

## CocoMatsNMore.com SEO Review

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The site is selling custom mats made with coco (the skin, if we can say that) and at my first quick view, there are many competitors using the same keywords as this reviewed site is using, so a necessary fight in here is a must. Template? - The site is using a version of Cre loaded Shopping Cart Software which is a flavor of the well known OSCommerce Opensource Store software. The template system of these shopping carts have been always poorly built, since they are still using tables even if they already use CSS files. The current design of the site is nice (look and feel talking) but poor if we talk SEO. Canonical urls? - The site needs a fix on this, google can sometimes, or many times, penalize a site and put them back to very low positions in the SERPS. SEF? (Search Engine Friendly Urls) - The current setup is fine, but there is a session ID that needs to be avoided, maybe we can fix this in the configuration of the store, this session ID in the urls can also harm the positions in google in the long run. Current in the SERPS - Currently the site is doing pretty well for some keywords, here we have some live examples: Custom door mats , Custom coco mats , Custom logo mats , (note the result is in the second page, not in the first page!) - I want to take this as a base example for making adjustments in the titles of the categories in the store, for example we can make a test here for this particular page (category title) by taking out the word 'PRINT' of the title. We can probably see a jump to higher positions for this search. Link Building? - I can see that some work has been done for building links, reciprocal and one-way links. More on this need to be done.

About this review, Not other point has been taken under consideration, means that there are other points that needs to be worked on, and those points can be reviewed later depending of the cocomatsnmore.com webmaster contact in the next days...

Good luck for now!

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