



# SEO FOR eCOMMERCE

## CHAPTER 2 - SITE ARCHITECTURE AND ON-PAGE SEO



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## INTRODUCTION

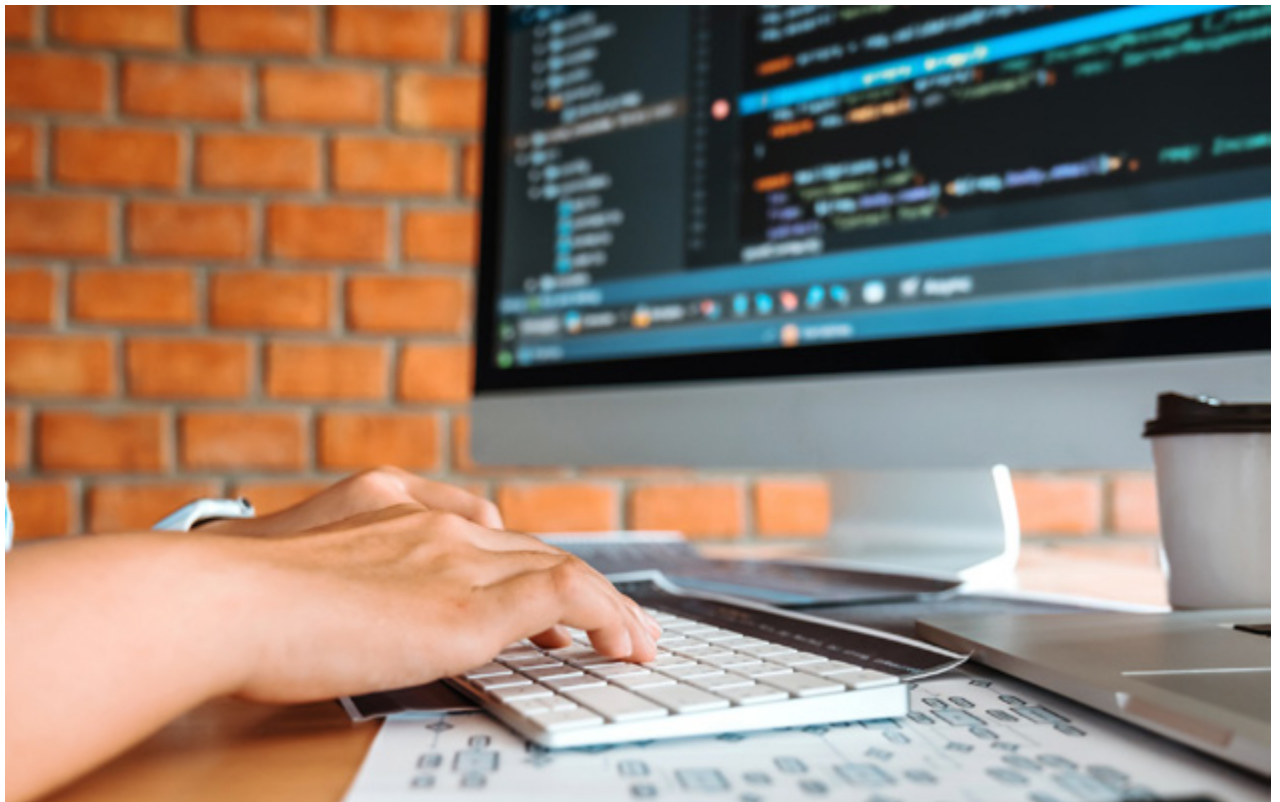
In 2020 the way that businesses operate has changed far more than anyone could have predicted. With the usual shift towards a more advanced web and the way search evolves we knew that this would be the case, but when you add in the small matter of a global pandemic and a collapse of major economies the difference year-on-year is startling.

One of the main shifts is that with government enforced closure of high street stores businesses have been looking at how they can continue trading. One solution is to offer a digital store and rely on eCommerce. The idea sounds simple, you build a site, list your products and add in a payment function and off you go. In truth most businesses do this for the greater return on investment which most cases offer but the problem comes with the more technical nuances of SEO and getting the page or products in front of the right audience at the right time.

This eBook is the second in a trilogy of resources aimed at helping you understand eCommerce and how you can drive sales. The first part of the trilogy looked at keyword research and can be found [here](#).

This eBook will look at site layout and navigation options, user experience (UX) and how to get the most from your on-page SEO.

Let's begin...



## WHAT ARE ON-PAGE SEO METRICS?

On-page SEO, is the process of optimising various parts of your website both (front-end and back-end components) so that it ranks in search engines and brings in new, relevant traffic. There are plenty of elements to good on-page SEO and this eBook will look at the following 10 areas that we feel make the biggest difference - especially for eCommerce businesses.

