Search Engine Optimization (SEO) website redesign of www.inoarprofessional.com website.

By

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1. Company profile.

INOAR hair care Inc. is a Brazilian manufacturer and distributor of hair care products that use natural and plants-based ingredients. INOAR wants to become the market leader in the natural beauty industry, delivering innovative high-end natural and organic hair care products with a research and development approach to beauty and cosmetic care biochemistry.

Website name: http://www.inoarprofessional.com/
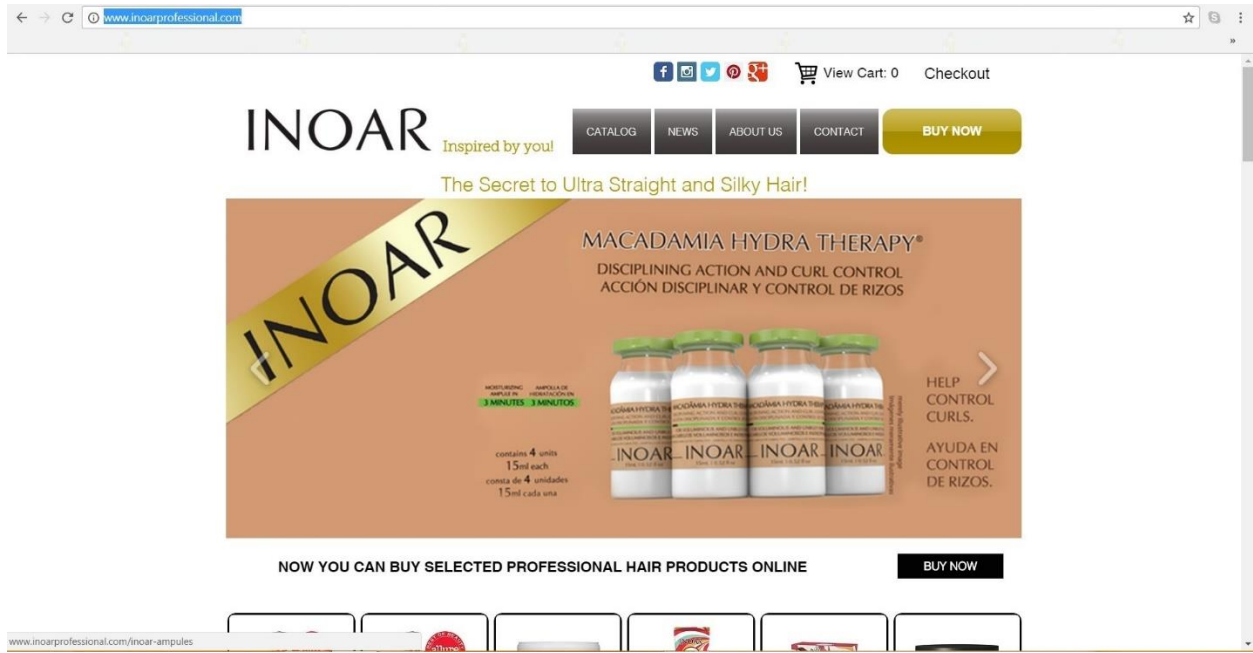
2. SEO assessment and problem evaluation (keywords).

2.1 URL.

From a technical point of view, INOAR's URL: www.inoarprofessional.com, complies with Google's parameters related to "Keep a simple URL structure" outlined in Google's search console, However, Google's first recommendation about simplicity in the structure and the possibility of being clicked by users when seeing an URL specifies: "...if you're searching information about aviation for example, an URL like http://en.wikipedia.org/wiki/Aviation (semantic) will help you decide whether to click that link effectively. On the other hand, a URL like http://www.example.com/index.php?id_sezione=360&sid=3a5ebc944f41daa6f849f730f1 (non-semantic), would be much less appealing to users.(https://support.google.com/webmasters/answer/76329?hl=en).

According to Google's search console, even though INOAR has a semantic URL, which makes it easy for users to interpret some words, it is complex for users to figure out the meaning of the two words "INOAR + professional", mostly knowing that the company is not very

well-positioned and is just in the process of penetrating the United States market of hair products.

From a business communications perspective, the website URL: www.inoarprofessional.com, mentions the brand name INOAR helping to build and position the company's brand. However, the other part of the URL: *"professional":* is extremely generic and such word has countless meanings that depict any connotation in any e-commerce environment or in a different website.

