

How to do seo for ecommerce website ?

Part 1: Research

Before you begin any SEO work (on-site or off-site), you need to start with research – keyword research and competitor research.

Why?

Research is the most important piece of SEO. Targeting the wrong keywords can ruin your campaign by generating low quality traffic and few conversions, and no business wants that!

A: Keyword Research:

There are three primary areas you need to focus on when conducting keyword research:

1. Find keywords for your homepage and product pages:-

When it comes to optimizing the most important pages of your website, you should consider relevancy, search volume, and ranking difficulty.

I suggest going for keywords that are highly relevant to your brand or products, that have a high exact match search volume (local, not global) in Google's free AdWords Keyword tool

2. Pinpoint keywords for blog topics:-

Creating blog content can assist in ranking your e-commerce business for additional keywords that might not have a place on your main website. Plus, you can capitalize on long-tail keywords with your blog. What are long-tail keywords anyway? These are unique searches that people use to find things online. They consist of more than one word.

3. Avoid keyword cannibalization

Keyword cannibalization occurs when multiple pages of the same website are trying to rank for the same keyword.

B: Competitor Research:

After you've done keyword research, you're half way there! Now it's time to conduct competitor research. You should consider:

1. Which keywords are your main competitors going for?

Compile a list of keywords your competitors appear to be using with their SEO strategy. Also, you should look to see if they have a higher Domain Authority (DA) than you? Do their web pages have higher Page Authorities (PA) than you?

2. Where are they getting their links?

One really important thing to remember is to pull a list of the places your competitors are getting their inbound links.

To get this list, you can use a tool like Open Site Explorer

You can attempt to get a link from these sites as well through blogger outreach, press outreach, or setting up your own company pages.

Before reaching out to the sites on the list, first delete any site that has a low DA score. Getting an inbound link from a site with a low DA score actually can hurt your rankings as Google may suspect that a bad site is linking to you because you also have a bad site.

3. What is their site architecture like?

Look at the site architecture of competing sites. What is their navigation like? How deep do their links go? E-commerce stores should pay special attention to the architecture for:

- Popular products in a particular category
- Related products
- Top rated products
- Recently viewed products

Once you have an idea of how the biggest companies within your industry organize their architecture, you can decide if you want to go the same route, follow the same route with modifications, or take a completely different route.

4. From a strategy perspective, how can you differentiate your website?

This question ties in closely with what we've just discussed about site architecture. What can you do for your site that will make it different and better than your competitors? Can you improve the navigational architecture? How can you make your site more social? Will you add a blog if your competitors don't have one? Make a list of actions you can take to ensure your site is better for consumers than theirs.

Part 2: Identifying Current Problems

After you have conducted your keyword and competitor research, it's time to begin auditing your site for problems that need to be fixed. The top things we recommend focusing on in the auditing stage are:

A: Quickly Find Site Errors:

<https://smallseotools.com/website-seo-score-checker/>

& use <http://www.onpageseotool.com/>

I like to use smallseotools.com to find any website errors. [Smallseotools.com](https://smallseotools.com) is free to use and will "spider your websites' links, images, CSS, script and apps from an SEO perspective." Then, it will provide you with a summary of data including errors, redirects, duplicate pages, missing header tags, and so on. Awesome!

The top errors you will want to correct quickly include:

- Redirecting any 404 pages to actual content

- Changing 302 redirects to 301 redirects
- Updating duplicate content pages, meta titles, and meta descriptions

B: Determine Your Website Speed

Once you have taken care of the big errors, it's time to focus on website speed.

Visitors will not hang around and wait for a slow website to load. Your customers will click back to Google to find a faster website, which is likely to be a competitor!

In fact, research shows that 40% of people abandon a site that takes longer than 3 seconds to load! Don't lose customers because your site is slow.

This is why it's mega-important for your website to load quickly. If you need a way to test your website speed, use a free tool like [Pingdom](#).

& use <https://developers.google.com/speed/pagespeed/insights/> to check and improve your loading speed of your website.

If it takes more than 3 seconds for your website to load, you can increase the speed by buying more server space, using a different CMS (for example, Magento is notoriously slow, whereas WooCommerce is known for being fast), or reducing image and file sizes.

