

**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

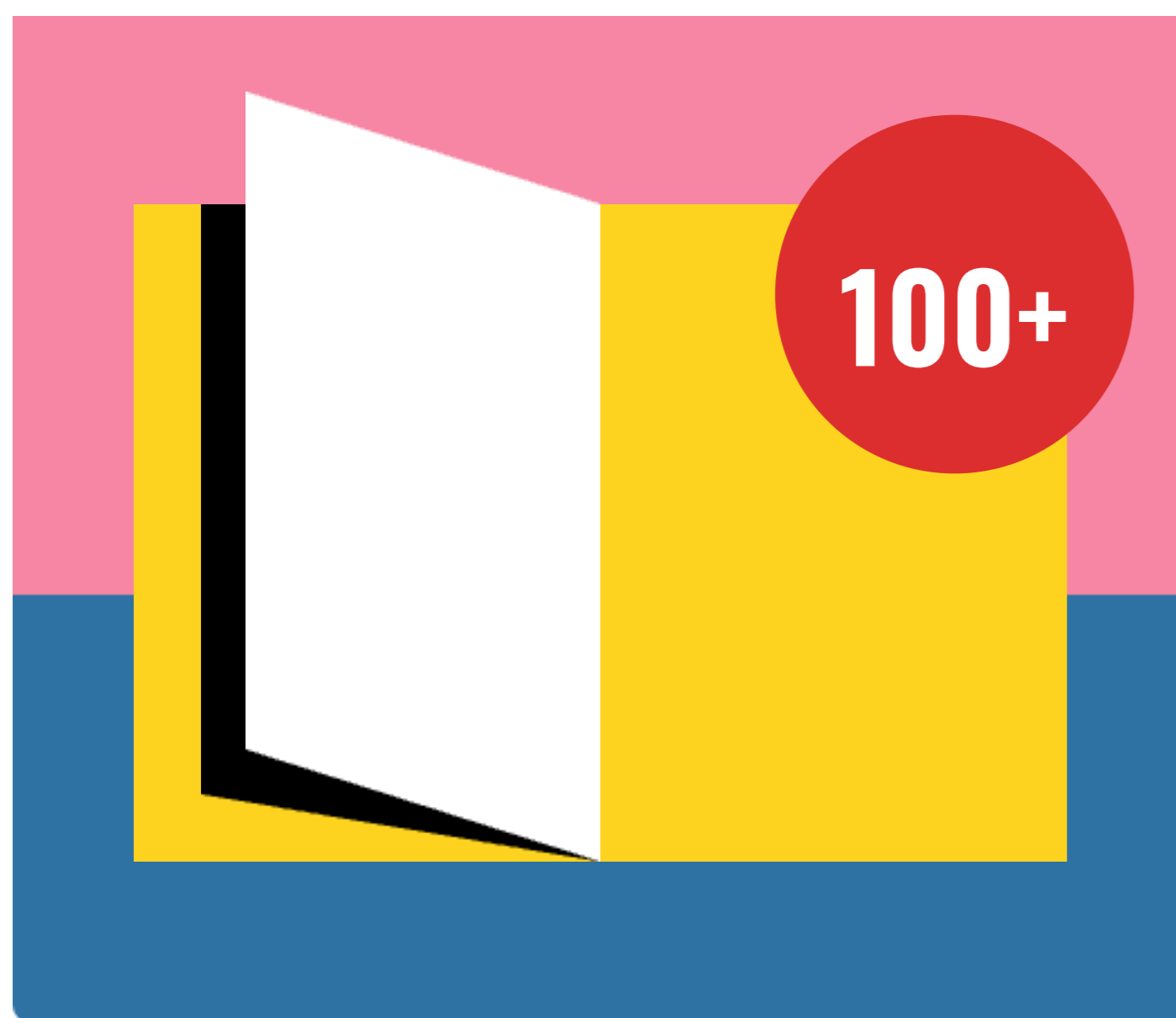


Macaroni

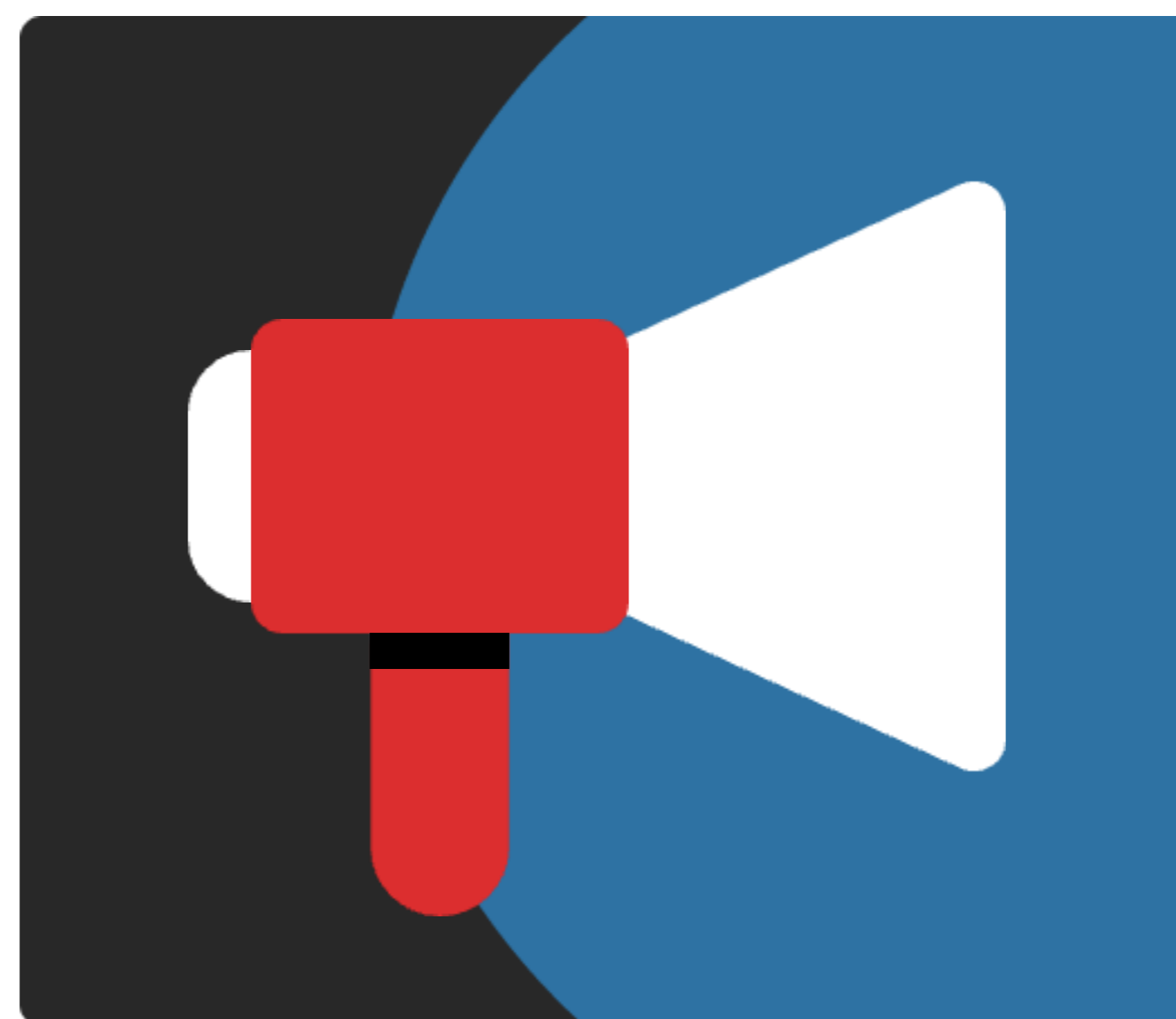
- A revolutionary new SEO platform for Shopify
- Automates time-consuming tasks, simplifies data analysis, and tracks ROI
- Launched in January for both brands and agencies/freelancers

Who Is This For?

