Making Shopify SEO 20x faster with Macaroni

[blink]

Who Are Blink (And Macaroni)?

Blink

- Specialist a UK-based Shopify marketing agency

- Focused on stores with large product catalogues

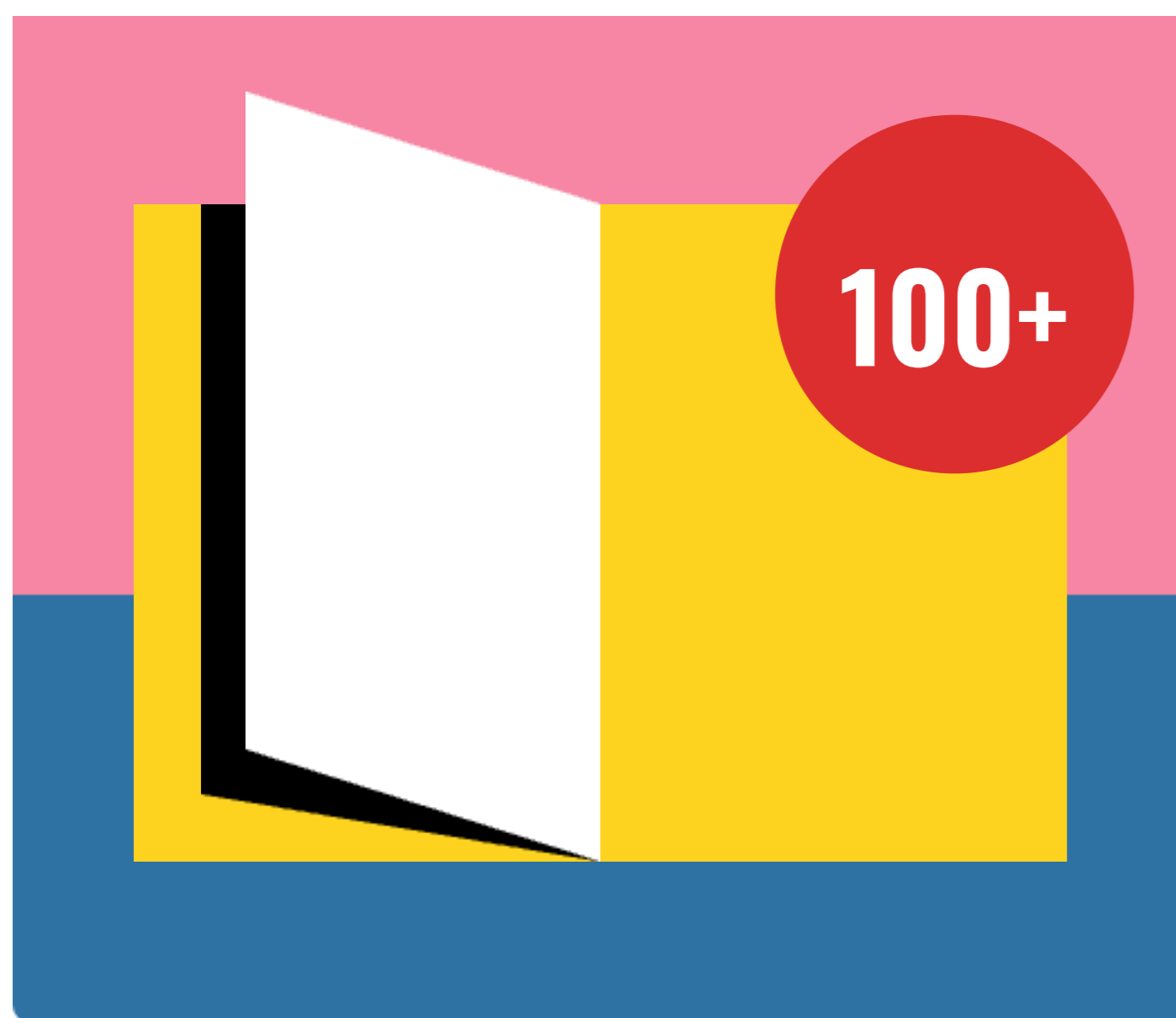- Experienced team, including CTO Dr. Ian Read and lead data scientist Dr. Joshua Prettyman
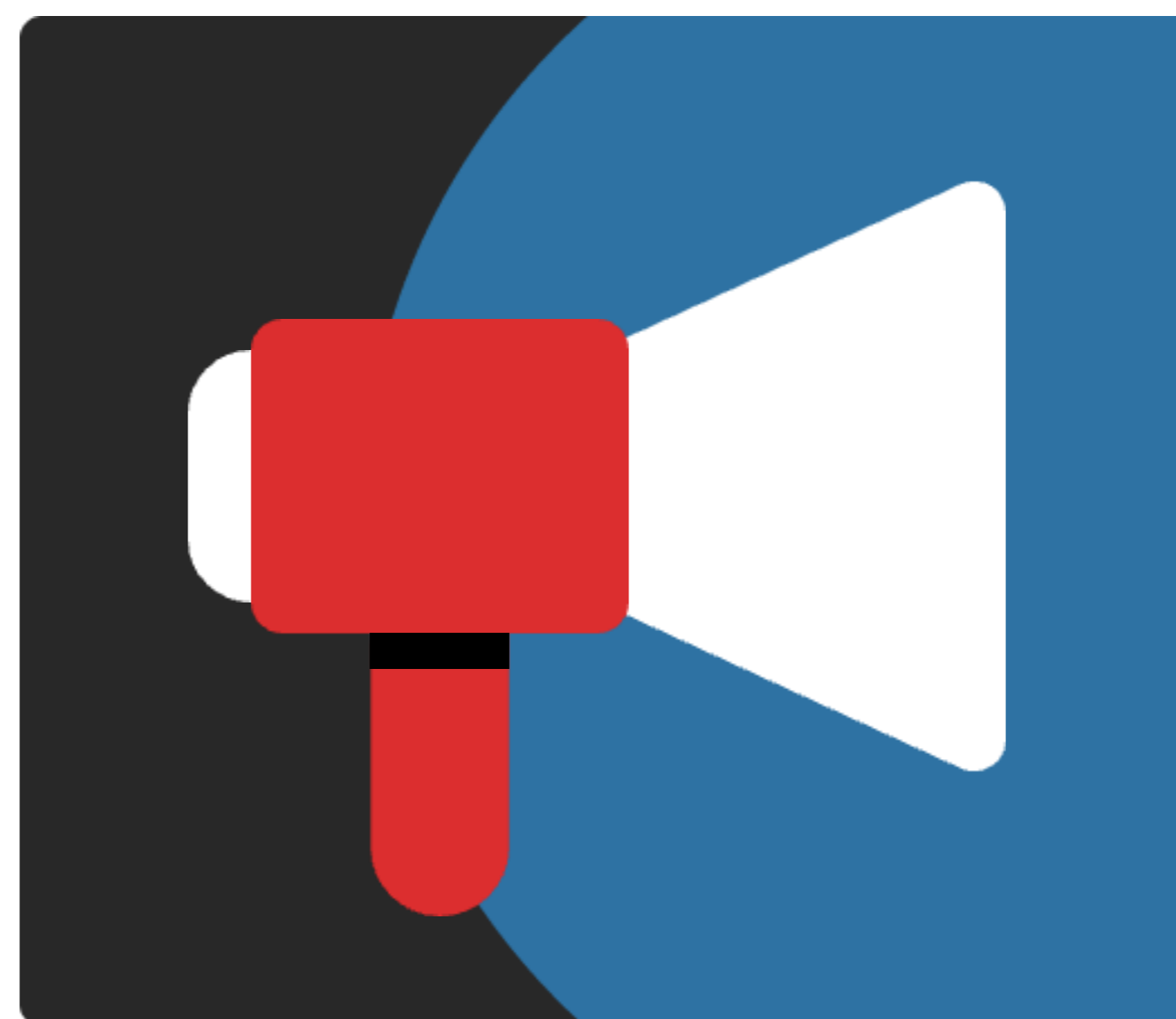
Macaroni

- A revolutionary new SEO platform for Shopify

- Automates time-consuming tasks, simplifies data analysis, and tracks ROI

- Launched in January for both brands and agencies/freelancers

Who Is This For?

