

Product Pages That Sell:

The SEO Guide for Online
Store Owners



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Unleash the Power of SEO: Correctly Optimize Your Products

Stocking your online store with high-quality products is only part of the equation for building a successful and profitable business.

To ensure shoppers can find your website and discover the items they want, you need to implement e-commerce search engine optimization (SEO).

E-commerce SEO is similar to general SEO, but there are specific elements unique to e-commerce that you should address to maximize your website traffic and increase product sales.

The good news is that you can improve your visibility and sales by applying SEO techniques to your online store, with no coding knowledge.

This ebook will take you through the three steps to create successful and correctly seo'd ecommerce products.

Let's get going.

PART I:

What is SEO and why is it important?

SEO, or search engine optimization, is the process of improving your website's visibility on search engines like Google, Bing, and Yahoo. It involves making your ecommerce store more visible when people are actively searching for products you offer.

There are two main aspects of SEO: technical SEO and content SEO. Technical SEO involves optimizing your site's performance, security, and navigation, enhancing the overall visitor experience. On the other hand, content SEO focuses on optimizing keywords on your web pages to improve visibility.

While this ebook will primarily focus on content SEO, I will touch on some technical aspects, such as site architecture, as they play a significant role in how search engines interpret your site.

To start with ecommerce SEO, you need to identify the keywords you want to rank for, known as "keywords." These keywords will be used in headings, image alt tags, and other prominent areas of your online store that we'll discuss in more detail later.

Keywords are crucial for SEO because they represent the phrases people use when searching online. When your site appears as a natural search result and users click on it, it's called organic traffic. This type of traffic is beneficial because search engines suggest your site as a helpful resource to users.

Alternatively, you can pay to display your site for specific keywords, but this involves a fee for each click, known as cost-per-click advertising. While it can provide fast visibility, ranking organically and generating "free" traffic is more profitable in the long run.

The impact of SEO on your ecommerce site can be substantial. With 98 percent of people using search engines every month and billions of daily searches on Google alone, SEO can significantly boost your website's traffic.

You can analyze your website's traffic using tools like Google Analytics, and you'll likely find that organic search is one of the top sources for acquiring visitors.

SEO may seem like a daunting task, but even basic knowledge can drive substantial traffic to your online store, leading to increased sales.

Research shows that 39% of online purchases are influenced by relevant searches, and over 40% of revenue can be attributed to organic traffic.

Also, many competitors may not invest in SEO, giving you an advantage in attracting customers.

The best part is that you can learn and apply ecommerce SEO techniques on your own, reducing the need to allocate a significant portion of your marketing budget to outsourcing.

SEO is an excellent option for boosting sales on a limited budget.

SEO in the age of AI search

Tools like Google's AI Overviews and assistants such as ChatGPT don't magically invent product information – they read websites just like a search engine, then summarise what they find.

That means the same things that help you rank in Google – clear structure, descriptive product pages, good internal linking and FAQs – also help AI tools understand what you sell, who it's for, and when to recommend it.

This guide shows you how to write and structure your product pages so they work for:

- People browsing your shop
- Search engines like Google
- AI tools that are increasingly part of the buying journey

How does SEO work

How does SEO work?

Search engines employ crawlers, indexes, and algorithms to determine the search results for each keyword.

The process begins with "crawling," where search engine bots discover and add new and updated content to an index, which is essentially a database.

When someone performs a keyword search, the search engine scans its index to find matching content. For instance, if someone searches for "spaghetti recipe," the search engine will sift through millions of pages with content related to spaghetti.

The search engine then ranks the content.



Step 1: Discovering the right keywords

Keywords are the phrases that people type into search engines when they're looking for something online. These are the terms you want to focus on to attract potential customers who are searching for your products.

While you can have multiple keywords, it's important to be strategic.

Your goal is to inform Google about the content of each page on your website, so it can display your site for relevant searches.

Avoid targeting several keywords for a single page.

Aim for one main keyword that accurately represent each product, page, or category and use this keyword in your title and H1 heading, and your SEO heading.

Determining the right keywords for your business

Start with what you already know: Begin by making a list of the products you offer and related terms.

For instance, if you sell pet products, your list might include "ID tags," "toy mice," or "dog food." These terms can be broad to start with.

Analyze the data: Take a look at your current analytics and data to identify the keywords people are already using to find your website. Tools like Google Analytics and Moz Keyword Explorer can provide valuable insights in this regard.

Get specific: Now it's time to narrow down your focus. General keywords like "dog food" won't likely help you compete against major players in the market. Instead, concentrate on your unique products and what sets them apart. For example, specific keywords could be "non-GMO dog food for puppies" or "custom, hand-stitched dog tags."

Balance search volume and competition: It's important to find keywords with a decent search volume, but also consider their competitiveness.

Realistically, a small pet store won't rank at the top for a highly competitive term like "dog food."

Ideally, target relevant terms with high search volume that are relatively easier to rank for. However, you can also aim for more challenging phrases, keeping in mind that they may require a long-term strategy.

Consider user intent:

User intent refers to the goal someone has when conducting an online search.

For an e-commerce store, a desirable user intent would be making a purchase. Keywords can provide insights into the intent of each searcher. For example, someone searching for "average pet store revenue" may be seeking information about starting their own business.

On the other hand, someone searching for "pet stores with overnight shipping" is likely looking to make a purchase immediately.

In tools like ChatGPT or Perplexity, people often search in full questions or very specific, conversational phrases:

- "Best eco friendly coffee cups that don't taint the taste"
- "Handmade ceramics mugs made in the UK"

When you're brainstorming keywords, include this style of phrase too. They make brilliant inspiration for:

- Product titles
- on-page FAQs
- Blog posts and guides that support your product pages

See more about User Intent on the next two pages...

Let's go deeper on User Intent. What are you doing when you 'Google?' Are you looking to...