Shopify Stores That:



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



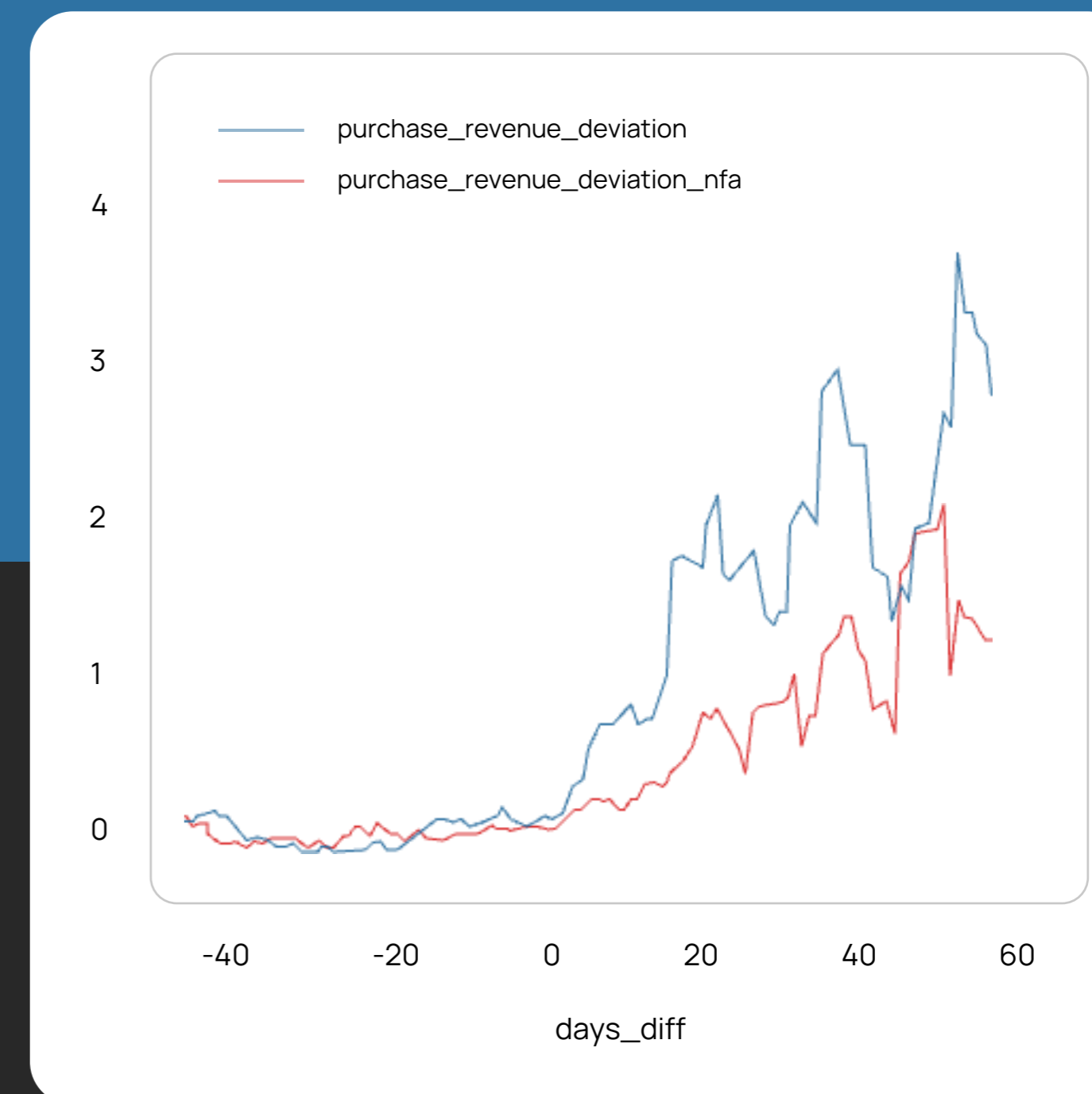
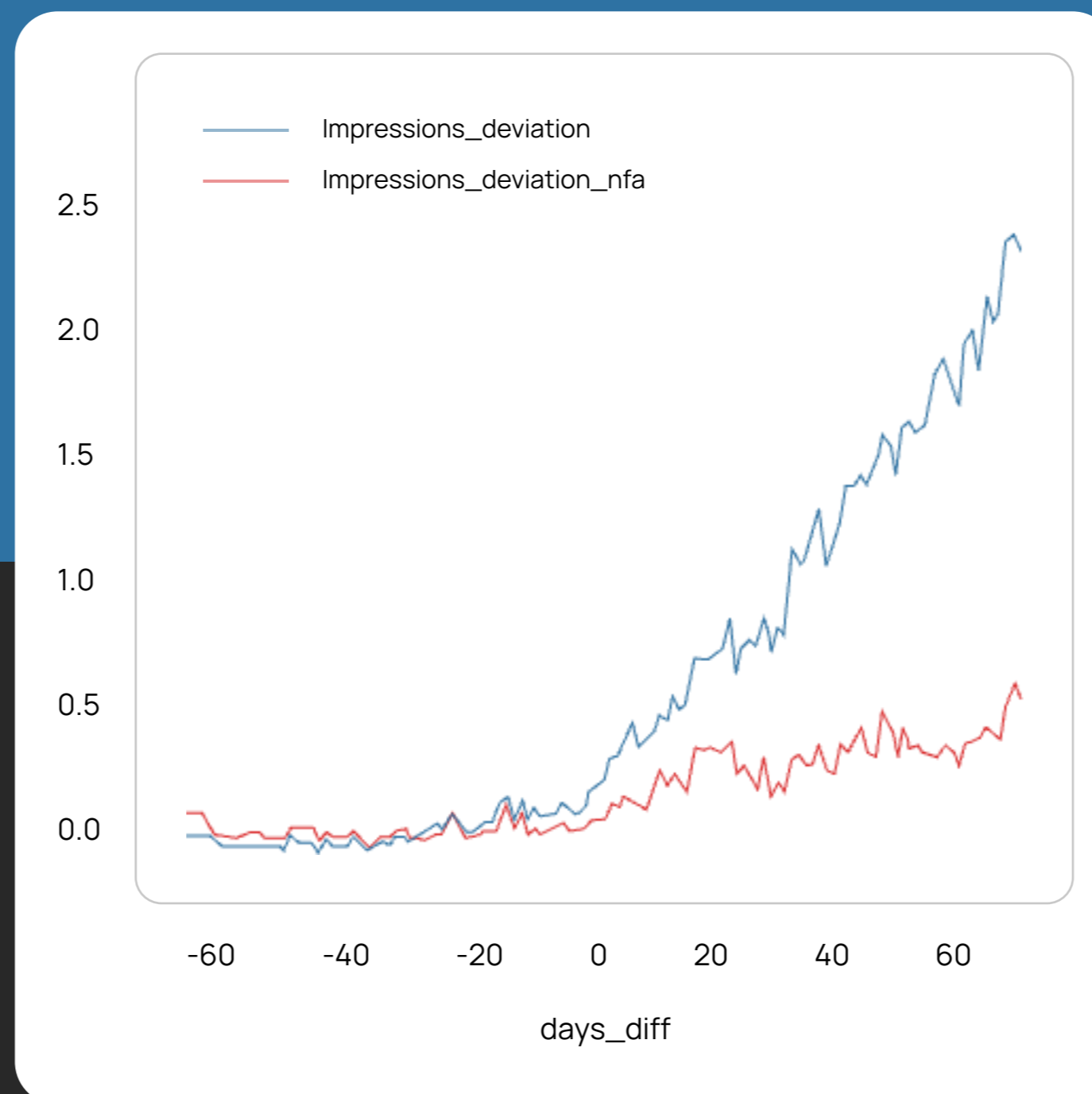
**Want to get more from Google
Ads**



