



eCommerce SEO: Ultimate Guide for 2022



Keeping that #1 place in search results is becoming more and more complicated, especially for online stores and eCommerce businesses. To help you stay on top of the best practices, we've made the most comprehensive guide to eCommerce SEO you'll find online.

The days of TITLE and META DESCRIPTION optimization, keyword stuffing, page rank manipulation, fake reviews, and fake backlinks are long gone. Each year Google is getting better and better at providing the searchers with quality results on their search queries (and killing competition alongside, but that's for another post).

With over 200 known ranking signals Google uses, the fact that searchers are getting better at searching, a crazy number of [rich search result features](#) in which you can appear (OneBox results, featured snippets, knowledge panels, rich results, etc.), and, of course, competitors **there are no shortcuts to better ranking**.

One of the perks of being a [headless commerce platform](#) is that you can talk with your clients about pretty much anything, including their SEO wins and losses. So each year, we update our [eCommerce SEO checklist](#) and built this guide to help you stay on top of the best SEO practices and help you boost traffic and increase sales on your online store.

Before starting with the checklist, let's kick off with the basics first.

What is eCommerce SEO?

The definition depends on whom you ask. For me, the whole purpose of SEO and eCommerce SEO practices is to help your pages/products be found and rank better in search engines (like Google) for desired/targeted keywords. This way, your pages/products gain more visibility and reach your potential audience in search engines without paying for search ads. Alternatively, check [Web Almanac's](#) SEO definition and add eCommerce to it.

Is SEO important for eCommerce?

Really? Are we still talking about the value of SEO? Let me fill you in with a couple of stats.

Google now has [91.66% of the search market share](#) and processes [over 40,000 search queries every second](#). While it is true that Google is referring less traffic to websites than before, it is still [the single largest online traffic source](#). [53% of web traffic](#) emerges from organic search (the #1 spot on Google gains a 28.5% CTR while the #10 gains a meager CTR of 2.5%).

[According to Google](#), 53% of shoppers say they constantly research before buying to ensure they make the best possible choice. That's probably one of the reasons why the average ROI of eCommerce SEO is around \$2.75 for every \$1 invested (source [WebFX](#)).

All of the stats quoted here show that if your product is not appearing in search engine results, you are losing \$ big time.

Do I hear you saying, OK, how can I do SEO for an eCommerce website?

Glad you asked.

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Before you begin

A great deal of your search engine optimization strategy depends on the data you can gather. The data comes from your website, search engines, and third-party sources. With that in mind, your actual first steps should be to:

- check if Google Analytics (or any other analytics like Plausible or Matomo) are set
- check if you added your website to Google Search Console and Bing Webmasters,
- check if you've selected an SEO plugin (this depends on the tech stack/website platform you are using)
- check if sitemap and robots.txt are already made and submitted appropriately to search engines,
- get accustomed to using one of the available SEO tools to provide you with website and keyword data.





eCommerce Technical SEO Checklist

Technical SEO focuses on making sure your website offers a great web experience for your users and search engines, i.e., the website is easily crawlable and comes with outstanding performance

Ensure Your Website Can Be Crawled & Indexed

Before you can appear in search results, Google and other search engines need to crawl your pages. Once a crawler finds your pages, the search engine renders them like a browser would and, while doing so, analyzes content on those pages. All of the gathered information is stored in a search engine index from which ranking algorithms determine the relevancy of the crawled pages regarding keywords they found on the page.

Sure enough, you can wait for search engines to discover your pages naturally. But it's far better for you to help them out and make sure their web crawler bots can find and crawl all of the important pages while staying away from those you don't want them to see. So, how do you do that?

Robots.txt Make/use the robots.txt file to control which files and/or folders you want or don't want bots to crawl. You may want to prevent them from crawling your images, internal search queries, or admin directory (like WordPress installs, for example).

✓ Quick Tips

Add the address of an XML sitemap and HTTP 200 (OK) and 404 (Not found) responses in your robots.txt file. Don't forget to put the file in the root directory of your website. For large websites, consider blocking internal search result pages from crawling.

Sitemap.xml

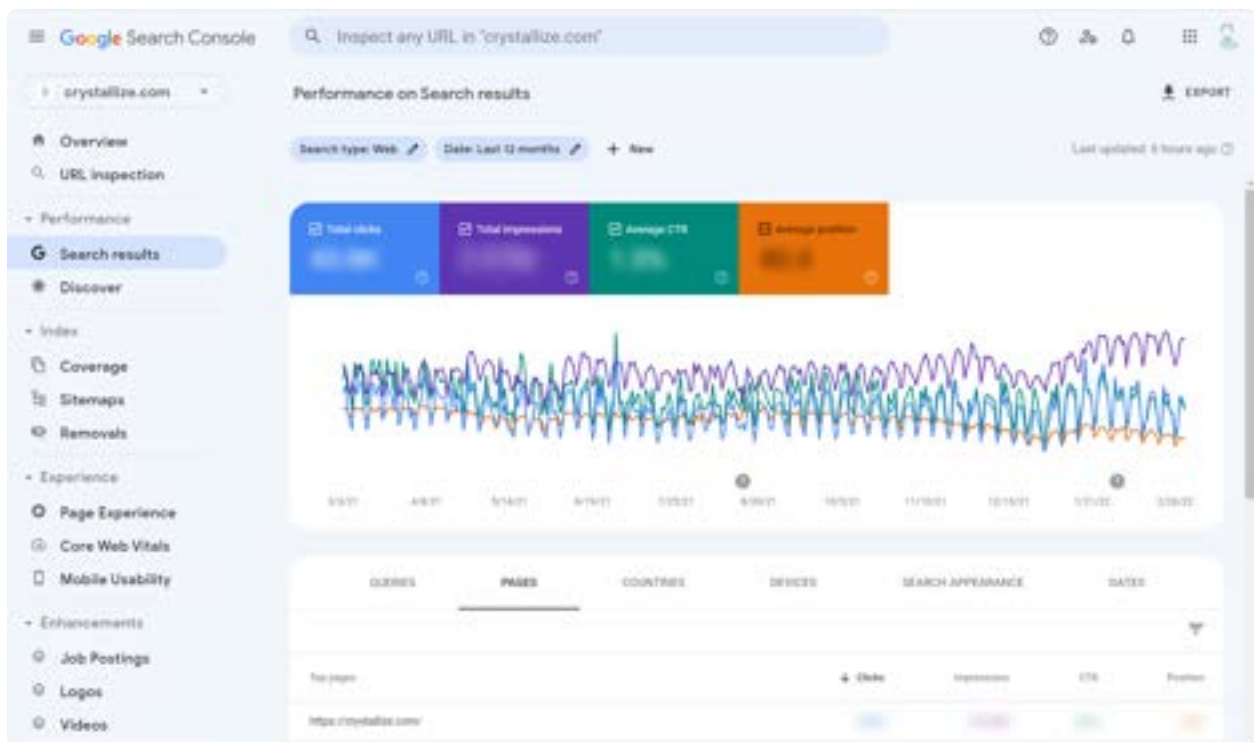
Have a sitemap on your website to provide crawlers with valuable information about the website structure and website pages. The basic XML code example is:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.examplestore.com/product.html</loc>
    <lastmod>2022-01-25</lastmod>
  </url>
</urlset>
```

✓ Quick Tips

Your sitemap should contain only indexable and canonical URLs. Ensure the correct URL structure is in your sitemap, especially watching for trailing slash (/). Having a video and images dedicated sitemap is a good practice, especially for large websites. Forget about the <priority> and <changefreq> parameters. Only <lastmod> matters. Make sure you submit your sitemap to the search engines.

Almost every search engine offers an easy and free service that helps you monitor, maintain, and troubleshoot your site's presence in their search results. Use [Google Search Console](#) for Google search and [Bing Webmaster Tools](#) to submit your website to Bing, Yahoo (because Bing's index powers Yahoo), and DuckDuckGo (because Bing is one of their search source partners).



Going headless? With **Crystallize** being a headless commerce solution, we decided to give a unique overview of handling specific SEO problems from a headless architecture perspective. For the most part, that would mean presenting solutions for those that use modern frontend frameworks like **Gatsby**, **Next.js**, and **Nuxt.js** as part of their tech stack. Our [free eCommerce boilerplates](#) are SEO-ready and give you an excellent head start when starting a project anew.

Using **Gatsby**? You are in luck because all you have to do is install [robots.txt](#) and [sitemap.xml](#) plugins by running

