8 Steps to Boost eCommerce Search Rankings Online - Summary
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Successful eCommerce SEO is a little different than SEO for a content-based website. You'll likely have more pages to optimize with less content to leverage. Plus, the threat of duplicate content is much higher. So, how do you optimize your eCommerce site?

1. Do your keyword research for product pages and category pages. Keyword research isn't just about brainstorming and hoping you come up with the right terms. With tools like Amazon, Google Keyword Finder and other SEO tools, you can create a list of the terms that your target customers are using to find your products.
   - No matter which option you choose for your eCommerce SEO research, don't stop with a short list of keywords. You'll need to optimize each page — including product pages and category pages — with a unique keyword.

2. Optimize your pages with meta titles, descriptions and H1 tags. Remember to write every element of your website for the reader, not just for search engines. Meta tags: https://www.godaddy.com/garage/meta-tags-and-the-head-section-of-a-website/

3. Create and optimize product and category descriptions.
   - Your product and category descriptions help both your potential customers and search engines understand what you're selling and why your products are unique. On your category pages, you'll only need a paragraph or two to share about your products or services. Be sure to use your target keyword in your category description.
   - Your product page should include:
     -A unique 150- to 200-word (or more) description of the product.
     -Three optimized images of the product — including one of the product in use, if applicable.

4. Optimize your URLs. Short and easy are preferred.

5. Improve images for better loading and searchability.

6. Perform technical SEO. Good eCommerce SEO goes beyond just measuring what content is on your site and in your meta data. There are also technical elements that can contribute to your site rankings.
   - Improve site load times.
   - Create and submit a sitemap to Google and Bing Webmaster Tools.

- By submitting your sitemap to [Google Webmaster Tools](#) and [Bing Webmaster Tools](#), you're proactively letting the two largest search engines in the world know about your site. Plus, these tools can alert you to critical issues that Google or Bing encounter with your sites.
- Have a valid SSL certificate. An [SSL certificate](#) is not just something you need in your shopping cart. Since you might be collecting email addresses on other pages (with things like your email signup form), an SSL protects that data as well.
  -Most browsers now point out to visitors when a site isn't secure — sometimes even directing them away. Your website host often can help you with an SSL certificate.
- Make it easy to navigate.
- Speaking of navigation, there's another form of navigation that's often overlooked that can impact your eCommerce SEO and site usability. Breadcrumbs help both your users and search engines understand how your pages relate to each other. Breadcrumb navigation is often a feature of your shop theme.
- Clean up broken links. You can find broken links using a plugin, such as [Broken Link Checker for WordPress](#), [Google Search Console](#), or a third-party tool like [Dead Link Checker](#).

7. Add content for additional eCommerce SEO. Most eCommerce sites don't feature a lot of content, which makes it hard for them to get good SEO ranking. You can change that by simply adding content with SEO in mind, that's also useful for your customers, such as: Infographics, Buyer's guides, Gift guides, Comparisons, How-to and learn-to guides, Commonly asked questions, and Testimonials.

8. Don't forget mobile search testing and optimization.