10 Easy Ways To Create Ecommerce SEO Strategy For More Organic Traffic

One of the best ways to gain new customers is to get more people to visit your eCommerce store. However, getting more people to visit your store is easier said than done.

You could use digital ads, but since Product Listing Ads (PLAs) are getting more expensive every day, you can't compete with bigger eCommerce brands in keyword bidding wars. This is where SEO for online stores comes in.

Search Engine Optimization (SEO) is the best way to get less traffic from paid channels, rank higher in Google searches, and get more traffic to your website without paying for it. This article discusses easy ways to get more organic traffic and an easy **eCommerce SEO strategy.**

Boost On-Page SEO:

Traditionally, on-page SEO was a big part of a website's SERP ranking. On-Page SEO is mostly about improving product pages and category pages so that they rank higher for certain keywords and get more relevant traffic and conversion rates.

But there are a few more things to think about regarding on-page **SEO for an eCommerce site**. On-page SEO for eCommerce sites includes optimizing meta titles and descriptions, internal links, product descriptions, and LSI keywords.

Build Reliable Backlinks:

Backlinking is also one of the most valuable SEO methods for a website. Even in SEO for eCommerce, if a trustworthy source recommends your platform, it could send a lot of people to your site.

To build backlinks to your website, you need real connections with other websites. Your eCommerce site may be helped by infographics about social media, directory submissions, and Q&A platforms. While guest blogging is an exceptional way to get high-quality links back to your site.

Another great way to get backlinks is to look for old content in your field. Talk to the site's owner and offer a different link.

Improve Page Load Speed:
Google has been determining page load speed as an essential ranking factor, and this is known for a while. Page speed is good from a practical point of view because it helps buyers find the products they want as quickly as possible.

Remember the fact that the average amount of time people spend on a website before leaving is between 10 and 20 seconds? Your traffic and SEO will suffer if your pages take a long time to load.

Making an eCommerce site that loads quickly is easier said than done, so we've put together a list of quick tricks that you can use right away to improve your page speed:

- Reduce image file sizes
- Keep CSS and JavaScript to a minimum
- Add lazy loading

Start Blog On Your Online Store:

Blogs are a tried-and-true way to get more people to visit your online store. Starting a blog can be hard for new brands, but it can be worth it in the long run.

For example, your blogs can rank for a number of keywords that are related to what you sell and the business you are in. Then, your blogs are used to get people to look at your product pages, which increases your chances of making a sale.

But even if your blogs aren't making you money, they can still teach

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But even if your blogs aren't making you money, they can still teach people about your products and help build your brand's voice.

Don't Create Plagiarised Content:

Google doesn't like sites that have too much duplicate content and will punish sites that have too many pages with the same information. Make sure that the pages you create for your content or categories are different from the rest of your site or other sites.

Avoid Broken Links and 404 Error:

Broken links have been seen as bad by SEOs for a long time. They affect not only how well your website works but also how your customers feel when they use it.

If you link to product pages and categories that don't work, you stop users in their tracks. Some may stay and look at other pages, but most will probably leave.

If you have an SEO tool like Ahrefs, Semrush, or Moz, you can easily find all the broken links on your website and fix them. It's as easy as removing links to them from places where they are linked.

If you have a Shopify store, many broken link apps should fix them automatically.

Build Internal Links:

Internal links on product category pages can help users and search engines find their way from one page on your site to another. This is one of the most important and ignored eCommerce SEO strategies.

By putting internal links on your pages, you create an ecosystem within your website that keeps people on your pages and makes it more likely that they will interact with you or buy something from you.

Optimize Your Store For Mobile Devices:

Google said in 2019 that it would use its mobile device crawler to look at websites. This means that it will look at the mobile version of your website, compare how well it works to its benchmarks, and rank you based on that.

Google is known for being secretive about how it crawls and ranks websites, but there are a few things they look for, such as:

- Make sure that the content on your mobile and desktop versions is the same.

- Make sure that your photos and videos are set up for viewing on mobile devices
- Make sure that your ads on the page don't get in the way of the mobile experience.

Include Video Marketing:

Video content is around ten times more likely to be shared, commented on, or integrated than blogs. Similar social posts and video marketing has become more popular recently.

So, your eCommerce Brand needs to make videos that can help you reach a bigger audience, explain your products better, and maybe even help you sell them. This means spending money on making video content and on video **SEO for an eCommerce site.**

Video marketing is important for any website because it works and is easy to understand. Your video marketing plan should have accurate content and a strong network of people who have a lot of influence.

Make Different Product Descriptions For Different Products:

In eCommerce SEO, making product descriptions stand out is often overlooked. It makes sense since an eCommerce site may have a lot of things that are the same, which makes it hard to come up with unique descriptions.

This leads to problems with duplicate content, which hurts your site's ranking, traffic, and rate of conversion. So it's important to write engaging and unique product descriptions. When writing a product description, you might want to think about the following:

- Use the primary keyword in the description 3–5 times.
- Describe the product's features and how it works.
- Get people to write reviews of your products, services, etc., on your website.
- Don't take product descriptions from other sites, because this could hurt your SERP ranking and your audience's trust.

Conclusion

Search traffic is the most reliable, easy-to-use, and direct way to get people to visit your website. **SEO for eCommerce** increases the number of people who see a website, brings in new leads and customers, and builds brand loyalty.

Our tried-and-true SEO for eCommerce site tips will help you stay ahead of the competition, improve your CRO (Conversion rate optimization), and bring in money.

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