

Dark Horse

E-commerce SEO is evolving –
How to prepare for success in 2024

Meet the presenter

Henry Smith
Head of SEO

- 8+ years of experience
- Previous experience at American Golf & webuyanycar



 [Dark Horse](#)

 www.darkhorse.co

Agenda

Back to basics
Structure &
SERP history

New SERP feature
Product grids

Get specific
Build killer
category structure

Generative AI
Using AI tools to
supercharge
growth

Getting back to
basics

Build the
~~foundations~~
Structure & hierarchy

Find the opportunities: **keywords**

walking boots Search

Projects > Keyword Overview > Keyword Magic Tool Keyword Research course User manual Send feedback

Keyword Magic Tool: walking boots

Databases: United Kingdom Currency: USD View search history

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: **34,771** Total volume: **760,710** Average KD: **21%** + Add to keyword list Update metrics 2/250 7/10 Export

Keyword	Intent	Volume	KD %	CPC (USD)	SFRP Features	Updated
<input type="checkbox"/> walking boots >>	I C	40,500	45 ●	0.46	🔍 🔄 ☆ 📄 ☰	Last week 🔄
<input type="checkbox"/> mens walking boots >>	I C	14,800	32 ●	0.47	🔍 🔄 ☆ 📄 ☰	Last week 🔄
<input type="checkbox"/> walking boots women >>	I	14,800	29 ●	0.44	🔍 🔄 ☆ 📄 ☰	Last week 🔄
<input type="checkbox"/> womens walking boots >>	I	12,100	34 ●	0.49	🔍 🔄 ☆ 📄 ☰	Last week 🔄
<input type="checkbox"/> walking boots men >>	I C	9,900	32 ●	0.47	🔍 🔄 ☆ 📄 ☰	Last week 🔄
<input type="checkbox"/> scarpa walking boots >>	T	8,100	24 ●	0.36	🔍 🔄 ☆ 📄 ☰ +2	Last week 🔄
<input type="checkbox"/> ladies walking boots >>	I	6,600	34 ●	0.43	🔍 🔄 ☆ 📄 ☰	Last week 🔄

Find the opportunities: **Competitors**

Men's Sale

All Men's SALE
Men's Jackets SALE
Men's Footwear SALE
Men's Clothing SALE
Men's Valentines Gifts
Valentines Gifts for Couples
Men's Branded T's 2 for £35
Men's Logo T's 2 for £25

Coats & Jackets

View All
Waterproof Jackets
Insulated Jackets
Down Jackets
Softshell Jackets
Casual Jackets
3 in 1 Jackets
Windproof Jackets
Breathable Jackets
Parka Jackets
Cleaning & Proofing

Fleeces & Midlayers

View All
Lightweight Fleeces
Midweight Fleeces
Heavyweight Fleeces
Men's Hoodies
Men's Gilets

Baselayers

View All
Base Layer Tops
Base Layer Trousers
Underwear

Trouser & Shorts

View All
Walking Trousers
Waterproof Trousers
Softshell Trousers
Insulated Trousers
Shorts
3 Quarter Length Trousers

Shirts and T-Shirts

View All

Men's Footwear

View All
Walking Boots
Mountain Boots
Walking Shoes
Cycling Shoes
Industrial Shoes
Wellies
Snow Boots
Sandals
Socks
Accessories
Cleaning and Proofing

Accessories

View All
Gloves
Mitts
Headbands
Neckgaiters/Scarves
Summer Hats
Winter Hats
Belts
Watches
Sunglasses

Popular Brands

Rab
Berghaus
Craghoppers
Montane
adidas Terrex
Regatta
Scarpa
Merrell
Mountain Equipment
OEX
Salomon
Weird Fish
Dare 2b

Men's Workwear

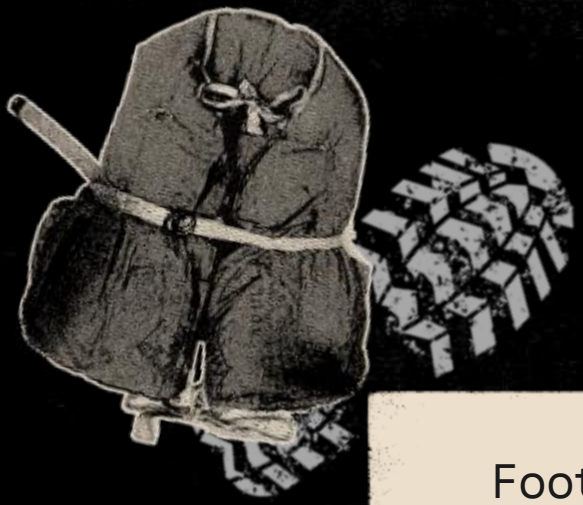
Work Clothing
Work Footwear
Timberland
CAT
Dickies

Find the opportunities: Products

Item name	+	Items viewed	Items added to cart	Items purchased	↓ Item revenue
		539,897 100% of total	1,332,749 100% of total	52,535 100% of total	£796,516.94 100% of total
1		7,036	1,564	453	£16,326.12
2		4,624	885	382	£10,829.70
3		2,579	15,728	424	£9,341.49
4		6,226	1,462	365	£8,840.34
5		2,060	1,859	368	£8,762.08
6		3,823	616	323	£8,120.22
7		382	1,810	378	£7,631.34
8		2,469	257	148	£7,049.24
9		3,400	664	356	£6,842.32
10		232	89	79	£6,629.68

Find the opportunities: Paid ads

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Cost	Ad relevance
<input type="checkbox"/>	<input checked="" type="radio"/>	business scanning	£10.30	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	bulk scanning services	£190.89	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	secure scanning services	£81.22	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	companies that scan documents	£1,134.33	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	mass scanning services	£24.05	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	scanning service	£161.52	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	scanning services	£1,000.78	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	Records scanning	£57.59	Above average



