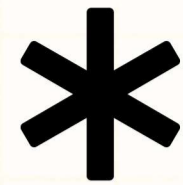


18-step SEO Checklist to Make Your eCommerce Blog a Sales Machine

(Part 1)





*

SEO is a complex and rapidly changing subject.

But if you optimize the right things in the right way, the results for your eCommerce will be impressive.

Here's my checklist to increase sales on search engines.

Ready? Let's go!



Why should you trust me?



Iryna Shevchuk · 1st

Marketing Manager at TEKTELIC

August 20, 2024, Iryna was Artur's client

I had a great experience working with Artur on our company website. His approach to SEO was professional, insightful, and perfectly tailored to our needs. He was always open to questions and willing to share his knowledge, which greatly helped us.

Even though our contract has ended, we're still using the materials and guides he provided. We've seen continued increases in our visitor numbers, keyword rankings, and Google positions. Artur's work truly made a difference, and I highly recommend him!



<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
40.3K	3.01M	1.3%	27.7



1. Technical SEO Fixes

No need to spend months fixing even the tiny issues.

Start by fixing the **20%** of major technical problems that account for **50%** of performance degradation.

Here's an example of a client's top technical issues

A	B	C
Priority	Bucket	Action
High	Technical	Add internal links to language selector
High	Technical	Remove duplicated content from products including FAQ
High	Technical	Fix Article structured data issues
High	Technical	Add author pages on Blogs
High	Technical	Load internal linking to related products on the server side

And here are the solutions we're proposing:

E

Detail

Currently the language selector is implemented with JavaScript. Google can't crawl it which limits how the site is crawled and indexed. Add `<a href links>` to the language selector

Multiple products have the same product descriptions and FAQ implemented. Such large amount of duplicate content impact the quality of the site negatively. Remove duplicated content from product pages and just keep the original content e.g. the product table.

Article structured data help Google understand the content of articles and the connection between the content, author and other entities. Currently there are multiple Article structured data implemented. There should be just one used and it should contain all the recommended attributes e.g. author URL

Currently there are no author pages on the site. With proper author pages you can show your background, education and expertise in the car accessories niche. This will boost the authority of the site in search results and improve positions. Create author pages on `www.domain.com/author/` and link them on article pages.

The internal linking to related products on product pages is added on the client side with JavaScript rendering. This is not the best strategy for SEO as search engines need to render the JavaScript on products to find this internal linking. The delay caused by the JavaScript rendering impacts the crawling of the site and its position in the search results. Render links to related products on the server side.

And here are the solutions we're proposing:

E

Detail

Currently the language selector is implemented with JavaScript. Google can't crawl it which limits how the site is crawled and indexed. Add `<a href links>` to the language selector

Multiple products have the same product descriptions and FAQ implemented. Such large amount of duplicate content impact the quality of the site negatively. Remove duplicated content from product pages and just keep the original content e.g. the product table.

Article structured data help Google understand the content of articles and the connection between the content, author and other entities. Currently there are multiple Article structured data implemented. There should be just one used and it should contain all the recommended attributes e.g. author URL

Currently there are no author pages on the site. With proper author pages you can show your background, education and expertise in the car accessories niche. This will boost the authority of the site in search results and improve positions. Create author pages on `www.domain.com/author/` and link them on article pages.

The internal linking to related products on product pages is added on the client side with JavaScript rendering. This is not the best strategy for SEO as search engines need to render the JavaScript on products to find this internal linking. The delay caused by the JavaScript rendering impacts the crawling of the site and its position in the search results. Render links to related products on the server side.

2. Know your Ideal Customer Persona

How can you optimize your blog post or collection pages without knowing:

- Your client's problems.
- The solution they're searching for.
- Your main competitors.
- Features that you have and your competitors don't.

Here are some of the main questions we
make to our clients:

- What products do we want to sell?
- Why do we want to sell them?
- Who are our biggest competitors?
- Are there any competitors that prospects frequently switch from?
- What features do you offer that your competitors don't?

You can ask the same questions to yourself even if you're a solo-managed eCommerce.

Structure your SEO content Strategy with 30 Questions.

