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## Philadelphia SEO Company WitBlade Reveals Most Common Mistake in E-Commerce, Launches Repair Service

July 29, 2016

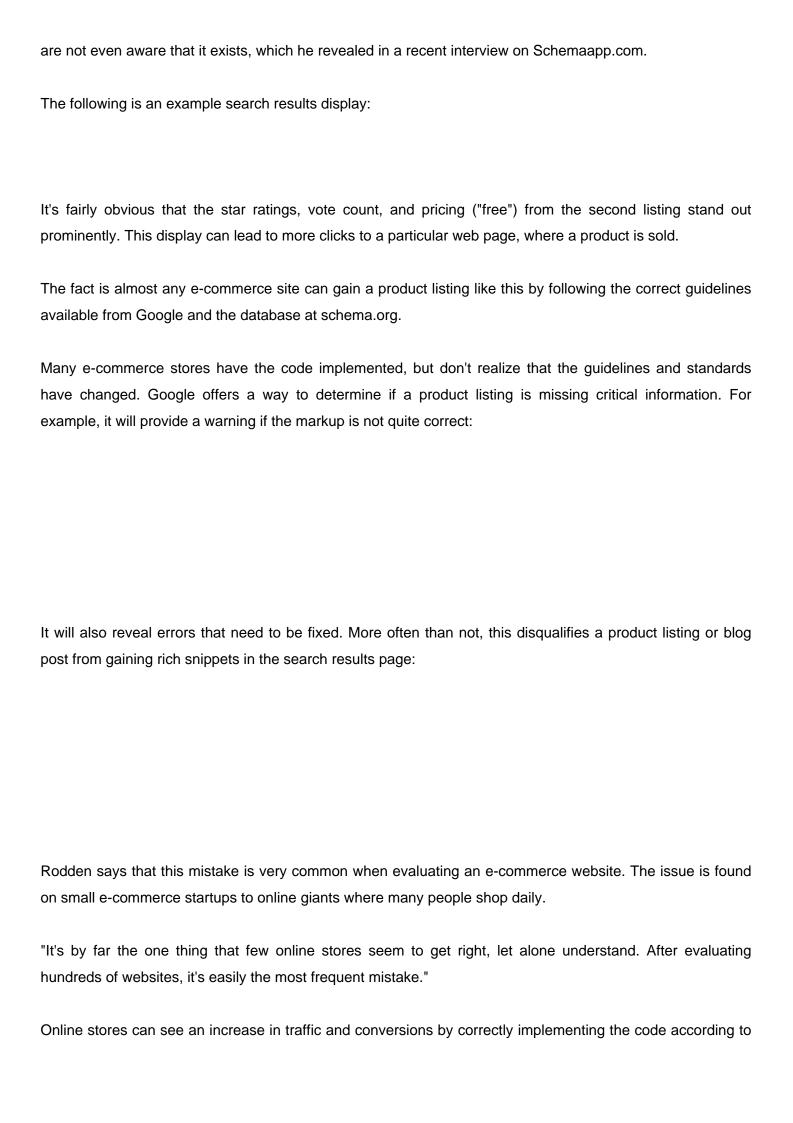
July 29, 2016 - PRESSADVANTAGE -

In today's tech world, anyone can start an online business with relative ease. E-commerce has emerged as one of the most popular ways for people and businesses to make money online.

Whether a business is selling its own product or drop-shipping a majority of their orders, success often hinges on the ability to gain more and more traffic to the website. This often comes with clever advertising campaigns and useful content on the site itself.

Few people, however, are in the know about technical SEO and often neglect some very important aspects of their web presence. "We are now in the age of the 'semantic web,' where machine learning and AI are heading to the forefront of SEO," says Ryan Rodden, schema.org markup expert. "Store owners need to provide as much information to the search engines as possible or products will not be eligible for rich snippets and extended features offered in Google search."

Rodden says that few e-commerce websites take advantage of schema.org code, and most business owners



the most recent set of guidelines presented by the major search engines, including Google, Bing, and Yahoo.

Most business owners are not aware of this and must rely on a search marketing expert like Rodden to

provide a solution.

WitBlade, a search engine optimization company based out of Philadelphia, PA, now offers a service to

address the issue for companies that need a quick fix.

"Some businesses don't need a full blown advertising campaign, but they do need a tune-up when it comes

to properly implementing the code according to the new standards. We offer this solution as a stand alone

service," says Rodden.

As technology advances, many businesses have converted their services or offerings to an online ordering

format. This requires technical knowledge and brings in a new era of SEO techniques that will set a new

standard for the online shopping experience.

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For information about WitBlade. here:WitBladeRyan more contact the company

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WitBlade

WitBlade specializes in search engine marketing services and online advertising. Our goal is to greatly expand your web

presence and drive customers to your business.

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