- High-Quality Page Content
- Page Titles
- Headers
- Meta Descriptions
- Image Alt-text
- Structured Markup
- Page URLs
- Internal Linking
- Mobile Responsiveness
- Site Speed

Making sure that these areas are considered and addressed is vital as it tells Google all about your website and how you provide value to visitors and customers. The on-page term alludes to the changes that you make that you visitors can actually see, whereas off page is the more technical stuff in the background that we have covered in [other resources](#). Let us now look at the list above and determine the importance of these factors.

### HIGH-QUALITY PAGE CONTENT

It goes without saying that the last thing you want on your website is thin content that doesn't offer much to the user and by this I don't always mean that it is short content that doesn't contain the correct keywords, but rather that in some cases it is irrelevant content. One of the terms which has been used in the industry is 'pogo-sticking', that is, when a user performs a search in Google, sees the link to your site and clicks for more information. Within seconds of hitting your site they head straight back to the search engine as the content, products or services aren't relevant and they want a different option. High quality page content stops this from happening as you are more likely to fulfil the search query and offer the information that the user requires.

'Quality', by its nature, is generally qualitative – there's something ephemeral and subjective about the definition. However, in a field which – rightly or wrongly – prides itself in being predominately data-driven, such a non-specific term is virtually useless to us.

For that reason, what we need to do is to break down this ‘quality’ that is much discussed in to quantitative terms. Measuring the immeasurable is not as much of a losing battle as it may first seem, however, as the ‘quality’ we are looking to define here is a series of machine translatable aspects of a larger whole.

Because we are looking at quality as it could be understood by an algorithm, we can bypass the quality of the writing – beyond structural, grammatical and accuracy measurements (spelling, punctuation etc.) and we can look at elements of a piece of content or a web page which an algorithm could easily understand.

In our recent eBook looking at content quality, we asked the following questions:

**Can the content be reached?**

Firstly and importantly, the ability for the data to be discovered by search engines has to be the first point in any checklist. This means that you should ensure your content is not blocked by robots.txt or any in any other way out of the reach of search engines.

**Is the content quick for users to access?**

With the shift to mobile devices, search also developed the need for low demand, high speed pages. In order for your content to be considered ‘quality’, it will need to load quickly – so you will need to avoid render blocking scripts, loading too many animations, images or excessive numbers of fonts to ensure that the content is fast loading.

**Is the content well written?**

This is not a measure of literary value, it simply refers to the use of correct spelling, punctuation and grammar. As far back as 2011, Matt Cutts was advising that such things were already a ranking factor (though presumably of low weighting), so ensure you’re running your copy through a spell checker.

**Is your data using the right structured data types?**

Schema helps to add machine readable context to your content, so ensure that you’re employing the various schema types that are available to your content and your industry.

**Are you attracting the right links?**

There has been an over reliance on DA as an indicator of quality as far as links are concerned – but in reality, we should be looking at industry relevant domains to build our authority in order to serve as a frame of reference for our content.

Among other things, these are five quantitative measurements we can make that can allow us to better build our chances of producing ‘quality’ content.

## PAGE TITLES

One mistake found among large e-commerce stores is duplicated title tags. Title tags must be unique to each product page to entertain search engine attraction.

For product pages from the same manufacturer, creating unique title tags can be daunting as you might have to repeat keywords.

An effective solution not to duplicate keywords and title tags is using unique key phrases, not keywords.

Online shoppers punch key phrases into search engines to get their desired results and optimizing your product pages with these phrases allows you to rank easily for such phrases.

For retailers in the automobile industry, a title tag formula which works perfectly is the “Brand - Model - Item Type.”

For example, a title tag for a product page can be “Porsche Panamera 4s 2016.”

To maximize the use of title tags, keep the length under 70 characters (to avoid truncation in SERPs), place your key phrase at the beginning of your title tag as search engines place more importance on the first key phrases.





## HEADERS

Headers summarise the pages you create for both consumers and search engines – and should be easily read by both. They are also important stylistically.

### <H1></H1>

Though wit and humour are desirable for a page title, it is more important in the digital age for it to convey the information you wish to rank for. While ‘Book lack in Ongar’ is a great headline (one of my favourites), Google’s search algorithm is looking for ‘Funding cuts for Essex libraries result in severe book shortages’ for search queries regarding library funding. Though there is no definitive limit, best practice dictates that you should attempt to keep your titles unique, between 60 and 80 characters, and featuring keywords near the beginning.

### <H2></H2>

This is a more appropriate place to flex your creative muscle and generally serves as a sub-title. The tags are also good for use as stand-alone subheadings when seeking to break up content for ease and speed of understanding. Again, it is still recommended that keywords feature somewhere in the subheading – as each header is important to framing the relevance of page to search queries.

