



L8P [LOOP] MARKETING STRATEGIES BEYOND DIGITAL AVENUES

SHOPIFY PRODUCT PAGE OPTIMIZATION

A Practical Guide on How To Optimize Your
Products In Shopify For Better Organic Rankings





Better, More Relevant **Products**

Optimizing your products as you upload them to your store should be a habit. Taking the extra five minutes for each product can **instantly save you time and money**. This guide will provide you with **actionable tips** to optimize your Shopify products easily. We use screenshots to show you **how, where, and what** needs to happen every time you add a new product to your website.



Benefits of Optimized Products

Clarity For Your Customers

By adding clear product titles and descriptions, you educate your customers on your products/services. You provide them with the information they need to make an educated purchase.

Better Structure Better Results

Optimizing your products rightly on your first upload brings value to your website. Doing so helps set you up for success with search engines like Google, which will favour an optimized product page over one that is not.

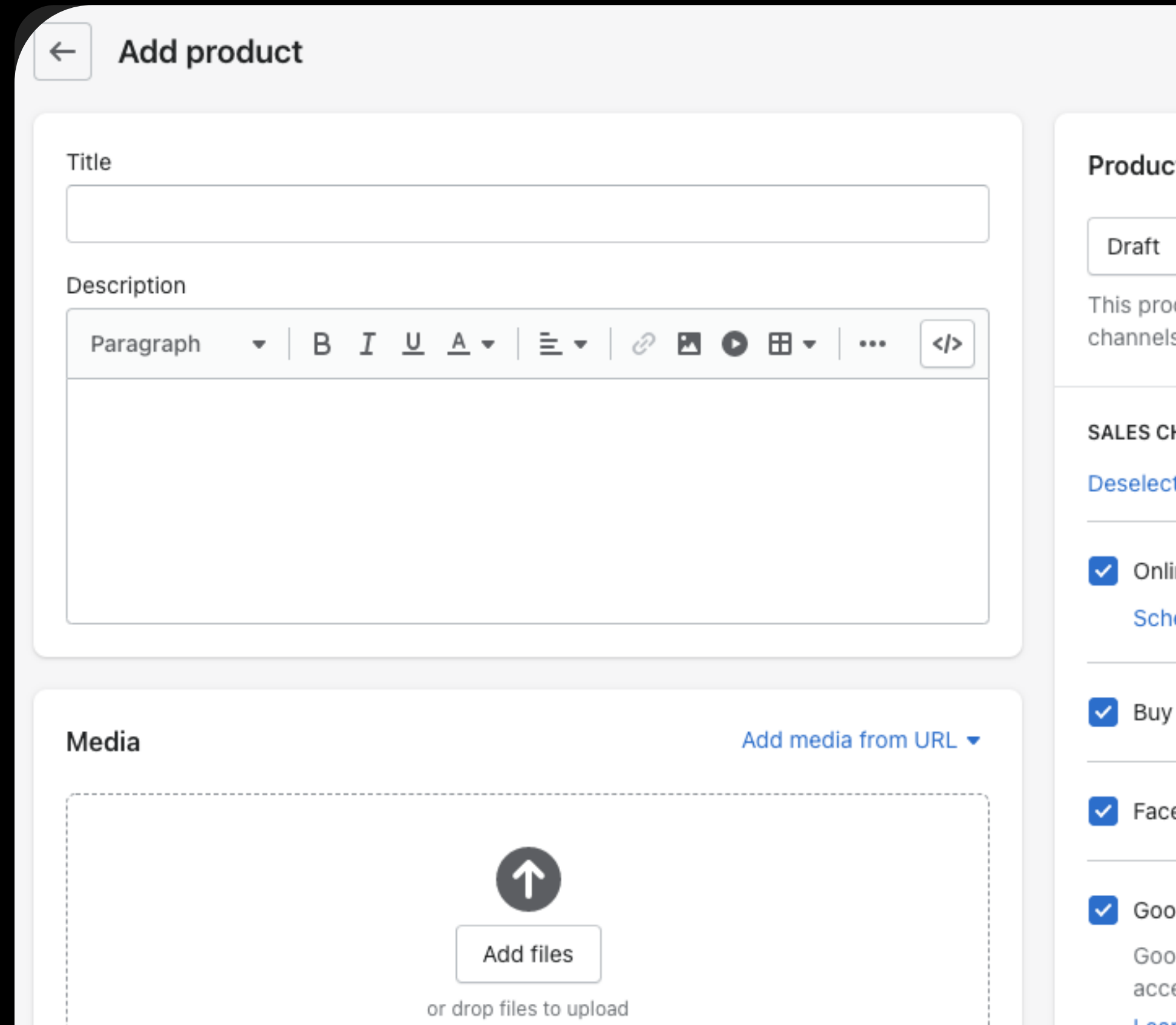
Consistency

Being consistent in uploading your products' details helps your website and brand. It shows your customers and search engines how professional you are by having the same information hierarchy for your products.



Shopify Product Page

Let's take a deeper look at optimizing your Shopify products' page.





PRODUCT TITLE

Title

ADD YOUR TITLE HERE

Your product title has to be as relevant as possible. You don't want your title to be too short or too long. It's like Goldilocks' porridge; it has to be just right. Select one important keyword that you want to focus on for this particular product and add a few specific details to it.

Try to be as precise as possible, and avoid broad product titles like 'short sleeve t-shirt.'

