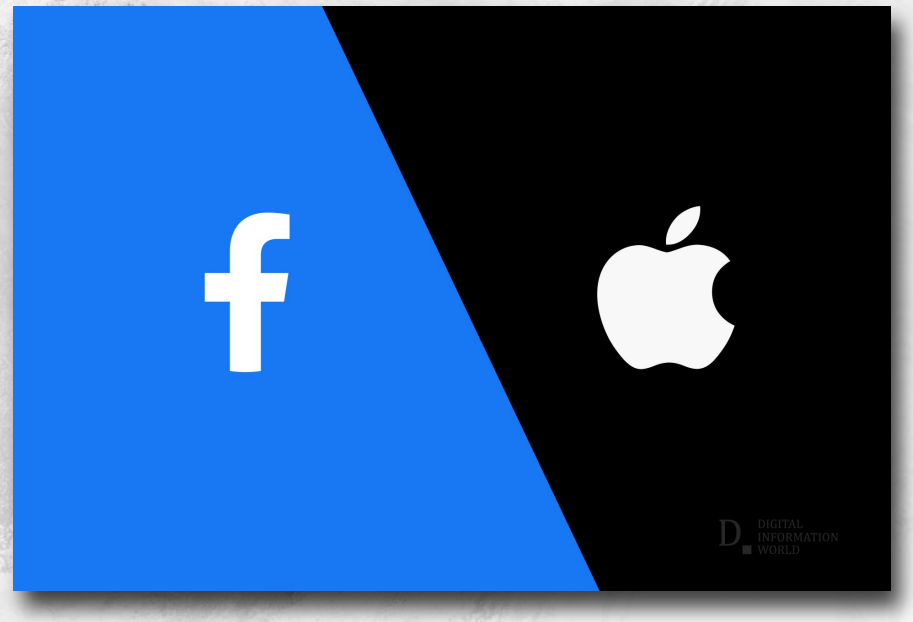
- Worked in e-commerce since **2011.**
- Experience in working in the e-commerce market in **15+ countries.**
- Run a 100% remote e-commerce company of over **80 employees.**
- Avid Squash player, traveler and amateur stand up comic.

# WHAT I WILL BE DISCUSSING WITH YOU TODAY

- My **8 golden rules** of e-commerce SEO
- My personal roadmap on how I scaled one site to **1 million +** organic visitors in 1 year
- Foolproof and protect your rankings for the future

# A BIT OF BACKGROUND:

- Same old story - IoS 1, 14.5, 15 and more coming
- How many touch point will it take for us to become a larger brand.
- Diversification is Key, Bet big on where your audience is

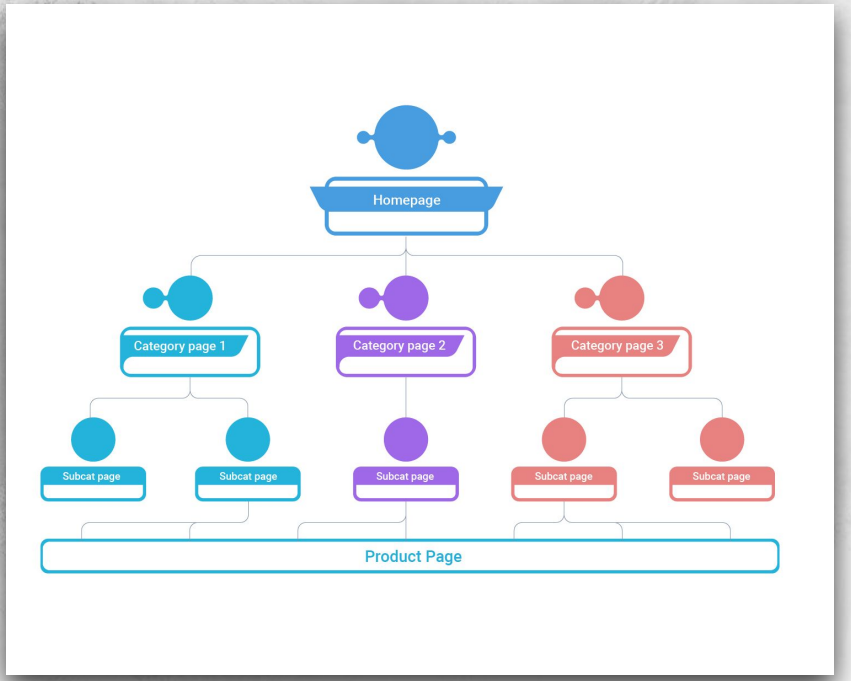


# I AM NOT AN SEO !!!

- Self taught with no formal training these were all learnt by testing and doing myself
- Here's my road map of **8 tried and tested techniques**

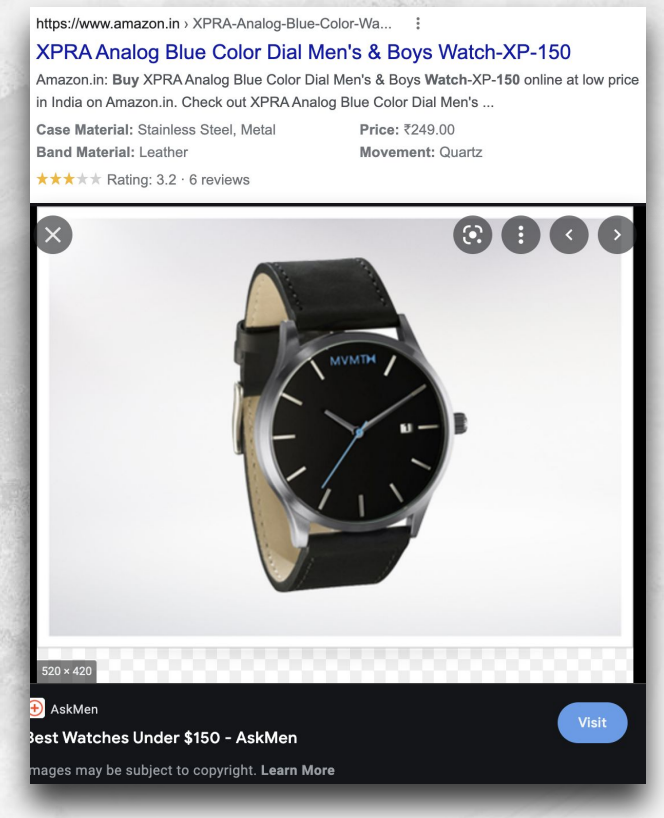
# 1. YOUR SITE STRUCTURE:

- Think of your site like a pyramid top to bottom
- Focus on Homepage and Category pages as much as possible
- Product pages long tail - think amazon inc
- Simplify your site architecture for google, don’t waste their crawl budgets



# 2. TITLES TAGS, DESCRIPTIONS AND MORE...

- You have 70 characters, sell them well
- Simplify your product nomenclature - so that what you're selling ends up in the url of the product
- Use e-Commerce related schema's they will show up in snippets
- Image alt tag - name them properly don't use 0010.jpg, if you do I'll come find you!



