



The 5 Essential SEO Tactics for Skyrocketing Ecommerce Sales

Soaring new heights of traffic and sales for ecommerce businesses that are ready to go big.





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- Forbes 30under30 2022





Raise your hand 🙋🙋



How many of you utilize SEO?





Raise your hand 🙋🙋



How many of you depend on SEO to bring more sales?





Then:



Focus on Rankings





Now:



**Focus on
Bottom-Line
Metrics**



Now:



Focus on Bottom-Line Metrics

- 👑 Non-Brand Revenue
- 👑 Conversion Rate
- 👑 Customers Life Cycle
- 👑 New Customers

TINOS ΕΙΣΑΙ ΕΣΥ;

#attribution-zone

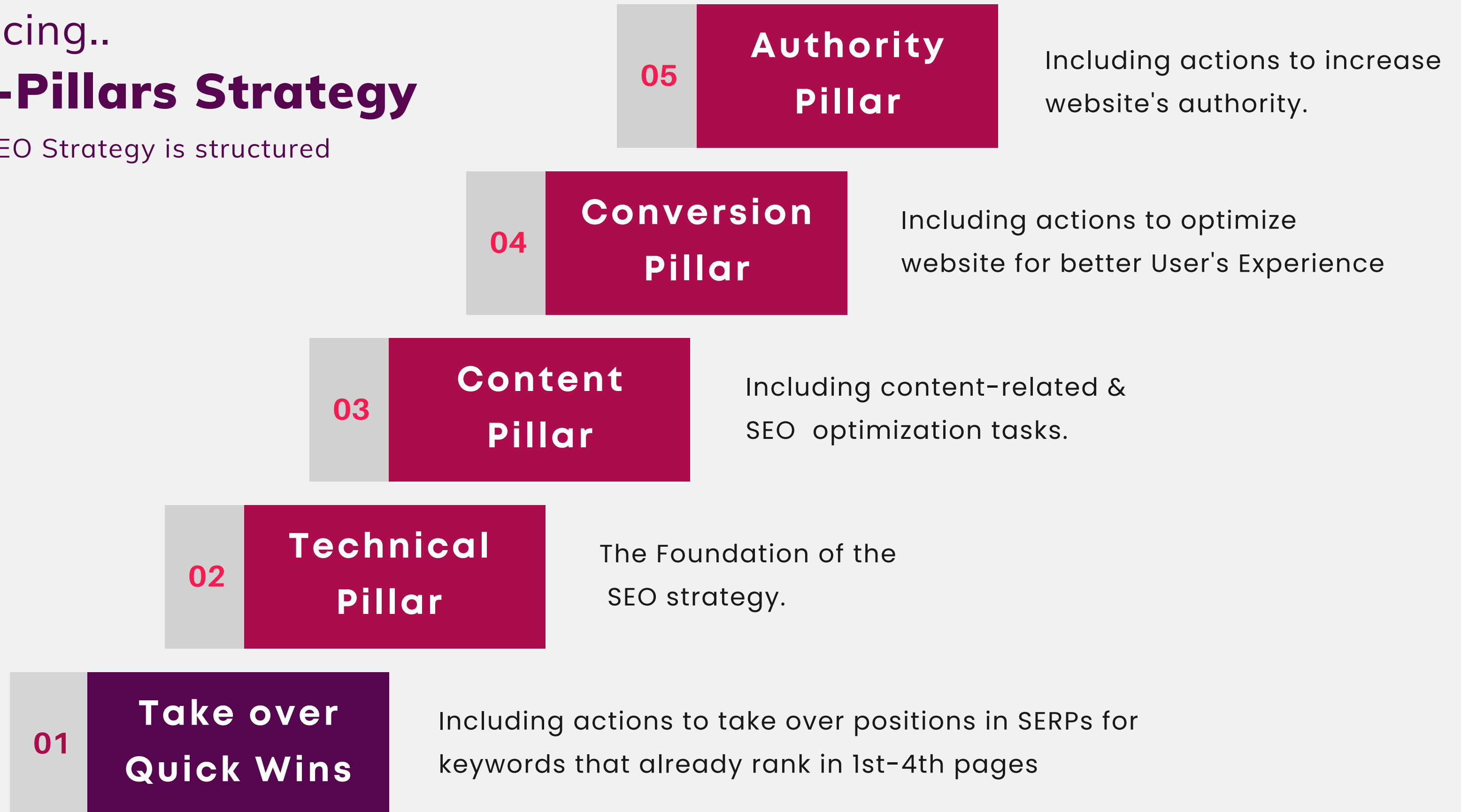




Let's get started

Introducing.. **The 5-Pillars Strategy**

How the SEO Strategy is structured





Part 1

Keywords



Interesting Keyword Research Quote



..??...





