

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.



RONNIE TEJA

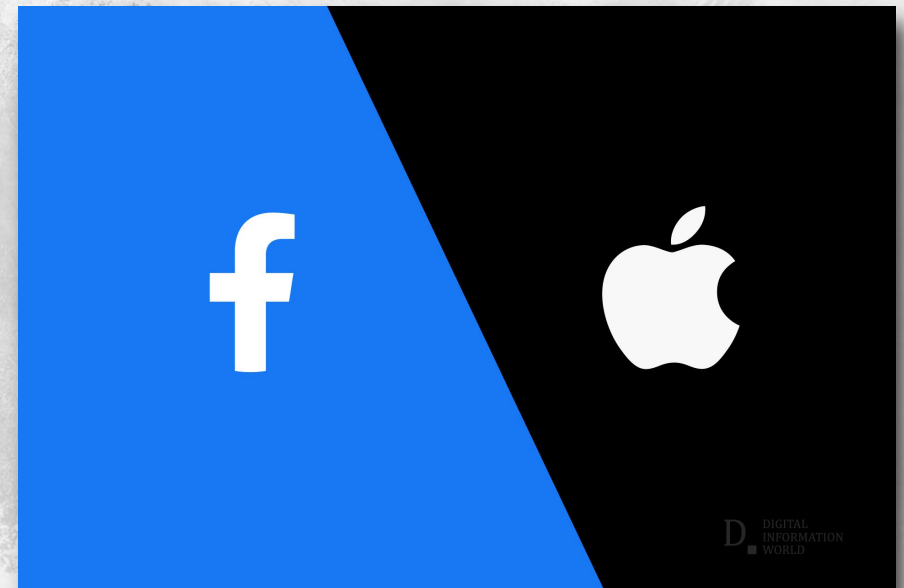
WHAT I WILL BE DISCUSSING WITH YOU TODAY

- 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



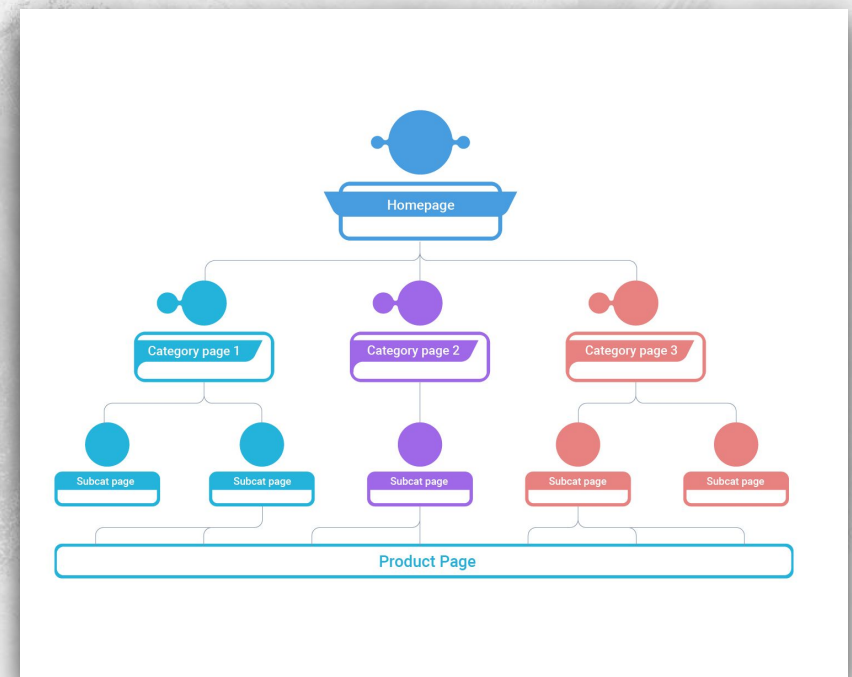
I AM NOT AN SEO !!!

