WAYS TO OPTIMISE YOUR
ECOMMERCE WEBSITE
FOR SEARCH ENGINES

Article from Revalsys Technologies

This article explains about
the ways to grow your
B2B ecommerce sales

With incredible growth in the number of online shoppers, the eCommerce scenario is growing at a rapid pace. If you're planning to step into eCommerce business or want to increase or popularity and visibility if you're already into this business, you need to make sure to optimise your website for search engines. Optimisation of your online store is important if you don't wish to miss out your potential customers.

Let's check some ways to optimise your eCommerce store for search engines:

• Optimise high-impact web pages

The pages that are visited more on your website are the high-impact pages. Generally, the high-impact pages are homepage, category pages, product pages and blog posts. These pages drive more traffic and stimulate more user engagement. You need to determine your target keywords by considering its search volume, location-based popularity, relevance, and ranking difficulty.

• Optimise your website for mobile users

A mobile optimised website is more than important in this competitive eCommerce world. As more searches are made using mobile devices, you need to make sure that your website is mobile-optimised so that you get better conversion rate. Without a mobile-optimised site, you won't be able to rank better on search engines leading to low traffic and decreased conversion rate. As responsive website can adapt to any device whatever be the screen size, making your website responsive will offer the mobile users a great experience.

• Improve page loading speed

It can't be more annoying than a website loading at a very low speed. Normally, shoppers leave a website if it takes more time to load. You should make sure that your website loads quickly so that your visitors don't leave your site. Moreover, loading speed is taken into consideration by Google's algorithm to provide rankings on search result page. You can decrease the size of the files, compress photos, videos and other content, upgrade hosting, and invest in CDN (Content Delivery Network) to make better your website's loading speed and improve your website's security, as well.

• Organise the structure of your website

Navigation of your website should be easier for your users so that they can go from one page to the other without making any effort. Make the search bar more visible, use simple language, make checkout process easier, and place contact details in a place that is clearly visible. You can even use live chat option as it allows to you to offer help in real-time.

• Optimise title and description tags

Optimising title and description with high ranking keywords are very necessary for site indexing. It helps your website to get better rankings on search engines. But you need to make sure that you use the right keywords.

• Add rich snippets

Adding rich snippets such as graphics, videos or extra information on your products is very effective in getting a better position on search engines as it differentiates your results from others.

• Optimise images

Along with optimising your website's description, it's important that you optimise the images you use in your website by putting image title tags etc. Optimising the images can really make a great difference and help your online store to get better position on search results.

• Prioritise blogging

Blogging is crucial to the success of an eCommerce business. It helps in keeping your website fresh, improving brand image, generating backlinks, decreasing bounce rate and making better the overall growth of your business. Make sure that you offer high-quality, original, relevant and informative content, invite influential people in your niche to blog for you as a guest blogger, create SEO-friendly catchy titles, use relevant keywords in your blog posts, and promote your posts wherever it is possible.

• Call-to-action

The homepage of your online store should have a compelling call-to-action which is easily distinguishable allowing the visitors to take the desired action. You can change the call-to-action based on your business goals.

• Run a technical SEO audit

The key to maintaining a strong online presence is performing an SEO audit on a regular basis. It is a great way to identify content that are outdated and overcome the issue accordingly and helps to keep your website fresh and clean. As search engines update the algorithms constantly, SEO audits helps your website to remain up-to-date. The frequency of the audit may vary from one organisation to the other, it's advisable to do once in every six months.

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