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Ecommerce SEO: Best Practices



Therefore, whether you are a web designer or an ecommerce business owner wanting the best site for your business, it goes without saying that you cannot keep a closed eye on the trends and best practices followed in web design that includes everything from keyword research to placement of the essential elements on the home page of the website.

Structured Data and SEO

Rich snippets, schema, structured data, SEO – the list of factors to consider by the web developers of the modern times to design a website goes on and on.

However, out of all these, schema and rich snippets are considered to be the most important factors that will determine the SEO of a site. That means that these advanced SEO techniques should feature at the top of the list of your priorities in order to ensure a successful SEO campaign.

These are actually the most powerful bit of HTML markup and are the most significant elements that the search engine crawlers consider to be worthy to read and therefore rank a site. Therefore, your objective should be to provide all relevant information and data to the searchers even before they click on the search results.

This will enrich both the search engine positions and results that will:

- Improve the click-through rates
- Improve the conversion rates and
- Direct more qualified traffic, paid and organic, to your website.

Therefore, focus on implementing rich snippets in your HTML markup so as to ensure a more informative and productive search engine result. These will help the users with their specific search queries.

However, make sure that these snippets are selected on the basis of the type of the website or schema and are designed around the description of the webpage. Also make sure that these bits of information are displayed directly under the page title and are related to the codes or set of properties that are followed by the search engines to read and implement these in their search results.

Google Algorithm Updates

Google continually comes up with [updates in its algorithm](#) every now and then. There are a few of these updates that you should know about and a few of them that you should really freak out on.

If you are an owner of an ecommerce site and in a fine morning when you log into your analytics to find out how exactly your site is performing, you may find that there is an unexpected decline in overall site traffic.

have also resulted in designing domains that have different rankings in Google depending on the searches made by the users through a desktop or any mobile device such as a smart phone or a tablet.

Lastly, the mobile first index by Google announced in November of 2016 is made with intent of moving away from two separate indexes for desktop and mobile searches to one consolidated Google search index.

All these factors prove and points towards one thing: for all webmasters, SEO means a lot now and, in the years to come.

1 Response to "Ecommerce SEO Best Practices"