€0+

 **WhiteBunnie**

☆☆☆☆☆ 0 ratings

Structure an SEO content strategy that aligns with your ICP and makes you creating unique content to outrank your competitors on Google.

These questions are designed to help you save time and focus on what is most important in the first conversation with a client - understanding the product/service, USP, and what the competition is missing.

It is a first step in structuring a content plan.

Download the questionnaire today and be prepared to enhance your SEO content strategy with a deep knowledge of your clients' product/service and the pain points of the typical customer.

***Important Note**

To view correctly this ICP Questionnaire, upload it to Google Doc.

****Disclaimer**

By providing your email address, you agree to be contacted by **White Bunnie** with future offers, product updates or marketing messages. You can unsubscribe at any time.

3. Keyword research

After you have completed your ICP, you will know which product to invest in. Find some nice keywords using **Semrush "Keyword Magic Tool"**.

Keyword Magic Tool

Find millions of keyword suggestions for your SEO.

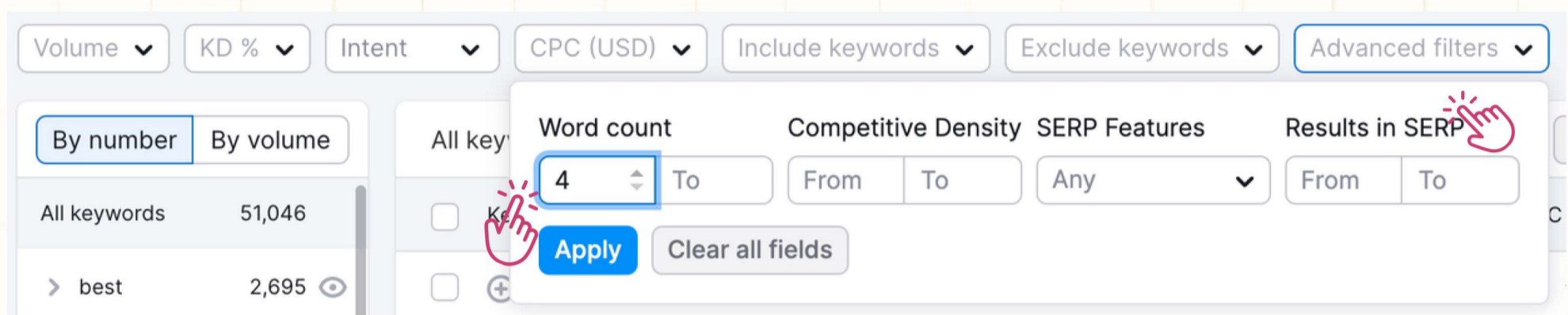
×

 US ▾

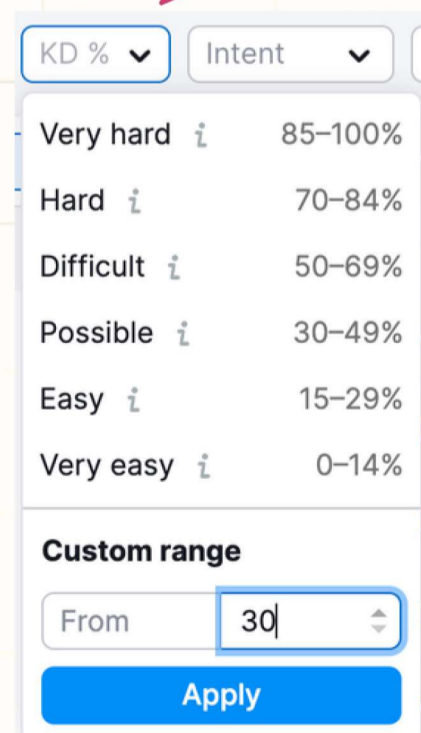
Search

Examples: [loans](#) [movies](#) [how to buy audible books](#)

- They should be **long-tail keywords**.



- Not too difficult if your domain authority is low
- Relevant to the niche you've chosen.
- Even a monthly search volume of **10** is fine.



Choose the right keywords

For this use case, I'll use as an example a customer experience startup that needs to start building its topical authority and drive sales to its site.

These are the first keywords I see on Semrush within 10 minutes of analysis.

