



SEO Best Practices for Commerce Product Pages

Volume 1

The page features several large, overlapping geometric shapes in shades of orange, grey, and dark grey, creating a modern, abstract background design.



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Introduction

Search engine optimization (SEO) can make or break any website, but it's critical for commerce sites that depend on attracting, converting, retaining, and delighting customers.

Optimizing SEO for your commerce website is more complicated than for a typical website. Your site may have hundreds or even thousands of product listings, so it's important to follow best practices to ensure your site performs at an optimum level.

Statistics Tell the Tale

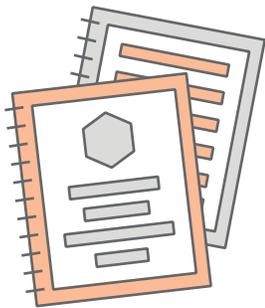
There's no room for error when it comes to SEO for your product pages. Especially when you consider that getting close to the top of Google search results simply isn't good enough. Ideally, you should be within the top three positions to significantly increase traffic. **Research** has shown that, on average, websites ranking on page one of a Google keyword search achieve an average click-through rate (CTR) of 71.3 percent. Pages two and three combined only get a CTR of 5.59 percent.



Even more eye-opening is the disparity between the top positions on page one. The number one ranked search result receives an average of 31.24 clicks, while number two drops by over half to 14.04 clicks. Sliding to the number five position on Google results in a CTR of just 5.50 percent. These statistics alone underscore the importance of spending the time and resources needed for your commerce website to win the SEO battle.

Analyze, Research, and Optimize

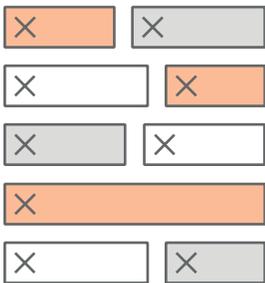
The secret to SEO success lies in analyzing data, researching keywords and competitors, and implementing the right changes to your site. Failing to do so guarantees that you won't rise to that coveted first position on page one of Google's results for your most prized keywords. Before you can ascend the Google rankings summit, you need to focus on three key areas:



1. SEO Audit

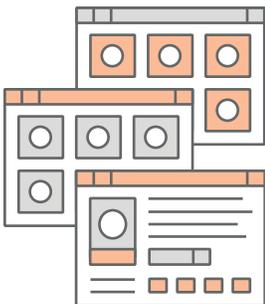
Start with a comprehensive audit of your website to identify SEO problems.

Analyze your entire site, paying particular attention to your product pages. They are where the most mistakes are found and are most vital to your website's performance. Use a tool like ***Screaming Frog*** to crawl your links, images, CSS, script, and apps to discover errors, duplicate content, redirects, missing tags, and other issues that impact your site's SEO.



2. Keyword Research

This is one of the most important pieces of the SEO puzzle. While targeting the wrong keywords will lead to low-quality traffic and weak sales, strategically using the right keywords on your product pages can result in attracting highly qualified consumers and achieving huge sales numbers. Perform keyword research with an eye on relevancy, search volume, and ranking difficulty. You want to choose long-tail keywords (more on these later) that are extremely relevant to your products, while having a high exact-match search volume and a low difficulty ranking compared to your competition.



3. Competitor Research

Review your competitors' sites to compile a list of keywords they use in their SEO strategy. Research those keywords and decide which to compete against. See who's providing your competition with quality inbound links, and consider reaching out to those sites yourself. Also, review the architecture of competing commerce sites—focusing on their product pages—for ideas on how to organize your navigation.

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.

[LEARN MORE](#)

For specific strategies to improve your product pages, [click here for Volume 2](#) in our SEO best practices series.

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](https://www.magento.com).