# DO YOUR KEYWORD RESEARCH

- Where do we start?
- What do we do?
- Overwhelming

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# UNDERSTAND YOUR TARGET AUDIENCE AND INTERESTS

## What do they **Think and Feel**?

- What really counts
- Major preoccupations

## What do they **See?**

- Environment in the market friends

## What do they **Hear**?

- What Friends say
- What colleagues say
- What Influencers say

## What do they **Say and Do?**

- Activities they perform
- Attitude in public
- Behavior interacting with others

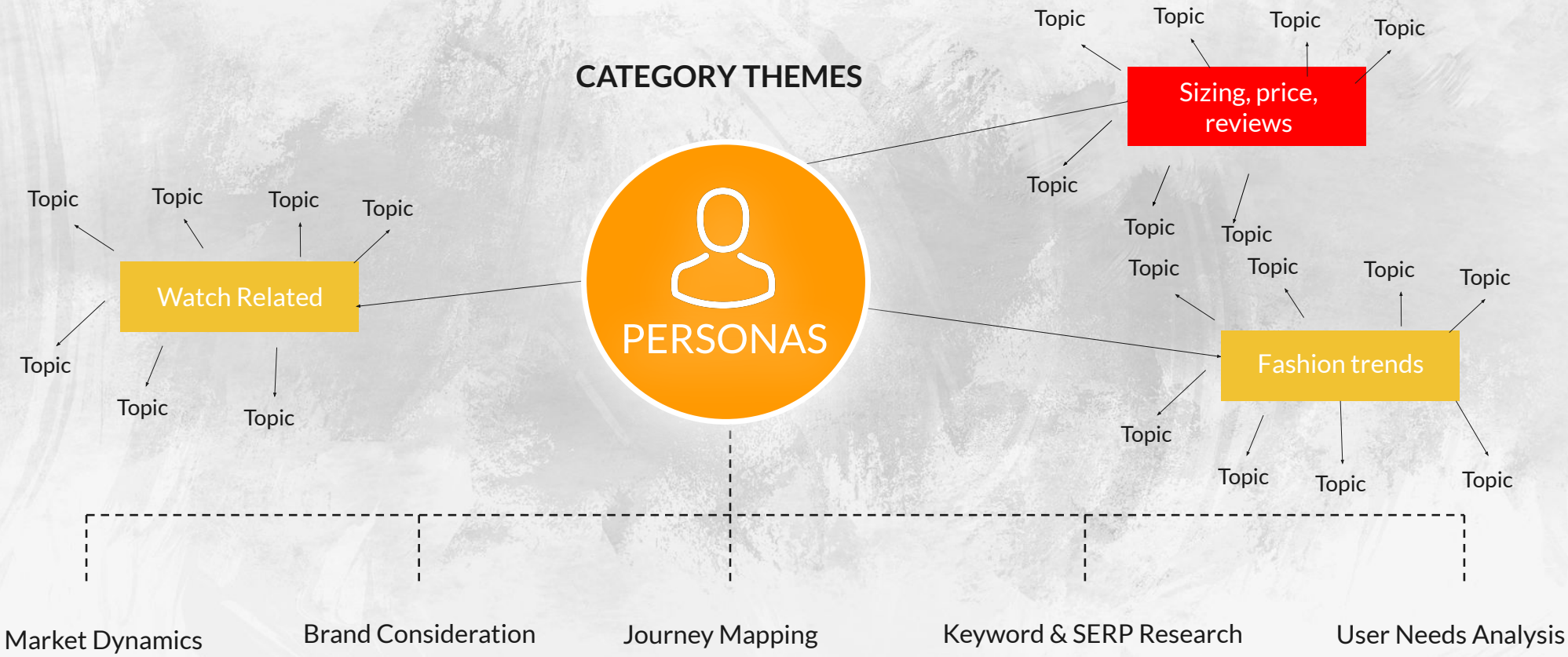
## **Pain**

- Fears, Frustration, obstacles

## **Gain**

- Wants, Needs, measure of success

# DEVELOPING A CONTENT TOPIC UNIVERSE



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# CONSIDER YOUR CUSTOMER LIFECYCLE AND SALES FUNNEL

**Top of Funnel:**

- Articles
- Blog Posts
- Earned media
- Social content

**Making relevant info searchable:**

- How to articles
- Influencer content
- Studies
- Quizzes

**Engagement:**

- Product overview
- Case studies
- Comparison
- Reviews

**Nurturing your potential buyers:**

- Product videos & guides
- Pricing & promotions
- Reviews
- Case studies

**Creating a seamless purchase experience:**

- Product/service process info
- Video and interactives
- Training content

**After sales support:**

- Knowledge bases
- Support videos
- FAQs
- Tips

Acquisition → Engagement → Retention & loyalty

# 2. DECIDE ON WHOM TO TARGET:

- Competitor
- Keywords, pillar pages and more

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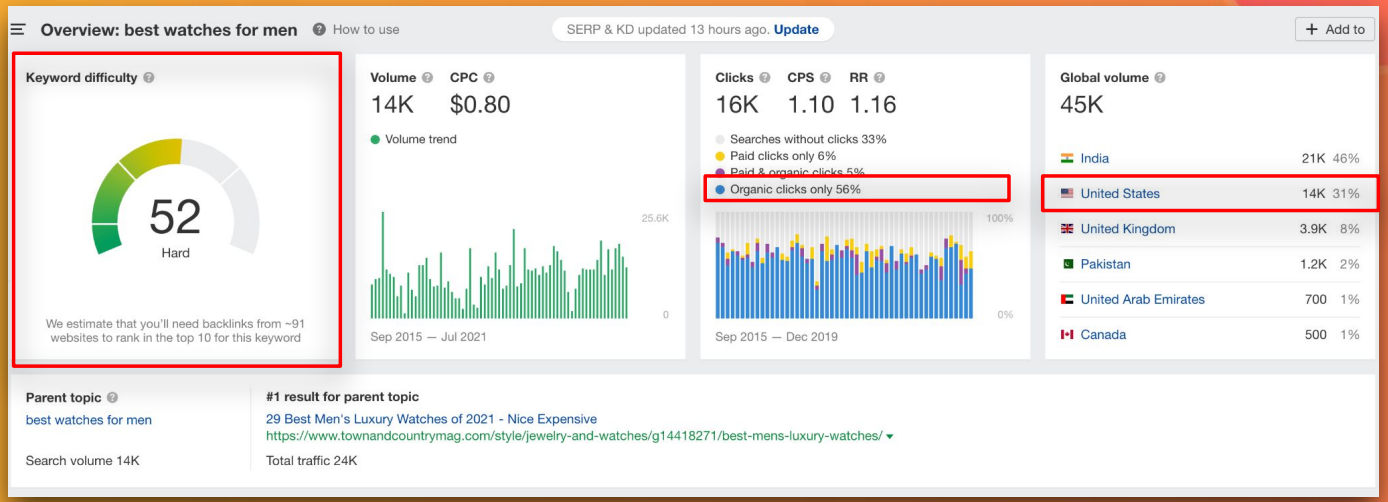


| Search result | AR | DR | UR | Backlinks | Domains | Traffic | Keywords | Top keyword | Volume |
|---|---|---|---|---|---|---|---|---|---|
| 1 29 Best Men's Luxury Watches of 2021 - Nice Expensive https://www.townandcountrymag.com/style/jewelry-and-watches/g14418271/best-mens-luxury-watches/ | 7.9K | 82 | 38 | 520 | 169 | 23,602 | 4,964 | best watches for men | 14K |
| 2 The 81 Best Watches for Men 2021 \| Every Budget \| Esquire https://www.esquire.com/uk/watches/g25973970/best-mens-watches/ | 2.6K | 87 | 42 | 1,407 | 234 | 35,042 | 7,009 | best watches for men | 14K |
| 3 People also ask<br>What brand watch for mens is best?<br>What are the top 10 best watches?<br>What is the best watch to buy in 2021?<br>What watches are most attractive? | | | | | | | | | |
