

# HOW TO OPTIMISE AN ECOMMERCE PRODUCT PAGE FOR SEO

## 8 STEPS TO MAKE IT



### PRODUCT NAME

- Include a manufacturer name and the SKU
- Include unique characteristics
- Use brand names when possible

### PRODUCT DESCRIPTION

- Uniqueize Description
- Optimized for product-specific queries only



### META TITLE AND DESCRIPTION



- TITLE formula: "Buy #product name# from #manufacturer name# features and prices"
- DESCRIPTION: Include Unique selling points (USPs)/value adds/discounts/offers, a CTA
- Use special characters for optimal title- and meta description design

### FAQ SECTION CUSTOMER REVIEWS & TESTIMONIALS

- Uncover common customer questions
- Mark everything up with Schema



### OPTIMIZE YOUR MEDIA FILES (IMAGE, VIDEO, GIF, ETC.)

- Use well-optimized images with proper ALT text

### STRUCTURED DATA

- Indicate where its name is, where the description is, the characteristics, price, availability, shipping information, and reviews on the product



### BREADCRUMBS AND URL

- This is the time to check punctuation
- and spelling mistakes.

### THE PAGE NEEDS TO BE PRESENT IN SITEMAP.XML

