NetSuite SEO knowledge to power your organic results

Background

RSM’s digital and technology practice works with many businesses as they leverage the NetSuite platform to operate their business in the cloud. These clients benefit from NetSuite’s tight integration between physical and digital storefront and back office.

Regardless of the business vertical, creating a successful online presence is vital to engaging with today’s buyer—whether that end buyer is a consumer (B2C), another business (B2B) or government entity (B2G).

While internet tools help drive awareness, engagement and conversion, understanding how to make the best use of these tools is far from simple or obvious. Both NetSuite Site Builder and NetSuite SuiteCommerce Advanced provide the necessary capabilities to create successful digital storefronts. RSM’s NetSuite practice helps clients leverage these capabilities by applying our knowledge of how to create successful digital strategies and our experience in executing these strategies to provide measurable business results.

Clients turn to us for guidance on NetSuite topics that include:

Issues

- Difficult to understand how to drive natural or organic search traffic to your website
- Lack of understanding of which platforms achieve the best results for each website’s nuances
- Complex algorithms used by Google and Bing make achieving results very difficult
- No or little results due to this lack of understanding search engine trends are inadequate, ending in companies abandoning channel(s)
- After channel abandonment, often there’s reliance exclusively on expensive paid marketing

Solution

With more than 15 years of experience building and deploying web stores on the NetSuite platform, RSM is a leading NetSuite Certified Digital Agency Partner. We draw upon this experience to advise clients on how to safely migrate platforms and successfully drive their organic results after launch.

Create a benchmark. We perform a deep audit of the existing website to understand what is working well and what is not. This step is vital to understanding changes between legacy websites and your new NetSuite e-commerce presence, and building a plan for minimal negative impact when you make abrupt changes to your site.

Collaborate. Working closely with clients, our design team and developers help build in both general SEO and NetSuite SEO standard industry practices, including:

- Reviewing and making recommendations that trade off technical performance
- Website design and user experience (UX) design
- Information architecture and content details
- Metadata, microformats and social

In some cases, clients will want to do this after they have completed their primary site design, others like to execute these simultaneously. Our process can accommodate either approach based on budget, timing and resources.

Prepare for launch. We prepare specific transition assets and help test the website both pre- and post-launch from an SEO perspective, focusing on those areas that are platform specific.

Further optimize. For our clients that want to continue to grow and improve their SEO, we offer both on-page and off-page optimization and campaign development to increase clients’ standings on the search engine results pages.

No matter what stage in the life cycle of your NetSuite web store, you can leverage the deep experience and capabilities that RSM’s digital marketing practice provides to improve traffic, engagement and conversation for your website.
Client testimonials

“We spent a lot of money implementing a CRM and e-commerce platform, and neither were where we needed them to be. After losing a lot of time and productivity running company consolidated reports, limited export capabilities, etc., we decided on the scalable, customizable ERP e-commerce platform provided by NetSuite. With the benefits of this platform, implemented through RSM, on time and under budget, we have a more concise and efficient system.”

—Michael Catterall, VP Information Systems, Foundation Fitness DBA Stages Cycling

“The SEO piece was extremely complicated because of Genuine Origin’s migration from an existing site to SCA. RSM’s digital team showed great skill in helping us avoid outages, 404s and 301s. This was critical since we insisted that we did not want to put our business on maintenance mode at all. RSM really guided us through the entire process once we signed them. They helped move the project forward and became part of our team, and I was very impressed by the process and the capabilities. Both the redesign and the digital marketing efforts have produced measurable ROI and been great wins for our organization, and we look forward to the continued partnership.”

—Robert Sulkow, Insights Manager, Genuine Origin Coffee Project

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