



E-Commerce SEO



Drive organic traffic to your online store

Preface

Among the many challenges faced by online retailers, search engine optimization (SEO) stands out as a key opportunity for growth.

SEO optimization is an art that involves knowing how search engines work, keeping up with trends, and creating engaging content. This guide is here to help you understand and apply ecommerce SEO. It covers everything from keyword research and on-page optimization to link building, providing you with essential knowledge to succeed.

It's designed for business owners, marketers, and anyone looking to improve their online store's visibility and performance. Let this guide be your trusted resource as you navigate the digital marketplace and ensure your store excels in the world of online retail.

Happy optimizing!



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What is search engine optimization or SEO?

Search engine optimization (SEO) is the practice of enhancing the visibility and discoverability of your website or online store when users search for your products or services on search engines like Google, Yahoo, and Bing, among others. SEO targets unpaid traffic (also known as “natural” or “organic” results) rather than direct traffic or paid traffic.

Why is SEO essential for an online store?

Increases organic traffic

SEO helps improve your website’s rankings on search engine results pages (SERPs), making it more likely for users to find your site when searching for relevant keywords. This increases the inflow of organic traffic, leading to higher engagement.

Higher organic conversions

Effective SEO targets relevant keywords and search terms, bringing in visitors who are already interested in your products or services, ensuring high conversion organically from your relevant target audience.

Improves the user experience

SEO involves optimizing site speed, mobile responsiveness, and the overall user experience, which not only benefits SEO but also enhances user satisfaction and retention. A well-optimized site provides a better user experience, thus increasing the overall conversion rate.

Builds brand awareness and credibility

Consistent high rankings increases your brand's visibility, making it more recognizable to potential customers. Appearing at the top of search results also enhances your credibility and authority, as users tend to trust sites that rank well.

Cost-effective marketing

Unlike paid advertising, which stops driving traffic once you stop paying, the effects of SEO are long-lasting. Once your site ranks well, it can continue to attract organic traffic without ongoing costs.

Competitive advantages

A strong SEO strategy helps you stay ahead of competitors in search engine rankings, ensuring potential customers find your online store first. SEO needs to be updated to match the latest trends and changes in search engine algorithms, allowing you to adjust your strategy and maintain a competitive edge.

Prerequisites for setting up an online store

- Register for a domain(.com, .org, .gov, etc.), using **WordPress, Webex, GoDaddy, or similar platforms**. Be sure to check if the domain is available for purchase.
- Sign up for tools like **Google Search Console and Google Analytics** using your domain credentials for keyword analysis, tracking, and indexing.
- Submit a **sitemap** to organize your site regarding what pages are associated with the website using webmaster tools.

Types of SEO

Based on the purpose and process, SEO is classified into four major types, as listed below.

S.no	Types of SEO	Definition
01	On-page SEO	On-page SEO is about making improvements directly on your website or online store to help it rank higher in search results. This includes optimizing content, using the right keywords, and making sure your online store is easy to navigate.
02	Technical SEO	Technical SEO is about optimizing the technical aspects of your online store to ensure it meets the requirements of search engines. This includes improving site speed, mobile-friendliness, site architecture, and ensuring your online store is easy for search engines to crawl and index.
03	Off-page SEO	Off-page SEO involves actions taken outside of your online store to improve its ranking in search results. This includes getting backlinks from other websites, social media marketing, and online reputation management.
04	Local SEO	Local SEO is a process of optimizing pages to rank high in organic search for businesses in a specific locality. This involves getting listed in local directories with the right contact details and business times, and using suitable keywords for the local demographics.

On-page SEO

Conduct keyword research

Keywords are common phrases that people who browse online use to search for a particular product or service. Keywords are the most important component in SEO, as they determine your page ranking in SERPs.

Here's a simple breakdown of how you can conduct your keyword research and implementation.