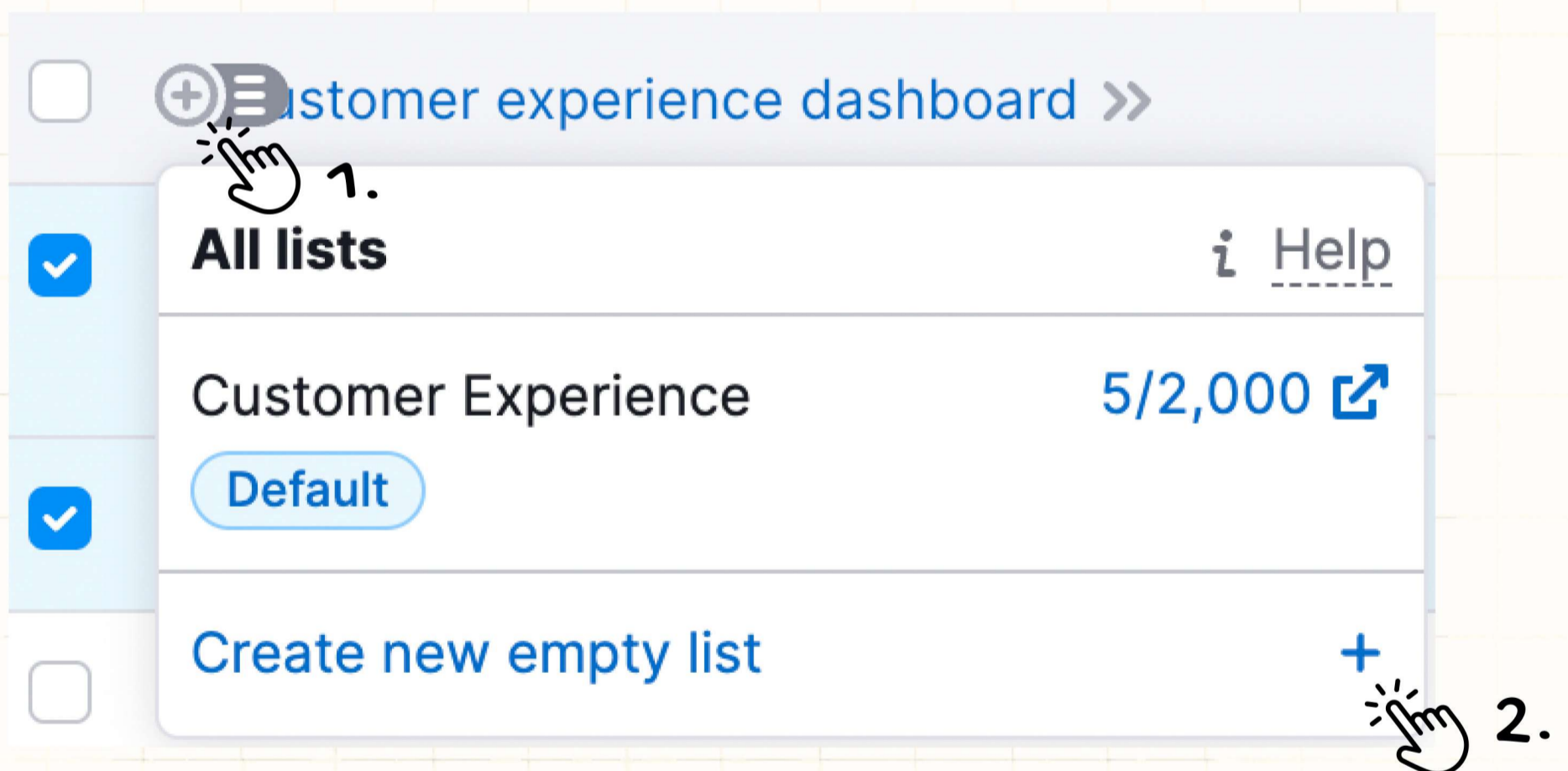
<input type="checkbox"/> Keyword	Intent	Volume	KD %
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> customer experience analytics tools >>	C	1,000	16 ●
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> digitizing customer experience >>	C	1,000	19 ●
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> customer experience automation >>	I C	720	21 ●
<input type="checkbox"/> <input checked="" type="checkbox"/> customer experience dashboard >>	I	590	14 ●
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> data analytics to improve customer experience >>	I	590	25 ●
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> best customer experience companies >>	C	480	18 ●

The intent is close to a purchase

Very good Search volume

Easy

Now you need to click on the **+ symbol** and create your list of keywords. You will need it to create a content strategy. Then **export it to a sheet** (it's easier to keep track of them).