- 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**



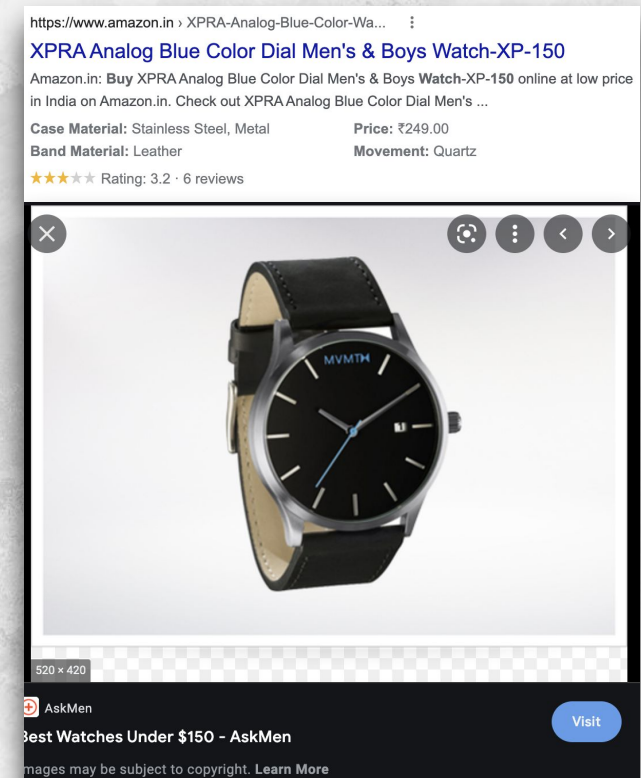
1. YOUR SITE STRUCTURE:

- 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



UNDERSTAND YOUR TARGET AUDIENCE AND INTERESTS

What do they Think and Feel?

- What really counts
- Major preoccupations

What do they Hear?

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

Pain

- Fears, Frustration, obstacles



What do they See?

- Environment in the market friends

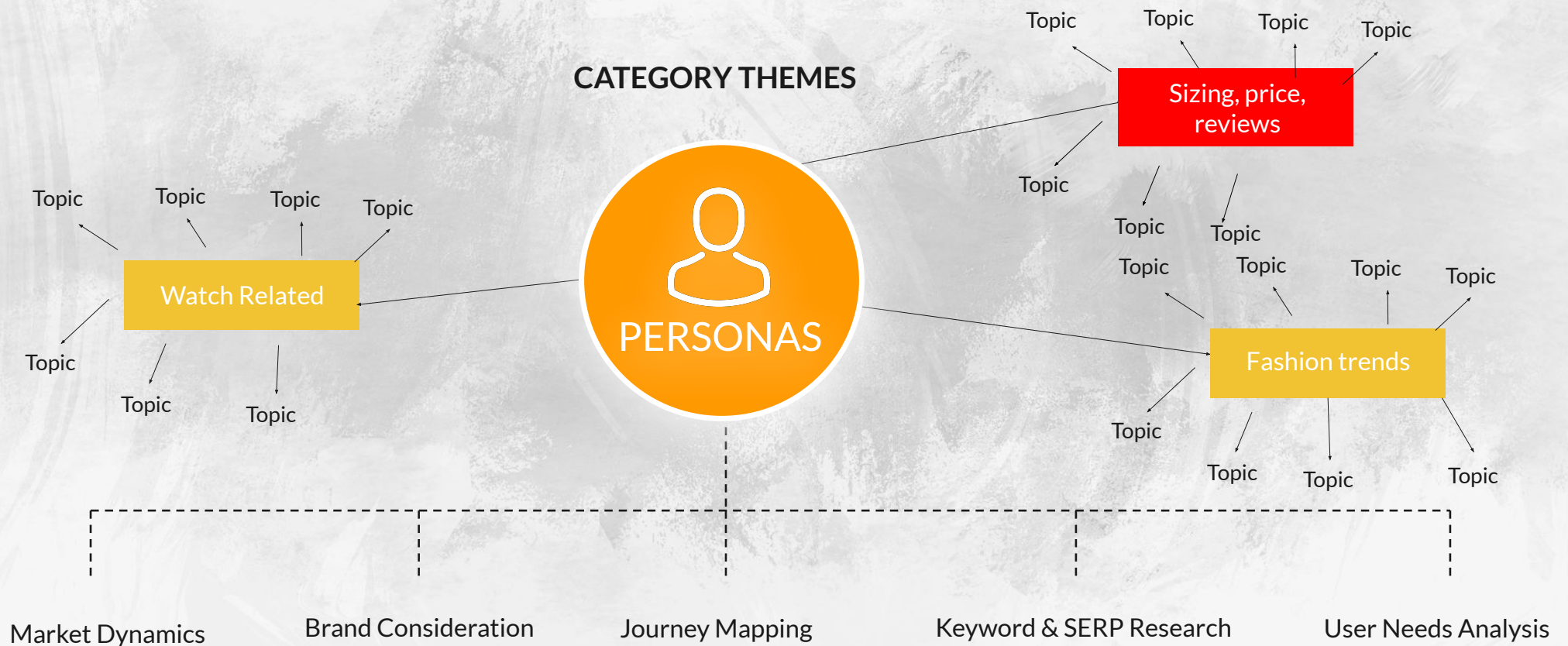
What do they Say and Do?