Understand your audience

Determine your goals for keyword research, such as increasing traffic, generating leads, or boosting sales. For instance, if you run a health-based online store with a fitness blog to promote your products, your target audience might be health enthusiasts looking for workout tips. Understand their needs and how they search for information online, using keywords like "best home workouts," "nutrition tips," or "yoga for beginners."

Identify seed keywords

Start by thinking about broad topics related to your business or industry. For example, if you run an online bookstore, topics might include "books," "literature," and "reading." Use these topics to generate a list of seed keywords such as "buy books online," "best novels," and "children's books." These basic terms will describe your products or services and form the foundation of your SEO strategy.



Use keyword research tools

Use a free tool like Google Keyword Planner that provides keyword ideas and search volume statistics. Consider using tools like Ahrefs, Semrush, or Moz Keyword Explorer for more comprehensive data.

Analyze the keywords

- **Search volume:** Look at the average number of searches per month for each keyword to gauge popularity.
- **Competition:** Assess how difficult it would be to rank for each keyword by looking at the competition level
- **Relevance:** Ensure the keywords are relevant to your business and target audience.

Check for keyword trends

Use tools like Google trends to see how the popularity of your keywords has changed over time. Identify any seasonal trends that might affect keyword performance.



Analyze competitor keywords

Identify websites that rank highly for your seed keywords. Use tools like Ahrefs, Semrush, or SpyFu to see for which keywords your competitors are ranking.

Group and prioritize keywords

Group similar keywords together based on intent or topic. For example, if you have an online clothing store, group keywords like “summer dresses,” “casual dresses,” and “formal dresses” under a single category. Map out which keywords to target on specific pages of your website. Identify quick-win keywords such as “affordable summer dresses” and long-term strategy keywords like “high-end formal dresses.”

Keyword placement

Finalize your set of keywords and place them thoughtfully throughout your online store. For example, if your main keyword is “organic skincare,” include it in titles, headings, and subheadings. Use it in paragraphs, product descriptions, image file names, and alt text. Incorporate it into meta descriptions and URLs. Use variations like “natural skincare products” and “organic beauty” to enhance relevance and coverage.

Monitor and readjust

Use tools like Google Analytics and Google Search Console to track the performance of your chosen keywords. For example, if “organic skincare” is not driving enough traffic, but “natural skincare products” is performing well, adjust your strategy to focus more on high-performing keywords. Continuously refine your approach based on data to improve results over time.

URL for the webpage

A URL, or uniform resource locator, serves as the web address for your online store, allowing users to access your ecommerce webpages on the internet. To optimize user experience and SEO, follow these best practices for writing URLs.

- **Simplicity and readability:** Keep URLs simple, readable, and easy to understand.
- **Keyword inclusion:** Include main keywords closer to the domain in the URL structure.
- **Hyphens:** Use hyphens to separate words for clarity (for example, /organic-skincare-products).
- **Avoid special characters:** Exclude numbers, special characters, and stop words from URLs.



- **Structure:** Organize URLs as the domain, followed by the main category, followed by the specific product or page.
- **Length:** Aim for URLs under 100 characters to avoid truncation in search results.
- **Avoid trailing slash:** URLs with a slash at the end may cause loading issues for the page.

Here's an example for URL in the SERP

C <https://www.cosmeticstore.com>>footcare>>tools>>pedicure>

★★★★★ Rating 5 - 8 Reviews ₹ 2,134/- In stock

Shop footcare tools for clean and healthy feet.

Cosmetic Store provides a wide range of pedicure tools suited to the intensity of the hardness of your skin. Use regularly to keep your feet free from cracks.

Get a tool kit with:

1. Nail cutter
2. Filer
3. Nail polish
4. Scrubber
5. Pumice stone

Formulate title tags

Title tags are the clickable blue links that appear in SERPs. They convey the essence of the page to users and search engines alike. Here are some tips on creating title tags.

- **Length:** Keep title tags between 50 and 60 characters.
- **Keyword inclusion:** Include main keywords to indicate page relevance.characters.
- **Readability:** Ensure titles are easily readable and accurately describe the page content.
- **Compelling:** Craft titles that are engaging and encourage users to click through to the page.

