E-Commerce SEO

What Is E-Commerce SEO?

E-commerce SEO is the process of improving an online store's organic rankings and visibility in search engines like Google and Bing.

Common tasks associated with e-commerce SEO include:

- Performing keyword research
- Improving site structure
- Optimizing for on-page SEO elements (meaning making improvements to your web pages' content)
- Creating quality content
- Building backlinks (links from other sites that point to your site)

And more.

Tips for Successful E-commerce SEO

1. Perform Keyword Research

The first step of any ecommerce SEO campaign is to perform keyword research.

Keyword research is the process of finding which words or phrases (keywords) people use to search for your products online.

You need to use the same keywords to optimize your product and category pages. So they rank higher for those keywords and bring traffic to your website.

We'll cover how to optimize your pages later in this guide. But before that, let's go over four ways to do keyword research.

The main types of search intent are:

- **Navigational:** Users want to find a specific website or page. For example, "Walmart login" or "Walmart plus.
- **Informational:** Users want to learn more about something. For example, "how much food to feed my dog."
- **Commercial:** Users want to review different products before making a purchase decision. For example, "best dry dog food."
- **Transactional:** Users want to buy something online. For example, "buy dog food online." .

2. Improve Your Site's Architecture

Site architecture is how your pages are organized within your site.

It's an important technical SEO consideration for any e-commerce site. (Technical SEO is focused on improving all of the technical aspects of your site that affect your SEO.)

That's because an optimized architecture:

- Helps Google crawl (discover) all of your product and category pages
- Makes it easy for users to find products
- Transfers link equity (ranking strength) throughout your site to improve rankings

SEO-Friendly Site Architecture


3. Manage Other Technical SEO Tasks

- Make Sure You're Using HTTPS
- Make Your Online Store Mobile-Friendly
- Improve Your Page Speed

Find and Fix Other Technical SEO Issues

Technical SEO issues are a serious problem for any website. But especially for ecommerce websites, as they tend to have lots of pages.

Here are two ways to get a feel for how your ecommerce site's overall technical SEO stacks up.

use Semrush's Site Audit tool. It can help ecommerce site owners uncover all the technical issues their website is facing.
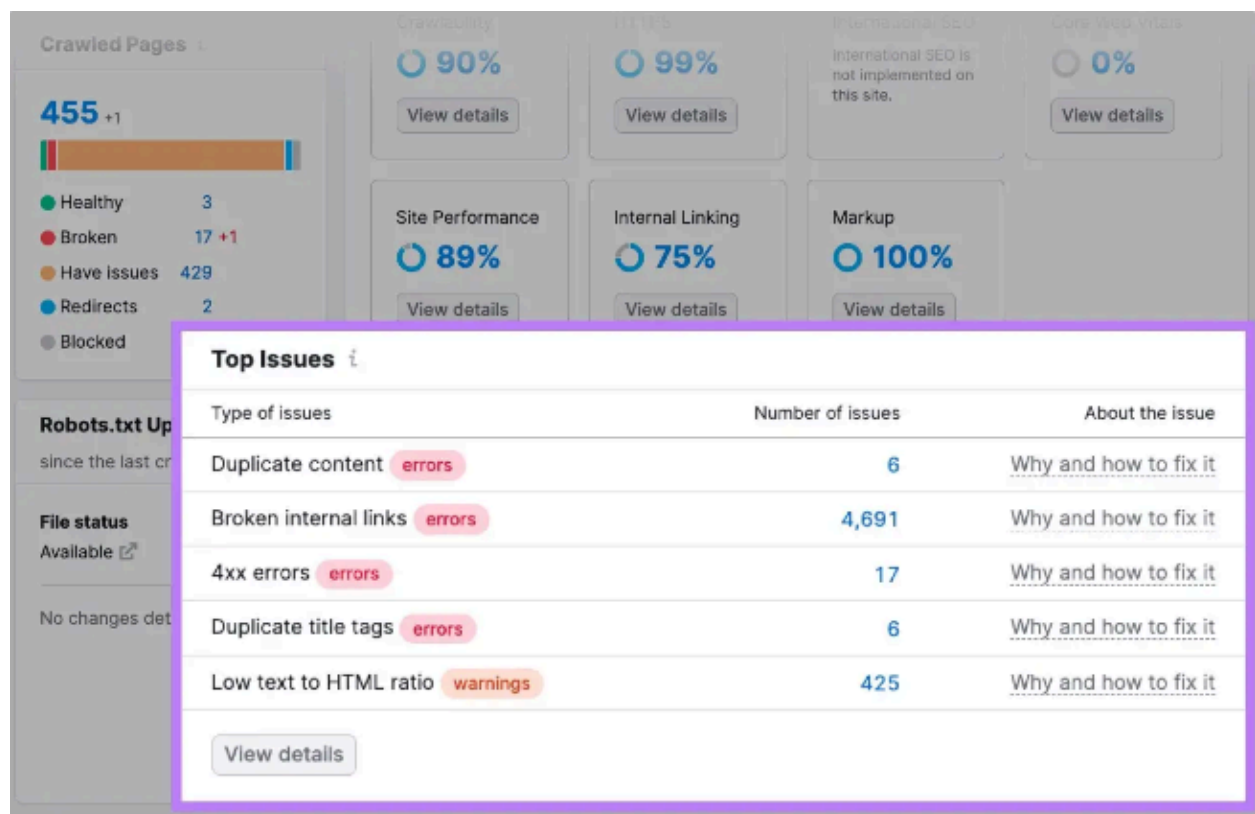
Site Audit can help you find:

- **Duplicate content:** Can be a common issue for ecommerce sites

- **Slow page load speed:** Can impact conversion rates and keyword rankings
- **Broken internal links:** Can be bad for usability and signal to search engines that a website is of low quality
- **Broken images:** Can hurt your site's UX
- **4xx codes:** Can happen due to broken links and cause crawling issues
- **Pages containing large JavaScript and CSS files:** Can impact page load time
- **Core Web Vitals issues:** Can make your website slower and less smooth to use

4. Optimize for On-Page SEO

Now that you've fixed any technical SEO issues, it's time to dive into on-page SEO.

On-page SEO is the practice of optimizing individual webpages to rank higher in search results.

For ecommerce sites, these are mainly going to be product and category pages.

Here's how:

Optimize Your Title Tags

itle tags are among the most important parts of on-page optimization. (Not just for ecommerce sites, but for any type of website.)

Google looks at your title tag to understand your page's topic. So it can rank it appropriately.
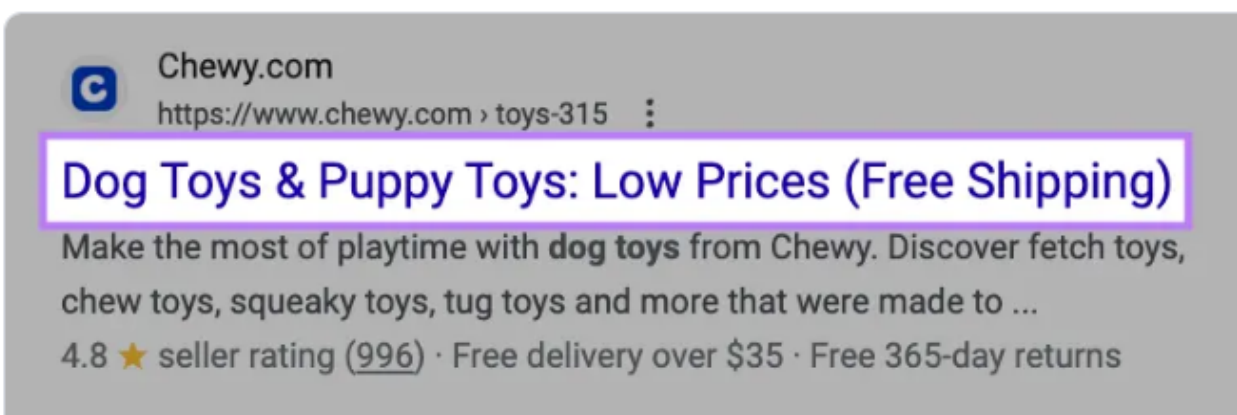
Overall, your title tag should:

- Be fewer than 60 characters long
- Describe the page's content
- Use a target keyword
- Entice Google searchers to click on it

Here are a few extra things you can do to get even better results from your title tags:

- Mention a deal (e.g., "25% off")
- Include a compelling benefit (e.g., "[Free Shipping]")
- Describe what makes your product unique (e.g., "Best," "Fastest," "Lightest")

Here's an example of a well-written ecommerce title tag:

Chewy.com
https://www.chewy.com › toys-315

Dog Toys & Puppy Toys: Low Prices (Free Shipping)

Make the most of playtime with **dog toys** from Chewy. Discover fetch toys, chew toys, squeaky toys, tug toys and more that were made to ...

4.8 ★ seller rating (996) · Free delivery over $35 · Free 365-day returns

Optimize Your Meta Descriptions

Google doesn't consider your meta description for ranking purposes. But users consider the text that appears below the title tag when deciding which search result to click on.

So, how do you actually write them?

Here are some quick tips:

- Cap your meta description length at approximately 105 characters
- Make each meta description unique
- Explain exactly why a shopper should click on your site. Featuring perks ("free shipping," "save X%," "buy one, get one") are simple ways to grab a user's attention.
- Include your target keyword

Create an SEO-Friendly URL Structure

Google displays a URL in search results to let users know where they'll land if they click on a page.
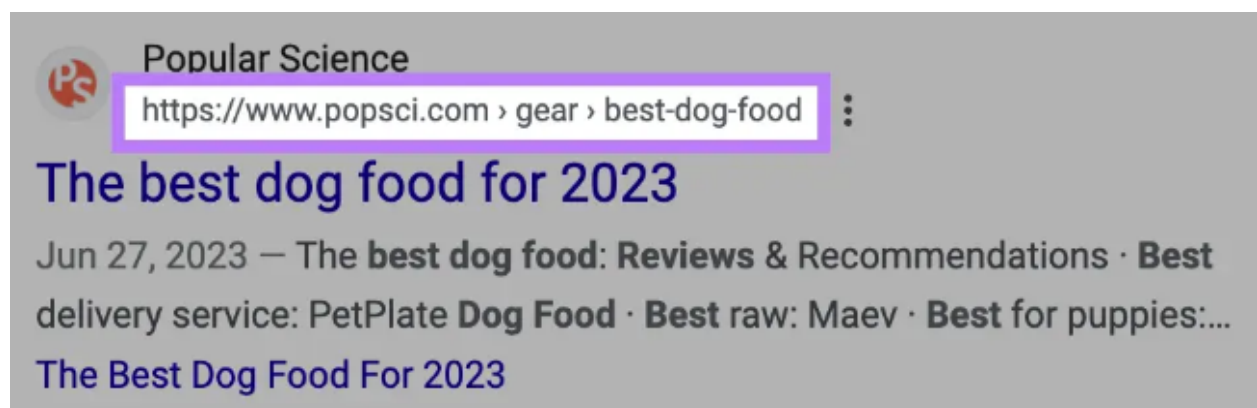
Here are some best practices to follow when creating URLs on your ecommerce site:

- **Keep them short and descriptive.** This ensures Google won't truncate your URLs in search results.
- **Use hyphens to separate words.** This is preferred to using underscores.
- **Use lowercase text.** This is a general rule of thumb.
- **Avoid dates in URLs.** This makes your content seem outdated.
- **Include your primary keyword.** This is a best practice, but don't force keywords unnaturally.

Include Unique Content on Each Page

Each page on your site should have unique content.

That's a must if you want to rank in Google.