### <H3></H3>

This is a tertiary emphasis tag – or your ‘sub-sub heading’, formatting of which should adhere to its role as a paragraph leader, or stand-out line. As above, ensure this header is relevant to the text it precedes or is linked to – using keywords from the text to add relevance to the passage to promote ease of reader and search engine understanding.



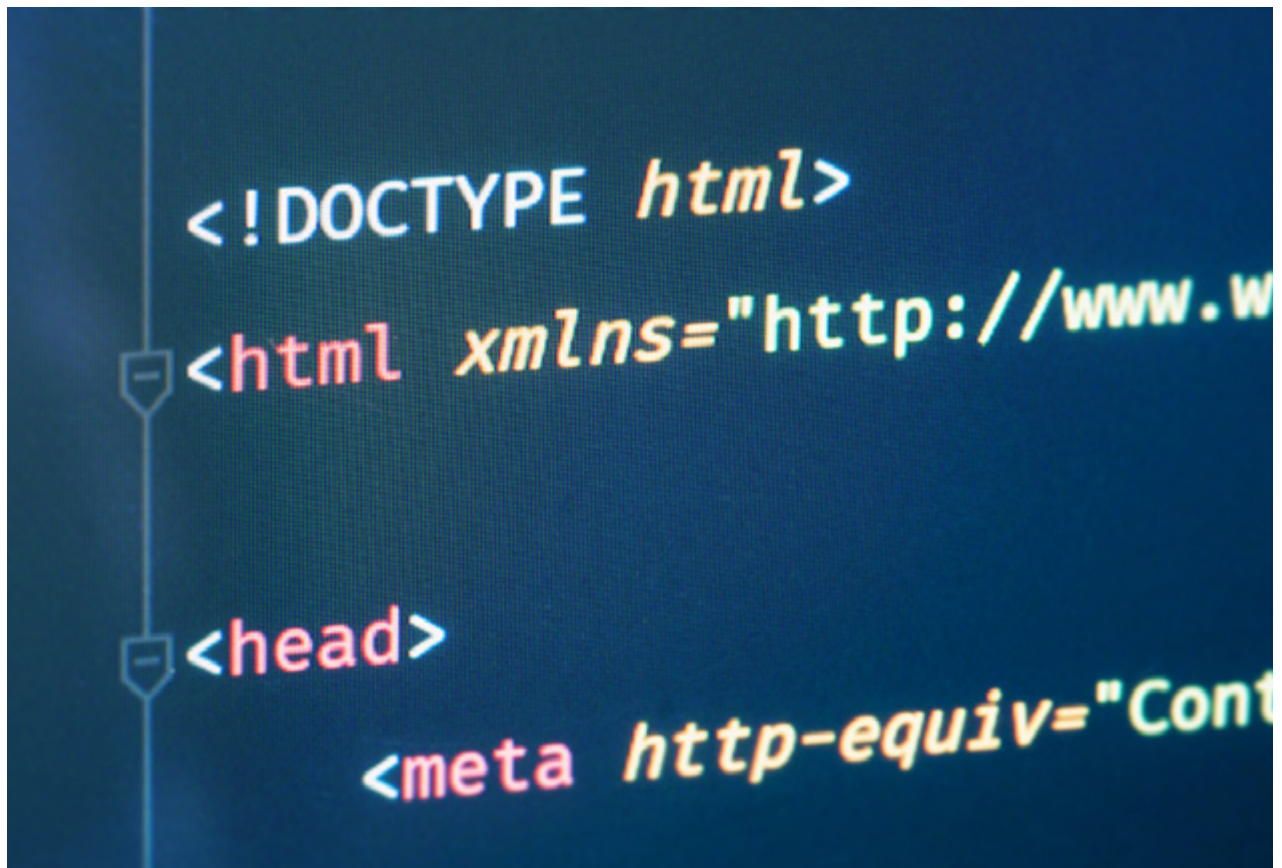
## META DESCRIPTIONS

The best explanation of the 'meta description' tag is as a short summary of the page – a clear and concise 155 character description of the on page content (with a minimum of 90 characters recommended). However, as this is the text visible in SERPs, it should also serve to draw consumers to the page – featuring, wherever possible, some form of enticement or call to action. A good 'meta description' can drastically improve your click through rate.

```
<meta name="description" content="This is a concise web-page description">
```

Though a brand may publish a novelty blog titled '10 uses for unwanted Christmas knitwear', in order to ensure the bounce rate is kept low and your potential readership is given a full and attractive account of on-page copy (detering the searchers that may be looking for recycling or upcycling advice), you may wish to describe it as: "A Humorous List Of Unexpected Uses For An Unpopular Christmas Gift".

\* Note: if you don't include a meta description, or if Google believes it to be incorrect, then the search engine will create its own description based on what it thinks the user should see.