```
npm install gatsby-plugin-sitemap
```

and

```
npm install --save gatsby-plugin-robots-txt
```

And add appropriate code to the `gatsby-config.js` as explained [here](#).

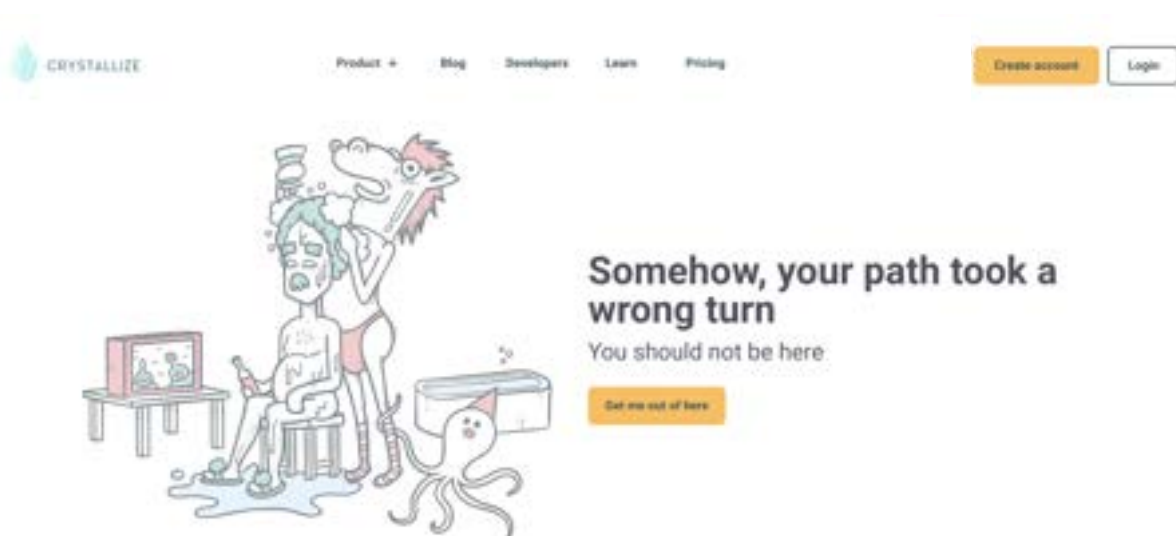
To add `robots.txt` and `sitemap.xml` files to your **Next.js** website, we've found it best you use [next-sitemap](#) generator.

Finally, if you are running **Nuxt**, you can use an official [sitemap module](#).

Resolve Pages with 4XX Errors

One of the most common [HTTP response status codes](#) both crawlers and your audience get to encounter are 4XX client errors, most notably the *404 Not Found* error. The 404 error occurs when the requested URL contains the wrong syntax or the URL is deleted. A real-life case would be you having a wrongly linked page (like linking `website.com/thirt/` instead of `website.com/t-shirts/`) or deleting a page completely but not deleting links to it.

The best way to deal with this problem is to have a dedicated 404 page that you can/should customize by adding links to essential pages or a site search bar, for example. Or you can play on humor just like we did.



Going headless? [Gatsby](#) and [Next.js](#) create a 404 page for you by default while [Nuxt](#) requires you to have an [error page](#), a page component that is always displayed when an error occurs and where the errors are defined.

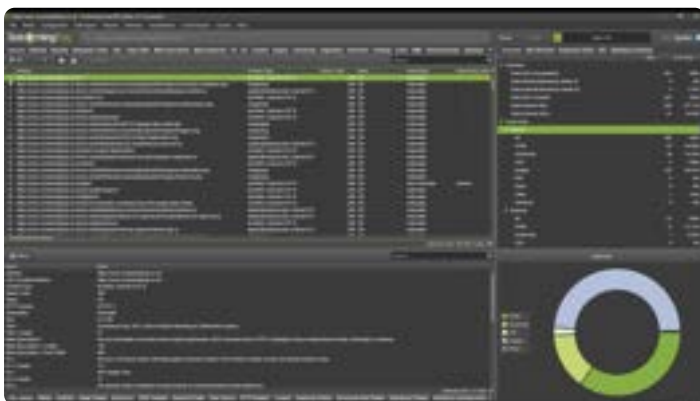
301 Redirects

To avoid frequent 404-page shows, deal with duplicate pages and make sure new pages inherit popularity from the old pages link practice, set permanent redirects of old URLs. Proper HTTP 301 header information should be set. This will inform Google that the page has permanently moved so it can update its index. Browsers are automatically redirected when they hit 301 redirects, so customers will automatically find the new page.

Try to avoid so-called *redirect chains*. What are those? Over time, your redirects pile up so much that you may end up having 301 on top of 302 to end with 404 etc. These influence your crawling, link equity, and even website performance.

✓ Quick Tips

An error page should always return a 404 status code / 404 page. Remember that the 404 page does not influence website SEO efforts but can influence user experience (UX). 301 is a permanent redirect for permanent changes like URL change, deletion, etc. Be sure to exclude those pages from your sitemap. Avoid having redirect chains.



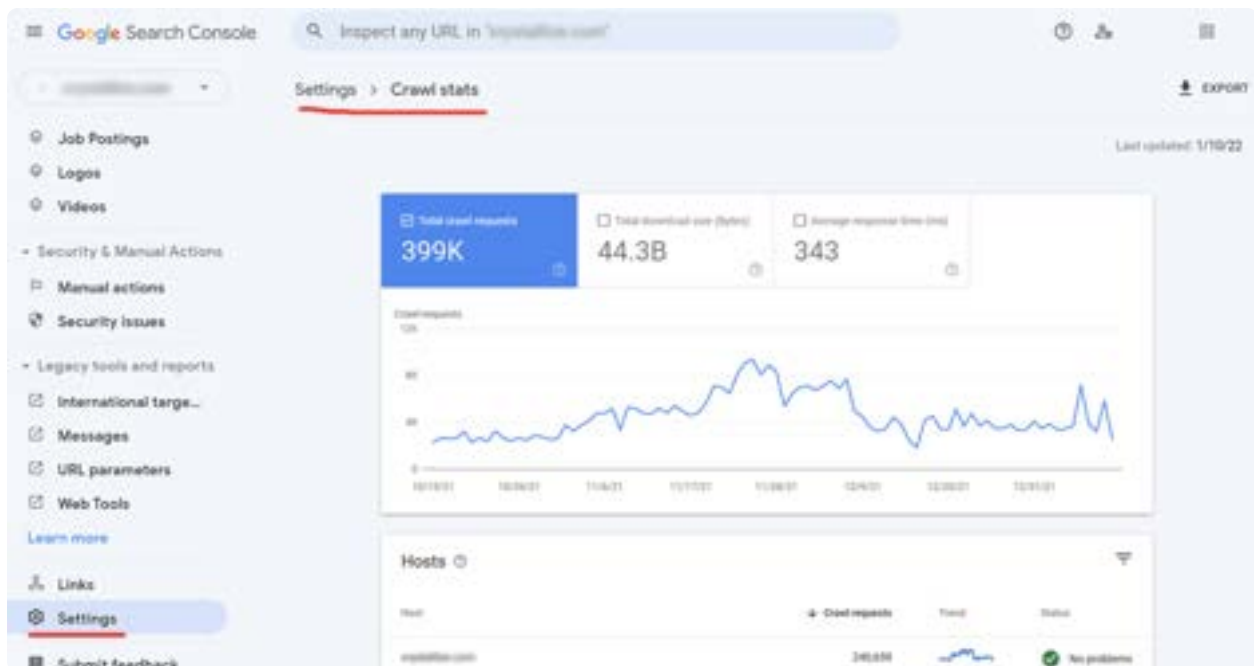
How to find and take care of redirect chains? Unless you have a single source of truth for your redirects, i.e., use a single WordPress/Shopify plugin or handle redirects in headless builds as explained below, do an audit of your website with **Screaming Frog** example. SF is an SEO website crawler with which you can get the complete list of pages and status codes on your website.

Going headless? You can handle 301 redirects either on your framework (site generator) or your hosting side (here, I refer to static website hosting platforms). Use the [gatsby-redirect-from plugin](#) to include `redirect_from` configuration when working with Gatsby. Use the [redirects key](#) in `next.config.js`. The best way to handle redirects with **Nuxt** is to create `redirects.js` into your `serverMiddleware` folder, as explained [here](#).

If you have a project on **Vercel**, you can configure redirects in the `vercel.json` file as explained [here](#). Are you using **Netlify**? Either save a plain text file called `_redirects` without a file extension to the `publish` directory of your site or [add redirects tables](#) to your Netlify configuration file (`netlify.toml`). To use redirects on **Cloudflare Pages**, [declare your redirects](#) in a `_redirects` plain text file in the output folder of your project

Crawl Budget

While crawl budget is not something most websites have to worry about, handling it becomes essential when running a website with 10k and more pages. Why? Simply put, the crawl budget helps you communicate with Googlebot on prioritizing what to crawl, when to crawl it, and how many resources to allocate to crawling. The search console is where you handle and track the crawl budgets.



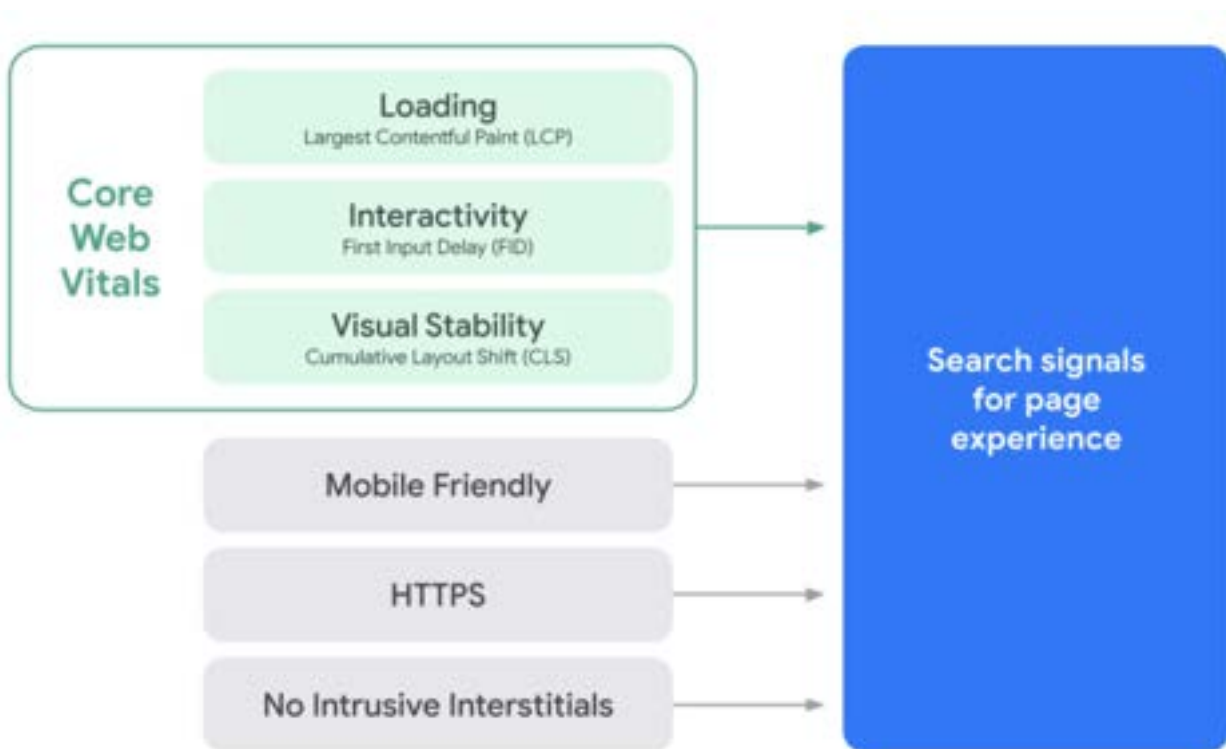
As already mentioned, keeping your website well maintained and having a crawl budget on autopilot should be enough for most websites. In general, this means:

- Your sitemap is updated regularly.
- You've reduced errors and redirect chains.
- You've done all you can for better website performance.
- You've utilized robots.txt to ensure Google crawls just important pages and excludes internal search result pages, for example.

However, if you run medium or larger websites (10,000+ unique pages) with rapidly changing content (daily), you might want to check the resource links section of the pdf version of this post (download link is further down this post). I've shared a couple of in-depth explanation posts of what you can do about it.

Page Experience Signals

Page experience is a set of signals that measure how users perceive the experience of interacting with a web page beyond its pure information value. The link page is a good starting point for you to understand them better, so here I'll quickly cover the basics.



Mobile-Friendly Product Pages.

Google is checking mobile friendliness. It impacts ranking and also conversion. Make sure your pages are mobile-friendly. You can quickly test if your pages are mobile-friendly.

Use HTTPS.

This is a housekeeping point, but do not forget to make your site secure with HTTPS. HTTPS is Faster than HTTP, so it is good for user experience, security, and SEO since Google gives a penalty if you are not using HTTPS.

Frontend Performance / Core Web Vitals.

Making sure you have optimized your webshop for [frontend performance](#) means you've dealt with your [Core Web Vitals](#) issues. There are a couple of reasons why [performance matters](#) and why checking and continuous monitoring and optimizing your webshop performance is essential.

For the most part, your CWV and website performance depend on how well you handle the frontend, depending on the tech stack behind your website. Any stack can be performant. Still, some stacks are better than others.

✓ Quick Tips

Choose a fast and performant frontend framework for your tech stack. If possible, rely on headless architecture for your project (a ton of benefits besides performance). It does not mean you should abandon your favorite platform. **Headless WordPress** is a thing, and it is growing in popularity (i.e., use WordPress as CMS/commerce backend, and one of modern front ends like Gatsby to handle your frontend). You can also use **Shopify** in a headless manner (Shopify Hydrogen a React-based framework for storefronts on Shopify, is also in beta right now).

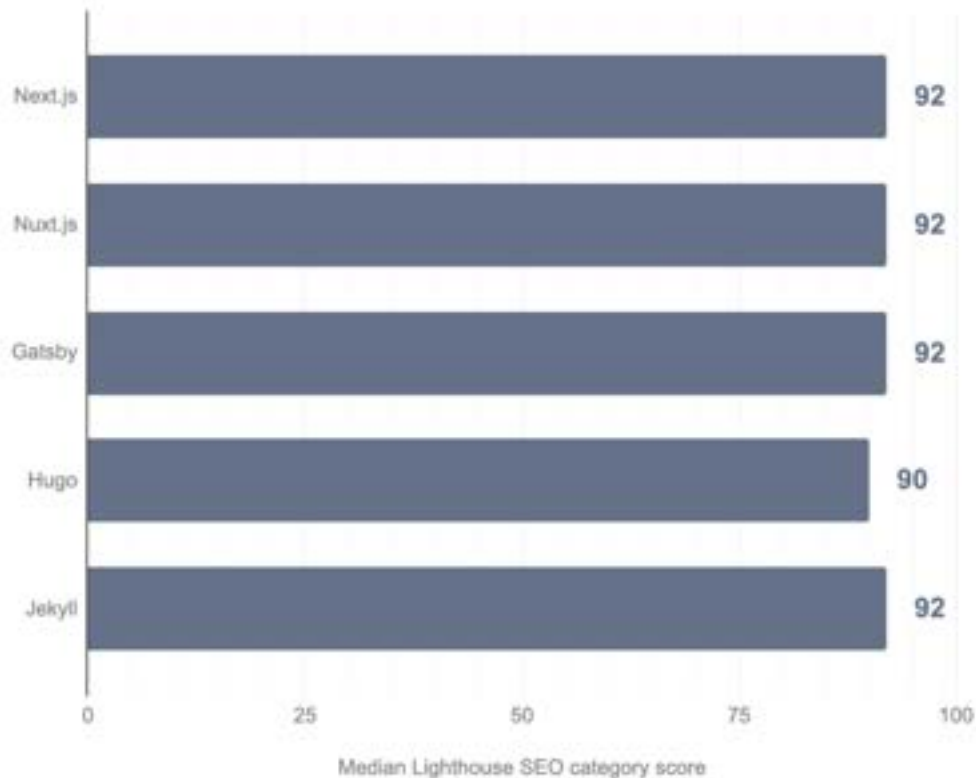
Regardless of what your underlying webstack is, here are some things you can do to enhance the performance of your website. Check your hosting quality and use content delivery networks CDNs for better/faster content delivery. Optimize your images and videos (I'll talk about that later). Take care of code bloat (if any), minify and defer non-critical CSS and JS (like third-party scripts). Use [web safe and fast fonts](#), i.e., minimize the use of custom fonts. Delay loading any page elements that aren't critical to your user content.

Going headless? Legacy, traditional eCommerce solutions come with a lot of baggage. What I mean by baggage are the problems related to code bloat, excessive use of 3rd party scripts, poor media asset management, architectural issues, and a whole lot more influencing performance and overall SEO scores.

With performance being one of the selling points of Jamstack and the headless approach in general, the latest findings from HTTP [Archive Web Almanac](#) are promising.

Median Lighthouse SEO score

Web Almanac 2021: Jamstack (mobile)



Bar chart represents median Lighthouse SEO score. All Jamstack sites provide great SEO scores with most at 92, except Hugo with a slightly lower score of 90.

If you are running headless eCommerce with JavaScript React SPA frontend, we have some additional tips for better [SEO for React eCommerce SPA](#).

3rd Party Scripts (Manage Them)

Seriously, do you really need all of those tracking pixels, chatbots, ads, heat map scripts, analytics, etc.? While [third-party scripts](#) provide a wide range of useful functionalities, they heavily influence website performance and security. How's that?

Performance-wise, every external script you add must be downloaded and then executed, adding up to page size and page load time. [Security-wise](#), well, you can never be sure what the script is doing in the background when your page loads.

What can you do about it? First, consider removing the script if it doesn't add value to your website or business. Second, load the script using the `async` or `defer` attribute to avoid blocking document parsing. Finally, opt out to self-host some third-party scripts. It might be the case that the server from which they are served is slow.

Going headless? Most JS frameworks I mentioned here do this kind of work for you out of the box.

eCommerce API Performance

TLDR; your eCommerce API needs to be fast and scalable for your webshop to rank higher in search engines. Wait, what?

Site speed represented with the **Core Web Vitals** affects your search engine ranking. That is a fact. Webshop frontends are typically built using a headless approach these days, meaning that you rely on an API service in your backend.

