

# DENIM



## Ecommerce Structure Made Simple(r)

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- Freelance SEO Consultant
- Based in Italy, Canada, Ireland, United Kingdom
- 10+ years in digital marketing and business consulting
- SEO contributor



# SEO Pillars

[ ] Content

[ ] Technical SEO

[ ] Backlinks



# ***What is “Content” (eCom)?***



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# What is “Content”?

Product pages

Category listing pages (CLP)

**Product listing pages (PLP)**

**Sub-Product listing pages (SPLP)**

Educational content

Size/Buying guides

Promo pages

...



# *Starting out*

The foundations



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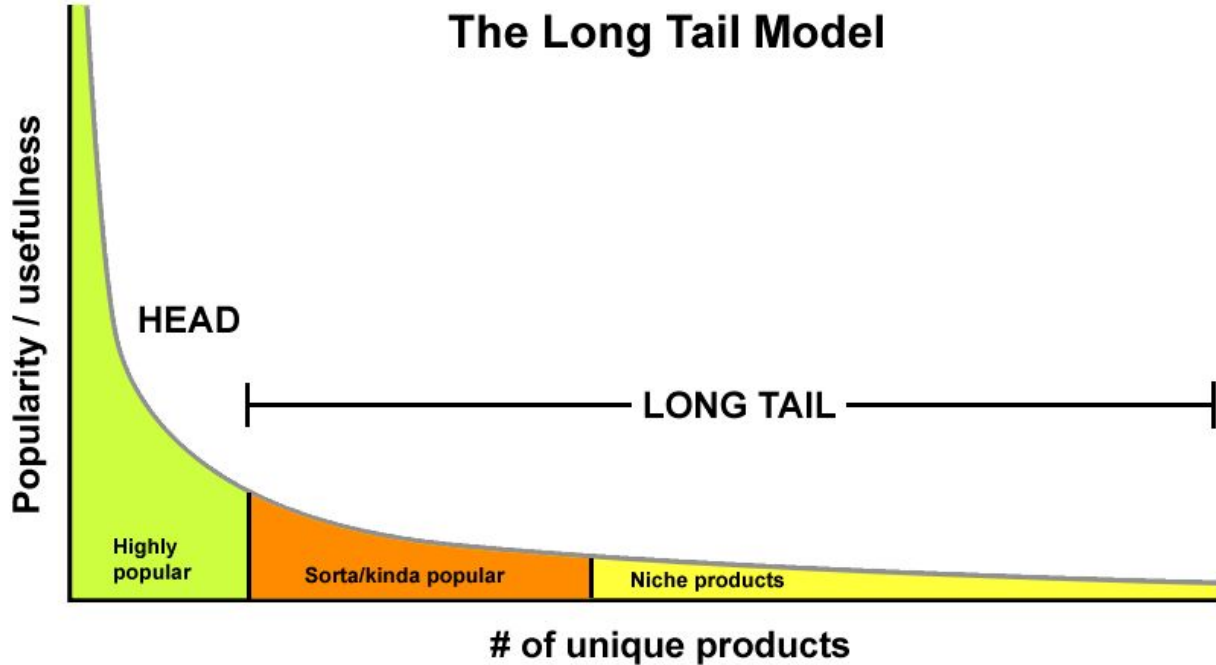


# Why ~~Keyword~~ Topic\* Research?

\* shaving razor for him = shaving razor for men  
engagement rings for large fingers = engagement rings for large hands



# Why Topic Research is important: be realistic



Rings > Engagement rings > Diamond engagement ring white gold



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# Why Topic Research is important

<https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas> 25,375 11.9% \$8.7K 5,372 ▲