According to INOAR's business model, the company aims to:

- Position INOAR brand and its products as natural and made of organic, non-artificial products.

- To commercialize its products in the United States initially in the state of Florida. **(**INOAR Professional Hair Products Florida: Our History, 2016).

- To advertise the products, as made with ingredients from Brazil as several organic ingredients used by the beauty industry worldwide now a days, come from that part of the world. (Brazilian hair care industry insight, 2015).

Nevertheless, none of the words in INOAR's current URL indicate or give a clue about what is the company business about.

2.2 Title.

When looking at the <title> HTML attribute in INOAR's HTML5 markup language, the webmaster followed a similar pattern of keywords as in the URL:

<title> Inoar Professional Hair Products Florida</title>

Figure 1. INOAR current <title> attribute.

The geographic location "Florida" to the <title> HTML attribute can be considered ineffectual in this case. This is because most e-commerce business models are intrinsically based on partnerships with shipping companies such as FEDEX, DHL or UPS for distribution purposes. So the word "Florida" does not add any value to the whole market penetration strategy or to the internet search engine results in the targeted market. INOAR e-commerce website explains that the whole strategy is to eventually cover the whole United States territory. For instance, Figure 3. shows that the regional interest for these key words combination come from all over the United States. (Regional interest in INOAR's key words, 2016).

2.3 Tag <meta name> (meta description).

INOAR's current HTML meta name, keywords description is stated in the following way in the company's landing page:

"<meta name="keywords content" = Florida, Hair, Products, Professional, brazilian, buy, can, distributor, hairstyle, keratin, miami, now, official, online, products"/>"

According to the Google Search Console website, in order to create functional meta description, (<meta> tags), the words portrayed in this attribute should be an accurate depiction of what is displayed in the page. Correspondingly, it helps to have a concise, human-readable summary of each page's content goal and also to improve the click through. (Google Search Console Help: Manage, monitor and maintain your site messages, 2016). Also, in the description of having effective "meta descriptions", Google suggests that when designing the page, the webmaster should consider specific aspects such as:

- **Clearly tagged facts in the description:** This will give potential visitors relevant information that might not be displayed in the snippet otherwise.

- **Programmatically generate descriptions:** Good descriptions are human-readable and diverse, meta descriptions comprised of long strings of keywords don't give users a clear idea of the page's content, and are less likely to be displayed in place of a regular snippet.

- **Use quality descriptions.** Despite the fact that Google does not use the keywords meta tag in web ranking (Google meta tags in web rankings, 2009), webmasters have to make sure that the narrative used in e-commerce websites is truly descriptive as the meta descriptions aren't displayed in the pages users see. Also, "high-quality" descriptions are displayed in a more prominent way in Google's search results snippets, and can go a long way to improve the quality and quantity of the website search traffic.

INOAR's landing page portrays in the <meta> name description, keywords such as: "professional", "buy", "can", "Miami", "now", "official", "online" and the word "products" repeated twice.

Such group of words clearly does not address Google's search console suggestions for effective <meta> tags description. Moreover, key words can't help to achieve INOAR's commercial goal and that follow the "long tail" theory. Also, it doesn't advertise INOAR's content to users to let them know exactly whether the e-commerce page contains the information they are looking for.

2.4 **Headings:**

- <h1> The secret to ultra-straight and silky hair </h1>

Words such as ultra-straight and silky hair does not add any value to INOAR business communication goal. Adding the words natural, ingredients and healthy, gives a better context to INOAR marketing goal and to users to find the products according with the features with the company wants to position the products in the focus market. Moreover and according to the website www.yoast.com, good written headings, help Google search engine to grasp the main topics of a post. Also they help to scan pages posts' effectively (Headings and SEO, 2016).

- <h2> Now you can buy selected professional hair products online </h2.>

This subheading is redundant and unnecessary in an e-commerce website. It is self-evident that an e-commerce platform is intended to sell and position companies' products. Furthermore, the pictures, the prices of the products and the buy button are already displayed beside the <h2> subheading in INOAR's landing page.

- <h3> INNOAR PROFESSIONAL </h3.>

Instead of having a subtitle that does not conveys any positioning in term of online marketing positioning a better connotation can be obtained with a subtitle that has crucial keywords.