Jamstack, as web dev architecture, has been gaining popularity in recent years not only for simple websites but also for online storefronts. In Jamstack, you typically pre-generate the pages as static to ramp up the speed and performance benefits. Why is API performance important if you generate static product pages on edge? Well;

- Product pages have updates like price and stock changes, which means you need to re-generate them quite frequently. Regeneration depends on API speed (faster speed means faster regeneration).
- Jamstack caching strategy typically involves a subset of your total pages on larger stores, meaning many pages need to be generated on the fly as regular SSR (Server Side Generated pages).
- Search is heavily used in eCommerce, and in Jamstack builds, it is handled by 3rd party APIs.
- Finally, eCommerce means you need to handle dynamic pages like a basket, checkout, and order placement.

The live eCommerce API you use to fetch product information and the custom Service API designed for your composable stack affect your overall API performance. This Service API is the glue in your headless architecture and often impacts integrated features like, e.g., dynamically calculating the basket values. Together, they all affect the customer/user experience that affects Page Experience signals.

Site Architecture

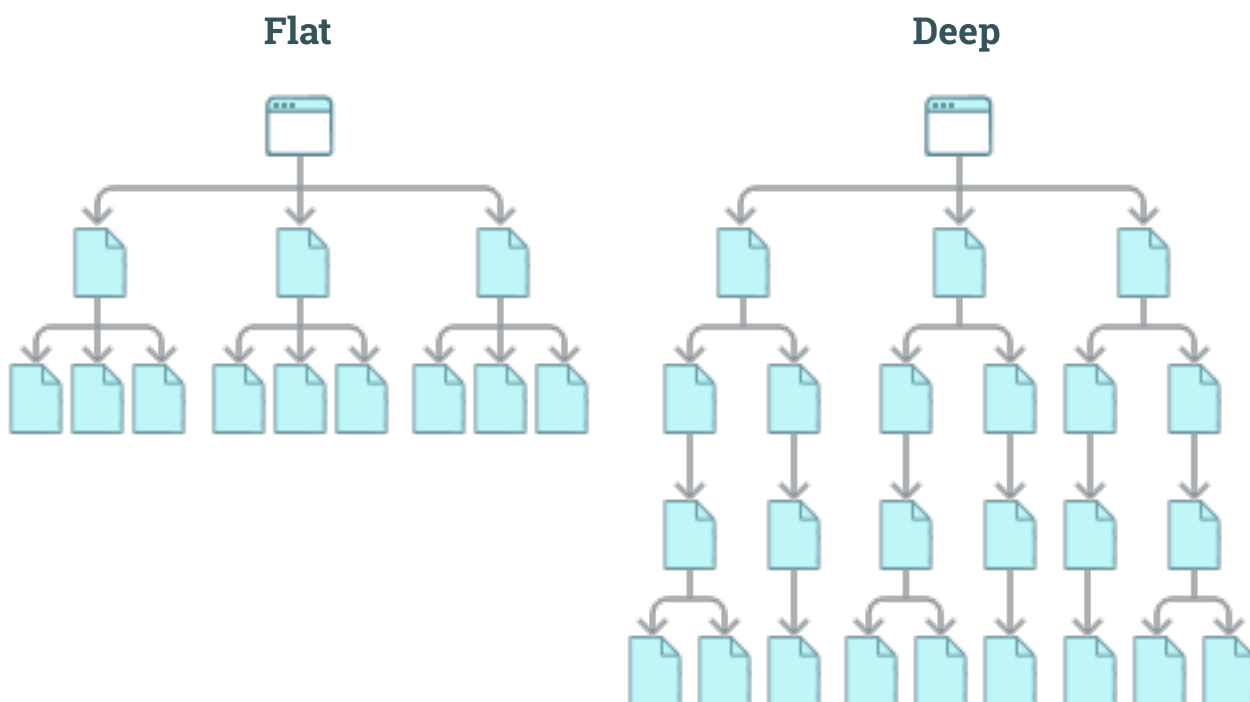
Site architecture (or website structure) is how your pages are organized and interlinked. It should not come as an afterthought because it influences both users' and search engines' website perspectives. How is that?

From a **user experience (UX)** standpoint, it's not the same if you have to click 2 or 10 times to get to the product you are looking for. A good site structure groups content/product pages intuitively and makes them easy to reach in as few clicks as possible. It also allows easy navigation and potentially better and logical internal/related linking.

Search engine-wise, a good structure makes your website more accessible and potentially faster to crawl and appear in the search index. On top of that, the right site structure helps you spread link authority effectively (more on that later).

What is a good site structure? A good site structure is often defined as a flat rather than a deep structure. The difference is, of course, in the number of levels (clicks) you need to cover to get to the wanted page. As a general rule, make it simple and easily scalable, and keep in mind that no page should take more than three clicks to get to from any other page.

Flat vs. Deep Website Structure



Truth be told, will you have categories, subcategories, reviews, and/or variant product pages depending on a couple of things, including conducted product, competition and keyword research, industry, and the sheer number of your products. Rely on your keyword/competitor research to define your topic clusters, determine your pillar and/or category pages for each cluster, and plan the supporting content.

✓ Quick Tips

Your most important pages should be linked from your index page, and they, in turn, should link the subpages most relevant to the content on them. Group the pages by topic relevance.

It is easy to plan the structure when you start a new website, but what can you do if you already have a website and your structure sucks?

The first thing is to do the website audit and map all the pages and current structure. Be sure to identify the most popular pages as well. Then do competition and keyword research and find similarities between your products and competitors' websites to identify categories, subcategories, etc. Lay out the new structure against old URLs (especially those with high traffic) and start with [URL/content pruning](#) and deliberate redirects.

Finally, make and submit a new sitemap to Google and other search engines. Be aware that you will see traffic loss at the beginning in most cases, but if things are planned and executed the right way, you'll see traffic rise soon enough.

Friendly URLs, Navigation, and Breadcrumbs

In an ideal scenario, while contemplating site architecture and conducting keyword/competitor research, you'd be thinking about URLs, navigation, and breadcrumbs as well. **URL slug best practice** boils down to two things: use shorter, keyword-oriented URLs with hyphens to break up words and make sure keywords are aligned (if not with product) with the intent you are pushing on the page in question.

Many businesses take navigation and navigation menus for granted. I mean, what is there to think about? You just place the links, and that's it, right? Wrong! Navigation not only helps UX but also helps search engines understand your website structure even more. Navigation should be simple, straightforward, and hold the most important pages.

And for eCommerce businesses, there is also a case of faceted navigation. **Faceted navigation** allows your audience to narrow down search results based on specific product features and attributes. Purely from a UX standpoint, they have vast potential, especially with businesses that have thousands of products, i.e. users can easily find what they're looking for.

On top of that, you can also cover long-tail keyword opportunities that otherwise would not be easily available for you. For example, say you have a store that sells socks. You can have categories that match socks by color' red socks' easily. But having a dedicated page for 'size M SpongeBob SquarePants socks' might prove to be hard to pull. This is where faceted navigation shines.

Breadcrumb navigation indicates the page's position in the site hierarchy and aims at helping users navigate your website more effectively.

✓ Quick Tips

Use the https:// protocol. Be consistent with how you link your pages, i.e., **ALWAYS** use either **www** or **non-www** versions of URLs, not both. Google and other search engines differentiate the two, so make sure you use only one of them, and that one is submitted to Google Search Console and is covered in a sitemap. Remember that path, filename, and query strings are case-sensitive. To have breadcrumbs shown in search engine results, use Schema.org structured data (more on it later). Do not use commas, brackets, or non-standard URL encoding for faceted navigation.

eCommerce Keyword Research Checklist

Keyword research is the foundation of every SEO campaign, be it for news, eCommerce, or any other website. It will be hard to write about it in just a couple of key takeaways, so bear with me and check the links about it in the Resources part of the downloadable .pdf.

Defining Keywords

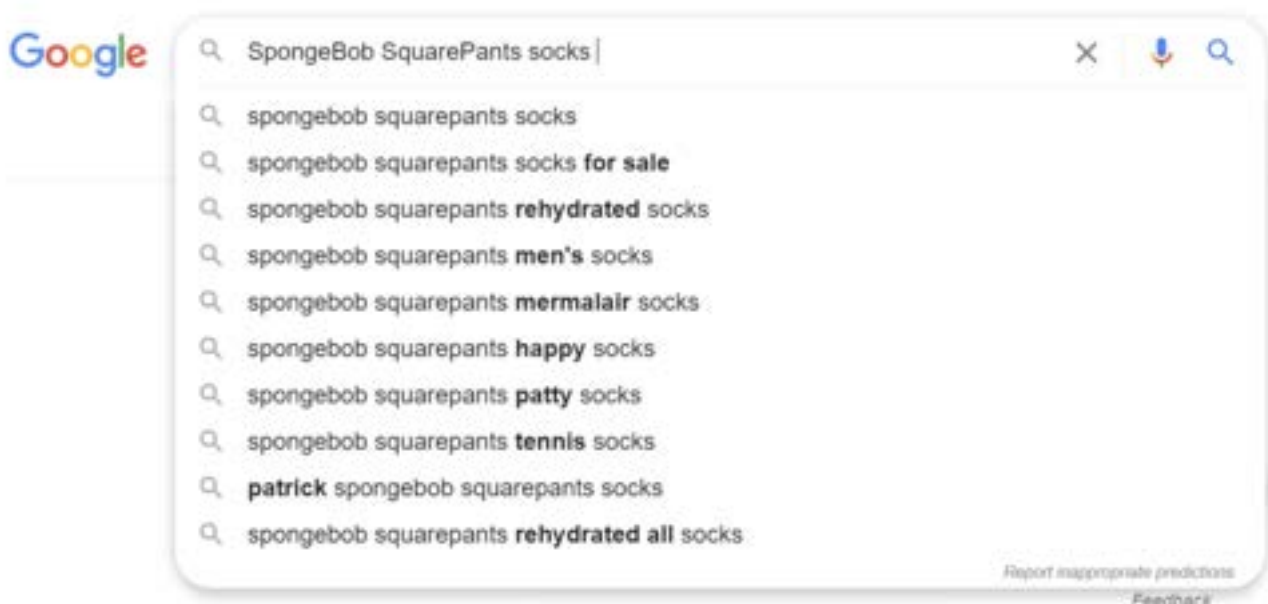
The first step for new businesses/websites/stores would be defining the keywords you want to target. For running businesses/websites/stores, it would be to evaluate the ones you already target. Running keyword research will help you with both.

Why do you need keyword research in the first place? Keyword research is there to help you understand which keywords people use to find similar services/products like yours, how popular are those keywords, i.e., traffic volume, the intent shown in search results for those keywords, what type of content is showing in search results for those keywords, and what will it take to rank for those keywords.

How do you conduct keyword research? Most businesses already have a list of keywords that best describe their service or product. Also, most have a list of real-life competitors. Use them as the starting point of your keyword research.

A couple of tools will help you at this stage:

Google. Study the results for companies that appear in the results and understand the type and intent of the content/pages showing. Use auto-suggest and similar searches options to broaden your keywords and challenge the assumption of how your audience conducts a search. I am surprised that people look for the keyword *'spongebob squarepants rehydrated socks'* more than *'spongebob squarepants socks size M'*.



Amazon Suggest. Use the Amazon website search option, i.e., enter the keyword, and Amazon will provide a list of suggestions surrounding this keyword.

Answer the Public. It is a nifty free tool that helps you discover what people ask about when searching your keywords.

SEMRush/ahrefs/Moz. Paid SEO tools are a great way to find out which keywords are popular, i.e., the search volume of the keywords, and analyze your competitors' keyword, content, and backlink profile strategies.

✓ Quick Tips

Start by making a list of the relevant product or service-focused keywords and topics. Broaden the list with your competitors' keyword analysis, but keep in mind that your real-life competitors and your keyword search results competitors might not be the same. Use local versions of Google (and Amazon) when you aim to rank high for local search results (SEO Search Simulator by Nightwatch is a great extension for Chrome; the link is in the resources part below).

Keyword Difficulty, Domain/Page Authority, High Traffic or Long-tail Keywords

Let's make keyword research a bit more complicated. **What is keyword difficulty (KD)?** Most paid tools have a KD metric that ought to give you a rough sense of how difficult it is to rank for a given keyword.

What is domain/page authority (DA)? It is a metric that ought to give you a rough sense of the strength/authority of a website/page.

Both of these metrics are there to help you better evaluate your chances of appearing in search results for desired keywords. Useful as they are, there are certain...eh...limitations.

These metrics are tool-defined, i.e., each tool has its way of measuring them, and they are in no relation to what Google may or may not have in place, does, or does not do when ranking websites for keywords. Use them as an indicator of *what might be* rather than *what really is*.

