Ecommerce Structure Made Simple(r)

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- 10+ years in digital marketing and business consulting
- SEO contributor

SEO Pillars

[ ] Content

[ ] Technical SEO

[ ] Backlinks

What is “Content” (eCom)?

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
…

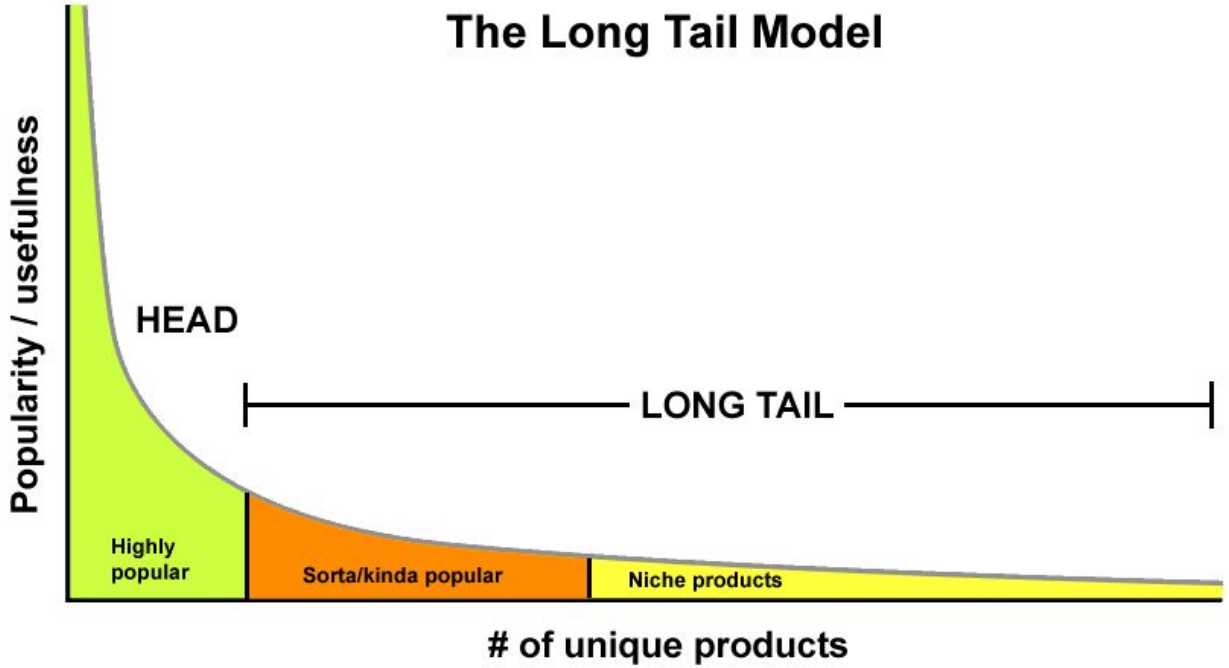
Starting out

The foundations

Why ~~Keyword~~ Topic* Research?

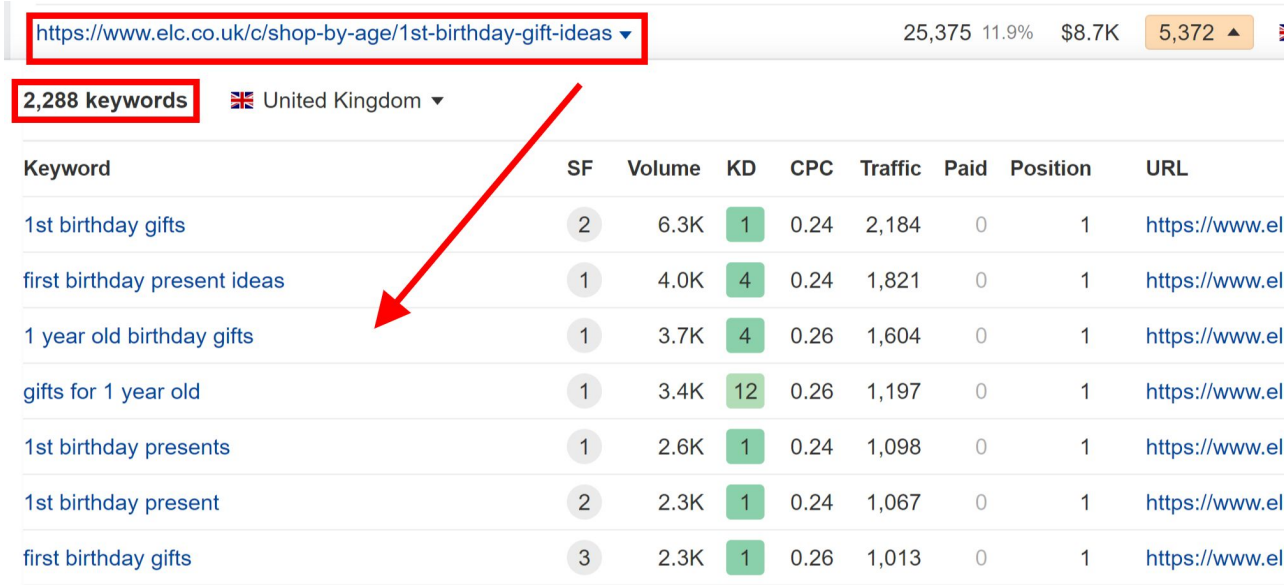
* shaving razor for him = shaving razor for men
engagement rings for large fingers = engagement rings for large hands