2,288 keywords United Kingdom ▼

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
1st birthday gifts	2	6.3K	1	0.24	2,184	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>
first birthday present ideas	1	4.0K	4	0.24	1,821	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>
1 year old birthday gifts	1	3.7K	4	0.26	1,604	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>
gifts for 1 year old	1	3.4K	12	0.26	1,197	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>
1st birthday presents	1	2.6K	1	0.24	1,098	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>
1st birthday present	2	2.3K	1	0.24	1,067	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>
first birthday gifts	3	2.3K	1	0.26	1,013	0	1	<a href="https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas">https://www.elc.co.uk/c/shop-by-age/1st-birthday-gift-ideas</a>

*Every keyword is a different access point to your page.*



# Why Topic Research is important

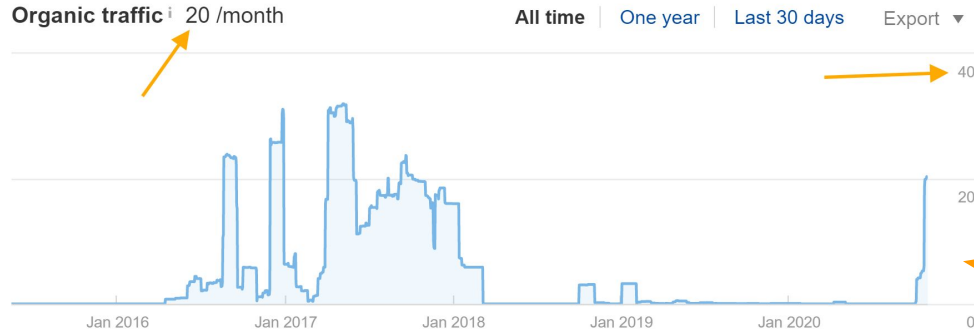
	Google Ads	Rank Tracker	Semrush	Ahrefs	Moz
road bike	10K-100K	38.6K	90.5K	27K	11.5K-30.3K
road bikes	10K-100K	68.1K	90.5K	11K	2.9K-4.3K
bike shop nyc	1K-10K	1510	4.4K	450	101-200
bike shop new york city	1K-10K	1010	4.4K	80	0-10
bianchi bikes	10K-100K	10K	18.1K	5K	851-1.7K
bianci bikes	10K-100K	10K	18.1K	90	0-10

**Search volume is often overrated metric.**

Sources: [SEO Powersuite](#), [SearchEngineLand](#)

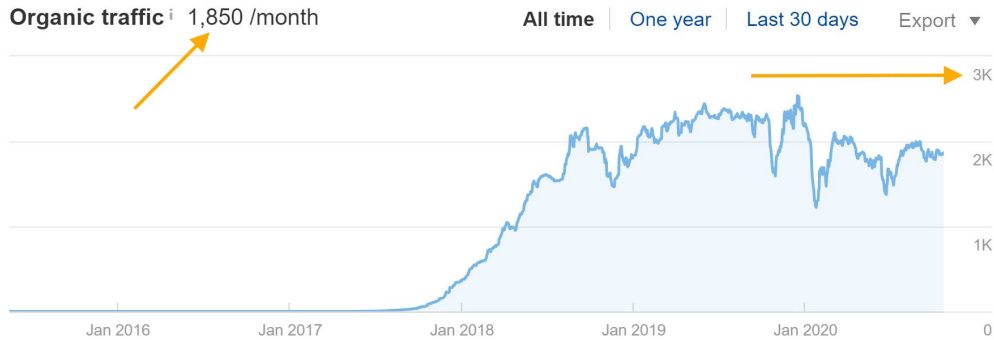


# Why Topic Research is important



10+ year old website, ~120 pages

(keyword research)



3 year old website, ~20 pages



# **> *Main Product Listing Pages***



# Main Product Listing Pages

HEALTH CONCERNS SUPPLEMENTS FACE BODY HAIR CHILDREN LIVING TEENAGERS

SHAVING ▾ BEARD & MO ▾ HAIR ▾ FACE & BODY ▾ GIFTS & KITS ▾ BRANDS ACADEMY NEW ARRIVALS

MONSOON

NEW & COLLECTIONS

WOMEN

CHILDREN

BRANDS BAZAAR

WEDDING

HOLIDAY

SALE

Girls 3-12yrs

New in Children's Clothing  
New Casualwear Collection  
Dresses  
Partywear  
Coats & Jackets  
Tops & T-shirts  
Knitwear & Cardigans