Here is what a title tag for pedicure tools can look like:

C <https://www.cosmeticstore.com>>footcare>>tools>>pedicure>

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Structure heading tags

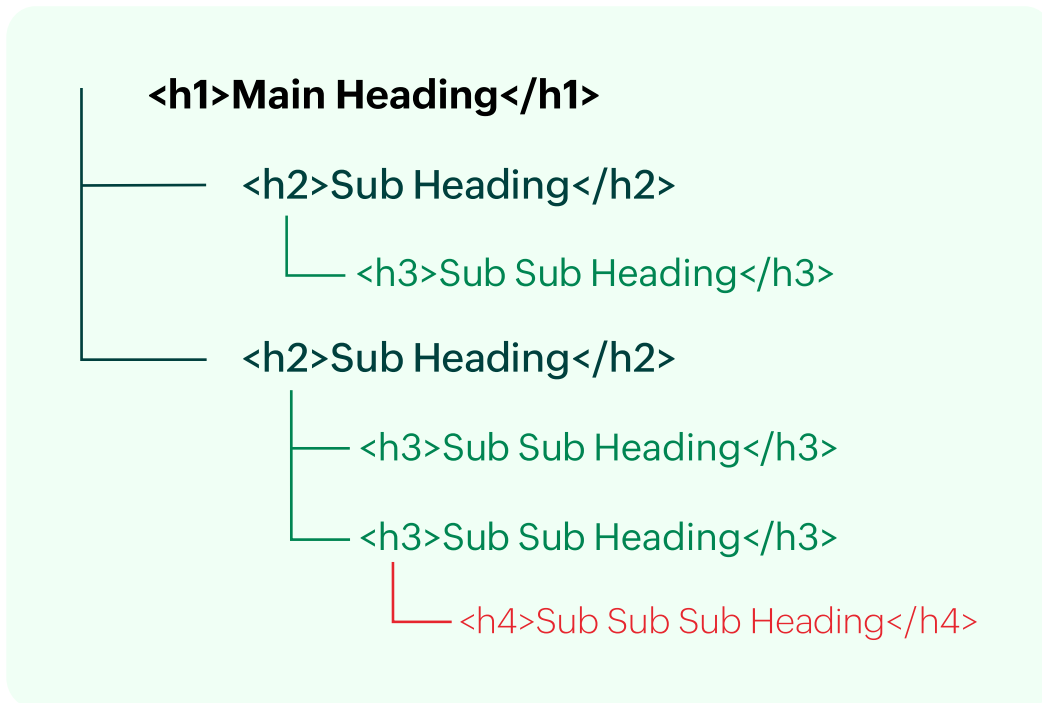
Heading tags are HTML elements used to define the headings of a webpage. They range from `<h1>` to `<h6>`, with `<h1>` being the most important and `<h6>` being the least important. They help organize content, making it easier for users to read and for search engines to understand the structure of your page.

Main heading tag (H1)

- Should contain the main keyword and must be relevant to the content.
- It is best to have only one H1 tag.
- Should be 20 to 70 characters in length.

Subheadings (H2–H6)

- When the content of the page exceeds 300 words, it is recommended to include subheadings for better readability. Subheadings add a hierarchy and structure to the text.
- Ensure all subheadings contain key phrases. Key phrases are added to headings and subheadings to help search engines understand what topic the page is covering so they rank the page better.
- The recommended length of headings and subheadings is between 10 and 50 characters.



Add a meta description

Meta descriptions are concise summaries that appear below the title and URL in SERPs. They provide users with a preview of the ecommerce webpage's content.

- **Compelling content:** Meta descriptions should be compelling, encouraging users to click through to the page.
- **Keyword inclusion:** Include main keywords to indicate page relevance.
- **Character limit:** While there is no strict character limit, best practice suggests keeping meta descriptions under 160 characters for optimal display in SERPs.