Part 3: On-Page Optimization

While off-page search engine optimization (that is, link building) is important, on-page optimization is just as important. On-page optimization includes all of the actions you take within your own web pages to help your site rank better.

Think of on-page optimization as the low-hanging fruit in the SEO game. You can control this, which is great.

When it comes to on-page optimization, there are eight key targets you need to focus on:

- Keyword Optimization
- Site Structure
- Internal Linking
- Usability
- Mobile Version of Website
- Customer Reviews
- Rich Snippets
- Social Media Integration

A: Keyword Optimization

As mentioned earlier in this guide, you want to optimize your page and blog posts on your site for one keyword. In order to optimize a page, you need to ensure that page has the keyword in strategic locations, including:

- The page title
- Headers
- Subheaders
- Paragraph copy
- Product descriptions
- Image file names
- Image alt tags
- Meta title and description
- URLs

When creating URLs, be sure they are user friendly. This means they should include real words (your keyword) and not a lot of numbers and gibberish.

Also, remember that your meta title and descriptions should not sound like gibberish or be packed with keywords either. They should read like an ad because the higher your click-through rate (CTR), the higher Google will place you in its results. Makes sense, right?

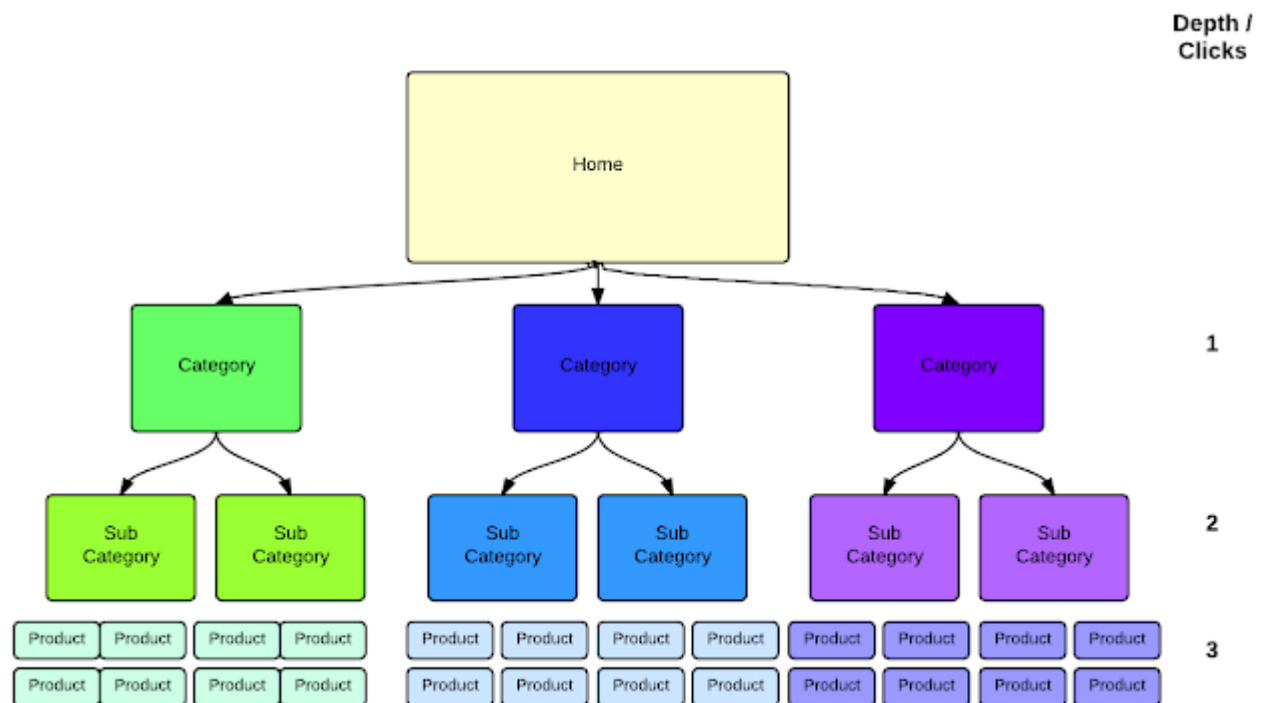
B: Site Structure

If you're building a website from the ground up or executing a re-design, information architecture is a must. We've talked a bit about architecture, but let's dive in a bit deeper.

