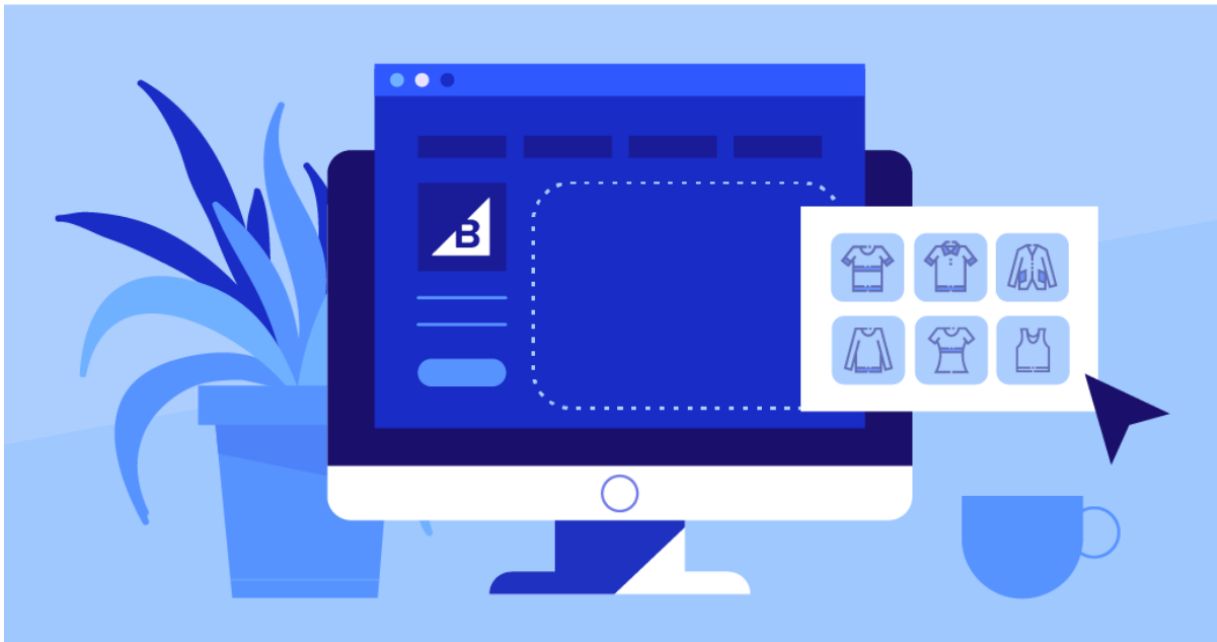


# Ecommerce SEO in 2026 (Increase Your Organic Traffic)



There's no doubt about it.

The landscape of SEO is changing; where traditional search engine optimisation relied on having an ever-growing list of blue links, a seismic shift is taking place, to an immersive, AI-driven experience.

SEO for ecommerce sites must now take into account not only traditional Organic Search, but Answer Engine Optimisation (AEO) and [Generative Engine Optimisation \(GEO\)](#) as well. In fact, it's estimated that [56% of marketers](#) are already using generative AI in their SEO workflows.

With AI Overviews (formerly SGE), ChatGPT, and Perplexity providing direct answers, up to 60% of searches are predicted to become "zero-click" by 2027.

This change from traditional click-through rates being the priority for SEO isn't the only shift; search results pages are increasingly dominated by paid ads, which appear alongside or above AI-

generated content, further restricting organic visibility for many ecommerce businesses.

## What is ecommerce SEO?

Ecommerce SEO transforms how online stores appear in search results, bringing more unpaid visitors to your website. Various elements need careful optimisation, from [product listings](#) to [technical setup](#), which helps your store rank higher on search engines like Google and Bing.

Strategically [placing keywords](#) throughout your product titles, [descriptions](#), and URL structure allows search engines to better understand what you're selling. Each algorithm uses different factors when deciding which websites deserve top positions for specific search terms.

Technical aspects play a crucial role in this process. Fast-loading pages, mobile-friendly designs, and secure connections give your store advantages over competitors who neglect these details.

Content creation serves as the backbone of effective ecommerce strategies. Your [target audience](#) searches for helpful information before purchasing, not just product specifications. Buying guides, detailed blog posts, and comprehensive descriptions establish your expertise while attracting potential customers.

High-quality product images also contribute significantly to both user experience and search visibility. Fast-loading visual elements that maintain clarity can reduce bounce rates and increase the time visitors spend exploring your merchandise.

As AI-driven discovery becomes more available and used online, it's more important than ever to structure your product data in a way that's not only readable by humans, but large language models (LLMs) and AI.

[Conversational discovery and AI-led shopping](#) is quickly becoming the new norm; as such, SEO for ecommerce sites should take this into account when creating their strategy (and adjust the content they have before they lose ranking online).

In 2025, [U.S. spending](#) on search advertising within generative artificial intelligence (gen AI) platforms — as well as with AI-powered search summaries — was estimated at \$1 billion. According to the projection, the expenditure could grow to nearly [\\$26 billion by the end of 2029](#).

## Ecommerce SEO: What you need to know

Robust optimisation of your online store starts with carefully chosen keywords, which helps your website climb higher in search engine rankings. This visibility boost attracts more unpaid traffic because shoppers typically click links at the top. According to [research](#), approximately 75% of

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users never scroll past the first page of search results, highlighting why prominent placement matters so much.

Customers generally view websites in natural search results as more reliable than paid ads, believing these listings earned their positions through quality rather than advertising dollars. Your conversion rates may increase when visitors arrive through organic channels. This perception of trustworthiness often leads to higher engagement from potential buyers browsing your [digital storefront](#).

Understanding the cost differences between strategies is essential for beginners learning about digital marketing. Pay-per-click (PPC) campaigns deliver quick visibility but require constant financial investment. SEO demands upfront work yet provides lasting advantages without needing continuous spending. After achieving strong positions naturally, maintaining them becomes less expensive over time, reducing dependency on ads.

Blog [content serves as a foundation](#) for creating a durable online presence. While ads stop delivering visitors once funding ends, effective SEO builds lasting traffic sources. Quality articles and improved user experiences contribute significantly to maintaining favourable positions in search engines. These enhancements help sustain continuous SEO growth and [drive traffic to your ecommerce store](#).

Now with the introduction of AEO, GEO, and AI-generated advertisements, SEO for [ecommerce businesses](#) must now take into account data structure when writing product descriptions for every channel they wish to take part in. [Data feed management](#) is a good starting point, which includes optimising listings to perform better on different channels, sending and receiving accurate data from each channel, and updating inventory on external sites.