Find Information

When people search online to find information, they have an "informational intent." They have specific questions or want to learn more about a particular topic.

For example, they might search for directions to the beach, tips on baking a cake, or information about marketing. It's important to understand what kind of information your customers are looking for.

Find a Specific Website

Some searches have a "navigational intent." This means people are looking for a specific website. For instance, if someone searches for "Facebook," they want to go directly to the Facebook website. Make sure your website can be easily found when people search for your company's name online.

Make a Purchase

Many people shop online and search the web to find the best deals. When someone wants to buy something right away, they have a "transactional intent." They already know what they want to buy and are looking for the product page to make their purchase. If you're selling products online, it's important to cater to these customers.

Research before Buying

Some people plan to make a purchase in the future and use the internet to do their research. They might compare different options and read reviews to make an informed decision. These customers also have a transactional intent, but they need more time and convincing. This type of intent is often called "commercial investigation."

How to apply these reasonings to your keyword choices:

The words people use in their search queries give us clues about their intent.

By using keywords with specific intent-related words, you can increase your chances of reaching people with matching search intent.

For example, if you're selling products, including words like "buy," "deal," "discount," or specific product names in your keywords can attract customers with transactional intent.

On the other hand, if you're providing information, keywords with words like "information," "how to," "best way to," or "why" can be helpful in reaching people with informational intent.

How to do keyword research

Unless people are actually searching for a keyword, there's no point in targeting it. That's because ranking high for a keyword nobody is searching for won't send any traffic your way. It simply has no traffic potential.

Put yourselves in the shoes of someone who is looking for the product you make, or the service you give. What would they put into Google?

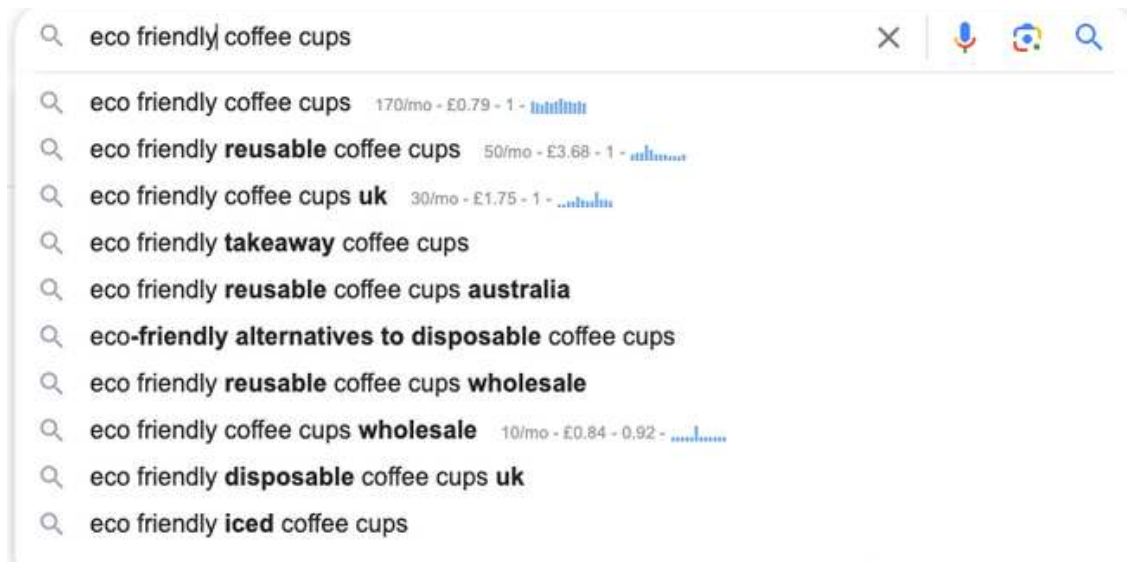
How to find keywords for free:

Let's use the Google search bar. Have a go at doing this whilst I explain it.

Type in eco friendly coffee cups. This is what Google is showing ME, yours may be a little different:

As you start to type in a phrase to google it self-populates below – almost trying to guess what you might put next – but these aren't guesses, this is AI learning from Google which is giving you lots of ideas as to what real people put into this search engine. And can you see that these are all long-tailed keywords too?

This is what Google showed me:



I clicked on the first answer and as I scrolled down the page I found a section which says People Also Asked, and this is what I saw:

People also ask :

What is the most environmentally friendly coffee cup? ▼

What is the most eco-friendly cup material? ▼

Are bamboo coffee cups environmentally friendly? ▼

Are reusable coffee cups good for the environment? ▼

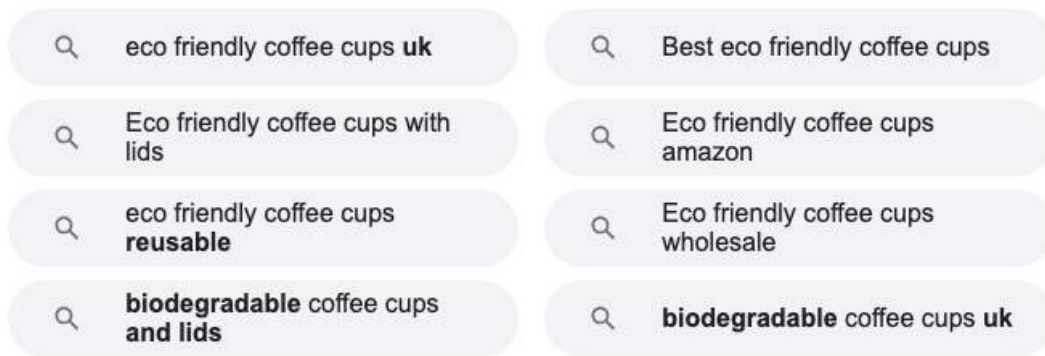
[Feedback](#)

Are you seeing the same? All of these are real phrases that real people put into Google when looking for the product that they want to buy.