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

Gain

- Wants, Needs, measure of success

DEVELOPING A CONTENT TOPIC UNIVERSE



CONSIDER YOUR CUSTOMER LIFECYCLE AND SALES FUNNEL



Top of Funnel:	Making relevant info searchable:	Engagement:	Nurturing your potential buyers:	Creating a seamless purchase experience:	After sales support:
<ul style="list-style-type: none"> ● Articles ● Blog Posts ● Earned media ● Social content 	<ul style="list-style-type: none"> ● How to articles ● Influencer content ● Studies ● Quizzes 	<ul style="list-style-type: none"> ● Product overview ● Case studies ● Comparison ● Reviews 	<ul style="list-style-type: none"> ● Product videos & guides ● Pricing & promotions ● Reviews ● Case studies 	<ul style="list-style-type: none"> ● Product/service process info ● Video and interactives ● Training content 	<ul style="list-style-type: none"> ● Knowledge bases ● Support videos ● FAQs ● Tips

Acquisition

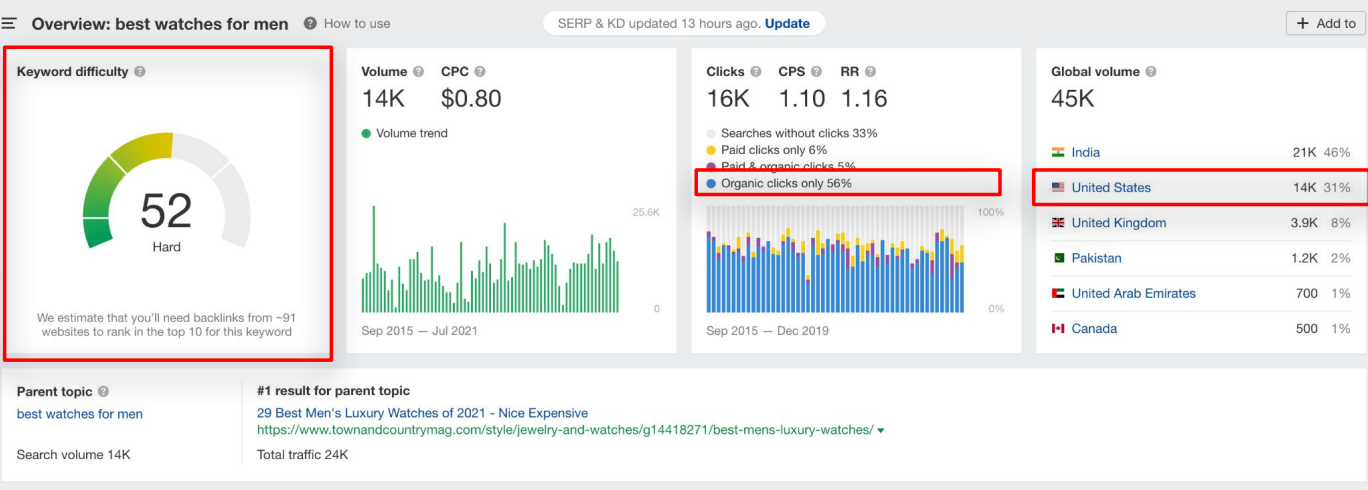
Engagement

Retention & loyalty

2. DECIDE ON WHOM TO TARGET:

- Competitor
- Keywords, pillar pages and more





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 What brand watch for mens is best? What are the top 10 best watches? What is the best watch to buy in 2021? 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 ▼	18K	78	23	39	21	5,073	3,729	best watches	5.4K
▼ 3 Sitelinks 5 best watches to invest in... · Best watches under £1000 · Best watches under £200										

