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SUPER SIMPLE SEO STRATEGIES FOR ECOMMERCE SUCCESS

Did you know that the top result for any Google search will claim almost one-third of all the click-through traffic? Or that 90% of searchers never look beyond the first page of results? Don't worry—these SEO strategies will help you rank higher and drive more traffic to your ecommerce store.

1 OPTIMISE YOUR SITE FOR MOBILE DEVICES FIRST.

Google has started to index mobile versions of websites higher than their desktop counterparts in recognition of the news that 70% of online transactions now occur on mobile devices.

2 GET YOUR SITE UP TO SPEED.

Search engines penalises sites that are slow to load, so speed up your ecommerce store by hosting with a quality service provider and loading larger files locally or from a content distribution network like Cloudflare.

3 STRUCTURE YOUR ONLINE STORE SO IT'S EASY TO NAVIGATE BY PEOPLE AND MACHINES.

Search engines crawl through the links on your site to make sense of how pages related to each other, so make it easy for people and machines alike with clear, descriptive text, and sensible product categories and subcategories.

4 WRITE FRESH, ENGAGING CONTENT FOR REAL PEOPLE WHO ARE GENUINELY INTERESTED IN YOUR PRODUCTS.

A combination of helpful blog articles, user reviews, and emotive product pages should have you covered. And avoid re-using content where possible, or add the *rel="canonical"* link tag to tell Google which page to index.

5 RESEARCH YOUR KEYWORDS AND USE THEM WISELY.

Use an analytics tool to see which keyword searches are bringing people to which parts of your site, and then use those keywords throughout your content, in metadata tags, and in image filenames.

Some companies offer get-ranked-quick schemes, but they're usually full of tricks to fool search engines, which only ever work until the next algorithm change and in some instances can actually harm your ranking. Use our tips instead, and focus on delivering what search engines are looking for: the best, freshest and most useful websites.