Keyword Research



**Top selling
products and
brands, directly
from their ERP.**

**Top selling
brands and
most profitable
brands**

**A list of seed
keywords
that are important
to them**

What information we need to ask from every business

The Proposed Keyword Matrix



40% commercial keywords

eg. [brand] price, [category] price, [product name] review, buy [brand]

20% long-tail keywords & questions

eg. does [product x] work, how to use [product w]

20% informational keywords

eg. most effective [abc], how to deal with x, what to do in x

10% high search volume keywords

10K+ monthly searches

10% branded keywords

eg. brand's name [product x]. brand's name offers, brand's name review





Part 2

Quick Wins



Spotting Quick Wins

PROCESS

1. Add the website in the Site Explorer
2. Go to Overview > Organic Keywords
3. Go to Position and filter Position 5 to Position 20
4. Export the list of keywords
5. Keep only the relevant keywords

Organic keywords [How to use](#)

Monthly volume United States Position: 5-20 Volume KD CPC Traffic SERP features Word count Keyword URL

198,347 keywords 9 Apr 2023 Don't compare ☐ Main positions only ☐ Multiple URLs only ☐

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position ▲	URL
<input type="checkbox"/> Organic competitors tz	5	10	28	0.51	1	0	5	https://www.sephora.com/buy/best-hairspray-for-flyaways ▼
<input type="checkbox"/> + lip enhancement lip gloss	5	60	29	0.75	6	0	5	https://www.sephora.com/product/lip-injection-plumping-lip-gloss-P74
<input type="checkbox"/> + murad lightening reviews	4	0	3	N/A	0	0	5	https://www.sephora.com/product/murad-rapid-dark-spot-correcting-s
<input type="checkbox"/> + new ysl cologne	5	300	7	0.35	22	0	5	https://www.sephora.com/brand/yves-saint-laurent/mens-fragrance ▼
<input type="checkbox"/> + ysl libre intense	4	8.2K	9	N/A	615	0	5	https://www.sephora.com/product/yves-saint-laurent-libre-eau-de-parf
<input type="checkbox"/> + light skin lotion	5	20	0	1.31	1	0	5	https://www.sephora.com/buy/body-lotions-for-fair-skin ▼
<input type="checkbox"/> + jack black conditioner	5	150	1	1.13	8	0	5	https://www.sephora.com/product/hourishing-hair-scalp-conditioner-P
<input type="checkbox"/> + waterline waterproof eyeliner	5	10	22	1.68	1	0	5	https://www.sephora.com/beauty/best-eyeliners-for-waterline ▼
<input type="checkbox"/> + lipstick matte shades	5	100	21	N/A	11	0	5	https://www.sephora.com/shop/lipstick?ref=filters[Finish]=Matte ▼
<input type="checkbox"/> + tarte 12 hour foundation	5	10	0	1.60	1	0	5	https://www.sephora.com/product/tarte-amazonian-clay-16-hour-full-c
<input type="checkbox"/> + body moisturizer for sensitive skin	5	30	49	11.34	2	0	5	https://www.sephora.com/buy/body-lotions-for-sensitive-skin ▼
<input type="checkbox"/> + koh's south gilbert gilbert	2	0	0	N/A	0	0	5	https://www.sephora.com/happening/stores/kohls-at-southgilbert ▼
<input type="checkbox"/> + juicy couture perfume 100ml	4	10	8	0.58	1	0	5	https://www.sephora.com/brand/juicy-couture ▼ 1 more
<input type="checkbox"/> + always to self it lipstick	4	10	0	N/A	0	0	5	https://www.sephora.com/product/smashbox-always-on-cream-to-ma
<input type="checkbox"/> + bare minerals stick	6	10	0	N/A	1	0	5	https://www.sephora.com/product/complexion-rescue-stick-foundation
<input type="checkbox"/> + lancome plum absolu rouge hydrating lipstick	5	0	2	N/A	0	0	5	https://www.sephora.com/product/l-absolu-rouge-P244911 ▼
<input type="checkbox"/> + chanelle blue	5	0	24	N/A	0	0	5	https://www.sephora.com/product/bleu-de-chanel-P270302 ▼
<input type="checkbox"/> + plum show l absolu rouge hydrating lipstick	4	0	0	N/A	0	0	5	https://www.sephora.com/product/l-absolu-rouge-P244911 ▼
<input type="checkbox"/> + intense recovery cream	6	10	4	N/A	0	0	5	https://www.sephora.com/ca/en/product/murad-intense-recovery-crea

**KEYWORDS GET
YOU HALFWAY**



Part 3

Technical SEO

Technical SEO is more important than ever



1.

CRAWL BUDGET



Overview

URLs

Response Codes

User Agents

Referers

Directories

IPs

Events

Imported URL Data

Filter:

All

View:

Matched with URL Data

Export

Row	URL	Last Response Code	Num Events	Largest Contentful Paint Time (ms)	Clicks	All Googlebots	Position	Time Of Last
1	https://www. .com/	200	60,446	15,585	2,647,718	60,446	26.71	Dec 6, 2021,
2	https://www. .com/	200	4,260	14,109	8,252	4,260	3.02	Dec 5, 2021,
3	https://www. .com/	200	3,397	3,690	5,037	3,397	8.89	Nov 29, 2021,
4	https://www. .com/	200	3,312	3,690	4,359	3,312	26.11	Dec 6, 2021,
5	https://www. .com/	200	3,223	19,358	2,437	3,223	5.47	Dec 5, 2021,
6	https://www. .com/	301	3,210		1,519	3,210	7.27	Nov 29, 2021,
7	https://www. .com/	200	3,003	2,760	1,695	3,003	16.59	Dec 6, 2021,
8	https://www. .com/	200	2,898	17,869	1,618	2,898	4.52	Dec 4, 2021,
9	https://www. .com/	200	2,735	13,325	6,461	2,735	7.35	Dec 2, 2021,
10	https://www. .com/	200	2,709	3,690	2,206	2,709	20.13	Dec 6, 2021,
11	https://www. .com/	200	2,623	7,185	20,399	2,623	4.12	Dec 6, 2021,
12	https://www. .com/	200	2,594	7,260	1,595	2,594	5.46	Dec 4, 2021,
13	https://www. .com/	200	2,535	7,560	3,022	2,535	7.59	Dec 5, 2021,
14	https://www. .com/	200	2,511	7,185	3,085	2,511	7.82	Dec 5, 2021,
15	https://www. .com/	200	2,403	3,690	1,925	2,403	17.22	Nov 18, 2021,
16	https://www. .com/	200	2,323	16,154	2,282	2,323	9.4	Dec 5, 2021,
17	https://www. .com/	200	2,303	15,4	25,675	2,303	6.84	Dec 5, 2021,
18	https://www. .com/	200	2,24		2,24	2,24		Dec 5, 2021,
19	https://www. .com/	200	2,184		1,268	2,184	11.73	Dec 6, 2021,
20	https://www. .com/	200	2,179	3,690	1,340	2,179	10.28	Nov 30, 2021,
21	https://www. .com/	200	2,179	3,690	1,340	2,179	10.28	Nov 30, 2021,

Export

Search UA & Referer

Row	Timestamp	Remote Host	Method	HTTP Version	Response Code	Bytes	User Agent
1	Dec 5, 2021, 12:59:17 PM	client-ip:66.249.66.156	GET	1.1	200	1,477,597	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
2	Dec 5, 2021, 8:54:08 AM	client-ip:66.249.66.92	GET	1.1	200	1,477,261	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
3	Dec 5, 2021, 5:06:11 AM	client-ip:66.249.66.217	GET	1.1	200	1,481,534	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
4	Dec 5, 2021, 12:45:51 AM	client-ip:66.249.66.137	GET	1.1	200	1,480,966	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
5	Dec 4, 2021, 9:43:51 PM	client-ip:66.249.66.135	GET	1.1	200	1,480,946	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
6	Dec 4, 2021, 7:53:48 PM	client-ip:66.249.66.21	GET	1.1	200	1,480,946	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
7	Dec 4, 2021, 9:23:27 AM	client-ip:66.249.66.157	GET	1.1	200	1,473,576	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/96.0.4664...
8	Dec 4, 2021, 3:43:18 AM	client-ip:66.249.66.86	GET	1.1	200	1,475,144	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/96.0.4664...
9	Dec 3, 2021, 2:55:13 AM	client-ip:66.249.66.199	GET	1.1	200	1,450,498	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
10	Dec 2, 2021, 8:45:39 PM	client-ip:66.249.66.76	GET	1.1	200	1,463,600	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
11	Dec 2, 2021, 6:48:23 PM	client-ip:66.249.66.73	GET	1.1	200	1,465,616	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
12	Dec 2, 2021, 6:07:47 PM	client-ip:35.190.196.200	GET	1.1	200	1,458,251	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/41.0.2272...
13	Dec 2, 2021, 4:26:41 AM	client-ip:66.249.66.223	GET	1.1	200	1,464,245	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
14	Dec 2, 2021, 1:18:30 AM	client-ip:66.249.66.81	GET	1.1	200	1,451,994	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
15	Dec 1, 2021, 1:37:40 AM	client-ip:66.249.66.13	GET	1.1	200	1,443,407	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
16	Nov 30, 2021, 8:19:36 PM	client-ip:66.249.66.205	GET	1.1	200	1,443,066	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
17	Nov 29, 2021, 9:46:04 PM	client-ip:66.249.66.203	GET	1.1	200	1,440,121	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
18	Nov 28, 2021, 6:00:21 PM	client-ip:66.249.66.21	GET	1.1	200	1,446,548	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
19	Nov 27, 2021, 7:22:32 PM	client-ip:66.249.66.151	GET	1.1	200	1,451,776	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
20	Nov 27, 2021, 2:34:32 PM	client-ip:66.249.66.11	GET	1.1	200	1,452,341	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)