## On-page SEO strategies

Optimising web page elements lies at the heart of on-page SEO, including titles, meta descriptions, content, and images. These all play crucial roles in boosting search rankings, [click-through rates](#), and visitor experience.

Ecommerce businesses benefit when their product and category pages become easily discoverable through effective on-page techniques, resulting in traffic growth and higher conversion rates. Think of every well-crafted keyword and piece of quality content as an investment in your SEO; serving dual purposes by meeting both user needs and search engine requirements.

Several factors influence how search engines evaluate your pages. Relevant keyword placement, proper heading structure, [mobile responsiveness](#), and page loading speed contribute

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significantly to your overall ranking potential. User engagement metrics further signal to algorithms whether visitors value what you offer.

## Conducting ecommerce keyword research.

Effective [keyword research](#) is essential for aligning your ecommerce SEO strategy with return on investment (ROI) and buyer intent. Targeting the *right* keywords and topics ensures that your website [attracts qualified traffic](#), i.e., visitors searching for your products who are ready to buy.

### 1. Build a keyword matrix to organise SEO efforts.

Successful keyword selection involves more than assessing keyword difficulty and search volume. For instance, optimising product pages for keywords with transactional intent, including terms like "buy" or "order," can lead to higher conversions as these users are prepared to purchase. Conversely, informational keywords — like "how to choose" or "best" — may attract users in the research phase, requiring different content strategies to nurture them toward a buying decision.

A keyword matrix helps you organise content, capture search intent, and [identify relevant keyword ideas and topics](#) that resonate with customers.

### 2. Use Amazon to discover buyer-intent keywords.

Amazon is a powerful keyword research tool where shoppers actively search with buying intent. When exploring keywords, begin typing your seed term and notice how Amazon suggests popular completions. Capture these valuable suggestions as they reflect actual customer language and purchasing patterns.

For larger catalogues requiring extensive research, specialised tools like [Helium10](#) can dramatically accelerate your process. These platforms efficiently gather Amazon's autocomplete data for any search term you enter. Simply mark relevant keywords during your exploration and add them to your growing collection.

### 3. Analyse competitors' keywords for strategic intelligence.

Examining competitor keywords serves as valuable reconnaissance for your business. This approach reveals terrain they successfully navigate while exposing unexplored opportunities within your content strategy. Analysis of their keyword tactics provides crucial insights into several areas.

First, you'll discover which topics resonate with your target audiences. Questions potential customers ask about industry-specific issues become apparent. The exact language users employ

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during searches emerges clearly through this investigation.

Platforms like [Ahrefs](#) or [Semrush](#) excel at uncovering topics where competitors currently rank well. Comprehensive research reveals different keyword categories — informational, commercial, transactional — clarifying necessary content development for effective SERP competition.

Search intent becomes evident when you examine which page types rank highest (product listings, category sections, blog articles). Such validation helps prioritise your content creation efficiently. For instance, if competitor blogs consistently rank for particular informational terms, similar formats would likely work better than adjusting product descriptions.

These discoveries directly benefit your content strategy. They allow the systematic development of appropriate materials, whether detailed guides, focused blog posts, or enhanced product descriptions, to fill identified gaps and attract qualified visitors.

Remember not to target identical keywords simply because competitors outrank your site. Search algorithms consider qualitative elements beyond simple keyword matching. Factors including [domain authority](#) and established brand recognition significantly influence page rankings across search engines.

#### **4. Utilise AI to help automate SEO keyword research.**

Save time conducting keyword research by using machine learning and natural language processing (NLP) to quickly analyse vast datasets, identify search intent, and pinpoint long-tail opportunities. AI helps streamline the process by clustering keywords into topical groups, monitoring competitor strategies, and generating actionable content ideas, all of which can reduce days of manual work to mere minutes.

Adopting AI-driven keyword research can help you achieve higher organic rankings, drive traffic, and improve content relevance, with AI ensuring consistency and efficiency across a wide range of digital assets. A few popular tools that can help you include:

- **General keyword research:** ChatGPT, [Google Gemini](#), and Claude
- **Specialised SEO:** [Surfer SEO](#), [Semrush](#), [Ahrefs](#), [Moz](#), and [SE Ranking](#)
- **Automation platforms:** [Alli AI](#) and [DataGrid](#)

## **Ecommerce product page optimisation**

### **Optimising product and category pages.**

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When someone types a specific phrase, like "100% recycled poly mailers," into a search bar, the first link often gets the click. That one click can lead directly to a sale.

Pages built around these detailed searches hold the most weight when showing up in results without paid ads. A competitor might already be there, but that doesn't mean you can't claim your spot.

Insights like these help shape focused [product categories](#), refine how you describe items, or inspire helpful content that addresses particular needs.

To optimise these pages, you need to put your target keyword in the following places:

## 1. URL.

Placing your primary keyword in the URL and keeping it simple can improve search rankings. Research [shows](#) that shorter URLs tend to rank higher in Google. We also recommend removing unnecessary parameters and using hyphens in the URL. A clean URL structure makes it easier for search robots to crawl. For example, use something like /womens-running-shoes/ instead of /products?id=12345.

## 2. Page title (H1 tag).

The page title or H1 tag should include the primary keyword. Clear keyword signals promote the page's central theme and tell Google what the page is about. When combined with the HTML `<title></title>` tag, your page stands a better chance of ranking organically. The words in the title tag are what customers see in the search engine results pages (SERPs). You want to place the primary keyword close to the beginning when writing titles.

### Example page title:

Women's Running Shoes

### Example title tag:

Women's Running Shoes | Lightweight and Breathable | Brand Name

Keep your title tags under 60 characters for better visibility in SERPs.

AI can also enable faster, more effective creation of H1 title tags by analysing content, identifying target keywords, and generating multiple, optimised, and engaging options based on specific prompts.

By providing AI with context including the target keyword, page content, and desired tone, you can automate the creation of compelling headlines that improve click-through rates and SEO

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performance. Below are a few examples of how to use AI to make writing H1 title tags more efficient:

### The “Act As” strategy example prompt:

"Act as an expert SEO copywriter. Write five engaging H1 title tags for a blog post about 'benefits of agentic checkout,' targeting a professional audience. Include keywords, keep it under 60 characters, and make it compelling."

### The Context-Driven Generation example prompt:

"Based on the following content [insert text], generate an H1 tag that is under 60 characters. Be sure to include the keyword 'agentic checkout,' and is highly clickable."