A quick tip

If your eCommerce is already some steps further with the SEO content strategy and you have **higher domain authority**, go for the harder keywords (change the filter and set it in the range you think is most appropriate for your startup).

4. Competitor Analysis

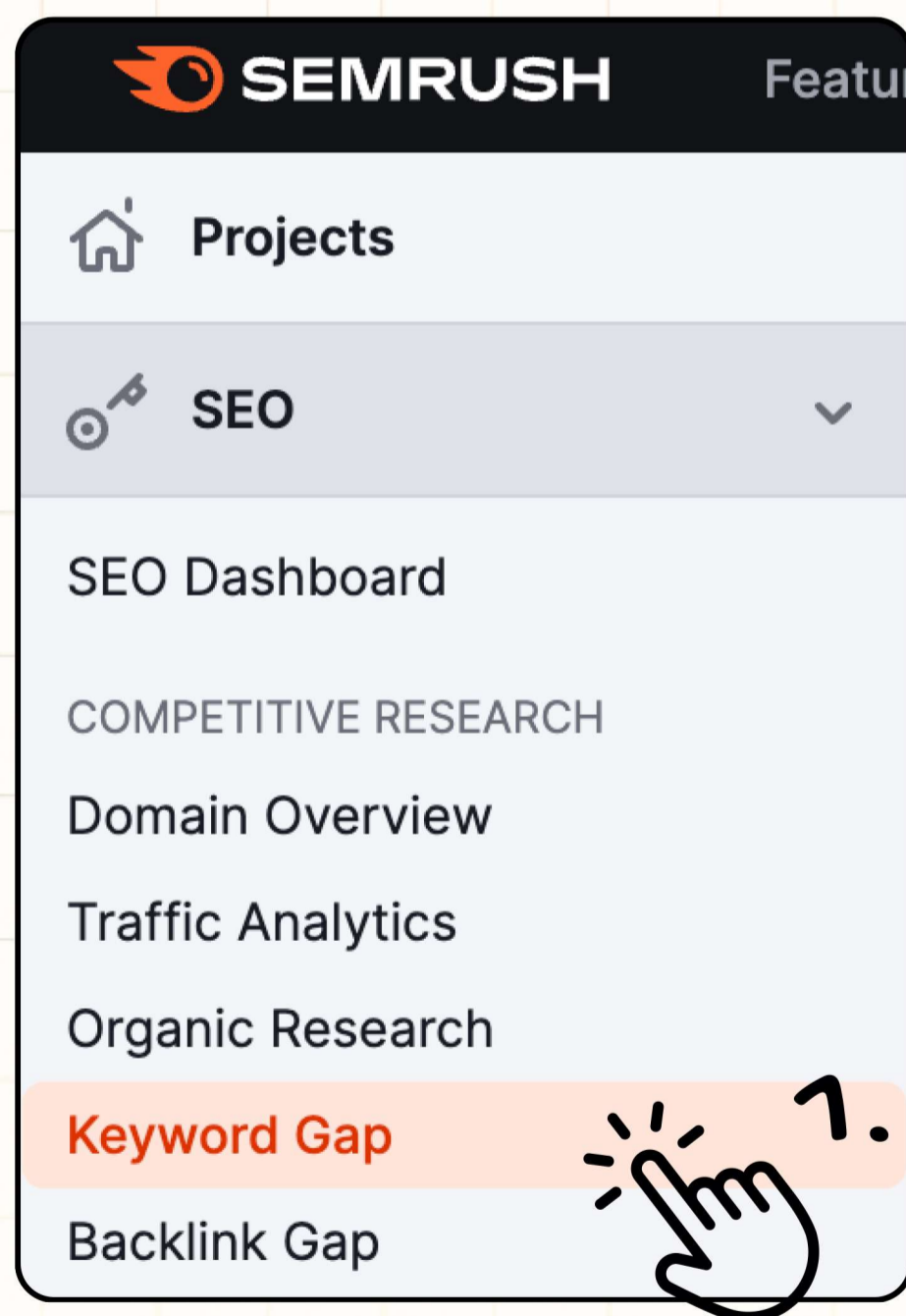
Now we need to understand which blog posts are driving traffic to your competitors and what you're missing. The goal is to cover the same topics, but better.