2.5 Keyword density (texts content improvement):

According to Google's Search Engine Optimization Starter Guide, creating compelling and useful content will likely influence users more than any technical factors that define a website. Moreover, webmasters must anticipate differences in users' understanding the different topics and offering unique and exclusive content. (Google's SEO Starter Guide, p.16, 2010).

Under the <h3> INNOAR PROFESSIONAL </h3>, there is a description about INOAR's commercial goals, products and an attempt to define what is the company's social mission. However, the paragraphs are convoluted, do not use any Google Adwords or Google trends suggested keywords and do not differentiate INAOR from the traditional manufactures of hair products.

2.6 Images.

According to Ryan Ayres contributor of the website www.moz.com, images file names must be relevant to the topic of the page where the image will live. Likewise, keyword "stuffing" should be avoided: If the image description is unrelated to the content on the page, the image might not be a good fit for that page. (How to Perform an Image Optimization Audit, 2016).

Consequently, the *alt* attribute specified as an alternate text for the "powder.gif" file in INOAR's landing page, does use words that can be considered "stuffing" from a communication perspective: the words professional and revolutionary does not mean anything for the brand, the product and for the search engines.

<img src="powder.gif" alt="professional powder revolutionary" height="42" width="42">

2.7 Internal Links.

INOAR's e-commerce website, do not have attribute-based breadcrumbs to convey product meta-information, such as subject, price, category, style, and usage.

According to UX professional Keith Instone, ecommerce websites need to use attribute-based breadcrumbs as they help to increase click-through, due to the fact that users might not be after the exact result listed in the menus but they can see all the possible product combinations they can click straight through and see if the website has exactly what they are looking for. (http://instone.org/files/KEI-Breadcrumbs-IAS.pdf)

3. Best SEO approach for INOAR e-commerce website:

In order to optimize INOAR Inc. website, the INOAR's webmaster should undertake a basic research using two technological tools:

Google trends
Google Adwords key word planning

Also, he/she must undertake a competitive analysis approach that look at the natural hair products market leaders websites' to see what keywords are they using and can be part of their winning strategy.

The results of using the above mentioned tools can follow the same pattern showed in these graphs:

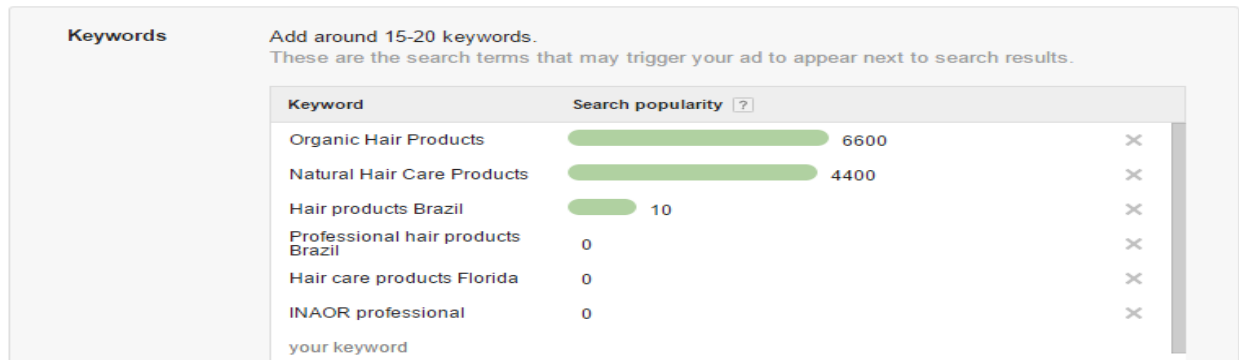Figure 2. Google Adwords keyword planning tool results for INOAR potential URL name.