## 3. Body copy.

Body copy is where things get a little trickier. Most category pages get straight to the products without an introduction, which isn't ideal for Google. You want to write at least a 300-word intro for your category pages with keywords sprinkled naturally throughout. Write conversationally, like talking to a friend who knows nothing about the products. Inserting semantically related terms and long-tail keywords encourages the page to rank for several keywords, not just the primary keyword, which is usually more competitive.

## 4. Image alt text.

Since Google can't read images, they rely on alt text to know what the image is and what it includes. Alt text is also a necessary element for [accessibility](#). Image alt text can give you another opportunity to include your keyword on the page and gives you a better shot at showing up in Google image results. Be sure to avoid keyword stuffing and [keep descriptions relevant](#).

## 5. Metadata (meta description).

While meta descriptions don't directly boost rankings, they increase click-through rates that [can improve your position](#). Your meta description is essentially a mini-advertisement with just seconds to capture attention.

### Build powerful descriptions using this formula:

Action Verb + Keyword + Value Proposition + Call-to-Action

### Example meta description:

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“Start your day with Collagen Peptide Powder. Enjoy healthier hair, skin, nails, and joints. Shop now and save!”

Keywords appear bolded in search results, creating visual signals that help searchers find what they need. Keep descriptions between 120 – 158 characters for desktop and mobile friendliness.

Here's a [preview tool](#) to guide your character count within pixel limits set by Google and social media platforms.

## Content marketing.

Ecommerce businesses have a unique opportunity to capitalise on the growing demand for engaging content. Adding explainer videos to category pages or creating shareable content for [social media](#) can significantly amplify your brand presence. Short-form videos, visual storytelling, podcasts, and blog posts increase engagement even further, with [businesses that blog seeing 55%](#) more web visitors than those that don't.

Consider these content types to expand your search visibility:

- **Buying guides:** target transactional keywords and earn [backlinks](#)
- **Gift guides:** target seasonal keywords
- **Comparison posts (e.g., brand X vs brand Y):** target long-tail keywords
- **“Best of” product roundups:** target transactional keywords
- **FAQ pages:** helpful content earns backlinks

Quality content naturally attracts backlinks, strengthening your site's authority and improving page rankings across hundreds of long-tail keywords. Better rankings drive increased traffic and sales.

Content isn't just an add-on; it's essential to your [ecommerce marketing strategy](#), driving engagement, building loyalty, and generating revenue.

## Technical SEO for ecommerce

[Technical SEO](#) forms the backbone of your website's search visibility, creating a healthy foundation that allows your business to grow without technical limitations. Ecommerce websites contain countless moving parts requiring regular inspection, making one-time audits insufficient for optimal performance. Your team should implement recurring technical checkups that

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transform maintenance from crisis management into preventative care, protecting revenue before problems have a chance to develop.

When performing SEO clean-up or site audits, it's critical to review and understand the following elements:

### **Category and product page structure.**

It is also critical to consider [breadcrumb navigation](#), a [web dev](#) element that helps Google scan and index your site. By entering your site into Google, you can tell if you've set up breadcrumbs correctly. If you see "yoursite.com -> category -> subcategory," you have breadcrumbs set up.

When structuring URLs, implement keyword-rich subfolders. For example, use "yoursite.com/mens-clothing/casual-shirts" rather than "yoursite.com/category42/product553."

Hierarchical architecture organises content in parent-child relationships with multiple levels, providing [clear organisation for complex catalogues](#). In contrast, flat architecture places all pages at the same level, which can improve page authority but may create navigation challenges for extensive product collections.

### **Ecommerce site architecture.**

Ecommerce [site architecture](#) defines your navigation system and the layout of category and product pages. Well-designed site structure minimises friction, helping customers reach their intended destinations efficiently.

The best site architecture is simple and scalable, ensuring all pages are accessible within three clicks or fewer.

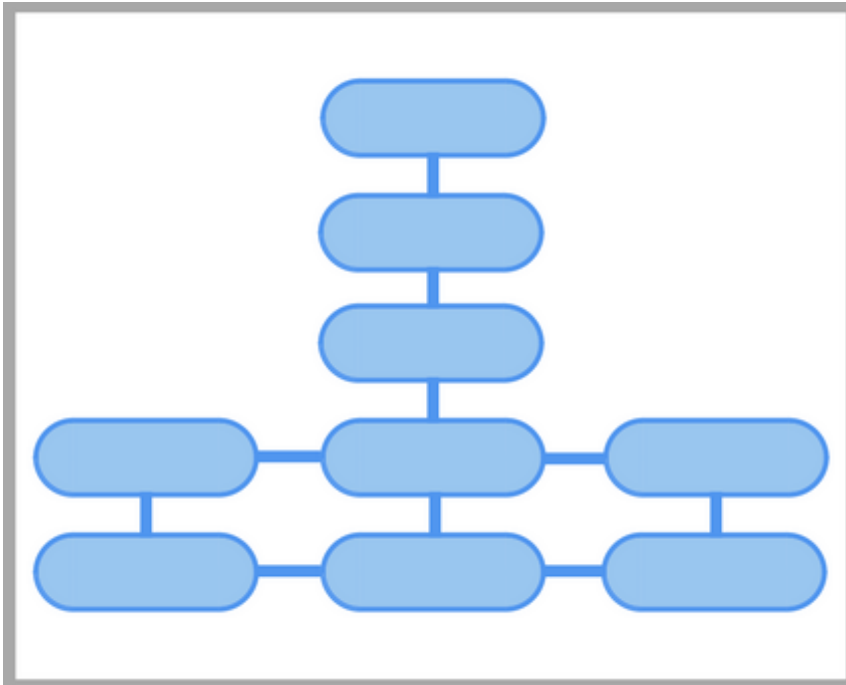
### **Poor site architecture.**

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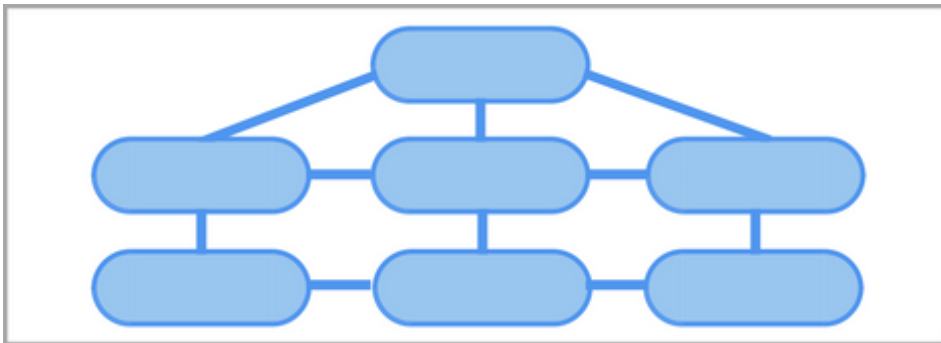




The first example illustrates problematic site architecture. When customers need four clicks to reach a category page, and new products or categories must be buried deep within your site structure, you create navigation barriers.