Baby Girls 0-3yrs

Dresses  
Partywear  
Coats & Jackets  
Knitwear & Cardigans  
Outfits & Rompers  
Beachwear & Swimwear  
Shop All

Children's Shoes & Boots

Girls' Shoes & Boots  
Boys' Shoes & Boots  
Baby Shoes & Booties  
Shop All  
Newborn 0-18mths

Children's Accessories

Girls' Bags & Purses  
Girls' Hair Accessories  
Girls' Tights & Socks  
Gloves, Hats & Scarves  
Girls' Jewellery  
Baby Accessories  
Boys' Accessories



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Start with your catalogue

Look at competitors

Use your expertise

Broad categories/Use cases

Don't overthink

**You can't rank (today)**



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# **> *Sub Product Listing Pages***



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# Sub PLP: Type

## Razors

Double Edged Safety Razors

DE Safety Razors For Beginners

Razor Blades

Single Edged Safety Razors

Travel Razors

Gillette Mach3 and Fusion Compatible Razors

Cut Throat Razors

Shavette Razors

Safety Razor Heads

Type

MEN'S GOLF CLUBS

All Men's Golf Clubs

Drivers

Irons

Fairway Woods

Hybrids

Package Sets

Wedges

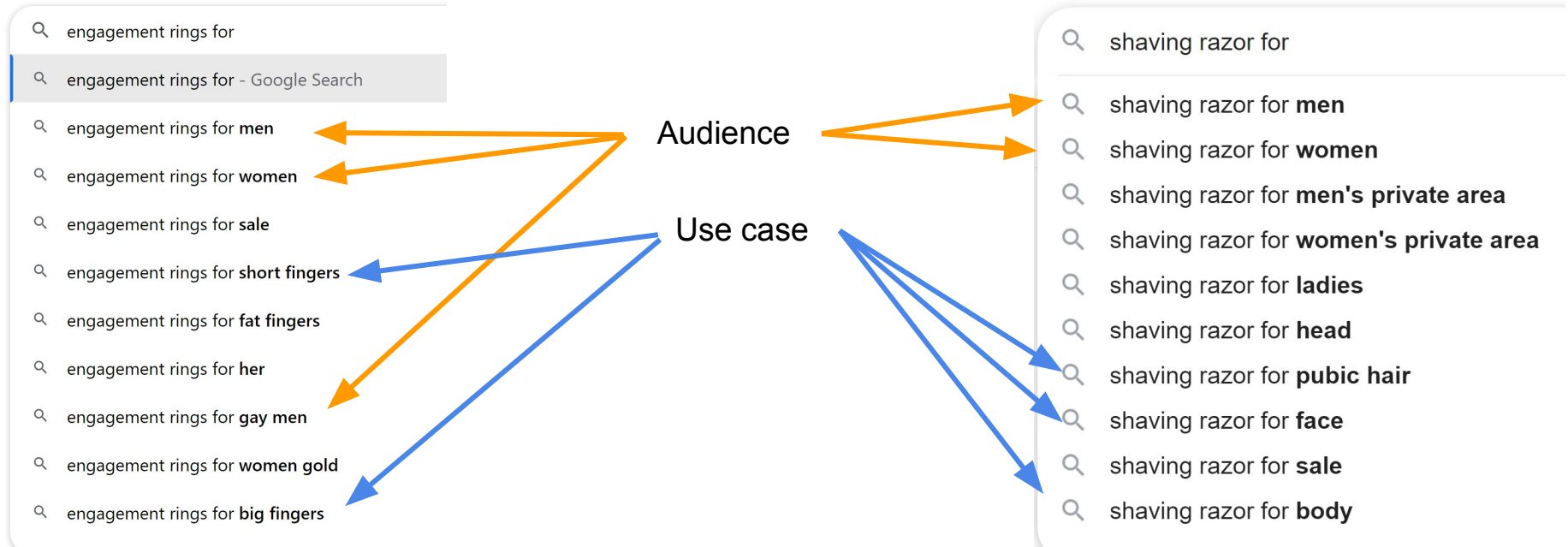
Putters

Single Irons





# Sub PLP: Audience & Use Case



# Sub PLP: Age

🔍 puzzle for \* year olds

🔍 puzzle for **12** year olds

🔍 puzzle for **11** year olds

🔍 puzzle for **10** year olds

🔍 puzzle for **3** year olds

🔍 puzzle for **2** year olds

🔍 puzzle for **14** year olds

🔍 puzzle for **5** year olds

🔍 puzzles for **4** year olds

🔍 puzzles for **6** year olds

🔍 puzzles for **7** year olds

Age group

🔍 skincare for \* year |