As you know, great architecture can dramatically affect your website's usability, rankings, and conversions. In addition, proper planning will make expanding your product lines in the future a breeze. This is especially true with e-commerce websites because of the sheer size of the website.

With usability in mind, use a tool like [LucidChart](#) to create a chart of your website's information architecture.

Focus on creating a "flat architecture" for your website, meaning design that requires as few clicks as possible to go from your home page to your product page. This way, the maximum amount of "link juice," or authority, will pass from your home page to your product page via internal links.



Then, take your findings from the keyword research you did at the beginning, and base your architecture on your targeted keywords in a way that still provides your customers and search engines a logical path from the home page to product pages.

For example, if you run an online pet food store, your site structure could look like this:

For example see this url architecture :

<https://gadgets.ndtv.com/mobiles/samsung-phones>

here mobile is category and Samsung-phones is subcategory

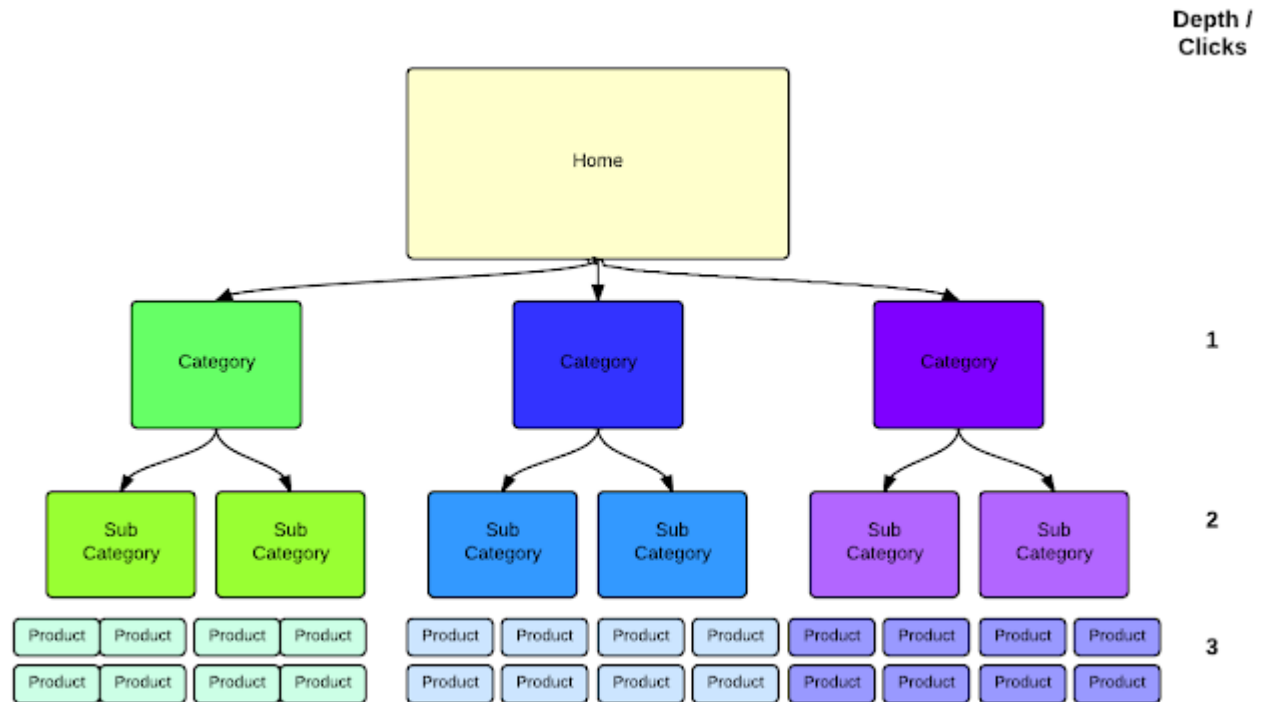
[www.mysmartprice.com/ Mobile/Samsung-Mobiles](http://www.mysmartprice.com/Mobile/Samsung-Mobiles)

It's also helpful to link between pages and categories to distribute "link juice" to pages that have a higher priority for ranking

C: Internal Linking

The next step is internal linking. You might not have heard of this before, but I'm sure you know what it is. This is when you link pages of your website to other pages within your website.

