How to improve indexing for your website: "TurboSEO" module (module description)

"TurboSEO" module improves your website's relevance in search results as it informs search engine robot which pages have been updated and which not.

Indexing (i.e. adding a website to search engines like Yandex or Google) is done by special search engine robots, or crawlers. They periodically visit the website and check it for updates or new information.

"TurboSEO" module improves website indexing:

- Notifies search engine robot of new pages.
- Makes your website's pages appear in search results faster.
- Makes the best use of search engine robot's resources (as it checks only new and popular pages, not all of them) (For more detailed information see section below "How it works").

Thus, with "TurboSEO" module, your website's indexing becomes mutually beneficial cooperation with search engines, rather than a hassle ("When will this page appear in Google?").

> "TurboSEO" module is a paid add-on that helps to promote your business.

Please contact OT Commerce managers via Skype and follow instructions you've been provided if you would like to purchase this module.

In addition, manager will answer all your questions regarding this module and help you make payment for it.

See price-list for current price: http://en.otcommerce.com/prices-and-promo#2

How it works

Plugin starts working automatically once installed. You can check your crawl stats in the "Plugin" section of admin area (refer to "TurboSEO" plugin).

What is a problem of indexing?

Indexing (i.e. adding a website to search engines like Yandex or Google) is done by special search engine robots, or crawlers. They periodically visit a website and check for changes. Typically this period ranges from several days to two or three weeks. The more popular and fresh (updated) a website the more often it will get visited by robots.

Web crawlers have a limit to how many pages they can crawl at a time. (For example, assume that the limit is 100 pages, though it can be 1000 as well, depending on resource's popularity).

Thus, while crawling, a search engine robot works like this: a search robot visits a homepage, scans it, takes the first 99 links (the homepage has already taken up one unit of the limit) and follows them in turn checking for updates or new information. It reads the content, saves data and travels to another site. In one, two, or three weeks the situation will be repeated.

The main problem in crawling a website that has a great number of pages is as follows: not all pages of the website appear in a search engine database immediately. This is because the robots check web pages one after another as the complete set of pages is not known during crawling. It might occur that when visiting a website once a week a robot does not scan one hundred of new pages at every turn but, for example, twenty or thirty new pages and the rest "old" ones. Thus, it will take a long time to check a site with 4,000-–5,000 pages (this is the number of sections that the OT Box catalog contains).

So how does "TurboSEO" module work?

As a matter of fact, module just tells search engine robot: "You already viewed it last time. There is nothing new. Come on, do not waste time and go to the next page."

How does it work? When the crawler goes through the pages on your site a special tag with the date of last page visit is written

to the page cache. So next time when the robot returns to the site it looks for this tag. If the tag exists the page will be ignored. In case the tag is missing the page will be checked for updates. The tag is deleted when the page is updated.

Thus, the search engine robot no longer needs to scan the same pages , as every time it revisits the site it checks updated pages, which improves your website indexation. Indeed, checking the "100 pages" and checking "100 updated pages" is a huge difference and advantage in Search Engine Optimization solutions.