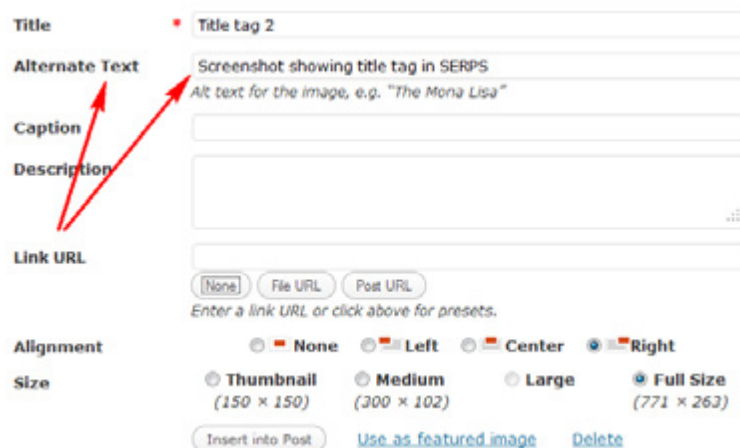
## IMAGE ALT-TEXT

Alt tags provide a text alternative to an image. They are a way to “describe” an image to those who can’t see the image. Search engine crawlers also use alt tags to decipher what an image is or what it is representing.

If you have images on your web pages that are not described by an alt tag your HTML is not valid and you are not following this (and other) Google webmaster guidelines.

According to Yoast: “In situations where the image is not available to the reader, perhaps because they have turned off images in their web browser or are using a screen reader due to a visual impairment, the alternative text ensures that no information or functionality is lost. Be sure to add alt texts. Make sure the alt text includes the SEO keyword for that page and relates to / describes the image.”

It is therefore vital that you are adding the alt tags and giving the image the best possible chance of adding to your SEO performance.



The image shows a WordPress media editor interface. On the left, there is a vertical list of labels: Title, Alternate Text, Caption, Description, Link URL, Alignment, and Size. Red arrows point from 'Alternate Text' and 'Caption' to the 'Title tag 2' field. The 'Title tag 2' field contains the text 'Screenshot showing title tag in SERPS'. Below it, the 'Alternate Text' field contains the text 'Alt text for the image, e.g. "The Mona Lisa"'. The 'Caption' field is empty. The 'Description' field is empty. The 'Link URL' field is empty. Below the 'Link URL' field, there are three buttons: 'None', 'File URL', and 'Post URL'. Below these buttons, there is a text input field with the placeholder text 'Enter a link URL or click above for presets.'. Below the text input field, there are four radio button options for Alignment: 'None', 'Left', 'Center', and 'Right'. The 'Right' option is selected. Below the Alignment options, there are four radio button options for Size: 'Thumbnail (150 x 150)', 'Medium (300 x 102)', 'Large', and 'Full Size (771 x 263)'. The 'Full Size' option is selected. At the bottom, there are three buttons: 'Insert into Post', 'Use as featured image', and 'Delete'.

Below are a few quick tips from the Content Marketing Institute for creating effective alt attributes.

- Keep it simple – No one knows the perfect number of words, but plan on 10 to 15 to convey something about the image.
- Be descriptive yet succinct – Describe what’s happening, mention some of the features of a product, note colours, etc. Don’t simply repeat the same words from the image name.
- Consider the text surrounding the image – Place images with alt tags near relevant text

## STRUCTURED MARKUP

The result of collaboration between Yahoo, Bing and Google back in 2011, there came into being a site called schema.org, this site seeks to unify the language used by webmasters to provide metadata on pages which can be easily read by search engine spiders and parsers. Schema markup is how we refer to the microdata code that provides this metadata.

If structured data is, to extend the metaphor, the scaffolding that allows for better understanding of information, then markup is the individual scaffolding poles. With hundreds of varieties of possible markup types, the aim is to create a machine readable internet – or in the words of the creator of the world wide web, Tim Berners-Lee, a semantic web:

“I have a dream for the Web [in which computers] become capable of analysing all the data on the Web – the content, links, and transactions between people and computers. A “Semantic Web”, which makes this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The “intelligent agents” people have touted for ages will finally materialize.”

There are a lot of different properties you can add to this schema property, but here are some of the most common, and the ones we recommend adding to product pages:

- name;
- image;
- description;
- aggregateRating;
- offers > price;
- offers > priceCurrency

According to a recent SEMrush article: “Google says’, rich snippets do not increase ranking in SERPs, but help search engine crawlers to understand your content and display comprehensive information in SERPs.

The following schema markups should be implemented into any e-commerce site in need of organic traffic and doubling click-through rates:

### **Products**

Optimising your product information into markups helps search engines understand they are crawling a product page and not a blog post.