Men's
outerwear

Footwear

Jackets

Popular brands

Walking boots

Waterproof
jackets

Berghaus

Waterproof
walking boots

Berghaus
waterproof
jackets

Rab

How to structure: navigation

	Men	Women	Kids	Accessories	Brands	Football	Sports	Offers	JD Blog
Edits	Footwear		Clothing	Accessories	Brands				Collections
New In Footwear	Trainers		Hoodies	Bags	Nike				Nike Air Force 1
New in Clothing	Classic Trainers		Track Pants & Joggers	Bucket Hats	adidas				Nike Dunk
Latest Replica	Canvas & Plimsolls		Jackets	Caps	Crocs				Nike Tech Fleece
Winter Edit	Hi-Tops		Sweatshirts	Gloves	EA7				Nike Air Max 95
Premium Edit	Running Shoes		T-Shirts	Holdalls	Fred Perry				Nike Air Max
Outdoor Edit	Football Boots		Tracksuits	Knitted Hats & Beanies	Hoodrich				On Running Cloudswift
McKenzie Essentials	Gym Shoes		Cargo Pants	Scarves & Snoods	Jordan				adidas Originals Samba
Gym Ready	Trail Footwear		Polo Shirts	Shoe Care	Montirex				adidas Originals Gazelle
2 for £25	Flip Flops & Slides		Shorts	Socks	New Balance				adidas Originals Handball Spezial
2 for £30 Football T-Shirts	Boots & Shoes		Swimwear	Sports Equipment	On Running				Jordan 1
2 for £35	JD Exclusives		Gym Clothes	Sunglasses	The North Face				New Balance 1906R
2 for £60 Puma Offer	Restocks		Loungewear	Underwear	Under Armour				New Balance 550

How to structure: on page content

6+ Man Tents for Sale

Find the perfect spot on every campsite with a 6 man tent designed to add extra comfort, warmth and protection to every trip. Determined to protect you against adverse weather conditions, house a range of guests and be the ideal base camp to accommodate every group, our easy to pitch 6 man tents arrive from high level brands from across the globe.

[Eurohike 6+ Man Tents >](#)

[Outwell 6+ Man Tents >](#)

[Berghaus 6+ Man Tents >](#)

[6+ Man Tents Sale >](#)

[Camping Tents >](#)



MEMBER'S DEAL

Berghaus
Air 600 Nightfall Tent

Members Price

£699.00

Retail Price £1,200.00

★★★★★ 1 review



MEMBER'S DEAL

Berghaus
600XL Nightfall® Air Tent

Members Price

£929.00

Retail Price £1,500.00

★★★★★ 3 reviews



MEMBER'S DEAL

Eurohike
Rydal 600 Air Tent

Members Price

£399.00

Retail Price £750.00

★★★★★ 2 reviews



MEMBER'S DEAL

Eurohike
Sendero 6 Family Tent

Members Price

£169.00

Retail Price £360.00

★★★★★ 23 reviews

How Big Are 6-8 Man Tents?



Should I Buy A 6 Man Tent Or An 8 Man Tent?



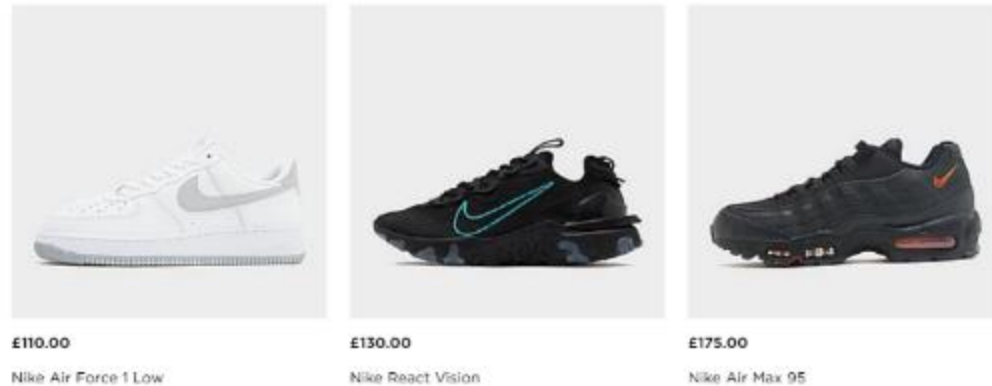
How to structure: **internal links**



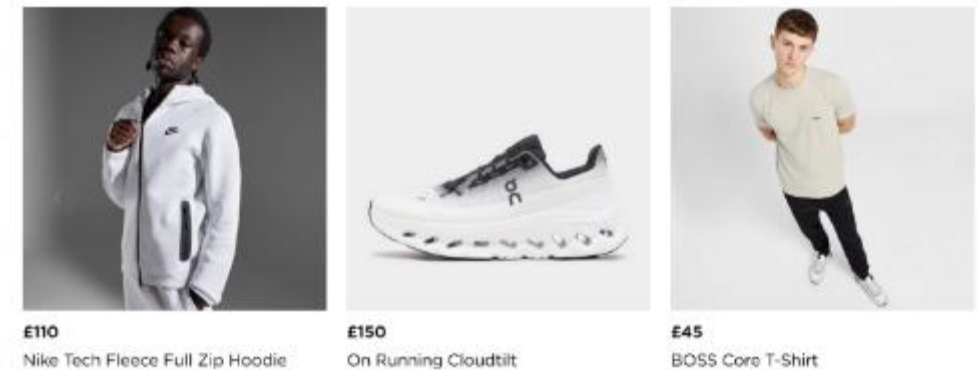
Related Categories



Home › Men › Mens Footwear › Trainers › Nike Air Max Pulse



Top Picks



What's changed in
the SERPs?