KD, DA, and high traffic vs. long-tail keywords. Most businesses immediately think about ranking for high-volume keywords, while the real value might be in long-tail ones. Let me explain with an example.

For my made-up socks store, trying to rank for the 'socks' keyword is the holy grail, right? With 10.1K monthly searches globally, the keyword 'cartoon socks' is a no-brainer. However, because I focus on a specific cartoon, i.e., SpongeBob SquarePants, a keyword with 100 monthly searches, 'spongebob squarepants socks' may be a better one to focus on for several reasons.

More specific, long-tail keywords provide you with better click-through rates and conversions.

It takes time and careful planning (of content and backlinks) to build the topical authority of a page and/or domain. If you are a gamer, think of it as leveling up your character. The stronger it gets, the easier it is for your character to deal with giant monsters. The more you rank for long-tail keywords, the easier it gets for you to rank for bigger ones.

And if you look close enough, i.e. study search results well, you'll notice very often that KD and DA scores relate with perceived domain value by Google shown in ranking position in results.

For better or worse, the answer to all of the above is in the search results.

✓ Quick Tips

Do not rely entirely on KD/DA/PA etc. Check search results manually to judge/evaluate real-world keyword difficulty and domain strength. Go long-tail, i.e., go after less popular keywords (long-tail keywords) with lower search volumes but usually better conversions. The best way to build authority is to have great, helpful, and shareable content and a lot of backlinks to it. The more *authority* you get, the more you are a *trusted* resource on a given topic/keyword, making it easier and faster for your new pages to show and rank in search results.

Focus On Search Intent

Did you really think the complexity of keyword research ends with the above? Welcome to search intent. Understanding the searcher's intent behind a search query is the ultimate goal of any search engine.

It is not the same if I search for '*spongebob squarepants*' and '*spongebob squarepants socks*'. The first query is an informational one, i.e., I'm looking for info on my favorite cartoon, while the second one is so-called transactional, i.e., I'm looking to find the best purchase for the item in question.

Most SEOs distinguish four different intent types: Informational, Navigational, Transactional, and Commercial investigation. Once again, if you want to learn more about search intent, the downloadable pdf is packed with excellent links. Here, I'll just quickly run through examples.

Informational. Questions like '*what is PIM?*' or '*who is Elon Musk*'; direction queries like '*nearest coffee shop*' or topic/keyword queries like '*spongebob squarepants*' or '*Novak Djokovic*' fall under this type.

Navigational. Search queries like '*Figma sign in*' or '*Crystallize*' fall under navigational intent.

Transactional. Queries like '*buy spongebob squarepants socks*' and '*DJI Mavic 2 Pro price*' and '*Amazon coupon*' all fall under this category.

Commercial investigation. Queries like '*Crystallize vs. Shopify*' and '*DJI Mavic review*' and '*best spongebob squarepants socks*' and '*socks shop near me*' and '*cheap cabins in Skien*' all belong here.

What do these mean to your keyword research? Simply put, understanding the intent helps you craft better content (or rather build appropriate and expected content for the keyword in question). But the story for eCommerce does not end there.

Product pages are essential for any eCommerce business, no doubt about that. However, you are limited by the number of keywords you can rank for on them. So, if I manage to rank for the keyword '*spongebob squarepants socks*' I may rank for '*spongebob squarepants red socks*' or '*spongebob squarepants yellow socks*' etc. as well. To reach a much wider audience, I'd like to explore other keywords closely related to the main one. In this example, that might be the keyword '*spongebob squarepants gifts*'.

Analyzing search results, we can quickly determine it is a **commercial investigation** search query with search results full of listicle blog posts. Great. All I have to do is to write a blog post with a list of gifts (including my socks page), and that's it. Well, not really but we'll talk more about that.

For now, understand that search intent helps you make sure you have the right type of content for your targeted keywords. But you won't pull off a good ranking with crap content.

✓ Quick Tips

Focus on the user when making a page, not the keyword itself. The query's intent is connected with the type of content you should be using.

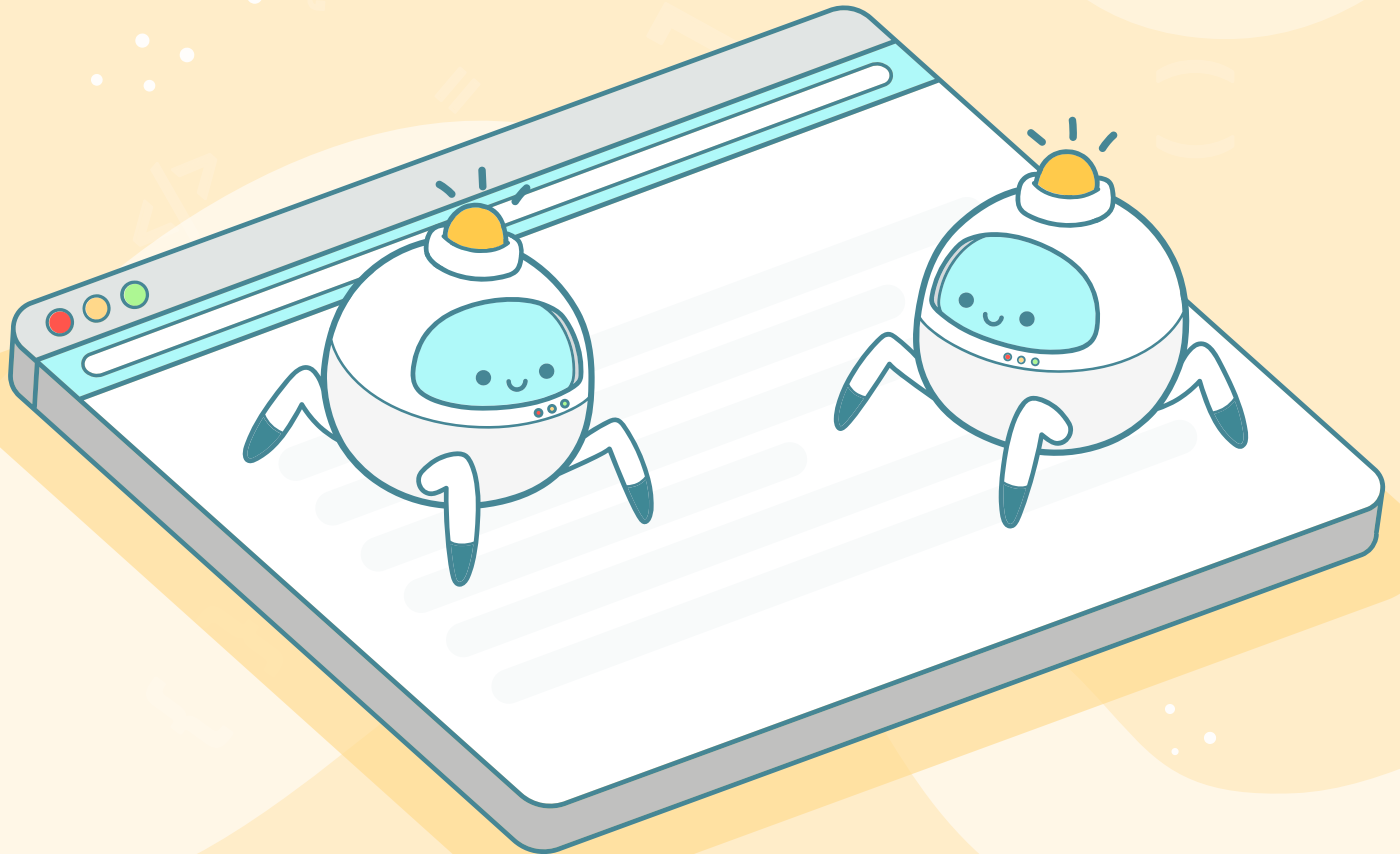
Avoid the Same Keyword On Multiple Pages

Having multiple pages with the same keyword (however different with content) is a bad practice that can lead to keyword cannibalization problems. You don't need more than one '*spongebob squarepants socks*' page, do you? Yes, socks can be red and yellow, but modern eCommerce solutions take care of this with product variants features.

Still, your best bet is to check search results, and if your competitors are doing it and Google is noticing it, and there is traffic there, opt for variants URLs.

✓ Quick Tips

Check search results and limit the number of pages targeting the same or similar keywords.



eCommerce On-Page and Content SEO Checklist

eCommerce On-Page and Content SEO Checklist

eCommerce content checklist refers to on-page SEO for eCommerce sites. Site structure, URL slug structure, and navigation also fall here, but I've already covered it in the technical SEO part.

Page Title and Headings SEO Optimization

Make sure that your TITLE tags and H tags are optimized. The search results show the title tag, so make it specific and keyword-oriented. While you're at it, have your keywords at the beginning of the title.

Also, make sure to repeat the title tag text as the main header on your product page. In addition, you should repeat the main keywords throughout the product description text, i.e., within the first 100 words on your page. For example, look at how the [700c white tires](#) page shows in search results.

700c White Tires - Twin Spires | Skiens Cykkelfabrik

<https://speedcykkel.com/parts/700c-white-tires-twin-spires> ▼

NOK 500.00 - In stock

The Twin Spires White Tires are light weight, protected, fast urban folding tires. It weighs only 320g and has 60tpi, threads per inch. This tire uses ProTite ...

HTML (HyperText Markup Language, the most fundamental building block of the Web) is a hierarchical language, meaning every tag has its place and purpose. The purpose of headings (H2, H3, H4, etc. tags) is to help you structure your page content better, i.e., make it more logical and clear to users and search engine bots.

✓ Quick Tips

Keep TITLE length between 55-70 characters or 570 pixels long (including spaces). Focus on one keyword or a couple semantically similar words across your page, not only TITLE and headings. Use H2, H3, etc., tags for secondary keywords.

Meta Description for eCommerce SEO

Keep your meta descriptions up to date. This is the text shown under the page title in the search results. Keep it accurate and sell it. This is both a factor for eCommerce SEO and ensuring your customers click on your link when it appears in the search.

✓ Quick Tips

Keep meta DESCRIPTION length between 120 and 160 characters with excellent descriptive click-to-action (CTA). Use your primary keyword in the description as well.

Structured Data

Structured data is a standardized format for providing information about a page and classifying the page content. The best way to implement structured data on your website and webpages is to use Schema.org structured markup, a collaborative vocabulary supported by most search engines.

Why use structured data? Though having structured data on your page will not directly influence page ranking, there are a couple of reasons for having it:

- Structured data helps search engines understand the content on your page better (mainly if you aim to appear for search queries related to ecommerce, recipes, and jobs, i.e., queries for which search results show more than just linked title and description).
- Structured data helps search engines to display your content as rich results.
- Structured data will directly show reviews, price, and stock information in product search results. This also boosts click rates as the customers are better informed already from the search result page.
- The web is getting more semantic as we target more channels like voice and visual search. Structured data plays an important role for those.

The biggest challenges of implementing structured data are what format to use and nailing the type that best fits your page. While there are three supported formats, **JSON-LD** is the most recommended one. As for determining the right type, the best practice is to keep focused and use a single top-level Type on a given webpage. Let's take my size *M SpongeBob SquarePants socks* page as an example.

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Product",
  "name": "SpongeBob SquarePants socks",
  "image": "SpongeBob-SquarePants-socks.png",
  "description": "Beautiful SpongeBob SquarePants socks in size M.",
  "sku": "123456789",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5",
    "reviewCount": "2000"
  },
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": "9.99",
    "availability": "http://schema.org/InStock"
  }
}
</script>
```

