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TOP 10 SEO TIPS

TO SKYROCKET YOUR SHOPIFY TRAFFIC

INTO OUTERSPACE!

BY FARHAN SYED

Shopify is one of the most talked about topic in e-commerce. If you look around, there is someone crushin' it with Shopify be it in Drop shipping, or private label products or affiliate products.

If you are like many customers (including me) who distrust the sponsored links and ads, SEO becomes pretty important. When you come up for a product search on the first page, people subconsciously trust the store and thereby increase the overall sales and at the same time increase the loyalty to your brand. It's about time when Shopify and SEO come together to produce fine set of results. People are literally going from newbies to $100/day almost within days. Here's the kicker, Shopify is a great SEO friendly tool that lets you customize almost like a WordPress or a regular html store. Some flexibility is lost here and there, but you can get pretty much the core of SEO in Shopify.

So, as promised, I'm going to list out 10 most excessively important things you can do right now to fix your store and be prepared for awesome SEO benefits. Although SEO can't be all done 100% with just a ten-pointer, I believe that this is a killer checklist for anyone who is starting and want to setup your store the right way.

Alright, here we go:

1. **Keyword Research**
   Do solid keyword research for your niche and products. Focus on Long-tail keywords. As you can see below, most searched terms are long tail ones. Use the power of long tail keywords. You can also try phrases instead of just singled out words. Try to be unique and close to what your target audience might search for.
   For example: Instead of *flashlights*, try, *reliable camping flashlight*, or, *rechargeable hunting flashlight* etc.

Popular Keywords vs. Long Tail Search Traffic
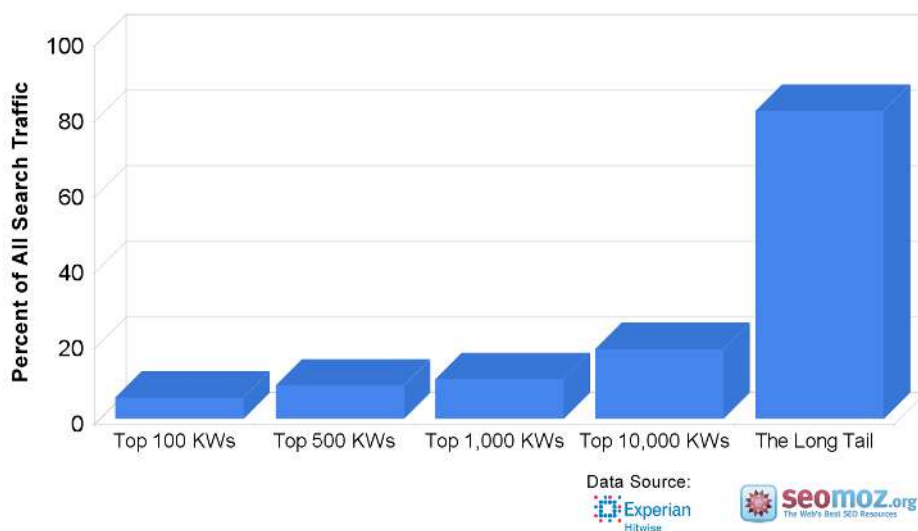
2. **Title Tag**
   This is the most visible part of the result when someone comes up on Google's search result. (see image below). One of the easiest ways to tell Google what your website is about. Best practice is to put keyword in front of the title tag. Here I had searched for *Buy Cat Jewelry*. See what Google did here, it indexed this site as something that has cat

jewelry. And as people like what they see here, they will click through this if the title is enticing enough. So be creative and get a good title and with keyword that you're trying to target (preferably in the front). A good title improves the Click Through Rate (CTR) greatly as this is what the searchers look at and decide if they want to visit the site or not. Keep it under 70 characters (including spaces) so it makes sense to the one who is seeing this result and DON'T abuse it by over-optimizing with keywords, since this is majorly for user than the machine itself. If people don't click because its unreadable then it defeats the purpose.

3. **Meta description**

You can add meta description under Preferences -> General settings, right below your store name. You can write 156 characters about your store here. It's even better to have separate meta description for different products. This supplements the title by helping the potential customer in deciding if he /she should click or not. Here, you can advertise some offers or specials in your store for a higher CTR.

4. **Images**

One of the most forgotten steps in getting ranked for your product or store. This is how you can get your product in Google images. I'm sure you have sometime visited Google images for some products or images to find out what it looks like and sometimes open the link too. This adds additional source of traffic. This also helps the visually impaired people. The **ALT** text tags are added when you add product images in Shopify. Make sure you type some related keywords for your product. Again, do not stuff same keywords as your title here. Keep it relevant with synonyms or variable titles of your product (if applicable).

Source: Shopify.com

5. **URL and handle**

   Use readable URLs that explains briefly where this product is and how it is classified or the way it is tagged. This helps user in easier navigation of the site. This example below shows that it's tagged or categorized under popular. Name of the product could also be on the URL, which helps in telling Google what your page is about.