2005

The screenshot shows a Google search results page for the query 'maps'. The browser's address bar shows 'maps'. The search results are categorized under 'Web' and show 'Results 1 - 100 of about 26,000,000 English and French and Spanish pages for maps. (0.09 seconds)'. The top results include:

- News results for maps** - View today's top stories. Includes a link to 'Google Maps Local Search Game - InternetNews.com - Mar 3, 2005'.
- MapQuest.Com Maps, Directions and More**. Description: 'MapQuest Find-It Maps Directions. Find It. Don't know the address? Name or Category. City. State. Maps. Address or Intersection City. State. ZIP Code. Directions ...'. URL: 'www.mapquest.com/' - 13k - Cached - Similar pages.
- MapQuest Maps**. Description: 'Maps. Don't know the address? Find millions of places: stores, hotels, restaurants, stadiums. ... Top US Cities. Quickly find maps of more than 1,000 US cities. ...'. URL: 'www.mapquest.com/maps/main.adp - 33k - Cached - Similar pages'. Includes a link: '[More results from www.mapquest.com]'.
- Yahoo! Maps, Driving Directions, and Traffic**. Description: 'Yahoo! Maps, Driving Directions, and Traffic. The best online mapping experience. PC Magazine rates Yahoo! Maps better than MapQuest. Yahoo! Maps Maps Home. ...'. URL: 'maps.yahoo.com/' - 7k - Cached - Similar pages.
- Yahoo! Driving Directions, Maps, and Traffic**. Description: 'Yahoo! Maps, Driving Directions, and Traffic. The best online mapping experience. PC Magazine rates Yahoo! Maps better than MapQuest. Yahoo! ...'. URL: 'maps.yahoo.com/py/ddResults.py - 9k - Cached - Similar pages'. Includes a link: '[More results from yahoo.com]'.

At the bottom, there is a link: 'Maps.com :: World's largest map store :: wall maps, travel maps ...'.

2011

Nike Air Max 270 Men's Shoe. Nike.com GB

<https://www.nike.com/gb/t/air-max-270-shoe-ntI0RF> ▾

★★★★★ Rating: 4 - 45 reviews

Find the Nike Air Max 270 Men's Shoe at Nike.com. Free delivery and returns.

Nike Air Max 270 SE Women's Shoe. Nike.com GB

<https://www.nike.com/gb/t/air-max-270-se-shoe-QtJSDr> ▾

★★★★★ Rating: 4 - 5 reviews - £124.95 - In stock

Find the Nike Air Max 270 SE Women's Shoe at Nike.com. Free delivery and returns.

Nike Air Max 270 - JD Sports

<https://www.jdsports.co.uk/collection/nike-air-max-270/> ▾

★★★★★ Rating: 5 - 1 vote

With a 180° visible air bubble, explore Nike Air Max 270 online at JD Sports, including the latest Air Max 270 Flyknit models.

Nike Air Max 270 · Nike Air Max 270 Junior · Kid's Nike Air Max 270 · Women

Product grids

Product grids: examples

Popular products :

<p>Whirlpool Quiet Dishwasher with... \$558.00 Home De..., 10+ stores 4.1 ★★★★★ (90)</p>	<p>Whirlpool Quiet Dishwasher with... \$549.00 \$746 Whirlpool Free by 1/30 4.4 ★★★★★ (1k+)</p>	<p>Whirlpool Quiet Dishwasher with... \$399.00 \$549 Lowe's, 10+ stores 4.3 ★★★★★ (91)</p>	<p>Whirlpool Quiet Dishwasher with... \$498.00 Menards, 10+ stores Also nearby 4.1 ★★★★★ (72)</p>
<p>Whirlpool WDF330PAH \$494.99 Best Buy, 10+ stores 4.1 ★★★★★ (8k+)</p>	<p>Whirlpool 24 in. Fingerprint... \$548.00 \$829 Home Depot 4.4 ★★★★★ (1k+)</p>	<p>Whirlpool WDF130PAH \$429.99 Nordam ..., 10+ stores Free delivery Small business 3.7 ★★★★★ (625)</p>	<p>Whirlpool WDF341PAPW... \$399.00 \$549 Lowe's, 10+ stores 8.8 mi · In stock 4.3 ★★★★★ (93)</p>

Deals on Dishwashers :

<p>Whirlpool WDT750SAK \$399.99 \$799 In Home ..., 10+ stores Small business 4.4 ★★★★★ (9k+)</p>	<p>GE Front Control With Plastic... \$299.00 Usually \$423 eBay, 10+ stores 4.2 ★★★★★ (5k+)</p>	<p>Frigidaire 24" Built-In Dishwasher ... \$378.00 \$579 Home De..., 10+ stores</p>	<p>Whirlpool Quiet Dishwasher with... \$398.00 Usually \$488 Menards, 10+ stores 4.3 ★★★★★ (91)</p>
<p>GE Appliances 24" Built-In Digital... \$388.00 Usually \$400 Waits TV, 10+ stores Free by 1/25 3.9 ★★★★★ (6k+)</p>	<p>KitchenAid KDFE104K \$698.00 \$948 Orville's ..., 10+ stores 4.4 ★★★★★ (1k+)</p>	<p>Frigidaire FFBD1831U \$350.00 Usually \$693 eBay, 10+ stores 4.3 ★★★★★ (2k+)</p>	<p>Maytag MDB9959SKZ \$848.00 \$999 Home De..., 10+ stores 4.3 ★★★★★ (5k+)</p>