This approach not only frustrates users but also damages search rankings. Since your homepage carries the most authority on your site, internal links pass this authority to connected pages. Deep page burial limits this valuable authority transfer.

### **Effective site architecture.**



The second example demonstrates optimal site architecture. Your homepage should directly link to all major category pages and potentially feature your best-selling products.

Strategic [navigation and internal linking](#) ensure these important pages receive maximum authority from your homepage, significantly improving their chances of ranking well in search

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results.

## Website page speed.

Page loading speed directly impacts your bottom line. Quick-loading websites convert more visitors into customers, while slow sites drive potential buyers away.

Evidence clearly shows the connection between site speed and sales. Conversion rates [drop by 7%](#) with just a one-second delay in loading time. Three-second delays cause an alarming 20% reduction in completed purchases.

A joint study by Nitro Pack and Google revealed exciting news for online retailers: websites that improved loading time by only one second experienced an [8.4% bump in conversions](#). Your business needs strong Core Web Vitals scores to stay competitive. These three Google metrics examine how fast pages load, how quickly they respond to clicks, and whether elements stay visually stable during loading.

Anyone can check their website performance using Google's [Page Speed Insights Tool](#). This free resource evaluates both mobile and desktop versions while suggesting specific improvements.

BigCommerce store owners facing slow performance have [several options](#) to reduce visitor abandonment:

1. Properly size and compress your product photos to minimise file sizes without sacrificing quality.
2. Limit dynamic home page products to five or fewer items to decrease loading demands.
3. Simplify your navigation menu structure, as extensive top-level categories affect every page on your site.

## URL redirects.

Redirects guide visitors, search engines, and browsers to a different URL than the one initially requested. Website administrators typically use 301 redirects to indicate permanent page relocation while transferring link equity — a crucial factor for search rankings.

Following a website redesign, destination pages should preserve keyword relevance from original URLs. Google requires time to discover and index new addresses, even after [sitemap submission](#). Search algorithms will evaluate connections between new content and previous keyword rankings, making it essential to maintain this relationship.

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Temporary changes call for 302 redirects instead, which don't transfer link authority. A/B testing, maintenance periods and limited promotions represent common scenarios where these temporary redirects prove useful.

Problems can develop when too many 301 redirects accumulate, potentially creating confusing chains or loops. Search engines might struggle to crawl these complex pathways, becoming less efficient over time. Your site's visibility could decrease if fewer pages get indexed compared to pre-redirect conditions.

[Canonical tags](#) provide additional assurance that Google follows your preferred URL structure, as shown in the example below:

```
<link rel="canonical" href="https://example.com/preferred-url-here/" />
```

Each primary page benefits from including a self-referencing canonical tag pointing to its own address, helping avoid confusion. Always canonicalise to the cleanest, most authoritative version of a page.

Regular monitoring through Google Search Console allows you to identify and fix redirect errors before they impact performance.

## Internal linking.

Internal linking is an often overlooked yet powerful strategy in your marketing toolkit. By strategically placing links throughout your website, you guide search engines and visitors to your most valuable pages.

When you connect related content, such as linking a category page to a relevant product page, you strengthen the keyword relevance for both pages. Using descriptive anchor text helps Google better understand how your pages relate to each other.

Beyond improving navigation, [internal linking](#) distributes authority across your site. Pages with stronger authority can elevate lesser-known pages that Google may not have fully indexed yet.

## HTTPS and secure URLs.

Secure web pages have long been a Google requirement. Encryption and data security are essential for all websites, especially ecommerce sites.

BigCommerce ensures [robust encryption and data security](#) by enabling HTTPS for all stores. The platform supports the latest versions of TLS (v1.2 and v1.3) for the strongest encryption while automatically provisioning free SSL certificates for custom domains.

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Customers can opt for third-party TLS certificates or extended verification with True BusinessID for added security.

## Mobile optimisation.

Mobile commerce is experiencing significant growth. According to [Statista](#), mobile's share of online sales has grown steadily — from 43% in 2018 to a projected 63% by 2028. This trend is further supported by a recent Square [study](#), which found that 98% of consumers "want to connect with businesses through their mobile devices," whether making doctor's appointments or receiving email alerts for restaurant reservations.

Given this shift toward mobile engagement, it's no surprise that Google moved to [mobile-first indexing](#) for ranking websites. During this transition, Google recommended that web developers [create responsive web designs](#) (i.e., page designs that automatically adapt to multiple screen sizes, orientations, and devices) because they are easier to implement and maintain.

However, true [mobile optimisation](#) extends beyond responsiveness alone. Making a website genuinely "mobile-friendly" requires additional care; designing for smaller screens demands proficiency in UX details such as legible fonts, appropriately sized tap targets, intuitive navigation elements, and fast load times.

Fortunately, for businesses looking to capitalise on mobile commerce trends, BigCommerce supports mobile commerce functionality out of the box. Their [Catalyst storefront solutions](#) come pre-optimised for performance, SEO, and accessibility, making it easier for businesses to meet mobile commerce demands.

## Duplicate content.

Ecommerce websites face unique challenges when it comes to content optimisation, and are particularly susceptible to duplicate content because they often have multiple categories and product pages with shared attributes.

For example, an online store with 80 products featuring similar features and descriptions can appear to Google bots as overlapping duplicate content. Although the process can be time-consuming, writing unique descriptions for *all* products remains the best strategy to prevent your pages from appearing identical to search engine crawlers.

Beyond product descriptions, page titles present another critical area of concern. Duplicate page titles are a common reason Google filters pages out of its index. To address this issue, a tool like Screaming Frog can help you identify and filter out [exact and near duplicates](#).

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It's important to resolve these issues promptly because near-duplicate pages can cause several problems: cannibalisation issues, crawling and indexing inefficiencies, and potentially signal low-quality page content to search engines.

## Hreflang tags.

Implementing [hreflang tags](#) on your web pages is crucial when your online store serves multiple countries or regions. This HTML attribute communicates to search engines which language your content is written in when you maintain multiple versions of the same page.