Shopify Stores That:

Have a larger product catalogue (100+ SKUs & variants)
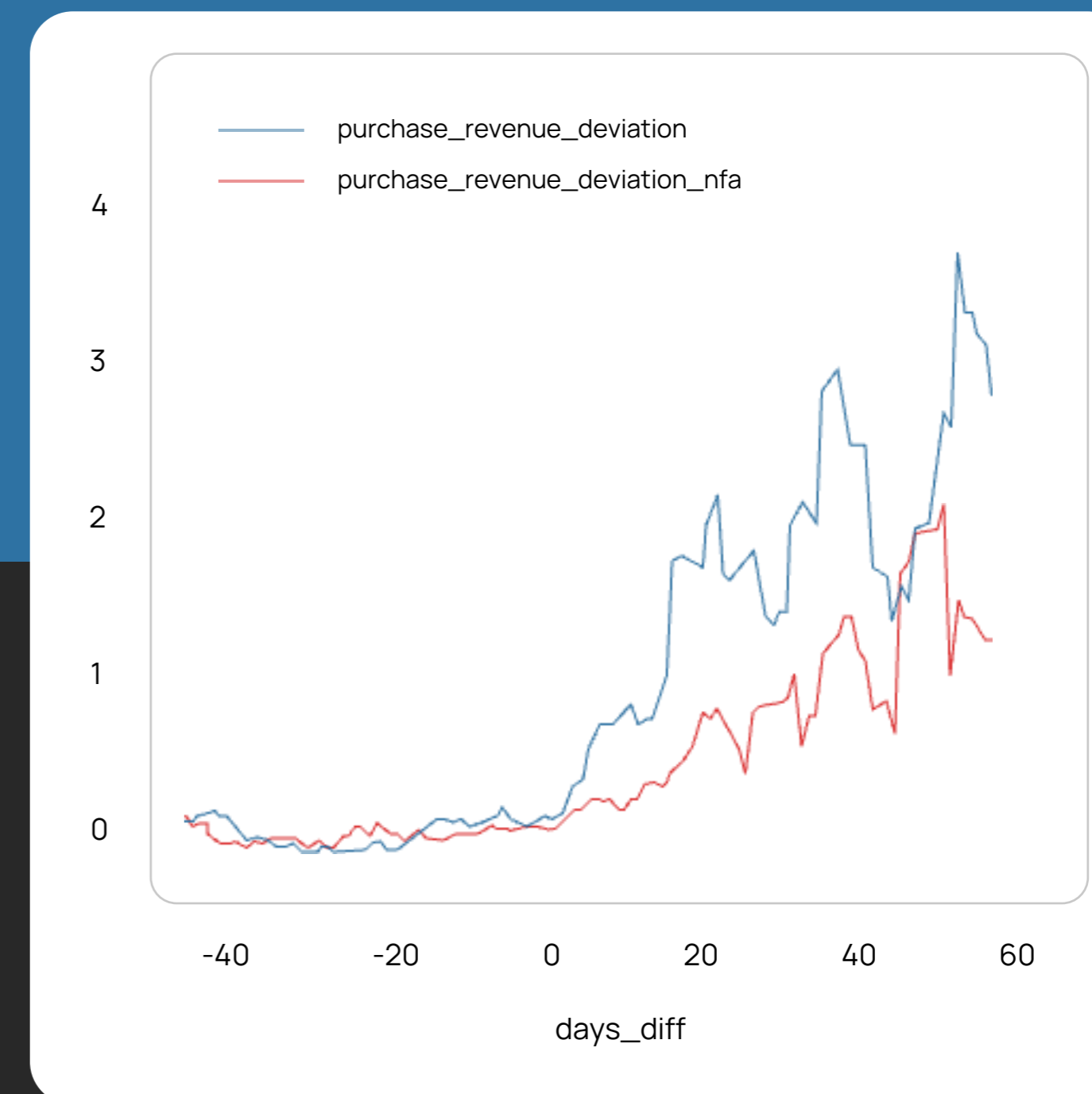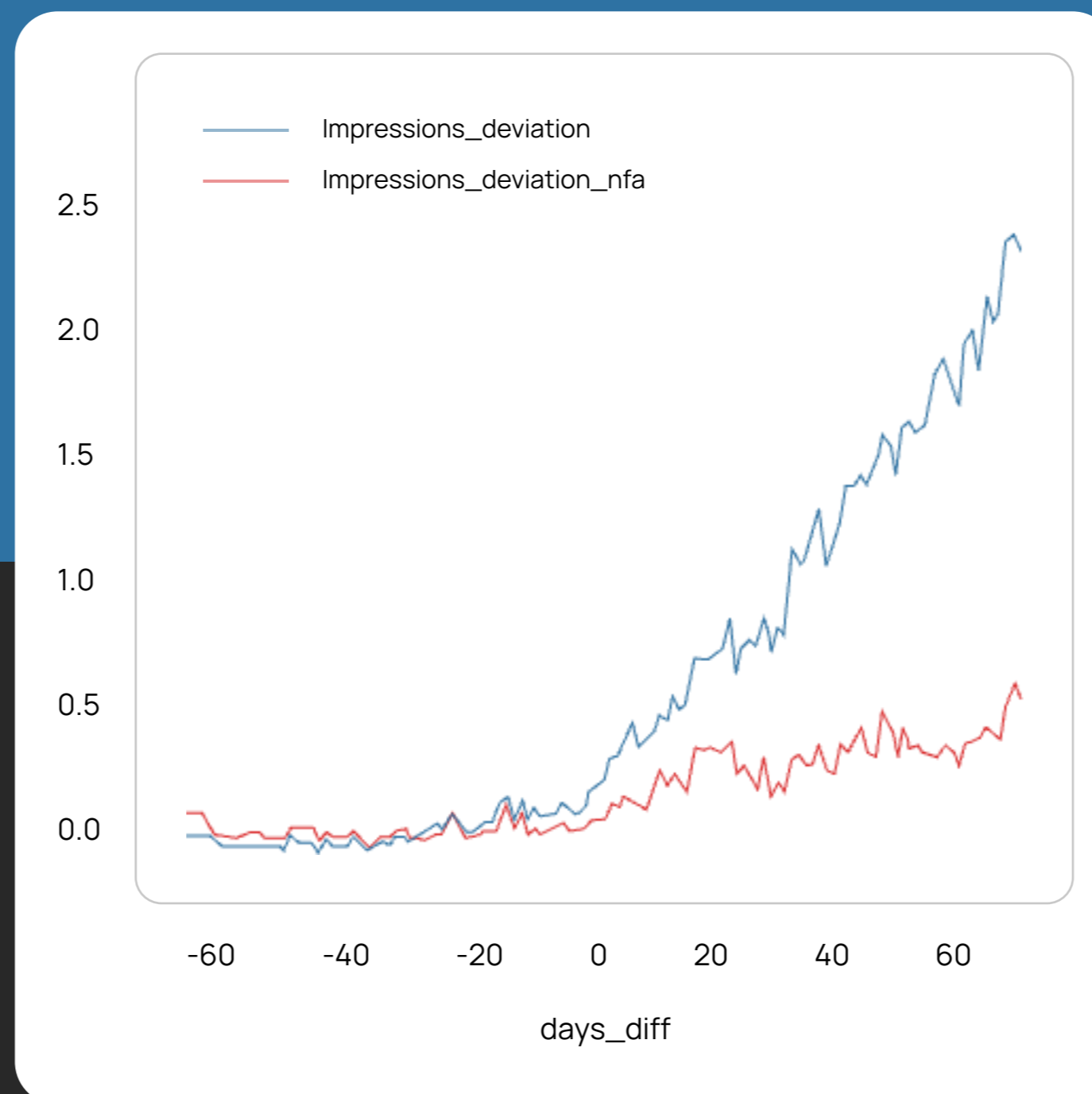

Want to get more from Google Ads

Want to cut CACs - particularly for first time customers

This Works...

