

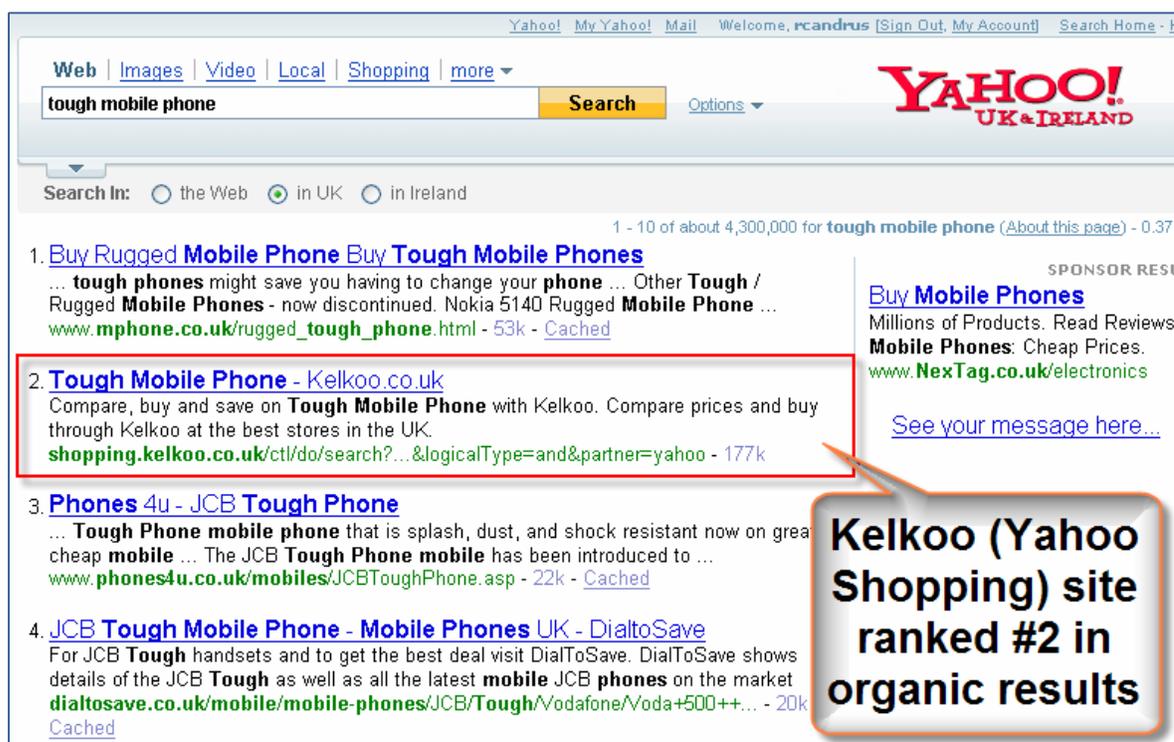
## Using Yahoo! Shopping Features and Services for SEO and PPC

This brief outlines ways to use Yahoo! Shopping and other Yahoo! shopping features to attain better visibility in Yahoo! organic search results.

### 1. Yahoo Shopping (and Kelkoo) results in organic search

Often Yahoo! will feature Yahoo! Shopping categories and products in Yahoo! organic results when your search terms (keyword) match their items or categories. **Important note:** In Europe, Yahoo! shopping is a separate site called Kelkoo – a popular shopping site that was purchased by Yahoo! Yahoo! Shopping and Kelkoo use a cost per click model for product listed on their sites.

In the United States, where the Yahoo! shopping entry shows up depends on how much Yahoo! wants to promote the category. For example, the keyword “cell phones” will trigger the listing of prominent Yahoo! Shopping cell phone listings as 1<sup>st</sup> in the organic results.



The screenshot shows a Yahoo! search for "tough mobile phone" in the UK. The search results are as follows:

1. [Buy Rugged Mobile Phone Buy Tough Mobile Phones](#)  
... tough phones might save you having to change your phone ... Other Tough / Rugged Mobile Phones - now discontinued. Nokia 5140 Rugged Mobile Phone ...  
[www.mphone.co.uk/rugged\\_tough\\_phone.html](http://www.mphone.co.uk/rugged_tough_phone.html) - 53k - [Cached](#)
2. [Tough Mobile Phone - Kelkoo.co.uk](#)  
Compare, buy and save on Tough Mobile Phone with Kelkoo. Compare prices and buy through Kelkoo at the best stores in the UK.  
[shopping.kelkoo.co.uk/ctl/do/search?...&logicalType=and&partner=yahoo](http://shopping.kelkoo.co.uk/ctl/do/search?...&logicalType=and&partner=yahoo) - 177k
3. [Phones 4u - JCB Tough Phone](#)  
... Tough Phone mobile phone that is splash, dust, and shock resistant now on great cheap mobile ... The JCB Tough Phone mobile has been introduced to ...  
[www.phones4u.co.uk/mobiles/JCBToughPhone.asp](http://www.phones4u.co.uk/mobiles/JCBToughPhone.asp) - 22k - [Cached](#)
4. [JCB Tough Mobile Phone - Mobile Phones UK - DialtoSave](#)  
For JCB Tough handsets and to get the best deal visit DialToSave. DialToSave shows details of the JCB Tough as well as all the latest mobile JCB phones on the market  
[dialtosave.co.uk/mobile/mobile-phones/JCB/Tough/Vodafone/Voda+500+...](http://dialtosave.co.uk/mobile/mobile-phones/JCB/Tough/Vodafone/Voda+500+...) - 20k  
[Cached](#)

On the right side of the page, there is a "SPONSOR RESULTS" section with a link to "Buy Mobile Phones" and a message "See your message here...".

A callout box points to the second result with the text: **Kelkoo (Yahoo Shopping) site ranked #2 in organic results**

For a more narrowly defined product, such as “tough cell phone”, the Yahoo shopping entry will show up on the right hand side of the page, with the pay per click listings.

Yahoo! European search works in a different way, with some product searches producing a Kelkoo shopping entry high in the organic results, when they are available. The opportunity is to use high value keywords in product descriptions and wherever possible in the list of items in Yahoo! Shopping and Kelkoo.

## 2. Yahoo! and PayPal

Yahoo! and PayPal have a partnership whereby when items are listed with Yahoo! Pay Per Click and offered within the PayPal shopping cart, advertisements will receive a special shopping cart graphic, which can set it apart from other PPC listings on the search results page of Yahoo!.

[Shopping for Digital Camera](#)  
We Offer 3,500+ Digital Cameras.  
Discover Shopping for digital  
Camera.  
[BizRate.com](#)

[Brand Names at Low Prices](#)  
Find CAMERA DIGITAL at B&H  
Outstanding Service.  
[BHPhotoVideo.com/](#)  
authorizeddealer  
 

[Digital Camera How to](#)  
Free tutorials get you up to speed.  
Learn digital photography basics.  
[www.hp.com](#)

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