Using markups for product pages allows you to provide details of your product color, sizing, model number and related products.

### **Pricing**

When searching for products, we often come across product listings with their prices right under them, especially from stores like BestBuy, Apple and Amazon.

Schema markups help you educate visitors on the pricing of your products right from SERPs allowing for more click-throughs.

### **Rating and Reviews**

The use of testimonials has proven to be more effective in closing sales than page copy or content. Including rating and reviews in SERPs through schema markup serves as social proof and aids in converting visitors into customers.



## PAGE URLS

Poor URL structure is a surprisingly common problem with many websites, especially ecommerce pages. This leads to problems such as a dip in search rankings, the inability of search crawlers to index pages, poor click-through rates (CTRs), and loss of authority from other web pages. One of the most common culprits of the inducement of poor URL structure is the CMS used to generate pages.

Search engines crawl permalinks to understand the content of the page, making it imperative to use permalinks that are self-explanatory to the crawler.

For e-commerce stores, examples of self-explanatory and effective permalinks are vital and Ahrefs say that Ecommerce URL slugs can get messy as shown in the one below from Topshop:

*[www.topshop.com/en/tsuk/category/clothing-427/t-shirts/N-82zZqz6Zdgl](http://www.topshop.com/en/tsuk/category/clothing-427/t-shirts/N-82zZqz6Zdgl)*

This is something to avoid. You want your URL slugs (permalinks) to be as clear and readable as possible.

Here's what they suggest as a starting point:

*[yourdomain.com/category-name \(category page\)](#)*

*[yourdomain.com/category-name/subcategory-name \(subcategory page\)](#)*

*[yourdomain.com/category-name/subcategory-name/subcategory-name \(sub-subcategory page\)](#)*

*[yourdomain.com/category-name/subcategory-name/subcategory-name/product \(product page\)](#)*

Remember:

- The easier the URL is to read and understand for people, the more likely they are to click on it. Keep them as short and sweet as possible
- Search Engines like a breadcrumb style format, or moving (left to right) from general words to more specific words towards the end.
- Be careful not to use the same or very similar URLs, for which Google will ding your ranking due to perceived duplicate content
- Include your primary/head keyword;
- Make the hierarchy and context of the page clear;
- Use hyphens (-) to separate words. Do not use rather than underscores, spaces, or any other characters;
- Avoid URL parameters (where possible)

## INTERNAL LINKING

When you (or your web dev) initially built your site, there would have been a fairly strict hierarchy in place – through your main nav menu, for example, and through category and other pages that have been stocked with well researched copy, are keyword targeted and which point to all appropriate pages. However, over time – no matter how careful we are – this structure will begin to fray at the edges and, if left unchecked, the whole thing can unravel altogether.

For this reason, it's vital that part of your organic search (SEO) strategy is a periodic assessment of your internal linking. This is not to say all pages need to lead to all other pages – just that as a site expands (and if you're successful, they almost all do), it is important to nurture the consumer journey and allow for Domain Authority (DA) and Page Authority (PA) to flow through the site well.

From an eCommerce perspective internal linking is vital. When you display a range of products make sure that you link to similar products or services in the range, that you offer other recommendations and that there are opportunities to pair items.



## MOBILE RESPONSIVENESS

Essentially Mobile-First search is Google's nod to the fact that people using their service are far more transient and that the way in which the search is often done on a smartphone or tablets. With this in mind it has put a greater focus on ranking sites which are optimised for such devices.

Google now uses the mobile experience of a site to calculate its rankings, rather than the desktop version. As this Mobile-First indexing directly affects where your business appears in search results, the responsiveness of your website has never been more crucial.

Your site's mobile responsiveness has long impacted on your SEO performance in other ways:

- **Functionality** – websites that are difficult to operate on mobile devices have a higher bounce rate, driving frustrated users to competitor sites: another factor Google takes into account when determining rankings.
- **Page load speeds** – slow load times widely affect mobile users relying on 3G signals; the '3 seconds-or-less' rule means users will abandon sites that don't load quickly enough, which can again drive up your bounce rate.

The way people use the internet on mobile devices is different to desktop – and so is their purchasing behaviour. Mobile users expect that they can access information quickly and simply.

The stand-out issues with the mobile buyer's journey is how regularly it is interrupted and how short the sessions can be – people often browse while waiting to do other things, or between tasks. This means you need to give your customers a leaner experience that's as fast and simple as possible if you want to increase conversions. This is especially important for eCommerce.

Since Google began to index the mobile version of websites to decide how a site should rank in both desktop and mobile search results it meant that the information about your mobile site (contents, page speed, structured data, Meta tags, etc.) as opposed to the desktop version, would now be used to determine both your desktop and mobile ranking in Google search engine.

