

# Search Engine Optimization: Main Plan of Action

Prepared by Robyn Morgan

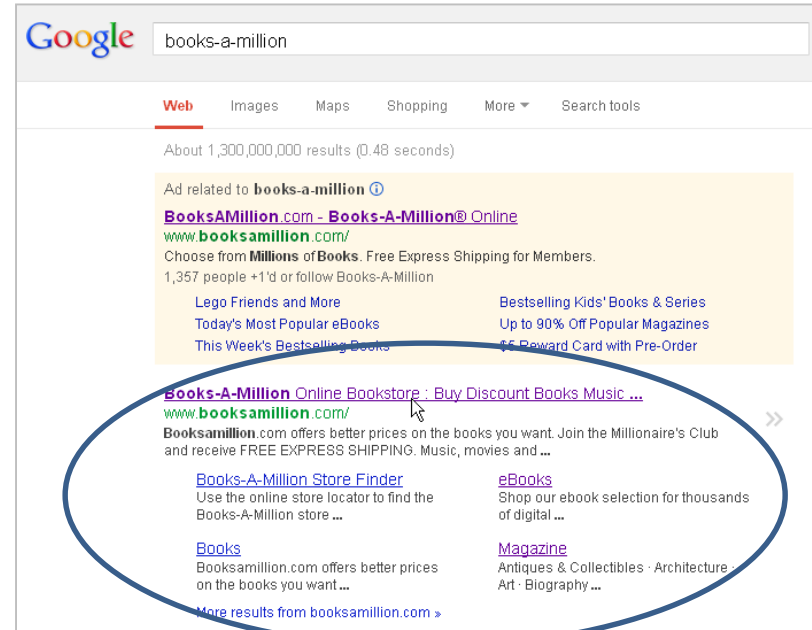




Each month, Google users search for "books a million" over one million times.

The resulting information is the first impression users have of the BAM brand.

At present, this is what these users see:



In order to accurately present the BAM brand in 2013, our titles and descriptions should be updated, starting with the titles and descriptions of our main pages.

Most top-performing websites update and optimize their webpage titles and descriptions at least a few times a year.

Most of BAM's webpage titles and descriptions haven't been substantially edited since the year 2000 – thirteen years ago.

# Memory Lane

1998. July.

Wally Lamb's *I Know This Much Is True* debuted as a #1 New York Times Bestseller. *Saving Private Ryan* was big at the box office, and Lindsay Lohan starred in her first film, *The Parent Trap*.

Booksamillion.com's website description:

"Shop the gigantic inventory of Books-A-Million, the bookstore with cybersavings. Join the Millionaire's Club and save 10% on every purchase...and 40% on hardcover bestsellers. Win books and subscribe to free newsletters."



**BOOKS-A-MILLION**  
**CYBER SAVINGS**

**ENTER BOOKS-A-MILLION**

C'mon in! If it's [shopping](#) you want to do...we've got hundreds of thousands of titles to choose from! You won't find better selection, savings, or service anywhere on the Web. Don't miss our featured items at **BIG DISCOUNTS!**

**Book Search**  
Search and purchase online  
Title Search

**Our July BookPage**  
The best in new books and authors.

**Low Country:** Explore the coast with Anne Rivers Siddons

Copyright ©1996 [Books-A-Million](#) and [NetCentral, Inc.](#)

2000. August.

The *New York Times* created a special list for children's bestsellers because of *Harry Potter*. Kevin Bacon led the cast in the universally panned *Hollow Man*.

Booksamillion.com's website description:

"BOOKSAMILLION.COM offers better prices on the books you want. Millionaire's Club members save 46% off bestsellers, 46% off select features and 37% off in-stock hardcovers. Paperbacks, magazines, gourmet coffee and gifts are also discounted every day."

WHAT'S HOT

**Harry Potter**

eBooks are Here!