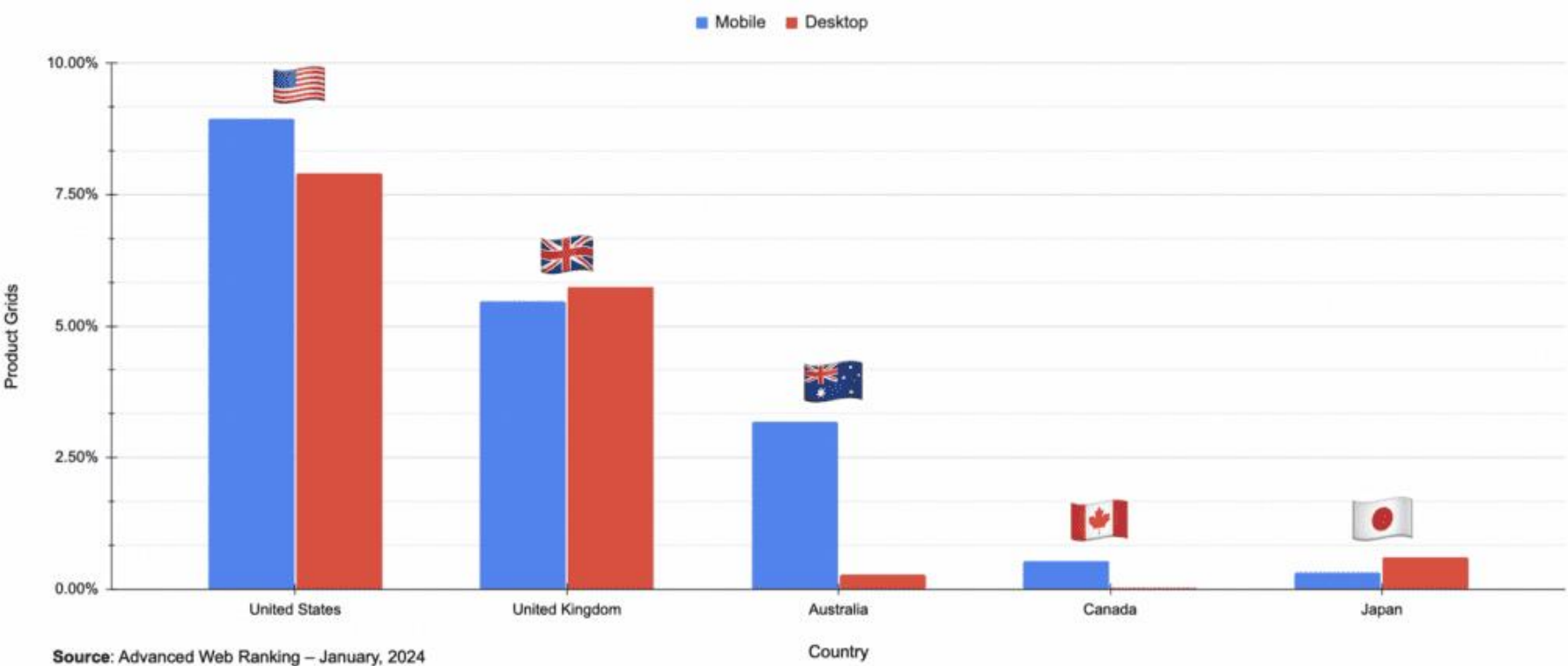
Fast pickup or delivery :

<p>Whirlpool WDF341PAPW... \$399.00 \$549 Lowe's, 10+ stores 8.5 mi · In stock 4.3 ★★★★★ (93)</p>	<p>Samsung - 24" Top Control Smart... \$499.99 \$765 Best Buy 21 mi · In stock 4.5 ★★★★★ (2)</p>	<p>IKEA - Lagan Built-In Dishwasher... \$369.00 \$399 IKEA 3.1 mi · In stock 3.1 ★★★★★ (41)</p>	<p>Whirlpool WDT750SAK \$649.00 \$929 Lowe's, 10+ stores 10 mi · In stock 4.4 ★★★★★ (9k+)</p>
<p>Frigidaire FDSH450LAF 2... \$549.00 \$849 Lowe's, 5+ stores 4.9 mi · In stock 4.1 ★★★★★ (2k+)</p>	<p>Beko Tall Tub Dishwasher with... \$549.00 Usually \$699 Ihbruba..., 10+ stores Free by 1/24 5.0 ★★★★★ (7)</p>	<p>IKEA - ESSENTIELL... \$699.00 IKEA 3.1 mi · In stock 2.7 ★★★★★ (13)</p>	<p>GE 24" Fingerprint Resistant Stainle... \$549.00 Ihbruba..., 10+ stores Free by 1/24 4.3 ★★★★★ (144)</p>

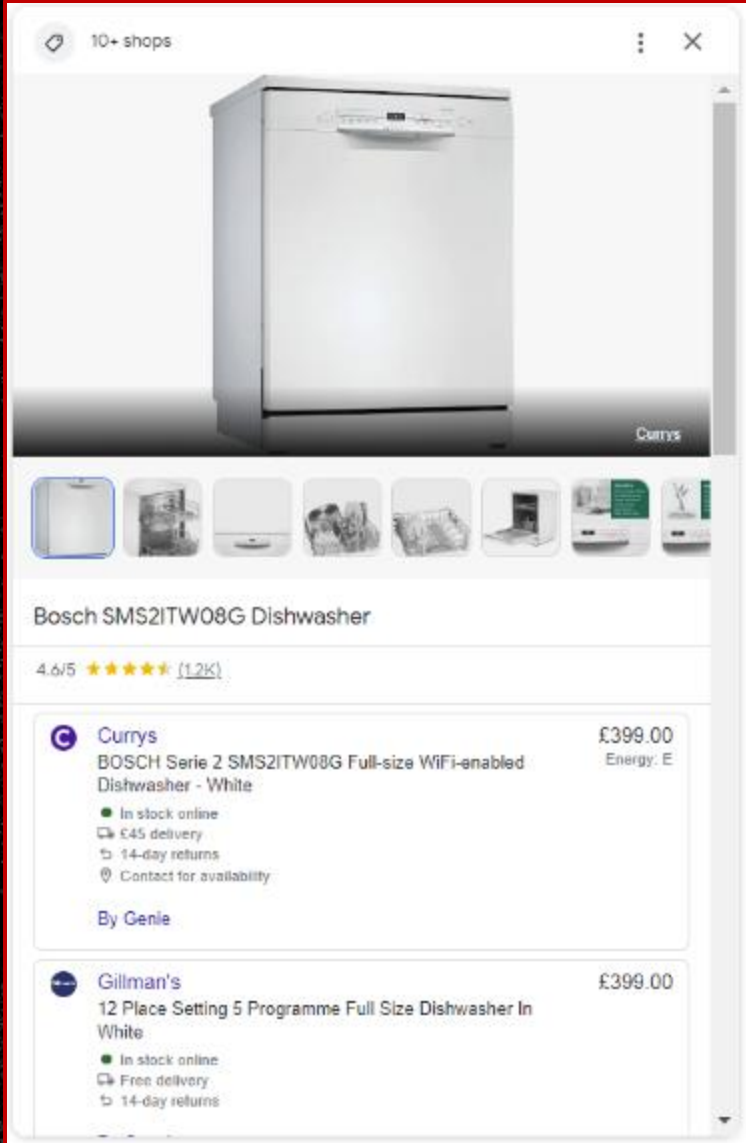
Product grids:

Search Appearance	↓ Clicks Last 3 months (2024)	Clicks Last 3 months (2023)	Clicks Difference	Impressions Last 3 months (2024)	Impressions Last 3 months (2023)	Impressions Difference	CTR Last 3 months (2024)	CTR Last 3 months (2023)	CTR Difference
Product snippets	2,616	0	2,616	166,625	0	166,625	1.6%	0%	1.6%
Review snippet	913	1,194	-281	51,178	72,923	-21,745	1.8%	1.6%	0.1%
Merchant listings	40	0	40	1,002	0	1,002	4%	0%	4%
Videos	0	20	-20	0	477	-477	0%	4.2%	-4.2%
FAQ rich results	0	3	-3	0	876	-876	0%	0.3%	-0.3%


Product grids:



How to be featured:





10+ shops



Bosch SMS2ITW08G Dishwasher

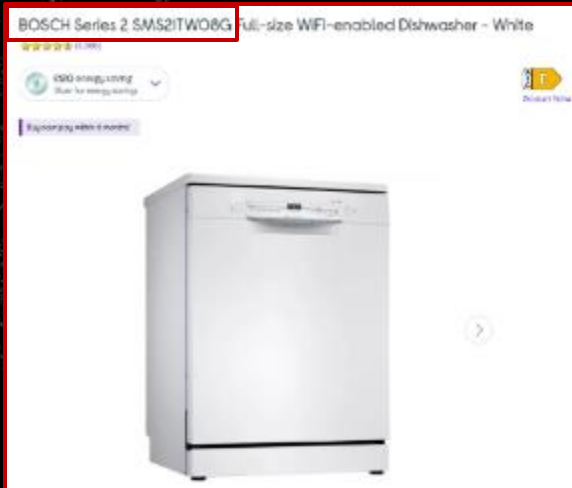
4.6/5 ★★★★★ (1.2K)

 Currys BOSCH Serie 2 SMS2ITW08G Full-size WiFi-enabled Dishwasher - White ● In stock online 🚚 £45 delivery 🕒 14-day returns 📞 Contact for availability	£399.00 Energy: E
 Gillman's 12 Place Setting 5 Programme Full Size Dishwasher In White ● In stock online 🚚 Free delivery 🕒 14-day returns	£399.00

By Genie


Currys

Gillman's



BOSCH Serie 2 SMS2ITW08G Full-size WiFi-enabled Dishwasher - White

100 energy saving
Save for energy saving



Energy saving with a note



Bosch SMS2ITW08G
12 Place Setting 5 Programme Full Size Dishwasher In White



£399.00*
Incl. VAT

Starline
Sold as an Agent of Eurostar Ltd

ATG

Available in stock
Choose your delivery date at checkout

1 **Add to shopping cart**

Shop now. Pay with Klarna. [Learn more](#) **Klarna**

Manufacturer Standard Warranty - 24 months

How to be featured: merchant feed

- Shopping
 - Product snippets
 - Merchant listings**
 - Shopping tab listings

⚠ Improve item appearance
Items with these issues are valid, but could be presented with more features or be optimised for more relevant queries

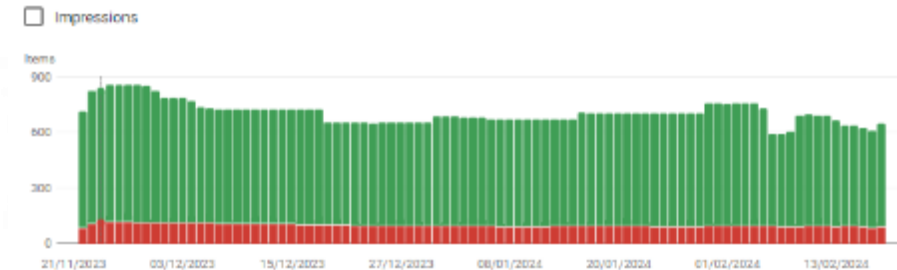
Issue	Validation ↓	Trend	Items
Missing field 'hasMerchantReturnPolicy' (in 'offers')	🕒 Not Started		645
Missing field 'shippingDetails' (in 'offers')	🕒 Not Started		645
Duplicate field 'sku'	🕒 Not Started		82
Missing field 'description'	🕒 Not Started		27
Review has multiple aggregate ratings (in 'aggregateRating')	🕒 Not Started		1

❗ Why items are invalid
Invalid items can't be used to generate rich results on Google

Issue	Validation ↓	Trend	Items
Duplicate field 'brand'	🕒 Not Started		83

Invalid **83**
1 critical issue

Valid **562**



How to be featured: Sourced reviews

A screenshot of a mobile app interface showing a grid of eight shoe products. Each product card includes a shoe image, a title, a price, a retailer logo, a star rating, and the number of reviews. The products are:

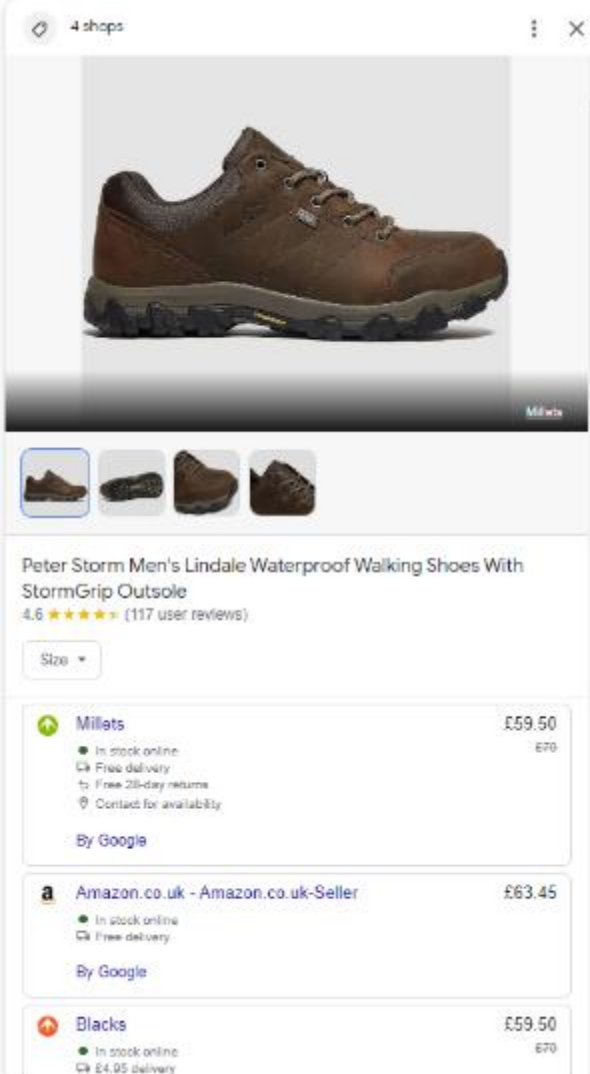
- Mountain Warehouse... £29.99, Mountain W... 2+, 4.0 stars (1)
- adidas Womens Terrex Tracerock... £33.00, House of Fra... 6+, 4.5 stars (186)
- Brasher Men's Country Travelle... £170.00, Redbrain, 1+, 4.6 stars (57)
- Salomon Men's Kynthos Gore-T... £110.50 £139, Blacks, 5+, 4.5 stars (73)
- Karrimor Walking Shoes £28.00, Sports Direct, 5+, 4.5 stars (6)
- Black Terrex Brushwood Walking Shoes £49.99, TK Maxx
- The North Face Men's Hedgeho... £120.00, The North F... 4+, 3.9 stars (251)
- Reebok Men's Walk Ultra 7 DM... £34.99, PriceRunner, 2+, 4.5 stars (2.6K)

A screenshot of a mobile app interface showing a grid of eight shoe products. Each product card includes a shoe image, a title, a price, a retailer logo, a star rating, and the number of reviews. The products are:

- Peter Storm Men's Lindale Waterpr... £59.50 £70, Millets, 5+, 4.6 stars (117)
- Karrimor Pennine Mens Walking... £33.00, Sports Direct, 4+, 3.0 stars (6)
- Brasher Men's Country Roamer... £110.50 £139, Blacks, 4+, 4.6 stars (57)
- Adidas Men's Shoes Terrex AX4 £59.99, SportsShoes.com, 4.4 stars (974)
- Orthopedic Shoes for Women with Arch Support Air... £13.97, Amazon.co.uk - ...
- Peter Storm Women's Lindal... £59.50 £70, Millets, 1+, 4.8 stars (32)
- Karrimor Pennine Womens Walkin... £30.00, Sports Direct, 4+, 4.3 stars (6)
- Men's Brasher Country Classic... £110.50 £139, Blacks, 1+, 4.6 stars (118)

How to be featured: Advantageous policies




- Pricing
- Postage time
- Postage cost
- Returns policy



4 shops

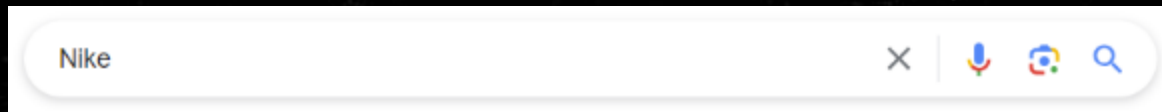
Peter Storm Men's Lindale Waterproof Walking Shoes With StormGrip Outsole
4.6 ★★★★★ (117 user reviews)

Size ▾

 Millets	£59.50 670
<ul style="list-style-type: none">● In stock online📦 Free delivery↩️ Free 28-day returns📞 Contact for availability	
By Google	
 Amazon.co.uk - Amazon.co.uk-Seller	£63.45
<ul style="list-style-type: none">● In stock online📦 Free delivery	
By Google	
 Blacks	£59.50 670
<ul style="list-style-type: none">● In stock online📦 £4.95 delivery	

Get specific

Top of funnel:



Nike
Nike. Just Do It. Nike UK
Nike Membership Nike Just Do It Member Product Your Exclusive Access Shop Nike Just Do It Member Rewards How We Say Thank You Celebrate Nike Just

Nike Sale
Capitalise on signature trainer & clothing styles with the Nike ...

Kids
Shoes Clothing Older Kids Kids' Sale Kids Football Teens

Men
Trainers for Men Men's Clothing Men's Sale New Men's ...

Women
Explore the latest styles and innovations from Nike Women ...


More results from nike.com »

Wikipedia
https://en.wikipedia.org/wiki/Nike_Inc.

Nike, Inc.
Nike, Inc. (stylized as NIKE) is an American athletic footwear and apparel corporation headquartered near Beaverton, Oregon, United States.