This is the basic info with review and price data on my product page. Still, the primary Type I'm using is [Schema.org/Product](http://schema.org/Product). The Tools/Resources/Additional Reading part of this guide has a couple of excellent links to both tools and articles if you wanna (and you should) dig deeper into structured data.

Going headless? Structured data is defined on the CMS or eCommerce solution level. With Crystallize, for example, the [content modeling](#) approach allows you to describe all the product information you may need for your product page. Then have the frontend of your choice request information via the API and display the information on the frontend as you prefer, including in Schema.org format.

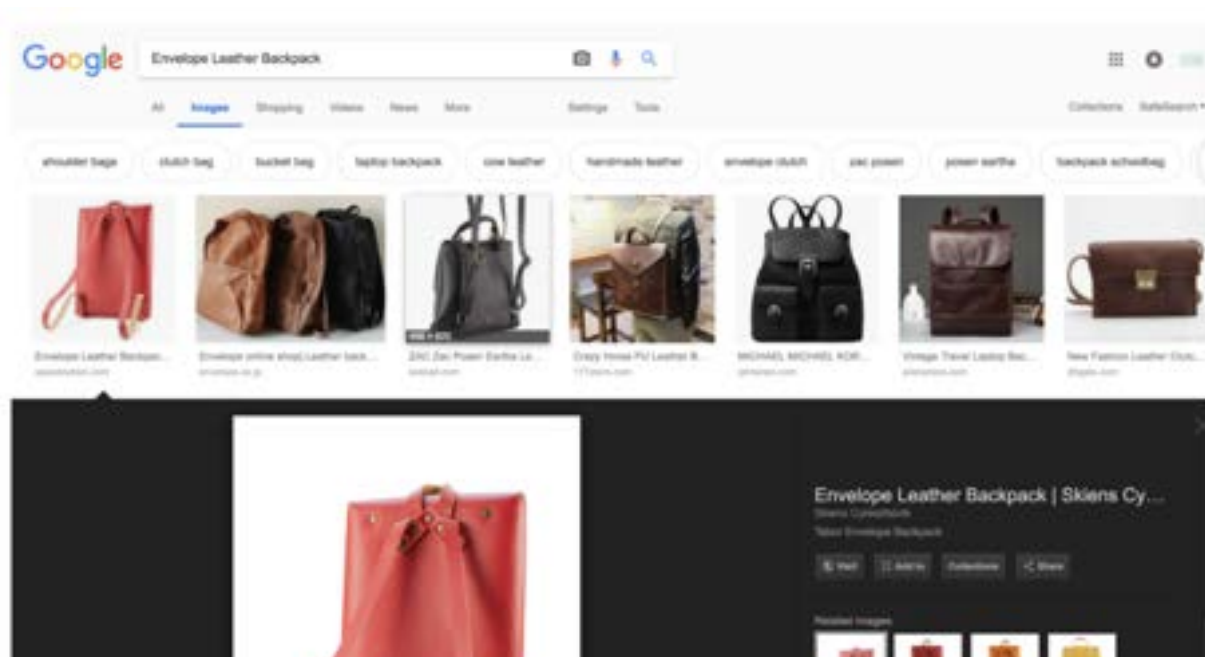
Image Optimization

Did you know that image size is one of the most significant contributors to overall web page size? This means that proper optimization of images may come with substantial savings in page size and thus page load speed. And having a faster-loading page influences your search engine ranking (because speed matters) and your user experience and CTR.

What can you do about it? [Lazy-load](#) your images, i.e., load them when needed instead of loading them up front. **Optimize your images**, i.e., use modern, web-centric image formats like **WebP** and **AVIF**. Using both of these comes with a 25–35% reduction in file size while keeping the quality of an image the same. Optimize image delivery, i.e., use [CDNs](#).

High-quality, relevant product images can improve user experience as well. Come to think about it, images are the driving force behind purchase. I mean, you can dominate the search engine rankings, but do you think you'll convert that traffic with shitty images?

Finally, a big chunk of the searches done by shoppers is via the image search section of search engines. Again, you should, of course, use great photos. But for SEO purposes, you also need to make sure that you use a keyword-focused filename (like *SpongeBob-SquarePants-socks.png*) and *ALT text*, as this is being used by Google when indexing photos. For example, search for [envelope leather backpack](#) on Google. You'll notice the image from the linked page ranked as #1 in the image search. Now connect the dots between page and image best practices I've mentioned here.



✓ Quick Tips

Write SEO-friendly and keyword-oriented image names and Alt text:

```

```

Use modern image formats that load faster. Ensure image elements have explicit width and height; it'll help you avoid problems with [Largest Contentful Paint \(LCP\)](#) and [Cumulative Layout Shift \(CLS\)](#). Have a similar number of images as the best-ranking competitor on your desired keyword. Avoid using stock photos. [Defer offscreen images](#).

Going headless? There are a couple of ways to handle image optimization. Let your frontend framework do the job for you. Gatsby has a [gatsby-image component](#) designed to work seamlessly with Gatsby's native image processing capabilities powered by GraphQL and *gatsby-plugin-sharp* to easily and completely optimize image loading and get the blur-up effect and lazy loading as well.

Next.js has [<Image/> component](#). Not only does it render, but it also optimizes the image for every viewport by implementing functionalities like lazy loading, responsiveness and resizing, optimized file size and format out of the box.

Nuxt.js users have [<nuxt-img> component](#) at their disposal, which is a drop-in replacement for the native `` tag and covers pretty much the same optimization features as previous solutions.

Another way to handle images is to use a 3rd party service like [Cloudflare Image Optimization](#), for example.

Finally, some CMS and eCommerce solutions offer image optimization as a part of their service. In Crystallize, for example, when you upload images, we will compress/convert images to AVIF and Webp, which are better image types, and resize in a bunch of different resolutions (100px, 300px, etc. up till the max-width of the original image). Then we have an npm package [@crystallize/react-image](#) that helps with image rendering, i.e., you get responsive and fast images. For example, if you're on mobile, the max-width is 480px, then the browser only fetches the 480px size image instead of a bigger one. How's that for an out-of-the-box feature?

Optimize Videos

Product videos have become hugely important in eCommerce. You can showcase a product, tell a story about it, share testimonials or produce how-to videos for your product and use them for promotion or to incentivize sales. Remarkable as they are, they do come with a significant influence on page size (and thus speed and performance).

While [lazy-loading videos](#) is always an option, video optimization largely depends on the platform you're using. We've talked about the different solutions for using [video in headless/jamstack builds](#). The solutions mentioned there can be used with any platform (or at least popular ones).

As far as best practices are concerned, make sure the file names contain the desired keyword, the same as with images. Be sure to have a proper TITLE and description set as well. But more importantly, use structured data and sitemaps to help Google and other search engines properly index videos.

You can have your videos on YouTube or served natively, or both. The thing to keep in mind is that by having the same videos on both YouTube and your site natively, you might have them compete in search results for the same keywords, and, in most cases, YouTube videos will rank higher. This might not be a bad thing, but it depends on your strategy which one would work better for you.

How to build a bicycle wheel | Skiens Cykelfabrikk - Skien

<https://speedcykkel.com/learn/workshop/how-to-build-a-bicycle-wheel>



Sep 16, 2018

This video shows how Eirik Ulltang builds the wheels for the Speed ONE bicycle. The rims are H Plus Son ...

✓ Quick Tips

If a search query, i.e., the keyword you are aiming at with your product, has videos in results, that is a sure indicator you need to have a video as well. Videos can appear as a part of a video snippet in search results, show in the video part of search engines, and, if you have the same video on YouTube, in YouTube search results as well. Check our links for more info on that.

Going headless? Or rather, going with Crystallize? Our [video component](#) is built with the ease of using videos in product storytelling and optimization in mind. Same as our image component, it is all offered out of the box. We've got your video needs covered.

Link Optimization for SEO (Internal and External Links)

There are two types of links, **internal** and **external**, and both of them influence your SEO efforts. Navigational links, breadcrumbs, category links, links to your pages within posts/products/articles, etc., are all **internal links**. Their most considerable influence is making it possible for users and search engines to navigate the website and discover web pages more easily.

External links are the links to other websites, and they aim to help your page appear more credible to both users and search engines. Using other resources in your writing/page shows you did your diligence and researched the topics well by providing a link to an authoritative source on the subject you are covering.

✓ Quick Tips

Internal links tips. Use a keyword or its variation related to the page you link to in the anchor text. Avoid linking to pages that have nothing to do with your page topic, i.e., if your page is about *SpongeBob SquarePants socks* don't link T-shirts page but do link to *SpongeBob SquarePants T-shirts* page (do you see the difference). Avoid using generic anchor texts like click here, read more, etc. If you have the same keyword appearing multiple times on the page, just link the first keyword. Don't overdo internal links by stuffing unnecessary keywords in their anchor text.

External links tips. All of the above + Linking to high-quality, authoritative websites, but also make sure you always link to the primary sources of information. In general, it's best to open external links in a new window to prevent the user from leaving your website. When linking to other websites, use *rel* attribute values in the `<a>` tag to manage and explain to search engines your website/webpage relationship with the page you have linked. For example, you might wanna use `rel= "nofollow"` attribute for affiliate links or links to pages with which you don't want to share some of your website's authority (more on that in the next chapter).