Here is how a meta description would look like in an SERP

C <https://www.cosmeticstore.com>>footcare>>tools>>pedicure>

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Navigate with breadcrumbs

Breadcrumbs play a crucial role on ecommerce websites by providing clear navigational paths and enhancing the user experience.

- **Navigation clarity:** They allow users to navigate seamlessly between categories and products, guiding them back to the homepage or other sections of the site easily.

- **Contextual Understanding:** Breadcrumbs visually represent the hierarchical structure of the website from the homepage down to specific landing pages. This helps both users and search engines understand the relationships between different pages and their relevance.
- **Types of breadcrumbs:** There are several types of breadcrumbs based on user experience needs.
 - **Hierarchy-based:** There are several types of breadcrumbs based on user experience needs.
 - **Attribute-based:** Structured around product attributes like size, color, or type (Home > Dress > Kids > Color > Size).
 - **History-based:** Includes previous pages visited, offering a historical view of user navigation (Back to search results > Home > Clothes > Shirts).

Here are detailed best practices for implementing breadcrumbs on ecommerce websites.

- **Hierarchy:** Reflect the site's structure from broad categories to specific pages (Home > Category > Subcategory > Product)

- **Limit categories:** Use up to four categories for clarity.
- **Clear symbols:** Separate elements with symbols like ">", "/", or "|" for visual clarity.
- **Descriptive text:** Avoid generic terms; use descriptive, keyword-rich text.
- **Keyword optimization:** Incorporate relevant keywords for SEO benefits.
- **Concise and clear:** Keep text short and easy to understand.
- **Test for usability:** Ensure breadcrumbs are clickable and intuitive for navigation.
- **Responsive design:** Ensure breadcrumbs display well on all devices.
- **Accessibility:** Ensure breadcrumbs are accessible to all users.
- **Monitor and update:** Regularly review and update breadcrumbs based on site changes and user feedback.

Looking again at the pedicure tools example, here, the breadcrumb trail is highlighted within the URL.

C <https://www.cosmeticstore.com>>footcare>>tools>>pedicure>

★★★★★ Rating 5 - 8 Reviews ₹ 2,134/- In stock

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Embed schema markup

Schema markups are codes that enhance search engine results by providing additional details like product information, reviews, and FAQs in rich snippets on SERPs:

- A product schema can display prices, availability, ratings, and images.

- A ratings schema helps users decide on a purchase based on reviews as early as possible.
- An FAQ schema will include frequently asked questions and answers.
- Validate schema markups with Google structured data testing tool or a Rich Results Test.
- Check its performance after implementing a schema markup.

You can generate schema codes yourself with schema generators available online. Just enter your schema type as inputs and get the schema codes generated.

A few schema generator tools you can try are:

- Merkle Schema Markup Generator
- RankRanger's Schema Markup Generator

Here are things to do when implementing a schema markup.

1) Include required properties: Refer to Schema.org documentation to include all necessary properties for the chosen schema type.

2) Validation: Validate the schema markup to ensure it's displayed correctly and fix any errors using Google's tools.



The pedicure tools example here shows how a properly implemented schema markup will look:

C <https://www.cosmeticstore.com>>footcare>>tools>>pedicure>

★★★★★ Rating 5 - 8 Reviews ₹ 2,134/- In stock

Shop footcare tools for clean and healthy feet.

Cosmetic Store provides a wide range of pedicure tools suited to the intensity of the hardness of your skin. Use regularly to keep your feet free from cracks.

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Is there any age limit for using the tools? ▾

Will there be any instructions on how to use the tools? ▾

Upload webpage and product images

Adding images to pages improves the visual impact, making users engage longer. They also help search engines rank the page higher.

- Follow recommended sizes in pixels for regular uploads and zoomed in views specific to the ecommerce platform chosen.
- Choose suitable file formats such as WebP, JPG, PNG, GIF, TIFF, or BMP file formats.
- Compress images, retaining the quality. Use loss or lossless compression tools.
- Image file names should contain keywords that are short and crisp. Numbers and special characters need not be used.
- Alt texts help visually impaired and search engine bots understand image content and pop up on the page when images fail to load. You can add keywords if they're relevant to the image, which helps in ranking as well.