🔍 skincare for **10** year **old**

🔍 skincare for **40** year **old woman**

🔍 skincare for **11** year **olds**

🔍 skincare for **13** year **old**

🔍 skincare for **12** year **olds**

🔍 skincare for **50** year **old woman**

🔍 skincare for **30** year **old woman**

🔍 skincare for **9** year **olds**

🔍 skincare for **60** year **old woman**

🔍 skincare for **12** year **girl**



# Sub PLP: Brands

A B C D E F G H I

a

A.KAY.A	Advanced Nutrition Programme
AesthetiCare	Allies of Skin
Allskin MED	Amalian
Ameliorate	ANSWR
AQ Skin Solutions	Augustinus Bader
Avant Skincare	Avène

Brands\*

CLOTHING & ACCESSORIES ▾ KIDS ▾ SUPPLEMENTS ▾ BRANDS ▾

MMA BRAND

MMA VENUM

MMA HAYABUSA

FUMETSU

ONE CHAMPIONSHIP

THAI BOXING BRANDS

THAI MTG-PRO

NO.1 FIGHT GEAR

THAI- FAIRTEX

THAI TOP KING BOXING

TOP TEN

THAI NATIONMAN

TUFF SPORT

REVGear

SANDEE

\* When selling third party products



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# Sub PLP: Other

ie ▾ Type of toy ▾ Baby Equipment ▾ Learning Skills ▾ Brands ▾ Offers Explore ▾



Discover the world



Fine Motor skills



Hand/Eye  
coordination



Imaginative play



Instils Confidence



Learning to count

Focus on your audience



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# **> *Research & Ideas***



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# Research: your data

Sales people

Customer services

Email



# Research: Competitors (front)

Find big & small competitors specialised in your market category.



shaver for men

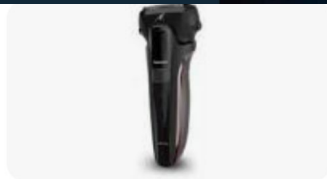
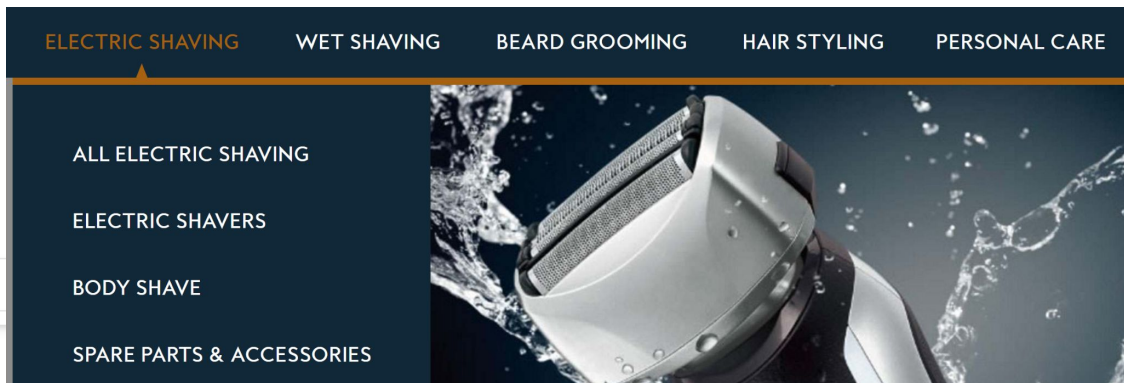


