sellerdeck

Guide to SEO

For small to medium ecommerce businesses



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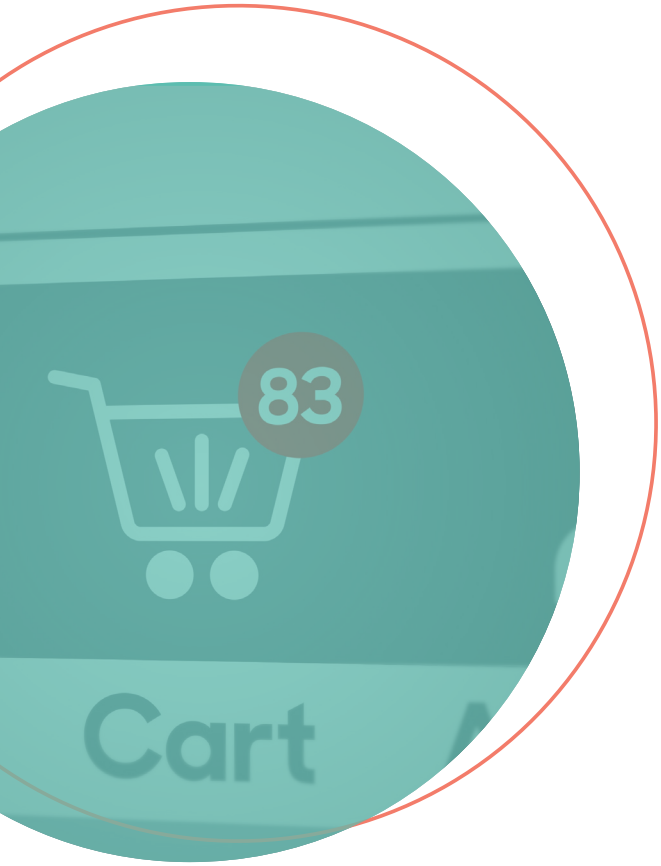
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01

Introduction

With more and more of us searching for products online, it's becoming more important for your business to be visible on search engines. The less visible you are, the fewer clicks you get, and the fewer sales come through your website. So how do you improve your visibility in search engines?

Whether you are just getting set up or trying to improve your existing website, this guide to SEO will help you to improve your visibility and get more clicks.



02

What is SEO?

SEO stands for Search Engine Optimization. It sounds complicated, but it isn't. SEO is just the work that you do on your website to show search engines that you have the answer to a search query. Because if the search engine thinks you have the answer it will show you at the top of the search results. It's as simple as that.

So how do you show search engines that you have the answer? To understand this you need to know how search engines work first.



02

How Do Search Engines Work?

Search engines are essentially clever robots. Robots can't see or understand human language, but somehow search engines manage to see and understand what's on your website. They do this in 3 steps:

1 Crawl

The search engine starts by sending small bots to discover your website. These bots are known as spiders in the SEO community because they work like a spider building a web.

They visit your homepage first and follow each link you have on your page until they run out of time. This is known as crawling.

2 Index

Once the bots have crawled your website, they report back to the search engine. The search engine then runs the bots' reports through its algorithms to understand what the pages on your site are about.

From this, search engines store all the pages on your website in its index. This is similar to the way books are classified, categorised, and stored in a library. This process is known as indexing.

3 Rank

When you search for something, the search engine will look through its index using complex algorithms to judge what pages have the most relevant answers to your search.

This is known as ranking and search engines do this in a fraction of a second.

Why is SEO Important?

SEO has 2000% more traffic opportunities than PPC and it's free. Although you will need to invest time, and sometimes money for expert help, the traffic that clicks on your organic search results costs nothing. So SEO can be an important part of your marketing efforts, giving you exposure and traffic with very little investment.



Key Takeaways:

Search engines work by crawling, indexing, and ranking your website. SEO is the work involved in helping search engines do this to get your web pages as high up the search results as possible.