Look for the recommended image specifications given below (for Zoho Commerce):

Type	Desktop	Mobile	Aspect Ratio
Hero Slider	1280 * 720px	360 * 200px	16:9
Full Screen by image	2560 * 1400px	360 * 640px	16:9
Product image (Square)	1400 * 1400px	NA	1:1
Product image (portrait)	1000 * 1400px	NA	2:3
Banner Image	1200 * 400px	360 * 200px	3:1
Favicon	16 * 16px	16 * 16px	1:1

Incorporate videos

Videos have an edge over images as they are more conversational and enhance the user experience and engagement time. Customer testimonial videos add brand value to your page. Pages with multimedia align with Google algorithms and help the page rank better.

- Incorporate relevant keywords in the title, description, and tags of the video.
- Place videos on relevant product pages and landing pages.
- Create appropriate thumbnails that would represent the content.
- Use the best transcriptions so the content is well represented for the search engine to recommend the page for better ranking.
- Compress videos so loading is smooth and fast.
- Videos must be optimized for mobile viewing.
- Track and monitor performance periodically, aligning to Google algorithms.

Include infographics

Infographics are a graphical representation of any transaction or business process that helps gain insights. Infographics capture the attention of users effectively and add an information layer to your webpage.



- Infographics must be clear and visually appealing.
- Incorporate keywords in the title, description, and alt texts of your infographic.
- Adhere to image specifications and file formats as mentioned in the images section.
- Use embed codes to include infographics in the website.
- Include keywords in file names and format them suitably for fast loading.
- Include CTAs to further redirect to relevant pages to increase engagement rates.

Mobile-friendly SEO optimization

E-commerce sales have seen a steep rise over the years, and the major contribution is through users ordering with mobile phones. Hence, mobile optimization now serves as a crucial part of SEO, so ensure the following is in place.



- **Mobile responsive design:** Check if the desktop version is also responsive to all devices for clear viewing on mobile phones, tablets, and other devices.
- **Mobile-friendly navigation:** Ensure screen optimization for smooth navigation using hamburger menus or accordion menus.
- **Device compatibility:** Ensure the page automatically adjusts to the size of the given screen for smooth viewing across all devices (desktops, mobile phones, smart phones, and tablets) for a seamless user experience.
- **Page speed optimization:** Check if the page load speed is optimized by compressing images, videos, and infographics suitably and check other technical considerations (CSS, Java script files) for smooth loading.
- **Touch screen compatibility:** Touch screen friendly operation should be ensured for easy and smooth navigation by touching the screen.
- **Ensure readability:** Ensure content formatting so the fonts are clearly visible on screens of all sizes.
- **Optimizing images, videos, and forms:** Ensure images and videos can be viewed as clearly as on desktops. Forms can be designed in such a way that all input boxes are clearly visible.

Other essential webpages for an online store

About Us page:

This is the most important page that gives a broad outline about your business, brand, mission, workforce, work culture, and service network.

Product page:

Each product should have a specific landing page with all details of the product, product specifications, images, price, and availability.

Category page:

Group products into categories based on commonly searched attributes for the best user experience.

Cart page:

This is where products that customers plan to buy will be listed. They can add items to the cart, edit or delete items, apply offers, and check out.

Checkout page:

Consisting of details related to a completed cart, it'll show the product list, price, shipping details, payment summary, payment options, and order placement details.

Contact US page:

This page displays all contact details for your business like contact number, address, and e-mail for support, products, and order-related inquiries.

Privacy Policy page:

Display your privacy policy here to provide assurance about data privacy and security to users so that credibility and trust is established.

Trems and Condition

All clauses about the business, transactions, and shipping are to be included along with return policies for full transparency.

Customer Review and testimonial

It is important to collect customer reviews and publish them on a dedicated page. This will be the best way to build trust among your target audience.