According to Google, the rationale behind this development was that mobile searches (on tablets, smartphones, and some e-readers) had overtaken desktop searches.

To ensure your website is deemed mobile friendly by Google, it must have the following features:

- Your website must avoid software, like Flash, that is not common on mobile devices
- The text used by your website must be readable without zooming
- Your website content should be sized to the screen to ensure that users don't have to scroll horizontally or zoom to read
- Lastly, any links on your website must be placed apart far enough so that the correct one can be easily tapped



## SITE SPEED

As we alluded to in the last section speed is vital. Consumer habits and the changes they have seen in recent years means that the majority of people are browsing on impulse and on the go. If your site is slow and doesn't load, especially images for products then you have little to no chance of converting them.

A recent study showed that sites loading in 5 seconds (vs those loading in 19) enjoyed:

- 25% higher ad viewability
- 70% longer average session
- 35% lower bounce rates
- Up to 200% more mobile ad revenue

When you consider the marked difference between the former figure and the latter, it paints a particularly poor picture for the chances of many brands to succeed on mobile devices, especially in eCommerce.

### **How to reduce the load time of a site**

There are several methods of reducing load times on mobile all of which are more-or-less common sense, but (perhaps even because of their apparent obviousness) are often overlooked.

#### **Use JavaScript sparingly or strategically**

Depending on your brand's industry or sector, the type of landing page your consumers will arrive at will differ substantially. However, it is almost always possible to reduce the amount of JavaScript – there will be colour shifts, rollover, on-scroll or other animations which, though nice, do little for the user, these can be stripped from mobile landing pages (though they are perfectly acceptable on pages deeper in your site structure – pages reached later in a session or by returning visitors).

#### **Use fewer fonts**

As with JavaScript, there will likely be fonts that are there for presentation purposes alone, all of which take valuable fractions of seconds to summon forth (looked up, retrieved and rendered). By restricting the number of fonts used to the minimum required, you may not shave seconds off the load time, but every little helps.

#### **Reduce the file size of images**

While your code may predefine the size of the image as it appears on your site, it is often the case that people use oversized images – these, of course, take longer to load. Try to ensure you are resizing images using editing tools prior to upload and use lighter-weight file types such as JPEG and PNG.

## Some helpful tools

The following are some useful tools to help improve the speed of your site:

- Chrome DevTools: Evaluates your website performance, simulates network and CPU speeds, can examine network loading details and see how your site's code affecting performance.
- Google Analytics (GA): Site Speed reports in GA show how quickly users are able to see and interact with content.
- Mobile-Friendly Test: Speed is just one of the factors taken into account on this tool which will give you a yes or no answer as to the mobile friendliness of your site.
- Page Speed Insights: A tool measuring web page performance before giving a 'Page Speed Score' indicative of how the page is performing and offering suggestions to improve performance.
- WebPageTest: Tests from multiple world-wide locations and browsers, this tool uses genuine connection speeds to provide resource loading waterfall charts, page speed optimisation and possible improvements.

With mobile user expectations unlikely to become less demanding, brands are really going to have to up their game in order to capitalise on a rapidly growing, increasingly important section of online consumers. One area that can make an impact and that does make an instant difference is page speed, specifically mobile page speed. This metric is one of the single biggest decision makers that users have if they are to stick around, continue reading or come back to your website because it has one of the greatest bearings on user experience (UX).



It's funny really; that the two ends of the search experience, the business (website) and the searcher (user) have such different goals despite their seemingly similar habits. The user wants UX in abundance – they want to be able to find the product or service they are after, in a way that is quick and relevant. In truth the user has little interest in who offers the result to their query, as long as they get the result.

The business behind the website wants to be number one. They want to sell and to do that they want rank as highly as possible for the most relevant terms. They target their buyer based on audience profiling and they know that one of the factors that is going to guarantee they retain their lead and encourage them to return it positive UX – and speed is a part of this. Searchengineland.com backed this up saying: “Speed is big. Not only is it a ranking signal; it's a major UX factor. UX, in turn, impacts rankings. It's a loop.”

The above covers to some degree the importance of speed, especially page speed, but what defines fast and why is the industry putting such a focus on it?

According to Google, it is expected that any page will load, in full in under three seconds. This is its benchmark for what correlated with a positive UX and it is these pages that are performing best on SERPs. Google said: “Consumers’ expectations for faster and better digital experiences are on the rise. The mobile web is no exception. But the thrill of the hunt, whether it's researching the best hotel deals for spring break or buying a new pair of sneakers, is often hindered by slow mobile sites.

“We've all been there: eagerly anticipating a mobile site to load and then abandoning it out of frustration.

“It's a challenge most businesses struggle with. In fact, 53% of visits are abandoned if a mobile site takes more than three seconds to load, according to our data.”