Keep this in mind: What you think is your competition in the marketplace may not be your competition in the Google SERP.

Start by understanding what is already bringing traffic to your competitors.

No rocket science here.

You need something to have results quickly.



Open Keyword Gap tool

2. Write 4 competitors

Keyword Gap

A tool that helps you compare your keyword profile with your competitors.

You reloadify.com	×	Root domain ▾	Organic keywords ▾
● mailerlite.com	×	Root domain ▾	Organic keywords ▾
● mailchimp.com	×	Root domain ▾	Organic keywords ▾
● Klaviyo.com	×	Root domain ▾	Organic keywords ▾
● Activecampaign.com	×	Root domain ▾	Organic keywords ▾

 US ▾

Compare



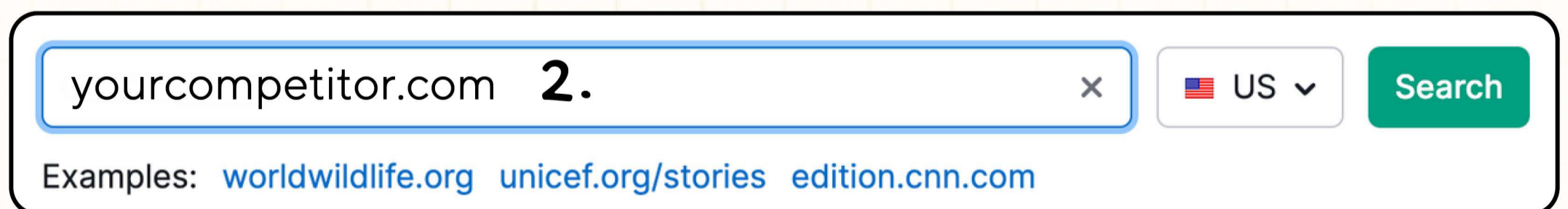
Insert the filters such as:

- **Keyword difficulty** proportioned to your domain authority.
- **Search intent:** I suggest to remove "informational" keywords at this stage. We need keywords closer to a purchase intent.

Competitor analysis (Top Pages)

By following these steps you'll find a long list of blog content of your competitor that you do not have yet.

Let's take their ideas, and make a better blog post.



Organic Research: VIEW HISTORY

🇺🇸 US 1.4M 🇯🇵 JP 215.3K 🇧🇷 BR 191.1K ⋮ Device: Desktop ▼ Date: Feb 22, 2024 ▼ Currency: USD

[Overview](#) [Positions](#) [Position Changes](#) [Competitors](#) [Pages](#) [Subdomains](#)

3. Click here

Filter by URL Intent ▼ Advanced filters 1 ×

Organic Pages 1,989

URL

www.zendesk.com/blog/millennials-vs-gen-z-customer-service-expectations-compare/

Include ▼ URL ▼ Containing ▼

[+ Add condition](#)

[Apply](#)

5.

/blog/ Clear all

By following these steps you'll find a long list of top-performing blog content of your competitor.



If the competitor analysis doesn't yield many results, you can count on the other **keyword research in step 3**.

This happens if you're in a niche where competitors are not investing a lot in SEO.

5. Content Quality and Relevance

- Use the keywords you find from your competitors to create **high-quality, useful, readable,** and **original** content.
- **VERY IMPORTANT:** Make sure the content matches the **search intent.**
Don't write a blog post about "best email marketing software for eCommerce" if the top SERP results are ALL LANDING PAGES.