03

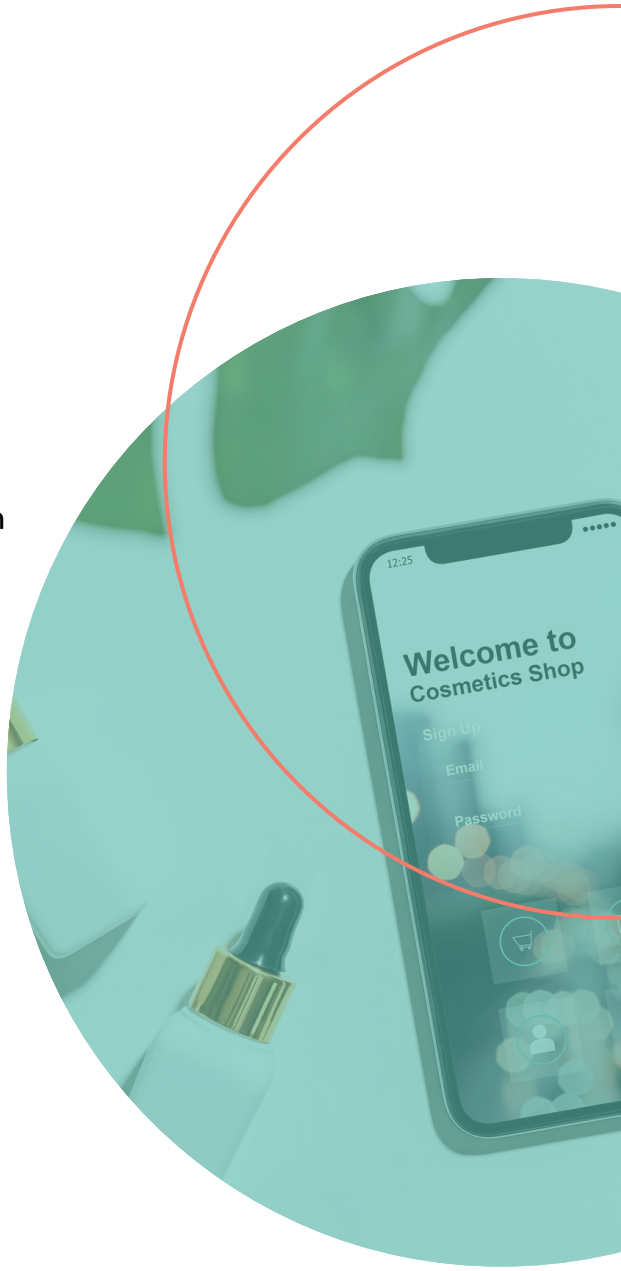
How To Do SEO

When it comes to SEO, you should remember one thing:

- **It is all about the user**

Search engines want to provide results that help people, so they want to show accurate and relevant results, giving the user the answer in the quickest possible time. So to improve how well you rank for search queries, you need to prove to search engines that you have the best answer for their user.

To do this, there are a few areas of your website that you can work on. These are known as ranking factors.



03

Ranking Factors

Improving aspects of your site that affect ranking factors can help you to improve the way that search engines index your pages and thus how well they rank them.

There are several ranking factors that can be categorised into 4 areas of SEO:

1 Content

When we talk about content as a ranking factor, we are referring to the text that you create on your pages. That includes any headings, body text, and captions.

When it comes to creating content it's all about quality, not quantity. Creating one piece of quality content will be better than creating 10 pieces of rushed content.

2 On-Page

On-page ranking factors involve elements that a user can physically see on your web pages.

This includes content, images, buttons, links, layout, formatting, and aspects that you, as the website owner or webmaster, should have direct control over.

3 Off-Page

Off-page SEO is all about the things that affect your site but are not directly on your site itself.

So they are off-page elements like references and links to your site from other sites. These are known as backlinks.

4 Technical

Here is where SEO has the potential to get slightly complicated. Technical SEO is all about the technical foundations that make up your page, including HTML coding, tags, page speed, and much more.

You, as the website owner or webmaster, should have control over the technical aspects of your site, however, you may need an expert to help you with upkeep and fixes.



1 Content

How To Write Content For SEO

Quality content, when it comes to SEO involves paying close attention to:

Length

There is no hard and fast rule when it comes to how much content you need on your page. You should try to have between 300 and 500 words minimum because of what's called a text-HTML ratio.

Uniqueness

Plagiarism is a bad thing when it comes to ranking in search engines so your content should always be unique and written for the user.

Relevancy

It's tempting to include as much information as possible, but to rank, you should stay focused on your main topic as much as possible.

Keywords

You need the right keyword used in the right places in your content.

Readability

60% of searches are now made from mobile devices. And those mobile devices have smaller screens, so your content needs to work for both mobile and desktop.

1 Content

What Are Keywords?

Keywords are the words that searchers enter into search engines. They can be one word, a phrase, or a question. For example, if you are writing a guide on how to bake a cupcake, you might want to rank for the search “cupcake recipe”. If that’s the case, then “cupcake recipe” would be your keyword.

But be careful. Not all keywords are created equally. Different keywords can ultimately mean the same thing but have different search results. So it’s important to choose the right keyword for your content to stand the best chance of ranking.



How To Choose Keywords

To choose the best keyword for your content, you need to ask yourself the following questions:

- **What are people searching for?**
- **How many people are searching for it?**
- **In what format do they want that information?**

To answer those questions you need to do keyword research. Keyword research sounds complicated, but it isn’t. You can use a tool to help find all the keyword options you have and identify:

Search Volume

How many times your keyword is searched for every month.

Keyword Difficulty

How hard it is to rank for your keyword based on how competitive it is.