The Google Adwords keyword tool suggests the following combination of words for INOAR's SEO that can be positioned high within Google's search engine results.

a) Organic + hair + products
b) Natural + Hair + care + Product
c) Hair + products + Brazil
d) Hair + care + products + Florida
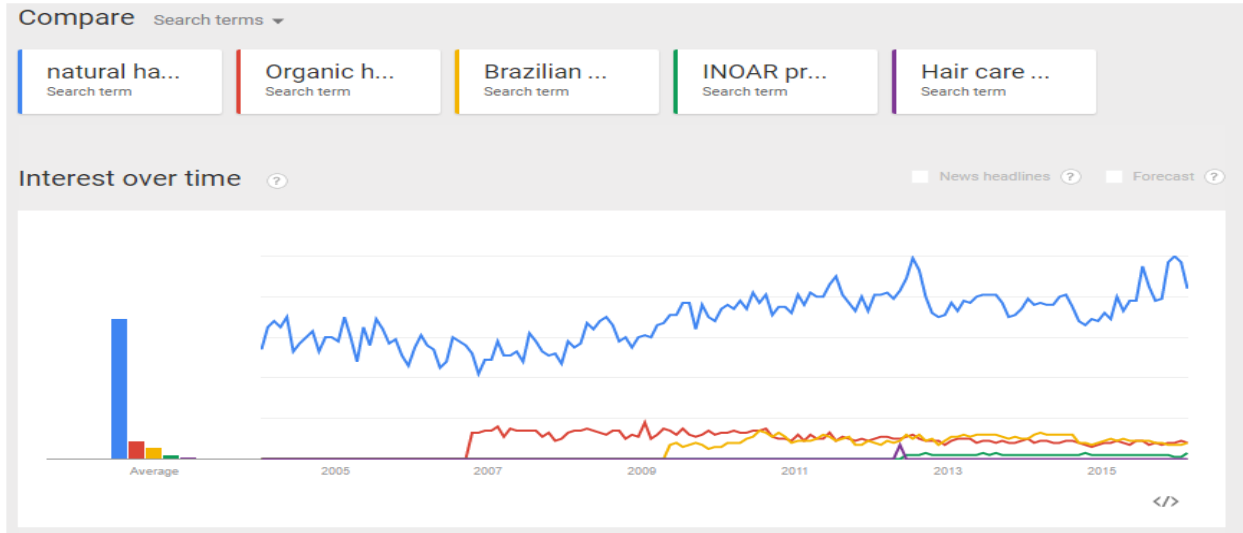e) INOAR + professional

Figure 3. Google Trends tool for INOAR potential URL name.

Similarly, the Google trends tool shows the next combination of words as potential keywords for INOAR's SEO that can be ranked high in Google's Search Engine.

a) Natural + hair + care
b) Organic + hair + care
c) Brazilian + hair + products
d) INOAR + Professional
e) Hair + care + Brazil

According to the website www.marketingmo.com, checking at the competitors' websites, focusing in the market leaders, help to design an effective key word strategy (http://www.marketingmo.com/campaigns-execution/improve-your-seo-and-sem-with-a-quality-keyword-list/)