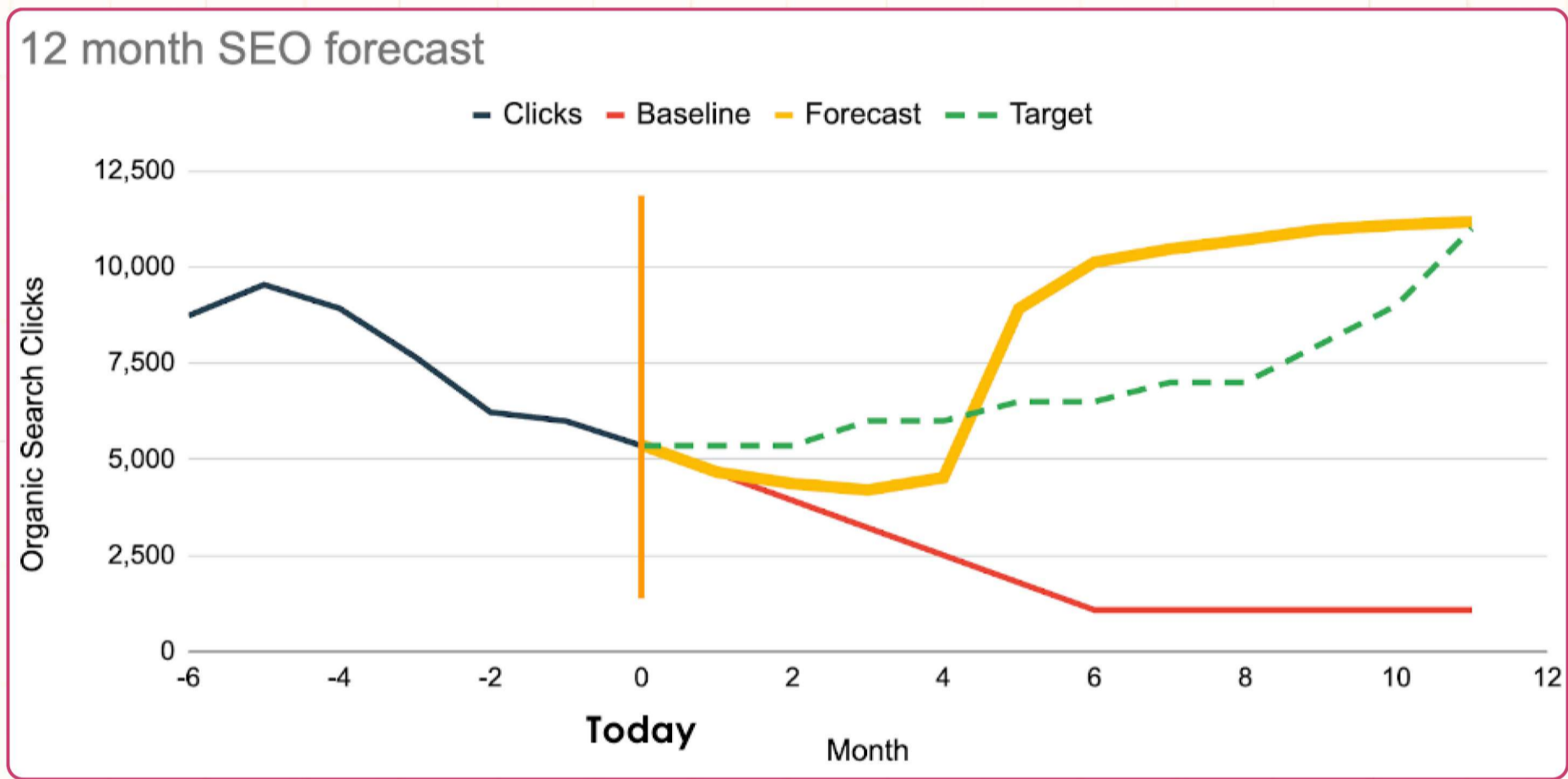
6. URL Slug

- Create **SEO-friendly URLs** that are concise, and include the target keyword.
- Use hyphens to separate words in the URL.
- Don't include numbers (especially dates). You won't be able to update them because the URL will change (you will need a 301).

That's it for part 1!

See you next week with the
other points of this list.

This will happen in 12 months if you invest in SEO in the right way.



Conversion rate	AOV
1.18%	\$124.28

	Direct Organic	Based on GA4
Extra Traffic	68,656	137,312
Extra Revenue	\$100,892	\$201,784



WHITE BUNNIE