Shavers.co.uk

<https://www.shavers.co.uk> › Electric Shaving

## Mens Electric Shavers

Items 1 - 12 of 150 — Find the best electric **shaver** & reviews on top-rated foil, rotary & linear shaving products. Includes all major brands; Philips, Braun, ...



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# Research: Competitors (back)

```
<?xml version="1.0" encoding="UTF-8"?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://www.elc.co.uk/sitemap/media/Homepage-en-GBP</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.elc.co.uk/sitemap/media/Product-en-GBP</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.elc.co.uk/sitemap/media/CategoryLanding-en-GBP</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.elc.co.uk/sitemap/media/Category-en-GBP</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.elc.co.uk/sitemap/media/Content-en-GBP</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.elc.co.uk/sitemap/media/Custom-en-GBP</loc>
  </sitemap>
</sitemapindex>
```

Check their XML sitemap

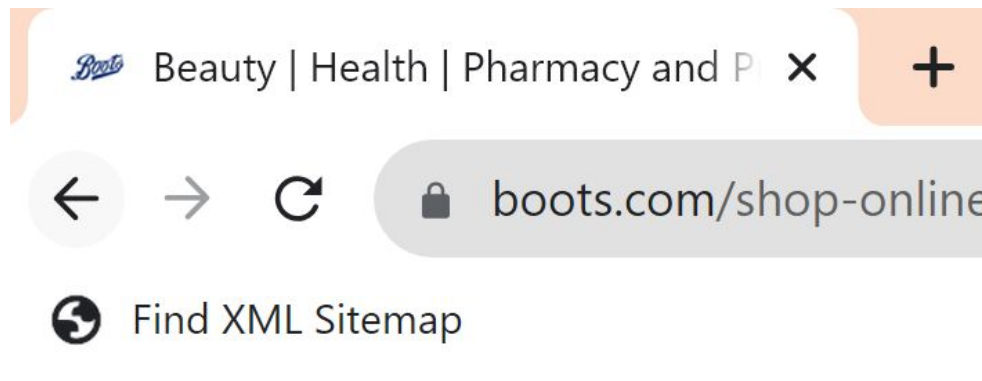
This XML file does not appear to have any style information associated with it

```
▼ <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi
  ▼ <url>
    <loc>https://www.tropco.co.uk/sitemaproducts.xml</loc>
    <lastmod>2023-09-07T14:04:22+00:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
  ▼ <url>
    <loc>https://www.tropco.co.uk/sitemapcategories.xml</loc>
    <lastmod>2023-09-07T14:04:22+00:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
  ▼ <url>
    <loc>https://www.tropco.co.uk/sitemappages.xml</loc>
    <lastmod>2023-09-07T14:04:22+00:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
  ▼ <url>
    <loc>https://www.tropco.co.uk/sitemapimages.xml</loc>
    <lastmod>2023-09-07T14:04:22+00:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
</urlset>
```





# Research: Competitors (back)



Use my free Bookmarklet to speed up your research:

<https://www.betakrea.net/technical-seo/xml-sitemap-bookmarklet/>



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# Research: Google suggestions #1



- engagement ring for |
- engagement ring for **men**
- engagement ring for **women**
- engagement ring for **men gold**
- engagement ring for **men which hand**
- engagement ring for **her**
- engagement ring for **man**
- engagement ring for **sale**