- We can measure impact in real detail

- Every change we make to a store is timestamped

- Within 60 days we've recorded:
- Up to over 250% increase in impressions
- Up to 400% increase in revenue
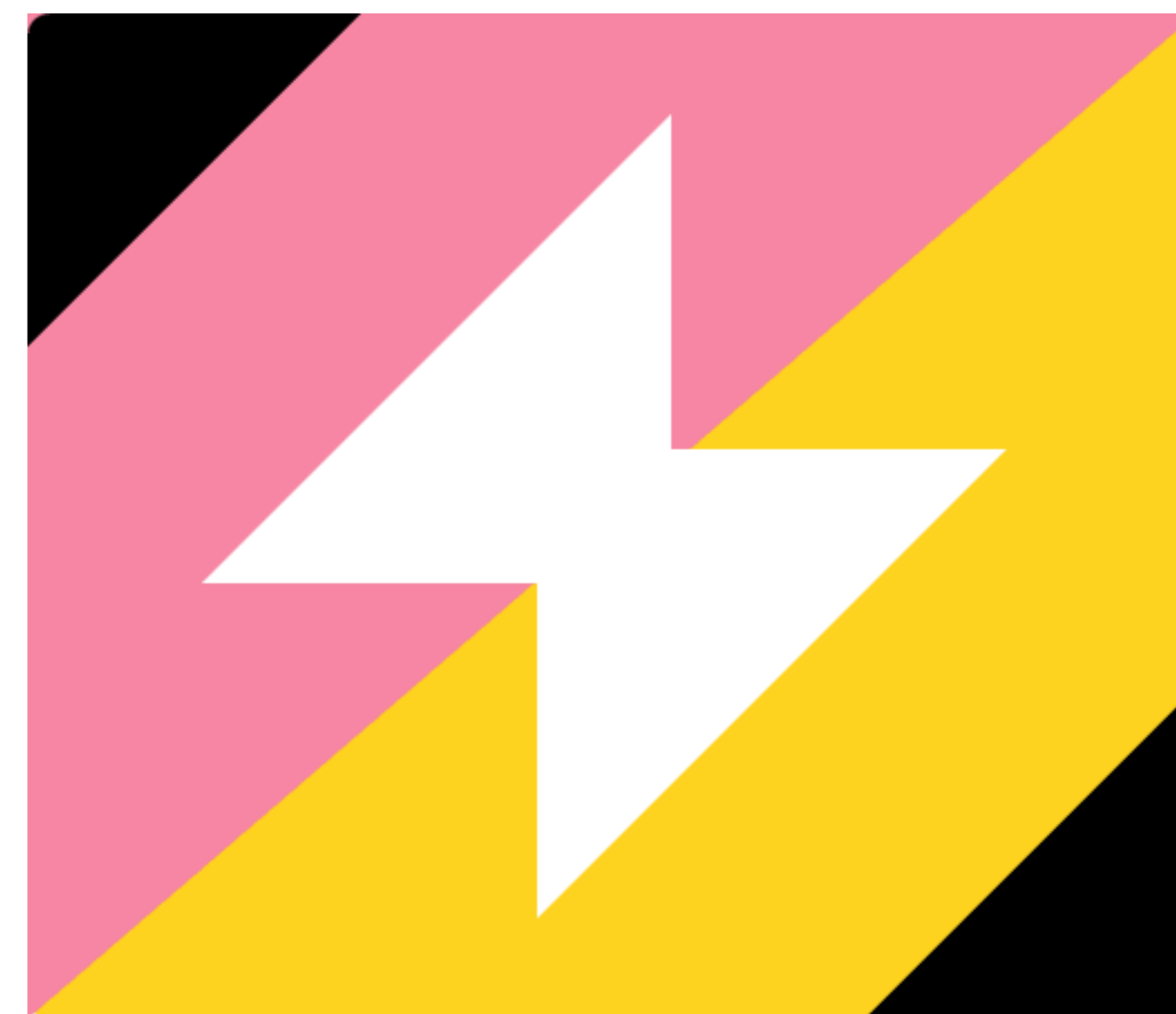
- **The secret is scale**
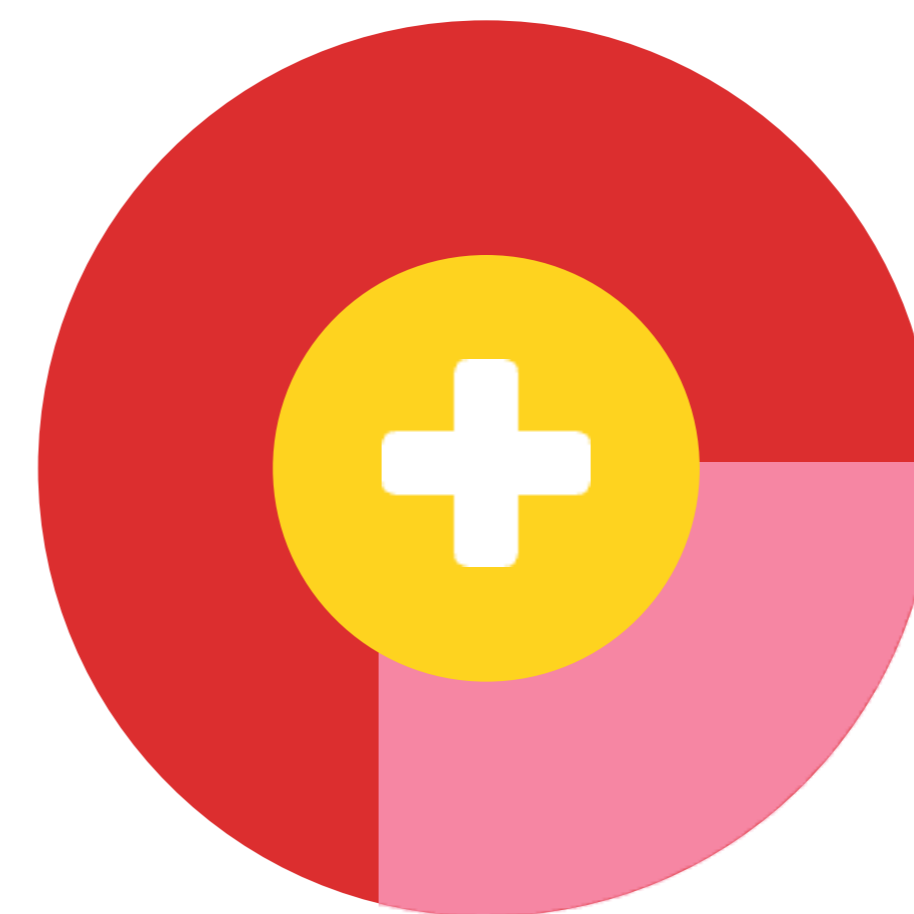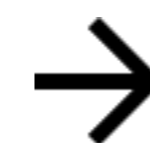
Why Shopify?

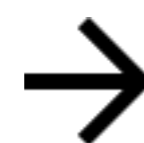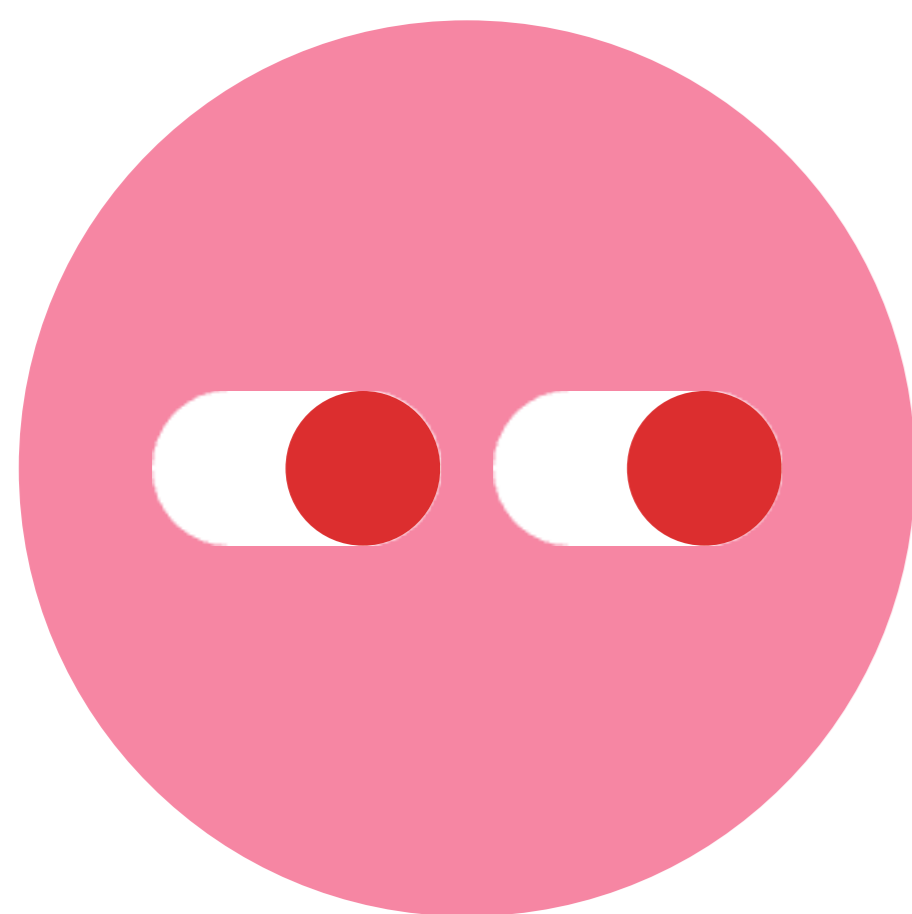**Lack of technical debt**