Internal linking allows you to establish your own anchor text, which can help you with ranking for your top keywords.



However, when it comes to internal linking, you should be sure to use it somewhat sparingly. If you pack all of your pages with internal links, Google will think you are trying to do something suspicious. Google is smart and the algorithm will pick this up. Rather, you should place internal links only where it is natural to do so.

Additionally, don't add a lot of links with the same exact anchor text. Google looks for anchor text variety from both inbound and internal links.

Finally, once you have completed your website, you should create and submit a sitemap to Google so it can crawl your entire website and index each page.

D: Usability

Usability is super-important for SEO and for making your site visitors happy. If your e-commerce site has great usability, your customers will start visiting your site repeatedly, which is the goal!

Great user experience means a website is easy to use, fun, and helpful. Great user experience also means your users will spend more time on your site.

Part of your usability testing should include making sure there are as few steps as possible in the checkout process, ensuring the checkout process works seamlessly, giving your visitor quick ways to contact you, making it simple for visitors to navigate to other important information, and guaranteeing your site loads quickly.

I often recommend using a live chat widget. This works well to lift conversion rates and also increases the average time on site per session, which is great for SEO purposes.

Use this tool for chat integration to your website:- <https://www.tawk.to/>

E: Mobile Version of Website

Do you know how hot mobile shopping is becoming? Many people are not only browsing the web, but also making purchases through mobile devices, which means it's really important to have a mobile-friendly version of your site.

If you do not have a web developer on your staff, you can purchase and customize a responsive design template from Themeforest.net or any number of other template sites.

Themeforest has a particularly good selection of e-commerce templates.

F: Customer Reviews

Of course, a staple for any e-commerce site is customer reviews for each product.

According to Internet Retailer, you can [increase your e-commerce conversion rate](#) by 14-76% by adding product reviews to your online store. Jupiter Research also found that 77% of consumers read reviews before purchasing online.

In addition to increasing conversions, customer reviews also positively impact your SEO because more reviews = more content, and frequent reviews = fresh content, which Google loves to see.

To obtain more customer reviews, you can use a reward-based plugin like WooTheme's [Review for Discount option](#).

You also can send an email out a few days after you know a customer has received a product asking if they need any assistance, and, if not, would they please leave a review. Simple tricks like this will really help your SEO!

G: Rich Snippets

If you've used Google recently, you've probably noticed results looking like this:

Travel Agents in Mysore - Travel Companies - Justdial

<https://www.justdial.com> > Mysore > Travel Agents > 813+ Listings ▾

★★★★★ Rating: 4.1 - 4,700 reviews

813 Travel Agents in Mysore. Find ✓Car Hire, ✓Car Hire-Toyota Innova, ✓Bus On Hire, ✓Tour Operators, ✓Taxi Services in Mysore. Get Phone Numbers ...

Top 100 Tours Travels in Mysore - Best Tours & Travels - Justdial

<https://www.justdial.com> > Mysore > Tours Travels > 71+ Listings ▾

★★★★★ Rating: 4.4 - 120 reviews

71 Tours Travels in Mysore. Find ✓Car Hire, ✓Travel Agents, ✓Tempo Travellers On Hire, ✓Railway Ticketing Agents, ✓Domestic Air Ticketing Agents in Mysore.

These are “rich snippets” and they have a huge impact on a website’s rankings.

There are types of rich snippets for authors, business information, events, music albums, people, products, recipes, reviews, and videos.

Rich snippets are HTML coded bits that tell search engines what searchers should be able to understand about your website before even clicking through to see it.

When people see results in Google with images, they’re more likely to click and convert into a customer.

To install rich snippets, follow these instructions:

1. Get into your HTML of each page that you want rich snippets on.
2. Add the microdata for the desired rich snippet. Read this guide read from my this article.
3. Test to make sure it works here: <http://www.google.com/webmasters/tools/richsnippets>.

H: Social Media Integration

An e-commerce site wouldn't be complete without social media! Social media signals (growing your community, engaging with customers, and sharing content) impact your SEO.

Having a lot of **social signals** tells Google that people find your website and brand valuable.