Technical SEO

These technical SEO practices ensure your website is optimized for search engines, providing a positive user experience and improving its visibility and rankings in search results.

Page speed and mobile optimization

- **Page loading speed:** Ensure your web pages load quickly, as this is a critical factor in search engine rankings. Use tools like Google's PageSpeed Insights to identify areas for improvement and implement suggestions.
- **Mobile-friendly design:** Optimize your website to be mobile-friendly, providing a seamless user experience across different devices. Use Google's Mobile-Friendly Test to ensure compatibility and usability on mobile devices.

Secure an HTTPS domain

- **HTTPS for security:** Use HTTPS (Hypertext Transfer Protocol Secure) domains to encrypt data exchanged between users and your website. This ensures sensitive information like login credentials and payment details are secure. SSL certification is required for HTTPS domains.



- **Google's trust factor:** Google considers HTTPS domains more trustworthy, leading to higher rankings. This is especially important for ecommerce sites and pages handling sensitive information.

Broken links and indexing

- **Check for broken links:** Regularly check for broken links on your website, as they can hinder search engine bots from crawling and indexing your pages.
- **Indexing issues:** Ensure all relevant pages are indexed and accessible to search engines. Redirect obsolete or inactive pages to related active pages to maintain a smooth user experience and improve rankings.

Optimized anchor text

- **Keyword-specific anchor text:** Use anchor text with clickable links that are keyword-specific and relevant to the content of the linked page.
- **Enhanced user engagement:** SEO-friendly anchor text not only helps in ranking but also enhances user engagement by providing relevant links within the content.

- **Guidelines for anchor text:** Keep anchor text concise (two to four words), natural, and in line with the content. Avoid generic text and ensure it flows seamlessly within the content.

Fixing Duplicate content

- **Avoid duplicate content:** Create unique content and avoid duplicating descriptions, especially for products. Writing original descriptions prevents confusion for search engines and improves rankings.
- **Canonical URLs:** When duplicate content is unavoidable, use the rel="canonical" tag in the HTML head section of one of the pages to specify the preferred URL for search engines.

When there are two urls for the same content like:

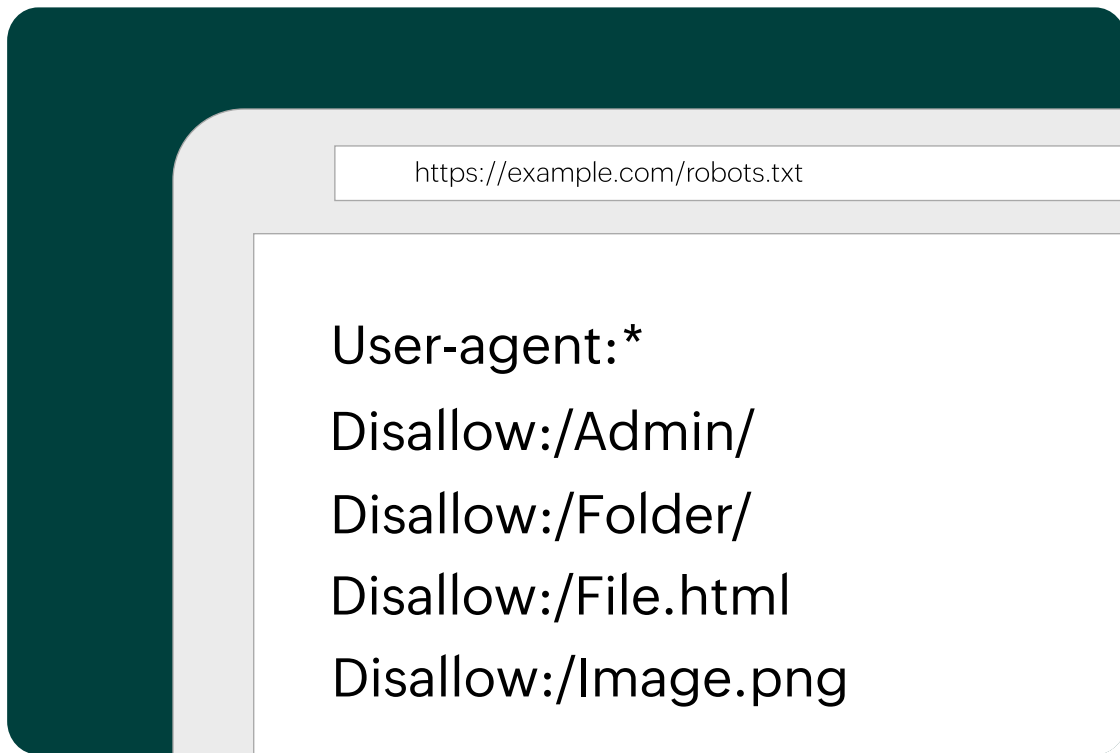
<https://demo.com/> preferred URL (This needs to be the primary or canonical URL.)