Finally, you can manage the above on the page level with robots meta tags. For example, this little tag `<meta name="robots" content="noindex" />` that you add between `<head></head>` tells search engines not to index the page.

Backlinks

Simply put, how many links, which pages link to you, and the anchor text of the links to your page matter big time! Links build page and domain authority. Anchor text gives semantic meaning to the link and is good for accessibility and usability. But it's also giving the destination page a boost for the linked keywords. All of these together influence your ranking.

However, don't be fooled into thinking that backlinks are a magic ingredient in search engine ranking. Influential as they are, they won't help much without the quality of your page and content on it.

There are two aspects of link building, i.e., **link quality** and **link reach out**. **How do you determine the quality of a link?** The quality of a link depends on domain/page keyword and industry affiliation and authority, anchor text of a link, page content quality, and link place. I'm going to share the quick overview, but if you want more, check out resources links in the downloadable pdf of this post.

Now, here is a mouthful as an example: being linked at the beginning of a fantastic piece of content, on a domain/page already established as an authoritative one in your industry for your keyword, is more valuable than being linked in a mediocre one, at the end of the content, or being linked from a strong domain in a different industry anywhere on its page. In other words, a link on the Disney website won't help an eCommerce SEO checklist like this one very much. But a link from searchenginejournal.com will (can anyone help with getting a link there!?).

How do you find quality links? Remember when I talked about keywords and competitors' research? Well, while doing those, be mindful of the websites appearing in search results for your desired and similar keywords (if they are not a competitor, they might be a link source). Also, be mindful of the places that already link to your competitors, i.e., check competitors' backlink portfolios. Chances are, some of those might consider linking to you as well. Find broken links or unlinked brand mentions of you and your competitors and reach out to those websites. Or consider guest posting on websites in your industry.

And how do you reach out for links? No silver bullet here. For some places, a simple but personalized email will be enough. For others, it might be better to establish a connection first, i.e., connect on LinkedIn or Twitter and get to know each other before you do business.

Two things are certain: it depends on your industry, and it takes time (a lot of time). For example, getting a backlink in a B2B marketing space is hard because everyone is doing it, and they all know its value. You may fare better with just producing quality content.

Finally, you can use one of the link buying services, i.e., buy links for your website. While link buying is a BIG NO-NO for most search engines, it is only a crime if you get caught. But I'd advise you to think about it this way: why would someone sell links in the first place, and how many they sold already, making the effect of it questionable, i.e., is the risk worth the penalty? In my experience, it is not.

✓ Quick Tips

Arguably, building links is one of the hardest parts of SEO. It's time-consuming, with questionable results. Still, there are a couple of general things you should be thinking of when doing link building.

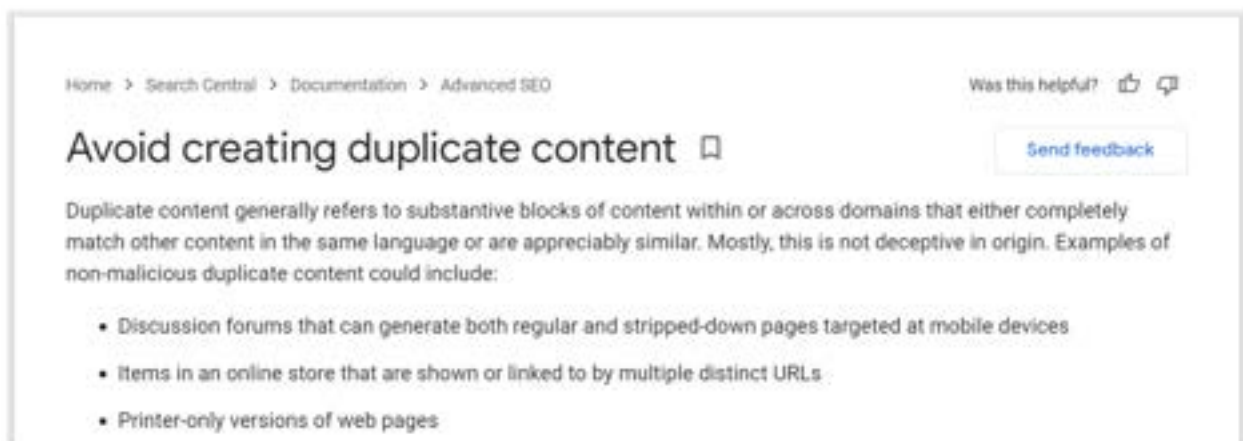
Use the number of links and domain authority/domain rating metrics that many SEO tools provide you with as an indicator of domain/page authority (thus link quality). For the most part, the answer to the quality link question is in the search results, i.e., what is there matters. You can either reach out to those websites or the websites that link them. Finding broken links or your unlinked brand mentions is the lowest-hanging fruit of link building (do those first). Avoid templates and personalize your approach. Be honest. Build relationships first, then ask for links later. Or focus on your content quality.

Avoid Duplicate Content

Thin is the line between **duplicated** and **similar** content. In eCommerce, even more so than in other industries. For example, how different can *Yellow Size M SpongeBob SquarePants socks* and *Red Size M SpongeBob SquarePants socks* pages be? Do you even need two pages here?

Still, the problem of duplicated content lurks over SEOs heads like a rainy cloud mostly because there is no one-size-fits-all answer to the question of **how similar content needs to be marked as a duplicate**. It depends on the industry as much as it depends on the search engine (I'm sure Google and Bing have different ideas).

I've found that Google's definition of [duplicate content](#) provides a decent frame of thought for the topic.



The screenshot shows a page from Google's Search Central documentation. The breadcrumb trail is 'Home > Search Central > Documentation > Advanced SEO'. The page title is 'Avoid creating duplicate content' with a search icon. There is a 'Was this helpful?' section with thumbs up/down icons and a 'Send feedback' button. The main text defines duplicate content as substantive blocks of content within or across domains that either completely match or are appreciably similar. It lists three examples of non-malicious duplicate content: discussion forums for mobile devices, items in an online store with multiple URLs, and printer-only versions of web pages.

So, why is duplicated content bad, and what can you do about it? Suppose you don't tell search engines which URL is original/canonical, and you have the same content either on different pages of the same website or on other websites. In that case, you might end up boosting the wrong pages in search results because search engines will decide on their own which URL is original.

If duplicated content appears on a couple of internal pages, you can either rewrite the content or set 301 redirect to a single page you'll consider the original. For my *Size M SpongeBob SquarePants socks* example, a single page with different variants (yellow and red) would do the work. So, if we previously had two pages, one would have 301 redirects set.

What if the same content appears on Medium or other websites (or you have two online stores)? If rewriting is out of the question, you'll have to rely on the *rel=canonical* attribute in your link tag (it can be in the first example as well).

There are two ways you can use *rel=canonical* attribute:

```
<link href="URL OF ORIGINAL PAGE" rel="canonical" />
```

or

```
<link href="PAGE URL" rel="canonical" />
```

With the first one, you're pointing the search engine crawler to the original canonical/original version of the page, i.e., the one that the crawler is on is a copy of the page mentioned there. The second one is called a self-referential canonical link, as it tells the crawler that the page they are on is the original.

Going headless? I've already talked about the redirects, so how do you handle canonicals? Why, on your front end, of course. You can go with `gatsby-plugin-react-helmet` or `gatsby-plugin-canonical-urls` plugin for Gatsby users. For Next.js, you can just add it as you'd typically do a component present on every page by utilizing `next/head` or using the Next SEO plugin. Use the `nuxt-canonical` package on your Nuxt.js project.

Content Marketing for eCommerce SEO

Commerce has come a long way from simple product listing in categories and checking boxes of a product on a product page. Today you need to produce engaging rich content for eCommerce consistently. Content and commerce are merging, and customers expect rich, detailed information about your products, among other things (check the future of eCommerce post for more).

This means you need to be able to easily populate product information on the backend with pretty much anything from descriptions, images, and videos to specs, variants, and other essential information and quickly convey a message or a story on any channel on any screen.

I might be biased, but for me, the best way to do it is to rely on a [product information management \(PIM\) solution](#) that allows powerful product modeling, digital asset management, and super fast delivery.

✓ Quick Tips

For the most part, the answer about the content you need to have on a page is in the search results for the topics you will cover. Include your desired keyword in the title and the description and add long-tail variations and synonyms. Be strategic in your approach to topics and optimize your content for the most relevant keywords.

Tell a story about the product, i.e., what problems are you solving for your visitors with your product, and why is your product better than the rest? Quality images and quality videos are a must.

Write easy-to-read and easy-to-follow content. Go beyond your product pages by creating niche-relevant content. For example, a post on *Best socks for winter 2022* can help your *Size M SpongeBob SquarePants socks* page if you mention it in it.

E-A-T and Topical Authority

E-A-T stands for Expertise, Authoritativeness, Trustworthiness (or Page/Domain Quality). Google introduced the concept of E-A-T in its [Quality Raters' Guidelines](#). You see, besides complex algorithms, the big G relies on manpower as well, and their feedback helps them understand which changes they've introduced in the algorithms make Search more useful.

Why does it matter to you? Well, in February of 2019, Google confirmed that E-A-T is a part of their algorithms. OK, how does one practice, enhance, influence, etc. E-A-T? Well, this is the part where SEOs disagree a lot. I personally like to add a couple more terms in explaining this, so keep reading.

While E-A-T matters the most for the so-called YMYL websites, I believe some form of E-A-T is practiced across all websites and topics/keywords. Medical, legal, or financial site are considered YMYL websites because your money and your life will be heavily influenced by the suggestions, tips/tricks, and views you'll take into consideration from these sites (hence the name YMYL - your money or your life).

For Google to be sure it will provide their searchers with quality information, they need to show the results from trustworthy websites showcasing expertise on the subject/keyword in question from real-life experts and authorities on the subject.

For example, they need to ensure that a website features real doctors known and published doctors when a search query is about medical problems. This is where page experience signals and quality raters come in, i.e., ensuring that the results are filled with trustworthy sources.

This, in turn, helps with **topical authority**, i.e., website subject matter expertise, meaning that G will more likely show results from websites that are already recognized as an authority for a given search query and the industry that the query is associated with.

OK. OK. So, how do you achieve all of that? Go with long-tail and highly focused keywords with perfectly nailed search intent, type of content, and supported by quality backlinks.

Then scale upon the momentum you get. Sounds easy, right? **Check the example below.**

Tools/Resources/ Additional Reading

If we got you interested in SEO and you'd like to learn more and be actively involved in laying out and tracking your SEO strategy, here are the tools we use and fantastic resources that go deeper into each subject we've covered. Resource links are listed in order of topic appearance:

Tools

Google Search Console

<https://search.google.com/search-console>

Screaming Frog SEO Spider

<https://www.screamingfrog.co.uk/seo-spider/>

Mobile-Friendly Test Tool

<https://search.google.com/test/mobile-friendly>

Safe Browsing site status

<https://transparencyreport.google.com/safe-browsing/search>

SSL Checker

<https://www.sslshopper.com/>

PageSpeed Insights

<https://pagespeed.web.dev/>

Core SERP Vitals Chrome Extension

<https://defaced.dev/tools/core-serp-vitals/>

Compare your page speed at keyword-level with the rest

<https://reddico.co.uk/tools/serp-speed/>

Google Tag Manager

<https://tagmanager.google.com>

Structured Data Markup Helper

<https://www.google.com/webmasters/markup-helper/u/0/>

Structured Data Testing Tool

<https://search.google.com/structured-data/testing-tool/u/0/>

Rich Results Test

<https://search.google.com/test/rich-results>

Structured Data Examples

<https://jsonld.com/organization/>

Schema Generator

<https://kalicube.pro/schema-markup-generator-organization>

SEO Search Simulator by Nightwatch

<https://chrome.google.com/webstore/detail/seo-search-simulator-by-n/edfjfgjklednkencfhnokmkajbgfhpon?hl=en>

Screenfly / Test Your Website at Different Screen Resolutions

<http://quirktools.com/screenfly/>

AnswerThePublic

<https://answerthepublic.com/>

SEMrush

<https://www.semrush.com/>

Ahrefs

<https://ahrefs.com/>

MOZ

<https://moz.com/>

Resources/Links

Web Almanac SEO By HTTP Archive

<https://almanac.httparchive.org/en/2021/seo>

Best practices for ecommerce sites in Google Search

<https://developers.google.com/search/docs/advanced/ecommerce/overview>

Bing Webmaster Guidelines

<https://www.bing.com/webmasters/help/webmaster-guidelines-30fba23a>

What Is Googlebot & How Does It Work?