URL Info

Events

Referers

Google crawled size number

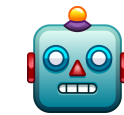
95% of daily total c

Google crawled size numbers & filters:
95% of daily total crawl

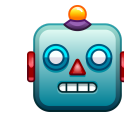




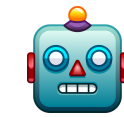
No-index Low Value Pages



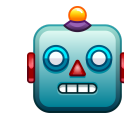
Internal Search Pages



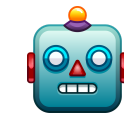
Checkout



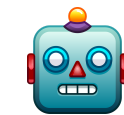
Filters



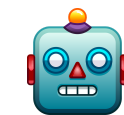
User Profile



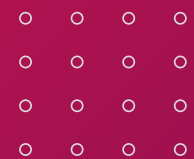
Login Page

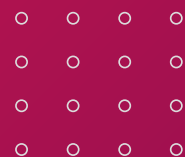


Wishlist

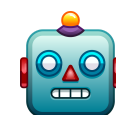


Privacy Policy

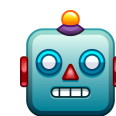




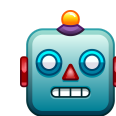
Remove from Sitemaps



301 redirections



No-indexed pages



404 pages



2. HANDLE DUPLICATION

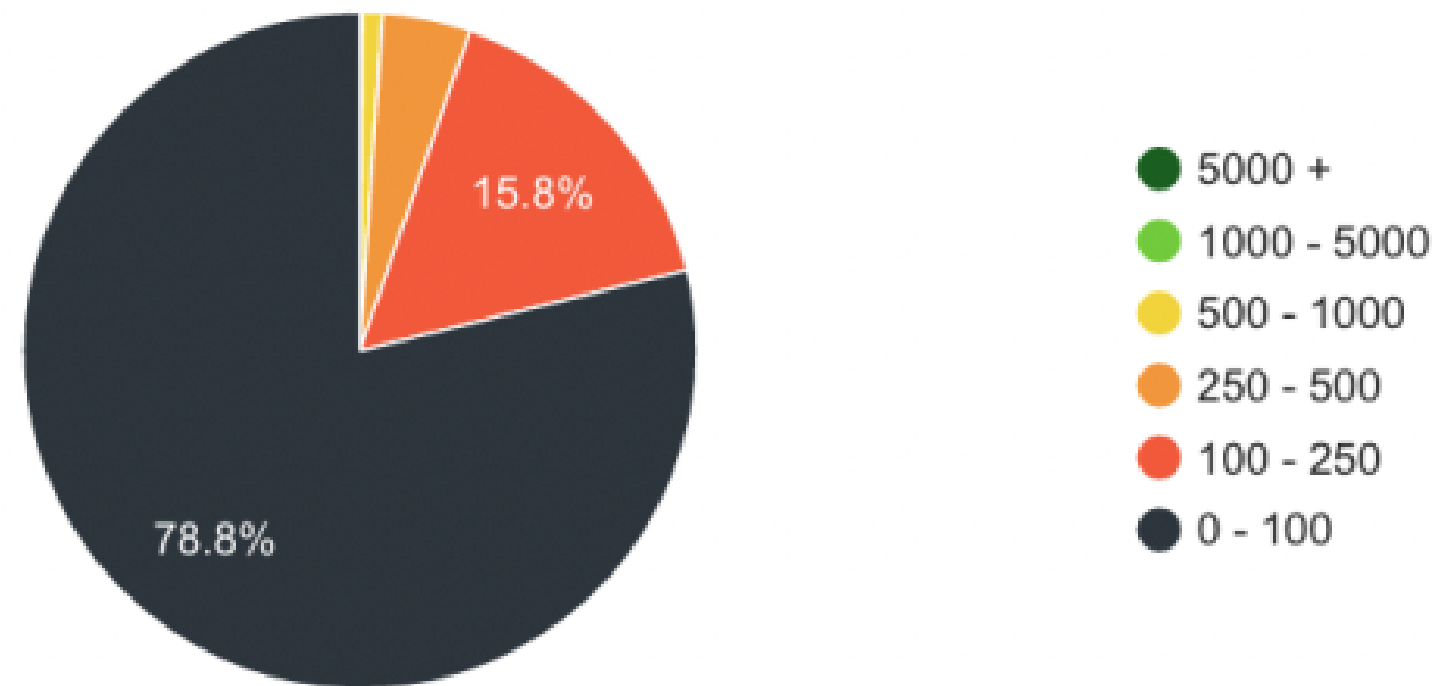




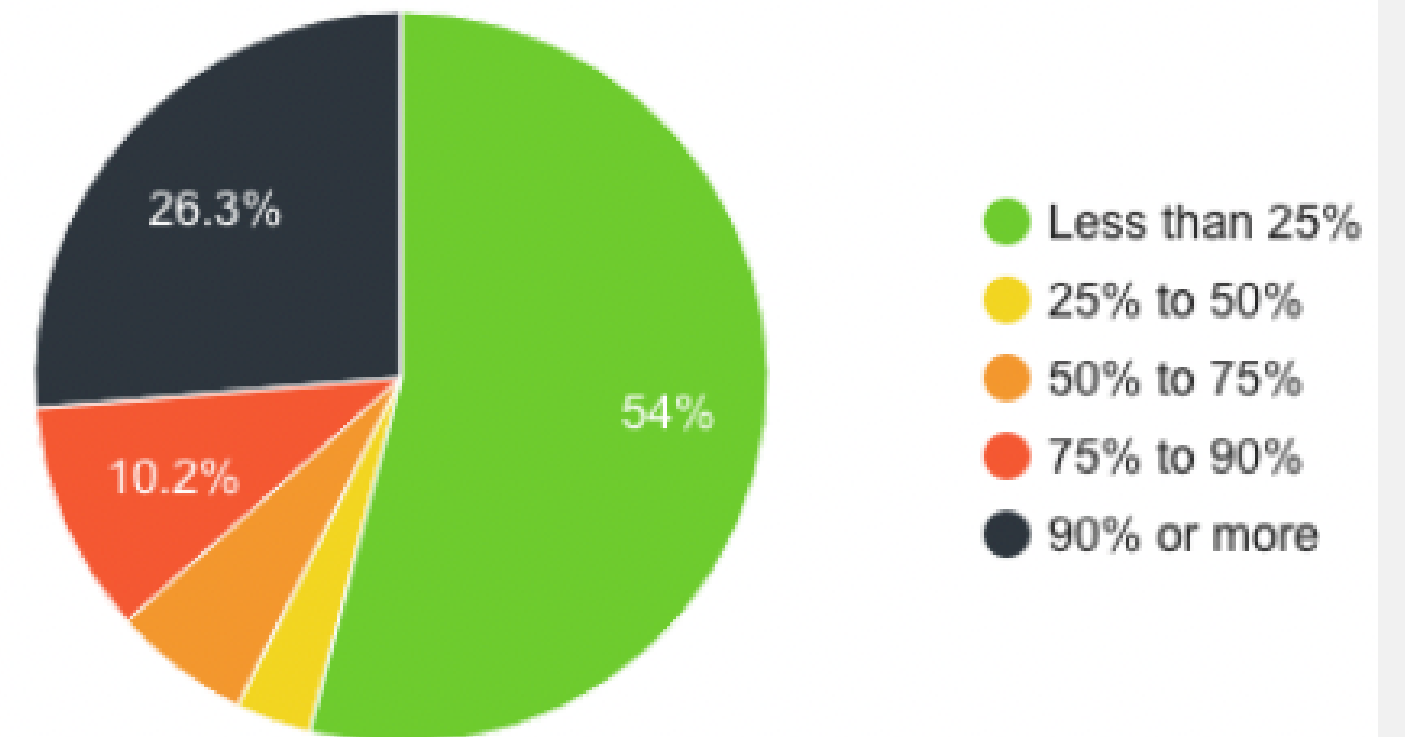
Content duplication, cannibalization & thin content issues are huge in commerce