# Research: Google suggestions #2



engagement ring

- Women's
- Images
- Products
- Men's
- Gold
- White Gold
- Silver
- Rose Gold
- Titanium
- Diamond
- Sapph



engagement ring

- All
- Images
- Videos
- Maps
- News
- More
- Tools

- gold
- princess cut
- diamond
- rose gold
- solitaire
- oval
- simple

# Research: Google suggestions #3

Related searches :

engagement **rings for women**

engagement **rings pandora**

engagement ring **brands uk**

**diamond** engagement **rings**

engagement **rings gold**

engagement **rings uk cheap**



# Research: Google Keyword Planner

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change
<input type="checkbox"/> engagement ring designs for male	10 – 100	+∞
<input type="checkbox"/> engagement rings for women near me	10 – 100	0%
<input type="checkbox"/> silver engagement rings for her	100 – 1K	+900%
<input type="checkbox"/> engagement ring sets for her	10 – 100	0%
<input type="checkbox"/> best diamond rings for engagement	100 – 1K	-90%

Google Keyword Planner: <https://ads.google.co.uk>



# Research: Google Trends

● Pre-engagement ring  
Topic

+ Compare

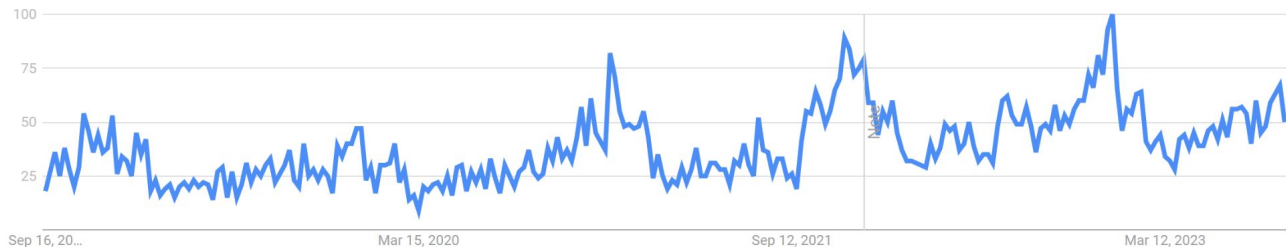
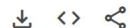
United Kingdom ▾

Past 5 years ▾

Shopping ▾

Web Search ▾

Interest over time ⓘ



Google Trends:  
<https://trends.google.co.uk/>



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# Research: SEO tools

Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	
<input type="checkbox"/> + engagement ring	28	25K		183K	54K	\$3.00	0.86	engagement rings
<input checked="" type="checkbox"/> + cartier engagement ring	7	3.6K		14K	2.3K	\$0.35	0.84	cartier engagement ring
<input checked="" type="checkbox"/> + opal engagement ring	0	3.5K		17K	1.5K	\$0.70	0.83	opal engagement ring
<input checked="" type="checkbox"/> + pear shaped engagement ring	2	3.4K		25K	4.6K	\$2.00	0.91	teardrop engagement ring
<input type="checkbox"/> + engagement ring insurance	2	3.4K		12K	9.0K	\$1.50	1.67	engagement ring insurance
<input type="checkbox"/> + engagement ring finger	48	3.2K		33K	8.3K	\$0.20	0.35	engagement ring finger
<input checked="" type="checkbox"/> + princess cut engagement ring	4	3.1K		21K	4.3K	\$1.70	0.89	princess cut engagement ring

**K** Related Keywords
Copy
Export
✕

★ KEYWORD	VOL	CPC	CMP	TREND
★ crm software free	8,100	\$14.24	0.7	
★ crm software examples	1,900	\$7.95	0.46	
★ crm software for small business	1,900	\$29.59	0.61	
★ crm software list	1,000	\$4.28	0.42	
★ salesforce crm software	880	\$31.16	0.47	
★ top 10 crm software	590	\$14.27	0.65	
★ crm software india	480	\$1.87	0.54	
★ crm software training	140	\$10.24	0.64	