Why Topic Research is important: be realistic



Rings > Engagement rings > Diamond engagement ring white gold

Why Topic Research is important



Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
1st birthday gifts	2	6.3K	1	0.24	2,184	0	1	https://www.el
first birthday present ideas	1	4.0K	4	0.24	1,821	0	1	https://www.el
1 year old birthday gifts	1	3.7K	4	0.26	1,604	0	1	https://www.el
gifts for 1 year old	1	3.4K	12	0.26	1,197	0	1	https://www.el
1st birthday presents	1	2.6K	1	0.24	1,098	0	1	https://www.el
1st birthday present	2	2.3K	1	0.24	1,067	0	1	https://www.el
first birthday gifts	3	2.3K	1	0.26	1,013	0	1	https://www.el

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

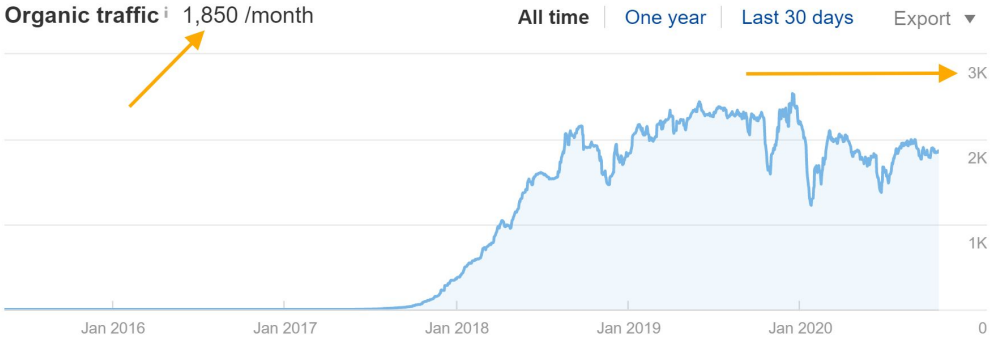
Search volume is often overrated metric.

Sources: SEO Powersuite, SearchEngineLand

Why Topic Research is important

10+ year old website, ~120 pages

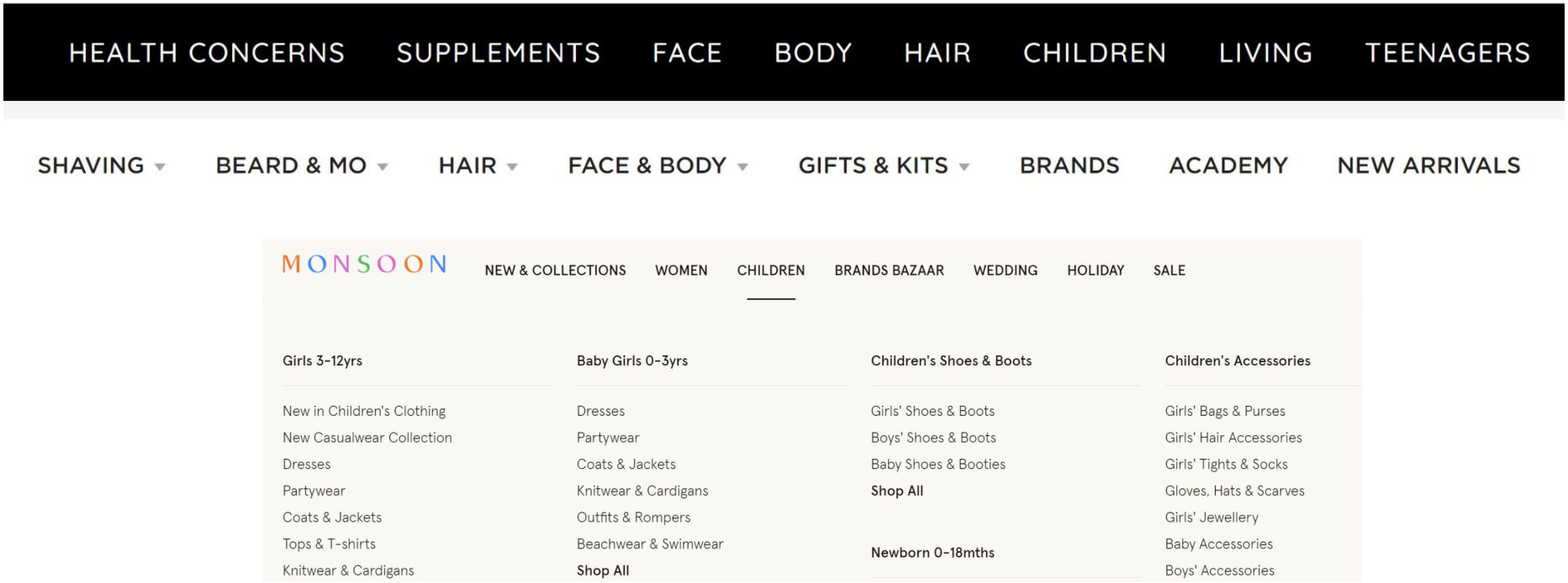
(keyword research)



