

SHOPIFY: HOW TO OPTIMIZE YOUR PRODUCT PAGES FOR SEO



Tips about using keywords:

USER EXPERIENCE MATTERS

Keep in mind that while keywords are essential, user experience is equally important. Ensure that your product pages load quickly, are mobile-friendly, and offer a seamless shopping experience.

AVOID KEYWORD STUFFING

Do not overuse keywords to the point of keyword stuffing. This can harm your SEO efforts and make your content less appealing to readers.

USE TARGETED KEYWORDS

Aim to choose one primary keyword for each product page. This should be the most relevant keyword that accurately describes the product. Incorporate related keywords and long-tail variations naturally throughout the product description, title, and other content.

OPTIMIZE PAGE TITLES

Include your primary keyword in the product title, preferably towards the beginning. Keep titles concise and descriptive while avoiding keyword stuffing.

PRODUCT DESCRIPTIONS

Write unique and compelling product descriptions that incorporate your keywords naturally. Focus on the benefits and features of the product. Use bullet points or lists to make it easier for customers to scan the information.

HEADER TAGS (H1, H2, H3, ETC.)

Organize your product page content with header tags to create a hierarchical structure. Use H1 for the main product title, H2 for subsections (e.g., product specifications, benefits). Incorporate keywords into header tags where it makes sense and is relevant.

IMAGE ALT TEXT

Assign descriptive alt text to your product images that include keywords. This is not only helpful for SEO but also for accessibility.

URL STRUCTURE

Customize the product URL to include the primary keyword. Shopify allows you to edit the URL of each product page.

META TITLES AND DESCRIPTIONS

Craft unique and compelling meta titles and descriptions for each product page. Include the primary keyword in both, and make them enticing to encourage click-throughs from search engine results pages (SERPs).

WHERE TO USE KEYWORDS

1. Product Title
2. Product Description (Content of the Page)
3. H2 or H3 Heading (ex. Subtitle 'Details')
4. URL of the page (separate words with dashes → these are considered 'spaces' that separate the words by the Googlebot. Never use Underscores '_')
5. Product Image alt text



WHAT IS ALT TEXT AND WHY USE IT?

Alt text (alternative text) is crucial for product images on e-commerce websites, including product pages, for several important reasons:

Accessibility:

Alt text makes your product images accessible to individuals with visual impairments who rely on screen readers. When a screen reader encounters an image with alt text, it can read the text aloud, providing a description of the image. This ensures that all potential customers, regardless of their abilities, can access information about your products. Pro Tip: Screen readers pause for periods, semi-colons, commas, question marks, exclamation points, and paragraph endings.

SEO (Search Engine Optimization):

Search engines like Google use alt text to understand the content of images. Including relevant keywords in your alt text can improve your product pages' visibility in image search results and contribute to better overall SEO. This can drive more organic traffic to your product listings.

User Experience:

Even for users without visual impairments, alt text can enhance the user experience. It provides context for images, helping customers understand what the product looks like when images may not load due to slow internet connections or other technical issues.

Conversion Rate:

Well-crafted alt text can influence a potential customer's decision to click on a product and make a purchase. By providing descriptive and enticing alt text, you can encourage more users to engage with your product listings and potentially convert into customers.



WHAT IS ALT TEXT AND WHY USE IT?

Legal Compliance:

In some regions, web accessibility regulations require alt text for images, especially on e-commerce websites. Complying with these regulations is not only important for avoiding legal issues but also for demonstrating your commitment to inclusivity and social responsibility.

Image Search Traffic:

If your products have unique features, alt text can help your product images appear in relevant image search results. This can be particularly beneficial for showcasing distinctive product attributes that set your items apart from competitors.

Branding and Storytelling:

Alt text also provides an opportunity to reinforce your brand's messaging and storytelling. You can use alt text to highlight key product features, benefits, or unique selling points, creating a stronger connection between your brand and potential customers.

When creating alt text for product images, be sure to follow best practices:

- Keep it concise and descriptive.
- Use relevant keywords naturally.
- Avoid keyword stuffing.
- Focus on the essential details of the image.
- Be accurate and specific.
- Consider the context of the image on the product page.

By providing well-crafted alt text for your product images, you not only enhance accessibility and SEO but also create a more inclusive and user-friendly online shopping experience, ultimately benefiting your e-commerce business.