Organic Keywords ⁱ [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 ⁱ	KD ⁱ	CPC ⁱ	Traffic ⁱ	Position ⁱ	URL ⁱ
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 ▼

Organic Keywords ⁱ [How to use](#)

Position: 1-30 ✕ Volume: 100-Max ✕ KD: 1-25 ✕ CPC ▼ Traffic ▼ Word count ▼ SERP features: 13 ✕ Include Any ▼

🇺🇸 52 🇨🇦 3 More ▼

SERP features

- Shopping results
- Thumbnail
- Featured snippet
- People also ask
- Sitelinks
- Top stories
- Video

Keyword		Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic ⁱ	Position ⁱ	URL ⁱ
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 ▼

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>

```
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<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">
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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.

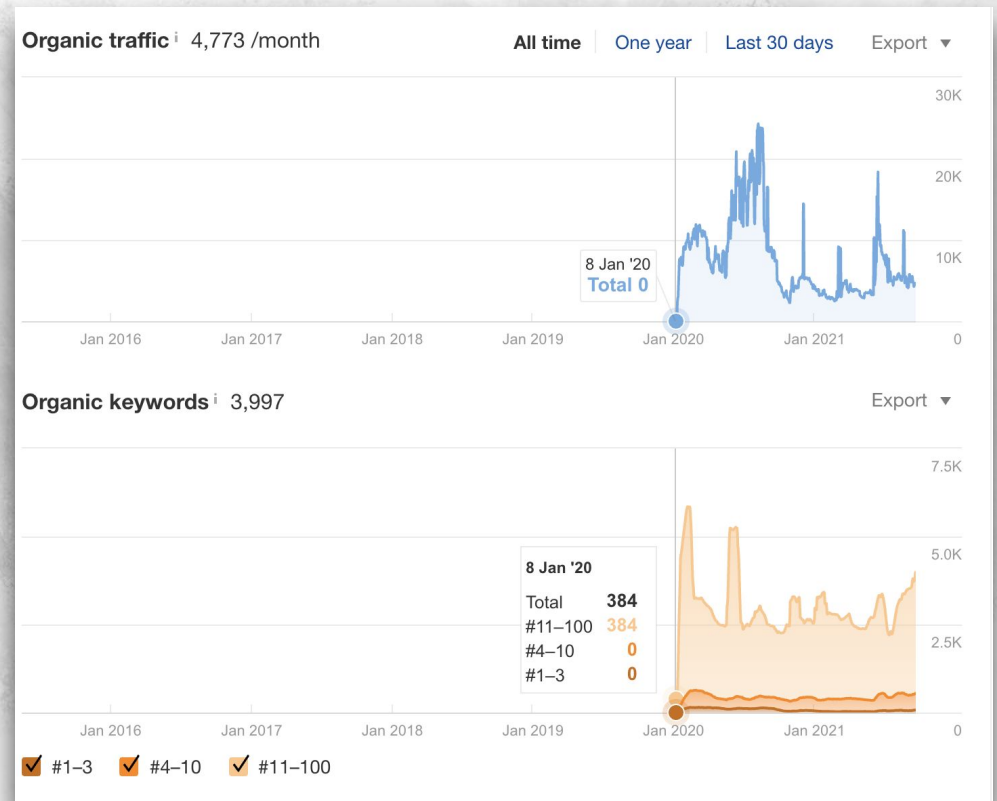
NEXT TO DO:

- 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

United States ▾ Position ▾ Volume: From 100 ✕ KD: 1-25 ✕ CPC ▾ Traffic ▾ SERP features ▾ Word count ▾ Keyword ▾									
211 keywords 21 Sep 2021 ▾ Compare with: 21 Aug 2021 ▾ Multiple URLs only ②									
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic ▾	Position			
<input type="checkbox"/> + mens fendi watches	4	1.4K	1	0.86	108	5 →	✕	Lost	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + modern watches	5	400	21	1.45	15	8			https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + business watches	6	1.2K	16	1.38	12 +3	14 → 12		▲2	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best watches for business	7	150	22	1.04	8 +3	8 → 6		▲2	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best watches for businessmen	4	150	14	0.28	7	7			https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + watches guide	3	250	17	N/A	6 +3	13 → 10		▲3	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + new watches 2020	6	350	18	N/A	6 +1	13 → 12		▲1	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best watches for collection	4	250	18	N/A	5	✕ → 11		New	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + modern watch	6	450	20	1.27	5 -9	5 → 10		▼5	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + sharper looks watches review	5	100	5	N/A	