3 year old website, ~20 pages

> Main Product Listing Pages

Main Product Listing Pages



Start with your catalogue

Look at competitors

Use your expertise

Broad categories/Use cases

Don’t overthink

You can’t rank (today)

> Sub Product Listing Pages

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

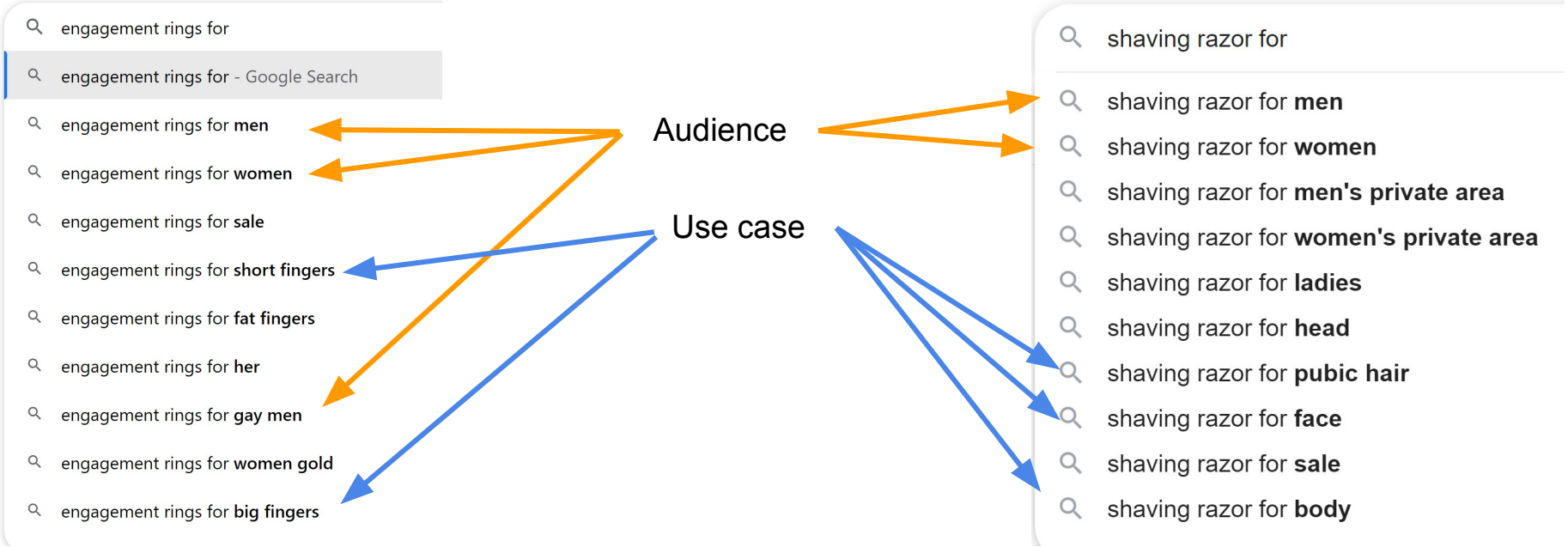
Package Sets

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
- puzzle**s** for **4** year olds
- puzzle**s** for **6** year olds
- puzzle**s** 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**