In fact they have placed so much emphasis on page speed that at the recent Mobile World Congress in Barcelona, the search giant announced two new tools: the Mobile Scorecard and a conversion Impact Calculator.

It is thought that the idea behind these releases was to ‘give marketers clear, visual tools to help them get buy-in from stakeholders for investments in mobile site speed’.

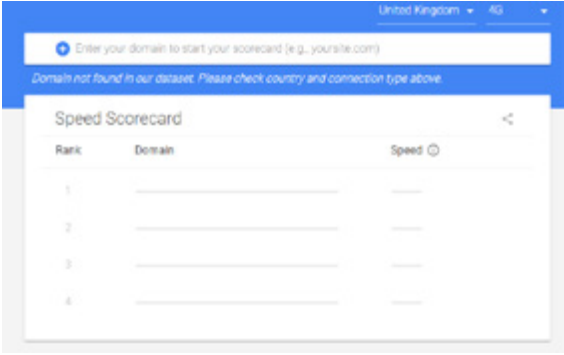
One thing we covered greatly in the past was the speed scorecard - this is highly relevant for eCommerce as the example which follows shows us.

## So what is the Speed Scorecard?

The Speed Scorecard shows the speeds of thousands of sites from 12 countries across the globe. It's powered by Chrome User Experience Report, the largest database of real-user latency data for how Chrome users experience popular destinations on the web.

When it comes to mobile speed, Google recommends that a site loads and becomes usable within five seconds on mid-range mobile devices with 3G connections and within three seconds on 4G connections. But they also add that there's a lot to gain by taking small steps to improve your site speed – even a one second improvement could increase conversions.

When you visit the 'think with Google' site and navigate to the speed scorecard you are greeted with the following table. The process to check and compare your site to the competition is easy and can reveal quite a lot about current performance and potential areas of improvement. When we reached the below screen we decided to populate it on the back of a particular product.



The screenshot shows the Speed Scorecard tool interface. At the top, there's a blue header with 'United Kingdom' and '4G' selected. Below the header is a search bar with the placeholder text 'Enter your domain to start your scorecard (e.g., yoursite.com)'. A message below the search bar says 'Domain not found in our dataset. Please check country and connection type above.' The main content area is titled 'Speed Scorecard' and contains a table with three columns: Rank, Domain, and Speed. The table has four rows, each with a rank number (1, 2, 3, 4) and empty input fields for the domain and speed.

Rank	Domain	Speed
1		
2		
3		
4		

The chosen product was a tennis shoe and as a result we looked at the top level pages for the six main providers of such shoes. Inserting the domains of Nike, Adidas, Slazenger, Asics, Wilson and Puma into the tool produced the following results:



The screenshot shows the Speed Scorecard tool interface with results for six domains. The table has three columns: Rank, Domain, and Speed. The results are as follows:

Rank	Domain	Speed
1	slazenger.com	2.4s
2	nike.com	2.4s
3	wilson.com	3.0s
4	asics.com	4.0s
5	puma.com	4.0s
6	adidas.com	4.5s

At the bottom right of the table, there is a 'RESET' button.

We then looked at the top level domain, based on searches in the UK and on mobiles with a 4G connection.

It is perhaps a little surprising that the span on these sites ranges from 2.4s to 4.5s as all of the URLs in question are for some of the top ranking sites in the sports and leisure market. What is perhaps more interesting is that the gap between Adidas and Nike is 2.1s. When you think that Google is looking at a page speed of 3s in total, to meet the recommended optimisation for SEO, it is quite a difference.

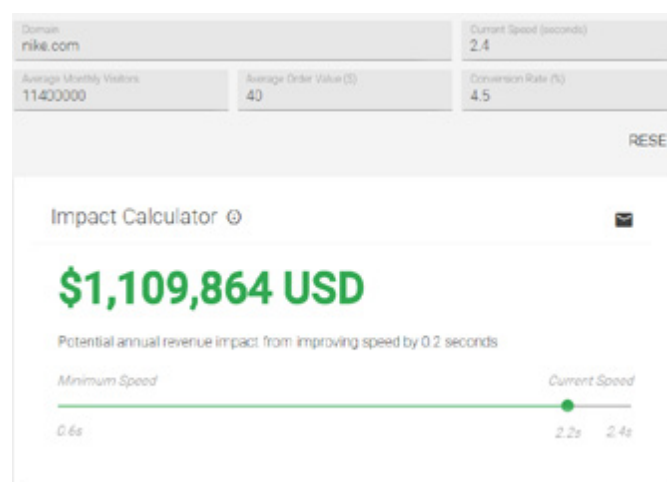
### Impact on revenue

Sticking with the tennis shoe theme and the URLs above, we decided to run a little test and looked at first of all the amount of time needed to be shaved off to show any sort of monetary gain. For those sites where there was a page load time of over three seconds (the amount of time recommended by Google) we'd look at that also and assess the impact.