These question-style phrases are also exactly the kind of wording AI tools pick up and reuse when they suggest products and brands.

Right at the bottom of the page, I have this, and again they are real phrases that real people are using.

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Two extra bits of jargon now, and these are the last, I promise: **Search Volume and Keyword Difficulty. And sadly, you can't find these for free.**

Search Volume is simply how many people in your country search using this term per month.

Keyword difficulty is how hard is it to 'rank' for this keyword. To appear on page one of Google you need to rank around place 12 or lower.

Researching the search volume of your choice of keywords (short or long-tailed)

Once you have found a search term you want to rank for, you should research whether there are many searches for that keyword or phrase.

But also balance search volume with the competition. You want to find keywords that a lot of people are searching for, yes, but you also want them to be achievable. A pet store would not likely rank at the top for "dog food." Ideally, you want to target relevant terms with high search volume that are relatively easy to rank for. But you also may want to target some lofty phrases, as long as you understand that this is more of a long-term strategy.

My favourite paid tool for beginners (partly because it is by far the cheapest!)

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I **ntroducing the Chrome Extension Keywords Everywhere**

<https://keywordseverywhere.com/>

Once you have added it to your Chrome browser you have to set up an account.

But it is very cheap - if I remember correctly around £25 or a large number of searches.

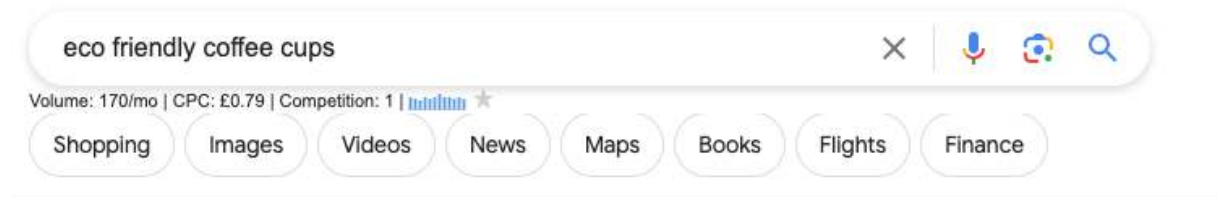
You will be choosing a keyword for each page of your website - the easier bit, and keywords for every one of your products (trickier) and so it will get lots of use.

Let's see it in action:

When I search for the long-tailed keyword:

eco friendly coffee cups

this is the result I am shown.



Directly under the words in the Google search bar can you see,

Volume: 170/month | CPC £0.79 | Competition :1 and a blue bar chart?

170/mo - that's how many times this key phrase (aka long-tailed keyword) is searched for each month in the UK.

CPC is cost per click - what you would pay if you were using Google Ads to show for this key phrase.

Competition is a gauge as to the number of advertisers running campaigns for this key phrase.

The blue bar chart is trend data.

To the right on the results page, you will also see that Keywords Everywhere has given me this table, which shows how difficult it would be to rank for this phrase. SEO difficulty 44/100.

Find long-tail keywords for "eco friendly coffee cups" (UK)

SEO Difficulty 44/100 Brand Query No

Off-Page Difficulty 42/100 On-Page Difficulty 47/100

[How these metrics are calculated](#) [Detailed breakdown](#)

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I would avoid, if you can, using keywords where the SEO difficulty is more than 40/100 when you are starting out.

Keywords Everywhere then goes on to offer you some alternatives - both Related and Long Tailed Keywords (see the right hand side of your own results page), they could look like this:

Related Keywords [Copy](#) [Export](#)

| KEYWORD | VOL (UK) | CPC | CMP | TREND |
|-------------------------------------|----------|-------|-----|-------|
| reusable coffee cup | 8,100 | £0.27 | 1 | |
| ecoffee cup | 1,600 | £0.19 | 1 | |
| biodegradable coffee cups and lids | 20 | £1.75 | 1 | |
| biodegradable coffee cups uk | 20 | £3.24 | 1 | |
| eco friendly disposable coffee cups | 10 | £0.83 | 1 | |
| compostable coffee cups which bin | 0 | £0.00 | 0 | |

Per page: All 1-6 of 6

Long-Tail Keywords [Copy](#) [Export](#)

| KEYWORD | VOL (UK) | CPC | CMP | TREND |
|---|----------|-------|------|-------|
| eco friendly coffee cups uk | 30 | £1.72 | 1 | |
| eco friendly coffee cups wholesale | 10 | £1.08 | 1 | |
| eco friendly coffee cups reusable | 10 | £6.82 | 1 | |
| eco friendly coffee cups with lids | 10 | £0.32 | 0.43 | |
| custom eco friendly coffee cups | 10 | £1.79 | 1 | |
| best eco friendly coffee cups | 10 | £0.00 | 0 | |
| branded eco friendly coffee cups | 0 | £0.00 | 0 | |
| how to make eco friendly coffee cups | 0 | £0.00 | 0 | |
| eco friendly takeaway coffee cups | 0 | £0.00 | 0 | |
| disposable eco friendly coffee cups | 0 | £0.00 | 0 | |
| eco friendly disposable coffee cups with lids | 0 | £0.00 | 0 | |

Per page: All 1-11 of 11

If you don't wish to use Keywords Everywhere you could get a free trial to any of these - make sure you cancel in time as they are expensive:

ubersuggest.com

moz.com

semrush.com

But I really would start with the Keywords Everywhere tool I describe above as these three have a really steep learning curve and you may take one look and just feel too overwhelmed!



Where are these pesky keywords actually going??

If you are using WooCommerce: your keywords are going in:

The Product Name (and make sure it is set as an H1 on the page itself, and remember to only have one H1 per page), the URL, the image name and comfortably within the description - no forcing keywords in there!