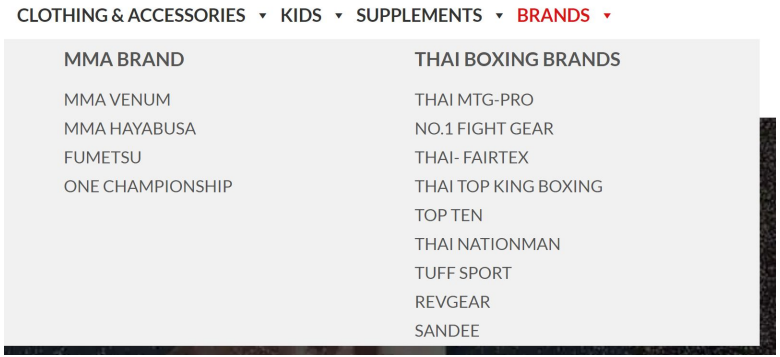
Sub PLP: Brands

A B C D E F G H I

a

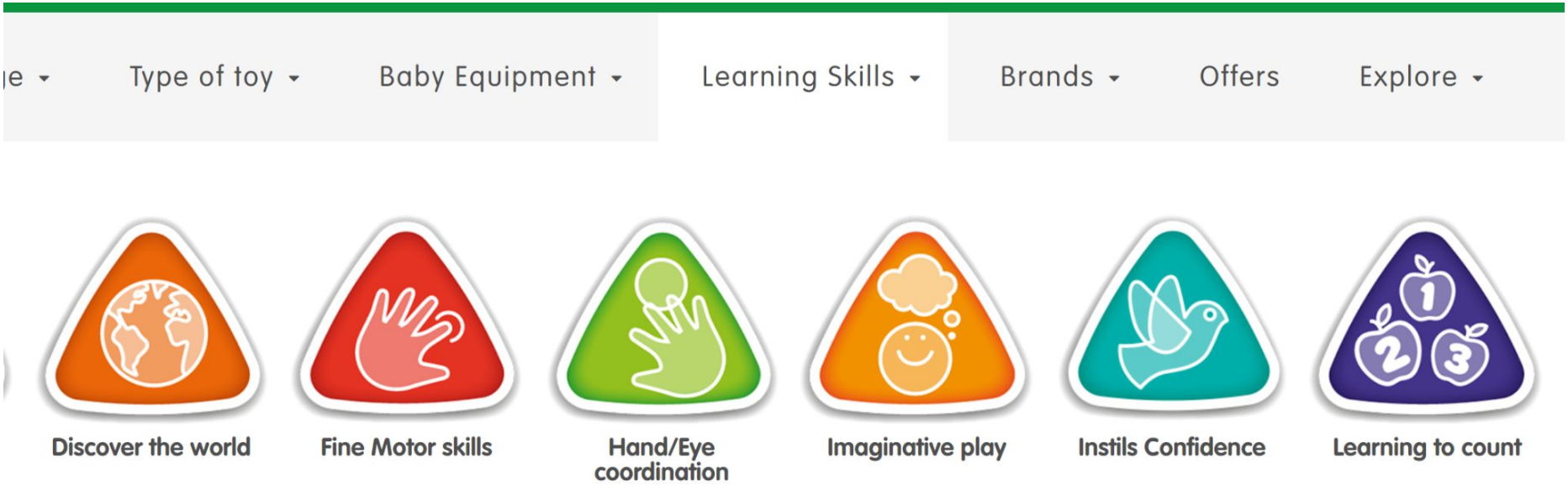
A.KAY.A	Advanced Nutrition Programme
AesthetiCare	Allies of Skin
Allskin MED	Amalian
Ameliorate	ANSWR
AQ Skin Solutions	Augustinus Bader
Avant Skincare	Avène