PAGES BY CONTENT SIZE (WORDS, EXCLUDING TEMPLATE)

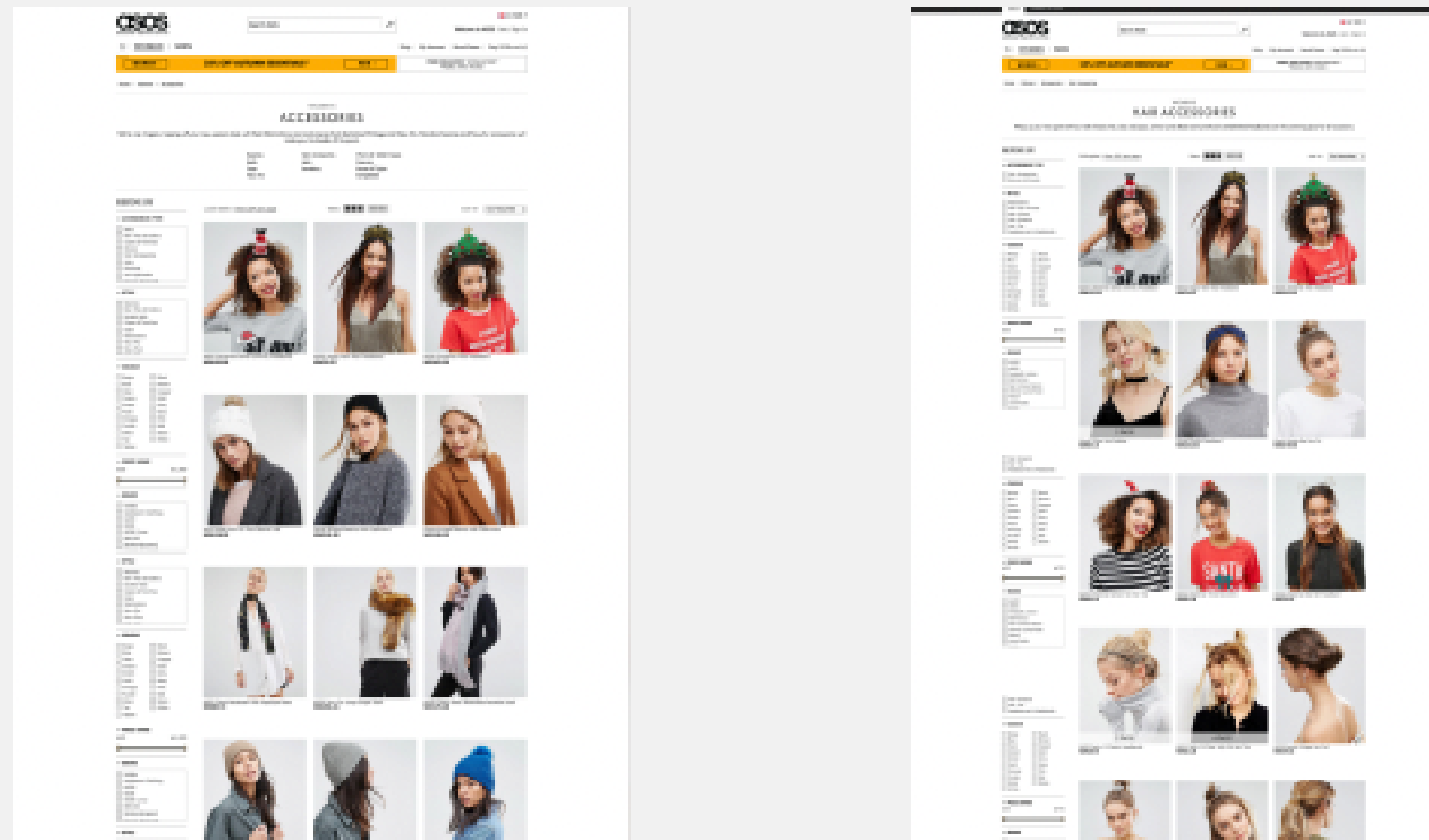


SIMILAR PAGES BY SIMILARITY SCORE 

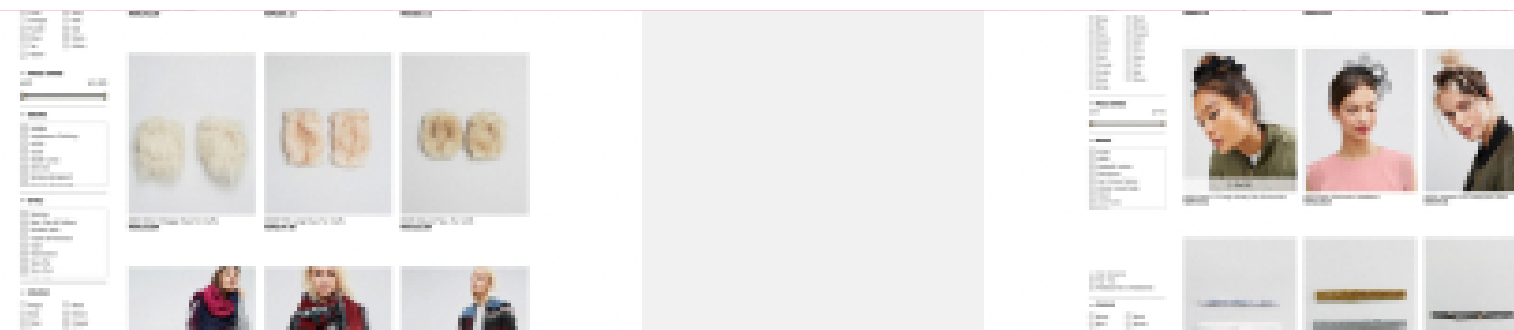




Duplication & cannibalization happen a lot with overlaying categories



Different levels of product categories, very similar content



Avoid creating different product pages, when the only difference is the color, quantity, etc.

Brands A-Z > California Gold Nutrition
Categories > Supplements > Vitamins > Vitamin C > Ascorbic Acid
Categories > Health Topics > Common Cold & Flu



Try it! **iHerb brand** **Best seller** **iTested**

California Gold Nutrition, Gold C, Vitamin C, 1,000 mg, 60 Veggie Capsules