When looking at the ranking of companies that commercialize natural hair care products provided by Alexa Internet web traffic data and analytics. It shows the following companies as the market leaders:
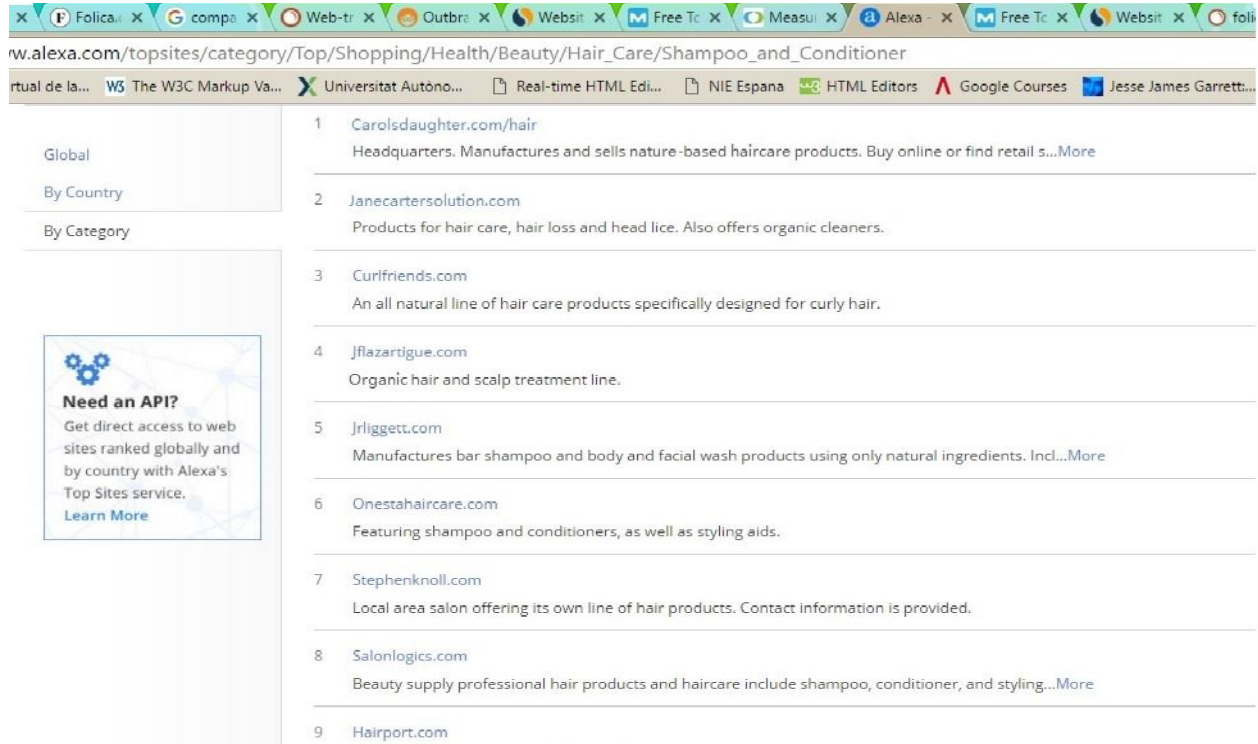
- www.carolsdaughter.com/hair
- www.janecartersolution.com/
- www.lookfantastic.com
- www.folica.com
- www.curlfriends.com
- www.salonlogics.com.
- www.naturalhair.org
- www.dr.hauschka.com
- www.missjessies.com/.
- www.stephenknoll.com

The most common key words used by these websites can be summarized in the following group of words.

Natural + organic + hair + care + plant + based + beauty + ingredients + flowers + herbs.

As a result we considered the above mentioned words plus the words that fulfill INNOAR's marketing purpose as follow:

Hair + products + Brazilian + hairstyle + online.

It is also important to highlight that INOAR's landing page portrays in the title tag, the URL, the h1 tag and the body text, keywords such as: "professional", "buy", "can", "Miami", "now", "official", "online" and "products". Words that do not address Google's search console suggestions for effective tags description. Moreover, key words that really can help to achieve INOAR's commercial goal and that follow the "long tail" theory, are being omitted making the

meaning of the landing page useless and loosing long term organic search high rank positioning.

Finally, after taking into account all the variables descripted above, these are the keywords groups arranged by importance in terms of strategy application:

1- INOAR
2- natural hair care
3- natural hair care products
4- natural hair care products from brazil
5- hair care products from brazil
6- hair care natural ingredients
7- organic plant based products from brazil
8- hair care plant based natural ingredients
9- hair beauty natural ingredients
10- hair beauty organic based care

4. New key words applied to INOAR's tag factors.

4.1 <URL>

According to INOAR's business model, the webmaster need to take into account the following considerations when choosing the INOAR's e-commerce URL:

- To position INOAR brand and its products as natural and made of organic, non-artificial products.

- To commercialize its products in the United States initially in the state of Florida. (INOAR Professional Hair Products Florida: Our History, 2016).

- To advertise the products, as made with ingredients from Brazil as several organic ingredients used by the beauty industry worldwide now a days, come from that part of the world. (Brazilian hair care industry insight, 2015).

Following the INOAR's business model and adding the keywords necessary to accomplish the company' marketing goals, the best possible solution for the URL factor can be:

www.inoarhaircare.com

4.2 <Title>

Instead of having such combination of words in the <title> HTML attribute, some improvement can be done by removing the word "Professional" and substituting it for words such as "Natural, Organic and Brazil". Thus, Google Search Engine can find INOAR's website following the business strategy initially stated the company's marketing and communications plan. As a result, a new combination of key words can be delineated as:

<title> INOAR Natural Hair Care Products from Brazil </title>

4.3 Meta Descrption <meta name>

The meta description element that better address INOAR's business goals to gain user click-through from SERPs can be drafted as:

<meta name="**description**" **content** = "INOAR natural hair care products from Brazil made of organic ingredients based on plants and flowers, revitalizes damaged, dry, greasy and unhealthy hair">

4.4 <Headings>

4.4.1   <h1>

In order to give a better context to INOAR marketing goals in its website, users need to find the products according with the features with the company wants to position them in the focus market. Moreover and as stated in the website www.yoast.com, good written headings help Google search engine to grasp the main topics of a post. Also they help to scan pages posts' effectively (Headings and SEO, 2016).

