

# The Definitive Guide To Ecommerce Search Engine Optimization

NEILPATEL

[neilpatel.com](https://neilpatel.com)

This is the definitive guide to ecommerce SEO. In it, you'll learn five proven strategies that improve ecommerce SEO.

## Strategy #1: Understanding the Ecommerce Model

Whether you're dealing with businesses (B2B) or customers (B2C), you have to create valuable content that drives customers to your site. Here are the steps you can follow:

**Step 1. Setting a smart goal :** Goals are great- they help us prove how effective we are, keep us focused, and push us to be better.

The goals you set for your ecommerce site shouldn't be ambiguous or unrealistic. Start from where you are and scale from there.

**Example:** you could set a smart goal to generate 1,000 search visitors in 30 days.

### Exercise:

Your website	Write down your goals for next 3-6 months
http://yourwebsite.com	Next 3-month's goals:  6-months goals:

**Step 2. Benefits of owning an online store :** I believe that the moment you fully grasp the benefits of owning an online store, you'll be inspired to work hard and make it successful.

Some of those benefits are:

- **Lower startup cost :** With online shopping carts such as [Shopify](#), [Volusion](#), and [Bigcommerce](#), you can open and build a profitable online for peanuts – somewhere between \$20 – \$100 to fully grow your ecommerce store.
- **Potential customer reach :** There are [over a billion people on the internet](#) who actively use it. In this digital age, you can use [low-cost advertising](#) and content marketing to reach a huge portion of these people.
- **Easy to make changes :** Since there are no physical structures per se, and everything is done via the web store, you can see immediate results from changes you make.
- **Measurable results :** As we mentioned in the SMART goal setting section, you need a business model that you can easily measure. You can use [content marketing](#), PPC ads, and [social media marketing](#) to reach thousands of people, and in the process measure clicks and conversions. You can even get customer feedback.

## Strategy #2: Designing a User-Friendly Ecommerce Site

The focus on the user became even more important after the [Hummingbird algorithm change](#), which affected millions of websites that were providing value to users.

You can do these things to make user friendly Ecommerce site:

- Make your site easy to navigate and use.
- Make user satisfaction is your #1 priority.
- Identify what makes your customer happy (even in your headlines, meta tags, product pages, and blog).
- Focus on interactive design (both desktop and mobile visitors).

## Strategy #3: Getting Started with Ecommerce SEO

### Step 1. Pick some product keywords:

Product keywords focus on a specific product that you sell. If you can rank well for product name keywords, you'll see increased sales.

Go to google adwords and make a list of page specific keywords. Also pick 2-3 long tail variations of that keyword :

Page URL	Target Keywords

### Step 2. Selecting complementary informational keywords :

Informational keywords are necessary to teach, educate, inform, and warm up your customers.

So, make a list of some informational keywords as well. You can use those to create content later:

Informational keywords	Content title
best gaming headset pc	What Is the Best Gaming Headset for Under \$200?

Apart from the Google keyword tool, you can leverage other keyword research tools out there, such as:

- [Keyword Tool Dominator](#)
- [KeywordTool.io](#)

## Strategy #4: On-Page User Optimization

In the ecommerce industry, optimizing for users is critical. When you're doing on-page user optimization, you put yourself in the shoes of your customer and meet their pressing needs.

Here are steps you can follow for On-page user optimization:

### Step 1. Increase your site speed :

Use [Pingdom Website Speed Test](#) to check site speed.

### Step 2. How to optimize category pages :

Several pages on your store site should be optimized, because they provide additional usability features to your site. WordPress dashboard is user-friendly, Focus on the user intent, and don't stuff keywords, in order to avoid a Google penalty. If you manage your online store with Shopify, Volusion, or Bigcommerce, your store manager will guide you accordingly.

### Step 3. Product pages :

Here are simple ways to ensure that your product pages are well optimized for the user:

- Have unique product descriptions
- Have keyword-friendly URLs

#### **Step 4. Blog :**

I've yet to see any inbound marketing strategy that generates more leads than blogging. A few more important tips to help you get the best results out of your ecommerce blog:

- ☑ Have a content strategy and stick to it.
- ☑ Find relevant long-tail keywords (commercial and informational).
- ☑ Create high-quality content that educates and inspires your readers to take action.
- ☑ Don't be pushy when you review a product. Rather, guide your readers through storytelling.
- ☑ Write detailed (up to 2000+ words) product reviews and articles.
- ☑ Make it easy for customers and readers to share your blog content. Install a sharebar WordPress plugin.
- ☑ Use guest blogging to promote your content and gain natural links.
- ☑ Accept high-quality guest articles pertaining to your product or industry from authors

#### **Step 5. Homepage :**

The homepage needs to create a lasting impression on customers. From the homepage, users should navigate to other areas of your site, including the four most important pages in your ecommerce site

- The homepage
- Product pages
- Blog
- Contact Us page

Simple tips to help optimize your store homepage for the user:

- Use a big headline
- Make it flow
- Have a clear call to action

#### **Step 6. Dealing with canonical tags :**

In ecommerce SEO, understanding how canonical URLs work will help you optimize your product pages.

## Strategy #5: Ecommerce Link Building

### Step 1. Broken link building :

If there are too many dead links on any page, it could result in a Google penalty for the site. Your job is to find these broken links on other blogs, notify the site owner about the dead links, and in the process suggest your own URL. Of course, your URL has to be relevant and contain high-quality content in order to get a “YES” from the site owner.

### Helpful resources to get started:

- [Advanced Guide to Link Building: Chapter 7](#)
- [How to Find Thousands of Broken Link Opportunities at a Time](#)
- [Broken Link Building Bible New Testament](#)
- [Link Building: The Definitive Guide](#)

### Step 2. Donate money to get links from non-profit sites :

Of course, you shouldn't expect a non-profit organization to repay you for making a donation, but if you can get a link from them for giving value, there's nothing wrong with that.

You can easily find these non-profit sites by plugging these search queries into Google search box:

- “donate to us”
- “sponsors page”
- allintitle: “sponsors”
- allintitle: “contributors”

Use the table below to keep your work organized:

Donation page URL	Page authority	Contact person

### **Step 3. Getting .EDU and .GOV links:**

Educational and government related links can literally take your rankings from page 21 to page two. Google values .edu and .gov links because they're tough to come by. You can search with any of these queries:

- site:.edu "type your keyword"
- site:.edu "plug your keyword" + "resources"
- site:.edu: "your search term" + inurl:links
- site:.edu: "your keyword phrase" + "other sites"

**Note:** You can't just contact the site owners to ask for a link. Instead, you have to create useful content – think the "ultimate guide to small business growth" or something similar. Once you've posted that content on your site, you can contact the site administrators and humbly ask them to include your resource page for their students and faculty.

### **Step 4. Sponsor local events and conferences :**

Look for local events and conferences and sign on as a sponsor. Sponsors get free links back to their sites, without even asking.

### **Step 5. Guest blogging :**

Guest posting is also get authority links that Google loves. However, don't do it for links. Instead, focus on creating content that will help the readers. As long as you put the focus on the user, you'll avoid keyword stuffing or sounding too promotional.

### **Conclusion :**

Your ecommerce site is not only for attracting customers and making one-time sales. You can inspire and persuade customers to come back again and again.