JD Sports
https://www.jdsports.co.uk/brand/nike

Nike UK



Nike
Footwear company

Nike, Inc. is an American athletic footwear and apparel corporation headquartered near Beaverton, Oregon, United States. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$46 billion in its fiscal year 2022. [Wikipedia](#)

Customer service: 020 7660 4453

Founders: [Phil Knight](#), [Bill Bowerman](#)

Stock price: [NKE \(NYSE\)](#)
US\$103.51 -2.54 (-2.40%)

16 Feb, 16:00 GMT-5 - Disclaimer

Headquarters: [Beaverton, Oregon, United States](#)

Founded: [25 January 1964, Eugene, Oregon, United States](#)

CEO: [John Donahoe](#) (13 Jan 2020–)

President: [John Donahoe](#)

Profiles

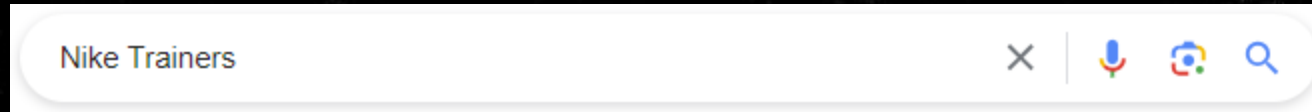
[X \(Twitter\)](#) [Instagram](#) [Facebook](#) [LinkedIn](#)

People also search for [View 10+ more](#)

[Adidas](#) [Puma](#) [Foot Locker](#) [New Balance](#)

- Mixed transactional & informational intent
- Low propensity to convert
- Highly competitive SERP

More qualified:



Nike
<https://www.nike.com>

Men's Trainers, Shoes & Sneakers. Nike UK
Our men's trainers give you the support you need to chase down your dreams. Unleash your potential with Nike. Free Delivery and...
[Black](#) · [New Men's Shoes](#) · [Nike Dunk Low](#) · [Nike Air Max Plus](#)

Nike
<https://www.nike.com>

Trainers & Shoes
Shop the collection of Nike trainers & shoes for men, women & kids.

Nike
<https://www.nike.com>

Trainers & Shoes Sale. Nike UK
The Nike trainers sale is the perfect place to pick up new footwear. Find great deals on pro-quality gear at Nike. Free Delivery and...
[Men's Trainers & Shoes Sale](#) · [Women's Trainers & Shoes Sale](#) · [Kids' Trainers Sale](#)

Sports Direct
<https://www.sportsdirect.com> · Nike

Nike Trainers, Sneakers and Sports Shoes
Think Nike Trainers, think Sports Direct! We 1000's of Nike Sneakers for you to browse, including the latest Air Max. Shop today!
[Kids Nike Trainers](#) · [Nike](#) · [Nike Sapatillas](#) · [Nike Air Max 270](#)

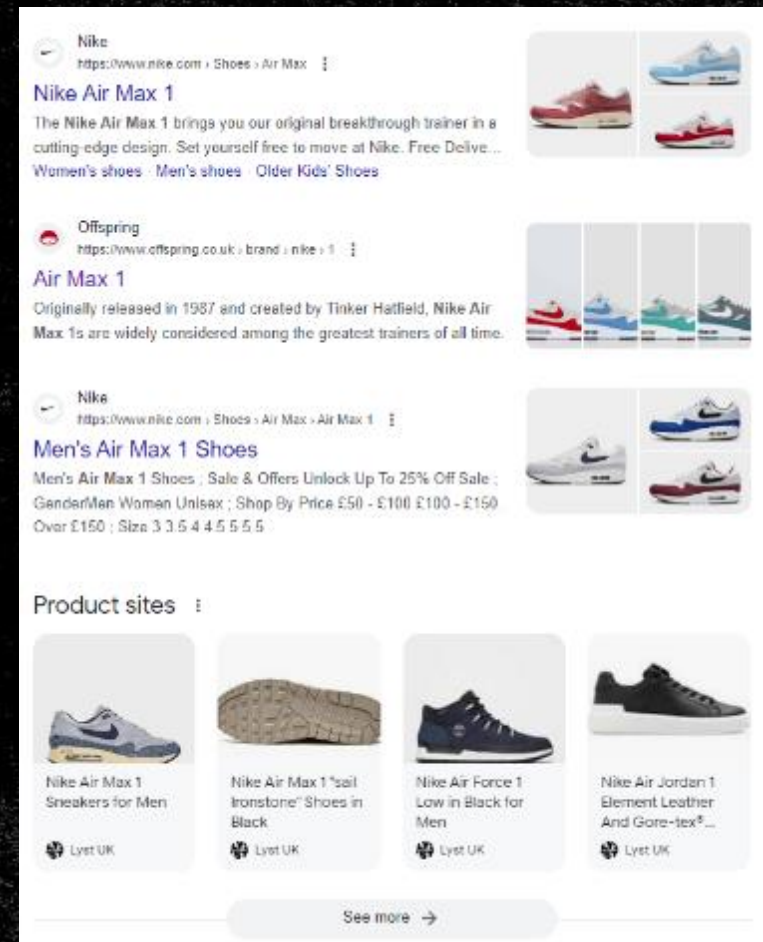
JD Sports
<https://www.jdsports.co.uk> · brand · nike · trainers

Nike Trainers | Nike Shoes | JD Sports UK
The latest Nike Trainers have landed at JD! Shop the latest Air Force 1, Air Max, Blazer, Huarache & more! Spend over £70 for fre...

- Low transactional intent
- Dominated by big brands
- More likely to be researching

More qualified:

- Mid-level transactional intent
- <1% conversion rate
- Independents start to appear



More qualified:

- Very high transactional intent
- >2% conversion rate
- Product landing pages
- Low authority websites appear

The screenshot shows a Google search for "Patta Air Max 1 Aqua". The search bar at the top contains the text "Patta Air Max 1 Aqua" and includes icons for voice search, image search, and a magnifying glass. Below the search bar, there are two columns of search results.