| 4 The GQ Watch Guide 2021: 112 best men's watches to buy https://www.gq-magazine.co.uk/gallery/best-mens-watches | 8.1K | 81 | 41 | 690 | 238 | 58,854 | 7,065 | mens watches | 44K |
| 5 115 Best Men's Watches: Ultimate Luxury To Budget Guide ... https://luxe.digital/lifestyle/style/best-men-watches/ | 116K | 68 | 21 | 23 | 21 | 22,417 | 1,863 | mens watches | 44K |
| 6 Best watches 2021: T3's ultimate guide to watches https://www.t3.com/us/features/best-watches<br>3 Sitelinks<br>5 best watches to invest in... · Best watches under £1000 · Best watches under £200 | 18K | 78 | 23 | 39 | 21 | 5,073 | 3,729 | best watches | 5.4K |

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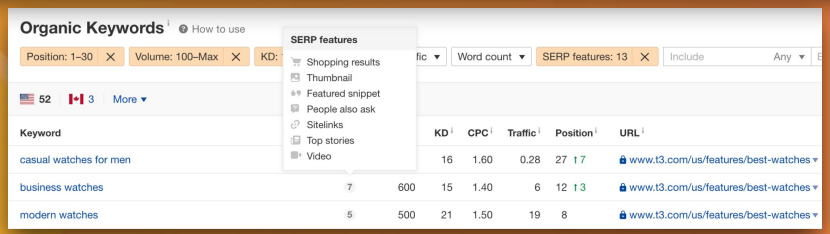
## Organic Keywords

How to use

Position: 1–30 | Volume: 100–Max | KD: 1–25 | CPC | Traffic | Word count | SERP features: 13 | Include: Any

52 | 3 | More

| Keyword | | Volume | KD | CPC | Traffic | Position | URL |
|---|---|---|---|---|---|---|---|
| casual watches for men | | 800 | 16 | 1.60 | 0.28 | 27 ↑7 | www.t3.com/us/features/best-watches |
| business watches | 7 | 600 | 15 | 1.40 | 6 | 12 ↑3 | www.t3.com/us/features/best-watches |
| modern watches | 5 | 500 | 21 | 1.50 | 19 | 8 | www.t3.com/us/features/best-watches |
| best luxury sport watches | 6 | 500 | 11 | 2.50 | 0.14 | 30 ↓4 | www.t3.com/us/features/best-watches |
| best mechanical watches | 6 | 500 | 15 | 1.20 | 0.45 | 26 ↓3 | www.t3.com/us/features/best-watches |
| new watches 2020 | 6 | 350 | 18 | – | 6 | 12 ↑1 | www.t3.com/us/features/best-watches |
| coolest watches 2015 | 3 | 300 | 2 | 8.00 | 0.60 | 21 | www.t3.com/us/features/best-watches |
| best cheap watches brands | 5 | 250 | 25 | – | 0.46 | 22 | www.t3.com/us/features/best-watches |
| best watches for collection | 4 | 250 | 18 | – | 5 | 11 | www.t3.com/us/features/best-watches |
| watches guide | 3 | 250 | 17 | – | 6 | 10 ↑3 | www.t3.com/us/features/best-watches |
| mid range watch brands | 3 | 250 | 24 | 1.50 | 0.21 | 25 | www.t3.com/us/features/best-watches |
| best women's watches under 500 | 3 | 250 | 2 | 0.90 | 0.83 | 19 ↑16 | www.t3.com/us/features/best-watches |
| nicest leather watches | 6 | 250 | 10 | 4.50 | 0.97 | 18 | www.t3.com/us/features/best-watches |



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# NOW WE HAVE A SKYSCRAPER PAGE:

1. Why do we need to target a skyscraper page?
2. What is the benefit?

https://www.t3.com/us/features/best-watches

```
<html lang="" dir="ltr" data-locale="US">
<head>
<!-- [METATAGS] -->
<meta charset="utf-8">
<meta name="viewport" content="width=device-width,minimum-scale=1,initial-scale=1">
<title>Best watches 2021: T3's ultimate guide to watches and watch brands | T3</title>
<meta name="pub_date" content="2021-05-28T13:28:16+00:00">
<meta name="description" content="This is T3's guide to the best watches, featuring the best watch brands in existence. It's not all about Rolex, C
<link rel="canonical" href="https://www.t3.com/us/features/best-watches">
<link rel="alternate" hreflang="x-default" href="https://www.t3.com/features/best-watches">
<link rel="alternate" hreflang="en-GB" href="https://www.t3.com/features/best-watches">
<link rel="alternate" hreflang="en-US" href="https://www.t3.com/us/features/best-watches">
<link rel="alternate" hreflang="en-CA" href="https://www.t3.com/us/features/best-watches">
<link rel="alternate" hreflang="en-AU" href="https://www.t3.com/au/features/best-watches">
<link rel="alternate" hreflang="en-NZ" href="https://www.t3.com/au/features/best-watches">
<meta name="robots" content="max-image-preview:large">
<link rel="apple-touch-icon" href="https://vanilla.futurecdn.net/t3/335598/apple-touch-icon.png">
<meta name="msapplication-TileColor" content="#000000">
<meta name="msapplication-TileImage" content="https://vanilla.futurecdn.net/t3/335598/apple-touch-icon.png">
<link rel="shortcut icon" href="https://vanilla.futurecdn.net/t3/335598/favicon.ico" size="16x16">
<link rel="shortcut icon" href="https://vanilla.futurecdn.net/t3/335598/apple-touch-icon.png" size="120x120">
<meta property="og:site_name" content="T3">
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<meta property="og:type" content="article">
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<meta property="article:author" content="https://www.facebook.com/t3mag">
<meta property="og:title" content="Best watches 2021: T3's ultimate guide to watches and watch brands">
<meta property="og:url" content="https://www.t3.com/us/features/best-watches">
<meta property="og:description" content="From Audemars to Zenith, with Omega, Rolex and Swatch in between, these are the best watches for men">
<meta property="article:published_time" content="2021-05-28T13:28:16Z">
<meta property="article:modified_time" content="2021-09-07T15:17:04.374Z">
<script type="application/ld+json">
{
```
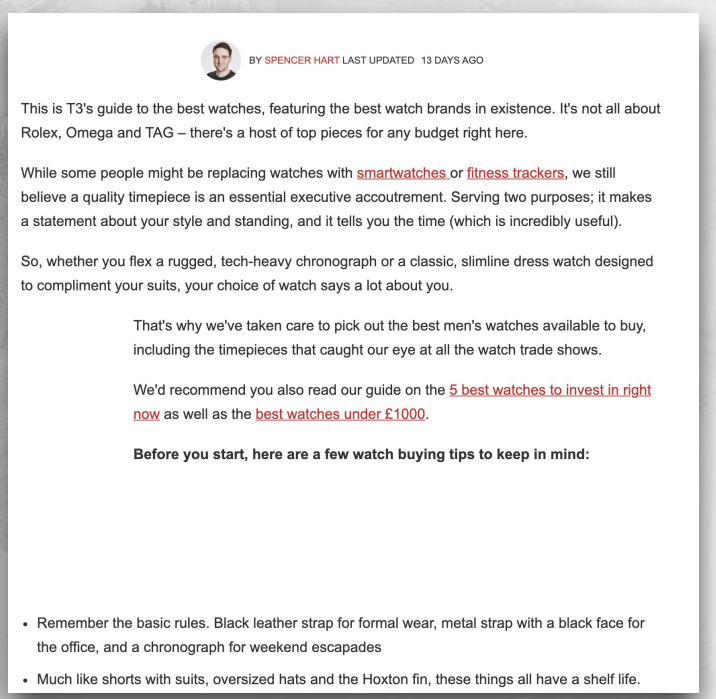



BY SPENCER HART LAST UPDATED 13 DAYS AGO

This is T3's guide to the best watches, featuring the best watch brands in existence. It's not all about Rolex, Omega and TAG – there's a host of top pieces for any budget right here.

While some people might be replacing watches with smartwatches or fitness trackers, we still believe a quality timepiece is an essential executive accoutrement. Serving two purposes; it makes a statement about your style and standing, and it tells you the time (which is incredibly useful).

So, whether you flex a rugged, tech-heavy chronograph or a classic, slimline dress watch designed to compliment your suits, your choice of watch says a lot about you.

That's why we've taken care to pick out the best men's watches available to buy, including the timepieces that caught our eye at all the watch trade shows.

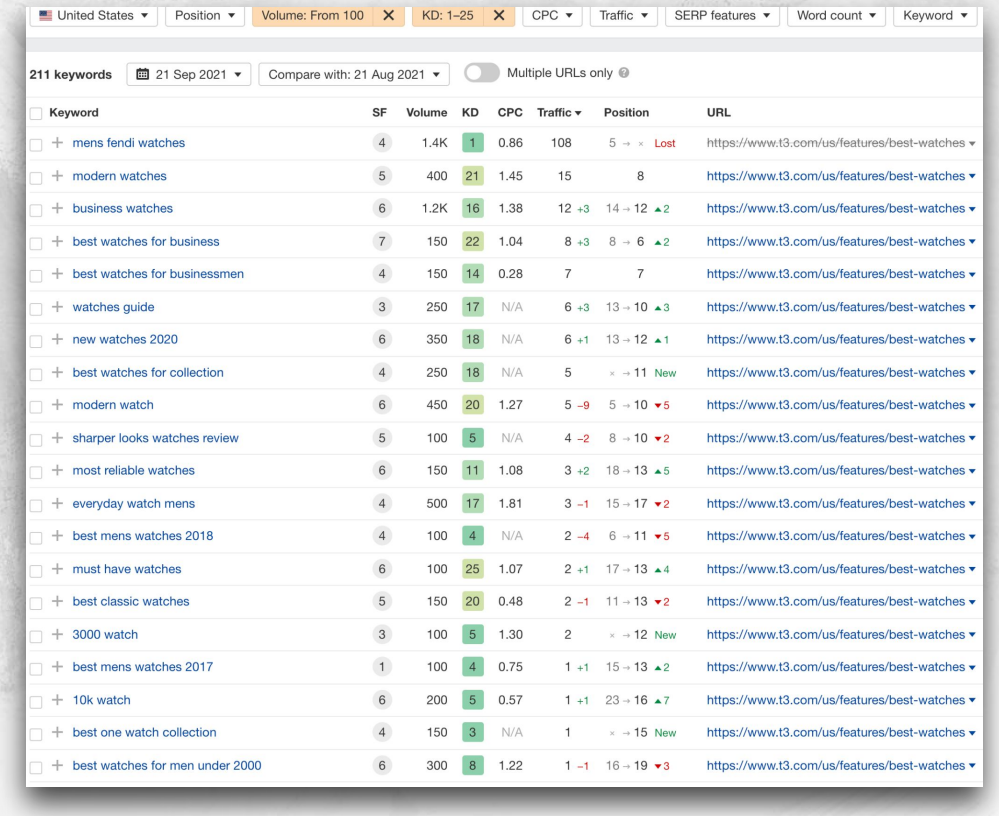
We'd recommend you also read our guide on the 5 best watches to invest in right now as well as the best watches under £1000.