When Google's crawlers encounter the hreflang code, they recognise that the content is specifically tailored for a particular country rather than dismissing it as duplicate material. This recognition significantly improves your site's search visibility across different markets.

Here's the HTML code to add to your web page header:

```
<a href="https://www.website.com/" hreflang="us">BigCommerce</a>
```

```
<a href="https://www.website.com/uk/" hreflang="uk">BigCommerce</a>
```

```
<link rel="alternate" hreflang="x-default" href="https://www.bigcommerce.com/">
```

To customise this for different regions, simply replace the country code between the quotation marks with the appropriate designation for your target market.

Beyond search optimisation, hreflang tags also support effective geo-targeting strategies. This approach allows you to deliver localised content based on a user's IP address. For instance, depending on the visitor's geolocation, you can present country-specific websites featuring:

- Localised product offerings
- Appropriate currency and pricing
- Relevant payment methods
- Regional contact information
- Language-specific customer support

By implementing these tags correctly, you create a seamless experience for international customers while maintaining strong search engine performance across all markets you serve.

## Sitemaps.

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Sitemaps are essential navigation tools that direct search engines through your website's architecture, enabling efficient discovery and indexation of valuable content. Google Search Console benefits from receiving your sitemap because it alerts the system to all critical pages, including those hidden from standard navigation paths, which enhances visibility in search rankings.

XML and HTML sitemaps serve different audiences but complement each other perfectly. Search engine crawlers rely on XML formats to understand your site structure, while visitors appreciate HTML versions for easy navigation. Your [SEO strategy](#) should incorporate both types for maximum effectiveness.

Many website owners underestimate the [strategic importance](#) of well-constructed sitemaps. Properly implemented, these digital roadmaps can significantly influence how search engines prioritise your pages, directing traffic flow to your most important content areas. The resulting improvement in crawl efficiency often translates directly into better search performance for key pages.

## Building high-quality backlinks

Hyperlinks have been considered the glue that has held the internet together. Without them, search engines can't crawl your website; visitors would be unable to navigate from one page to another; the curious-minded would be lost.

Understanding this fundamental importance is critical when considering search engine optimisation. With Google emphasising [content that benefits people](#), link-building should be regarded in the same vein. Google's algorithms look at many signals from billions of web pages to determine which page is the most relevant to the search query. One of those signals is PageRank.

PageRank understands how pages link to each other. Incoming links (i.e., backlinks) from complementary and reputable sites signal Google page relevance and authority. This quality-focused approach means that with ranking, [quality outranks volume](#), so focus on creating content and relationships with others that meet or exceed that standard.

Now that we understand why quality links matter, let's explore how to build them effectively. The following five unique link-building tactics are among the most effective and easiest to learn:

### 1. Leverage evergreen content for link building.

Evergreen content is a powerful strategy for earning inbound links. These are well-researched, often data-driven resources that remain relevant over time. Because of their lasting value, they continue attracting backlinks long after publication.

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To generate backlinks, you can take a proactive approach by doing PR outreach, or you can allow websites to discover your content organically through search engines and social media.

Annual guides or regularly updated "Best of" lists are especially effective. When hosted on a consistent URL, these pages can grow in authority as media outlets and industry-related businesses reference and share them over time.

Dedicated landing pages can also serve as strong link-building assets. A good example is BigCommerce's [The Global B2B Buyer Behavior Report](#), which combines original research with targeted distribution to attract inbound links from across the web.

## 2. Partnering with influencers.

Influencer outreach, much like digital PR, is a powerful strategy for building your brand's online visibility and authority. It involves connecting with [individuals in your industry](#) with a strong online presence — whether through a large following or an authoritative website — who aren't direct competitors. Micro-influencers, in particular, tend to have high topical relevance within niche markets, making them ideal candidates for outreach because their audiences are typically more engaged and conversion rates can be higher.

One effective strategy to improve your website's SEO through influencer relationships is to create a seasonal or topic-focused guide related to your niche. You can invite influencers to contribute a quote, tip, or product recommendation. After publishing the guide, let them know you featured them or their product on your website.

This approach is a subtle and non-intrusive way to encourage them to link back from their website, providing valuable "link juice" for improving your search rankings. Beyond the SEO benefits, having influencers share your content on their social platforms expands your reach to new, targeted audiences who will likely be interested in your offerings.

## 3. Broken link building.

Broken link building is a proactive and mutually beneficial approach to SEO. It involves identifying broken (dead) links on other websites and offering *your* relevant content as a replacement. Since most web admins don't have the time or resources to cheque and update every link constantly, this method provides real value by solving a problem they may not even know they have.

The first step in this process is research. Start by finding websites that are topically or tangentially related to your niche. Tools like [Cheque My Links](#) (a browser extension), Ahrefs' [Broken Link Checker](#), or Screaming Frog can help you quickly identify broken links on a page.

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Once your research reveals opportunities, you can move to the outreach phase.

When you've found a broken link that aligns with your content, contact the site owner with a courteous email. Tell them about the broken link and suggest your page as a high-quality, relevant alternative.

Remember that your approach should focus on mutual benefit. Be sure to emphasise how this swap improves user experience and helps search engines crawl their site more effectively.

#### **4. Reverse engineering competitor backlinks.**

Want to outrank your competitors and boost your site's authority? Reverse engineering their backlinks is an innovative, proven strategy. Tools like Ahrefs or Semrush make it easy.

Here's how to do it in Ahrefs:

- Enter your competitor's URL into Site Explorer
- Go to the "Backlinks" report
- Filter for "Dofollow" links and "One link per domain" to reduce noise

Now, you'll see the most valuable backlinks pointing to their site. Look for opportunities like:

- Product roundups or listicles
- Guest posts they've written
- Niche blogs linking to helpful content

Avoid spammy directories or irrelevant links; those can hurt more than help. Focus on high-quality, relevant backlinks you can realistically replicate or improve upon.

#### **5. Guest posting as content collaboration.**

Guest posting isn't just a link-building tactic; it's a way to build lasting relationships through content collaboration. When you contribute to another brand's blog, newsletter, or resource centre, you're not just borrowing their audience — you're adding value to it.

Approach guest posting the way you approach writing for your customers: prioritise quality, insight, and relevance. Creating content that informs, solves problems, and showcases your expertise will deliver much more than content that simply checks the SEO box.

To maximise the impact of your efforts, look for opportunities with:

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- Niche blogs in your industry
- Popular newsletters read by your target audience
- SaaS partner blogs, especially those with product integrations

Strategic guest post themes that consistently deliver results:

- **Product trends:** Share industry insights or how customer expectations are evolving.
- **Beginner guides:** Help new users understand foundational concepts, tools, or best practises in your niche.
- **Use-case storeys:** Highlight real-world examples of how your solution, especially with integrations, delivers tangible value.