<https://demo.com/>alternate URL

then the code will be:

<https://demo.com/> preferred URL (This needs to be the primary or canonical URL.)

- **Analyze ranking:** Conduct a detailed survey or analysis to understand the order of ranking of similar content pages.
- **Block indexing unwanted pages:**
 - When certain pages are to be blocked from indexing and crawling due to duplication issues between pages carrying similar content, pages containing privacy information, weak content like “Thank you” pages, landing pages for ads, or pages that are required to be live for shorter periods of time, use robot.txt files.
 - A robot.txt file extension helps decide on crawling preferences of specified pages in your website to curb excessive traffic to your site and duplicate pages.
 - Use block index, no index, or password protect to crawl specific pages.



By block indexing pages, organic ranking improves as search engines do not identify pages that do not directly contribute to the user experience.

Global navigation menu

Optimize navigation: Design an efficient global navigation menu that allows users to access important pages instantly. Consider single navigation links for accessing all live links or double navigation links for primary and secondary links based on user convenience and ease of navigation.

Off-Page SEO

Off-page SEO is the process of SEO optimization after the webpage has been hosted. This improves the credibility and reputation of the website as it involves promotion of the webpage through external sources.

Backlink building

- **Understanding backlinks:** Backlinks are links from other websites that direct users to your site. They are crucial for SEO as search engines consider them as votes of confidence in your content.
- **Quality over quantity:** Focus on obtaining backlinks from reputable and relevant websites. The quality and relevance of backlinks are more important than the number of them.
- **Backlink analysis tools:** Use tools like Ahrefs, Moz's Link Explorer, and Semrush to analyze your competitors' backlink profiles. This helps identify potential link opportunities and understand what types of content attract quality backlinks.
- **Guest posting:** Writing guest posts for external websites is an effective way to earn backlinks. Ensure the websites you contribute to are authoritative and relevant to your niche.

- **Collaborate with influencers:** Writing guest posts for external websites is an effective way to earn backlinks. Ensure the websites you contribute to are authoritative and relevant to your niche.
- **Backlink outreach:** Actively reach out to website owners, bloggers, and journalists who may be interested in featuring your content and linking back to your site.
- **Monitoring and conversion of unlinked mentions:** Use tools like Screaming Frog to track unlinked brand mentions and convert them into backlinks by reaching out to the publishers and requesting link placements.

Securing press coverage

- **Press releases:** Distribute press releases about important company announcements, events, or achievements to attract media attention and gain backlinks from news sources.
- **Competitions and awards:** Participate in industry competitions and awards programs to gain recognition and coverage from relevant publications.

- **Social causes and CSR initiatives:** Engage in social causes and corporate social responsibility (CSR) initiatives, which can attract media coverage and backlinks from organizations and news outlets.
- **Content creation platforms:** Use platforms like Help a Reporter Out (HARO) to connect with journalists and contribute expert insights, earning backlinks in return.
- **Product reviews and samples:** Provide samples of your products to influencers, bloggers, and journalists for review and mention, which can result in backlinks and increased visibility.
- **Reclaiming brand mentions:** Identify instances where your brand is mentioned but not linked to your website. Reach out to the publishers or organizations to request backlinks for enhanced visibility and SEO benefits.