Standardisation of architecture/taxonomy

Speed of execution

The Process

There's 3 parts to the process (and a bonus 4th,
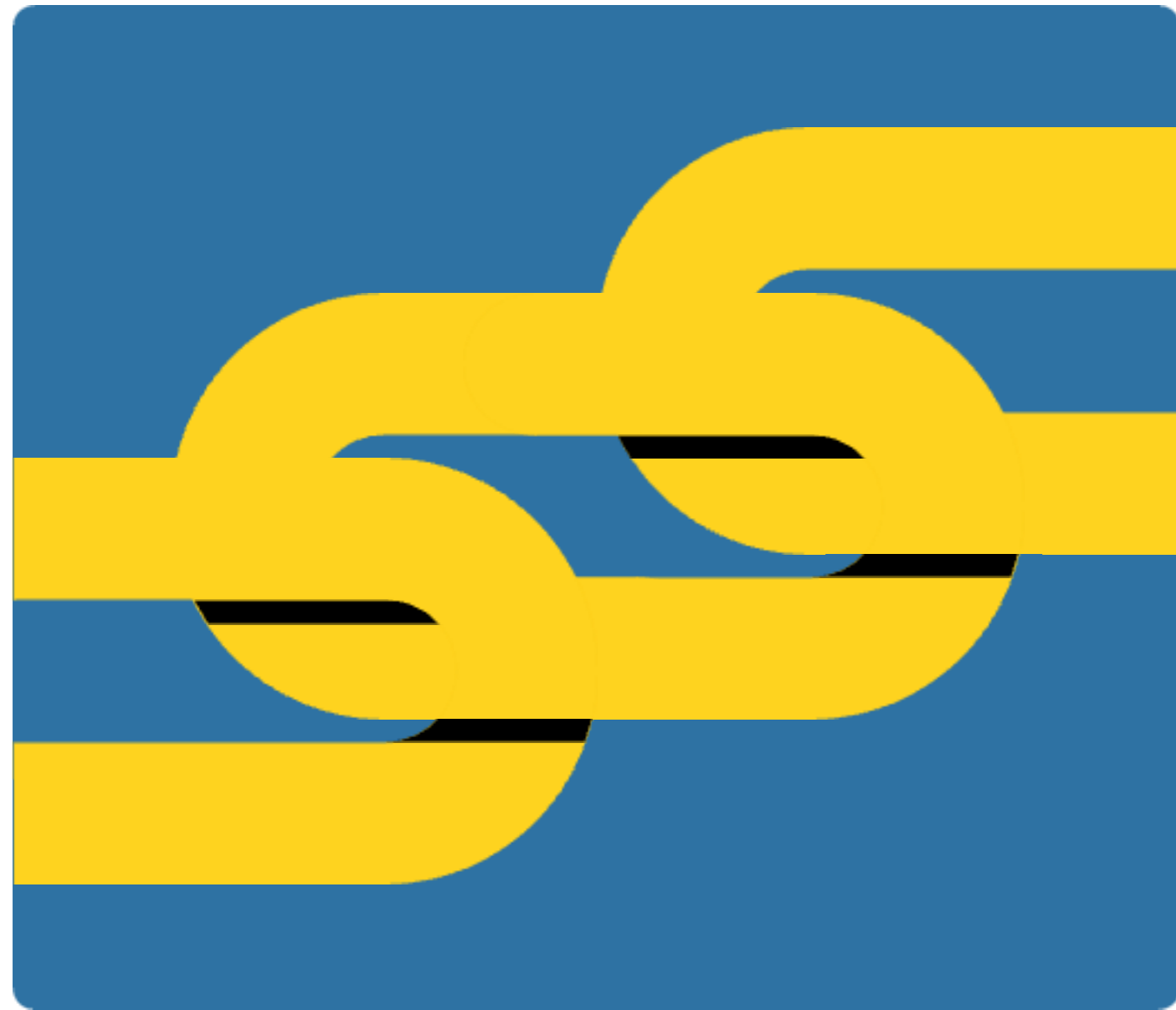
if you are in the US)

Understand your site taxonomy

Optimising existing pages
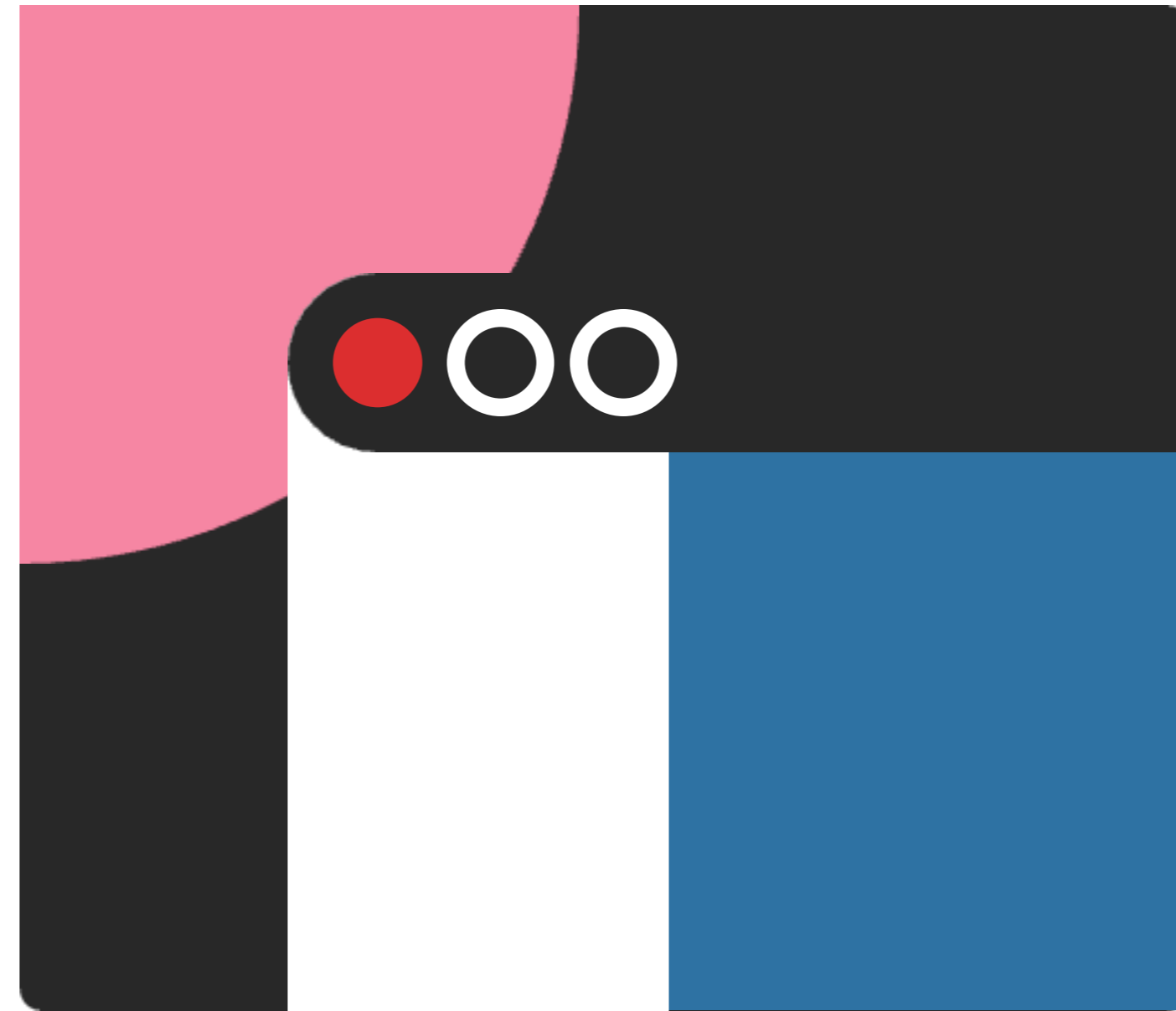
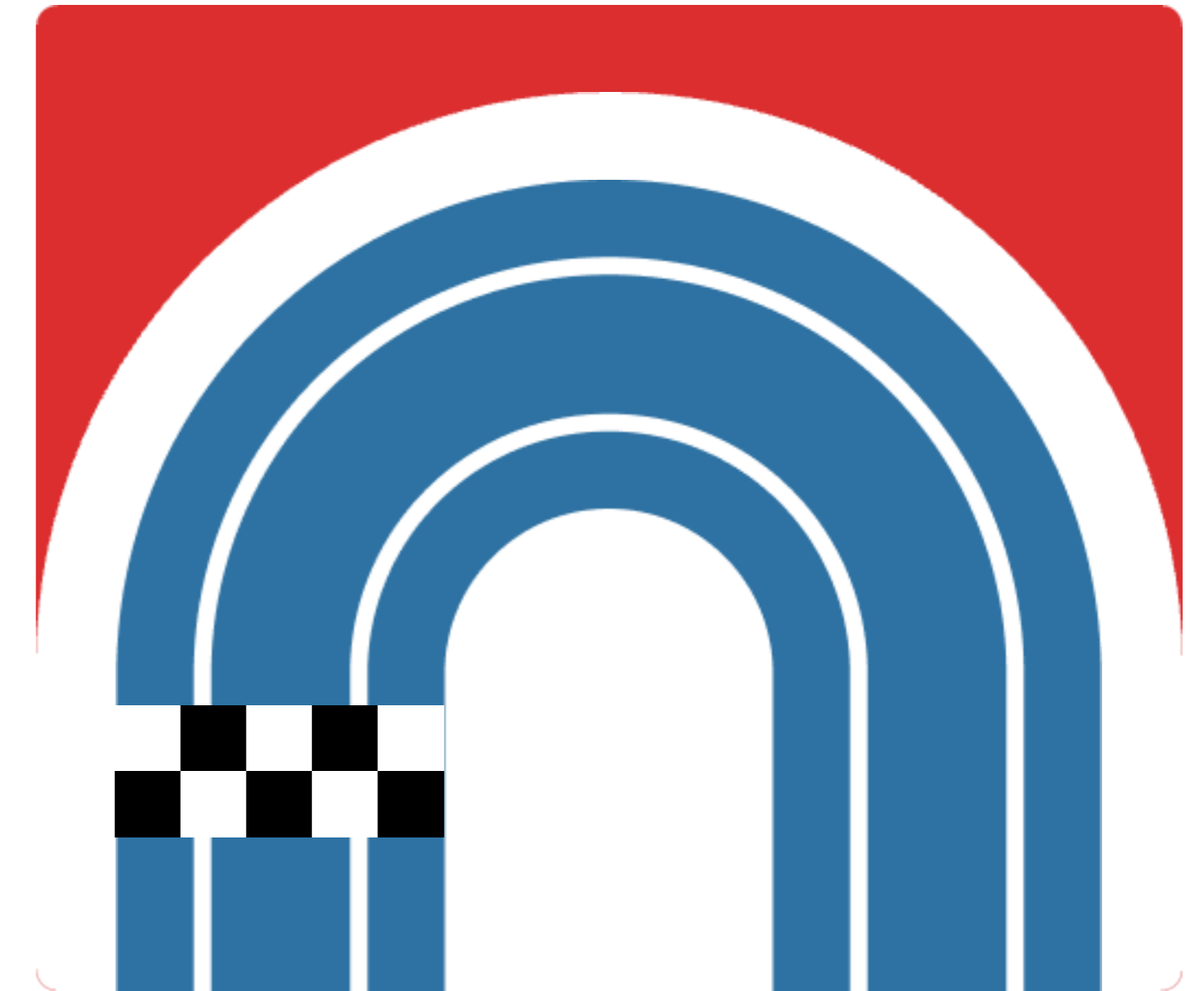**Creating new entry points**