Left Column (Product Listings):

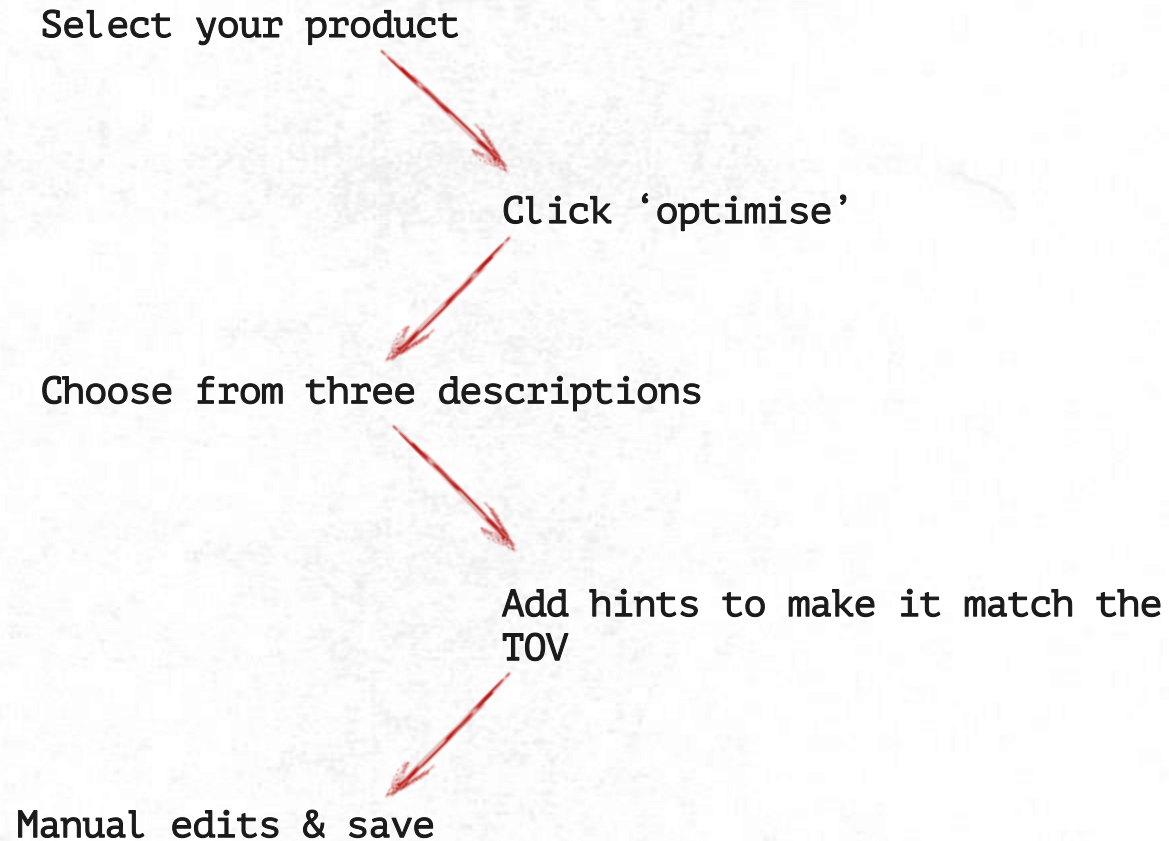
- Nike Men's Patta x Air Max 1** (4.7 stars, 184 reviews)
 - eBay**: £354.00. X Patta Air Max 1 "aqua Nois... In stock online. £8.85 delivery. By Shopping.com
 - farfetch.com**: £260.00. Nike - x Patta Air Max 1 'Nois... In stock online. £10 delivery. Free 14-day returns. By Google
 - The Sole Supplier**: £414.84. Patta x Nike Air Max 1 Noise... In stock online. £20.44 delivery. By Productcaster
 - Kick Game**: £269.99. Patta x Nike Air Max 1 'Noise... In stock online. £5.99 delivery. Free 14-day returns. Contact for availability. By Google

Right Column (Product Listing and People also ask):

- StockX**: Nike Air Max 1 Patta Waves Noise Aqua (without Bracelet) ... The Nike Air Max 1 Waves Patta Noise Aqua arrives in leather and mesh construction with an Aqua wave-shaped mudguard. Mini Swoosh embroidered detailing atop ... £138.00 to £412.00
- Kick Game**: Patta x Nike Air Max 1 'Noise Aqua' A woven Patta tag graces the mesh tongue, while embroidered Nike Air branding adorns the back heel. Lightweight cushioning is provided by a pre-yellowed ... Rating: 4 - 2 reviews - £179.99 to £500.00 - In stock
- People also ask**:
 - How much is the Patta Aqua Air Max?
 - Why is Air Max 1 so expensive?
 - What does Patta mean Nike?
 - How much is the Nike Patta?
- SneakerSafe**: Nike x Patta Air Max 1 'Noise Aqua' A woven Patta tag graces the mesh tongue, while embroidered Nike Air branding adorns the back heel. Lightweight cushioning is provided by a pre-yellowed ... £290.00

Generative AI

Product descriptions: Gowise



TORTOISE SHELL GLASSES

Choose your description of choice. You can edit your desired description.

1

Create frames that protect your eyes while still letting in the light
Cute tortoise shell glasses are the perfect accessory for any fun night out! With a retro look, these eyeglasses feature brown temple tips and frame. They're ideal to mix with any outfit and make you feel like a total fashionista!

- Tortoise shell design
- Hipster style glasses
- Differentiated lens colors

2

Light Up Your Life With Tortoise Shell Glasses
Tortoise shell glasses are perfect for fashionistas who demand the latest in trends and accessories. Their unique style will make you stand out from the crowd and draw attention to your eyes.

- Retro style
- Made with real tortoise shell
- Classy and unique

3

Incredibly fashionable tortoise shell glasses that will take your eyewear game to the next
Looking for something special in eyewear? Look no further than the tortoise shell glasses! These stylish frames are perfect for anyone who wants to stand out from the crowd. Made of durable glass, these spectacles make a great addition to any wardrobe. So don't wait any longer; grab a set of tortoise shell eyeglasses today!

- Upscale look
- Luxurious feel
- High quality

Cancel Save

Content briefs: **frase**

Identify the keywords



Use AI to analyse the SERPs



Choose on-page topics from top-performing pages



Use Frase to write the brief & edit



Save & send to your writers

Category automation: merchstack

Identify all relevant sub-categories



Review automated attribute-based categories



Manually review the automated categories



Define dynamic title, H1, and description attributes



Create the categories in the same design as your existing pages