Search Intent

What answers the search is looking for and what content is ranking.

1 Content

What Are Keywords?

From this list, you should choose a keyword that matches the intent of your content, has the most search volume, while not being too difficult to rank. You should aim to choose one keyword per page, but you can include what we call keyword variants too. A keyword variant is a similar keyword to the one you choose. For example, 'recipe for cupcakes' is a good keyword variant for the main keyword: "cupcake recipe".

Tools To Help You Find Keywords

All you need to do to use these tools is type in your keyword idea. The tool will then give you other keyword suggestions and even include commonly asked questions that you can use in your content.

There are several free keyword tools that you can use:

- **Google Keyword Planner**
- **Google Trends**
- **Ubersuggest**
- **Keyword Surfer**

How To Use Keywords

Once you have chosen the keyword and its variants, you need to make sure you have used them correctly in your content.

Be mindful NOT to repeat your keyword two often or repeat your keyword for the sake of it. Your content shouldn't be forced and your keywords should be repeated where they feel natural.

Your keyword should appear in full in your:

- **Title**
- **Page title**
- **First paragraph**
- **Repeated in body copy occasionally**
- **One subheading**

Then you should include a keyword variant in your:

- **First subheading**
- **Second Sentence**
- **Repeated in body copy occasionally**

1 Content

Format

The way your content is formatted is also important for your SEO. All the elements on your page should be formatted for ease of the users and for search engines.

Think mobile-first and ask yourself how easy it is to view your page and find answers from it on your smart phone.

Consider:

Text size and colour

Google recommends using at least a 16-point font in a colour that contrasts the background.

Headings

You should break up your content with headings and subheadings to make it easy to read and find information.

Bullet points

Use bullet points and lists as often as possible to summarise your text.

Images

Add images or other formats to break up and expand on your text. Just don't forget to add alt text.

Bold and italics

Use bold and italic sparingly to call out key points.

Structure

Keep an easy-to-read structure to support readability. This will also help you to appear in SERP features, which are passages of text that appear directly in the search results.

Key Takeaways:

When creating content for SEO remember to choose and use keywords correctly. Keep your content readable, with a mobile-friendly layout.

2 On-Page

Introduction

On-page ranking factors involve elements that a user can physically see on your web pages. This includes content, images, buttons, links, layout, formatting, and aspects that you, as the website owner or webmaster, should have direct control over.

Examples of on-page factors are:

2.1 Meta Descriptions

Meta descriptions appear in search results as the grey text underneath a blue link. They are intended to describe the contents of the page. Although search engines haven't confirmed that meta descriptions are a direct ranking factor, they are important to your click-through rate as they tell the searcher what is on your page.

2.2 Page Titles

Page titles, sometimes known as meta titles or title tags, are the blue links that appear in search engine results. They are intended to be descriptive, like a heading on the front of a newspaper, and are important to your SEO performance and click-through rate.

2.3 Internal Linking

Adding links to your content can help search engines to crawl your website and make sense of the pages.

2.4 Image Format

Large and incorrectly formatted images can cause your page to load slowly, which is a problem for users. So you should optimise your images.

2.5 Image Alt Text

Although it's important to optimize your images, search engines can't see them. Search engines are robots that can read text input, like HTML, but they can't 'see'. So as a website owner you need to tell them what is in your image.

2 On-Page

2.1 Meta Descriptions

Meta descriptions appear in search results as the grey text underneath a blue link. They are intended to describe the contents of the page. Although search engines haven't confirmed that meta descriptions are a direct ranking factor, they are important to your click-through rate as they tell the searcher what is on your page.

Issues with meta descriptions are typically one of three:

- **Missing –** no meta description specified at all
- **Duplicate –** the same as a meta description for another page on your site
- **Length –** too long or too short

To avoid these issues and optimise your meta descriptions, you should consider:

Relevance

Make sure that you describe the content of your page accurately. The page should mirror the expectations when searchers click, otherwise, they will click away and bounce.

Length

There is a 160 character limit for meta descriptions. After this, they will be clipped, so to be safe, aim to create yours at 155 characters.

Uniqueness

Since no two pages on your site are the same so no two meta descriptions should be the same either.

Keywords

Include your keyword in full in your meta description. This helps to identify the topic and relevance of your page to the query.

In WooCommerce, you can set a rule at page-type level that will automatically generate meta descriptions for all of your URLs.

To do this you need to visit:

- **SEO > Content Types > Shop Page > Edit Snippet > Meta Description field**

2 On-Page



2.2 Page Titles

Page titles, sometimes known as meta titles or title tags, are the blue links that appear in search engine results. They are intended to be descriptive, like a heading on the front of a newspaper, and are important to your SEO performance and click-through rate.

