

Power Reviews Inline SEO Automation for NetSuite Site Builder Websites

White Paper

Organic traffic is a lucrative and important source of income for any business. Search Engine Optimization (SEO) is incredibly valuable – even a small increase in ranking on major search engines can have a huge increase in the organic visits and sales for one’s site. However, if you use NetSuite and Power Reviews, you are not getting the benefit from all of your customer reviews – a potentially powerful source of keyword-rich content, with significant SEO value. This is due to being limited to the JavaScript only implementation for review content on the NetSuite platform. Fourth Wave consulting has developed a solution to get around this limitation, providing the full SEO value of review content.

The Problem

Most SEO projects are time- and labor-intensive, requiring extensive research into keywords, and slow, manual rewriting of site text. Fourth Wave’s PRILSEO program can increase your product pages’ organic traffic – no research or rewriting needed.

Many tips and articles on Search Engine Optimization point to the value of the “long tail” key words – longer, more specific key phrases. These may be searched for less often, but they are not only a better fit to a specific product, but are also phrases for which there is less competition. For example, someone searching for ‘doorknob’ may have one of many different ideas in mind, but someone searching for “antique Victorian doorknob” knows what they want – being highly ranked for such a key phrase results in higher quality traffic. Combine many long-tail key words together, and you have the potential for a lot of targeted, ready to buy traffic.

But how can you optimize your site for long tail keywords? There are so many, and the analysis and rewriting would take too long.

Thankfully, there’s a source of great long tail keywords already on your site. If you use both NetSuite and BazaarVoice’s (formerly Power Reviews) Enterprise review system, you are posting item reviews full of very useful, SEO-powerful text... only the search engines can’t see them.

Because the reviews are placed on the website via JavaScript, search engines cannot read the content of those reviews, even if your customers can. As such, your company is not getting the SEO benefit of the review text on the site.

The Solution

That’s where Fourth Wave’s PRILSEO solution can help. Using NetSuite’s SuiteTalk web services combined with Power Reviews’ Enterprise review service, we can display the exact

same review content, but make it visible to the search engines as well - instantly optimizing each of your product pages for a unique set of longtail keywords, which should significantly increase your site's organic traffic.

How it Works

Our solution automates every step of the process – it downloads the information from Power Reviews, it loads the information into custom fields (which we create) in NS, allowing you to display the review html for each item, rather than dynamically through a JavaScript call. Your website's appearance doesn't change, as far as the customer is concerned, but it lets the search engines see what your customers do.

Further, Fourth Wave's PRILSEO system contains functionality to support multiple websites, and supply unique content for each. Search engines are smart, and filter duplicate pages from their results. By posting different reviews to the same item as it's shown on different websites, search engines won't count it as duplicate content, and both sites can be ranked - and will be targeting slightly different key words, covering more SEO ground for you.

Next Steps

Contact us for details and pricing. Our installation is quick and easy, so you can start getting the full benefit of your customer reviews right away!

Read more about it on our website here: www.fourthwc.com/prilseo.html

Or contact us for more details:

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