When crafting your content, include a natural link to a relevant category or resource page on your site, either in the byline or organically within the content. This approach boosts your SEO and drives qualified traffic from readers genuinely interested in learning more about your offerings.

## Ratings and reviews

SEO ratings and reviews, especially those on Google Business Profiles, are critical ranking factors for local SEO, directly affecting visibility in search results and maps.

A high volume of recent, positive, and responded-to reviews builds credibility online and increases click-through rates. Key factors include maintaining a rating above 4.0, consistent review growth, and using structured data (or schema) to display ratings in search.

## Leveraging analytics and SEO tools

Unlike pay-per-click (PPC) advertising, which delivers immediate results, SEO is a long-term investment that builds sustainable growth over time. This difference in timeframe affects how you measure success for each approach. Determining SEO impact requires tracking gradual improvements in keyword rankings, search visibility, and user engagement.

Businesses need reliable analytics tools to monitor these metrics effectively. By leveraging platforms like Ahrefs and Google Analytics, you can monitor key metrics such as organic traffic, competitor performance, and conversion rates. Ultimately, this data-driven approach is essential for refining your content strategy and driving continuous growth.

### Monitor keyword rankings.

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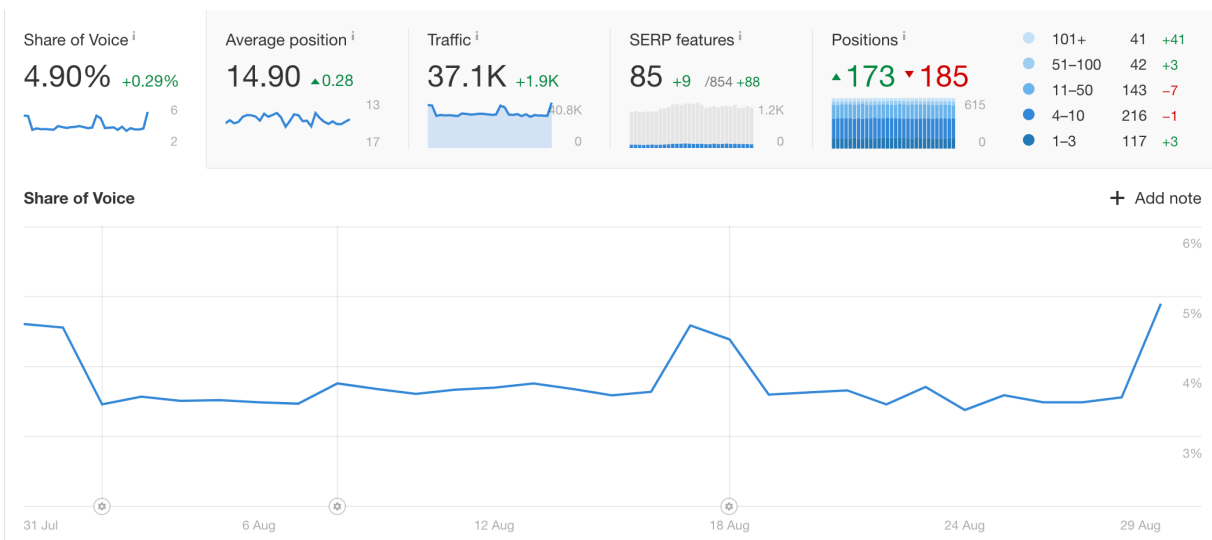
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Ahrefs offers a robust [Rank Tracker tool](#) that enables marketers to monitor keyword performance and assess the effectiveness of their SEO strategies. Users can track their rankings across various devices and locations by inputting a list of target keywords and receiving regular updates on position changes. The tool provides insights into metrics such as average position, traffic, and the presence of SERP features, including featured snippets and local packs.

Beyond basic tracking capabilities, a key feature of Ahrefs' Rank Tracker is the "Share of Voice" metric, which estimates the percentage of total organic traffic your site receives for the tracked keywords. This metric clearly shows your site's visibility in search results. The tool enables competitor analysis by comparing your site's performance against up to ten competitors, putting your performance in context by highlighting differences in position, traffic, and SERP feature ownership.



Source: [Ahrefs](#)

While significant ranking improvements are always welcome, monitoring incremental improvements in search visibility is equally crucial, as even small, consistent gains indicate successful optimisation efforts. By leveraging Ahrefs' comprehensive tracking and analysis features, marketers can make informed decisions to enhance their SEO performance and maintain a competitive edge.

## Monitor traffic and engagement.

Building an SEO dashboard with Google Analytics 4 (GA4) offers a cost-effective way to [track your search ranking improvements](#) and gain structured insights into user behaviour. As the successor to Universal Analytics, GA4 provides robust metrics, including organic traffic volume, top landing pages, average engagement time, and conversion events. These metrics allow you to evaluate traffic quantity, visitor interactions, and quality.

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The value of landing page analysis extends beyond basic traffic numbers. Analysing landing page performance helps you understand keyword intent and rankings more deeply. For instance, when you notice a surge in organic traffic to a specific page, this often signals improved rankings for certain search queries.

By examining the associated search terms in Google Search Console, you can gain valuable context about user intent and assess how well your content addresses their needs. Additionally, GA4's engagement metrics, such as average engagement time, help identify which pages successfully retain visitor attention and which require optimisation.

Consider integrating multiple data sources to create a comprehensive view of your SEO performance. [Connecting Google Search Console with GA4](#) provides complementary insights that tell the complete story of your search visibility. While GA4 reveals user behaviour after visitors arrive on your site, Search Console shows how they found you in the first place, including the specific queries used, your rankings, and click-through rates. Combining both tools in a custom dashboard, such as those available in [Looker Studio](#), you'll develop a holistic perspective on search visibility and on-site performance, enabling more strategic, data-driven SEO decisions over time.

## BigCommerce merchant success with SEO

Many online retailers have experienced remarkable SEO improvements after migrating to BigCommerce. These businesses found that the platform's [built-in SEO features](#) provided the technical foundation to achieve higher rankings and increase organic traffic.

The following BigCommerce customers demonstrate how the right [ecommerce platform](#) transformed their business's search performance and drove sustainable growth through improved organic visibility.

