

## Improve SEO for your Ecommerce Site

### 1. Ecommerce keywords

#### Perform an SEO audit for your website

- [www.smerush.com](http://www.smerush.com)
- Signup and make an account.
- Click on seo option and you will see all seo tools on left side.
- You can do domain overview and select the location and examine all the data e.g. organic search.

#### Ecommerce keyword research analysis

- Words or phrases that your potential website visitor will use to find the content or products on your website.
- **Short tail keywords** are normally around one-to-three words and tend to be very vague.
- **Long Tail Keywords** tend to be three words or more and generally are less competitive and more descriptive
- **LSI keywords** are keywords that are related to your main keyword on any particular page.

#### Content writing

- The content on your pages will determine what keywords you will show up for.
- Thin content pages/websites.
- Content pages. (useful content for your website)
- Guest content (where others can contribute).
- Keyword placement should be in your url, title, description/content, meta title and description

### 2. Structural SEO for Ecommerce

#### Ecommerce silo structure

- **A silo structure** is a way of categorizing the content on your website making it easy for website visitors as well as search engine robots to index the content on your website.

- It makes for a great user experience.
- Makes it easy for search engines.
- Makes for simple sitemaps.
- **HTML sitemap:** a map of your entire site, which makes it easy for your website visitors to find your content and products.
- **XML sitemap:** a map of your entire site, which makes it easy for search engines to access the content and products on your website.
- <https://xml-sitemaps.com> is a website to make sitemaps for your site.

### Google rich snippets and structured data

- <https://google.com/webmaster/markup-helper>
- Enter your website url and select the relevant category e.g. it is product or article or event.
- Now when the product page will open, you can right click on it and if you click on image it will add the structured data of that image in the side bar, if you click on price, price would be add in structured data.
- When you are done , click on create html and add this snippet of the code to your code.
- You can test your structural data too.
- Enter url and run test.
- If there would be errors, they would be shown.

### Off-page SEO best practices

- The thing you do away from your website to help improve your site's overall SEO.
- It is important because it helps with building trust.
- It helps with establishing relationships.
- It helps with building authority.
- **Logger outreach** identify blogs that fit your brand and have authority in your niche and reaching out to write a guest blog for them.
- **Link Baiting** creating compelling link-worthy content/resources that gets shared on social media as well as linked to other websites.
- **Sponsorships** sponsoring events, which can often lead to your website being featured.

- **Competitor Analysis:** the process of analyzing your competitors and seeing where their links are coming from to hopefully emulate their success.
- **Social Shares:** when a page from your website gets shared and linked to on social media.

### 3. Building Authority

#### Domain Authority

- The measure of a website's authority with zero as not authoritative and 100 as extremely authoritative.
- **Page authority** is the measure of an individual page on a website.
- A higher Da/PA gives you a competitive advantage in the search engines.
- Gives you better chance of ranking for short-tail keywords.
- Gives you leverage when doing blogger outreach.
- You can improve it by:
  - Have a content rich website.
  - Have a presence on social media.
  - Collaborate with other websites and brands.
  - Build organic backlinks to homepage and specific page.
- **Mozbar is a tool (a chrome extension).** Once you download it and it is activated, in browser you can see DA/PA of different websites.

#### SEO good practice

- An SSL certification
- A speedy website
- A responsive website
- An overall great user experience

#### Competitor analysis

- <https://neilpatel.com/ubersuggest> is a good tool to understand and analyze competitors.
- Enter your url and location in that site.
- You can then click on "overview" under "traffic analyzer".
- You can see organic traffic coming to your site.

- You can see your domain score too, if it is high you are doing good in search engine.
- You can check backlinks.
- You can see your traffic reports and keywords ranking.

#### **4. Foundation SEO**

##### **Video SEO for ecommerce**

- Video can now be found directly in search.
- There is less competition.
- Great for video demonstration of your video.
- Go to YouTube, and click on video manager. Edit it enter your keyword.
- Write your keyword in your title and description.
- **Vimeo** is a great tool to create videos.

##### **Image optimization**

- **Tinypng.com** is great for image optimization.
- Upload image and compress it and then use in your site to speed up your site.
- Alt text is v important.
- Enter keyword of that image in alt.

##### **Full SEO checklist for your website**

- Does your website load quickly?
- Does your website have an SSL certificate?
- Does your website have simple navigation menu?
- Are the products on your website organized into categories?
- Does your website have an xml and html sitemap?
- Have you uploaded your sitemap to google, yahoo and Bing?
- Have you done appropriate keyword search?
- Have you added structured data to your website where applicable?
- Are you building a backlink portfolio?
- Are you making use of social media marketing for SEO?
- Have you checked your website's DA and PA for pages you would like to rank.?

- Do you have a video SEO strategy in place?
- Do you know your main competitors?
- Do you know what keywords your main competitors are ranking for?