6. **Canonical URL**

   Use Canonical URL's if possible. Search engines tend to dislike duplicate content on a single site or across multiple sites. This tend to happen very commonly in E-commerce. For example, when a customer searches for a product on the website, the URL might look like... *http://<domain_name>/searchresults!category=women?productID=5611920* and the same product could directly be accessed using *http://<domain_name>/women/5611920/.* Here's the URL to help you with this:
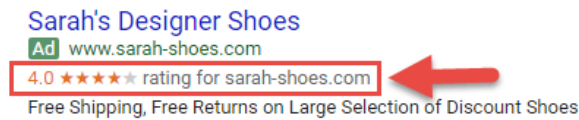
   https://help.shopify.com/themes/development/getting-started/search-engine-optimization#Duplicate_Content_.28Rel_Canonical.29

   Basically, you have to edit the *theme.liquid* file under the theme layout option of themes. (Online Store ->Themes- -> ... -> Edit HTML/CSS -> Layout -> *theme.liquid*) and paste the below code in place of <title>, <meta name = "description"> and rel="canonical" and paste this (below code) and save afterwards. You will need to edit your Homepage title and Homepage Meta description fields (settings -> online store) and save that too. Here's the code:

   ```
   <title>
   {{ page_title }}{% if current_tags %} &ndash; tagged "{{ current_tags |
    join: ', ' }}"{% endif %}{% if current_page != 1 %} &ndash; Page {{ cu
   rrent_page }}{% endif %}{% unless page_title contains shop.name %} &nda
   sh; {{ shop.name }}{% endunless %}
   </title>
   {% if page_description %}
   <meta name="description" content="{{ page_description | escape }}" />
   {% endif %}
   <link rel="canonical" href="{{ canonical_url }}" />
   ```

7. **Product Reviews**

   Use product review add-ons and apps that would let your customers add reviews of products. This helps in getting review snippets on Google search. Reviews also update your page and sends signals to Google that your page is updated with a rich snippet that displays like shown in the image below. Seeing the reviews among search results drastically improves your CTR just because it's standing out from the regular non-reviewed results. YotPo is a good review app.

Sarah's Designer Shoes
`Ad` www.sarah-shoes.com
4.0 ★★★★☆ rating for sarah-shoes.com
Free Shipping, Free Returns on Large Selection of Discount Shoes

8. **Shopify Blogging**
This is ONE thing that can drive majority of your sales organically. Structure your blog strategically. The factors you need to consider are:
   1. *Internal Linking*: Link your product pages to your home page and other products, naturally. Basically, link to similar products from each other.
   2. *Anchor text*: When you are linking internally to other products on your store, search engines see the store as a well-structured, organized store. This has proven to give boost to ranks time and time again. Have a mini-strategy when linking to your products by using a related keyword of a product and so on.
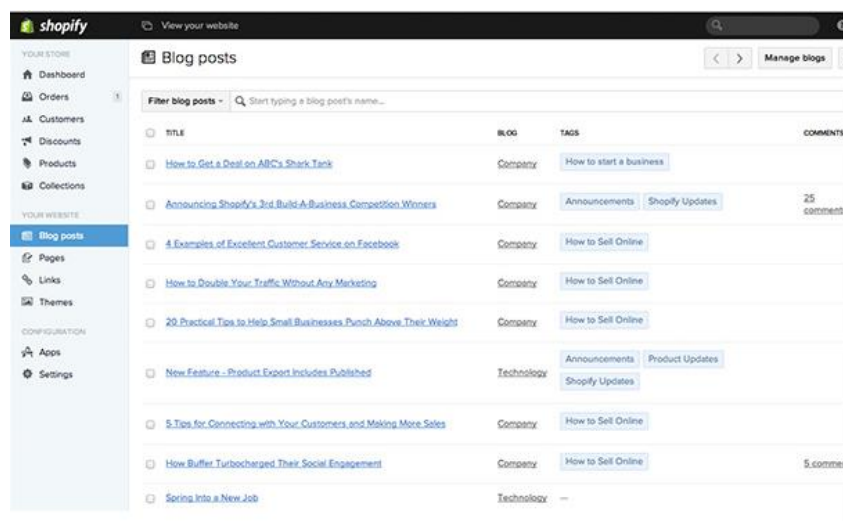
Source: Shopify.com

Once you have setup and finished the on-page optimization, it's time to add your Shopify store to Google's webmaster Tools. Add your site to Google's webmaster tools by verifying that you own this domain. (https://help.shopify.com/manual/products/promoting-marketing/seo#sitemaps)

Here, you can monitor your site's SEO activity and take appropriate actions (i.e. Google will message if there is any issue). But, once you setup, they won't really bother you unless you are using spammy techniques to improve your ranking or presence. You can also come here to look what people are looking for to reach your site and what keywords your site is ranking for.

Have a Google Analytics account connected too. A very powerful analytics tool that lets monitor precisely where your traffic is coming from. How long people are staying on your store aka. the bounce rate. Longer a person stays in your website (Shopify store), the better it is for Google's ranking as a factor. Contact me for more tools and tips to monitor your rankings once you are done with on-page optimization. I offer a 30 minute FREE consultation. I can look at your site and give you tips and suggestions. (http://farhansyed.me/application)

9. **Social Sharing**

Share your store as much as possible. There are over 50 social media platforms. Create social profiles and share your blog posts and products across. Collaborate with other ecommerce sellers. For example: Add a coupon facility and submit your website to coupon websites and forums. Open Yelp, Consumer forums and other review sites which will help build your off-page optimization.

Source: Shutterstock

10. **Off-page SEO**

If possible, do a press release, or, publish some guest posts on high authority websites. You can check out fiverr.com and search for guest posting. You can get guest posts for as less as $5. You can even contact authors or publishers in major publications like Huffington post, NY Times, Washington post, etc., and tell them about your product and show them a reason why they should write about your product and how it can help. The key is to find relevant niche authors

If you need more information or additional help, I offer 30-minute free consultation over skype or phone (whichever is more comfortable to you). To apply go here:
http://farhansyed.me/application/