If your site has thousands of products, writing unique content for each of them won't be easy.

So, here's the template you should follow for each element on the product page:

- **Product name:** Use the specific product name, for example, "Pedigree Complete Nutrition Grilled Steak, Dry Dog Food." Don't just say "Pedigree."

- **Product description:** Write a short (50 to 100 words) description highlighting the key features and benefits of that particular product. Don't just copy generic descriptions.
- **Features:** List the specific features of that product, including details like ingredients, nutritional facts, health benefits, etc. Don't just list the same generic features for every product.
- **Longer description:** Provide a detailed paragraph summarizing the product and key selling points.

Product Page Template
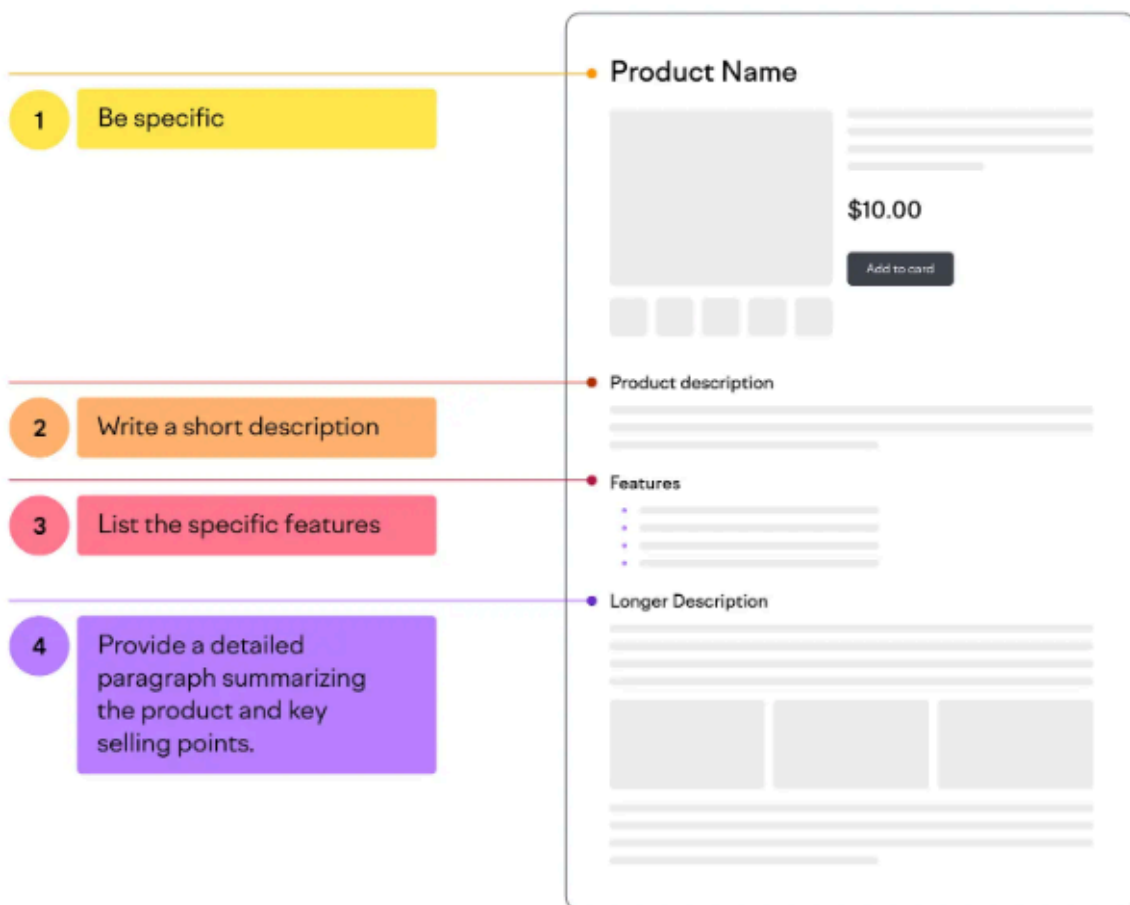
Focus on Internal Linking

Add Schema Markup

Schema markup is a type of code that helps Google better understand your pages.