4 -2	8 → 10		▼2	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + most reliable watches	6	150	11	1.08	3 +2	18 → 13		▲5	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + everyday watch mens	4	500	17	1.81	3 -1	15 → 17		▼2	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best mens watches 2018	4	100	4	N/A	2 -4	6 → 11		▼5	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + must have watches	6	100	25	1.07	2 +1	17 → 13		▲4	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best classic watches	5	150	20	0.48	2 -1	11 → 13		▼2	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + 3000 watch	3	100	5	1.30	2	✕ → 12		New	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best mens watches 2017	1	100	4	0.75	1 +1	15 → 13		▲2	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + 10k watch	6	200	5	0.57	1 +1	23 → 16		▲7	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + best one watch collection	4	150	3	N/A	1	✕ → 15		New	https://www.t3.com/us/features/best-watches ▾
<input type="checkbox"/> + 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



CONSIDER YOUR CUSTOMER LIFECYCLE AND SALES FUNNEL



Top of Funnel: <ul style="list-style-type: none"> ● Articles ● Blog Posts ● Earned media ● Social content 	Making relevant info searchable: <ul style="list-style-type: none"> ● How to articles ● Influencer content ● Studies ● Quizzes 	Engagement: <ul style="list-style-type: none"> ● Product overview ● Case studies ● Comparison ● Reviews 	Nurturing your potential buyers: <ul style="list-style-type: none"> ● Product videos & guides ● Pricing & promotions ● Reviews ● Case studies 	Creating a seamless purchase experience: <ul style="list-style-type: none"> ● Product/service process info ● Video and interactives ● Training content 	After sales support: <ul style="list-style-type: none"> ● Knowledge bases ● Support videos ● FAQs ● Tips
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Acquisition

Engagement

Retention & loyalty

HOW TO GET SNIPPETS:

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

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

The best watches, from A to Z:

1. Audemars Piguet Royal Oak Chronograph. Audemars Piguet, also known as AP, is a favourite of the rap elite. ...