The issues websites have with page titles are typically one of three:

- **Missing –** no page title specified
- **Duplicate –** the same page title as another page on your site
- **Length –** too long or too short

To avoid these issues, you should optimize your page titles:

Keyword

Include your keyword at the start of your page title to show that your page is relevant to the search query.

Length

There is a 60 character limit for page titles. Any longer and your title will be shortened automatically with an ellipsis (...)

Uniqueness

Your page title should be specific to the page it's on.

Branding

Add some authority to your page by adding your brand name in your page title. Doing this will help brand recognition and click-through rate.

In WooCommerce, you can set a rule at page-type level for your page titles in the same way as your meta descriptions. To do this you need to visit:

- **SEO > Content Types > Shop Page > Edit Snippet > SEO Title field**

2 On-Page

2.3 Internal Linking

Adding links to your content can help search engines to crawl your website and make sense of the pages.

There are two types of links that you should use:

Internal Links

These are links on your page that take users to another page on your website. This is good for encouraging on-site metrics like time on site and pages per session.

External Links

These are links on your page that take users to someone else's website. Try to set these to open in another tab so your user doesn't leave your site completely.

To optimise both internal and external links you should pay attention to:

Anchor text

Anchor text is the text the link is in, so it should be relevant to the content on the linked page. For example, don't add a homepage from a phrase about a specific product. Add the link to the specific product or link to your homepage from your brand name.

Number of Links

You should only add links to your content where it is natural and makes sense to do so. Too much in your content is unnecessary.

In WooCommerce, you can add in-text links into your content using the rich HTML editor. There will be a link option in the editor that allows you to add a link to the portion of text that you highlight. You will also be able to choose whether that link should open for the user in a new tab, which is recommended to reduce bounce rate.

2 On-Page

2.4 Image Format & Size

Large and incorrectly formatted images can cause your page to load slowly, which is a problem for users. So you should optimise your images by:

Compression

Try to compress your images to the smallest file size they can be without compromising their quality. Tools like Tiny PNG can help you to do this for free.

Format

For a standard image use a compressed JPEG. For an image where you need to preserve the colour, use PNG-24. Avoid moving images where possible, but if you need to use animation use a GIF file, not a video.

In WooCommerce, there are additional WordPress plug-ins that you can install that will optimize all of your existing images for you, like Smush Image.

2 On-Page

2.5 Image Alt Text

Although it's important to optimize your images, search engines can't see them. Search engines are robots that can read text input, like HTML, but they can't 'see'. So as a website owner you need to tell them what is in your image.

You do this by adding what we call 'alt text' or 'alt tag' to your images.

Alt text

This is a line of text you add when you upload your image to explain what the picture is of. Your alt text should be short but descriptive, explaining what is happening in your photo. When you're writing your alt text, remember to say what you see.

In WooCommerce you can visit your image library and add alt text to each image manually. Or there are additional plug-ins, like SEO Images, that will automate your alt text creation based on your file name and page content.

Key Takeaways:

Optimise your pages so that search engines can crawl and easily understand your content. This includes specifying meta descriptions, page titles, images, and related content.

3 Off-Page

Introduction

Off-page SEO is all about the things that affect your site but are not directly on your site itself. So they are off-page elements like references and links to your site from other sites. These are known as backlinks.

Examples of off-page factors are:

3.1 Backlinks

Backlinks are links from another website to yours. They are a way of showing how trustworthy and authoritative your site is, much like references in a university/college degree. They help to prove to search engines that you have trustworthy information for their users, which is important when it comes to ranking.

3.2 Outreach

Although backlinks will occur naturally as you grow your brand, you should actively try to obtain backlinks to give you a boost. This is known as outreach and it is very similar to PR.

3 Off-Page



3.1 Backlinks

Backlinks are links from another website to yours. They are a way of showing how trustworthy and authoritative your site is, much like references in a university/college degree. They help to prove to search engines that you have trustworthy information for their users, which is important when it comes to ranking.

You should aim to get backlinks naturally. Paid backlinks often look like spam and when it comes to these links, quality matters.

Backlink Quality

How much impact a backlink has on your ranking depends on the site it is coming from. Much like those references in your degree paper, the more trustworthy and authoritative the site is that is referencing you, the more weight it carries. For example, if you were mentioned in a BBC article it would have more of an impact on your site than if you were mentioned on a small cooking blog. However, links from social platforms, like Facebook, Twitter, and YouTube, aren't considered as a backlink.

To check how high quality the backlinks are to your site you will need to use a tool that will audit all of your backlinks and give you a toxicity score. This toxicity score is a percentage indication of how many of your backlinks are spammy and low quality. Tools include:

- **AHREFS**
- **Semrush**
- **Moz**
- **Ubersuggests**

Domain Score

This toxicity score together with how many backlinks you have will form your domain authority score. This is a measure from 1 to 100 and is a guide to how much authority and trust you have. Generally, sites with a higher domain authority score will rank better than sites with lower scores.