You can begin growing your social signals quickly by adding social buttons to your product pages, blog posts, and homepage.

According to Jayson DeMers at Forbes, “A branded social presence can help build word of mouth that gets you customers, mentions, and links.”

Perhaps the #1 social media channel you need to set up and engage on is Google+. Forbes says, “Google has been explicit that social signals play a role in its algorithm. Twitter and Facebook matter some, but many of the search results from both networks are restricted. Therefore, the network that carries the most weight is Google+.”

Part 4: Further Testing

After you have worked on your on-page SEO (including usability), it's important to put a testing and optimization strategy in place.

You should:

- Use analytics to see which keywords are converting the highest
- Use PPC campaigns to find high-converting keywords you should add to your SEO strategy
- Test meta titles and descriptions to increase click-throughs
- A/B test page content to increase conversions from web traffic

Having a strong testing strategy in place will help your results continue to improve. Without constant iteration, your rankings could drop and you could be losing out on leads or sales due to a poor conversion rate.

Part 5: Adding Blog Content

As mentioned in Part 1: Research, keyword research is crucial to any SEO strategy. Since each page of your site should be optimized for only one keyword, there will be plenty of important keywords that don't make it onto a page of your site.

The way to rank for those keywords is through a blog. With a blog, you can optimize each post for a keyword that you aren't targeting with the main pages of your site.

As with your website pages, your blog posts need to be high quality and reader-friendly. You should hire an experienced, professional writer who not only understands your industry, but also has a basic knowledge of SEO.

If your posts are keyword stuffed or low quality, your customers will not read them and they certainly won't share them. Also, as you know, Google will penalize you for keyword stuffing and you won't earn any social signal points either.

When you're creating blog content, consider packaging together various posts on the same theme into a downloadable eBook or guide.

Kyle Lacy, Senior Manager of Content Marketing and Research for ExactTarget says, "The contents of an eBook can be easily published in their entirety or as teaser content to drive more interaction, downloads, and overall interest in your eBook. Basically, when it comes to content marketing, your goal shouldn't be to generate a ton of content, but rather use the content you create effectively."

As an example, if you are an e-commerce business that sells jewelry, you might write a series of posts on how to select the perfect diamond for an engagement ring, how to finance the cost for the ring, and you might even include creative, romantic tips for a memorable proposal. Then, you could package those posts together into a downloadable eBook or guide.

The eBook or guide could be downloaded after buyers entered their email address into a lead generation form or landing page.

Later, you could send them a series of sales and marketing emails prompting the potential buyer to purchase the engagement ring from your store.

While you're putting together this type of content marketing and email campaign, remember when it comes to writing any web content, always be thinking about quality!

Part 6: Link Building

Similar to content, you will want to concentrate on earning quality inbound links, when it comes to link building.

Not only will Google penalize your site if a lot of low quality sites are linking to you, but also the referral traffic won't do anything positive for your business.

Instead, focus on earning links from really good, high authority sites by offering something of value to them in exchange for a link.

You can do this by offering a high-quality guest post, providing a quote for a story, co-authoring a research study, putting together a great infographic, and so on. To link building see my articles

Part 7: Local Business Tips

Are you a local business? If you are a brick-and-mortar business, you will want to ensure you have your name, address, and phone number (NAP) for all locations showing on your website. You must use the same NAP formatting across all websites.

Additionally, you should submit your business to all of the major directories and as many niche directories as makes sense. (They must be relevant to your business.) You also should use location based keywords in your descriptions where appropriate.

Part 8: Best SEO Tools

Whether you are part of an SEO team or a solo strategist, there are plenty of SEO tools on the market to help you optimize your rankings. And I'm going to tell you about our favorite tools that we use.

Here are my favorite SEO tools:

- [SEOMoz Keyword Tool](#)
- [Open Site Explorer](#)
- [Screaming Frog](#)
- [Google AdWords Keyword Tool](#)
- [Authority Labs for Monitoring](#)

- [Ubersuggest Keyword Suggestion Tool](#)
- [Mergewords](#)
- [Buzzstream](#)
- [Citation Labs Broken Link Finder](#)

Using a combination of these tools will help you streamline your SEO process and can provide the data necessary for helping you make smart decisions that lead to better rankings. The actual work is still up to you.