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SEO Best Practices for Commerce Product Pages

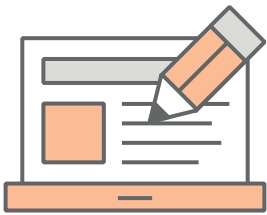## Volume 2

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13 SEO Strategies to Improve Your Product Pages

1. Create Unique Product Descriptions

One of the biggest mistakes commerce websites make is using manufacturers' product descriptions. Search engines view this as duplicate content. Your website could be penalized, or Google may not even index it in the first place. Product descriptions are your opportunity to write one-of-a-kind, compelling sales copy to entice visitors to buy.
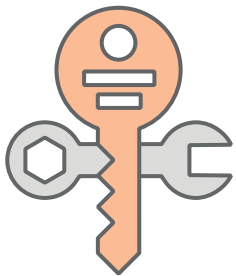
2. Use Long-Tail Keywords

Long-tail keywords are highly-targeted search phrases that contain three or more words. Consumers who search using a long-tail keyword typically know exactly what they're looking to purchase, so a product page optimized for this has a higher likelihood of attracting and converting a customer who's ready to buy.

3. Incorporate Customer Reviews

Product pages with customer reviews convert _58 percent_ more visitors and increase revenue per visit by _62 percent_. That's because reviews establish credibility and provide social proof to prospective buyers. From an SEO perspective, product pages with customer reviews rank higher because Google rewards pages that are frequently updated with fresh, unique content.
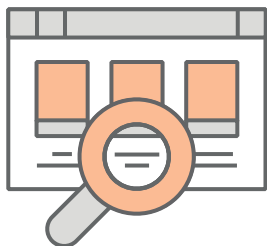
4. Make Navigation Intuitive

Your commerce site's architecture has a major impact on achieving higher rankings and providing the best possible user experience. Organize your product pages into categories that are easy to understand, search, and follow.

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5. Integrate Social Media on Product Pages

Google rankings are significantly influenced by the amount and quality of social media signals because they indicate a page's authority and relevance. Add social sharing buttons for sites like Facebook, Twitter, Google+, LinkedIn, Pinterest, and Instagram to your product pages. That way interested prospects and happy customers can share your product information with their followers.
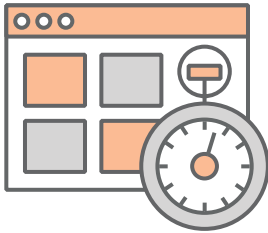
6. Optimize Page Load Speed

Forty percent **of visitors to your product pages will leave if they don't load within three seconds, and** *79 percent* **of your customers won't come back if they're unhappy with your site's load time.** This is even more important for success on the mobile version of your site, as mobile now accounts for a large portion of commerce and is growing. You can optimize your product page load times and even see a boost in Google rankings by compressing product images, implementing lazy loading, and *fixing these top five coding issues*.

7. Write Compelling Metadata

Every product page needs unique, catchy meta titles and meta descriptions that include your keywords. It is one of the most important on-page optimization aspects in SEO. Remember that your metadata is often the first thing a potential customer sees after a Google search, so make the most of this first interaction by drawing them in with enticing copy that includes a persuasive call-to-action.
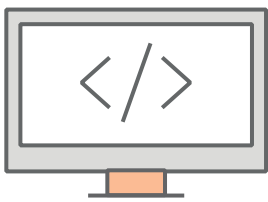
8. Add Rich Snippets

Rich snippets are coded pieces of data that can be included in a meta description to display product information including price, availability, reviews, and images. Implementing rich snippets typically results in better CTRs and higher rankings. Google rewards product pages that use rich snippets because the search engine's goal is to return the most relevant search result to improve the user experience.

## 9. Include Product Images and Videos

The quality of your images and videos influences how visitors feel about your products, and if they will share them socially. Add as many compelling images and videos as possible—while keeping page load times in mind—and tag them with relevant metadata so they show up in image-based searches too.