<https://ahrefs.com/blog/googlebot/>

Advanced SEO from Google

<https://developers.google.com/search/docs/advanced/guidelines/get-started>

Robots.txt

<https://developers.google.com/search/docs/advanced/robots/create-robots-txt>

XML Sitemaps Guide

<https://www.onely.com/blog/ultimate-guide-to-xml-sitemaps/>

4XX Client Error

<https://www.uma.es/httpd/-/status4xx.html>

301 Redirects

<https://developers.google.com/search/docs/advanced/crawling/301-redirects>

The Ultimate Guide to Redirects in Technical SEO

<https://www.onely.com/blog/ultimate-guide-to-redirects-seo/>

Guide to managing your crawl budget

<https://developers.google.com/search/docs/advanced/crawling/large-site-managing-crawl-budget>

Redirect chains: why are they bad for SEO?

<https://www.contentkingapp.com/academy/redirects/faq/redirect-chains/>

What Crawl Budget Means for Googlebot

<https://developers.google.com/search/blog/2017/01/what-crawl-budget-means-for-googlebot>

Complete Guide to Crawl Budget Optimization

<https://www.youtube.com/watch?v=o361v4ohw10>

Large site owner's guide to managing your crawl budget

<https://developers.google.com/search/docs/advanced/crawling/large-site-managing-crawl-budget>

What Are Core Web Vitals & How Can You Improve Them?

<https://ahrefs.com/blog/core-web-vitals/>

Frontend Performance Measuring & KPIs

<https://crystallize.com/blog/frontend-performance-measuring-and-kpis>

Techniques for improving site performance

<https://web.dev/fast/>

Why does speed matter?

<https://web.dev/why-speed-matters/>

Loading Third-Party JavaScript

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/loading-third-party-javascript>

Using Web Workers to boost third-party script performance

<https://blog.logrocket.com/using-web-workers-boost-third-party-script-performance/>

How to Build Your Website Architecture for SEO

<https://www.semrush.com/blog/website-structure/>

Everything Publishers Need to Know About URLs

<https://www.seoforgooglenews.com/p/everything-urls-news-publishers>

How & When to Use Breadcrumbs for Your Website's SEO

<https://www.semrush.com/blog/breadcrumbs-for-websites/>

eCommerce SEP Tech problems

<https://thegray.company/blog/ecommerce-technical-seo-framework?>

KW Research: The Definitive Guide (2022)

<https://backlinko.com/keyword-research>

Understand what your audience wants to find

<https://moz.com/beginners-guide-to-seo/keyword-research>

Why Domain Authority (Moz), Authority Score (Semrush) and Domain Rating (Ahrefs) can lead to wrong decisions

<https://www.sistrix.com/blog/why-domain-authority-moz-authority-score-semrush-and-domain-rating-ahrefs-can-lead-to-wrong-decisions/>

Importance of Topical Authority

<https://www.holisticseo.digital/theoretical-seo/topical-authority/>

Search Intent In SEO

<https://surferseo.com/blog/search-intent-in-seo/>

How to do a quick search intent analysis?

<https://sheetsformarketers.com/search-intent-analysis/>

What are HTML tags and HTML hierarchy in coding?

<https://htschool.hindustantimes.com/editorsdesk/knowledge-vine/what-are-html-tags-and-html-hierarchy-in-coding/>

General structured data guidelines

<https://developers.google.com/search/docs/advanced/structured-data/sd-policies>

The Beginner's Guide to Structured Data for SEO: How to Implement It

<https://moz.com/blog/structured-data-for-seo-2>

eCommerce Structure Date

<https://twitter.com/samtorresatl/status/1485714797408755714>

Responsive Images: How to Get Them Right

<https://www.codeinwp.com/blog/responsive-images/>

What is WebP? Why should I use it?

<https://developers.google.com/speed/webp/faq>

What is AVIF?

<https://www.freecodecamp.org/news/how-to-use-avif-images-on-your-website/>

Video best practices via Google

<https://developers.google.com/search/docs/advanced/guidelines/video>

5 Best Ways to Use Videos on Your Ecommerce Site

<https://thegood.com/insights/videos-ecommerce-sites/>

12 Video Search Engines You Can Use to Find Videos for Your Website

<https://site.brid.tv/video-search-engines/>

Internal Links

<https://terakeet.com/blog/internal-linking/>

Link Building In 2022

<https://backlinko.com/link-building>

So, How Does Link Building Work?

<https://www.semrush.com/blog/link-building/>

Duplicated Content

<https://www.semrush.com/blog/duplicate-content/>

What is E-A-T?

<https://www.mariehaynes.com/resources/eat/>

What is topical authority and how do I get it?

<https://wtfseo.substack.com/p/topical-authority-for-news-publishers>

R for SEO: The Cookbook

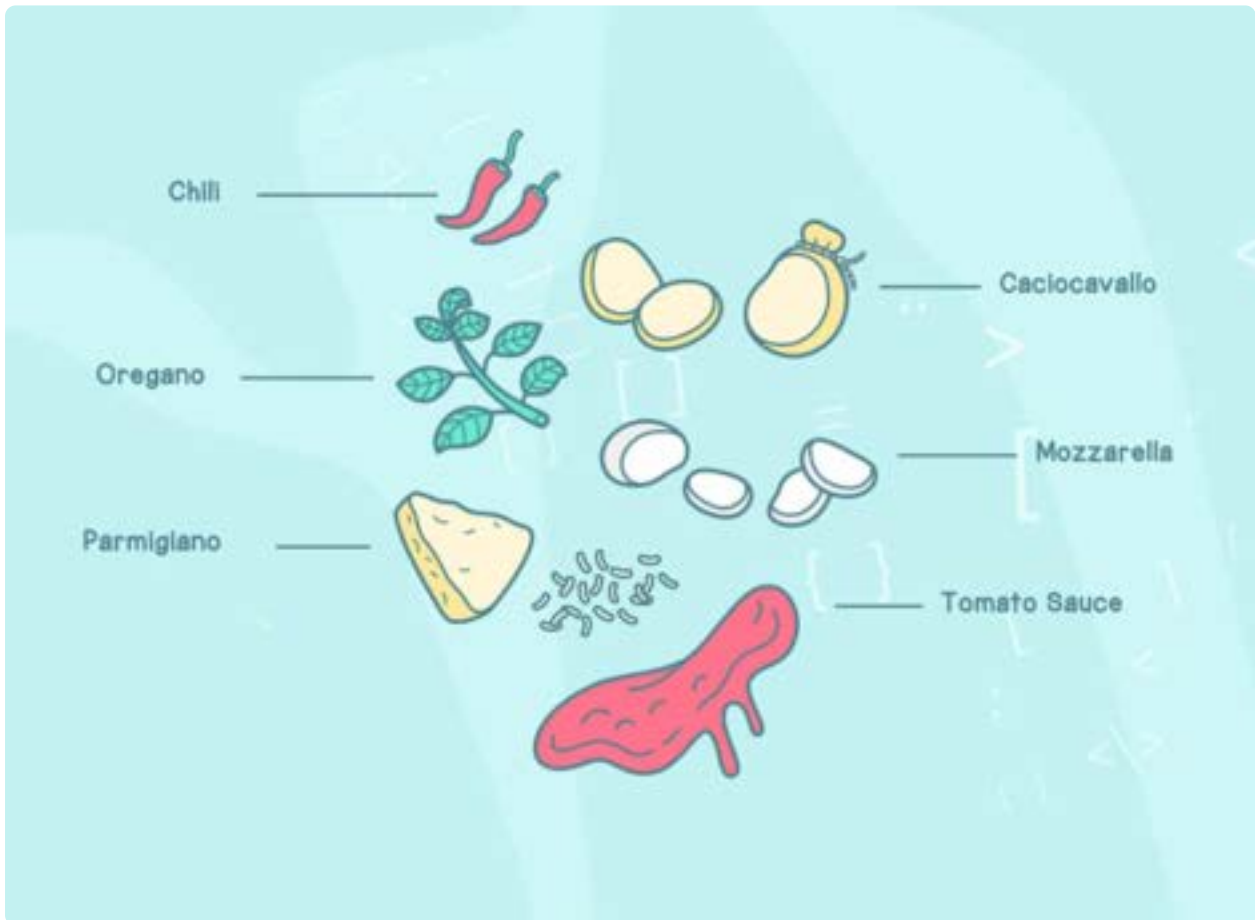
<https://www.rforseo.com/>

28 ideas to move stuck rankings

<https://seotesting.com/blog/seo-experiments/>

Product Page SEO

For any and all eCommerce businesses, the product pages are crucial pages no matter the shape and size of their online store. With that being the case, how do you optimize your product pages for SEO and high conversions?



It's not an uncommon opinion that traffic comes from either the home page or (keyword-oriented) category pages for most online stores. While this might be so for some well-known brands (think high-end fashion brands, think Channel), in general, this is not true anymore. As the world became more search engine literate, Google became the starting point of buyers' journey and your product page their final destination. No in-betweens. No online store browsing. Making search engine optimization ([SEO](#)) hugely important.

Businesses already know that, and they are investing heavily into product page optimization. There are two aspects of optimization you should consider: **the SEO aspect** and **clickthrough rate optimization (CTR) aspect**. The first one is all about the appearance of your product page in search results for desired keywords. The second one is about the conversion or selling of your product. Don't worry. The two are intertwined.

BTW this does not mean you should focus solely on product pages. Home and category pages still play an important role. As more transitional pages are a great way to cover more general keywords within your business's industry and better showcase and promote your products.

How to Optimize Product Pages?

The beginning of any SEO is making sure basics are done. Like setting up [GA for eCommerce](#) properly, submitting the website to Search Console and Bing Webmasters, etc.

Keywords, Meta, Title, Description, and URL

Beginners and experts alike know about **on-page optimization**. In eCommerce, for the most part, it means aligning product name with your keyword research (targeted search queries) and implementing the results/findings in the crucial parts of a page.

📌 **Best practices:** your keyword/product research findings include in product page title, meta title and description, and URL slug.

📌 **SEO aspect:** obviously, focusing on keywords helps you rank for them. That's like SEO 101 from the days of old.

📌 **CTR aspect:** matching keywords with page/product and intent helps raise CTR. It is cool that we rank for cartoon socks, but chances are we'll have much better CTR for Spongebob Squarepants Socks because not everyone looking for cartoon socks would be interested in Spongebob's.

📌 **Example.** Check The Spongebob Squarepants Socks Example down below.

Product Schema

Use [Schema.org](#) structured data format loved and approved by all major search engines as a part of your **HTML <head>** tag to help search engines understand and display your content better in search results as a rich result.

📌 **Best practices:** ensure all the vital product information, including user reviews and ratings, are incorporated into the schema code you'll be using.

📌 **SEO aspect:** helps you win those rich result listings.

📌 **CTR aspect:** winning those rich results is the first step in interesting potential buyers to spend \$ on your product. The more info you give them via product schema means it'll be much easier for them to choose you.

📌 **Example.** OK. OK. Where do you begin? Start with the above section about Schema.org and Google's own [structured data suggestions page](#).

Product enhancements



Shipping details: Help people see shipping costs and estimated delivery timeframes based on their location and your company's shipping policies. Shipping details can appear in the Overview and Stores tabs for a specific product result. This enhancement is only available in the US, in English, and on mobile devices.

To be eligible for this enhancement, add `OfferShippingDetails` structured data. For more examples on how to indicate free shipping, multiple services, and regions you don't ship to, review the [Shipping details best practices](#).

