

What is ecommerce SEO?

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Learning objectives

After this lesson you'll be able to:

- define ecommerce SEO;
 - list the major building blocks of an ecommerce SEO strategy.
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1. Introduction

In the previous lesson, you've learned about what we consider 'holistic SEO'. It's improving all important aspects of your website to make it rank higher in search engines. But this course is focused on ecommerce SEO. What exactly do we mean by that? And what are the essential aspects you need to focus on when it comes to optimizing ecommerce websites? Let's find out!

2. What is ecommerce SEO?

Let's find out the definition of ecommerce SEO by looking at an example. Imagine you need a new pair of running shoes. What do you do? Chances are you just start googling. You search for a query like this:



Image 1: Searching for the query [running shoes for women]

This query leads you to a search results page full of online shops offering running shoes for women, like the one in Image 2 on the next page. So, if you have an online shop that sells running shoes, you want to be found on a search results page like this!

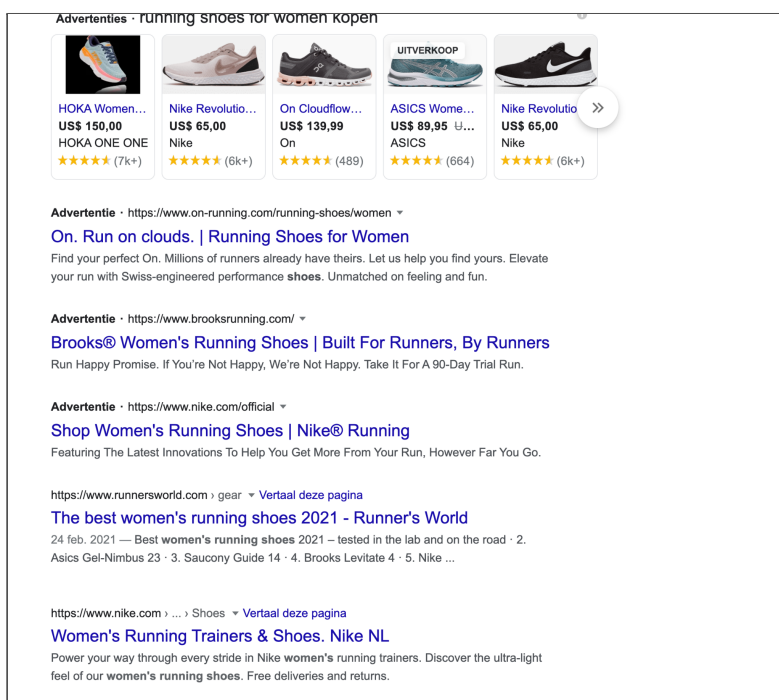


Image 2: Search results page for [running shoes for women]

That's where ecommerce SEO comes in. **Ecommerce SEO is about optimizing your online shop to make it more visible in the search results.** So, when people search for products that you sell, you want your ecommerce site to rank as high as possible, so your site gets more visitors, who could turn into customers.

3. Building blocks of an ecommerce SEO strategy

Every successful online shop starts with a great idea. And let's be honest: setting up an online shop isn't all that hard these days. You could use, for instance, WooCommerce, Shopify, or other ready-built systems and you could be up and running in no time at all. Add your content and a payment provider, and you're basically good to go.

However, in the process of setting up your online shop, there are several things you have to consider. You'll need to set up that shop with your future customers and search engines in mind. The upside is that what's good for your customer is also good for search engines these days. But there are also optimizations specifically for search engines, focused on making it easier for search engines to find your site, crawl it, and index it.

So, what things do you need to consider when it comes to ecommerce SEO? What are the so-called *building blocks* of an ecommerce SEO strategy?

1. Start out with a plan

First of all, it's important to **start out with a solid plan**. Try to answer the following questions:

- What sets you apart from your competition?
- What makes your product or service special?
- Why should people buy at your online store?

Answering these questions will help you develop your [mission statement](#), define your [niche](#), and do [keyword research](#). Find out what keyphrases you should optimize for to make people find your site.

Don't worry if you don't know what we're talking about yet; we'll go into all of these things in more detail in the following lessons.

2. Structured data

If you want to compete in the search results nowadays, you'll need to add [structured data](#) to your site. **Adding structured data will increase your chances of getting rich results**, which are more enticing because they can

contain images and product information, for example. This increases the chances of people clicking on your site in the search results!

Image 3 shows an example of a rich result for an ecommerce site. It shows the product they're selling, enhanced with extra information like ratings, reviews, currency, price, availability, and product information.

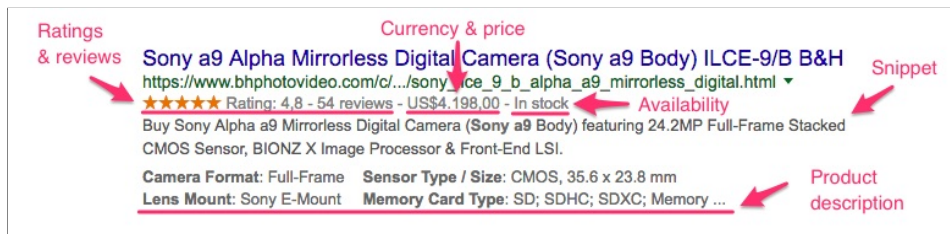


Image 3: A rich result for a product on an ecommerce site

3. Site speed

[Site speed](#) influences SEO in many ways. For example, fast sites:

- are **easier to crawl** for search engines;
- have **higher conversion rates**, and;
- have a **better user experience**.

