

WordPress More Effective Than Standard E-Commerce Platforms According to Internet Marketers

Internet entrepreneurs are transforming WordPress's blog software into a powerful e-commerce platform as a way to achieve fast first page visibility in search engines.

May 4, 2008 (FPRC) -- San Diego, CA -- Top bloggers have long heralded WordPress as the superior blog platform for its ease of management and for the vast selection of open source social and SEO plugins designed for integration.

Now, a growing number of website developers and Internet marketers are leveraging WordPress as a platform for ecommerce websites - and for a whole new set of reasons.

According to online entrepreneur and Internet marketer Tim McGuinness, the WordPress platform offers search engine optimization components that are not present in traditional website platforms. By effectively utilizing these powerful components, e-commerce websites built upon the WordPress platform achieve high visibility in search engines in a very short span of time.

"I set up an entire WordPress based website in less than 5 hours and made a \$115.96 sale from a Google search within 24 hours of launch. In 5 days, the site was already ranking on page one, two, and three in Google's natural results for several of my primary keywords," said Tim McGuinness, Internet entrepreneur and founder of Orovo Weight Loss.com (<http://www.rovoweightloss.com>).

McGuinness used a WordPress e-commerce theme developed by website designer Cory Miller (<http://www.corymiller.com/>) to transform the look of WordPress from a traditional blog into an e-commerce style website.

Miller says that he created ecommercethemes.com for WordPress after realizing the benefits of using the platform in his own online ventures. "With just a few tweaks, WordPress, an open source content management system, can be a powerful way to both maintain your website while optimizing your site for search engine marketing," Miller explained.

McGuinness says that his total costs for the theme, hosting, and payment gateway cost less than \$75. Within a few days, McGuinness recouped his initial investment through product orders on the website from shoppers searching online to buy Orovo.

"When creating the Orovo Weight Loss website, my goal was to find a platform that was search engine friendly, inexpensive, and easy to implement. WordPress exceeded my expectations in all areas," said McGuinness.

About Orovo Weight Loss.com: Orovo Weight Loss (<http://www.rovoweightloss.com>) is a WordPress powered e-commerce website offering the popular Orovo and Orovo detox products made with Super Foods featured on the Oprah Winfrey Show. The company offers same day order fulfillment and shipping to the U.S., Canada, Europe, and Australia.

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Keywords

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