Enriching your data

We Won't Mention…

Link building

How blogs are really important

"SEO is a marathon not a sprint"

Site Taxonomy

01

Data-Led SEO for Shopify Stores

The Importance Of Collection Pages

- 60% of organic and paid revenue comes from collection/category pages

- Customers search using attributes, e.g., "plus size bridal lingerie" or "blue 4 seat sofa"

- Increasing these is the quickest way to grow

- Good taxonomy makes everything much, much easier

Revenue by page type
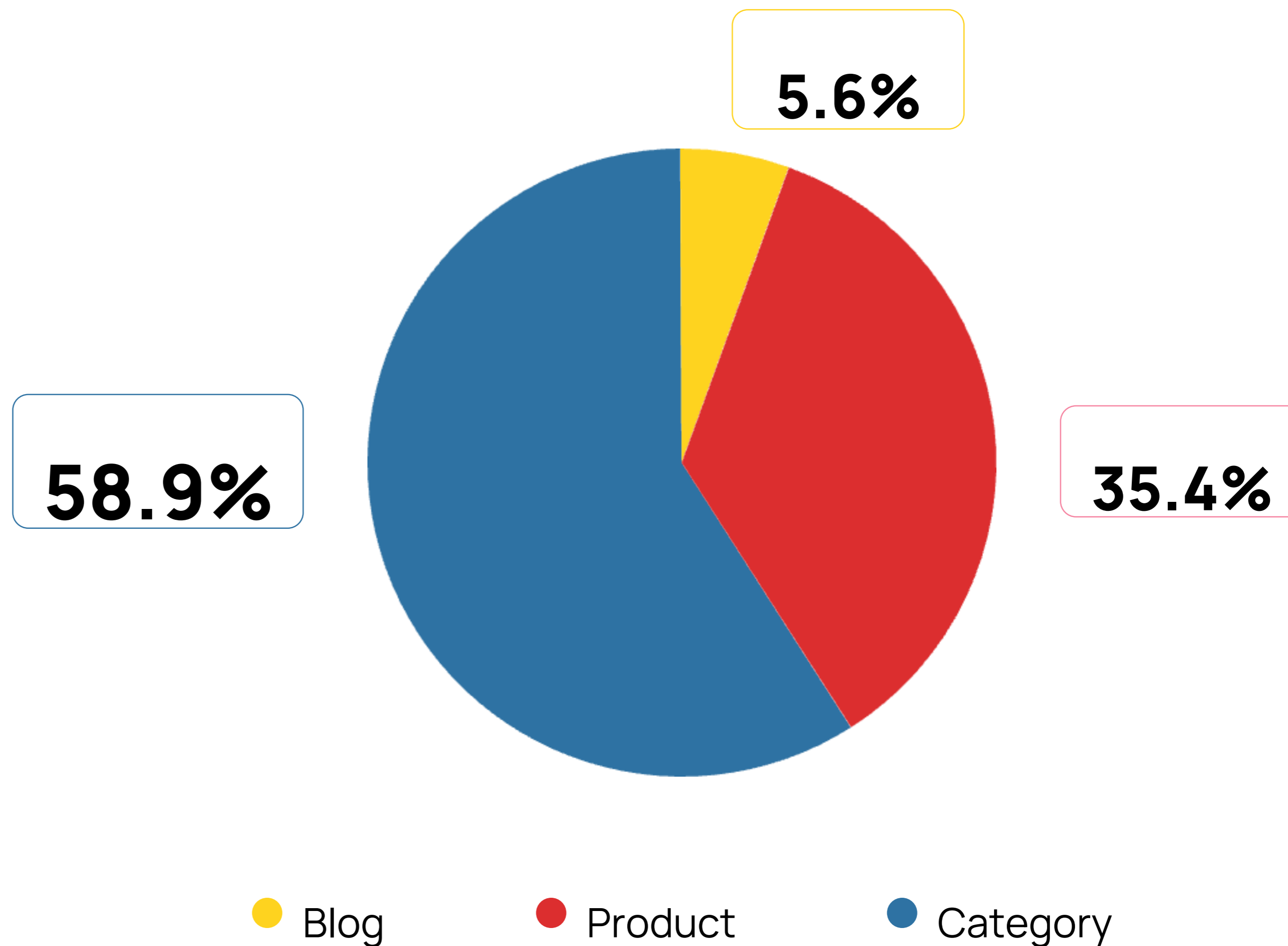
5.6%

58.9%

35.4%

● Blog   ● Product   ● Category

The Importance Of Collection Pages

- 60% of organic and paid revenue comes from collection/category pages

- Customers search using attributes, e.g., "plus size bridal lingerie" or "blue 4 seat sofa"

- Increasing these is the quickest way to grow
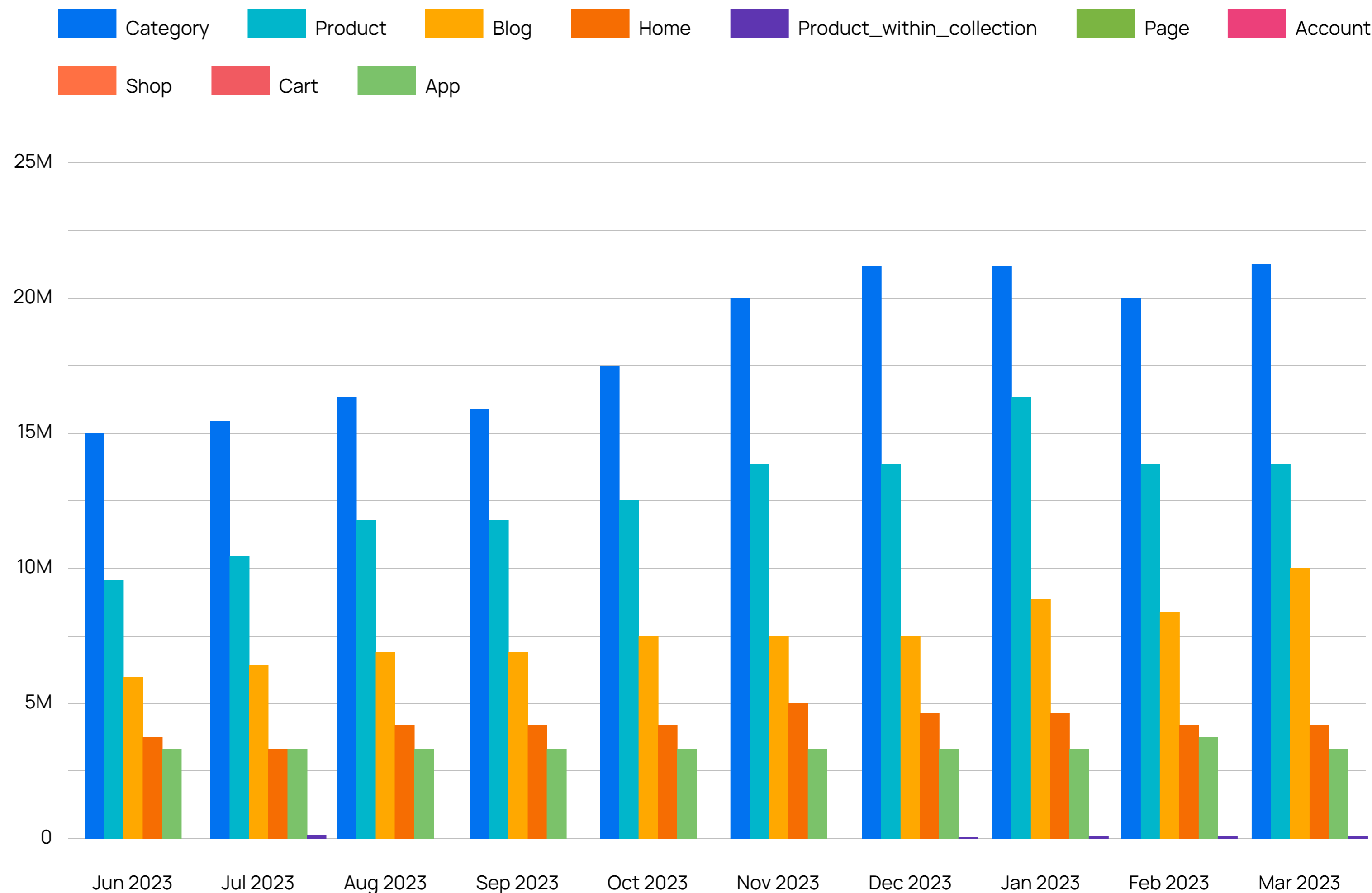
- Good tagging makes everything much, much easier