2. Bamford London Mayfair Date. ...
3. Baume Small Seconds. ...
4. Bell & Ross BR03-92 Nightlum. ...
5. Blancpain Fifty Fathoms. ...
6. Braun BN0021. ...
7. Breitling Navitimer B01 Chronograph. ...
8. Bremont Jaguar MKI.



[More items...](#) • Sep. 7, 2021

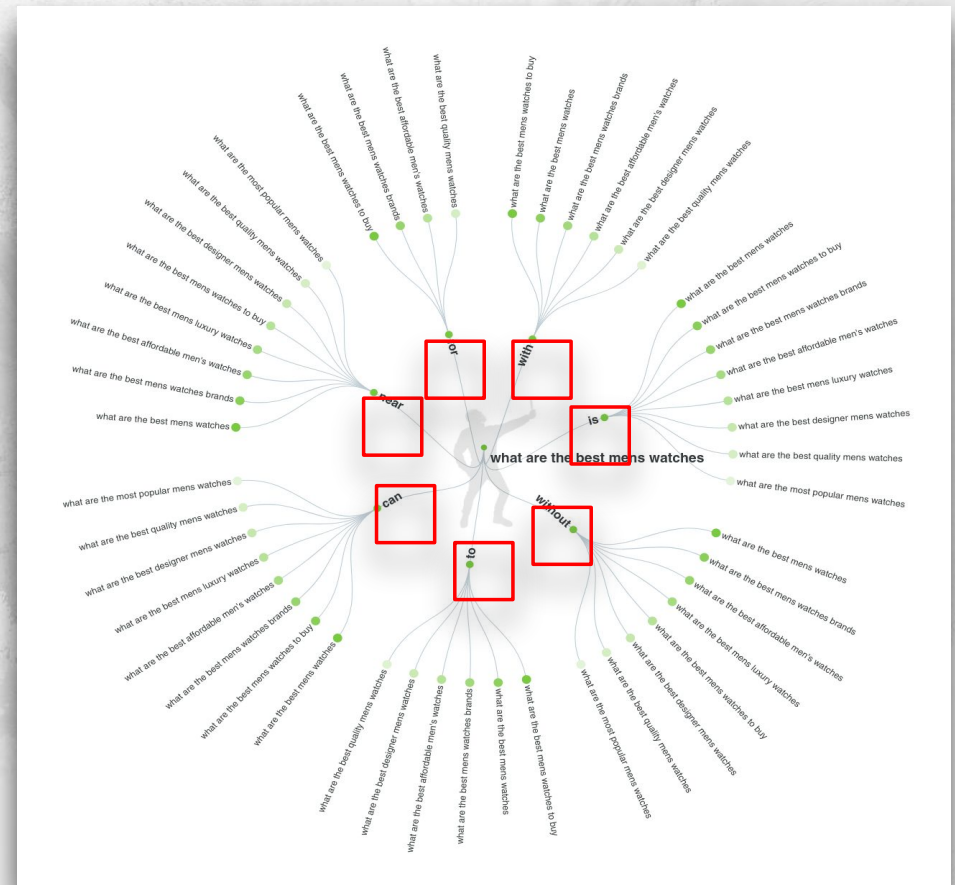
<https://www.t3.com> › features › best-watches

Best watches 2021: T3's ultimate guide to watches and watch ...

[?](#) About featured snippets • [Feedback](#)

USING CUSTOMER INTENT:

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



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

top man watches

The best watches, from A to Z:

1. Audemars Piguet Royal Oak Chronograph. Audemars Piguet, also known as AP, is a favourite of the rap elite. ...
2. Bamford London Mayfair Date. ...
3. Baume Small Seconds. ...
4. Bell & Ross BR03-92 Nightlum. ...
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More items... • Sep. 7, 2021

<https://www.t3.com/features/best-watches>

Best watches 2021: T3's ultimate guide to watches and watch ...

About featured snippets • Feedback

+ best man watches	5	200	48	0.68	64 +51	5 → 1	▲ 4	https://www.t3.com/us/features/best-watches
+ best timepieces	5	50	53	1.05	20 +16	5 → 1	▲ 4	https://www.t3.com/us/features/best-watches
+ best men wrist watches	6	90	49	1.35	19 +14	7 → 1	▲ 6	https://www.t3.com/us/features/best-watches
+ watch recommendations	3	40	55	N/A	16			https://www.t3.com/us/features/best-watches
+ whats the best watch	5	40	57	N/A	15	→ 1	New	https://www.t3.com/us/features/best-watches
+ best watches brands for men	7	300	54	3.24	11 -3	7 → 8	▼ 1	https://www.t3.com/us/features/best-watches
+ watch recommendation	6	30	58	0.00	10			https://www.t3.com/us/features/best-watches
+ 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			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	6 +6	7 → 1	▲ 6	https://www.t3.com/us/features/best-watches
+ top men watch	6	20	55	0.85	8			https://www.t3.com/us/features/best-watches
+ mens watches popular	8	20	52	1.45	8 +6	5 → 1	▲ 4	https://www.t3.com/us/features/best-watches
+ top ten men watches	7	200	50	1.61	7 -2	8 → 9	▼ 1	https://www.t3.com/us/features/best-watches
+ best type of watch	5	40	28	0.05	7 +6	10 → 1	▲ 9	https://www.t3.com/us/features/best-watches