Later in this course, we'll explore how you can test the speed of your ecommerce site. Moreover, we'll explain how you can improve your site speed by using a couple of handy tools.

4. The structure of your shop

The fourth building block of an ecommerce strategy is the structure of your shop. Having a [solid shop structure](#) is important for two reasons:

1. because you have to make sure your visitors can find the products they are looking for;
2. because it leads to a better understanding of your site by search engines.

5. Product page optimization

Your homepage, category pages, and menu matter a lot, but they all lead to those pages where you close the deal: your [product pages](#). Your shop evolves around your products, **so you need to make your product pages outstanding**, like the product page shown in Image 4.

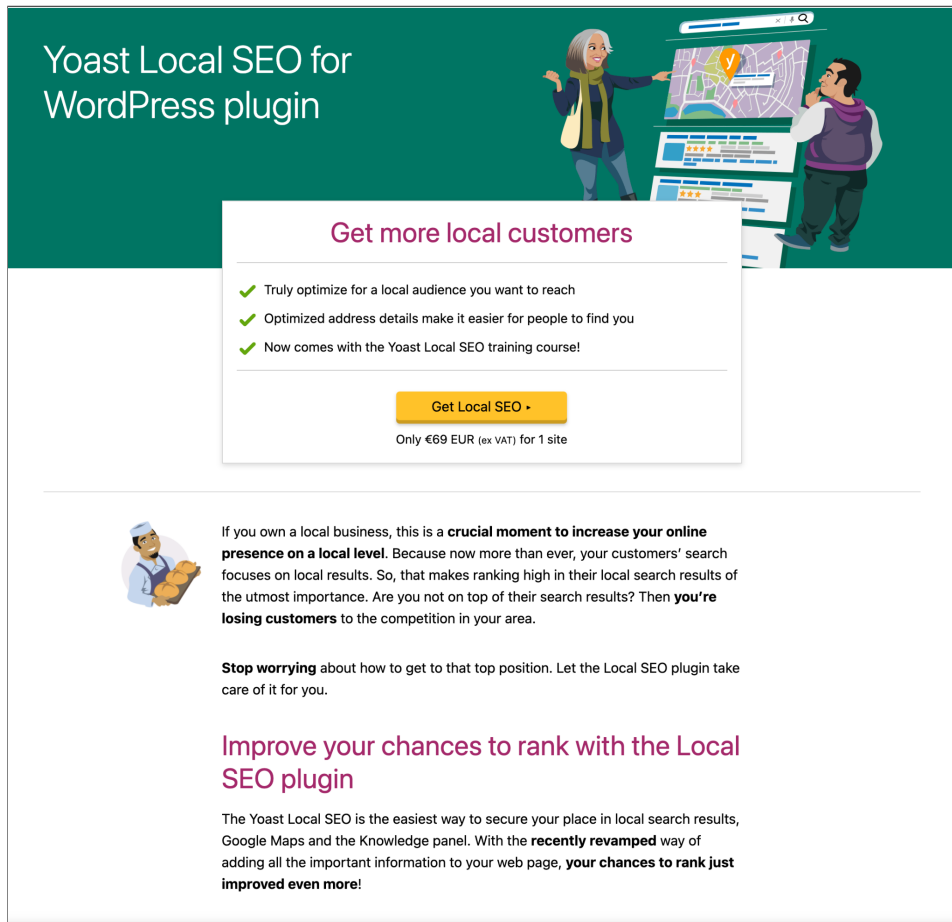


Image 4: An example of an optimized product page

6. Mobile optimization

In addition, make sure your online shop is [optimized for mobile](#)! People love shopping on their phones. [Over 65% of all website visits in 2020 were done via a mobile device](#). And mobile traffic is growing by the day, so be sure to optimize your mobile site as much as your desktop site.

7. Marketing your shop

And last but certainly not least, you need to focus on marketing your shop. Use [social media](#), send your potential customers [emails](#), [blog about your products](#), get other sites to [link to your site](#), and ask for [testimonials and](#)

[reviews](#). If people don't know about your online shop, they won't buy your products.

So, there's a lot you need to think about when it comes to ecommerce SEO. But, no worries, we'll cover every aspect in detail in this course. After this course, you'll be able to set up a solid SEO strategy for your online store so that you can attract customers to your site!

Key takeaways

- **Ecommerce SEO** is about optimizing your online shop to make it more visible in the search results.
 - The **building blocks of an ecommerce SEO strategy** are:
 1. start out with a plan;
 2. structured data;
 3. site speed;
 4. the structure of your shop;
 5. product page optimization;
 6. mobile optimization;
 7. marketing your shop.
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