This first area for Description in WooCommerce is where you put the long description so also consider using:

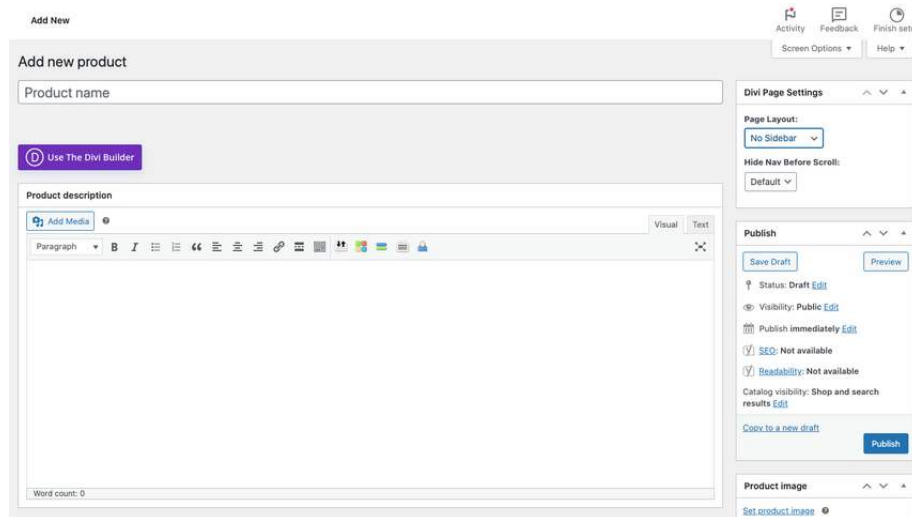
At least 200-250 words with your keyword in the first paragraph and:

- What the product actually does
- What type of person would use the product
- When they'd use the product, and on what occasion

Appeal to the reader's senses. How does the product taste, feel, smell and/or sound?

Features: A bulleted list of features. Be sure to answer the question, "So what?"

Ensure you also cover the benefits of the individual features.



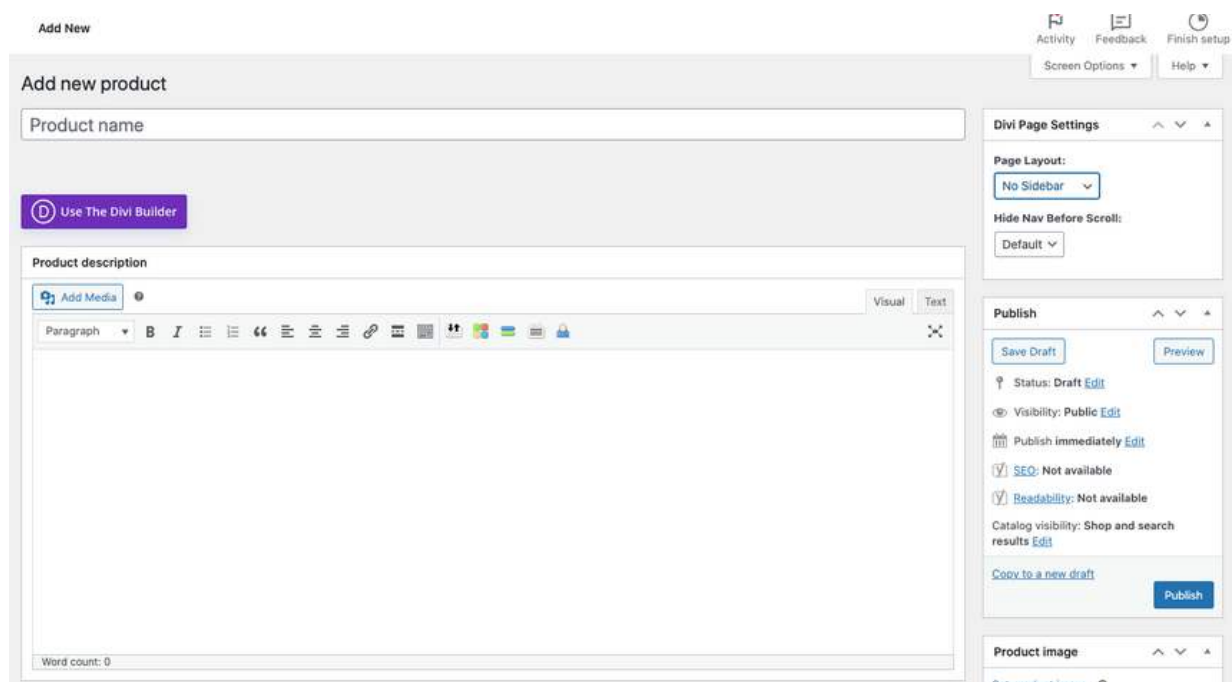
Details: Talk about the specifications of the product:

- Size
- Weight
- Materials
- Where it was made
- Whether it has won awards

FAQs: Include some commonly asked questions about the product, with answers.