**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**



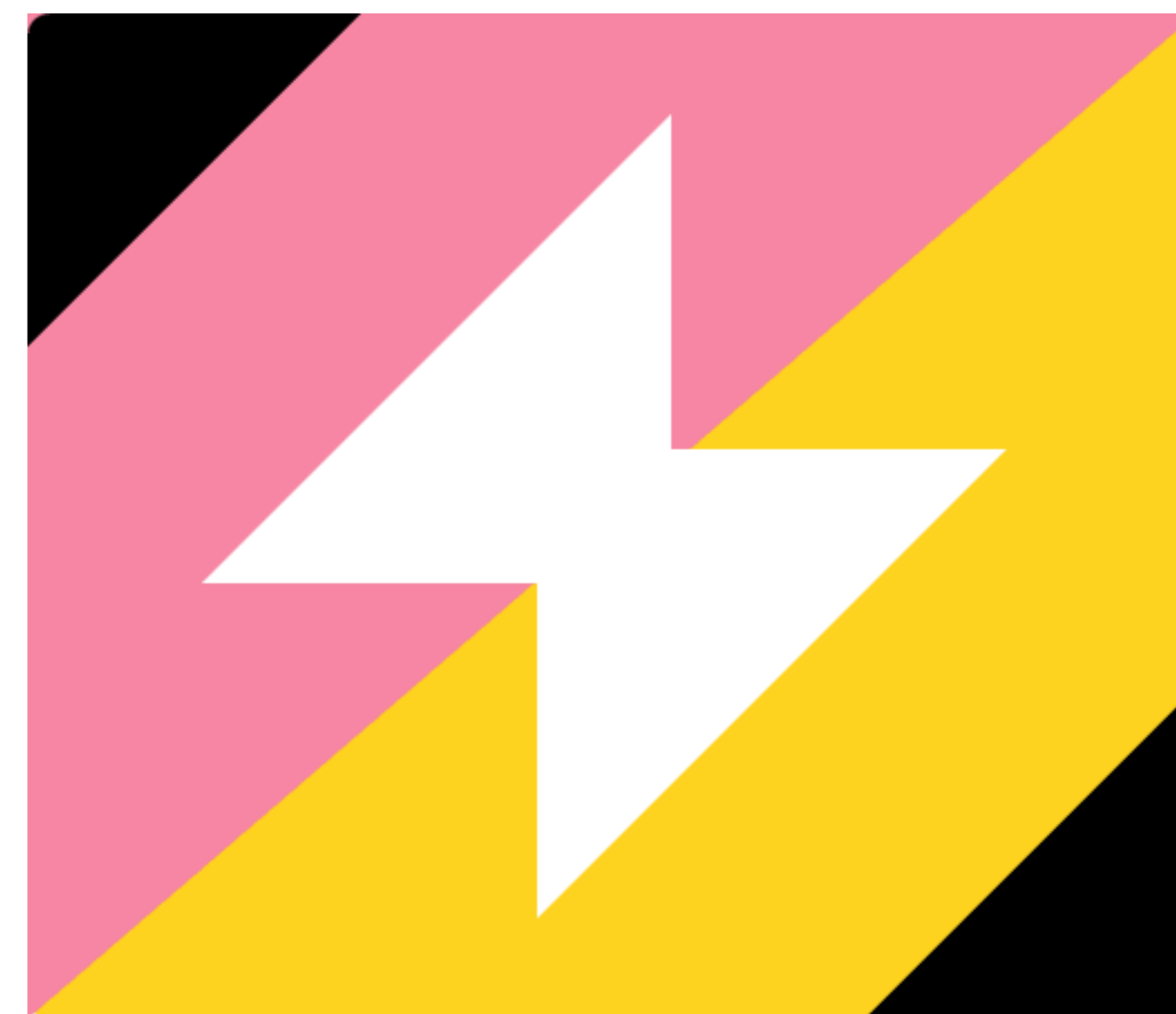
Why Shopify?



Lack of technical debt



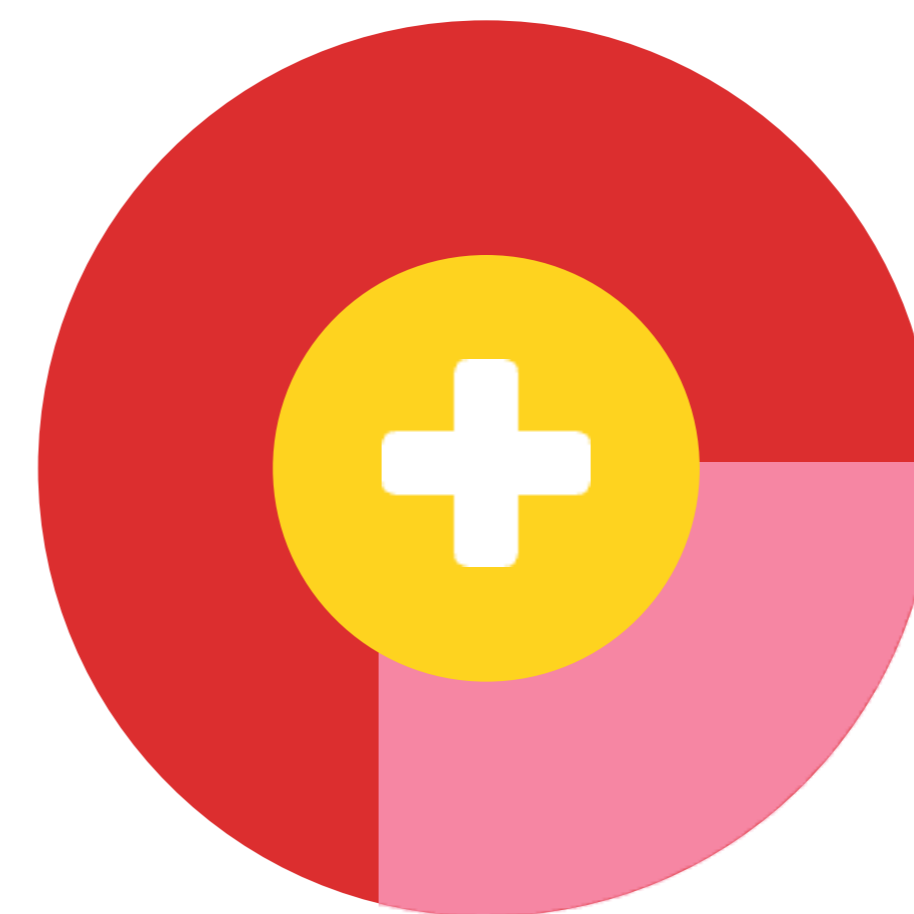
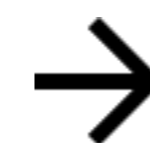
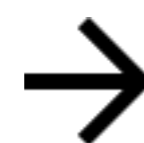
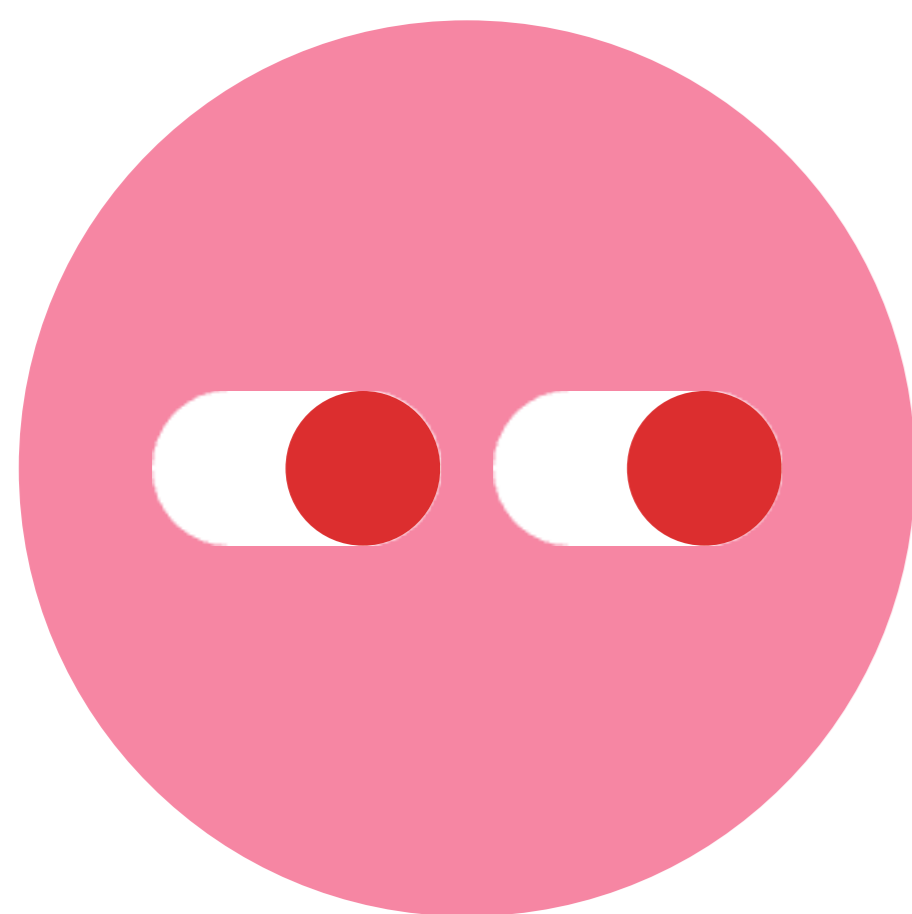
**Standardisation of
architecture/taxonomy**