3 Off-Page

3.2 Outreach

Although backlinks will occur naturally as you grow your brand, you should actively try to obtain backlinks to give you a boost. This is known as outreach and it is very similar to PR.

You can gain backlinks naturally by:

- **Creating shareable content**
- **Contacting websites in the same industry to collaborate**
- **Contacting sites that were linking to you but now aren't**
- **Creating guest posts**

However, you should make sure that the backlinks you get are:

- **From relevant and topically similar websites**
- **Has anchor text that is descriptive and relevant**
- **Avoids lots of reciprocal links**
- **Are marked as 'follow' links**

No Follow Links

'Nofollow' links are a type of backlink that tells search engines to ignore the link. In other words, the way the link is set up includes a little 'nofollow tag' that instructs search engines to ignore the link and, therefore, may not have a positive impact on your off-page SEO.

You aren't able to alter this yourself as it is controlled by the website that the link is on. You could attempt to contact the website and ask for the 'nofollow tag' to be changed to a 'follow tag', however, a nofollow backlink is better than no backlink at all.

Key Takeaways:

Backlinks show you have trustworthy content designed to help searchers. Increase the quality of your backlinks to improve your ranking chances by outreaching to renowned sites and creating shareable content.

4 Technical

Introduction

Here is where SEO has the potential to get slightly complicated. Technical SEO is all about the technical foundations that make up your page, including HTML coding, tags, page speed, and much more. You, as the website owner or webmaster, should have control over the technical aspects of your site, however, you may need an expert to help you with upkeep and fixes.

Examples of on-page factors are:

4.1 Response Codes

There are different response codes that a web page gives depending on its status.

4.2 Site Hierarchy

The way your site is structured can help or hinder the search engine's ability to crawl your website.

4.3 URL Structure

Once your website has a clear structure, you can consider improving your URL structure to mirror your structure.

4.4 Mobile Friendliness

Around 60% of searches are made from a smart phone so your site must be accessible for mobile users.

4.5 Site Speed

Often, when we search for something as a user and click on a result that doesn't load as quickly as we expect, we hit the back button and choose another website to visit.

4.6 JavaScript Use

JavaScript is a type of code that can add interactivity to your site, including animation, and adverts. It can enhance user experience but search engines can't see it.

4.7 Sitemap

If a search engine can't find your content, it won't rank, so making sure your content is accessible is important. Sitemaps help search engines discover all of the content on your site by providing a map of all the pages.

4.8 Robots.txt

To help search engines understand how to crawl your website you can give them instructions in a file known as a robots.txt.

4.9 HTML Tags

HTML tags, or HTML markup, are additional instructions to search engines for individual web pages. Like your robots.txt they are designed to help search engines crawl and index your site but apply to individual pages instead of your whole site.

4.10 Structured Data

Structured data, sometimes known as schema markup, is a type of HTML tag or HTML markup for individual pages. It helps search engines to understand information by identifying what information is where on your page.

4 Technical



4.1 Response Codes

There are different response codes that a web page gives depending on its status.

- **200 –** The page loads as expected with no errors
- **301 –** This page has permanently moved
- **302 –** This page has temporarily moved
- **404 –** This page was not found
- **500 –** There is an internal server error

Your pages should all return a 200 or a 301 response code. However, from time to time errors can happen. You should try to fix these as soon as possible and be aware of what causes them so you can prevent issues from happening.

404

This error is usually the result of removing a page or changing its URL. To fix this you should redirect the page to the most relevant page on your website.

500

This error is usually caused by an issue with your server. To fix this you should fix try working on your .htaccess file but we recommend contacting someone to support you.

302

Is a page that has a redirect that is temporary. It will still continue to be found and indexed by search engines until you are ready to move the redirect. If this page is actually on that will never need to be ranked in search results, you should change the redirect to a 301.

4 Technical

4.2 Site Hierarchy

The way your site is structured can help or hinder the search engine's ability to crawl your website. So you should keep your website structure as simple and straightforward as possible.

To keep your site structure clear, consider:

Click Depth

How many times does a user have to click from the homepage to get to the information they are looking for. Try to keep all pages at a maximum of 5 clicks from your homepage.

Categorisation

Structure your website with comprehensive categories and subcategories. This structure should then be mirrored in your URLs and homepage menu.



4 Technical

4.3 URL Structure

Once your website has a clear structure, you can consider improving your URL structure to mirror your structure. Be mindful of:

Structure

Searchers are more likely to click on URLs that describe what information is on the page. For example, your product page URLs should contain the name of your product rather than the numbers of a product ID. Similarly, your categories should follow the category/subcategory structure.

Length

When given the choice between a URL and a shorter URL, searchers often prefer shorter URLs.

Keywords

If possible, include the keyword of the page in its URL.

Hyphens

Separate words with hyphens not spaces in your URL. Search engines can't understand words that are merged.