By [California Gold Nutrition](#)

★★★★★ 169405 Reviews | 257 & 9212

In Stock

Potency: 1000 mg

500 mg 1000 mg

Package Quantity: 60 Count

60 Count **\$1.00** ~~\$5.00~~ 240 Count **\$15.00**

- Expiration Date: ? April 1 2023
- Date First Available: October 10 2014
- Shipping Weight: ? 0.24 lbs
- Product code: CGN-00931
- UPC Code: 898220009312
- Package Quantity: 60 Count
- Dimensions: 3.9 x 2.2 x 2.2 in, 0.2 lbs
- **iTested Verified**
- Try Risk-Free for 90 Days. ?

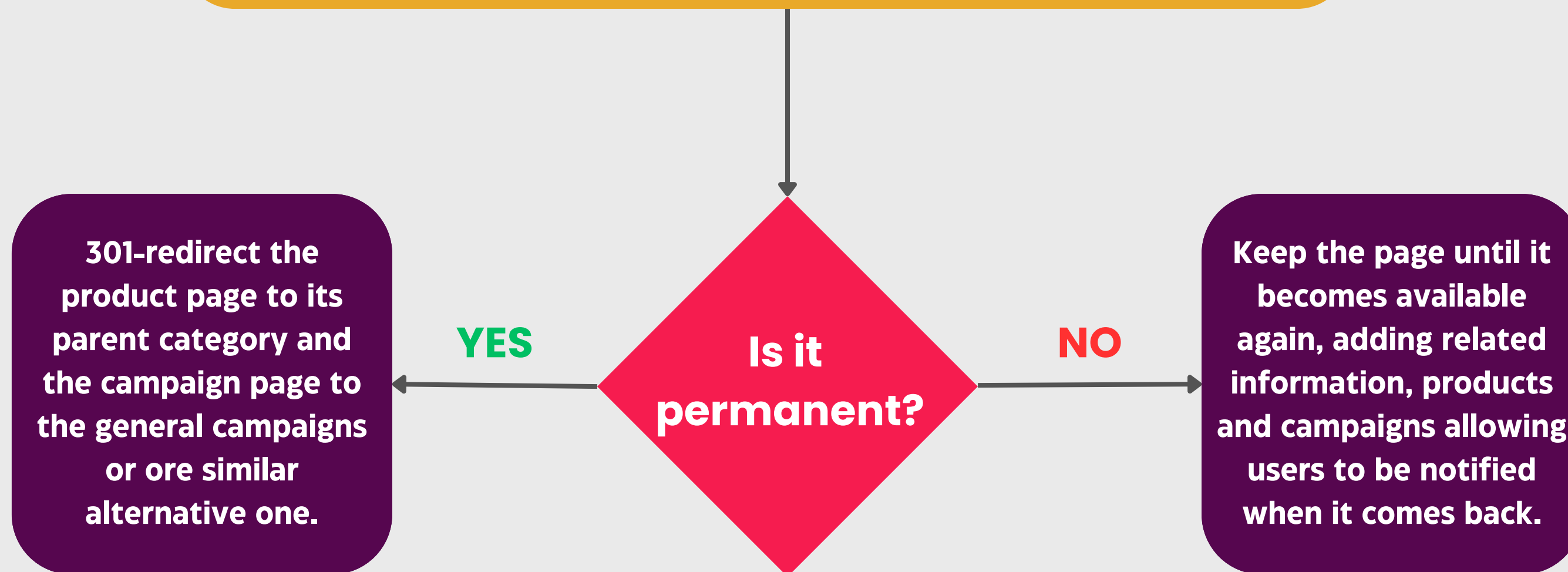


3. HANDLE NON-AVAILABLE PRODUCTS



Set rules for expired product & campaign landing pages

Will the products or campaign become unavailable?