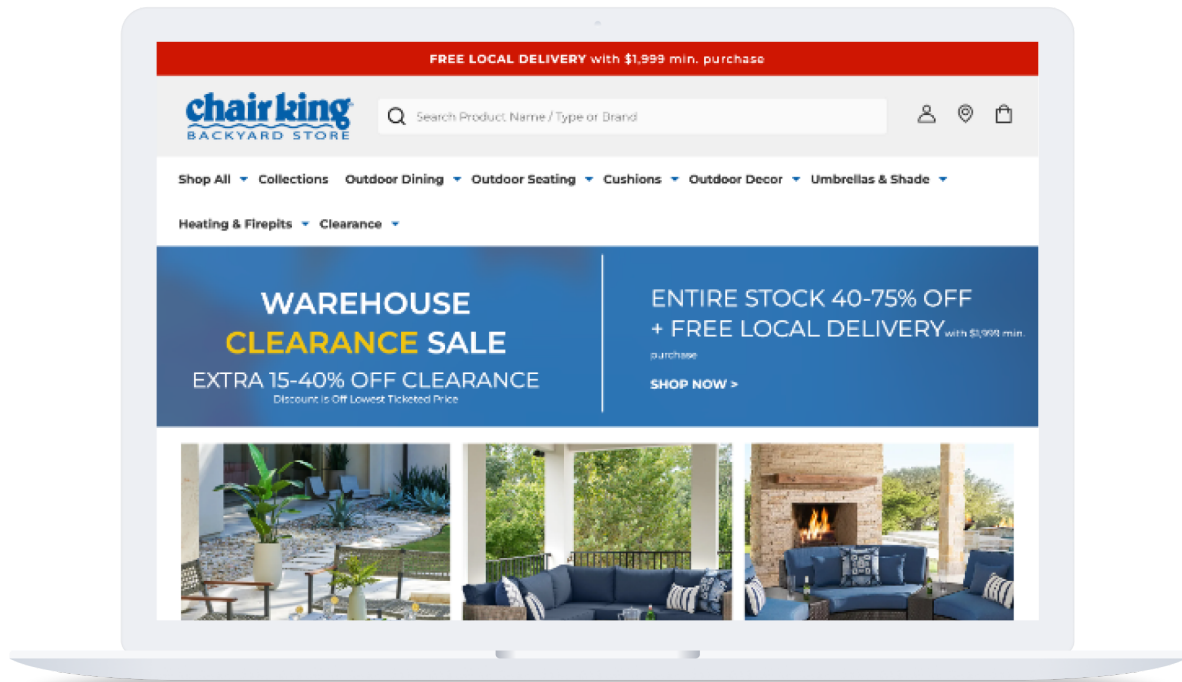
### Chair King Backyard Store.

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## Case Study: Chair King Backyard Store

Chair King Backyard Store dramatically improved its digital performance by transitioning to BigCommerce, leveraging its robust SEO capabilities. This move facilitated the creation of a customised checkout experience, including a shipping calendar for delivery date selection. Integrating apps like [Shogun](#) and [LimeSpot](#) improved user engagement.

The results speak for themselves: comparing performance metrics to the pre-BigCommerce period, Chair King witnessed impressive growth — 42% more users, 47% additional sessions, and, most importantly, a 28% increase in revenue. This comprehensive digital transformation demonstrates how the right ecommerce platform can drive substantial business improvements.

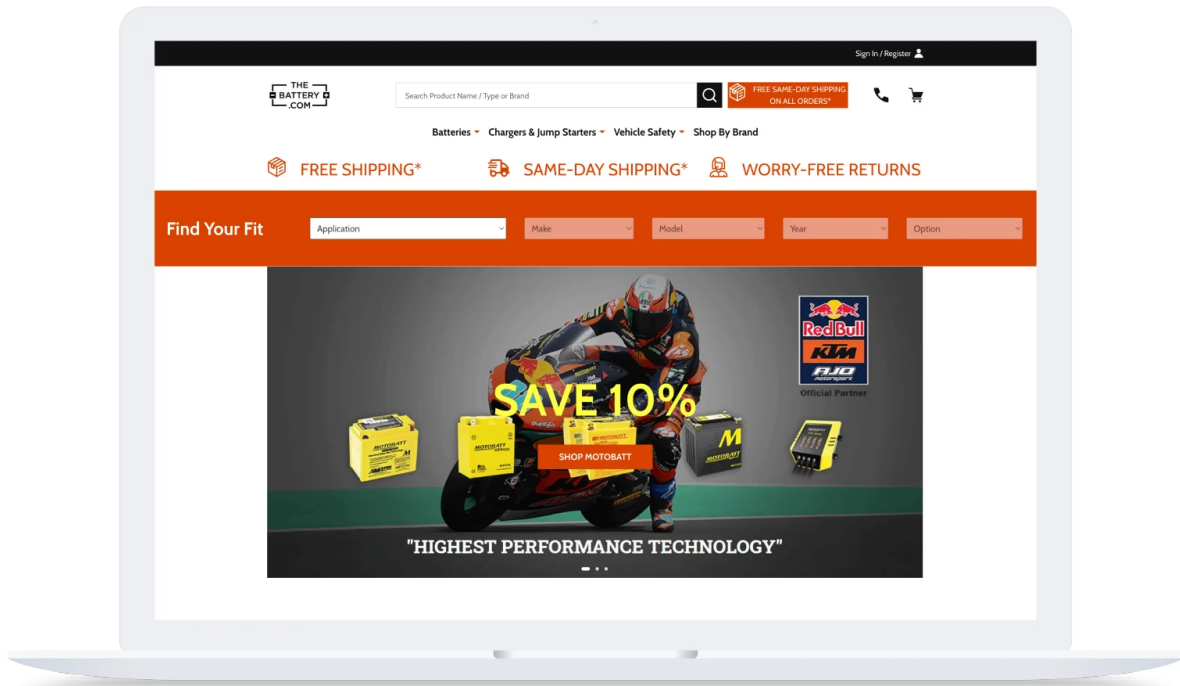
## TheBattery.com.

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## Case Study: TheBattery.com

TheBattery.com significantly enhanced its performance through a strategic SEO overhaul facilitated by HATCH and BigCommerce. Transitioning from minimal online sales, the company achieved \$1 million in revenue within 10 months and now processes 700 to 800 orders monthly.

The key to this success was BigCommerce's SEO-friendly architecture, which features clean URLs and built-in best practises, improving Google indexing and organic visibility. Implementing a make, model, and year search tool also streamlined the customer experience, boosting engagement. With 77% of sales originating from organic traffic, TheBattery.com exemplifies how robust SEO strategies can drive substantial ecommerce growth.