Implementing these off-page SEO strategies can help improve your website's authority, visibility, and rankings in SERPs.

Local SEO

By optimizing your online presence with tools like Google My Business and focusing on location-specific keywords and content, you can boost visibility and connect with potential customers in your area.

Google My Business (GMB) optimization

- **Sign up with accurate business data:** Create a Google My Business (GMB) listing with complete and accurate business information, including business name, category, address, and contact details.
- **Upload high-quality images:** Add clear and attractive images of your business, products, and services to enhance your GMB profile
- **Set up a Contact Us page:** Ensure your website has a Contact Us page with accurate shopping hours and contact information that matches your GMB listing.
- **Optimize for local keywords:** Use location-specific keywords in your website's title, description, headings, and content to target users searching for businesses in your locality.
- **Implement schema markups:** Use schema markups to provide search engines with structured data about your business, making it easier for them to display relevant information in search results.

- **Create location-specific content:** Develop location-specific landing pages or content that caters to the needs and interests of customers in specific locations.
- **Track performance and updates:** Monitor the performance of your local SEO efforts, update your GMB listing and website periodically, and stay informed about Google algorithm updates to maintain and improve visibility and authenticity.

Web directory listings

- **List on major directories:** Submit your business website to popular web directories such as Facebook, Apple Maps, LinkedIn Company Directory, Bing, and other relevant directories.
- **Ensure consistency:** Ensure your business information (name, address, phone number, website URL) is consistent across all directory listings for credibility and visibility.
- **Optimize listings:** Optimize your directory listings with detailed business descriptions, relevant categories, and high-quality images to attract and engage potential customers.
- **Target different locations:** If targeting multiple locations, create location-specific landing pages or content tailored to the needs and preferences of customers in each location.

Suggested SEO tools

S.no	Application	Tools	Free/Paid
01	Indexing, crawling, ranking, and performance reports	Google Search Console	Free
02	Website traffic, user engagement, and performance insight	Google Analytics	Free
03	Keyword research	Semrush	Free/Paid
		Google's keyword planner	Free
		Ahrefs	Free
04	Broken links and duplicate content	Screaming Frog	Free/Paid
05	General SEO issues	Semrush	Free/Paid
		Google's keyword planner	Free
		Ahrefs	Free
06	Checking rank	Semrush	Free/Paid

Suggested SEO tools

S.no	Application	Tools	Free/Paid
06	Checking rank	Ahrefs	Free
		Moz	Free
07	Content readability and meta tags	Yoast	Paid
		Surfer	Free
08	Backlink analysis	Ahrefs	Free
		Semrush	Free/Paid
		Majestic SEO	Free/Paid
09	Loading speed	Google PageSpeed Insights	Free
10	Mobile friendliness	Google's mobile-friendly test	Free
11	Competitor analysis	Semrush	Free/Paid
		Ahrefs	Free
		SpyFu	Paid

Suggested SEO tools

S.no	Application	Tools	Free/Paid
12	Schema check	Google's structured data testing tool	Free
13	Schema generation	Schema.org generator	Free
14	Local SEO	Google My Business	Free
15	Local SEO audit	BrightLocal	Paid
16	Competitor analysis	Pitchbox	Paid
		Buzz stream	Paid
		Disavow	Free

Download Ecommerce SEO Checklists



Conclusion

We hope you found this SEO guide for ecommerce both practical and empowering. By applying these strategies—like keyword optimization and structured data markups—you're well on your way to boosting your site's visibility and driving more traffic.

Remember, SEO is a journey of continuous improvement. Stay engaged, stay informed, and watch your efforts payoff with increased traffic and sales.

For personalized guidance on optimizing your ecommerce presence with Zoho Commerce, reach out to us at support@zohocommerce.com. We're here to support your journey to success in ecommerce.

Happy optimizing!
The Zoho Commerce Team