Tip: Add a tip about the product:

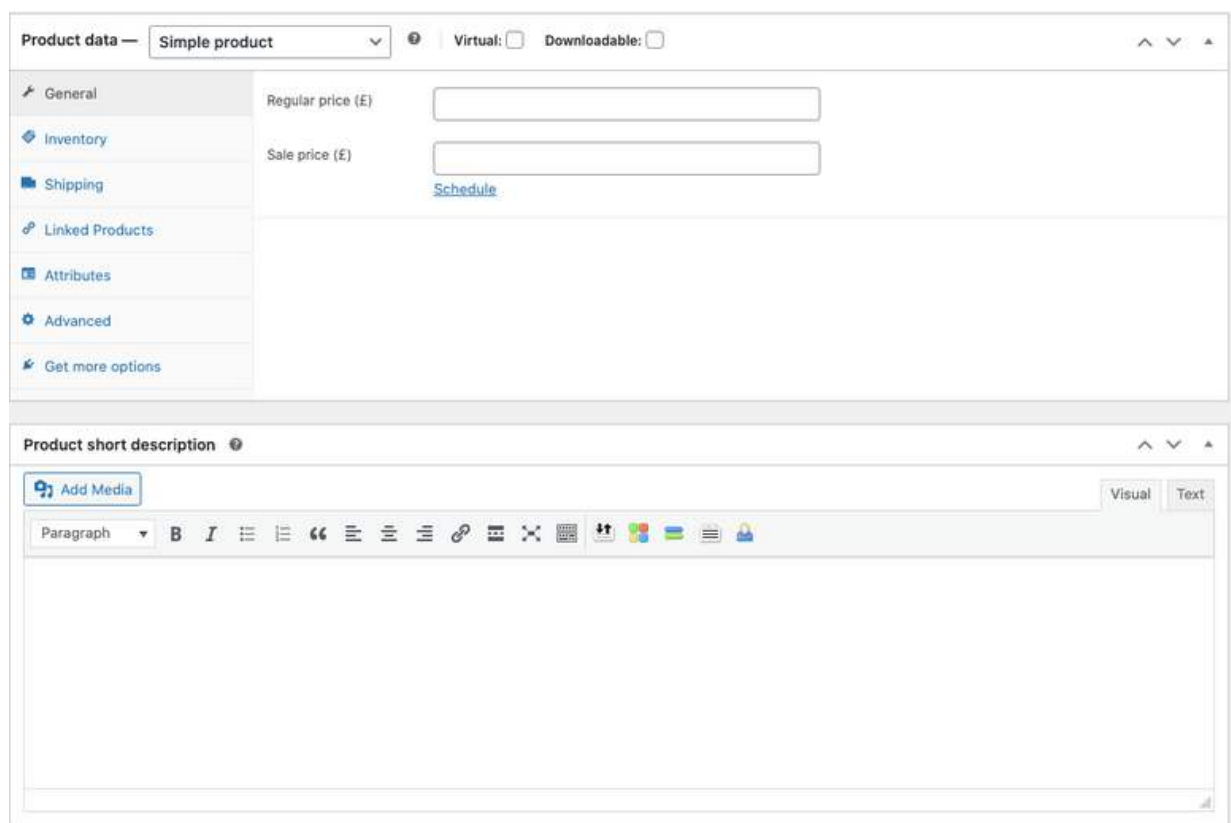
- Does it work great with another product?
- Is there a particular way to care for the product?



Then, as we go down the page, you see the area for the Yoast SEO like this. This example is assuming a WooCommerce website using Yoast for SEO. If you are in a different platform be sure to complete the focus keyword area.



Then comes the Product Data area and the Short Description. Try and make this description keyword rich and engaging.



**Regardless of your type of website,
add your keyword (s)
to the following locations:**

URL

Product Title

Image Alt Text

Body Content (inc first paragraph)

Any headings

SEO Title

SEO Meta Description



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PART 2:

Product descriptions

Crafting compelling product descriptions

Every product page on your website should go beyond just displaying a price, photo, and title. It should also feature a detailed description that effectively "sells" the item to both potential customers and search engines.

To create impactful descriptions, start by considering the information that would be valuable to your potential customers.

Depending on the nature of your products, this might involve including details like measurements, ingredients, age ranges, or instructions.

Then, aim to be descriptive and thorough.

Does the scent of your candle transport customers to a serene pine forest?

Is your a-line dress the perfect choice for an elegant evening out? Do your books align with a STEM curriculum?

Highlight these unique qualities in your descriptions.

Incorporate the keywords you have chosen for each specific product page, but avoid simply cramming them in repeatedly. Instead, seamlessly integrate them into the natural flow of your content (no keyword stuffing - we have left the early 2000's!)

For instance, let's say you sell a white chocolate cake. Rather than writing a description like:

"We sell white chocolate cakes. Our cakes are made of the finest ingredients. If you're interested in our white chocolate, click the button below to make a purchase."

This text doesn't sound natural at all. Remember, the key is to prioritize your site visitors for a successful SEO strategy.

So, consider crafting a description like this:

"Indulge in the exquisite richness of our new white chocolate cake, a true delight for enthusiasts of intense flavors. Expertly crafted with the finest Dutch-processed cocoa powder ganache within, each bite reveals a luxurious burst of deep chocolate goodness surround by white fluffy chocolate cake."

This type of description seamlessly incorporates the keyword while painting a vivid picture for shoppers, allowing them to envision the delightful experience of savoring the chocolate bar.

It also gives search engines and AI tools much richer context to understand when your product is a good match for someone's query.

Creating comprehensive product descriptions for your e-commerce website

STEP 1

When creating product descriptions for your small business's WooCommerce website, it's essential not to overlook a crucial element: providing an actual and detailed description of the product you're promoting.

A product description serves as a bridge that converts a physical or digital item into words that your potential customers can read or hear, allowing them to connect with your offerings beyond just the visual representation in photos.

Certain types of small businesses, like candle brands, beauty brands, or food and drink suppliers, are already adept at this practice.

For them, conveying key features such as scent, feel, or taste through words becomes vital since these attributes can't be fully captured in photographs alone.

By thoroughly describing every characteristic of your products, you not only improve your website's SEO and organic traffic by incorporating relevant phrases that align with Google users' search queries, but you also make your business more accessible.