JUMP TO FEATURES

- ▶ UPCOMING TITLES
- ▶ NEW AND NOTABLE
- ▶ GREAT RECIPES
- ▶ MAISY GIVEAWAY
- ▶ MICHELIN MAPS
- ▶ DK TRAVEL
- ▶ MORE FEATURES

FIND IT FAST

- ▶ BOOK SEARCH
- ▶ BROWSE SUBJECTS
- ▶ BESTSELLERS
- ▶ BARGAINS

WELCOME BOOKSAMILLION.COM  
1.800.201.3550

Search Type... SEARCH Help

Tuesday, August 15, 2000 *First time visitor? Click [HERE!](#)*

**Wild Justice** (Hardcover)  
by Phillip Margolin  
Retail Price: ~~\$26.00~~  
Our Price: \$15.60  
**SAVE 46% Millionaire's Club Price: \$14.04**  
**46% Members Save \$11.96 ! (46%)**  
On sale August 22. Reserve your copy today. When the severed heads of two women are found near a mass grave of long-missing bodies, all signs point toward one man: a surgeon with a history of violence and drug abuse. [More Upcoming Titles...](#)

BUY IT NOW! FAST TRACK!

It's time to get ready to go [Back to School](#).

2003. June.

Birmingham's own Ruben Studdard won *American Idol!* Danny Boyle scared us senseless with *28 Days Later*. A book titled *Moneyball* debuted in the #7 spot on the *New York Times* Bestseller List.

Booksamillion.com's website description:

"BOOKSAMILLION.COM offers better prices on the books you want. Millionaire's Club members save 46% off bestsellers, 46% off select features and 37% off many in-stock hardcovers. Paperbacks, magazines, audio books, ebooks, gourmet coffee and gifts are also discounted every day."

The screenshot shows the Booksamillion.com website interface. At the top, the logo reads "BAMM.COM BOOKSAMILLION.COM" with the phone number "1-800-201-3550". A search bar is on the right with the text "Search Type..." and a "GO" button. A navigation menu includes "Home", "Books", "Bargains", "Magazines", "B-2-B", "FaithPoint", and "Audio". A "FREE SHIPPING ON ORDERS OVER \$25" banner is visible in the top right corner. The main content area features a "Harry Potter" promotion: "Receive it the day it releases! PRE-ORDER NOW". Below this is an "Editor's Choice..." section with a book cover for "John Paul Jones" and a "Discount Magazine Subscriptions..." section for "Men's Health". A "Spotlight" section lists several promotional items, including Ruben Studdard's "Flying Without Wings", "The New York Times" spring children's books, "USA Today Book Club" selection "The New Work of Dogs", "Joe Muggs Coffee House CD", "USA Today's picks for Summer's hottest books", "Graduation Shop", "So You Think You Know Harry Potter", "Harry Potter and the Chamber of Secrets", "Burt's Bees products", and "Yu-Gi-Oh booster pack Legacy of Darkness".

# Memory Lane

2008. October.

*The Girl with the Dragon Tattoo* appeared at #4 on the *New York Times* Bestseller List. Barack Obama and John McCain debated.

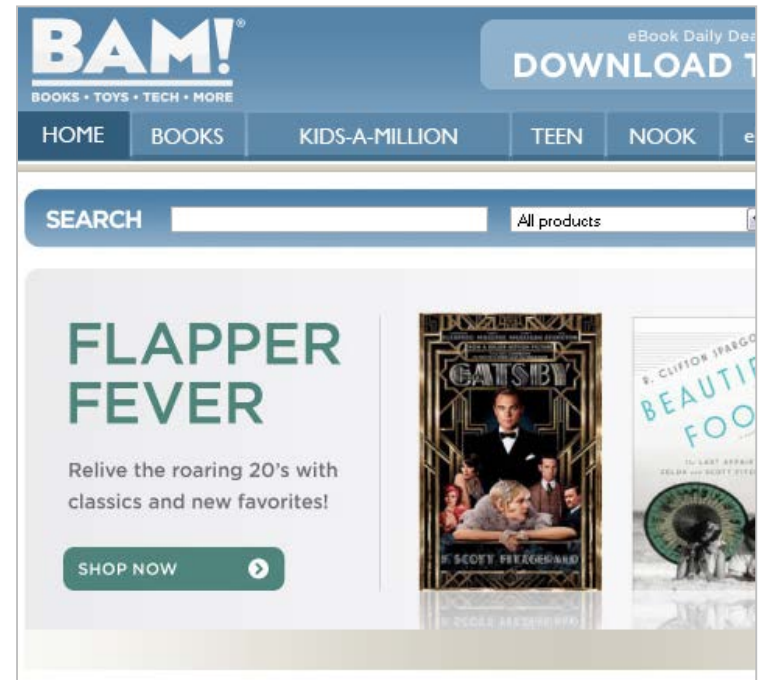
Booksamillion.com's website description:

"Booksamillion.com offers better prices on the books you want. Millionaire's Club members save up to 46% off bestsellers and select features and 37% off many in-stock hardcovers. Music, movies and magazines are also discounted every day."



2013. April. Present Day.

Booksamillion.com's website description is this:  
"Booksamillion.com offers better prices on the books you want. Join the Millionaire's Club and receive FREE EXPRESS SHIPPING. Music, movies and magazines are also discounted every day."



Again: in order to accurately present the BAM brand in 2013, our titles and descriptions should be updated, starting with titles and descriptions of our main pages. Most of BAM's webpage titles and descriptions haven't been substantially edited since the year 2000 – thirteen years ago.



# Proposed Updates

Following are proposed updates to the main page titles and descriptions on our site. They are formatted as they will likely look on Google.

Example:

Before : Home Page Description

*Page Title* → [Books-A-Million Online Bookstore : Buy Discount Books Music ...](#)  
[www.booksamillion.com/](http://www.booksamillion.com/)

*Page Description* → Booksamillion.com offers better prices on the books you want. Join the Millionaire's Club and receive FREE EXPRESS SHIPPING. Music, movies and ...



## Before : Home Page Description

[Books-A-Million Online Bookstore : Buy Discount Books Music ...](#)

[www.booksamillion.com/](http://www.booksamillion.com/)

Booksamillion.com offers better prices on the books you want. Join the Millionaire's Club and receive FREE EXPRESS SHIPPING. Music, movies and ...

## Proposed Update 1 : Home Page Description

[BAM! Books, Toys, Tech & More : Books-A-Million Online ...](#)

[www.booksamillion.com/](http://www.booksamillion.com/)

Browse millions of books, toys, and tech trends. Free shipping and more for members. Find eBooks and award-winning NOOK Tablets. Visit a store, or shop online.

## Proposed Update 2 : Home Page Description

[Books-A-Million : Books, Toys, Tech & More : BAM Online ...](#)

[www.booksamillion.com/](http://www.booksamillion.com/)

Browse millions of books, toys, and tech trends. Free shipping and more for members. Find eBooks and award-winning NOOK Tablets. Visit a store, or shop online.

## NOTES:

The home page title and description needs to include "BAM" and needs to be less focused on prices and discounts. The description also needs verbiage about toys and tech to reflect our product expansion.

---

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

### Before : Books Page Description

[Discount Books, Bestsellers, Hard-To-Find Books : Books-A-Million ...](#)

[www.booksamillion.com/books](http://www.booksamillion.com/books)

Booksamillion.com offers better prices on the books you want. Join the ....

### Proposed Update Option 1 : Books Page Description

[Books at BAM : Bestsellers, New Releases, Classics ...](#)

[www.booksamillion.com/books](http://www.booksamillion.com/books)

Search millions of books at BAM. Browse bestsellers, new releases and the most talked about books. Pre-order titles at great prices from your favorite authors.

### Proposed Update Option 2 : Books Page Description

[Books-A-Million : Bestsellers, New Releases, Classics : BAM ...](#)

[www.booksamillion.com/books](http://www.booksamillion.com/books)

Search millions of books at BAM. Browse bestsellers, new releases and the most talked about books. Pre-order titles at great prices from your favorite authors.