**Before you start, here are a few watch buying tips to keep in mind:**

- Remember the basic rules. Black leather strap for formal wear, metal strap with a black face for the office, and a chronograph for weekend escapades
- Much like shorts with suits, oversized hats and the Hoxton fin, these things all have a shelf life.

# NEXT TO DO:

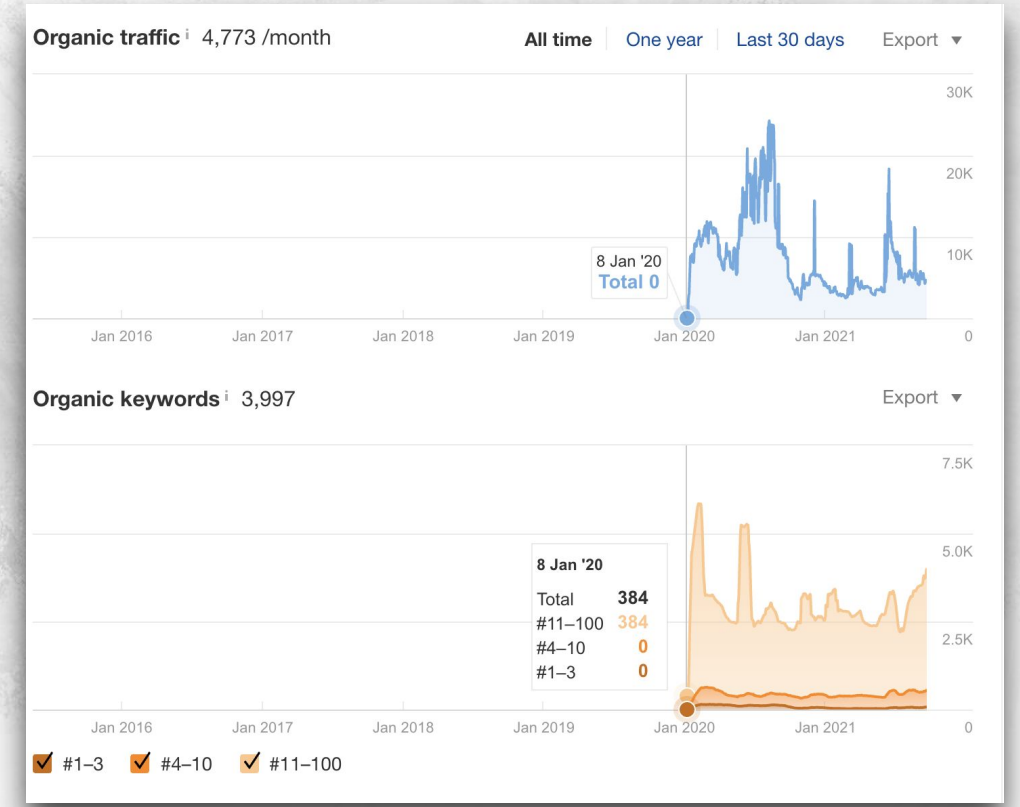
- Filter out kw's difficulty 1-25 ,volume over 100
- Download that kw list, and build out an article for 7000+ words to start
- Manually index a crawl in your search console




| Keyword | SF | Volume | KD | CPC | Traffic | Position | URL |
|---|---|---|---|---|---|---|---|
| mens fendi watches | 4 | 1.4K | 1 | 0.86 | 108 | 5 → × Lost | https://www.t3.com/us/features/best-watches |
| modern watches | 5 | 400 | 21 | 1.45 | 15 | 8 | https://www.t3.com/us/features/best-watches |
| business watches | 6 | 1.2K | 16 | 1.38 | 12 +3 | 14 → 12 ▲2 | https://www.t3.com/us/features/best-watches |
| best watches for business | 7 | 150 | 22 | 1.04 | 8 +3 | 8 → 6 ▲2 | https://www.t3.com/us/features/best-watches |
| best watches for businessmen | 4 | 150 | 14 | 0.28 | 7 | 7 | https://www.t3.com/us/features/best-watches |
| watches guide | 3 | 250 | 17 | N/A | 6 +3 | 13 → 10 ▲3 | https://www.t3.com/us/features/best-watches |
| new watches 2020 | 6 | 350 | 18 | N/A | 6 +1 | 13 → 12 ▲1 | https://www.t3.com/us/features/best-watches |
| best watches for collection | 4 | 250 | 18 | N/A | 5 | × → 11 New | https://www.t3.com/us/features/best-watches |
| modern watch | 6 | 450 | 20 | 1.27 | 5 −9 | 5 → 10 ▼5 | https://www.t3.com/us/features/best-watches |
| sharper looks watches review | 5 | 100 | 5 | N/A | 4 −2 | 8 → 10 ▼2 | https://www.t3.com/us/features/best-watches |
| most reliable watches | 6 | 150 | 11 | 1.08 | 3 +2 | 18 → 13 ▲5 | https://www.t3.com/us/features/best-watches |
| everyday watch mens | 4 | 500 | 17 | 1.81 | 3 −1 | 15 → 17 ▼2 | https://www.t3.com/us/features/best-watches |
| best mens watches 2018 | 4 | 100 | 4 | N/A | 2 −4 | 6 → 11 ▼5 | https://www.t3.com/us/features/best-watches |
| must have watches | 6 | 100 | 25 | 1.07 | 2 +1 | 17 → 13 ▲4 | https://www.t3.com/us/features/best-watches |
| best classic watches | 5 | 150 | 20 | 0.48 | 2 −1 | 11 → 13 ▼2 | https://www.t3.com/us/features/best-watches |
| 3000 watch | 3 | 100 | 5 | 1.30 | 2 | × → 12 New | https://www.t3.com/us/features/best-watches |
| best mens watches 2017 | 1 | 100 | 4 | 0.75 | 1 +1 | 15 → 13 ▲2 | https://www.t3.com/us/features/best-watches |
| 10k watch | 6 | 200 | 5 | 0.57 | 1 +1 | 23 → 16 ▲7 | https://www.t3.com/us/features/best-watches |
| best one watch collection | 4 | 150 | 3 | N/A | 1 | × → 15 New | https://www.t3.com/us/features/best-watches |
| best watches for men under 2000 | 6 | 300 | 8 | 1.22 | 1 −1 | 16 → 19 ▼3 | https://www.t3.com/us/features/best-watches |

