

SEO for eCommerce Sites – Getting Started

Description

Getting started with SEO for ecommerce can be a complex process, but by focusing on a few key areas you can make a big impact on your website's visibility and search engine rankings. Here are the key steps to getting started with SEO for ecommerce:

1. On-page optimisation:

- Start by conducting a thorough audit of your website to identify any technical SEO issues that could be holding you back.
- Make sure your website is mobile-friendly and has a fast loading speed.
- Ensure your website has a clear and logical structure, with descriptive and keyword-rich URLs, page titles, and meta descriptions.
- Include internal linking to help search engines understand the relationships between pages on your website.
- Use header tags to structure your content and make it easier for search engines to understand.

2. Content planning:

- Research keywords related to your products and services to identify the terms your target audience is searching for.
- Use those keywords in your content to make it relevant to both search engines and your customers.
- Aim to create high-quality, in-depth, and original content that is regularly updated and provides value to your audience.
- Don't forget about product descriptions, as these can also play a significant role in helping you rank for relevant keywords.

3. Link building:

- Focus on building high-quality, relevant backlinks from other websites to yours.
- Reach out to other websites in your niche to see if they would be willing to link to your site, either through guest blogging or link exchanges.
- Use social media to promote your content and encourage others to share it, helping to build links and increase your visibility.

These three key areas form the foundation of SEO for ecommerce and by focusing on these, you can make a big impact on your website's visibility and search engine rankings. It's important to remember that SEO is a long-term strategy and you will need to continually monitor and adjust your approach to stay ahead of the competition. Good luck!

Date Created

February 8, 2023

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