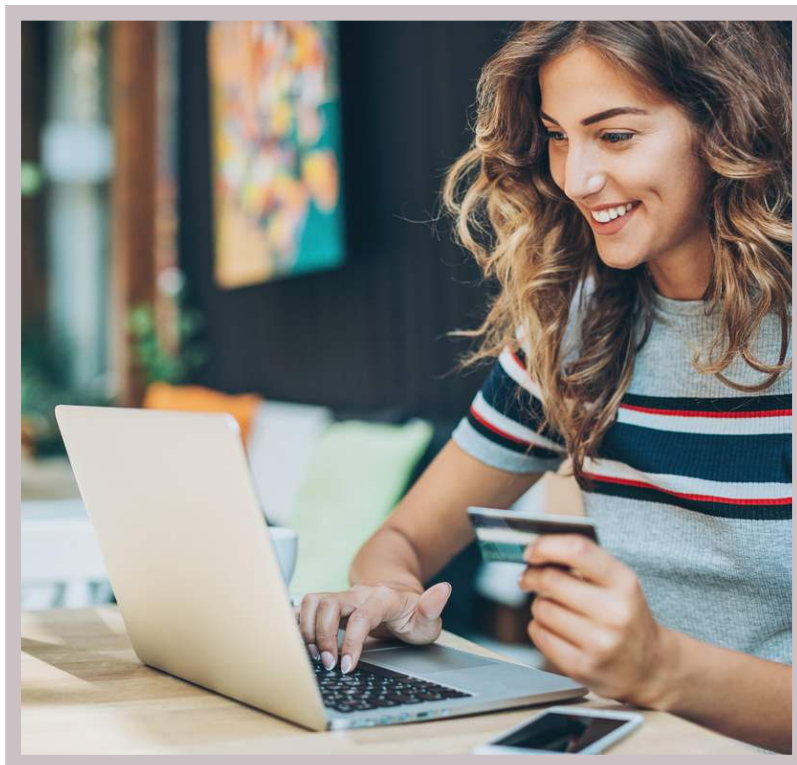
Remember, online shoppers include individuals with visual impairments who rely on alt-text descriptions to understand your products fully so describe your images thoroughly (and without keywords) too.

Ensuring that your product descriptions are comprehensive not only benefits your SEO efforts but also plays a crucial role in offering a non-exclusionary and non-discriminatory experience to all potential customers.

As a bonus tip, don't forget to provide clear information about the size of your products, using both measurement units and practical terms.

For example, if you're selling a tote bag, you could mention that it is 40cm wide, providing ample space to comfortably accommodate a medium-sized laptop in a stylish case.

Remember, thoughtful and thorough product descriptions will significantly enhance your customers' shopping experience and contribute to the overall success of your small business's WooCommerce website.



STEP 2

Highlighting the presentation and packaging of your products

Amidst the challenges brought by the pandemic, there has been a noticeable increase in the trend of purchasing gifts online and shipping them directly to loved ones.

Whether it's to delight cherished recipients or avoid potential family drama without a gift, this shift in consumer behaviour presents a valuable opportunity.

When describing your products, don't forget to emphasize how they are beautifully presented and thoughtfully packaged, making them even more giftable.

Share the details of your exquisite boxes, delightful pots, elegant tissue paper, and impeccable mailers that add that extra touch of luxury and excitement.

Every customer has unique preferences and priorities, and you never know which aspect of your product's presentation and packaging might be the deciding factor for them.

By covering all bases and showcasing the attention to detail in your presentation, you maximize the reasons for customers to choose your products while eliminating any potential concerns that may hinder their decision to purchase.

Remember, creating a memorable unboxing experience and ensuring that your products are impeccably presented can significantly influence a customer's perception and enhance their overall shopping experience.

So, go ahead and showcase your remarkable presentation and packaging, providing irresistible reasons to buy and removing any doubts that may discourage customers from making a purchase.

STEP 3

Highlighting sustainability and eco-friendly features

Now, it's time to share these commendable choices and decisions with your customers. By highlighting the sustainable, eco-certified, organic, plastic-free, cruelty-free, vegan, zero-waste, carbon-neutral, environmentally conscious, recycled, and vintage characteristics of your products, you can evoke a significantly positive response from your customers.

At the very least, you'll receive a subconscious "Oh, that's nice," but at best, you'll be revealing yet another dealmaker that captures their attention while eliminating any pesky dealbreakers.

In today's world, consumers increasingly value businesses that prioritize sustainability and contribute to environmental well-being.

By showcasing your eco-friendly features, you tap into this growing demand and connect with customers who appreciate and prioritize environmentally conscious choices.

Whether it's reducing plastic waste, utilizing recycled materials, supporting cruelty-free and vegan practices, or actively embracing a zero-waste approach, every eco-friendly characteristic becomes an opportunity to resonate with your customers on a deeper level.

So, don't hesitate to proudly communicate your commitment to sustainability. Share the positive impact your business is making, and watch as your customers respond with enthusiasm and support for your eco-friendly initiatives.

STEP 4

The story behind your product creation and/or sales.

One of the greatest marketing advantages that small businesses hold over their high-street competitors is the power to share authentic stories.

While retail giants like H&M and IKEA may offer a range of products, they can't provide the personal touch and unique narratives that small businesses bring to the table.

When you, as a small business owner, share your subjective opinions, inspirations, anecdotes, and most importantly, your point of view, you offer something truly distinctive. It's these elements that resonate with your customers and differentiate you from larger, more impersonal options like H&M or IKEA.

By sharing your story, you connect with your customers on a deeper level. You become more than just a provider of goods or services; you become a relatable figure, a source of inspiration, and a trusted partner on their journey.

Your customers choose you over other options precisely because of the personal touch and authenticity you bring.

They value the story behind your products, the passion that drives your business, and the care you put into every aspect of what you do.

So, embrace the power of storytelling and let your customers in on the magic behind your creations.

Share the inspirations that sparked your ideas, the challenges you faced along the way, and the joy you experienced when witnessing the final outcome.

Remember, it's your unique perspective and genuine connection that set you apart.

So, keep telling those authentic stories and watch as your customers continue to choose you, time and time again.