## NOTES:

Again, the focus should move away from discounts and pricing. Mention of “Hard-To-Find Books” will be used to promote our New and Used Marketplace -- not our Books Page.

---

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

## Before : Kids-A-Million & Teen Page Descriptions

[Kids Toys and Games, Kids Books : Books-A-Million Online](#)

[www.booksamillion.com/kidsamillion](http://www.booksamillion.com/kidsamillion)

Booksamillion.com offers better prices on the latest and classic music, movies. ...

[Teen Books to Read, Teen Book Reviews, Teen Fiction and ...](#)

[www.booksamillion.com/teen](http://www.booksamillion.com/teen)

Booksamillion.com offers discount prices on popular teen books to read. ...

## Proposed Update Option 1 : Kids-A-Million & Teen Page Descriptions

[Kids-A-Million at BAM : Books, Toys, Gifts : Books-A-Million ...](#)

[www.booksamillion.com/kidsamillion](http://www.booksamillion.com/kidsamillion)

Shop children's books by age, bestselling series, or author. Discover hot new games, toys and gifts from My Little Pony, Disney, Skylanders, Lego and more!

[Teen Books, Apparel & More at BAM : Books-A-Million Online ...](#)

[www.booksamillion.com/teen](http://www.booksamillion.com/teen)

Discover bestselling authors, series, graphic novels, and new YA releases in sci-fi, fantasy, romance and more. Find gifts and apparel inspired by top trends.

## Proposed Update Option 2 : Kids-A-Million & Teen Page Descriptions

[Kids-A-Million : Books, Toys, Gifts at Books-A-Million : BAM ...](#)

[www.booksamillion.com/kidsamillion](http://www.booksamillion.com/kidsamillion)

Shop children's books by age, bestselling series, or author. Discover hot new games, toys and gifts from My Little Pony, Disney, Skylanders, Lego and more!

[Teen Books, Apparel & More at Books-A-Million : BAM Online ...](#)

[www.booksamillion.com/teen](http://www.booksamillion.com/teen)

Discover bestselling authors, series, graphic novels, and new YA releases in sci-fi, fantasy, romance and more. Find gifts and apparel inspired by top trends.

## NOTES:

The Kids-A-Million Page should have "Kids-A-Million" in its title, and the descriptions of the Kids-A-Million Page and the Teen Page should include a wide variety of popular products.

---

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

## Before : NOOK and eBooks Page Descriptions

[Books A Million: Nook eBook eReaders - NOOK Color, NOOK ...](#)

[www.booksamillion.com/nook](http://www.booksamillion.com/nook)

Buy Barnes and Noble Nook Color, NOOK Simple Touch, NOOK Tablet, and ...

[eBooks, Bestsellers, Hard-To-Find Books : Books-A-Million Online](#)

[www.booksamillion.com/ebooks](http://www.booksamillion.com/ebooks)

Shop our ebook selection for thousands of digital downloadable ebooks. Select and download bestselling eBooks from our online store as well as out free iOS and ...

## Proposed Update Option 1 : NOOK and eBooks Page Descriptions

[NOOK HD & NOOK Simple Touch at BAM : Cases, Covers ...](#)

[www.booksamillion.com/nook](http://www.booksamillion.com/nook)

Shop award-winning NOOK Tablets. Discover NOOK Simple Touch, the world's #1 eReader. Browse eReader covers, bestselling eBooks, popular magazines, and apps.

[eBooks at BAM : Bestsellers, New Releases, Daily Deals ...](#)

[www.booksamillion.com/ebooks](http://www.booksamillion.com/ebooks)

Download a bestselling new release or classic today. Find thousands of eBook titles under 99 cents. Browse a huge selection of eBooks for NOOK, iOS or Android.

## Proposed Update Option 2 : NOOK and eBooks Page Descriptions

[NOOK HD & NOOK Simple Touch : Cases, Covers & Accessories ...](#)

[www.booksamillion.com/nook](http://www.booksamillion.com/nook)

Shop award-winning NOOK Tablets. Discover NOOK Simple Touch, the world's #1 eReader. Browse eReader covers, bestselling eBooks, popular magazines, and apps.