Brands*



* When selling third party products

Sub PLP: Other



Focus on your audience

> Research & Ideas

Research: your data

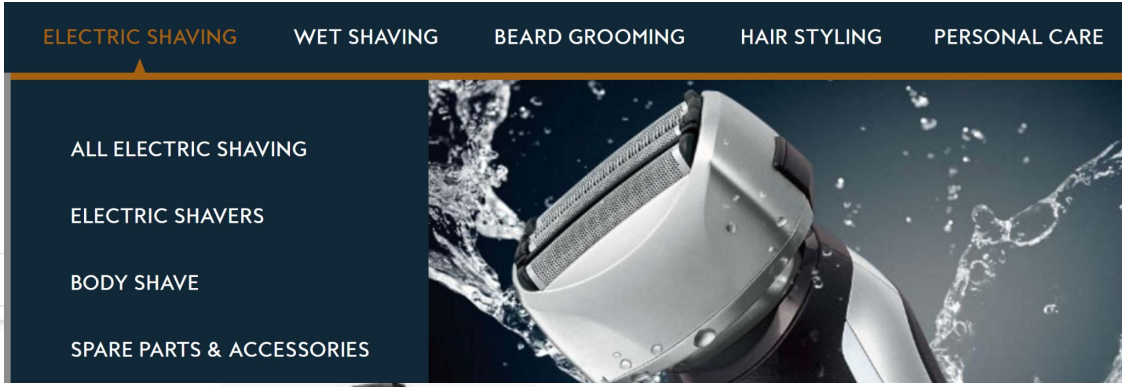
Sales people

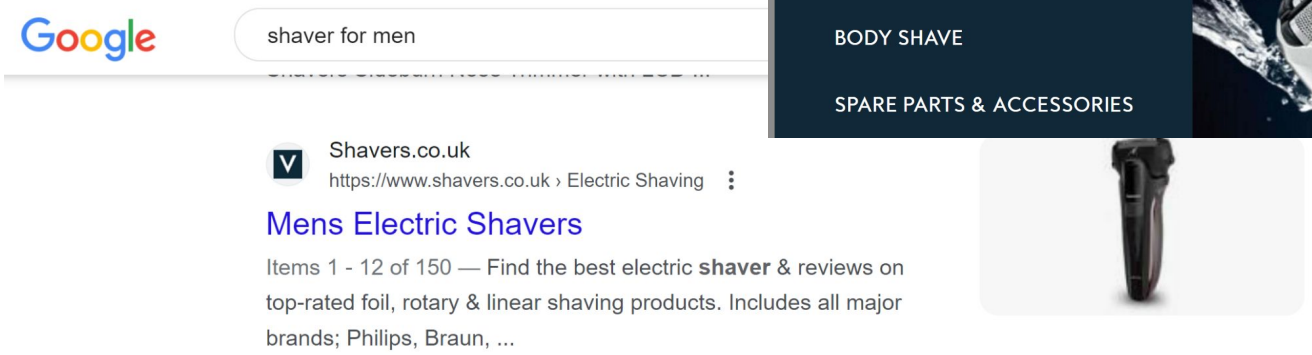
Customer services

Email

Research: Competitors (front)

Find big & small competitors specialised in your market category.





Research: Competitors (back)

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        </sitemap>
        <sitemap>
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        </sitemapindex>
```

Check their XML sitemap

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

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  ▼<url>
     <loc>https://www.tropco.co.uk/sitemapproducts.xml</loc>
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     <changefreq>weekly</changefreq>
     <priority>0.5</priority>
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  ▼<url>
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   </url>
 </urlset>
```
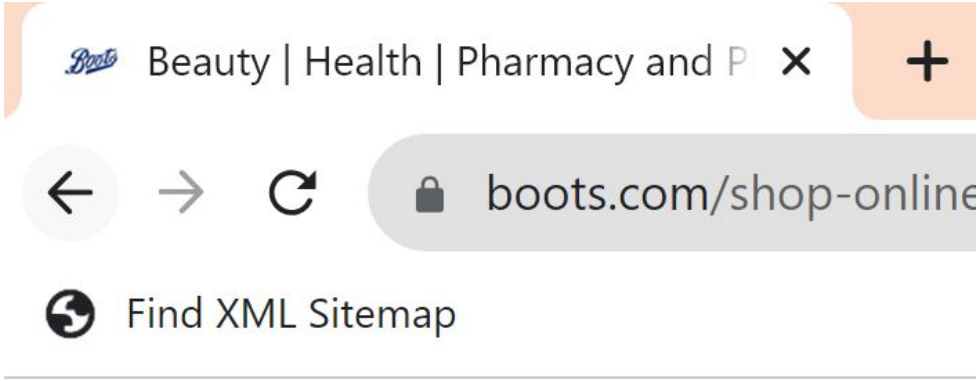
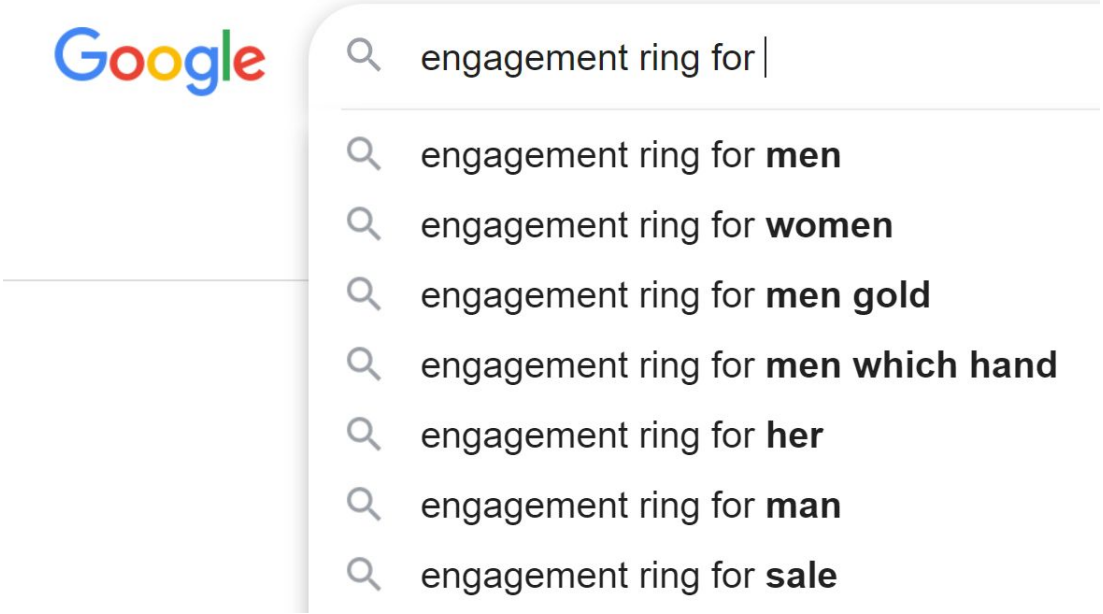