Impressions by page type

Legend: Category, Product, Blog, Home, Product_within_collection, Page, Account, Shop, Cart, App

[blink]

The Problem With Shopify

• To be found by search engines, collection pages need to be internally linked

• Shopify's default filtering system just doesn't work for SEO (or Google Ads)

• We've built alternatives that allow us to quickly get these pages live
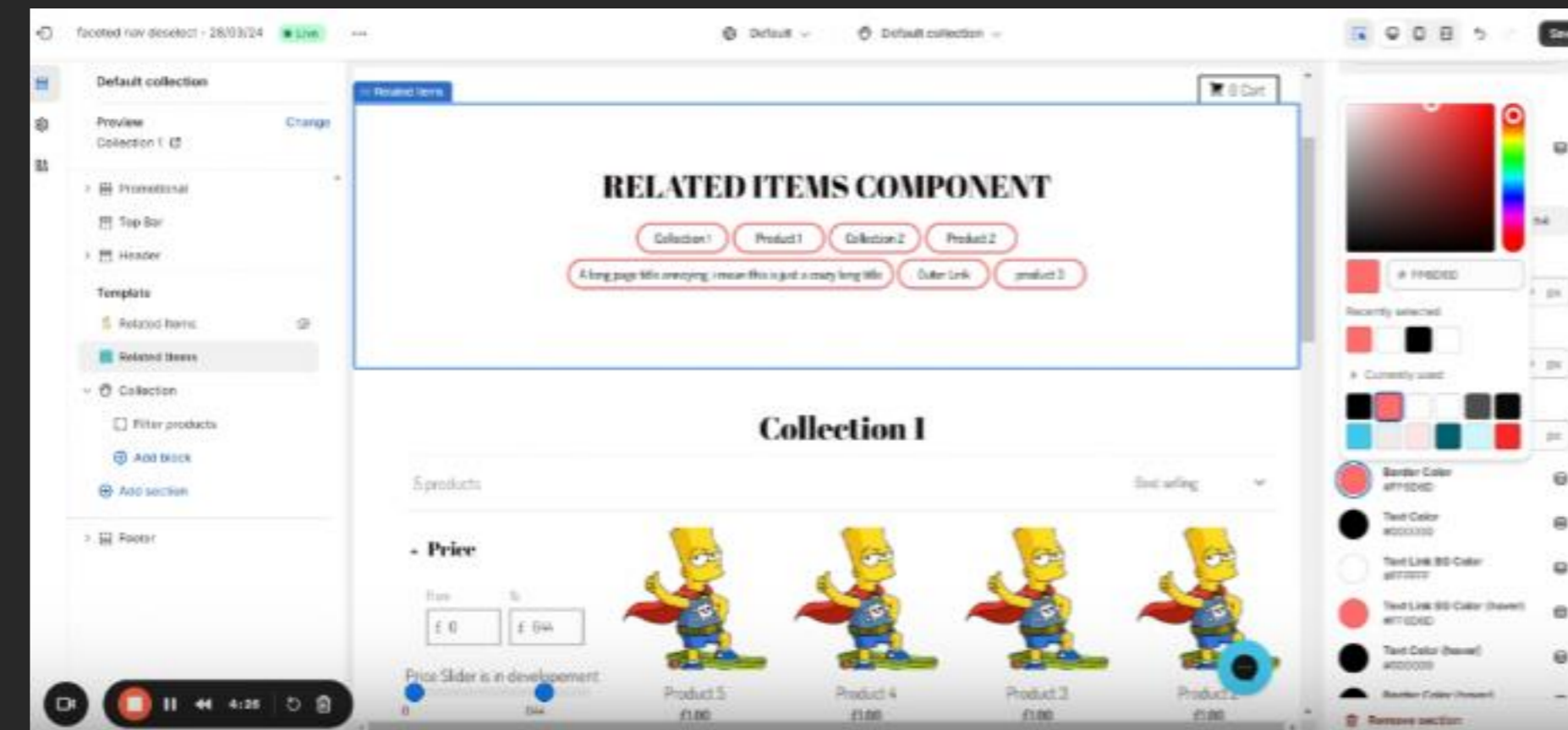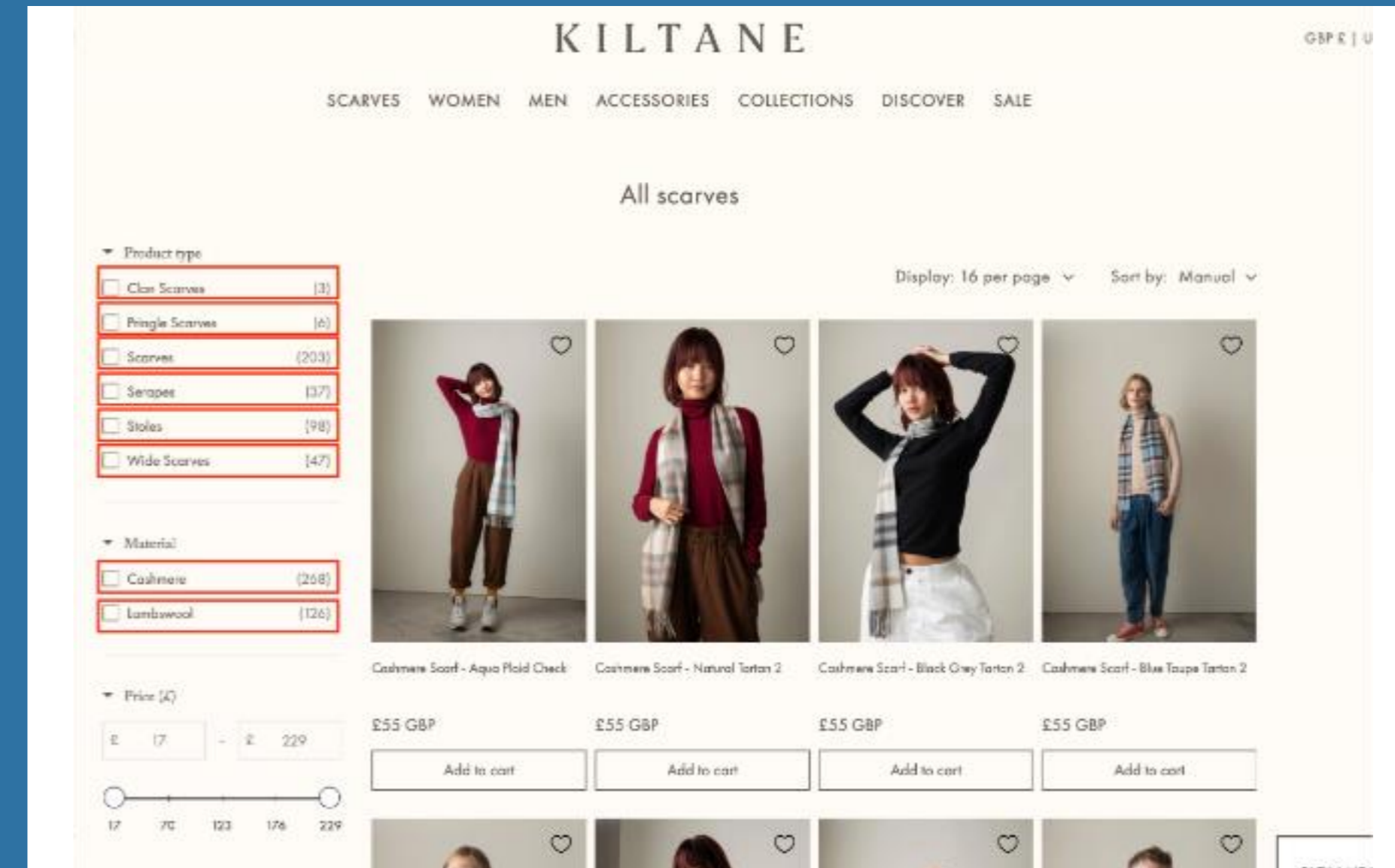
Optimising Existing Pages