STEP 5

Introducing your unique small business

When crafting your product descriptions, it's essential to remember that many visitors to your product page may know little or nothing about your business. While you may have a thriving small business website, attracting traffic from search engines, not all of these visitors will start at your homepage. Some will directly land on your product pages.

Even for those who do start on your homepage, there's a chance they might skim over the beautiful blurbs that explain why your small business is exceptional. That's where a couple of sentences about your small business in each product description come into play.

These little snippets offer a golden opportunity to showcase your Unique Selling Proposition (USP). By sharing a glimpse of your brand and what sets you apart, you can build brand affinity and create loyal brand fans.

Let your passion and authenticity shine through in these concise lines, and give your customers a reason to connect with your brand beyond the product they're considering.

These brief insights into your small business can work wonders in forging a deeper connection with your audience.

Remember, every product description is a chance to captivate, engage, and win over a new customer.

So, make the most of this space to showcase the heart and soul of your small business, leaving a lasting impression that keeps customers coming back for more.

And don't forget the Specifications:

When it comes to those dealmakers and dealbreakers, they can often hide within the humble bullet-point lists (always useful as they make for easy reading) and tech specs. So, don't overlook the importance of providing comprehensive and helpful information in these areas.

Washing instructions, material compositions, required skills or equipment, technical specifications, sizes, and delivery & returns information should all be part of your arsenal. Leave no stone unturned!



Do my product descriptions need to be unique?

The dreaded issue of duplicate content.

When the same text shows up in multiple places online, whether it's on your own website or someone else's, search engines, including Google, despise it.

They can't figure out which version is the true, accurate one, leaving them uncertain about which one deserves a higher rank.

You are also competing against yourself for ranking if all of your product descriptions are substantially the same.

Now, how can you steer clear of this duplicate content conundrum for your online store? Here are a couple of pointers:

First off, avoid the copy/paste trap with manufacturer descriptions.

If you're dropshipping products, resist the temptation to simply slap on the default descriptions provided by the supplier.

Trust me, everyone else selling the same items is likely doing the exact same thing.

Instead, unleash your creativity and give it your own unique twist.

Secondly, take the time to craft distinctive descriptions for each product.

Sure, you may have similar products that seem oh-so-tempting to just copy and paste the same description all over.

But beware for this can dilute the ranking power of both product pages.

Set aside a moment to ponder what sets each product apart and channel your focus on highlighting those distinctive features.

Remember, in the battle against duplicate content, uniqueness and originality are your most powerful allies.

In an AI world, duplicate content is an even bigger waste. When your description is identical to the one on a big marketplace, AI tools are far more likely to quote them, not you.

Original, specific descriptions give you a fighting chance of being the shop that gets mentioned or linked to when someone asks an AI for product recommendations.

My most important tip?
Focus on your customer's experience!

Here come some of my other top tips:

Do not copy and paste your product description to Etsy or other marketplaces.

Do not allow wholesalers to copy and paste content from your website.

If your product is out of stock, do not delete or disable it unless it is permanently retired.

Product is coming back: Remove from collections if you don't want it on your site.

Product is not coming back: Disable listing & set up 301 redirect.

Detailed descriptions don't just help humans – they also give AI systems clearer signals about what your products are, how they're used and who they're for.

STEP 3:

Now for your images:

WooCommerce images need to be 800x800 px – I always use Canva to resize the images I am working with.

Don't forget to compress these images – which means reducing the file size (rather than the image size).

Use Tinyjpg.com or perhaps add the paid, but very cheap, Short Pixel Image Optimiser (\$10 for 10,000 images – [click here](#) – you want the one off package not the monthly subscription:

Name your images correctly

Normally a file name would be like “IMG_948392.jpg” or something similar to this.

We recommend you keep your image names short and crisp.

Try to keep your image names to 5 words or even lesser than 5.


Separate your image names with the help of hyphens. For example, “strawberryicecream.jpg” will be difficult for Google to understand. Hence name it “strawberry-ice-cream.jpg” for better understanding.

And best practice is to also add your business name at the end, so: ‘strawberry-ice-cream-devon-dairy.jpg’

With WooCommerce you will have a main image plus a number of thumbnails below:

HOME ABOUT SHOP ▾ GALLERY BLOG THE PROCESS ▾ EXHIBITIONS CONTACT 🛒

Home / Art Print / Zoë Wilson Carving Art Print 'Force'



Zoë Wilson Carving Art Print 'Force'

£45.00

This is a beautiful art print of Zoë Wilsons carving 'Force'.

The photograph is printed on premium quality A3 paper and comes unframed.

The original geometric pattern was hand carved into dark grey Welsh slate using a traditional mallet and chisel.

Zoë's timeless yet unusual artwork sits beautifully in any style interior.

1

Pay with link ⇒

— OR —

Add to cart

Category: Art Print Tag: Force

You can have almost any number of images below the main image, all of which are clickable into. But how do you name all these images when they are of just one thing.

Imagine for a moment that the picture above was actually a mug decorated in yellow daffodils:

yellow-daffodil-mug-front-business-name.jpg

yellow-daffodil-mug-back-business-name.jpg

yellow-daffodil-mug-top-business-name.jpg

etc!

I am sure you get the idea.

Alt Text

Crafting well-written Alt-text works wonders for your SEO value.

Even when pesky glitches prevent images from loading search engines can still read the alternative text and utilize it to rank your page.

Furthermore, by adding appropriate alt tags to your website's images, you can boost your chances of securing higher rankings in search engine results.

MOST importantly - for those with visual impairments and who use a screen reader this reader will read aloud your Alt-text description.

Now, let me share some simple ground rules for your alt attributes:

Firstly, describe your images using plain and simple language, just as you did when naming your image files. No need for fancy jargon here.

Keep your alt text concise yet descriptive. Strike that perfect balance.