Research: Competitors (back)



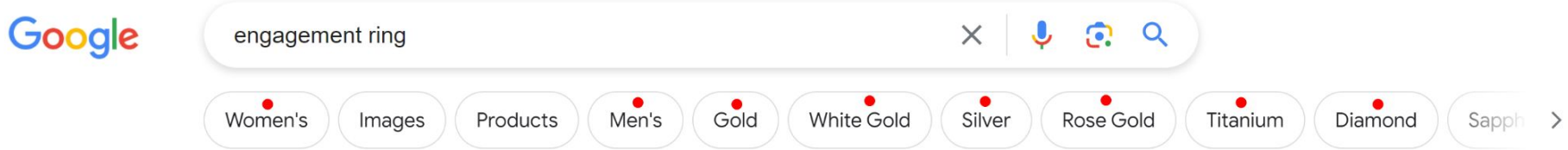
Use my free Bookmarklet to speed up your research:

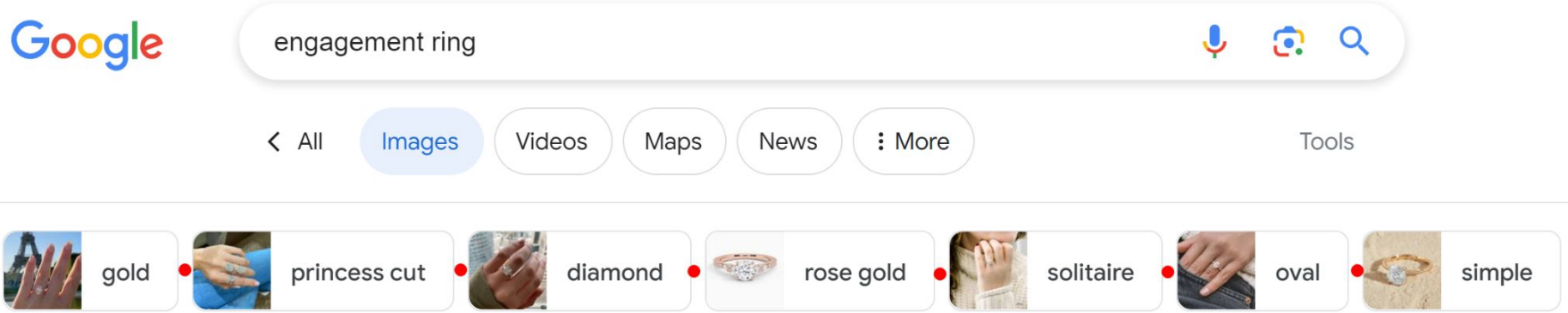
https://www.betakrea.net/technical-seo/xml-sitemap-bookmarklet/