Case Sensitivity

Only use lowercase letters for your URLs. Search engines are case sensitive so using a mixture of upper and lower case letters can lead to multiple versions of the same page.



4 Technical

4.4 Mobile Friendliness

Around 60% of searches are made from a smart phone so your site must be accessible for mobile users. Mobile-friendly websites typically rank higher for both mobile and desktop users, so you should optimise your website for:

Mobile Responsiveness

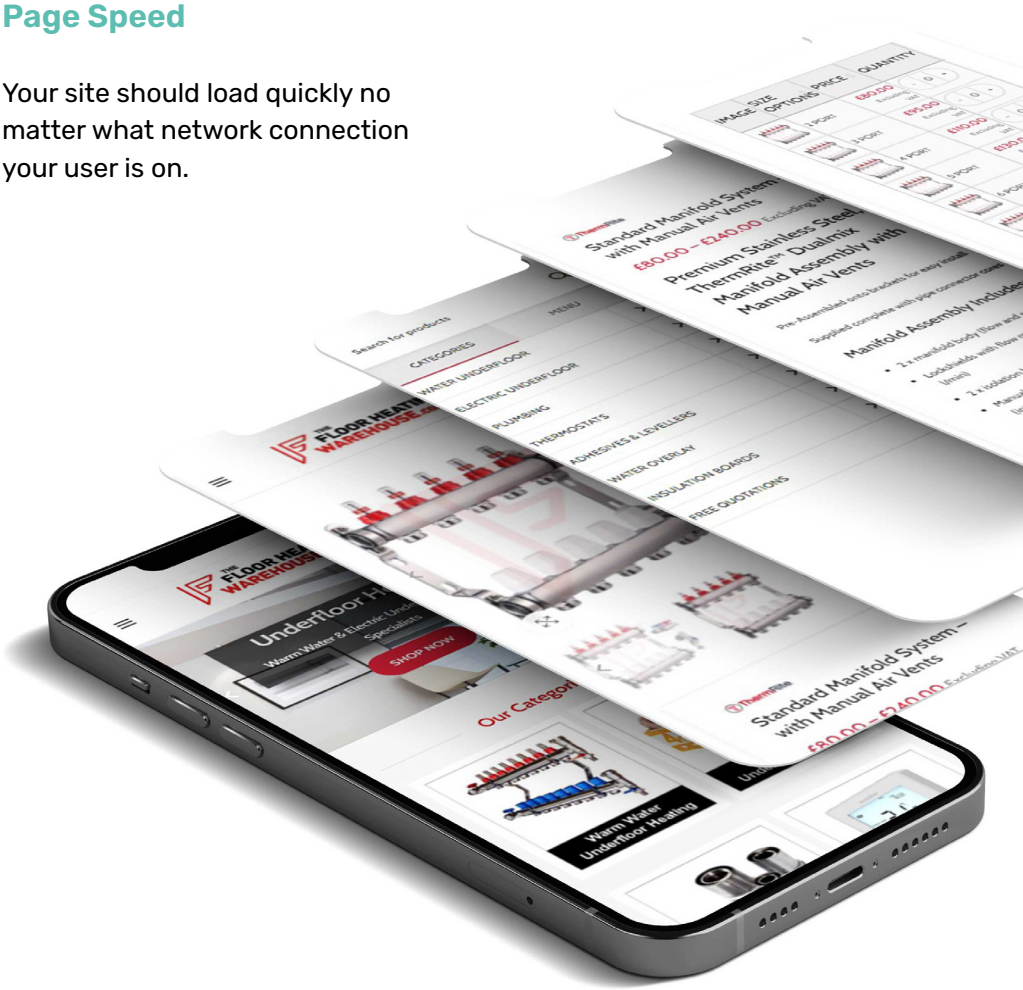
How responsive your website is for different screen resolutions and devices. Your content should be accessible and easy to read on all screen sizes.

AMP Pages

AMP pages (Accelerated Mobile Pages) are mobile-specific pages that deliver content even quicker by using cache servers.

Page Speed

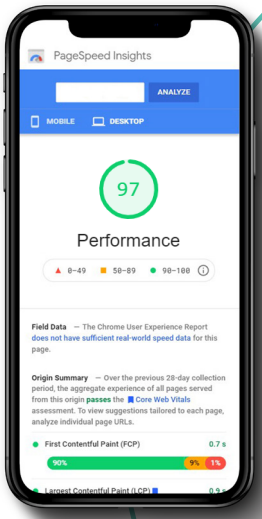
Your site should load quickly no matter what network connection your user is on.



4 Technical

4.5 Site Speed

Often, when we search for something as a user and click on a result that doesn't load as quickly as we expect, we hit the back button and choose another website to visit. Search engines prioritise sites that load the quickest, so you should try to optimize your site to load as fast as possible. You may need to work with a developer or technical expert to do this.