★ **Note:** This approach will only make your shipping data eligible to be shown on certain Google Search results. To also show your shipping data in unpaid listings on the Google Shopping tab and other result types, you'll need to configure shipping settings in Merchant Center. [Learn more about shipping settings](#) 📄

Price drop: Help people understand the lowest price for your product. Based on the running historical average of your product's pricing, Google automatically calculates the price drop. The price drop appearance is available in English in the US, on both desktop and mobile.


To be eligible for the price drop appearance, add an `Offer` to your Product structured data. The **price** must be a specific price, not a range (for example, it can't be \$50.99 to \$99.99).




Page Content Headings, HTML, Attributes, Variants, Product Storytelling


Headings have the purpose of catching your audience's attention. HTML helps structure the page. Attributes and variants depend on the product. And product storytelling helps sell your product better. Judging by the title, this is an odd mix, right?

What binds them is the product, i.e., the number of attributes and variants of it, which will influence the content of the page and the way you convey a story about the product, and the number of product pages.

 **Best practices:** use H tags to structure your product page and message. H tags are an excellent place for adding main product keywords but also synonyms. You're not just selling your product; you are selling a story, a feeling, a meaning that comes with it, so go beyond simple product descriptions.

 **SEO aspect:** having a neat structure supported with quality content helps both search engines and users understand and value your website more.

 **CTR aspect:** the better the story, the bigger the likelihood of your audience purchasing your product.


 **Example.** We sell 'Spongebob Squarepants Socks,' i.e., socks, right? Wrong. We're selling the hype of being a Spongebob Squarepants fan. We're selling that inner child in you who loves the cartoon's quiriness. We're selling that feeling of belonging to a group of people with the same interest. I have to variants of socs (yellow and red) with size attributes, and the variants keywords are not that searched for, so I'll stick with two product pages (yellow and red) and let faceted navigation cover extra long-tail keywords like 'size M SpongeBob SquarePants socks.'

High-quality Images and Videos


Humans are visual animals. We form an opinion about something in the first few seconds of visual interaction. That's why high-quality product images and videos showing the product in detail and in real-life situations can help improve conversion rates, i.e., incentivize someone to buy your product.

There is a dark side to using high-quality images and videos; they influence your page performance which, in turn, affects your sales. Solution? Use modern image formats.

 **Best practices:** you can find everything about image and video optimization in our eCommerce SEO guide.

 **SEO aspect:** if standing out is not enough, think of a positive influence on UX (another ranking signal) but also a chance of appearing in Google Images.

 **CTR aspect:** everything I mentioned above.

 **Example.** (shameless plug) if you use **Crystallize** on the backed as I do in my Spongebob example, you'll be happy to know we compress/convert images to AVIF and Webp in different sizes and transcode videos out of the box. Just upload and take care of them on the front end any way you want.

Navigation, Reviews, Suggestions, FAQ

Selling a product does not end with a great story, images, and videos. When in doubt, people turn to reviews, suggestions, and FAQ sections to understand the product more. Make these dynamic elements an integral part of the buyers' journey on your product page.

📺 **Best practices:** use breadcrumb navigation, so your audience knows where they are on your website (and search engines as well). Honesty is the best policy, i.e., don't mess with reviews. FAQ section is there to answer the most common question about your product. *How-to videos* are an excellent tool for page conversion. Use them in your FAQ section. Suggestions (*You might also like* section) is a great way to retain visitors to your website.

📄 **SEO aspect:** study the pages appearing for your product/keyword page. Satisfying the expected page structure is just as important as satisfying the search query's intent in terms of the content.

💰 **CTR aspect:** those undecided visitors maybe win over with these additional sections.

📺 **Example.** On my Spongebob page, thanks to reviews, people have learned that the yellow ones are best paired with black pants. And our *how to put on a sock* video in FAQ has thousands of views.

Performance

Website performance matters. It matters for conversion, SEO, and ad spend. This simple fact makes choosing a platform for your eCommerce crucial when planning your online presence. In general, there are two approaches you either go with **traditional monolith** (all in one bundle) solutions, or you go with headless architecture.

Pros and cons on both sides. Still, the headless approach is built with performance in mind, and with a fast-growing ecosystem of tools and companies in the space, the chance is you'll find a perfect, performant and secure solution for your use case.

📺 **Best practices:** no matter the tech you use, there are some general things you should be doing like using CDN, optimizing images and videos, managing 3rd part scripts, etc.

📄 **SEO aspect:** website performance is a part of Page Experience ranking signals embodied in Core Web Vitals (CWV).

💰 **CTR aspect:** milliseconds matter.


📺 **Example.** (shameless plug) as a headless eCommerce solution, we are turned to modern frontends that are all about performance. Hence the **Gatsby**, **NextJS**, **Nuxt**, and **Remix** open source and free boilerplates built with eCommerce in mind. Secure, easy to scale, and, above all, performant. Guess which one I'd use for my Spongebob socks project?




Canonization and Discontinued Product

In eCommerce, one often has (or thinks about having) multiple pages with similar content. Think of a sock in different sizes and colors. You can identify variants within the single product page or multiple pages for each variant. If the latter is your case, make sure the primary variant has a self-referencing canonical URL. Why? This way, you'll tell Google what page to rank.

Once the product is out of stock, or you simply don't sell it anymore, handle that page with care because it may still bring quality traffic either organic (search engines love it) or from partnering sites (i.e., other websites linking to it).

 **SEO aspect:** canonize to make sure everything works as intended.

 **CTR aspect:** no, you don't want to lose the traffic or let your competitors take it. Keep track of your products to replace the discontinued ones with something similar.

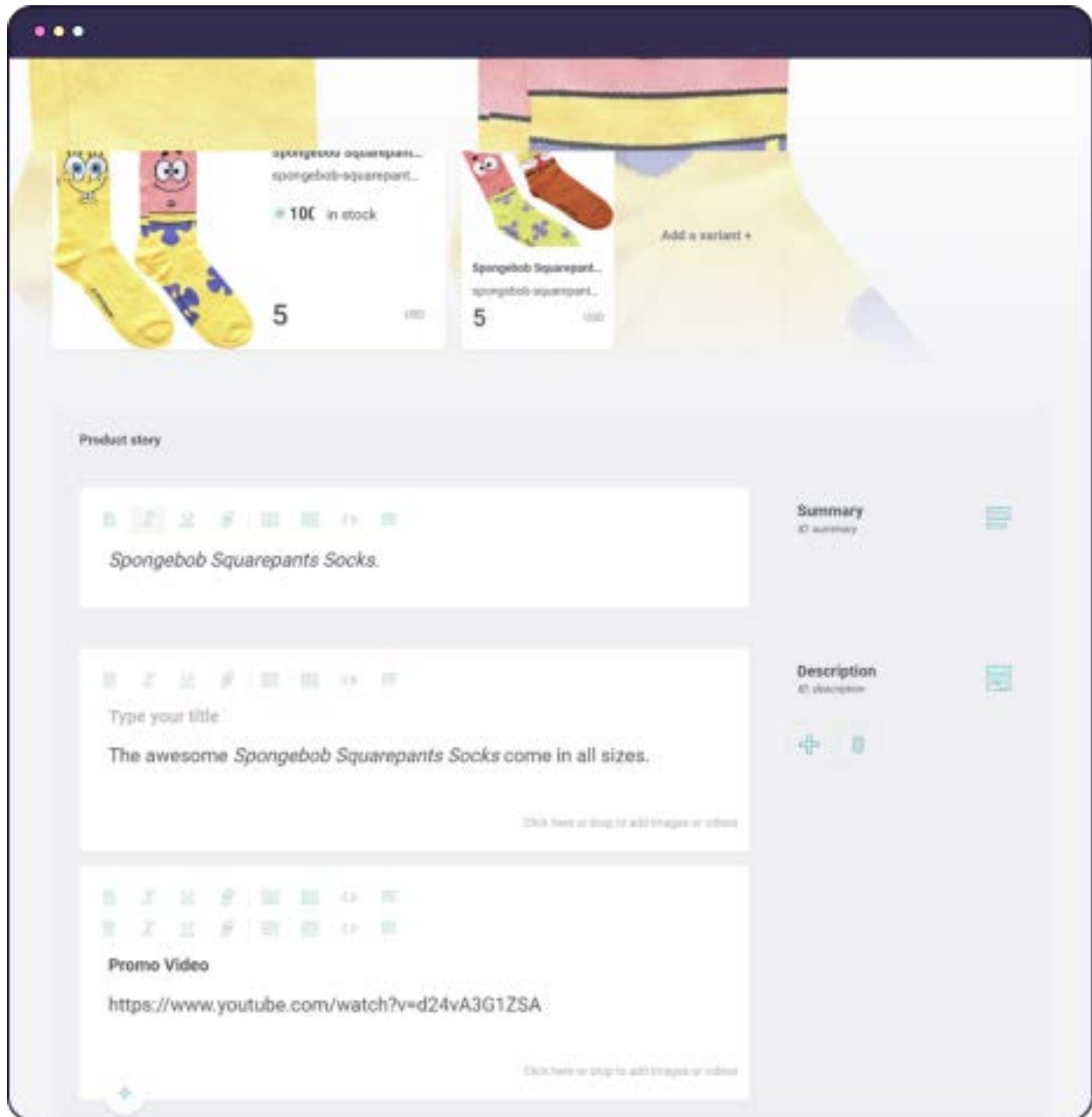
 **Example.** So my red socks are out of stock. Let me offer them my yellow ones.

Is That Really All?

Well, yes and no. There are several ways you can do your product page, and for the most part, it depends on what you are selling. Whether you start a new store or upgrade the old one, the best course of action is to check search results for clues of what your page should look like.

The Spongebob Squarepants Socks Example

We at **Crystallize** strongly believe in learning from the examples of others. With that in mind, and to help you understand this guide better, I made this example for my imaginary **socks business website**.



Let's put everything we've learned in this pdf to work like this:

- The tech behind my website guarantees performance, stability, scalability, and security, i.e., I decided to use a headless approach to web development.
- I also opt for a solution that can support everything I need to sell my products, i.e., something with PIM, headless, and CMS functionality (**Crystallize**).
- You've used the best on-page SEO tactics.
- I've conducted keyword and competitor research to choose my primary and secondary keywords. Used KD, DA, and PA metrics to help me understand the keywords and the content and search intent behind the keywords more deeply.

- The '*SpongeBob Squarepants socks*' product page will link to index and category pages, and vice versa, to build my internal links count.
- I'll also make use of faceted navigation to cover extra long-tail keywords like '*size M SpongeBob SquarePants socks*'.
- I'll also implement content marketing from the start on my website. I'll make and link the '*Spongebob Squarepants gifs*' page from my blog, category, and maybe even index page for more internal links.
- While doing keyword and competitor research, I've checked who links whom for the gift topic and plan on reaching out to them for a backlink to increase my backlink portfolio and thus website authority.
- Eventually, Google and other search engines will notice my long-tail page and my backlink/promo efforts and give credit where credit is due, i.e., my website will start ranking in search results.
- Some of that credit will go to other pages and help them rank better as well.
- Slowly but surely, all those ranking and satisfied customers page experience signals will build my website's topical authority and help me get noticed by Google more easily with new pages.
- With the rais of topical authority, I've set my foot as an E-A-T resource for '*Spongebob Squarepants socks*' topics. This allows me to grow, scale my business, and dream big. I can start making '*SpongeBob Squarepants undervare*' and '*SpongeBob Squarepants t-shirts*' or start with '*The Patrick Star Show socks*' or maybe even '*The Loud House socks*'. The world is an oyster.

Hope this helps.



You've Made It To The End, What Now?

Today, search engine optimization is a balancing act between audience, search engines, and business goals and expectations wrapped in technical, UX, conversion, and content problems. It is not only about dominating search engine results or growing traffic. And certainly not a one-person job anymore.

We've built this ecommerce SEO guide and quick checklist with all of the above in mind. It is meant to be a checklist for one or a task management starting point for many. We've spilled our guts here (metaphorically speaking), but it's on you to decide how you will put it to good use for your website, traffic growth, and, ultimately, business.

Plan on shifting BUSINESS perspective to headless architecture or have a question about SEO and eCommerce in general? Join our Slack community we'll be happy to help.

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