02

Keyword Mapping

- First, we need optimise existing category pages

- It's important to look at the site as a whole

- Assign primary and secondary keywords

- We do this at scale using Macaroni, including creating content

On-page Updates

- One pages are mapped we can carry out the optimisation checks

Issue	Number of Issues
Add above fold copy	5
Add below fold copy	145
Ad faq copy	158
Collection above the fold inlink opportunity	225
Primary not in above fold copy	405
Primary not in h1	141
Primary not in meta	392
Primary not in title	161
Product above the fold inlink opportunity	1140
Remove collections folder in url	1
Secondary not in above fold copy	102
Submit url for indexing	9
Trailing slash mismatch	13

On-page Updates

- One pages are mapped we can carry out the optimisation checks

- And then push the changes to Shopify

/collections/retirement-chocolates [Edit]

Volume for "praline": 12,100 | Clicks: 0 | Avg Position: 32.78 | Impressions: 152

We suggest adding an internal link from the above fold copy of */collections/retirement-chocolates* to */collections/praline-chocolates* with the anchor text "praline".

| **Original content**	View HTML	**Optimised content**	View HTML
− Retirement is the time to indulge, and nothing says 'you've earned it' quite like our handcrafted retirement chocolates. Show someone special how much you value their hard work and dedication with a retirement chocolate gift from Martin's Chocolatier. Each chocolate box is filled with a delicious selection of truffles and pralines, all made using sustainably sourced cocoa. You can also add a personal touch with a bespoke message in any of our personalised boxes. Shop now, and make their retirement extra sweet.		+ Retirement is the time to indulge, and nothing says 'you've earned it' quite like our handcrafted retirement chocolates. Show someone special how much you value their hard work and dedication with a retirement chocolate gift from Martin's Chocolatier. Each chocolate box is filled with a delicious selection of truffles and pralines, all made using sustainably sourced cocoa. You can also add a personal touch with a bespoke message in any of our personalised boxes. Shop now, and make their retirement extra sweet.	

Save | Edit HTML | ⓘ Discards

On-page Updates

- One pages are mapped we can carry out the optimisation checks

- And then push the changes to Shopify

- We can even generate the copy
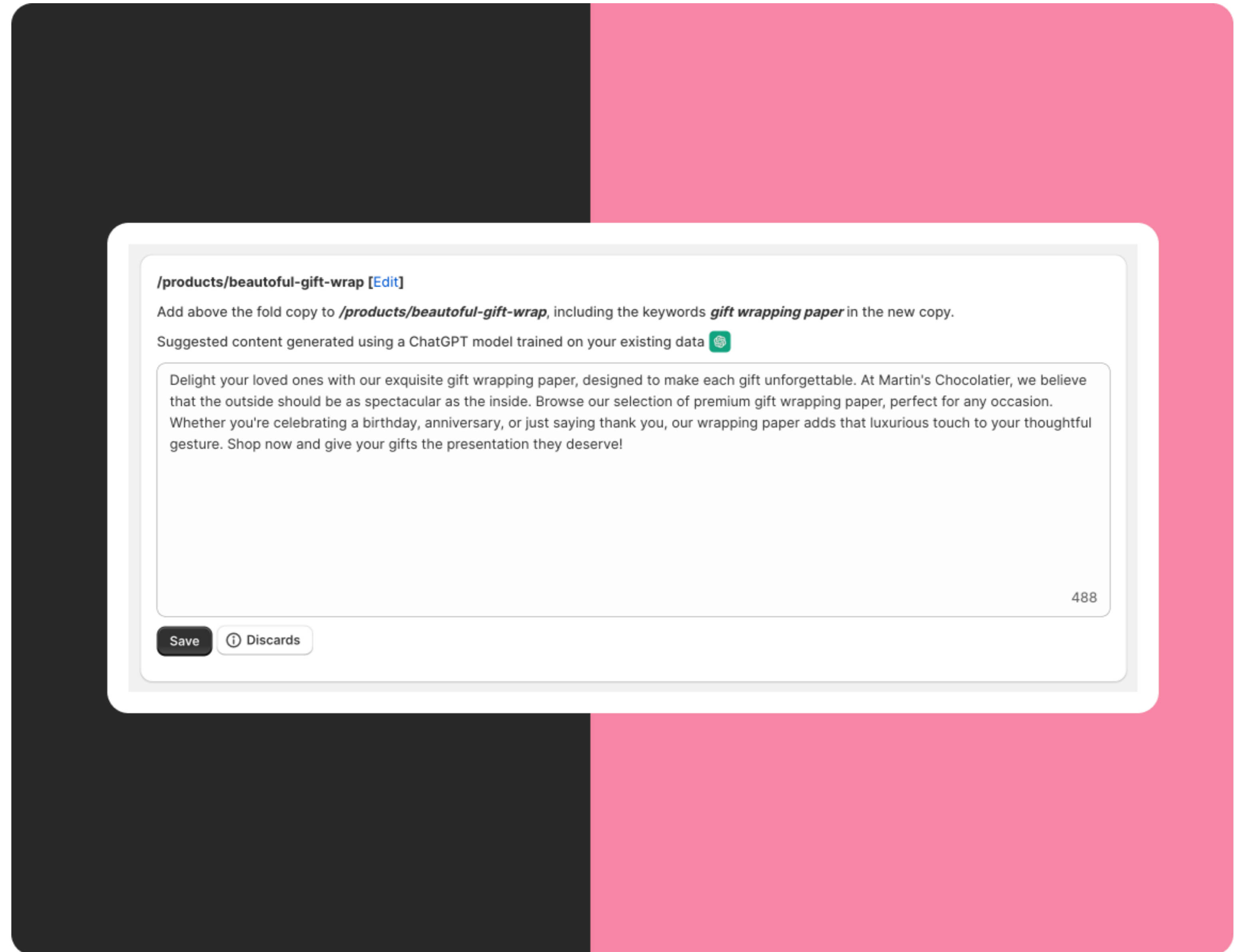
On-page Updates