+ best type of watches	7	40	30	0.09	7 +6	10 → 1	▲ 9	https://www.t3.com/us/features/best-watches
+ top brands watches for men	7	300	53	0.77	7			https://www.t3.com/us/features/best-watches
+ the best watch for man	7	20	50	0.89	7 +5	4 → 1	▲ 3	https://www.t3.com/us/features/best-watches

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

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

Structured Data Markup Helper

Website Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below.

☐ Articles
 ☐ Book Reviews
 ☐ Events
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URL HTML

buy men size 45mm watch

<https://www.nordstrom.ca> > Men > Accessories > Watches

Men's Watches | Nordstrom

Free shipping on men's watches at Nordstrom.ca. Huge selection of shapes, ... Tissot Chrono XL Leather Strap Chronograph Watch, 45mm. \$475.00.

<https://www.realmenrealstyle.com> > watch-size

How To Buy The Right Size Watch For Your Wrist

Case Diameter is the most obvious and noticeable element of proportion. Men's watches usually range from 38mm to 46mm. Watch cases bigger than 46mm starts to ...

<https://www.jowissa.com> > tiro-steel-blue-steel-j4-231-l

Tiro Swiss Men's Watch J4.231.L - Jowissa

Front View of 45mm Steel / Blue Tiro Swiss Men's Watch J4.231.L; Side View of 45mm Steel / Blue ... Free bracelet size adjustment? ... Why Shop With Jowissa ...

Band width: 22 mm Color: Steel / Blue

Band material: Stainless steel bracelet Movement: Ronda Swiss quartz movemen...

★★★★★ Rating: 4.6 · 12 votes · €249.90 · In stock

<https://www.bestbuy.ca> > ... > Product Details

Bulova Classic 45mm Men's Automatic Dress Watch

When you're dressed to the nines, this Bulova Classic 45mm men's automatic dress watch will add the finishing touch. It boasts a 45mm gold stainless steel ...

\$229.99

<https://www.bestbuy.ca> > ... > Watches

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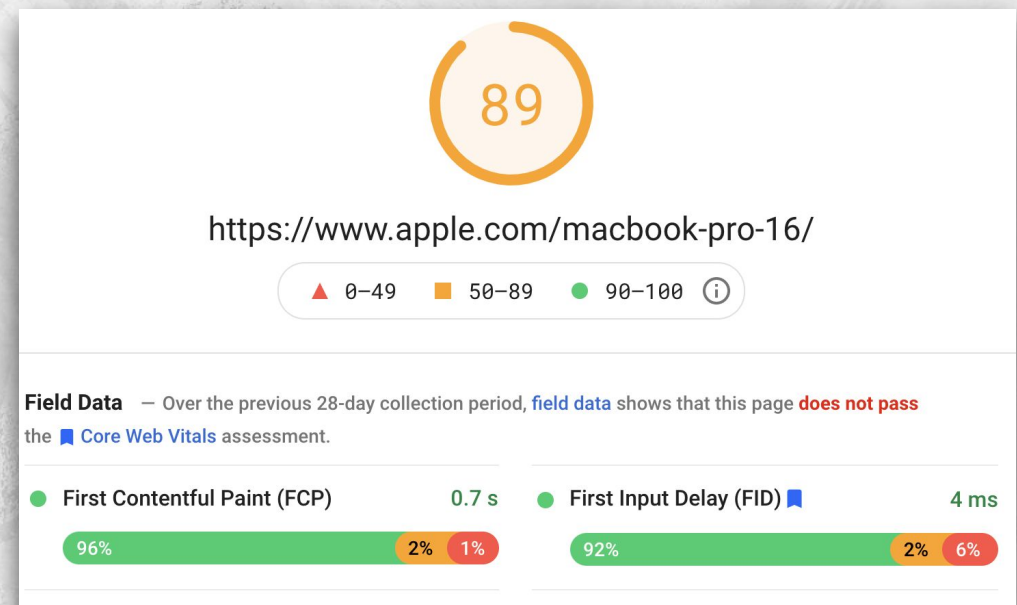
Shop our collection of men's watches from top brands in any style to match your wardrobe.

Bulova Classic 45mm Men's Automatic Dress Watch - Black/Gold.

Missing: size | Must include: size

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.



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