[eBooks : Bestsellers, New Releases, Daily Deals at ...](#)

[www.booksamillion.com/ebooks](http://www.booksamillion.com/ebooks)

Download a bestselling new release or classic today. Find thousands of eBook titles under 99 cents. Browse a huge selection of eBooks for NOOK, iOS or Android.

## NOTES:

The NOOK Page's title and description should focus on the NOOK products and accessories BAM offers.

The eBook Page's title and description should be consumer-friendly.

---

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

## Before : Tech & Entertainment Page Descriptions

[Tech Gadgets: Electronics - Gaming - Accessories - Video Games ...](#)

[www.booksamillion.com/tech](http://www.booksamillion.com/tech)

Shop Booksamillion.com for great prices on electronics, gaming, and accessories. Tech gadgets include: tablets, video games, bags, cases, chargers, batteries ...

[Discount Music CDs, New Music Releases DVDs, New Movie ...](#)

[www.booksamillion.com/entertainment](http://www.booksamillion.com/entertainment)

Booksamillion.com offers better prices on the latest and classic music, movies, dvd's, cd's, and blue-ray for your entertainment selections. Join the Millionaire's ...

## Proposed Update Option 1 : Tech & Entertainment Page Descriptions

[Tech at BAM : Tablets, Headphones, iPhone & Android Covers ...](#)

[www.booksamillion.com/tech](http://www.booksamillion.com/tech)

Shop BAM's great selection of headphones, popular cases for iPhone, iPad, NOOK and more. Get top gear from big brands like Otterbox, Skullcandy, and Speck.

[Movies, TV Shows, Music, & Magazines at BAM : Bestsellers ...](#)

[www.booksamillion.com/entertainment](http://www.booksamillion.com/entertainment)

Shop the latest in entertainment. Find out what's coming soon in movies, TV series, boxed sets, or music. Get great deals on magazine singles and subscriptions.

## Proposed Update Option 2 : Tech & Entertainment Page Descriptions

[Tech : Tablets, Headphones, iPhone & Android Covers, Cases ...](#)

[www.booksamillion.com/tech](http://www.booksamillion.com/tech)

Shop BAM's great selection of headphones, popular cases for iPhone, iPad, NOOK and more. Get top gear from big brands like Otterbox, Skullcandy, and Speck.

[Movies, TV Shows, Music & Magazines : Bestsellers, New ...](#)

[www.booksamillion.com/entertainment](http://www.booksamillion.com/entertainment)

Shop the latest in entertainment. Find out what's coming soon in movies, TV series, boxed sets, or music. Get great deals on magazine singles and subscriptions.

## NOTES:

The information about BAM's Tech Page should focus on the product that sells online.

The Entertainment Page's verbiage needs to be more consumer-friendly. It also needs to include magazine information.

---

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

## Before : Bargains & More Page Descriptions

[Bargain Books, Discount Audio Books, Clearance Bestsellers : Books ...](#)

[www.booksamillion.com/bargains](http://www.booksamillion.com/bargains)

Booksamillion.com offers deep discounts on bargain books, audio books, overstocks and clearance books.

[Toys - Games - Gifts: Educational Games, Kids Toys, Gifts Ideas ...](#)

[www.booksamillion.com/more](http://www.booksamillion.com/more)

Shop Booksamillion.com for great prices on educational games, kids toys, Faithpoint and inspirational holiday gifts ideas. Join the Millionaire's Club and receive ...

## Proposed Update Option 1 : Bargains & More Page Descriptions

[Bargain Books at BAM : Kids' Favorites, Recent Bestsellers ...](#)

[www.booksamillion.com/bargains](http://www.booksamillion.com/bargains)

Find recent bestsellers up to 80% off. Browse bargains in children's fiction, story books, biographies, novels, cookbooks, and more by bestselling authors.