# MONITOR:

- What kw's rank?
- What are you getting positions 1-10 in?
- Next step - snippet sniping



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# CONSIDER YOUR CUSTOMER LIFECYCLE AND SALES FUNNEL

**Top of Funnel:**

- Articles
- Blog Posts
- Earned media
- Social content

**Making relevant info searchable:**

- How to articles
- Influencer content
- Studies
- Quizzes

**Engagement:**

- Product overview
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**Nurturing your potential buyers:**

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**Creating a seamless purchase experience:**

- Product/service process info
- Video and interactives
- Training content

**After sales support:**

- Knowledge bases
- Support videos
- FAQs
- Tips

Acquisition → Engagement → Retention & loyalty

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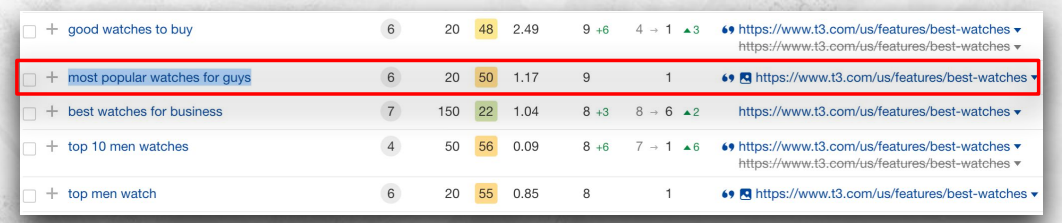
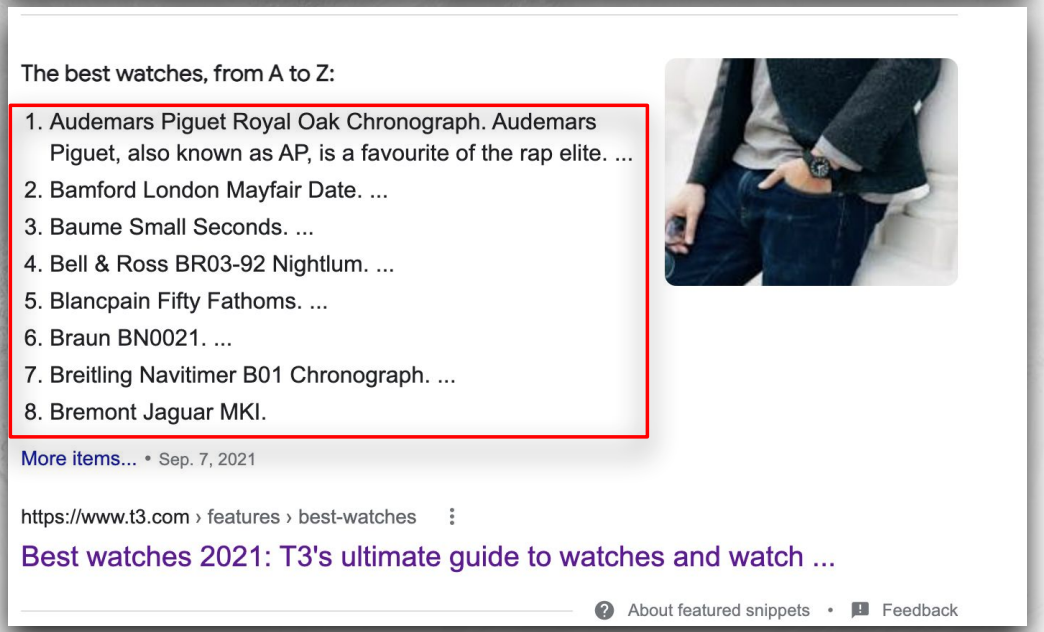
# HOW TO GET SNIPPETS:

- Are you looking at answering questions?
- Are you using answerthepublic?