Research: Google suggestions #1



Research: Google suggestions #2





Research: Google suggestions #3

Related searches

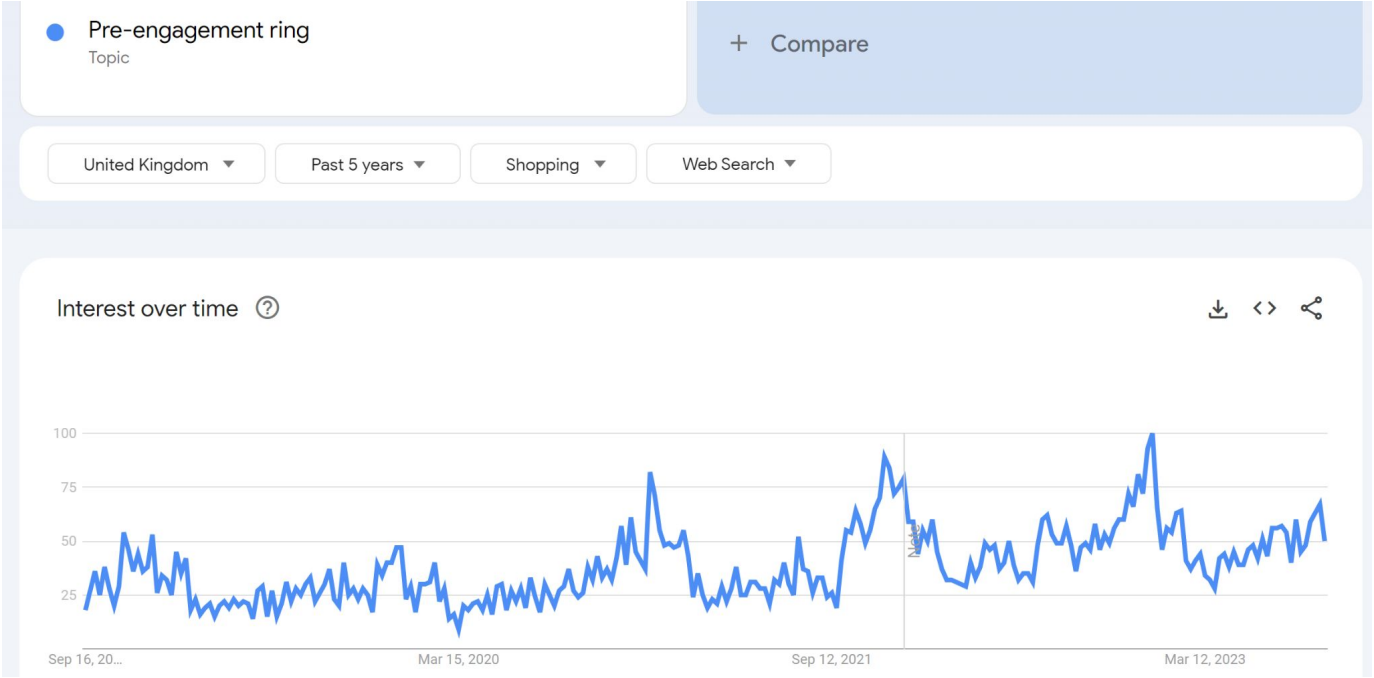
- engagement **rings for women**
- engagement **rings pandora**
- engagement ring **brands uk**
- **diamond** engagement **rings**
- engagement **rings gold**
- engagement **rings uk cheap**

Research: Google Keyword Planner

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

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

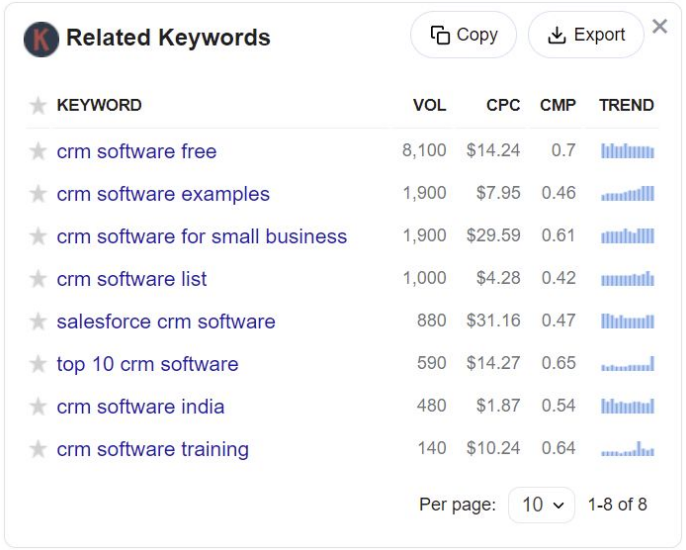
Research: Google Trends



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

Research: SEO tools

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



https://ahrefs.com / https://keywordseverywhere.com/

Research: your data (again)