[BAM! Books, Toys, Tech & More : Specialty Shops, Pop Culture ...](#)

[www.booksamillion.com/more](http://www.booksamillion.com/more)

Discover the hippest trends & brands in pop culture like Duck Commander, Zombies, and Doctor Who. Browse specialty shops that include BAM-exclusive merchandise.

## Proposed Update Option 2 : Bargains & More Page Descriptions

[Bargain Books : Children's Favorites, Recent Bestsellers ...](#)

[www.booksamillion.com/bargains](http://www.booksamillion.com/bargains)

Find recent bestsellers up to 80% off. Browse bargains in children's fiction, story books, biographies, novels, cookbooks, and more by bestselling authors.

[Books, Toys, Tech & More : Specialty Shops, Pop Culture at ...](#)

[www.booksamillion.com/more](http://www.booksamillion.com/more)

Discover the hippest trends & brands in pop culture like Duck Commander, Zombies, and Doctor Who. Browse specialty shops that include BAM-exclusive merchandise.

## NOTES:

The most popular bargain categories are now included in the Bargain Page description.

The More Page's title and description have been updated to include brands that are popular in the stores.

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

## Proposed Update Option 1 : Storefinder, Book Club, & MCC Page Descriptions

### [Store Finder for BAM : Find a Bookstore Near You ...](#)

[www.booksamillion.com/storefinder](http://www.booksamillion.com/storefinder)

Find over 250 BAM locations nation-wide to serve you. Click to find Books-A-Million store hours and directions. Shop online at Booksamillion.com.

### [Book Clubs at BAM : Discussion Questions for Literary, Kids' ...](#)

[www.booksamillion.com/bookclubs](http://www.booksamillion.com/bookclubs)

Browse Book Club picks, including non-fiction, Faithpoint, kids', and literary titles. Each is selected by our book buyers. Discussion questions are included.

### [Millionaire's Club at BAM : Join Now! Books-A-Million Online ...](#)

[www.booksamillion.com/p/MEMBERSHIP](http://www.booksamillion.com/p/MEMBERSHIP)

With your BAM Millionaire's Club Card, you'll receive free shipping at Booksamillion.com. Membership also includes in-store discounts, bonus coupons, and more.

## Proposed Update Option 2 : Storefinder, Book Club, & MCC Page Descriptions

### [Books-A-Million Store Finder : Find a Bookstore Near You ...](#)

[www.booksamillion.com/storefinder](http://www.booksamillion.com/storefinder)

Find over 250 BAM locations nation-wide to serve you. Click to find Books-A-Million store hours and directions. Shop online at Booksamillion.com.

### [Book Clubs : Discussion Questions for Literary, Kids', & ...](#)

[www.booksamillion.com/bookclubs](http://www.booksamillion.com/bookclubs)

Browse Book Club picks, including non-fiction, Faithpoint, kids', and literary titles. Each is selected by our book buyers. Discussion questions are included.

### [Millionaire's Club at Books-A-Million : Join Now! BAM Online ...](#)

[www.booksamillion.com/p/MEMBERSHIP](http://www.booksamillion.com/p/MEMBERSHIP)

With your BAM Millionaire's Club Card, you'll receive free shipping at Booksamillion.com. Membership also includes in-store discounts, bonus coupons, and more.

## NOTES:

The Storefinder Page needed updating, and the Book Club Page needed a description. The Millionaire's Club Card Page needed a description as well.

---

The differences in Proposed Update 1 and Proposed Update 2 are in the page titles; 1 places BAM at the front, and 2 places BAM at the latter portion of the title.

Visible characters in the page titles are limited to 60.

Characters in the page descriptions are limited to 160.

## TRACKING RESULTS

In order to monitor results, reports will be pulled monthly, comparing key performance metrics to the prior month's. Parameters for these reports have been created and arranged for both Google and Bing/Yahoo.

## SCHEDULING SEO UPDATES

To keep the information provided to internet users refreshed and relevant, quarterly reviews and updates will be scheduled. These reviews and updates will occur more frequently if necessary.