- One pages are mapped we can carry out the optimisation checks

- And then push the changes to Shopify

- We can even generate the copy

- And then track the results
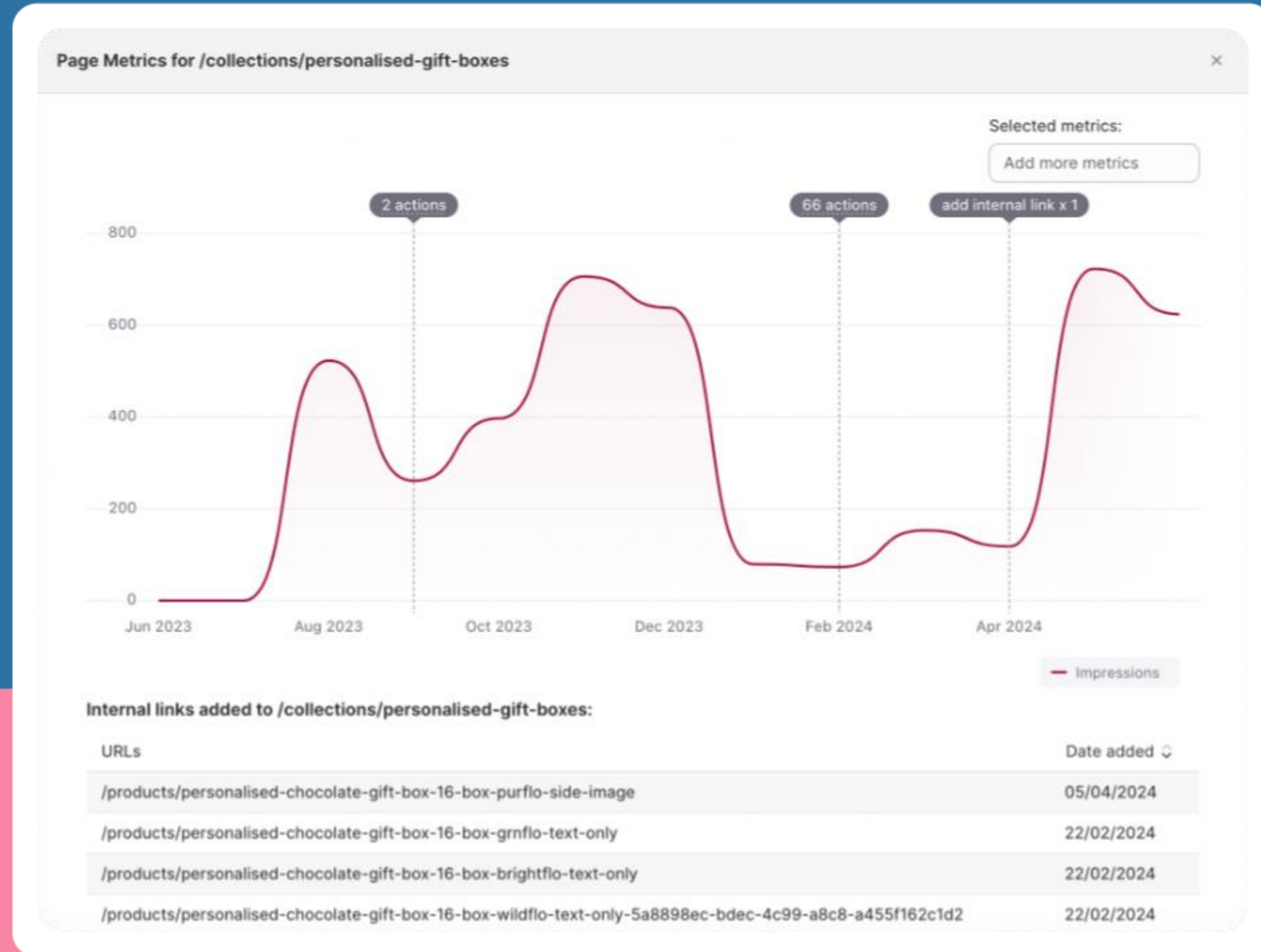
Creating New Pages

03

Re-merchandising

- If the taxonomy is solid, we can create new categories based on the existing product catalogue

- Here we are looking for combinations of tags that 3 or more products but no existing category

- This is much faster than traditional keyword research

Re-merchandising

- If the taxonomy is solid, we can create new categories based on the existing product catalogue

- Here we are looking for combinations of tags that 3 or more products but no existing category

- This is much faster than traditional keyword research

- We can also push these live quickly using Macaroni
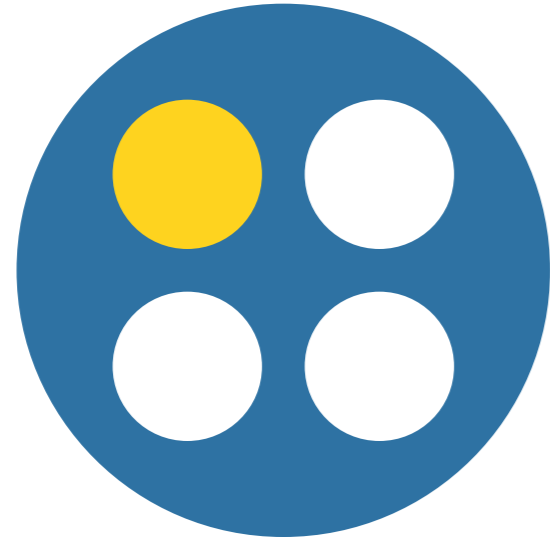
Enriching
Your Data

04

#4: Enrichment (US Only)

- These new pages attract and capture additional traffic
- This is then enriched using a platform such as customers.ai and fed back into your paid channels
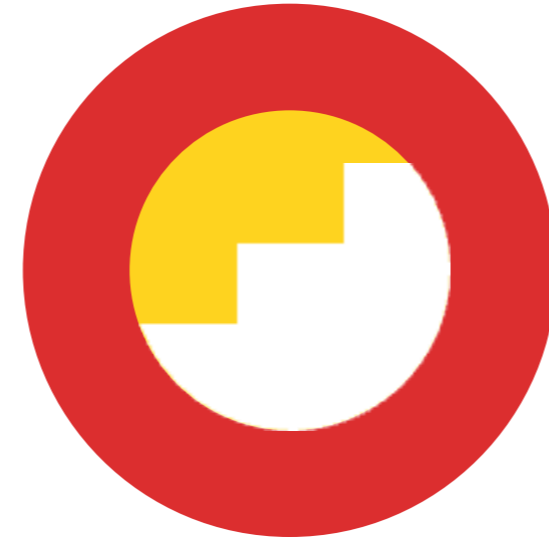- These can be used for improved audiences, retargeting or email campaigns

Your Store Traffic

Without Customers.ai

With Customers.ai

↗ **Bounced**

Purchased

🛒 **Purchased**

Bounced
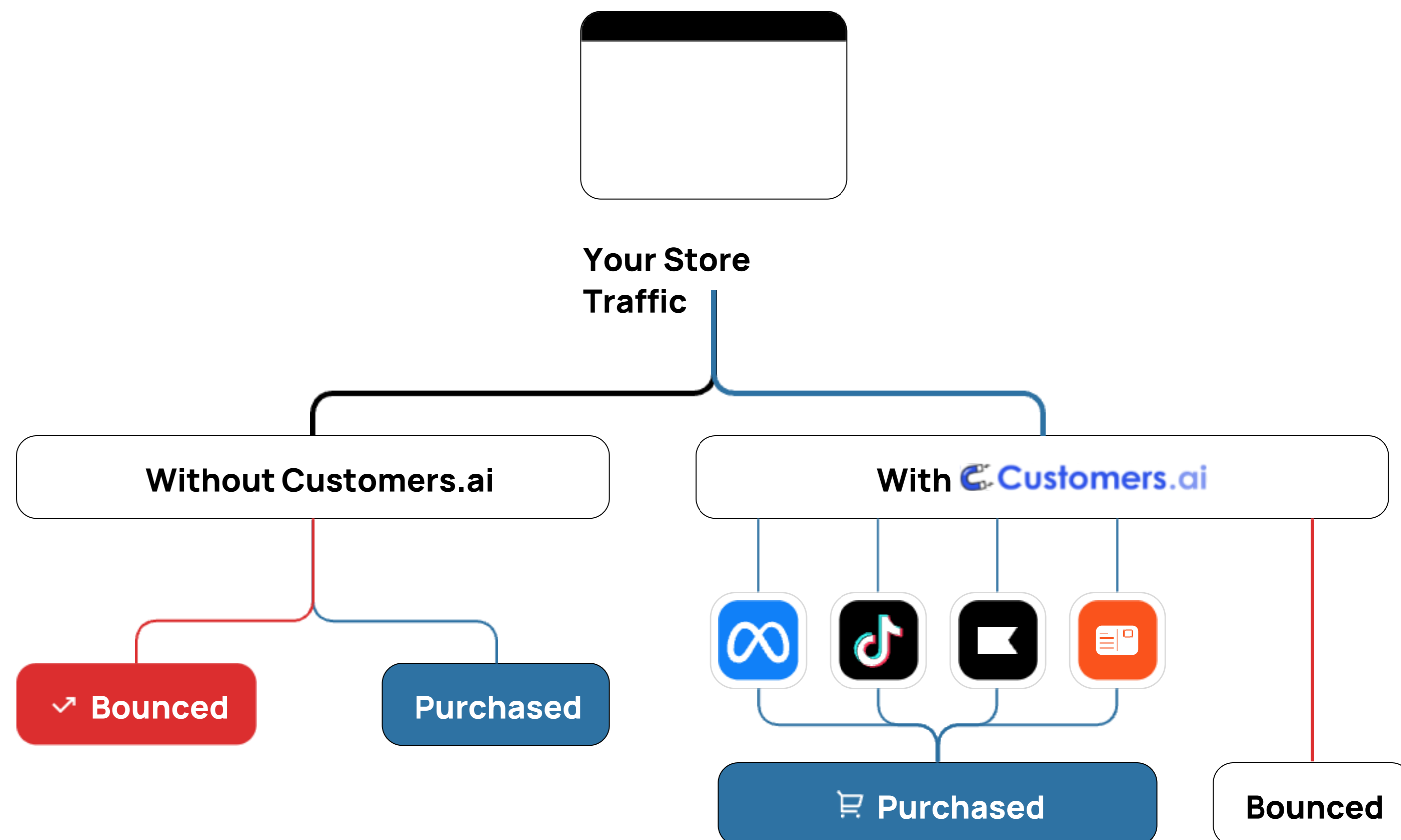
Summary

Summary

Category pages one of your biggest assets for SEO and Google Ads

Optimise those you have, and build new ones

Typically, doubling the number of category pages will lead to a 50-200% increase in organic revenue YoY within 60 days

You can then use a data enrichment platform to boost paid/email (US only)

Macaroni makes this process 20x faster