Using the concepts found to improve the <h1> tag, it can be written in the following way:

<h1> Natural ingredients for straight and healthy hair </h1>

4.4.2   <h2>

The <h2> tag can be written as a statement that prompts customers to a "call to action" like buying a product. For instance:

<h2> Buying one INOAR natural product displayed in this page, you will get a free shipping. </h2>

4.3.3. <h3>

Instead of having the initial <h3> tag that does not conveys any positioning in term of online marketing positioning a better positioning can be obtained in Google's search engine with a <h3> factor such as:

<h3> Natural Brazilian products for the beauty and health of your hair. </h3>

4.5 Keyword density (texts content improvement):

According to Google's Search Engine Optimization Starter Guide, creating compelling and useful content will likely influence users more than any technical factors that define a website. Moreover, webmasters must anticipate differences in users' understanding the different topics and offering unique and exclusive content. (Google's SEO Starter Guide, p.16, 2010).

Under the <h3> INNOAR PROFESSIONAL </h3>, there is a description about INOAR's commercial goals, products and an attempt to define what is the company's social mission. However, the paragraphs are convoluted, do not use any Google Adwords or Google trends suggested keywords and do not differentiate INAOR from the traditional manufactures of hair products. Hence, some improvements to the paragraphs have been made as follows:

"Since its foundation as a family business apothecary, INOAR has approach its mission to support the healing of damaged hair and the women's self-esteem. Accomplishing such business philosophy has been possible thanks to our cutting-edge scientific methods to transform women's hair care using organic ingredients obtained from plants, flowers and herbs grown in environmental friendly cultivation projects in the Brazilian farmlands.

INOAR stands proudly by the organic hair care products we commercialize, knowing that their pureness and efficacy are supporting our customers' beauty and health as well as encouraging them to promote beauty and wellness in other people. Also, INOAR is active in the communities we impact, engaging our suppliers in projects that can help to transform positively their businesses and the environment.

INOAR organic line of hair care products to revitalize damaged, unhealthy, greasy and dry hair is always adding avant-garde natural science discoveries to complement today women's needs. The design of INOAR's therapies, extracts, oils, shampoos, conditioners, moisturizers and relaxers will always be inspired to provide the best quality products to our consumers."

4.6. Images.

According to Google webmaster website, it is important to have an optimized image descriptive <alt> for:

- It provides Google with useful information about the subject matter of the image. We use this information to help determine the best image to return for a user's query.

- Many people-for example, users with visual impairments, or people using screen readers or who have low-bandwidth connections—may not be able to see images on web pages. Descriptive alt text provides these users with important information. (https://support.google.com/webmasters/answer/114016?hl=en)

As a result, the "alt" attribute can be optimized in the following way:

<img src="powder.gif" alt="INOAR organic powder keratin" height="42" width="42">

Such <image src> tag contain keywords that fulfill INOAR marketing goals and the researched key words. Moreover, it can help Google search engine to match the company's products with what users are looking for.

4.7 Internal links:

INOAR webmaster, should design an attribute breadcrumb navigation scheme in the landing page, in which any single hair care product can be accessible via different paths (faceted navigation). For instance, a hair revitalizer can be displayed within two breadcrumbs pathways in the following way:

INOAR > Repair Line > Shampoo and Conditioners > Revitalizer> INOAR> ArganPlex

and also, it can be like:

INOAR > Shampoo and Conditioner > Revitalizer> INOAR ArganPlex

So customers can access the product: INOAR ArganPlex, through two different variables: Repair line or Shampoo and Conditioners.

4.8 External links:

4.8.1 Creating a blog: INOAR must create a dynamic business blog as a support for its e-commerce platform. Such blog will help search engines to find INOAR website as it will be considered a third-party recommendation. According to the website www.socialmediatoday.com, a business blog would help the company to:

- **Drive traffic to INOAR's website:** A business blog will give INOAR the opportunity to create relevant content for its customers. It can be used as a marketing tactic to drive traffic back to the company's website.

