

5 THINGS YOU CAN DO TO SMASH ECOMMERCE SEO IN 2021-22

After analysing thousands of sites over the last 10 years, there are many things we see every day that people do wrong or not do at all due to time constraints or a lack of knowledge. With just a little more time invested in the right activities they could easily and significantly improve their organic Ecommerce rankings.



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PRODUCT DESCRIPTIONS

Don't copy suppliers product content. This seems obvious but 90% of Ecommerce stores just copy the product description from their suppliers. If you were the only person doing this it might not be so bad but if 10 suppliers are all doing the same you're really not offering Google users anything unique, so there is no real reason for Google to show your brand in the search results. The reason everyone does is this, it saves times but in reality it costs far more in lost revenue than any time saving.

Cheat code: If you use a program like quillbot.com to paraphrase the supplier content it will make the content unique, then you just have to make sure it reads okay and you have unique content fast.



CATEGORY PAGES

Utilize your category pages. Category pages on your sites, naturally target some of the most important short-tail/generic keywords for your industry, but are often completely ignored by site owners. They are naturally inner linked across the whole site and as a result have power, so why not utilize them to rank. Here's how;

- A** Use keywords in both the category name and the URL of your category pages.
- B** Add a few hundred words of content to the page. If you don't want to overload the page use a read more button to keep the page clean and tidy.
- C** Change the order in which products show up in each category. Use a sort order in your CMS to push products that are the most relevant to the category to the front which improves the user experience of the traffic currently visiting the site.

Pro tip: If you change any URL's as part of this process, make sure to set up a redirect from the old version to the new version. This will not only help Google adjust to your changes a lot quicker, it will also mean you don't lose the value of any existing links out there to the old version of your page.

OPTIMIZED IMAGES

9 sites out of 10 we look at don't optimize their images basic optimization and is incredibly easy. Here are a few quick things you can do to take your images to the next level which not only helps the overall page rank, but also helps your product images rank in image search which can bring more potential customers to your site;

A

Name your image what the product is and not with the SKU or the camera names the images. If it helps you to have the SKU in the product image name add it to the end. So img_20004.jpg or kpu32.-jpg could become red-to-lix-chairkpu32.jpg

B

Add a description of the product as alt text for the image.

C

Don't use supplier images that everyone in your industry has, flipping the aspect, changing size or taking your own images are all examples to improve image search results.

D

If you have a bricks and mortar store you can also use photo editing software to add latitude and longitude to the EXIF data of the photo to help establish local relevance, but this is a little more advanced. Contact us to learn more about this.

FREE PRODUCT TRAFFIC

Google is trying to encourage users to use their shopping section more and more but in a lot of industries they don't always have enough advertisers to fill the section. When this happens Google just adds in the extra products it has information on without charging for it. Most Ecommerce platforms nowadays make it easy to submit product feeds to Google merchant centre, so why not upload your products and take advantage of another free source of traffic. Usually after turning these feeds on they even update automatically as you add new products or remove old ones, so it takes little to no effort after set up in most cases.



LOCAL TRAFFIC

Local traffic always converts higher. Just the idea of someone being close is a huge trust factor even with Ecommerce brands. It has the perception that postage will be quicker/cheaper or if you happen to have a bricks and mortar store, it gives the customer the opportunity to go in and pick it up if they need it now. Google my business now has a product section; unfortunately it requires manual product entry but it is well worth the trouble if you do have a Google my business profile for your brand. As this doesn't currently auto update, I generally recommend only uploading your core inventory that doesn't change too often. You don't want to be updating this every week and it's not necessary when single products can rank for a large range of keyword variations.

These 5 steps are actionable for most savvy Ecommerce marketers and don't require much technical knowledge at all, but they are all guaranteed to move the needle with little extra effort if you make them part of your process.

This is a great starting point for valuable SEO task you can implement yourself, however is only the tip of the spear in terms of SEO optimisations we can help you with.

To get a full audit for your brand or your clients reach out to us.

We will run the following the audit:

- ✔ Content URL mapping analysis.
- ✔ Product category keyword analysis.
- ✔ Onsite SEO crawl of major ranking factors
- ✔ Content correlation analysis
- ✔ Back link analysis
- ✔ Keyword competition analysis
- ✔ Keyword opportunity analysis
- ✔ SEO Viability Analysis
 - Competition vs Cost
 - Cost vs Return potential
 - Keyword cluster search volumes

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