Your site speed can be affected by aspects of your site including:

- **Images**
- **Page Size**
- **Code Bloat**
- **JavaScript Issues**
- **Flash Content**
- **Caching**
- **Ads**
- **Hosting Service**

You can test your site speed and get detailed information on what aspects of your site that you need to improve to load quicker using tools, like:

- **GTMetrix**
- **Google Lighthouse**

4 Technical

4.6 JavaScript

JavaScript is a type of code that can add interactivity to your site, including animation, and adverts. It can enhance user experience but search engines can't see it. Similar to the way tha search engines can't 'see' images, they can't see any elements in JavaScript either.

So to mitigate any negative impact this has you should aim to have important SEO content in HTML. That includes heading, text, and important images.

To test how much of your site uses JavaScript, you can use a tool like:

- **Disable JavaScript Chrome extension**

Which allows you to toggle JavaScript loading on and off. Whatever loads on your page with JavaScript off is what search engines can see.



4 Technical

4.7 Sitemap

If a search engine can't find your content, it won't rank, so making sure your content is accessible is important. Sitemaps help search engines discover all of the content on your site by providing a map of all the pages.

This map appears in the form of a URL list. A search engine can start at the top and check off the URLs it discovers and it moves down your list. However, search engines will not always use your sitemap so make sure that you follow our earlier suggestion of having good internal linking as well.

To check your site map or create one in WooCommerce, visit:

- **SEO > XML Sitemap.**



4 Technical

4.8 Robots.txt

To help search engines understand how to crawl your website you can give them instructions in a file known as a robots.txt.

Your robots.txt is a plain text page with specific instructions for search engines to tell them what pages they can crawl and what pages they can't. For example, you might want to request that search engines don't crawl your checkout page by using your robots.txt.



For this instruction you will see something like the following in your robots.txt:

- **'Disallow: /checkout'**

However, you will need to specify which search engine you are giving your instruction to by specifying what's called a user agent first. For example, the following would tell Google not to crawl the checkout page:

- **UserAgent: Googlebot**
- **Disallow: /checkout**

You should check the instructions in your robots.txt, to make sure that search engines can discover the content you want them to discover. If your content isn't discoverable, it can't rank.

User Agent

This means the search engine that should pay attention to your instructions in your robots.txt file. User-agent * means all search agents.

To check your robots.txt or create one in WooCommerce, visit:

- **SEO > Tools > File Editor**

Disallow

This means that the search engine should not crawl that follow.

Allow

This means that the search engine can crawl any pages that follow.

To check that you have a robots.txt, you can use a tool including:

- **AHREFS**
- **Semrush**
- **Moz**
- **Ubersuggests**

4 Technical



4.9 HTML Tags

HTML tags, or HTML markup, are additional instructions to search engines for individual web pages. Like your robots.txt they are designed to help search engines crawl and index your site but apply to individual pages instead of your whole site.

Common types of tag include:

Canonical tag

Tells search engines which page is the master version of a page when there are more than one, e.g. lists with multiple pages.

X-Default tag

Tells search engines that the page doesn't target a specific language or location, but is the default version of the page.

HREFLang tag

Tells search engines that the page targets a specific language or location so that the right version can be shown in search results, e.g. a page written in French but relevant to searchers in Canada.

Noindex

Tells search engines that they can crawl the page but it should not be indexed because you do not want the page to appear in search results.

To create and manage HTML tags in WooCommerce, you will need a plug-in like:

- **Meta Tag Manager**

4 Technical

4.10 Structured Data

Structured data, sometimes known as schema markup, is a type of HTML tag or HTML markup for individual pages. It helps search engines to understand information by identifying what information is where on your page.

There are many types of structure data markup including:

Recipes

In which you identify information like method, ingredients, images, cook time, prep time, nutrition, and more.

Reviews

In which you identify information like the reviewer, star rating, date, and more.

Articles

In which you identify information like author, date, image, excerpt, and more.

Structured data isn't a direct ranking factor, but it helps search engines make sense of your content, which helps them decide when to show it in search results.

In WooCommerce, you can add your HTML markup to each page individually, or you can use a plug-in, like

- **Yoast WooCommerce SEO**
- **Rank Math**

Key Takeaways:

Optimise technical aspects pages so that search engines can crawl and easily understand your content. This includes page speed, mobile usability, structure, and HTML mark-up.