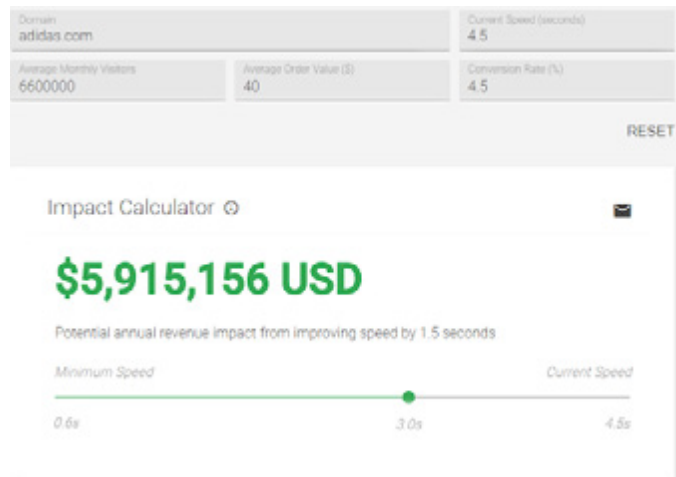
For this to work we would use real data but there would have to be some constants in order to make it a fair test. Nike have a huge monthly audience in terms of their organic website visits (11.4m) compared to that of Wilson (340K) yet they both rank well for the key term 'tennis shoes'.

The constants that were implemented in the study were the AOV – which equates to \$40. This is the average fee paid for a pair of 'run of the mill' tennis shoes. The conversion rate also remained the same at 4.5% for all of the brands.

For Nike.com the tool shows that if they were able to bring down the page speed from 2.4s to 2.2s, just 0.2s then the revenue based on the Impact Calculator could improve by over \$1.1m.



Carrying on the analysis Adidas.com showed some incredible potential for their homepage if it was fully optimised for mobile page speed. Bringing the page speed down from its starting point of 4.5s to 4.3s – again just 0.2s – the potential for extra revenue rose by \$354k. When you take the page speed down the Google recommended speed of 3.0s, the potential increase was an eye watering \$5.9m. These are all missed sales.



Of the remaining four URLs all showed the benefits of reducing the page load speed with Asics.com showing a potential improvement of \$1.03m, Puma.com +\$899k, Wilson.com +\$18.4k and Slazenger.com by +\$1.6k.

The key learning here is that the size of the business has little to do with the impact on performance. It is all relevant and regardless of the number of organic visits you have the speed increases show potential across the board.

A slow mobile site doesn't just frustrate your customers, it can limit your business. In retail, Google sees that for every one second delay in page load time, conversions can fall by up to 20%.



## FINAL THOUGHTS

If you are able to implement all of the ideas in this eBook you should not only have a well optimised site but one which will help you convert visitors into customers. The tips above are some of the most surefire ways to encourage eCommerce and in a time of global uncertainty you can be sure of one thing - online shopping will continue to grow.

For those that missed the first part in the SEO for eCommerce trilogy – Chapter 1: Research You can access it [here](#):



This first in our SEO for eCommerce series covers how to put in the groundwork for your SEO strategy – keyword research:

- Why keyword research is important for eCommerce, particularly product and category pages
- How to use Google's data and other industry tools to get insight into what your customers want
- Learning from your competitors – and even taking tips from Amazon
- Identifying the phrases and topics to target in your categories, page titles and content

## COMING SOON

### SEO for eCommerce – Chapter 3

Content marketing and digital PR: how to engage your audience and build your online reputation by delivering unique, highly-relevant content.

# GET IN TOUCH WITH US TODAY

## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Organic Search (SEO) Team of the Year 2020, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

## HOW CAN WE HELP YOU?

CONTACT US



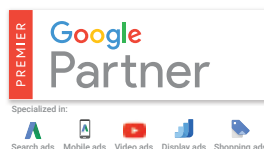
Follow us on [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

**0845 205 0292**

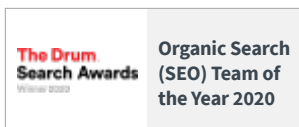
## OUR ACCREDITATIONS



**The Drum**  
Recommended



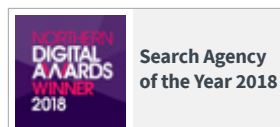
## OUR AWARDS



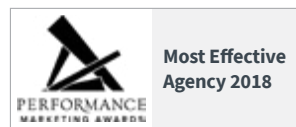
Organic Search  
(SEO) Team of  
the Year 2020



SEO Agency of  
the Year 2019



Search Agency  
of the Year 2018



Most Effective  
Agency 2018

## OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**