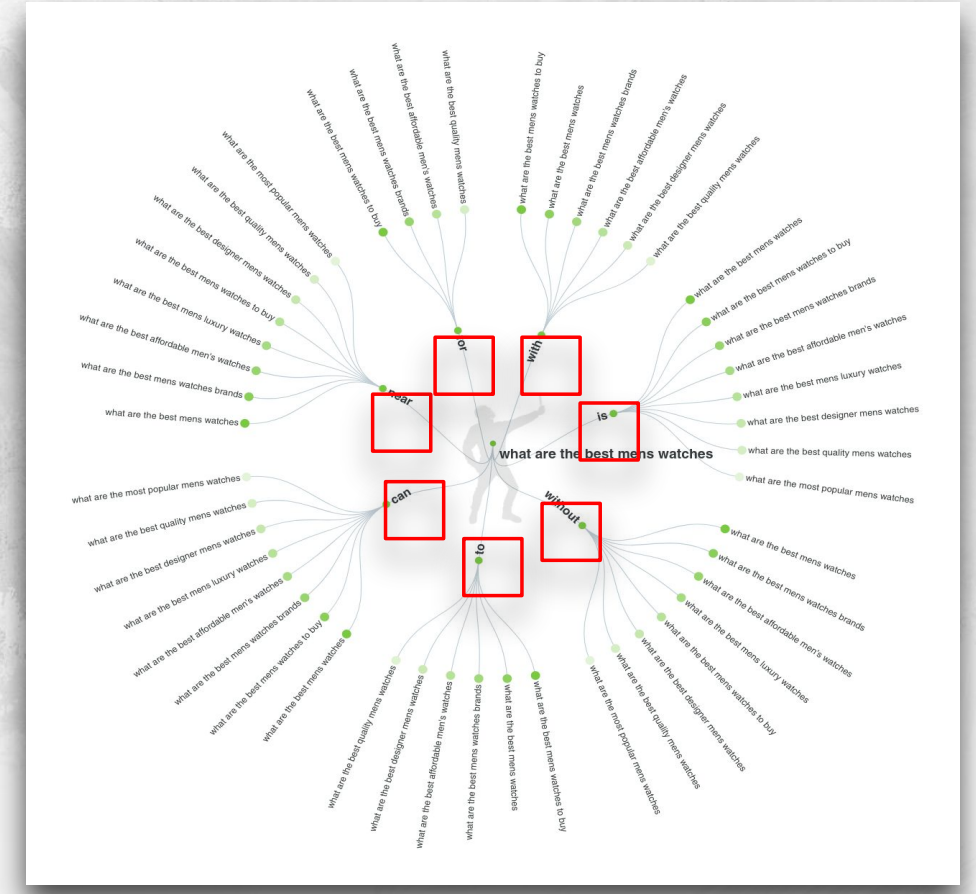


| | | | | | | | |
|---|---|---|---|---|---|---|---|
| good watches to buy | 6 | 20 | 48 | 2.49 | 9 +6 | 4 → 1 ▲3 | https://www.t3.com/us/features/best-watches |
| most popular watches for guys | 6 | 20 | 50 | 1.17 | 9 | 1 | https://www.t3.com/us/features/best-watches |
| best watches for business | 7 | 150 | 22 | 1.04 | 8 +3 | 8 → 6 ▲2 | https://www.t3.com/us/features/best-watches |
| top 10 men watches | 4 | 50 | 56 | 0.09 | 8 +6 | 7 → 1 ▲6 | https://www.t3.com/us/features/best-watches |
| top men watch | 6 | 20 | 55 | 0.85 | 8 | 1 | https://www.t3.com/us/features/best-watches |



# USING CUSTOMER INTENT:

- Why? Who? What?
- Free useful tool for create content and ideas top, mid and bottom funnel



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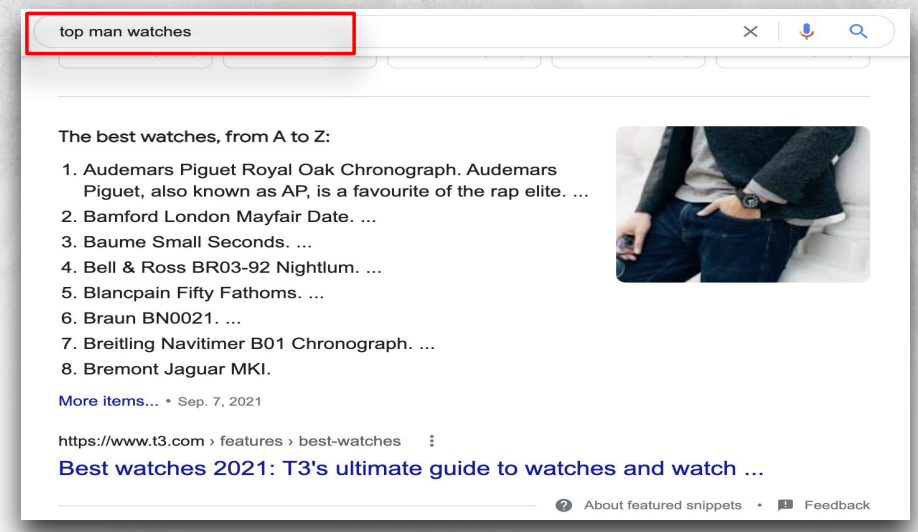
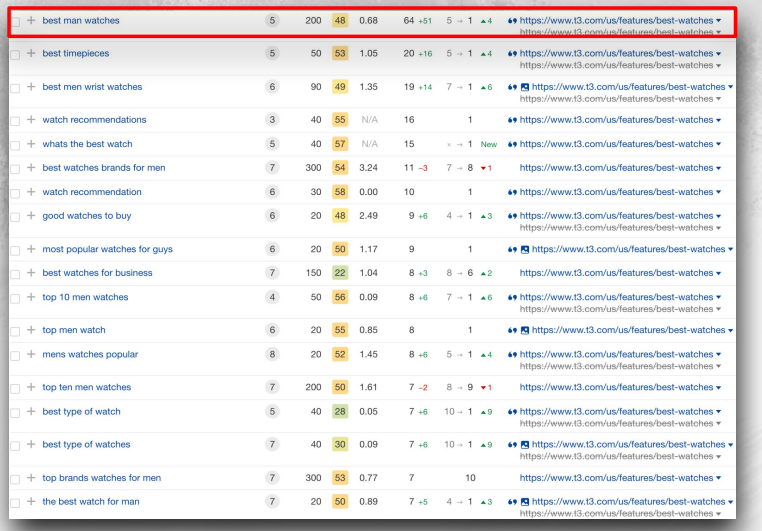
# USING CUSTOMER INTENT:

- This page alone generates 1k+ ecomm intent visits/mo - TOFU/MOFU

- Ranking for snippets is easier if your position is in rankings 1-10 especially



# THE KICKER:

- Ranking SEO with Shopify is super hard , rel:canonical issues (which were amended in 2021 and I have not tested)
- I use woo/magento affiliate sites to push content to my shopify sites as they're easier to index and push traffic to shopify
- Having a mix of affiliate strategy driving traffic back your eCommerce store - how many of you are doing this currently.

| Hosting | % in Top 1m | Declining | Type | Total Sites | Top 1m - Now | Top 1m - Peak |
|---|---|---|---|---|---|---|
| Shopify | 0.76% | 0% | eCom | 3,298,025 | 25,000 | 25,000 |
| WooCommerce | 0.88% | 3% | eCom | 3,421,528 | 30,000 | 31,000 |
| Magento | 4.95% | 11% | eCom | 201,872 | 10,000 | 11,250 |
| OpenCart | 0.52% | 0% | eCom | 444,842 | 2,300 | 2,300 |

