

SALSIFY | Guide

# BOOST PRODUCT DISCOVERY WITH AN **ECOMMERCE SEO STRATEGY**

# HOW TO GET TO THE TOP OF THE SEARCH RESULTS — **AND HELP SHOPPERS FIND YOUR BRAND**

## **WHAT'S INSIDE?**

- Are You Buried in the Search Results?
- Ecommerce SEO Crash Course
- How to Build an Ecommerce SEO Strategy
  - **Step 1:** Establish Ecommerce SEO Goals
  - **Step 2:** Take Action With Ecommerce SEO Insights
  - **Step 3:** Establish a Streamlined Optimization and Activation Process
  - **Step 4:** Ensure Engaging Content Experiences
- Find Success at the Top of the Search Results

## ARE YOU BURIED IN THE **SEARCH RESULTS?**

Where's the best place to hide a dead body? On page two of the search results. It's an old joke in the industry, but it does speak to a hard truth about ecommerce. If your brand is buried in the search results, the chances of customers finding your product — let alone purchasing it — are slim.

Every minute, thousands of items are sold on Amazon alone, and behind these buys are shoppers who started their shopping journey by typing in a few simple keywords.

For brands across industries, making it to the top of the search results can be challenging. But by establishing an ecommerce search engine optimization (SEO) strategy, you can improve product discovery, gain critical market share, and increase conversion and sales.

## ECOMMERCE **SEO CRASH COURSE**

Ecommerce SEO helps brand manufacturers rank higher within search results. Similar to traditional SEO, the foundation of a robust strategy relies on updating pages to improve discoverability for relevant searches.

If a customer is searching for granola bars on Amazon, for example, they will see over 2,000 results — minimizing the chances for most brands to appear at the top of the search results.

But most shoppers use descriptive search terms, which can be leveraged with ecommerce SEO to rank higher within the search results. Adding in relevant keyword phrases like “vegan” and “gluten-free,” for example, halves the results and pushes other brands to the top of the page.

“Where's the best place to hide a dead body? On page two of the search results.”

## HOW TO BUILD AN **ECOMMERCE SEO STRATEGY**

A strong ecommerce SEO strategy requires four critical steps to both measure and meet success: establishing clear goals, gaining insights, developing a streamlined update process, and ensuring easy access to engaging content experiences.

### **STEP 1: ESTABLISH COMMERCE SEO GOALS**

Finding success starts with defining success. As with any winning strategy, establishing clear goals at the start can help ecommerce teams stay focused. From the development and publication of product content to review and optimization, having clear SEO goals will keep teams aligned and offer clear markers for improvement and success.

When setting goals for ecommerce, conversion and sales are often the most important metrics for ecommerce teams, but consider how other measurement areas could help with meeting goals.

Improving share of search (i.e., the percentage of the search results featuring a specific brand), for example, could help teams increase brand presence and gain a tactical advantage over their competitors.

### **STEP 2: TAKE ACTION WITH ECOMMERCE SEO INSIGHTS**

Without clear insights into ecommerce performance, brands lack the information needed to make decisions. Without insights, every step is taken in the dark. Implementing an ecommerce analytics dashboard, such as Salsify Insights, could help your brand gain a holistic view of product performance to develop data-based strategies.

Using machine learning technology, the Salsify SEO Report creates keyword suggestions for Amazon product pages. Using these suggestions, brands can help their products rank higher in search — without the need for manual, time-consuming keyword research. It also highlights how competitors are using keywords within their product pages, helping brands gain a competitive advantage.

If a brand was selling men's sneakers, for example, the Salsify SEO report might suggest, "training sneakers" or "running shoes" to boost search ranking and capture new customers.

The Salsify Share of Search Report also identifies all relevant search terms and calculates a brand's percentage, or "share," of the search results compared to the competition. Sometimes, competitors aren't outselling a brand based on quality or price, but because they've made their products easier for shoppers to find.

For teams using a manual process, keyword research is critical. Rob Gonzalez, co-founder and chief marketing officer at Salsify, suggests asking the following questions to identify top-performing ecommerce keywords:

- **What terms are buyers using in reviews?**
- **What are the high-performing keywords in paid campaigns?**
- **Which keywords drive organic search to product pages currently?**



### STEP 3: ESTABLISH A STREAMLINED OPTIMIZATION AND ACTIVATION PROCESS

Brands are familiar with managing a wide range of retail content requirements. From site to site, each retailer wants their shopping experiences to be unique, which requires brands to update and adapt content to fit each channel.

For ecommerce teams without a streamlined activation solution, this process is time-consuming and limits the team's ability to make the regular updates needed for a robust SEO strategy.

Salsify Activation helps brands maintain multiple versions of their product content — each one unique to the retailer — and easily update product content across these channels. This means brands can regularly implement SEO updates to ensure continual optimization.

Optimization is the key to success for leading brands. Using a streamlined activation solution, brands can regularly review and update product pages to improve search rank. The cadence and frequency of this process depends on your team's bandwidth, but reviewing the monthly Salsify Share of Search and SEO reports is an excellent place to start.

### STEP 4: ENSURE ENGAGING CONTENT EXPERIENCES

Good content is the root of every top-performing SEO strategy, and ecommerce is no exception. The SEO journey doesn't end once a product page has been updated with relevant search terms and published to a retailer site like Amazon. Shoppers want engaging content experiences, and providing useful and compelling product content helps them experience — not just view — products.

Salsify Enhanced Content helps brands create these engaging online experiences for shoppers. Brands using enhanced content have seen up to a 10% increase in conversion across categories, according to Salsify internal data.

Enhanced content includes image galleries, graphics, comparison charts, videos, downloadable PDFs, and more. These multimedia elements help to bring a product page alive and provide the information buyers need to make final buying decisions. This content is essential for a strong SEO strategy, as it helps avoid drop-off and helps you better connect with shoppers.

## **FIND SUCCESS** AT THE TOP OF THE SEARCH RESULTS

How many of your products will be part of the list of the thousands of products purchased every minute? With clear goals, a streamlined launch and optimization process, and a focus on quality content, your brand can find success on the digital shelf.



**It's time to get started on your product page strategy.**  
Request a guided demo of Salsify Commerce Experience Management (CommerceXM) to see how it could help you advance your product page strategy and build the best product experiences.

**Request Demo**