Lastly, let your creativity shine but resist the urge to stuff your alt attributes with excessive keywords. If one of your keywords would fit naturally into your description then go ahead and use it – if not, don't force it in there!

You now have all the tools so go any apply these principles to your own website and GOOD LUCK!

Melissa

THIS IS THE SAME INFORMATION BUT IN BULLET POINTS - EASY FOR YOU TO REFER BACK TO AS YOU SIT PUTTING PRODUCT SEO INTO PRACTICE

🔍 Part 1: Understand SEO Basics

✓ What is SEO? Search Engine Optimization (SEO) is the process of improving your site so search engines can better understand, rank, and recommend it to people searching online. SEO is about both visibility and relevance.

✓ Why Does SEO Matter?

- 93% of online experiences start with a search.
- SEO brings in consistent, long-term, organic (free!) traffic.
- Strong SEO improves credibility, user trust, and customer experience.
- Ecommerce sites optimized for SEO tend to convert better because they attract shoppers ready to buy.

✓ How Do Search Engines Work?

- Crawl: Bots scan your site's pages and content.
- Index: They store your pages in a giant search database.
- Rank: They rank your pages based on over 200 factors, like relevance, quality, site speed, mobile-friendliness, and backlinks.

Pro Tip: Use Google Search Console to check how many of your pages are indexed and spot crawl errors.

🔑 Part 2: Find the Right Keywords

✅ Step 1: Brainstorm Seed Keywords

- Write a list of every product, category, and related topic.
- Check competitor websites and marketplaces (like Etsy or Amazon) for popular product phrases.
- Ask: "If I were a customer, what would I type into Google to find this?"

✅ Step 2: Use Keyword Tools

- Free Tools: Google Keyword Planner, AnswerThePublic, Ubersuggest (limited free use), Google Trends.
- Paid Tools: Keywords Everywhere, SEMrush, Ahrefs, Moz.

✅ Metrics to Check

- Search volume: Are people actually searching for this?
- Keyword difficulty: How hard is it to rank?
- Intent alignment: Does the keyword match a buying intent (e.g., "buy handmade mug UK") or is it just research ("how to clean mugs")?

Pro Tip: Focus on long-tail keywords - these may have lower search volume but bring in more qualified, ready-to-convert traffic.

✔ Step 3: Organize Your Keywords

- Create a spreadsheet with:
 - Page/product name
 - Main target keyword
 - Secondary/synonym keywords
- Assign only one main keyword per page to avoid cannibalization.

✔ Helpful Tool: Use Google Autocomplete and "People Also Ask" sections for ideas straight from real searchers.

✓ Internal Linking

- Link to related products, care guides, blog posts, or FAQs.
- Example: Link from a vegan leather wallet to your vegan leather belt or care tips blog post.

✓ Pro Tip: Use a tool like SurferSEO to optimize keyword density and on-page structure.

Part 3: Optimize Product Pages

✓ Product Title (H1 Heading)

- Always include your main keyword naturally.
- Keep under 60 characters.
- Example: Instead of "Style 500 Dress," use "Handmade Summer Linen Dress – Eco-Friendly, UK-Made."

✓ Product Description (Long)

- Write 300-500 words covering:
 - What it is, who it's for, how it's used.
 - Features + benefits (bullet points + descriptive text).
 - Sizing, materials, origin.
 - Unique qualities, awards, sustainability features.
 - Sensory language (e.g., soft, buttery texture, crisp scent).
- Incorporate your keyword in the first paragraph and 2-3 times naturally throughout.

✓ Short Description / Excerpt

- Create a punchy summary for category pages and search previews.

Part 4: Optimize Product Images

✓ File Naming

- Name files descriptively (e.g., handmade-linen-dress-front-wildcurrant.jpg).

✓ Alt Text

- Write clear, helpful descriptions (not just keywords).
- Example: "Front view of handmade summer linen dress in soft blue with ruffle sleeves."

✓ Compression + Lazy Loading

- Compress images (TinyPNG, ShortPixel).
- Enable lazy loading so images load only when needed.

✓ Multiple Angles + Lifestyle Shots

- Add product-only shots + lifestyle/real-life context photos.
- Improves user engagement and trust.

✓ Helpful Tool: Use Canva or Adobe Express to create optimized, branded product graphics.

⚙️ Part 5: Improve Site Speed + Performance

✅ Test Site Speed

- Tools: Google PageSpeed Insights, GTmetrix, Pingdom.
- Aim for <2-3 second load times.

✅ Improve Speed By:

- Compressing all images.
- Enabling browser caching.
- Reducing plugin use (especially for WordPress).
- Using a CDN if you sell internationally (Cloudflare, BunnyCDN).
- Minifying CSS and JavaScript.

✅ Pro Tip: Run tests regularly, especially after major updates or design changes.

🔒 Part 6: Maintain SEO Health Long-Term

✅ Content Freshness

- Update product descriptions, blog posts, and images regularly.

✅ Redirects + Retirements

- If you retire a product, set up a 301 redirect to a similar item or category.

✅ Monitor Performance

- Google Analytics: Check traffic sources, conversion rates, bounce rates.
- Google Search Console: Track rankings, fix crawl errors, submit sitemaps.

✅ Customer Reviews + UGC (User-Generated Content)

- Add reviews, testimonials, and customer photos to boost SEO and trust.

✅ Pro Tip: Use Schema Markup (product schema) to enhance search listings with ratings, prices, and availability. Tools like Yoast (WordPress) or JSON-LD generators can help.

✅ Helpful Tool: Screaming Frog SEO Spider for deep technical audits (free up to 500 URLs).

🌟 Final Words

SEO is a long game, but when done well, it becomes your most powerful, cost-effective marketing channel. By following these expert-level tips, you set your ecommerce site up for steady, compounding success.