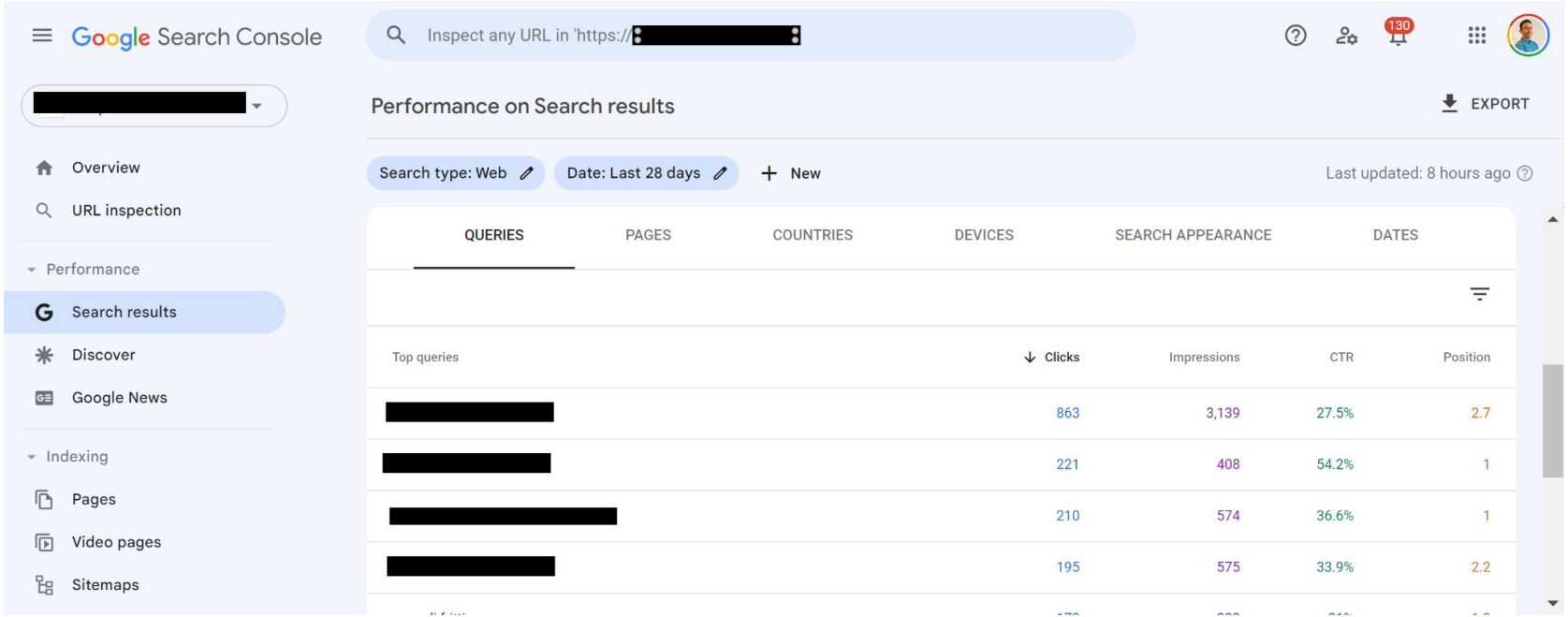
Sales people

Customer services

Email

You're established

Your data, your goldmine



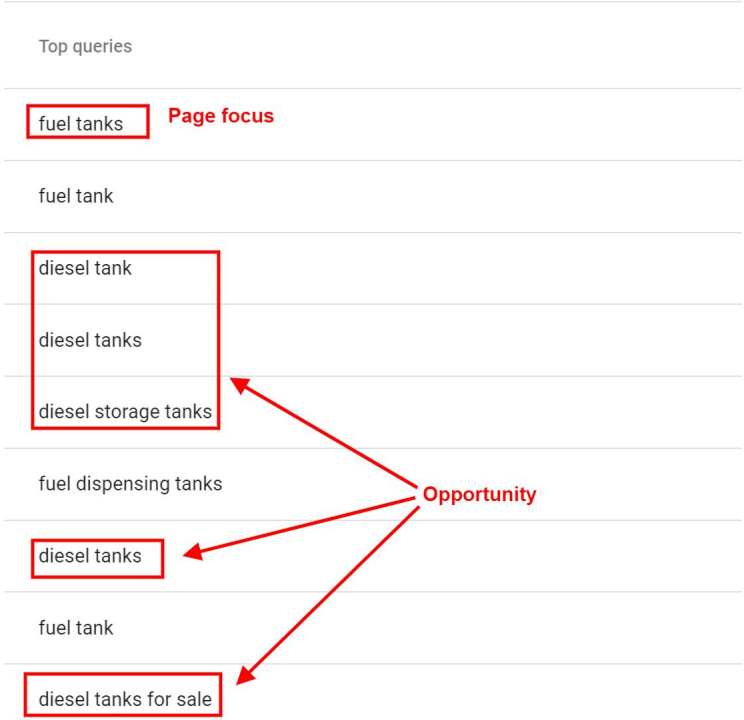
Google Search Console

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.

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position
rechargeable razors	2	80	8	0.24	1	0	13
wet shaver	4	150	6	0.65	1	0	11
cordless electric shaver	3	60	7	0.19	1	0	12
rotary shaver	2	350	10	0.17	1	0	19
wet and dry razors	4	50	8	0.26	1	0	12
wet shave electric razor	2	50	13	0.25	1	0	12
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