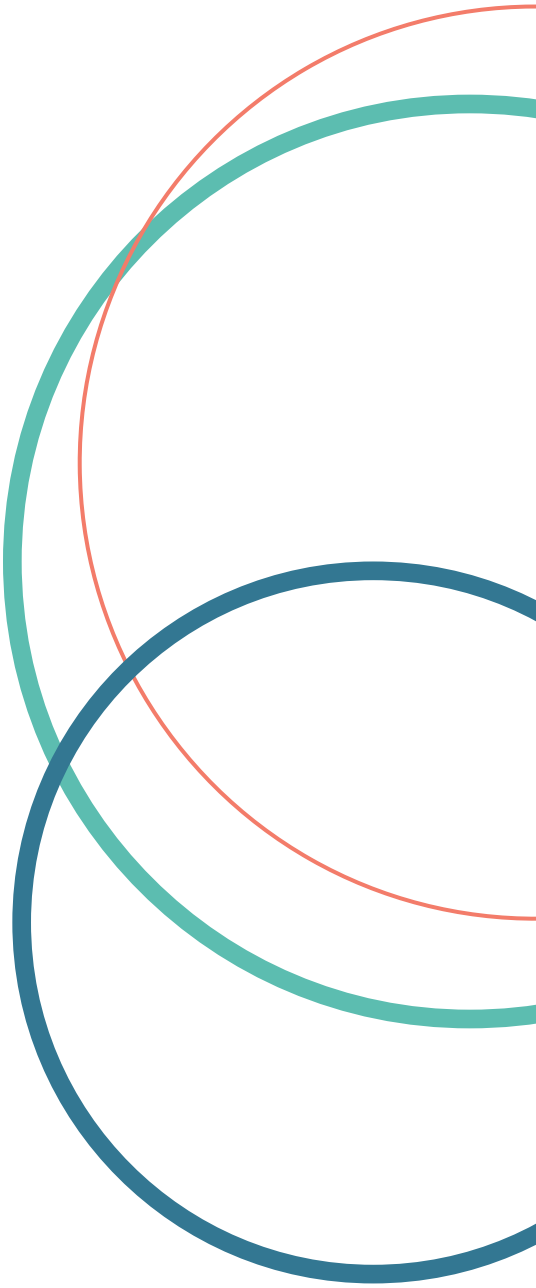
04

SEO Checklist

Improving elements within these four aspects of your site will help you to improve the way that search engines crawl and index your pages, therefore improving how well they rank them. This list of ranking factors is not exhaustive but contains all of the most serious issues that could be stopping you from appearing in those all-important search results.

SEO doesn't have to be as complicated as it sounds. You just need to be able to understand how search engines work, which is by crawling, indexing, and ranking. By understanding this you can try to improve the ways in which it crawls your website (technical factor), the way it indexes your website (on-page, off-page, and content factors), in order to improve the way it ranks your site.

However, if you do struggle or run out of time to work on your SEO, there are lots of experts and companies who specialise in ranking websites. You can find them on Linkedin or in search results themselves.



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Should I Hire An Seo Professional, Consultant, Or Agency?

You don't need to hire an SEO company to work on your SEO. There are lots of factors in this guide that you are able to research and action yourself, especially content and on-page factors.

All of the advice and information in this guide is correct as of September 2021 and based on purely natural and 'white-hat' SEO tactics. To create our guide to Ecommerce SEO, we have partnered with SEO professionals from Honeypot Marketing in the UK.



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Learn More About SEO

For some inspiration, education, and motivation, here are some top online resources to help you.

SEO Podcasts

1
Webcology

Jim Hedger and Dave Davies' podcast, Webcology, talks about all the latest news and developments in the world of SEO. They also have some notable guests with opinions and tips.

2
SEO 101

Ross Dunn and John Carcutt's podcast, SEO 101, is all about the world of search. They start with information for beginners and give some really useful SEO tips for you to try.

3
Voice Of Search

Benjamin Shapiro's podcast, Voice Of Search, gives you strategy insights and actionable tips. He also talks about using data and how to get the data you need.

4
Marketing O'Clock

Greg Finn, Jessica Budde, Christine 'Shep' Zirnheld, and Mark Saltarelli's podcast talks about digital marketing. Their humorous discussions of important marketing trends and news, covers SEO, PPC, email marketing, and more.

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SEO Resources

1
Search Engine Journal

As one of the most popular SEO blogs, Search engine Journal (SEJ) gives you the latest search news, guides, and how-tos in SEO. SEJ runs webinars too.

2
Aleyda Solis

Avoid FOMO with Aleyda's SEO blog and highly popular email subscription. Aleyda Solis has in-depth discussions and case studies about both complex and basic SEO techniques. Her weekly emails are also a great way to keep on top of the SEO industry and what's going on in the community.

3
Search Engine Land

As well as news about SEO and PPC, Search Engine Land also provides how-to guides on different aspects of SEM. Their newsletters are also useful snapshots of the latest industry developments.

4
Search Engine Roundtable

Publishing news and information for all SEM including SEO and PCC, Search Engine Roundtable is one of the best SEO blogs. They write about the latest algorithm updates, technology, and industry developments.

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To find out how we can help you or your ecommerce site, contact us:

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