Per page: 10 1-8 of 8

<https://ahrefs.com> / <https://keywordseverywhere.com/>



# Research: your data (again)

Sales people

Customer services

Email





***You're established***



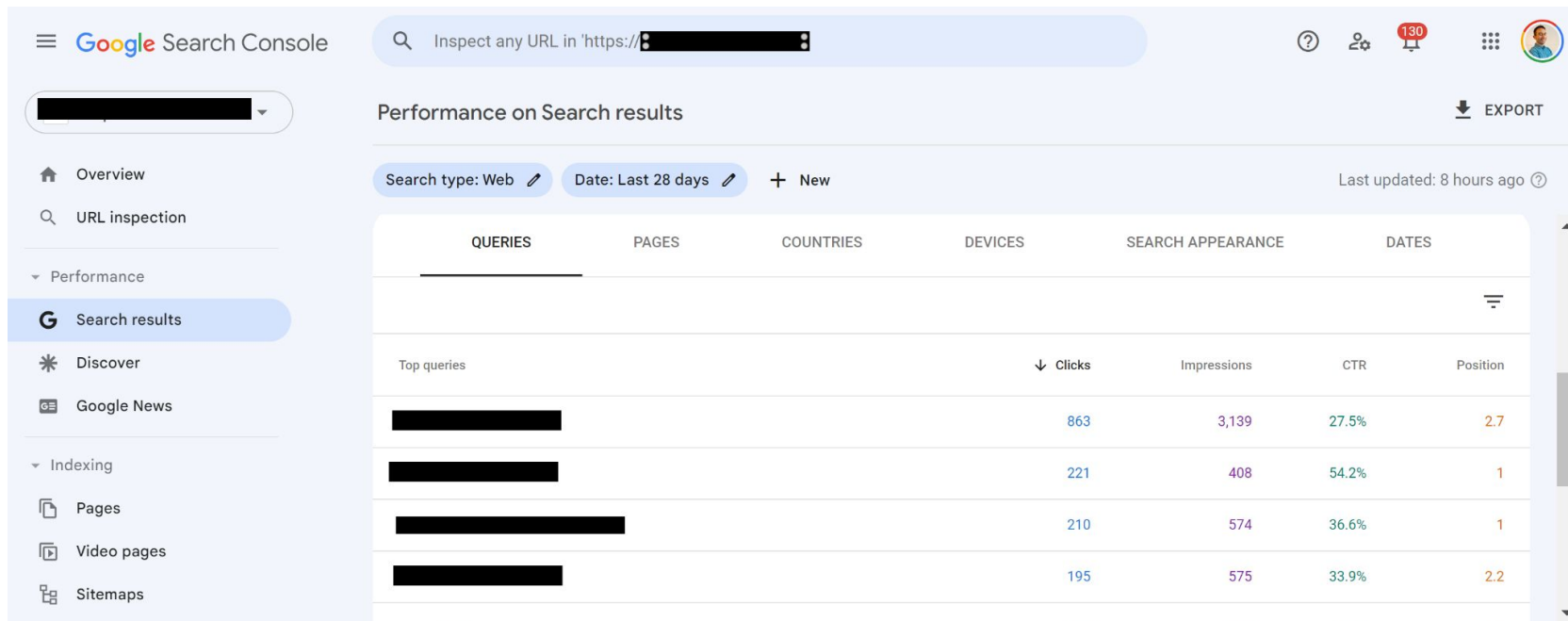
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# Your data, your goldmine