Speed of execution

The Process

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



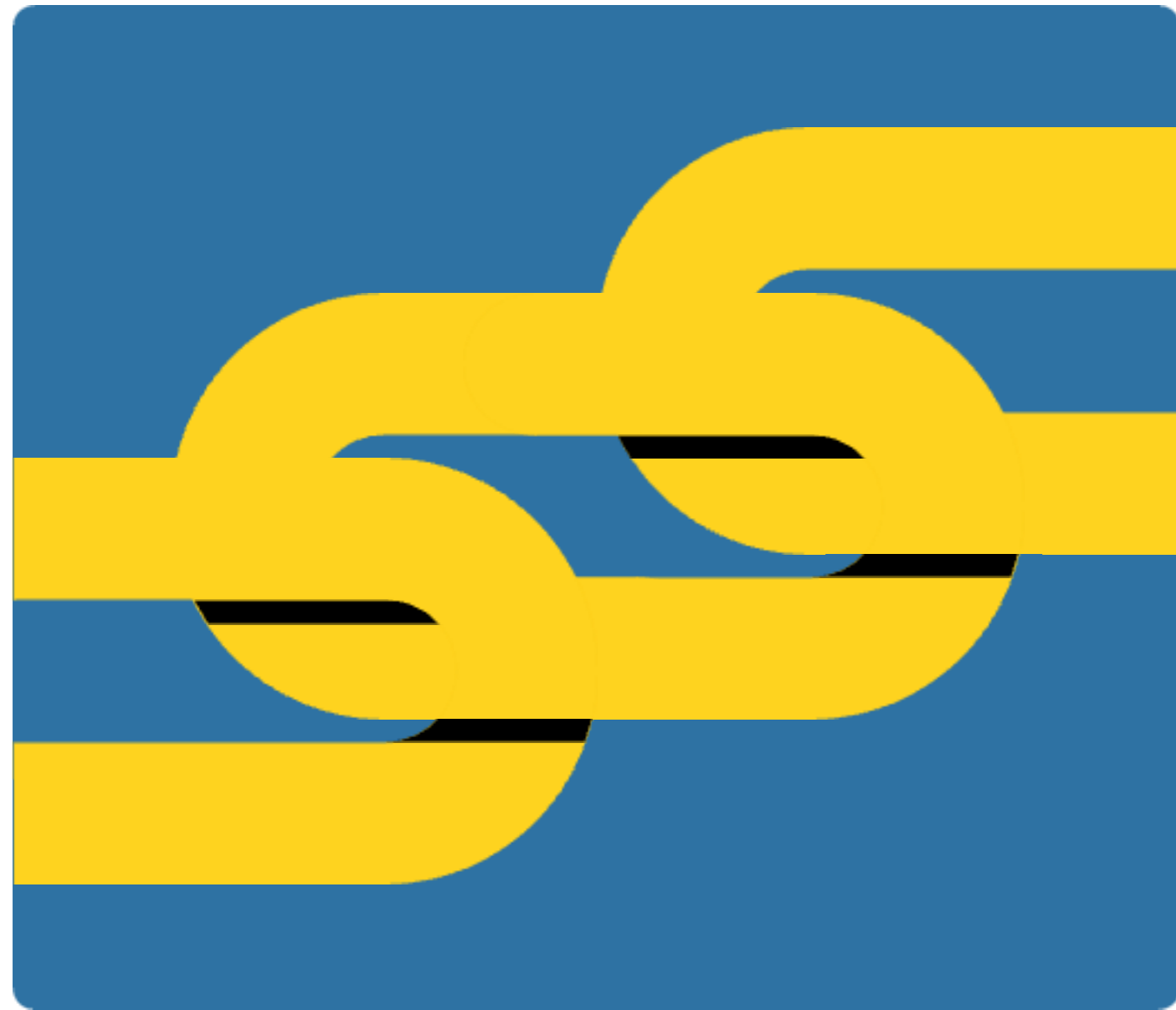
**Understand your site
taxonomy**

**Optimising
existing pages**

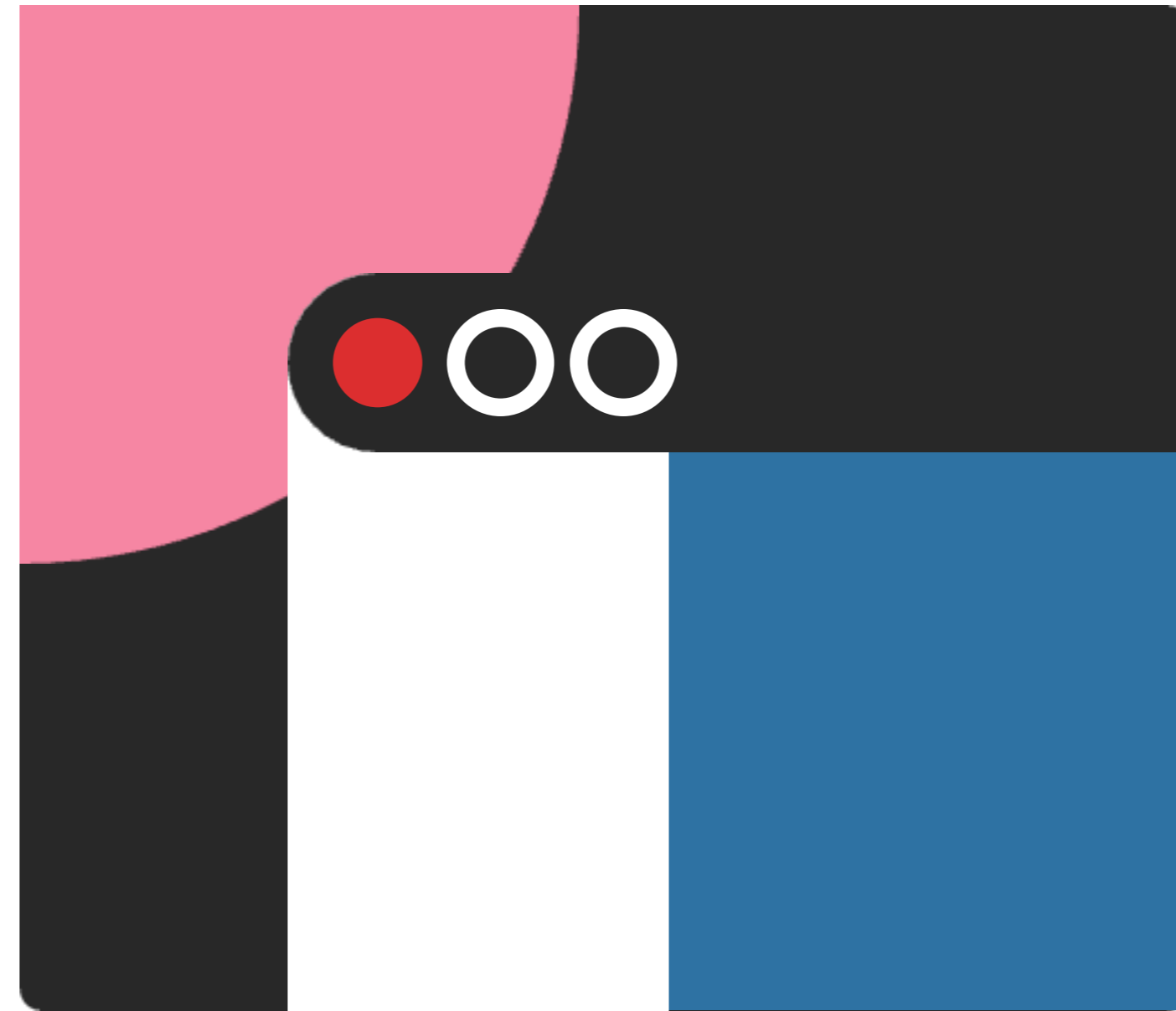
**Creating
new entry points**

**Enriching
your data**

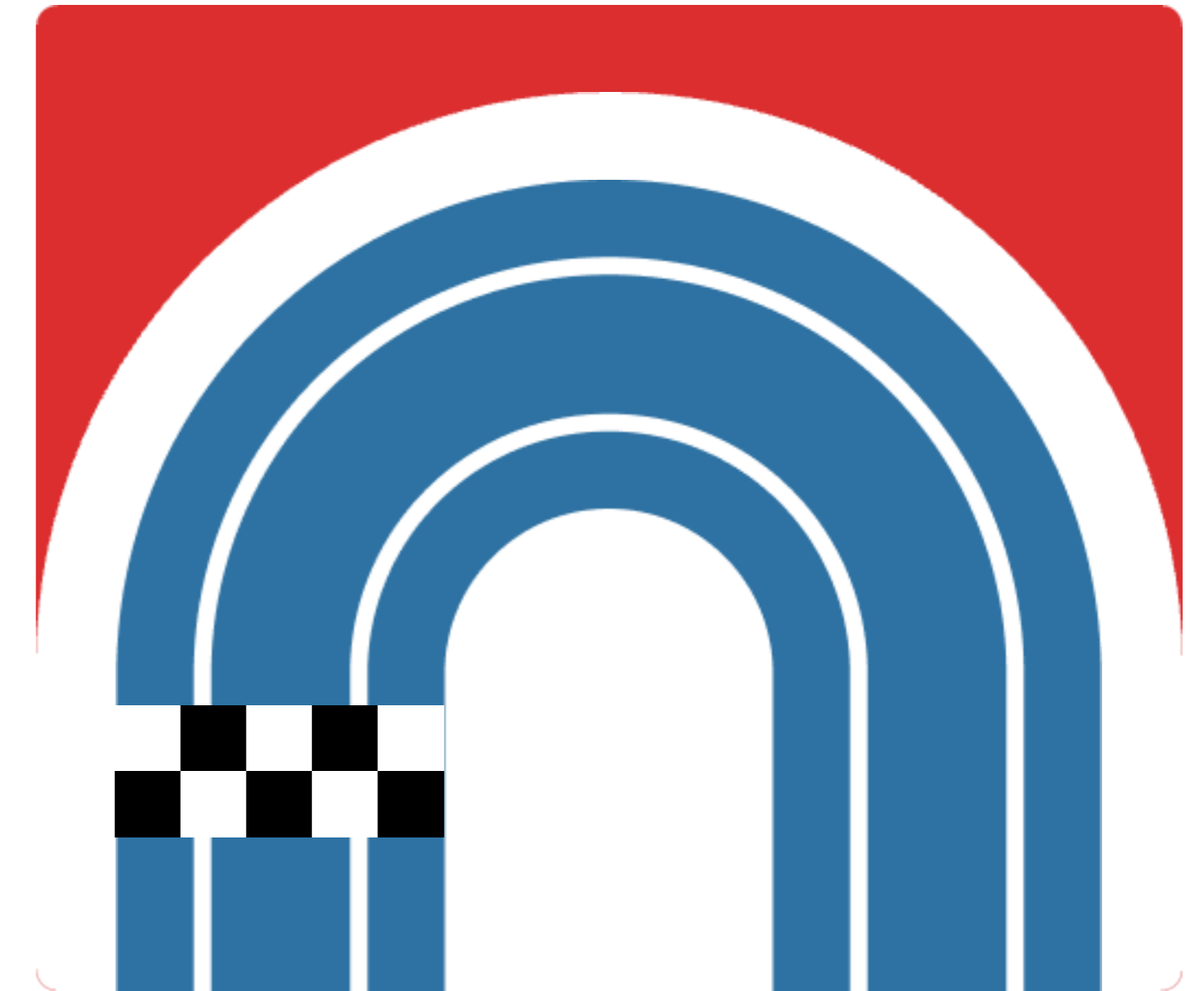
We Won't Mention...



Link building



How blogs are really important



"SEO is a marathon not a sprint"