| Hosting | % in Top 1m | Declining | Type | Total Sites | Top 1m - Now |
|---|---|---|---|---|---|
| Microsoft Azure | 2.80% | 3% | Hosting | 1,286,593 | 36,000 |
| SiteGround VPS | 1.99% | 93% | Hosting | 7,547 | 150 |
| Fastly | 1.77% | 12% | Hosting | 1,240,445 | 22,000 |
| Digital Ocean | 1.13% | 18% | Hosting | 2,910,966 | 33,000 |
| Amazon | 1.12% | 2% | Hosting | 16,730,640 | 187,000 |
| DreamHost | 0.97% | 64% | Hosting | 174,478 | 1,700 |
| Hetzner | 0.79% | 2% | Hosting | 4,132,294 | 32,500 |
| OVH | 0.63% | 1% | Hosting | 5,970,845 | 37,500 |
| Amazon EC2 | 0.45% | 2% | Hosting | 5,004,947 | 22,500 |
| Hostinger | 0.26% | 0% | Hosting | 1,268,865 | 3,300 |
| GoDaddy | 0.22% | 17% | Hosting | 17,298,071 | 37,500 |
| Google Cloud | 0.18% | 1% | Hosting | 38,689,104 | 71,000 |
| Bluehost | 0.12% | 46% | Hosting | 4,515,674 | 5,300 |
| HostGator | 0.12% | 74% | Hosting | 868,936 | 1,000 |

| Hosting | % in Top 1m | Declining | Type | Total Sites | Top 1m - Now | Top 1m - Peak |
|---|---|---|---|---|---|---|
| Akamai | 5.76% | 2% | CDN | 468,577 | 27,000 | 27,500 |
| Cloudflare | 2.34% | 0% | CDN | 8,973,892 | 210,000 | 210,000 |

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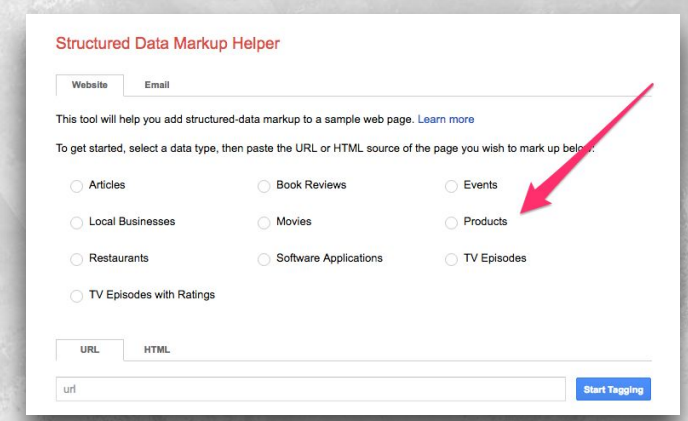
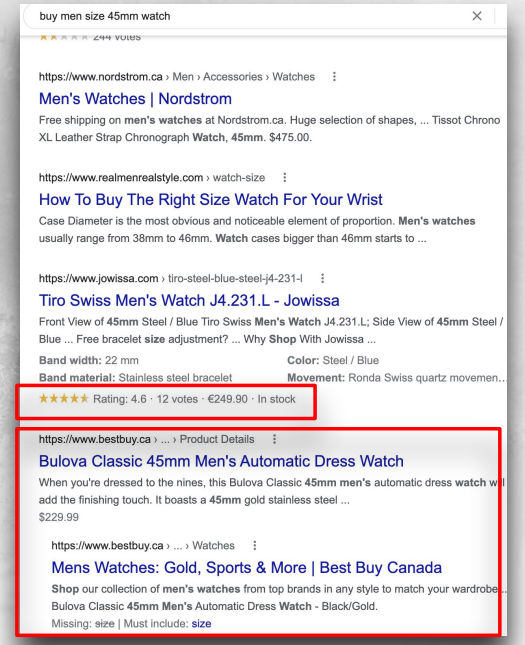
# ARE YOU USING STRUCTURED MARKUPS?

- You're leaving money on the table
- https://validator.schema.org/
- Things I would use most importantly

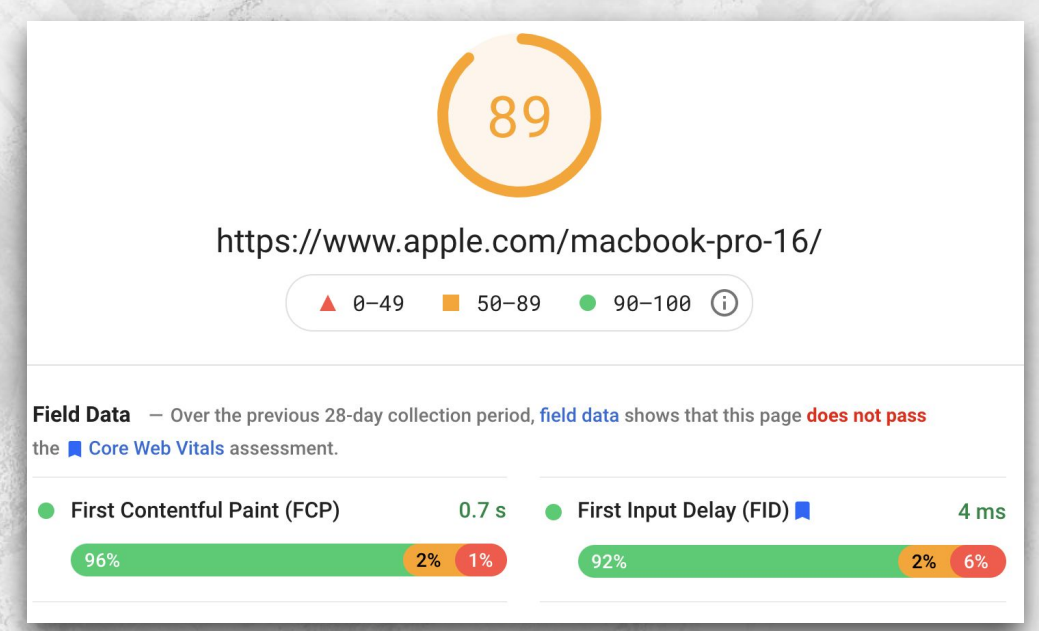
1. Aggregated rating
2. Reviews
3. Brand
4. Color
5. GTIN (UPC Code)
   and/or Serial Number and/or MPN
6. Image
7. Manufacturer
8. Product Model



# SITE SPEED AND USER EXPERIENCE

- Speed is name of the game - i did a apple vs amz vs bby vs nike vs adidas
- When thinking about UX/UI think Apple SEO, Apple UX - is there anything apple can't do?
- Think about the time lag you see on apple vs these other examples, checkouts etc?



# SUMMARY

- Hire right - you’re looking for a project manager + content team who can be trained in SEO
- Get your basics done right and acquire/build affiliate sites.
- Understand your personas and copy and compete, if you can’t beat them join’em.

# LET'S STAY CONNECTED

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