4.

MOBILE SEARCH BEHAVIOR





**Identify your specific mobile search
behavior to target your content &
product offer & improve results**



In many countries, including the U.S., more Google searches take place on mobile devices than on computers.¹



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



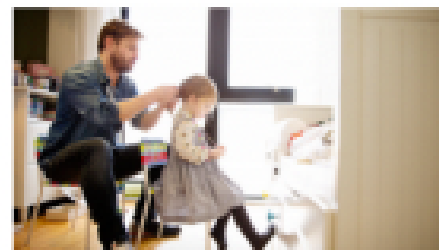
I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%

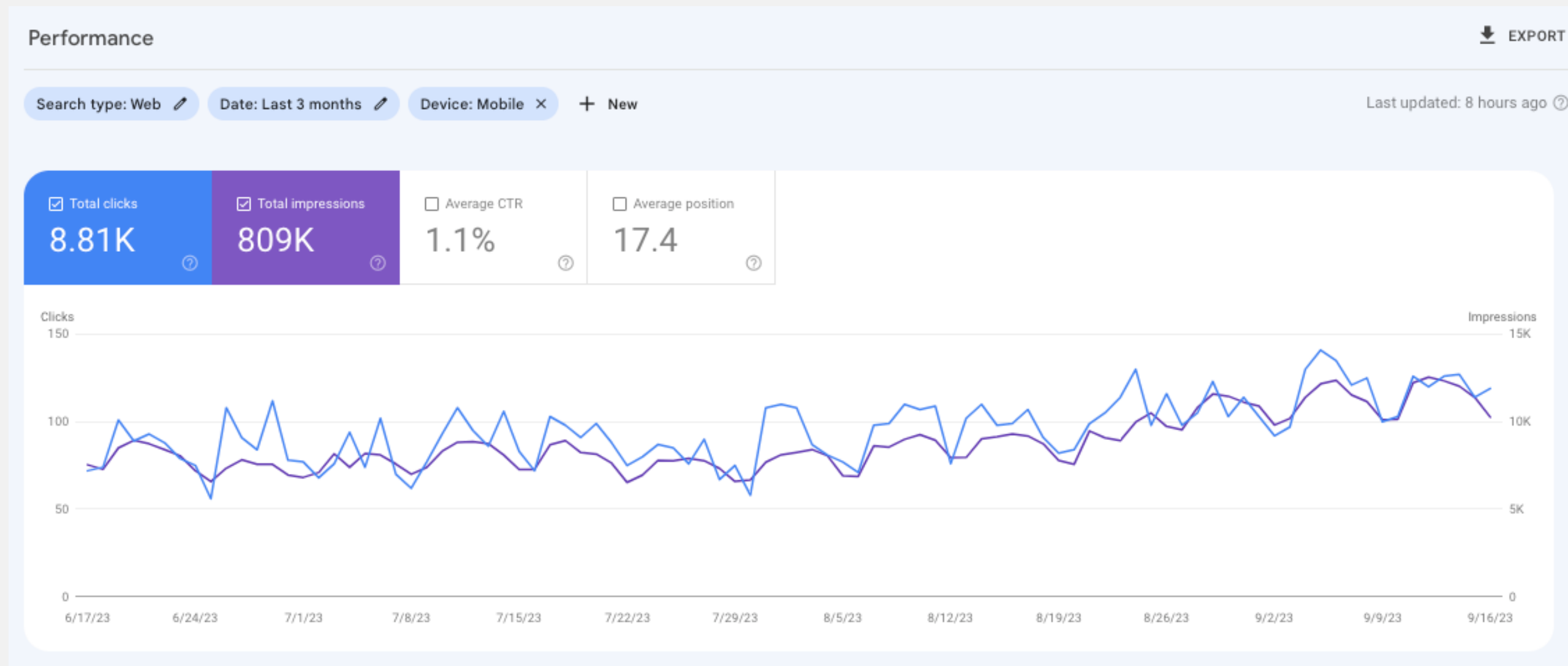
of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