By adding schema, your pages can earn rich snippets.

Rich snippets display extra information below the title tag and description. Which makes your website more noticeable and can potentially boost your click-through rate (CTR).
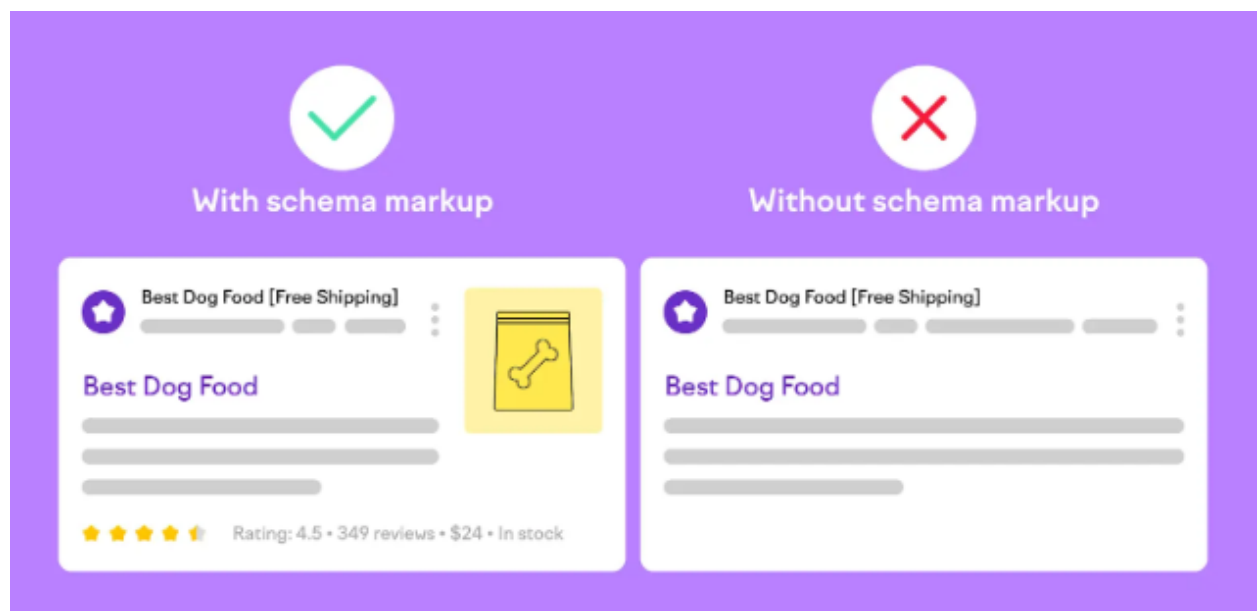
5. Leverage Content Marketing

A successful e-commerce site is more than a collection of optimized product and category pages.

You also need to invest in content marketing and start creating other types of content.

This can help your e-commerce site's SEO by:

- **Bringing in targeted traffic (when you create content your customers are interested in)**
- **Generating backlinks (when other sites notice and link to your content)**
- **Building a well-known brand (as you consistently publish valuable content)**
- **Providing value to potential customers (when your content is helpful)**

Share & Promote Your Blog Content

6. Build Backlinks

Backlinks are one of the most important ranking factors for Google. Which is why link building needs to be part of every ecommerce SEO strategy.

Leverage HARO

Help a Reporter Out (HARO) is a service that can help you get high-quality backlinks to your ecommerce site.

HARO works by connecting journalists with industry experts. Because journalists often need an expert's opinion for their articles.

If they include yours, they might link to your website.

Go to HARO's website and sign up as a source.

Every day, you'll receive emails with journalist queries.

Like this:

7. Measure SEO Performance

- **Check Your Organic Traffic**
- **Check Your Keyword Positions**
- **Track Your Organic Conversions**