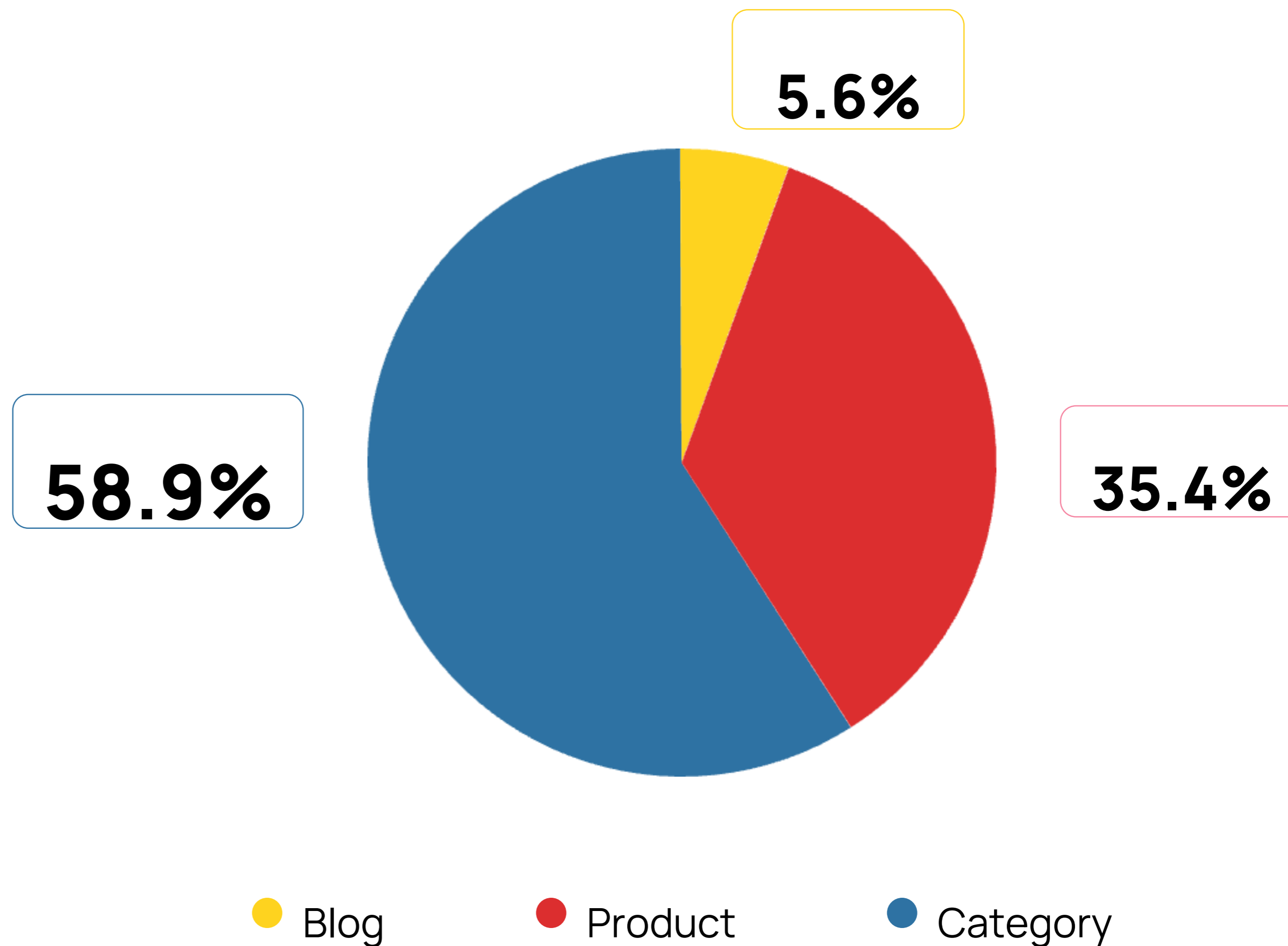
Site Taxonomy

01

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

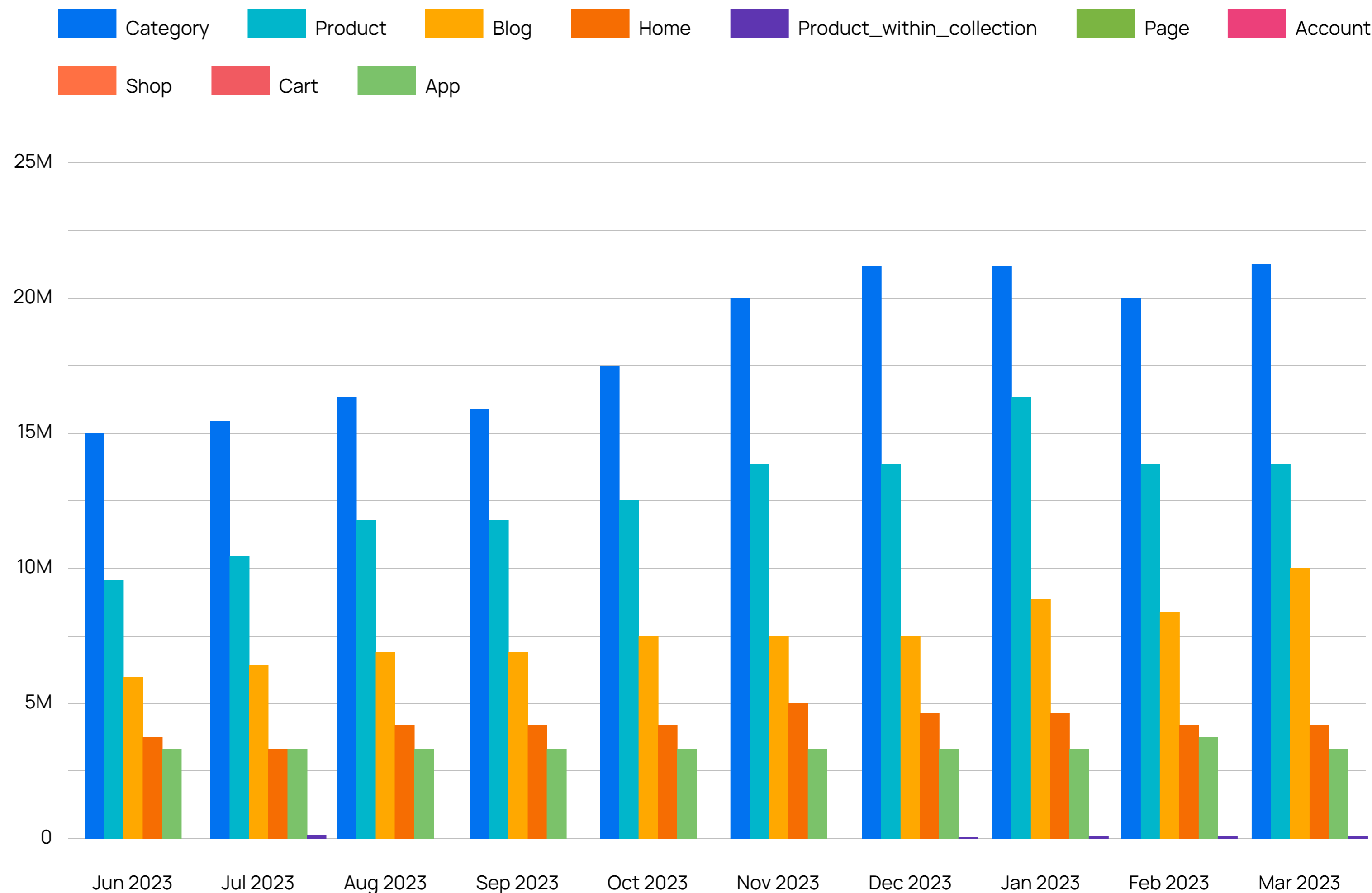
Revenue by page type



The Importance Of Collection Pages

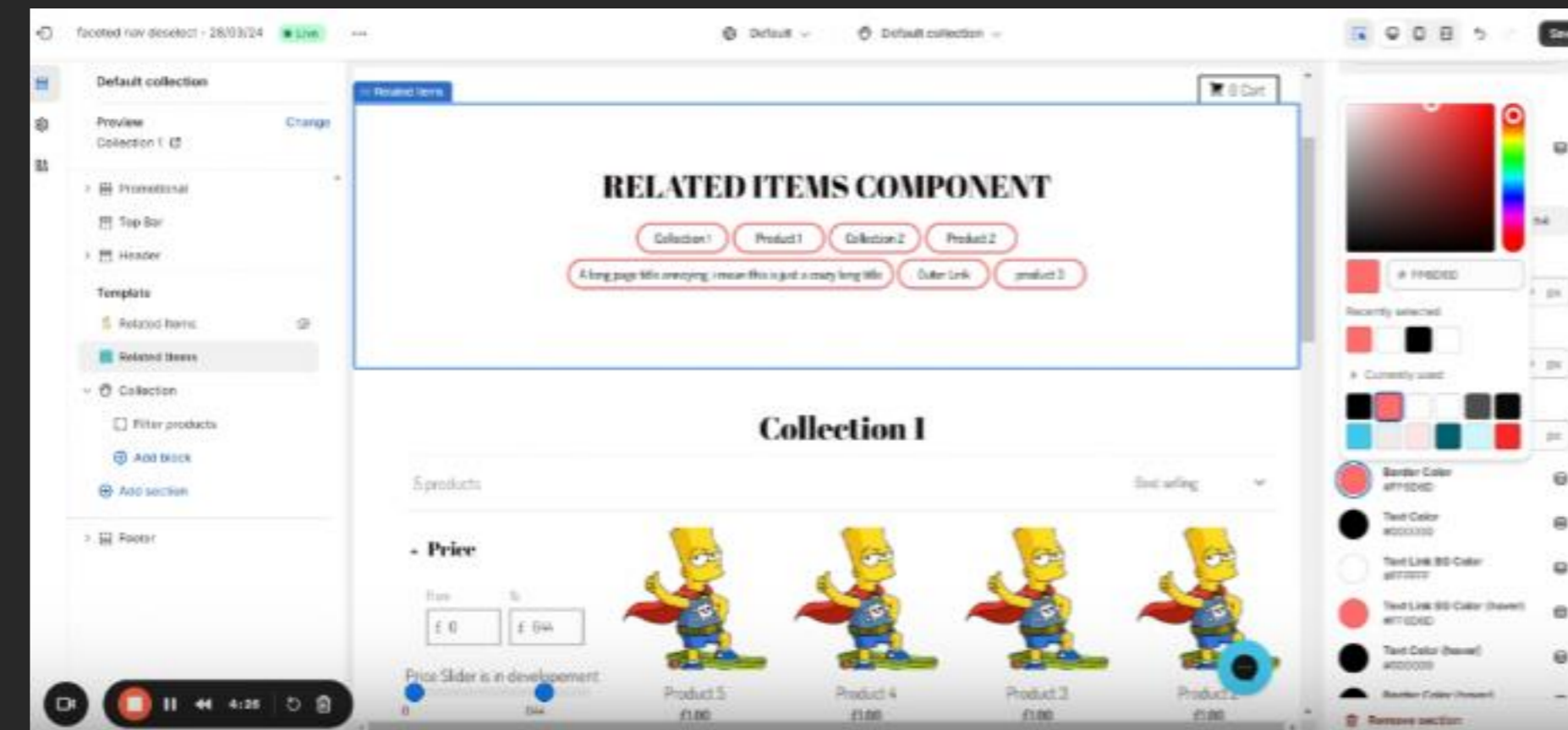
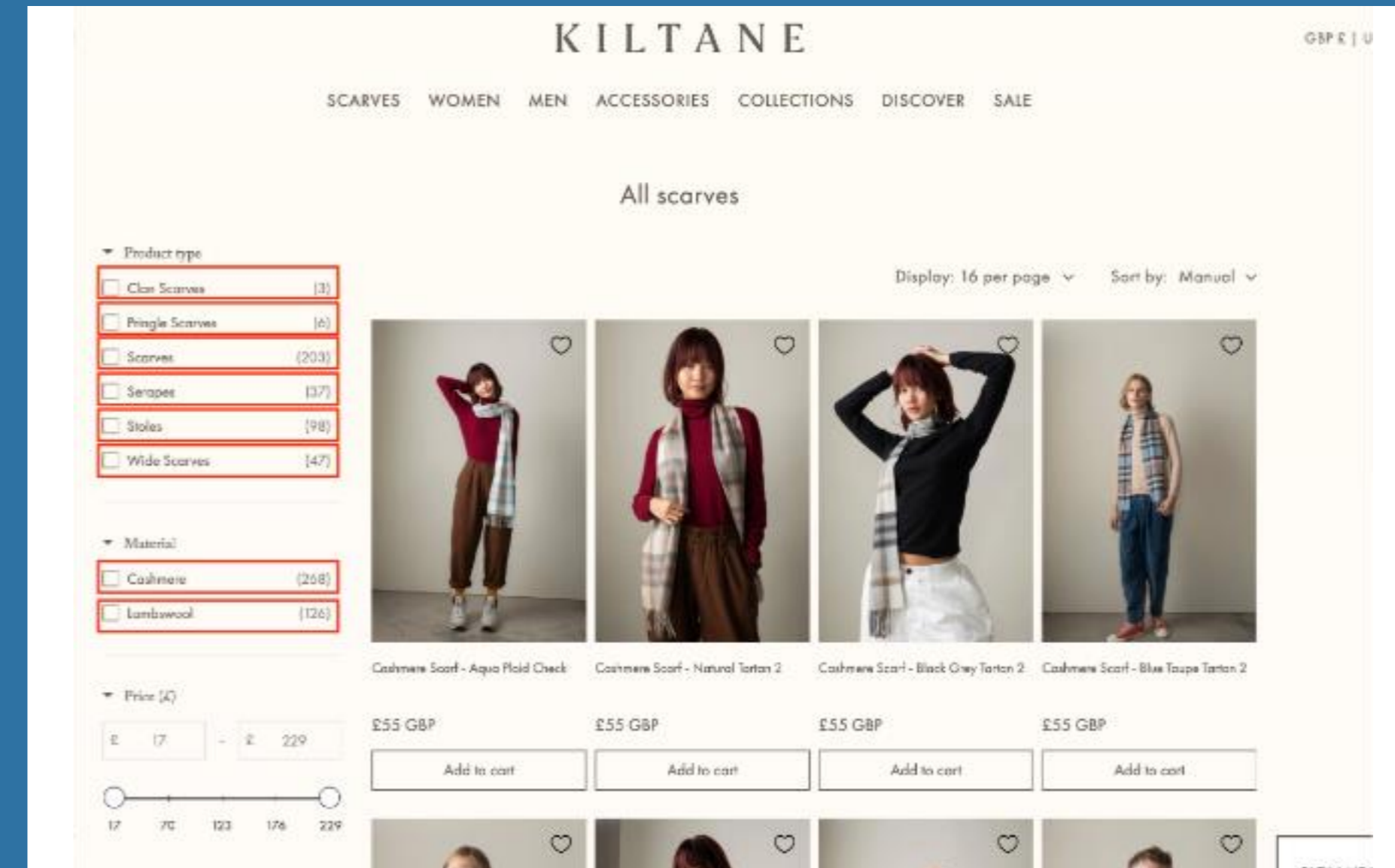
- 60% of organic and paid revenue comes from collection/category pages
- Customers search using attributes, e.g., "plus size bridal lingerie" or "blue 4 seat sofa"
- Increasing these is the quickest way to grow
- Good tagging makes everything much, much easier

