✅ PROJECT 5 – Designing SEO-Friendly E-commerce Website Structure

🏬 Objective:

Design an e-commerce website structure with at least 15 products across 3 categories, using clear navigation and internal linking to ensure easy crawlability and indexing by search engines.

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🛒 E-COMMERCE WEBSITE NAME: EcoBuy.in

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🗂️ PRODUCT CATEGORIES & ITEMS

Category Products (Examples)

1. Organic Foods Organic Turmeric, Brown Rice, Quinoa, Herbal Tea, Gluten-Free Flour

2. Personal Care Aloe Vera Face Wash, Charcoal Soap, Herbal Shampoo, Organic Toothpaste, Lip Balm

3. Eco-Friendly Home Bamboo Toothbrush, Steel Straw, Reusable Bags, Coconut Bowls, Compost Bin

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🧭 SITE STRUCTURE FOR EASY CRAWLABILITY

✅ Hierarchical Navigation Model

(From Homepage ➝ Category ➝ Product)

Home

│

├── About Us

├── Contact

├── Categories

│ ├── Organic Foods

│ │ ├── Organic Turmeric

│ │ ├── Brown Rice

│ │ ├── Quinoa

│ │ ├── Herbal Tea

│ │ └── Gluten-Free Flour

│ ├── Personal Care

│ │ ├── Aloe Vera Face Wash

│ │ ├── Charcoal Soap

│ │ ├── Herbal Shampoo

│ │ ├── Organic Toothpaste

│ │ └── Lip Balm

│ └── Eco-Friendly Home

│ ├── Bamboo Toothbrush

│ ├── Steel Straw

│ ├── Reusable Bags

│ ├── Coconut Bowls

│ └── Compost Bin

├── Blog

├── FAQs

└── Sitemap.xml (linked in footer)

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🔗 INTERNAL LINKING STRATEGY

Page Type Internal Linking Strategy

Homepage Links to each category, latest 3 products, and featured blog

Category Pages Links to individual product pages + related category pages

Product Pages Links to related products, same category, and “You might also like” suggestions

Footer Static links to sitemap, contact, blog, FAQs, About Us

Blog Pages Contextual links to relevant products and categories

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📊 FLOWCHART DIAGRAM (TEXT REPRESENTATION)

┌────────────┐

│ Homepage │

└────┬───────┘

┌──────────────┬─────────┴────────────┬───────────────┐

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┌────────────┐ ┌──────────────┐ ┌────────────┐ ┌────────────┐

│ Organic │ │ Personal Care│ │ Eco-Home │ │ Blog / FAQ │

│ Foods │ └────┬─────────┘ └────┬───────┘ └────────────┘

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↓ ┌────────────┐ ┌──────────────┐

┌────────────┐ │ Product 1 │ │ Product 1 │

│ Product 1 │ │ Product 2 │ │ Product 2 │

│ Product 2 │ │ ... │ │ ... │

│ ... │ └────────────┘ └──────────────┘

└────────────┘

(This flowchart can be visualized digitally using Canva / Lucidchart / PowerPoint if needed)

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📌 SEO STRUCTURE TIPS IMPLEMENTED

SEO Factor Implementation

Clean URLs ecobuy.in/category/product-name

Sitemap.xml Added and linked in robots.txt and footer

Breadcrumbs “Home > Organic Foods > Quinoa” for easy navigation and crawlability

Canonical Tags Used on product pages to avoid duplicate content

Responsive Design Mobile-friendly structure for mobile-first indexing

Fast Load Time Lazy load images, compressed files, and simple DOM tree

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✅ OUTCOME

By designing this SEO-friendly and crawlable structure:

Search engine bots can easily index all products and categories.

Website navigation is logical and user-friendly.

Internal linking improves engagement and reduces bounce rate.

Enhanced visibility for long-tail keywords related to each product.