- **Increase INOAR's SEO/ SERP:** Writing fresh, meaningful content will help INOAR to be ahead of competitors in the search engine results page.

  The keywords found for this project plus a steady plan of writing about women's hair care health and beauty using organic, plant-based products, will be a valuable strategy that might induce Google and other search engines to find INAOR's e-commerce website pages.

4.8.2 Link building tactics: INAOR's web administrator should be active in contributing to niche-related communities; forums, blogs or social groups. Such tactic includes assist in writing interesting and pertinent comments and posts, providing contextual value to each discussion.

By actively participating in online communities focused in the same market niche, other industry participants will support backlinks for INOAR and the company will have access to the latest industry news. To get important backlinks, content contributions can be done in websites such as http://www.blog.luxyhair.com/ **or** http://www.viviscal.com/blog/category/hair-care/.

4.9. Other strategic considerations for INOAR's SEO strategy.

- **Different Meta name key words for each page in INOAR's website:** According to SEO expert Javier Casares, the <meta name="description" content="text"> tag, should be different for each page within the website structure: "Every page should have a description of what it is intended for". (*SEO reference guide*, 2008, p.22).

All of INOAR's pages in the website have the same META description, even though each page serves a different communication and commercial purpose. INOAR's webmaster should reassess the key words and phrases in order to construct an assertive narrative for each page. This will help INOAR's pages to be found as independent sources of product commercial information by users in the search engines.

Usage of emphasized texts tags: <b> bold, <strong> strong and <i> italic in INOAR's pages content: For commercial purposes, such semantic elements of the HTML5 markup language are a great tool to accentuate important keywords that might entice users to convert their searches in sales.

For instance, INOAR webmaster can for example use the tag <strong> to create a contextual hierarchy of keywords that highlight the advantage for hair's health of using organic ingredients in different paragraphs throughout each website page.

The <b> element can be used to make INOAR's texts stylistically offset from the current dull prose that doesn't convey any connotation to the real website goal of promoting sales.

And the <i> element will be relevant if used as an alternate "voice or mood" that features keywords that express important meaning for INOAR's marketing and sales results.

5. Value proposal.

5.1 What are the advantages for users to navigate in INOAR's website after implementing the SEO recommended changes?

- **Users can now find INOAR's website easier to use, navigate, and understand:** Applying the suggested keywords to the <title>, <headings>, <text>, <meta name>, <meta data>, <image> tags, will help to match such keywords to users' search behavior and intent. The new keywords will synchronize the language used by INOAR's customers in pursuance of finding the company's products and relevant information.

- **INOAR's pages now present actionable information relevant to users' queries:** After implementing the new SEO changes, INOAR's users can retrieve information that connect their needs for natural and organic hair care products with keywords that deploys the expertise INOAR's have in supplying such products.

- **Users in INOAR's website can now access high quality and more credible content:** With new relevant keywords and phrases ranked high in search engines, users can now find faster and effectively pertinent information about the products they are looking for.

5.2 After enabling the SEO assessment, why should INOAR website rank better when users type the new key phrases in the search engines?

INOAR's website will be ranking better now because users' searches for INOAR products and services will match more accurately the key words that are describe in the HTML5 markup language of the company's website.

Moreover, the new drafted key phrases use the everyday language that the company target users are likely to type in. Such key phrases are a very unique combination of INOAR's products solutions and users' needs. Therefore, this will increase the likelihood of getting INOAR's landing pages links' in the front page of most search engines

5.3 Why should search engines (Google) recommend INOAR's web pages after applying this SEO project changes?

From now on, INOAR website can be suggested by search engines as an effective website to click because:

- **Its content:** INOAR's website content, is now determined by its marketing and communication goals throughout its HTML5 markup language.
- **Its performance: After net new SEO assessment, INOAR website pages will be found faster and will be positioned on top by the organic search in search engines.**

- **Its authority:** The new keywords and key phrases will give INOAR the status of an industry leader. The quality of the new content will help INOAR e-commerce website platform to be used and cited as a reference in the hair care business.

- **Its User Experience (UX):** The new SEO assessment will help to improve aspects like the graphic interface, architecture and easiness to navigate. Also, it will give the perception of a safe and easy place to purchase hair care products.