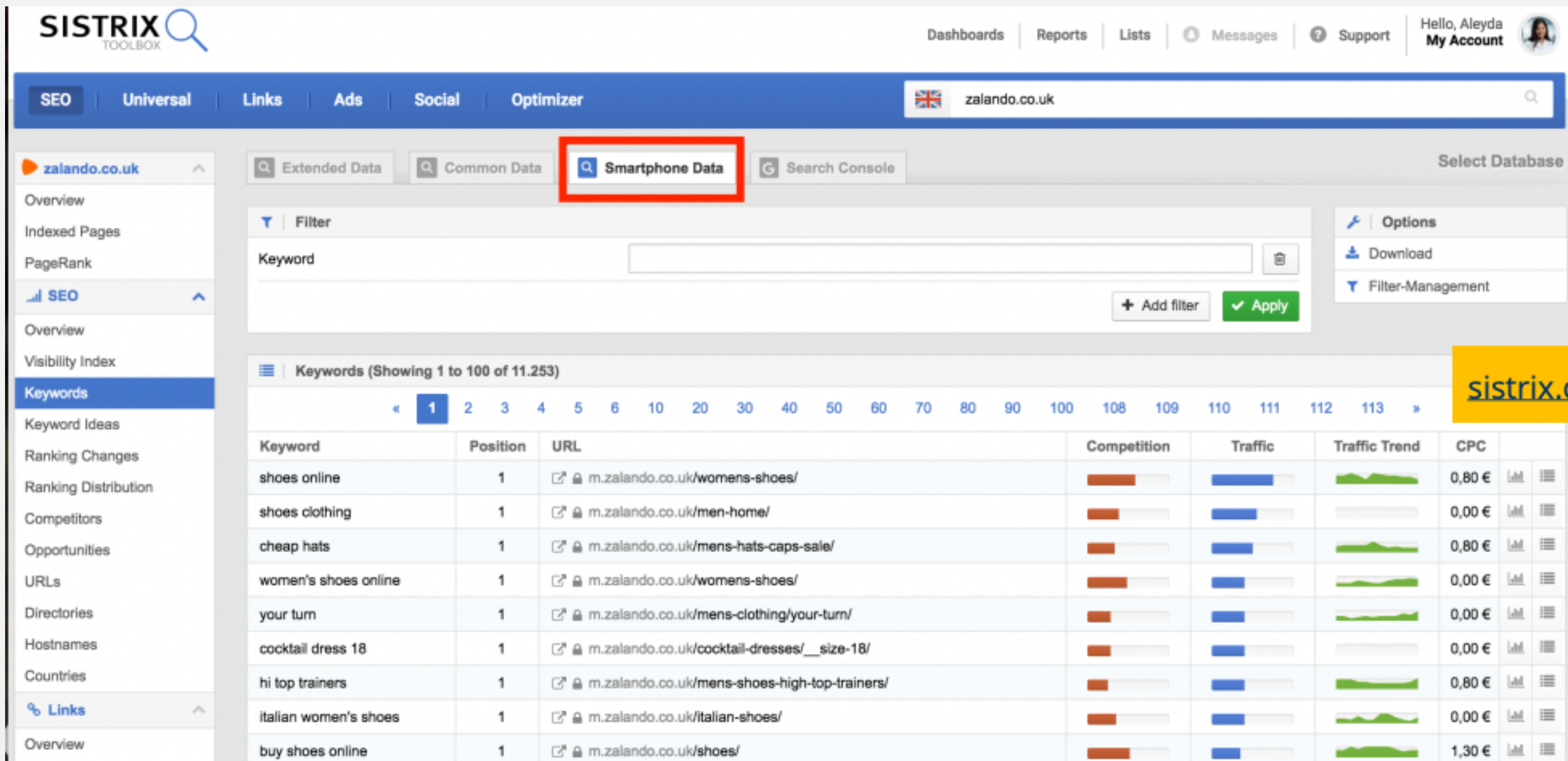
increase in mobile conversion rates in the past year.⁹

Understand your user mobile search behavior to target it

Identify your current mobile search queries & pages differences with desktop & specific performance



You can do the same with your competition if you target certain countries



The screenshot shows the SISTRIX TOOLBOX interface for the website **zalando.co.uk**. The **Smartphone Data** filter is highlighted with a red box. The interface displays a list of keywords and their associated metrics.

Keyword	Position	URL	Competition	Traffic	Traffic Trend	CPC
shoes online	1	m.zalando.co.uk/womens-shoes/				0,80 €
shoes clothing	1	m.zalando.co.uk/men-home/				0,00 €
cheap hats	1	m.zalando.co.uk/mens-hats-caps-sale/				0,80 €
women's shoes online	1	m.zalando.co.uk/womens-shoes/				0,00 €
your turn	1	m.zalando.co.uk/mens-clothing/your-turn/				0,00 €
cocktail dress 18	1	m.zalando.co.uk/cocktail-dresses/_size-18/				0,00 €
hi top trainers	1	m.zalando.co.uk/mens-shoes-high-top-trainers/				0,80 €
italian women's shoes	1	m.zalando.co.uk/italian-shoes/				0,00 €
buy shoes online	1	m.zalando.co.uk/shoes/				1,30 €

It's a lot of effort?
Yes, but highly worthy!





3

Key Takeaways

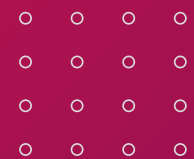




Key Takeaways

01

Understand your target audience





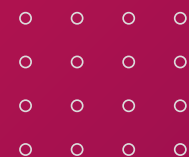
Key Takeaways

01

Understand your target audience

02

Stay in front of technical problems





Key Takeaways

01

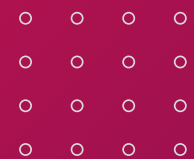
Understand your target audience

02

Stay in front of technical problems

03

Understand data trends



These people make the magic happen.





Don't forget to visit our booth!



THANK YOU

Let's connect



searchmagic.io



anna@searchmagic.io



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linkedin.com/in/anna-moragli/