10. Use Search-Friendly URLs

Every URL needs to be unique and optimized for the page's primary keyword. Relevantly-titled URLs tell Google what the page is about while giving visitors helpful information. Use the following URL structure for category and product pages:

a. Category page: *website.com/category/*
b. Sub-category page: *website.com/category/sub-category/*
**c.** Product page: *website.com/category-sub-category/product-name/*
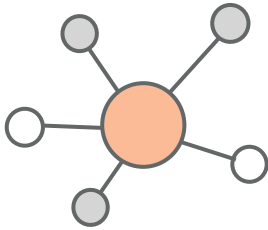
11. Optimize Internal Search Functionality

Don't overlook or underestimate the importance of internal search to your commerce sales. Build an internal search function that scans your site and returns the most relevant results. This will include optimizing product categories and titles, incorporating product misspellings, and enabling predictive searches.
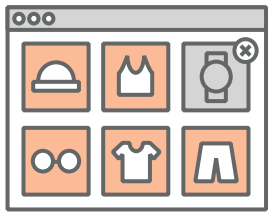
12. Keep Pages With Out-of-Stock Products Live

You don't want to lose the SEO power these pages have built-up over time, so leave them up. In the meantime, change the content of the page to promote a similar product (such as a newer model or the same product in a different color), inform visitors when it will be back in stock, and/or offer to backorder the product.
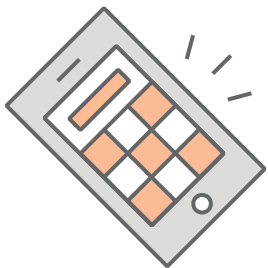
13. Optimize Your Commerce Site for Mobile

Mobile shopping has reached its tipping point. It's more important than ever to make your commerce site mobile-friendly. The stats are in: *__30 percent__* of all US commerce sales now occur on a mobile device, *__30 percent__* of mobile consumers abandon transactions on websites that aren't optimized for mobile, and *__57 percent__* of shoppers won't recommend businesses with poorly designed mobile sites.

What's more, *__Google has found__* that not having a mobile optimized website is like closing your store one day every week. In fact, sites that aren't optimized for mobile are now losing placement due to a recent mobile-friendly update. Use responsive design to create a smooth mobile experience that promotes conversions and sales.

Some Final Thoughts

A Worthwhile Investment

Improving the performance of your commerce website is an ongoing process that requires you to stay current with SEO best practices. Frequently test your site for errors, analyze keywords and competitors, closely monitor Google's algorithm updates, and make the necessary changes to optimize your site and rise in the rankings.

Lastly, invest the time and resources to make every product page truly unique, and focus on creating compelling content that provides users with an amazing shopping experience. Both your users and the search engines will reward you for it.

Sources: Looking for tips to optimize your Magento store? Check out this post from Demac Media, a Magento Gold Solution Partner: *__9 Magento SEO Tips For Your commerce Site__*, and visit Paul Rogers' page to *__read the original research__*.

More Information

The World's #1 Commerce Platform

Magento is the most popular commerce platform in the world, with more than 250,000 global merchants selling more and driving innovation. The world's biggest brands love the Magento open source solution for its flexibility, its global ecosystem of 150,000 developers, and its network of 300+ highly-trained solution partners.

The Magento Advantage

It's a fact that Magento merchants sell 3x more than merchants on other platforms. They also realize a 50 percent reduction in Total Cost of Ownership. Sell more, save more, do it faster. That's the Magento Advantage. If you're interested in learning more about how Magento can help you drive more business, you can contact us at **_inquiries@magento.com_**. We look forward to discussing your commerce needs, with no strings attached.

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Miss out on Volume 1 in our SEO best practices series?
click here to download it now!

About Magento Commerce

Trusted by more than 250,000 businesses worldwide, Magento Commerce is the leading provider of open omnichannel innovation to retailers, brands and branded manufacturers across retail B2C and B2B industries. In addition to its flagship open source digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions empowering merchants to successfully integrate digital and physical shopping experiences.

With over $50B in gross merchandise volume transacted on the platform annually, Magento Commerce is the foremost provider to the Internet Retailer Top 1000 and the Internet Retailer B2B 300, counting more than double the clients to the next closest competitor.

Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at **_magento.com_**.