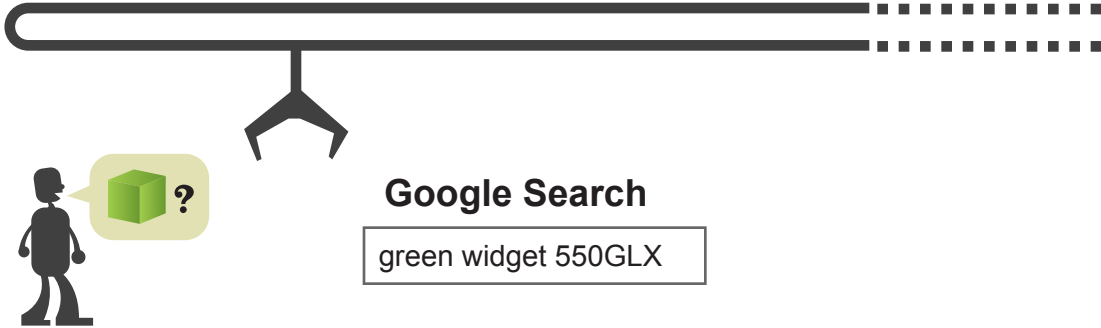
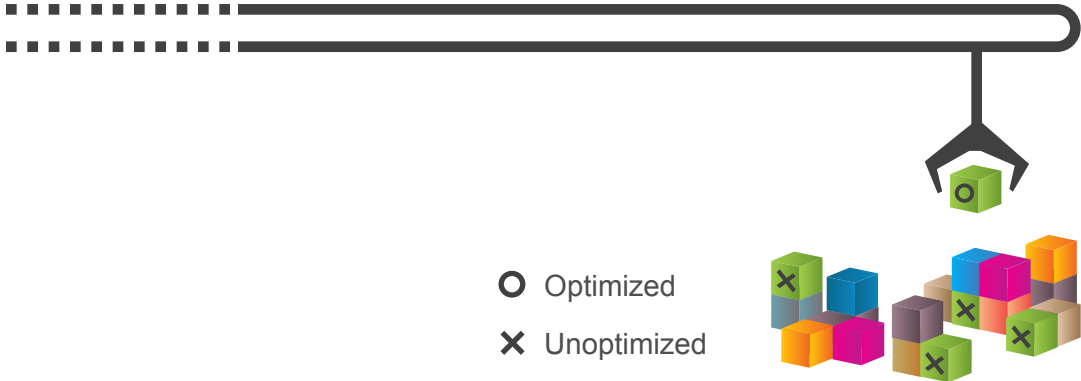


The Power of eCommerce Optimization

1 Consumers often search with specific product names and models in mind.



2 Product pages that are optimized well are more likely to be picked up and returned than unoptimized ones.



3 Consumers who are led by the search directly to the item on your site are more likely to purchase that item through you.