The screenshot shows the Google Search Console interface. The left sidebar contains navigation options: Overview, URL inspection, Performance (expanded), Search results (selected), Discover, Google News, Indexing (expanded), Pages, Video pages, and Sitemaps. The main content area displays 'Performance on Search results' for a specific URL. It includes filters for 'Search type: Web' and 'Date: Last 28 days'. A table shows search performance data for the last 28 days, with columns for Queries, Pages, Countries, Devices, Search Appearance, and Dates. The table is sorted by Clicks in descending order.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries			↓ Clicks	Impressions	CTR
[REDACTED]			863	3,139	27.5%
[REDACTED]			221	408	54.2%
[REDACTED]			210	574	36.6%
[REDACTED]			195	575	33.9%



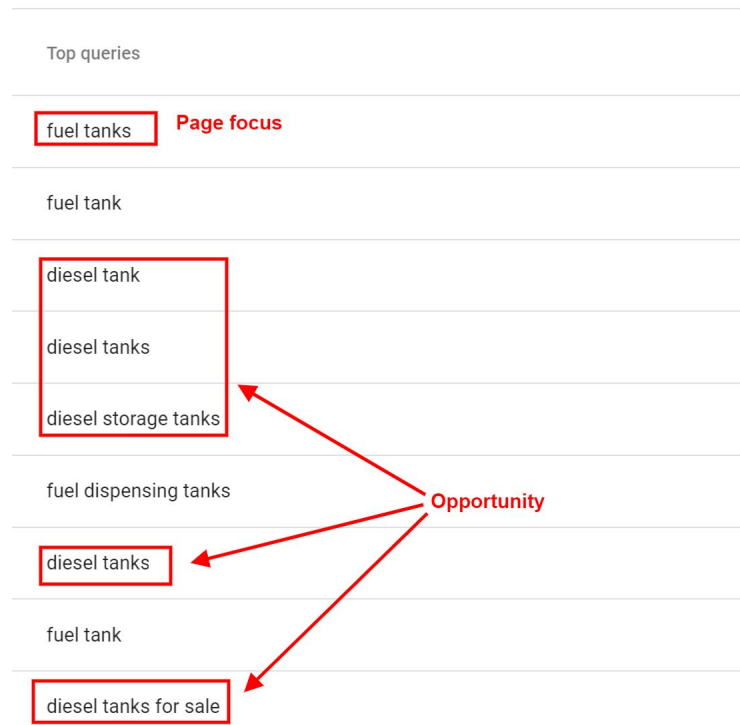
# Google Search Console

Analyse your category pages.

Spot opportunities from queries you are ranking for but not focusing on.

Focus on top 10 product listing pages.

Carry on on top 50 product listing pages.



# SEO tools

Analyse your category pages for queries ranking in lower position.

Spot opportunities from queries you are ranking for but not focusing on.

Focus on top 10 product listing pages.

Carry on on top 50 product listing pages.

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position
<input type="checkbox"/> + rechargeable razors	2	80	8	0.24	1	0	13
<input type="checkbox"/> + wet shaver	4	150	6	0.65	1	0	11
<input type="checkbox"/> + cordless electric shaver	3	60	7	0.19	1	0	12
<input type="checkbox"/> + rotary shaver	2	350	10	0.17	1	0	19
<input type="checkbox"/> + wet and dry razors	4	50	8	0.26	1	0	12
<input type="checkbox"/> + wet shave electric razor	2	50	13	0.25	1	0	12
<input type="checkbox"/> + rotary electric shaver	4	80	8	0.18	1	0	16



# Your data (yes, again)

Sales people

Customer services

Email

**Data Analytics**

**Reviews**



# Invest in impactful tasks

- Technical SEO: crawling & filters
- On-Page optimisation: make pages digestible
- Internal linking: hierarchy & connections
- (Educational) Content: attract users
- User Experience: make buying simple
- Backlinks, Citations & Reviews: trust signals



Invest in your business by  
understanding the SEO basics.  
In 2023.



# Thank You



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**SEO Strategy**

**SEO Audit**

**SEO Coaching**



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