Impressions by page type



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 to 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

The screenshot displays the 'Keywords Workbench' interface for a collection page. It is divided into several sections:

- Most relevant keywords:** A section where Macaroni has analyzed search terms and narrowed them down. It includes buttons for 'Show Page Stats' and 'Edit collection'.
- Optimise Collection: /collections/valentines-day:** A central panel showing keyword mapping. It lists 'Mapped Primary' (valentine's chocolate gifts) and 'Mapped Secondary' (valentine's day chocolate gifts, valentine's day chocolate box, valentine, valentines chocolate gifts, valentines chocolate, valentine's chocolate) keywords. Below this, it provides a 'shortlist' of suggested keywords with 'Use this keyword' buttons.
- Table:** A table at the bottom listing various collection pages with columns for Address, Primary Keyword, Secondary Keyword, Page Type, URL groups, The Query (Clicks), Top C, and Owner. The table includes entries for various chocolate collections like 'chocolate easter g...', 'valentine's chocol...', 'personalised choc...', 'handmade choc...', 'vegan chocolate g...', 'special occasion s...', 'valentine's chocol...', 'chocolats hampers', 'mother's day choc...', 'hot chocolates gifts', 'father's day choco...', 'coffee chocolates', 'personalised choc...', 'personalised corp...', 'heart shaped choc...', 'chocolates', 'artisan easter eggs, best c...', 'vegetarian chocola...', and 'chocolate advent cal...'.

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

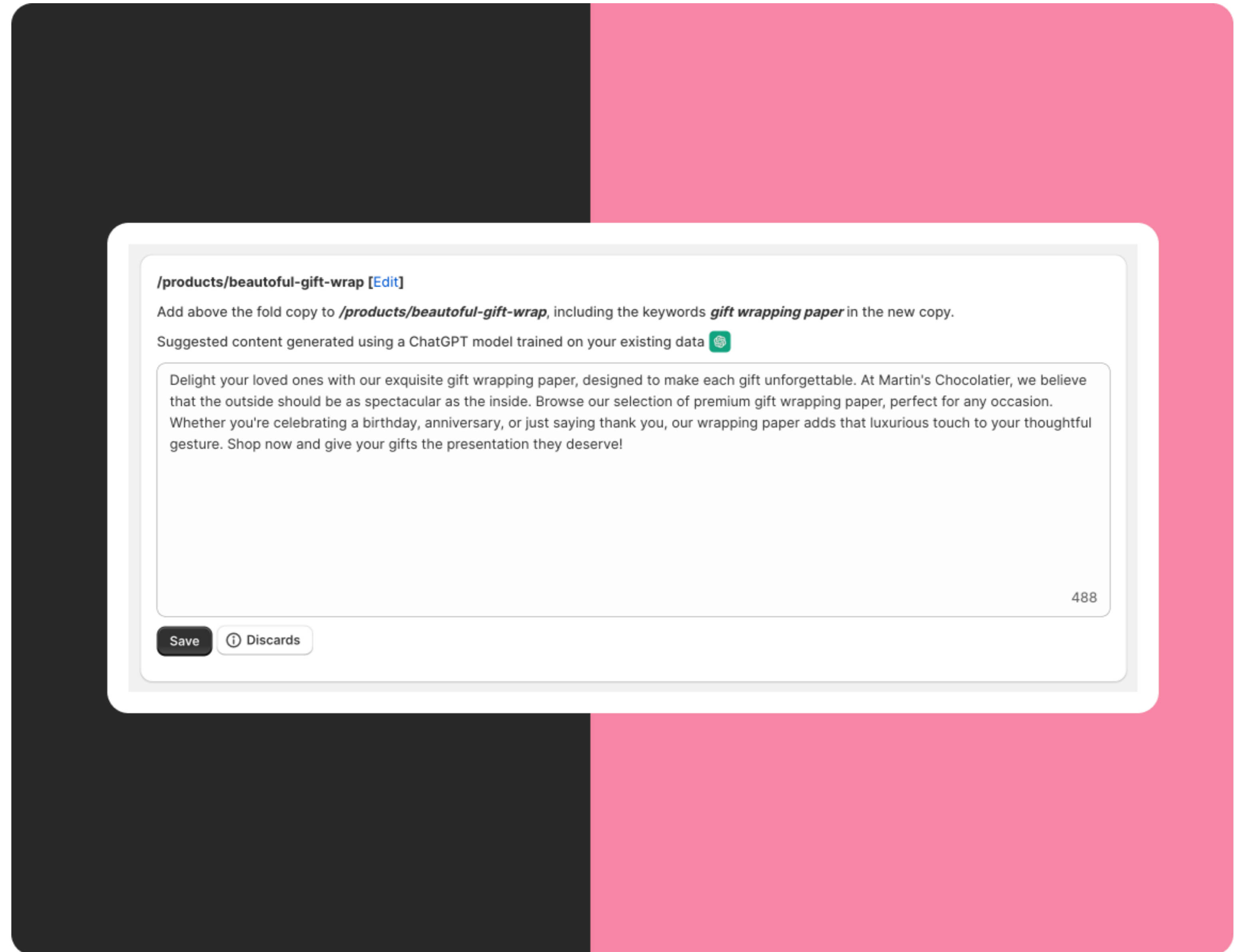
We suggest adding an internal link from the above fold copy of `/collections/retirement-chocolates` to `/collections/praline-chocolates` with the anchor text "praline".

Original content	Optimised content
<p>– 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.</p>	<p>+ 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.</p>