## The final word

Ecommerce SEO is no longer limited to ranking blue links. AI-driven search, zero-click results, and evolving buyer behaviour demand a strategy that combines technical precision, structured product data, and intent-led content.

Brands that treat SEO as a continuous discipline — refining site architecture, improving Core Web Vitals, strengthening internal links, and expanding authoritative content — earn durable organic visibility and higher conversion rates over time.

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BigCommerce provides the technical foundation for sustainable search growth, with clean URLs, built-in SEO features, and performance-optimised storefronts that support modern discovery across search and AI-powered platforms.

When paired with a disciplined content and analytics strategy, this foundation helps [ecommerce brands](#) attract qualified traffic, convert efficiently, and scale organic revenue in a rapidly changing search landscape.

[Learn more about the brands](#) that improved their ecommerce performance and SEO with BigCommerce.

## FAQs about ecommerce SEO

### What are common SEO mistakes online stores should avoid?

Avoiding common pitfalls can significantly improve the effectiveness of an ecommerce SEO strategy, especially for those newer to the field. Managing these SEO fundamentals will impact your bottom line the most. Creating duplicate content. Duplicate content poses significant challenges for ecommerce websites. Avoid using manufacturer descriptions verbatim across your site. Instead, create unique content that differentiates your products. URL management requires attention when handling product variations; implementing canonical tags prevents search engines from indexing multiple versions of essentially identical pages. Ignoring proper keyword research (especially buyer intent). Keyword research deserves thorough consideration before launching campaigns. Many businesses target excessively competitive terms while overlooking valuable long-tail phrases that potential customers use when ready to purchase. These specific queries often convert at higher rates despite lower search volume. Neglecting product and category page on-page SEO. Basic on-page optimisation elements frequently get neglected on crucial product and category pages. Title tags should precisely describe what customers will find, while meta descriptions need to entice clicks. Header organisation helps both visitors and search algorithms understand content hierarchy. Product images require descriptive alt text for accessibility and ranking purposes. Ignoring technical SEO. Technical factors dramatically impact performance in search results. Site loading speed influences user experience and rankings; compressed images can substantially improve this metric. Mobile responsiveness has become essential as more shoppers browse on phones and tablets, making seamless functionality across devices absolutely crucial. Poor site structure and navigation. Confusing navigation structures frustrate potential customers and prevent search engines from properly indexing your content. A logical site hierarchy allows visitors to find products quickly without excessive clicking through unnecessary levels of categories and subcategories. Treating SEO as a one-off task. Successful optimisation requires ongoing commitment rather than one-time implementation. Regular monitoring, analysis, and adjustments based on performance data ensure your strategy evolves

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alongside algorithm changes and consumer behaviour shifts. Continuous improvement yields better results than sporadic attention to these crucial elements.

## **How does ecommerce SEO impact conversion rates?**

Ecommerce SEO helps you accomplish more than rank higher in search results; it also plays a critical role in driving conversions. By targeting the right keywords, optimising your product pages, creating relevant and engaging content, and improving user experience through SEO best practises, you ensure visitors are more likely to convert into customers. Additionally, an optimised site that is easy to navigate can increase user trust and conversions.

## **Is local SEO different for ecommerce businesses?**

If you have a physical store or just want more local site traffic, local SEO offers a boost. The following can help you accomplish this: Claim your Google My Business profile. Google has a feature called Google My Business, which lets you put your business's details into Google's database. These details allow your business to appear in local search results. You can highlight your website information, address, hours of operation, pictures, and reviews. Build local citations. Local citations are backlinks from other local websites, like news outlets, magazines, press releases, and other local media. Citations are important for local SEO because they show Google you're popular in your area. Just as backlinks help SEO in general, backlinks from local sites help local SEO. Get links on local websites. Any local links are a great way to build overall domain authority and help local rankings. Quick wins include local news outlets, charities you support, locally-based blogs, and regional associations such as the Chamber of Commerce.

## **What should I optimise first for ecommerce SEO: product pages or category pages?**

A good rule of thumb is to optimise category pages first, as they generally have higher search potential, rank better for broader, high-volume keywords, and offer better, more stable, long-term traffic than individual product pages. Category pages act as authority hubs that guide users to specific products, making them more valuable to optimise for sustainable growth.

## **How do I handle product variants (size, colour, material) without creating duplicate content issues?**

To handle product variants without duplicate content, use a single product page with variant selectors (including dropdowns and swatches) for most items, and use <Link: rel="canonical" <https://blog.saleslayer.com/how-handle-duplicate-products>> tags to point all variant URLs back to a master URL. For unique variants (e.g., specific colours), create distinct, high-value content, and avoid generic, repetitive descriptions.

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## **What should I do when products go out of stock or are discontinued to protect SEO?**

To protect SEO when products are out of stock or discontinued, it's important to keep pages live with "out of stock" labels and suggest alternatives, or use 301 redirects for permanently discontinued items. Never 404 a page with backlinks. Key actions include keeping the URL active to retain ranking power, capturing email notifications for back-in-stock items, and redirecting discontinued items to the most similar product or relevant category page.

## **How do I optimise category pages for SEO without hurting conversions or user experience?**

Optimising category pages for SEO while maintaining high conversion rates requires balancing keyword-rich content with a clean, user-focused design. A few strategies include: Using descriptive H1 tags Adding concise, informative text Implementing logical, hierarchical navigation (e.g., breadcrumbs) Utilising faceted search filters

## **What is faceted navigation, and how does it impact ecommerce SEO?**

Faceted navigation is an ecommerce website filtering system, which allows users to narrow down product searches by attributes such as size, colour, brand, or price. While enhancing user experience (UX) and conversions, improper implementation risks major SEO issues, including duplicate content, crawl budget waste, and diluted link equity.

## **What structured data (schema markup) should ecommerce sites use to earn rich results?**

Ecommerce sites should primarily use Product, Offer, AggregateRating, and Breadcrumb schema markup in JSON-LD format to earn rich results like star ratings, prices, and availability in search results. These elements, along with Organisation and Video schema, boost visibility, enhance click-through rates, and help search engines understand site hierarchy.

## **What's the best internal linking strategy for ecommerce websites?**

The best internal linking strategy for ecommerce websites should focus on a few things: creating a hierarchical structure (siloeing) that connects related products, categories, and blog content to boost SEO and user experience. Key tactics include: Using descriptive, keyword-rich anchor text Linking from high-authority blog posts to product pages Maintaining a flat site structure where all pages are reachable within three to four clicks

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