Save Edit HTML Discards

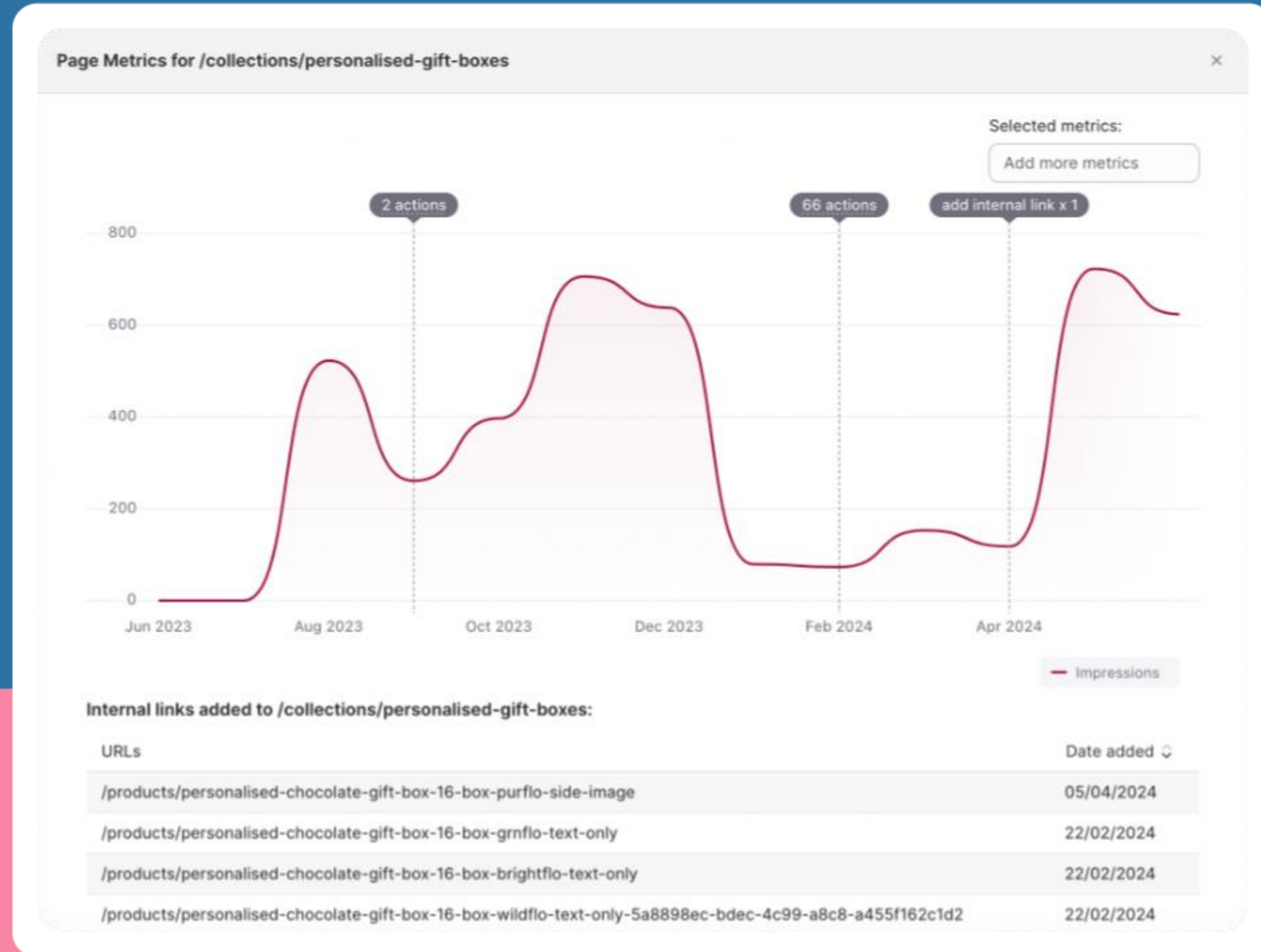
On-page Updates

- 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

Product c... ↓	Cluster ...	Tag co...	Common tags
83 (83 variants)	12%	2	dark flavour
82 (82 variants)	16%	2	ballotins eid
79 (99 variants)	12%	2	dark fruity
<input type="checkbox"/> 74 (75 variants)	11%	2	father's day flavour
74 (75 variants)	12%	2	flavour white
72 (92 variants)	12%	2	anniversary dark
70 (70 variants)	15%	2	ballotins fruity
67 (83 variants)	13%	2	fruity white
59 (75 variants)	14%	2	personalisation sympathy

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

The screenshot displays a Shopify interface for creating a new category. It is divided into three main sections:

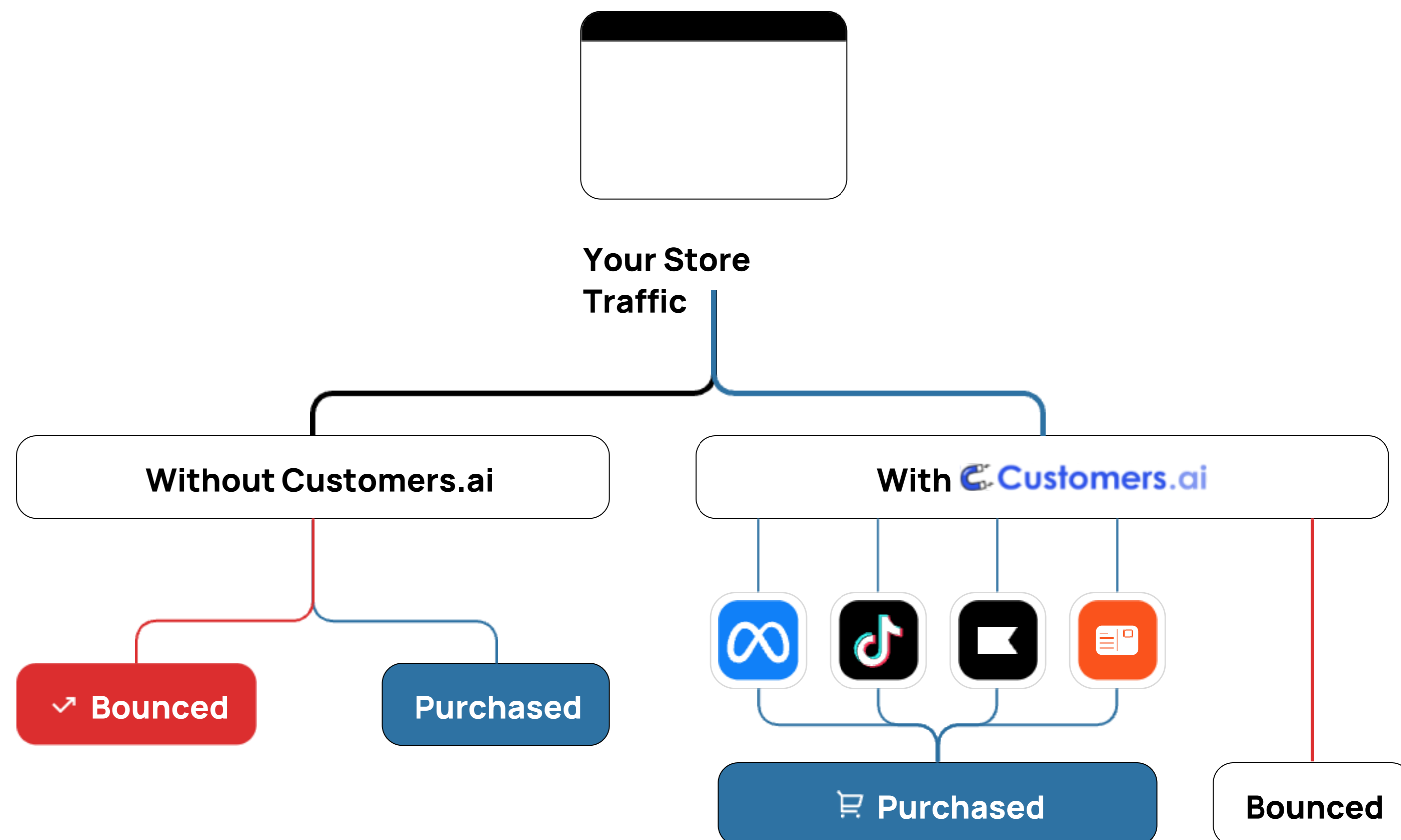
- Common Tags (2):** This section contains two bullet points: "All the products in this suggested category have these 2 tags in common." and "The 'cluster fit' is 12% (poor) meaning that many of the products have many other tags besides these 2. This does not necessarily mean that this is not a good category suggestion." Below the text are two tags: "dark" (in a yellow pill) and "fruity" (in a purple pill).
- Category Title and Primary Keyword:** This section has a blue "AI" button with a star icon. The text reads: "Your new category page needs a title! Enter a title yourself based on the products and tags listed, or use AI to suggest one for you." Below this are three input fields: "Title: *" with the value "Fruity Dark Chocolates", "Handle: *" with the value "fruity-dark-chocolates", and "Keyword: *" with the value "Fruity Dark Chocolates".
- Products (79):** This section shows a list of three product links, all with the same name: "personalised-chocolate-gift-box-16-box-3-photos" followed by different IDs: "(PERS-16-3PHOTO)", "(PERS-16-3PHOTO-2)", and "(PERS-16-3PHOTO-3)".

Enriching Your Data

04

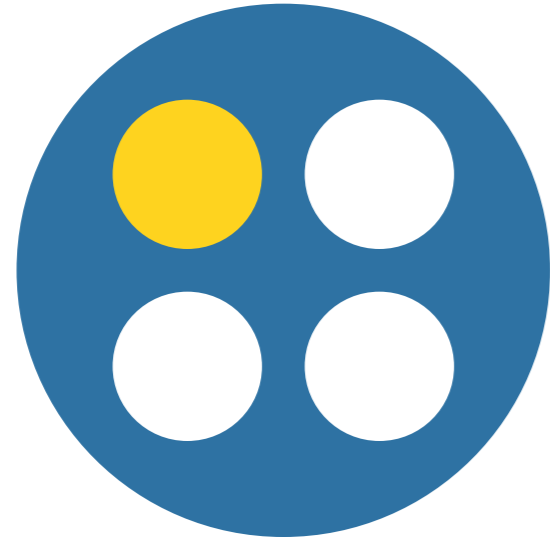
#4: Enrichment (US Only)

- 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

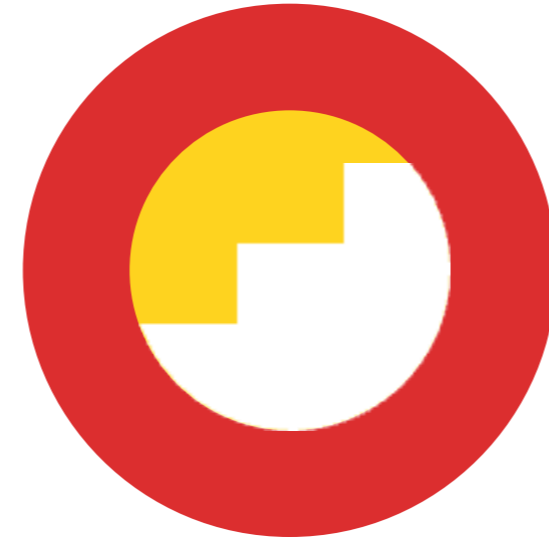


Summary

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