BEST PRACTICES

- Is unique
- Has between 40 and 70 characters
- Contains the main keyword
- Uses descriptive language
- Contains specific details
- Sounds compelling and conveys value



PRODUCT TITLE EXAMPLES

Title

Women's Alistair Lace-Up Lug Sole Combat Booties

Title

The Home Depot 8L Orange Home Depot Logo Bucket

Title

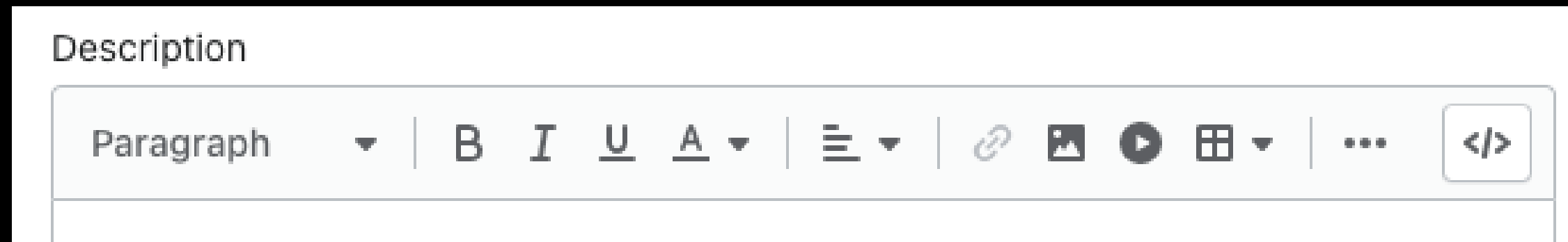
Tiffany 1837 Makers 27 mm Square Men Watch in Dark Navy

Title

NutriBullet® Blender Combo with Single Serve Cups in Grey



PRODUCT DESCRIPTION



A product description serves two purposes. The first purpose, it educates your consumers on your products, their benefits, their features. The second purpose is about consumer intent. You need to try and convince them emotionally that they NEED your product.

According to consumers' behaviour studies, visitors are most likely to purchase a product with a description that focuses on emotions first. Therefore, sentences that use the word 'YOU' and refer to feelings will significantly impact your reader and help your sales.

In addition, creating a distinctive description for your product will help your customers learn everything they need before purchasing. Some essential technical elements need to be added to your text (see next page).

BEST PRACTICES

- Unique
- Structured (Emotion First, Description Second)
- At minimum 300 words
- Content hierarchy using H2, H3, H4 tags.
- Easy to read layout
- Keyword focus
- Has a call to action



PRODUCT DESCRIPTION LAYOUT EXAMPLE

Description

Paragraph ▼ | B I U A ▼ | ≡ ▼ | 🔗 🖼️ 🎥 🗪 ▼ | ... </>

H2 TITLE

Short Description of your product focusing on EMOTIONS (50 to 100 words).word word.

H3 TITLE

Long description of your product focusing on LOGIC (300 words + | Should be in multiple paragraphs). Word word word **keyword** word **keyword** word word word word word word word word word word

Add bullet points that outline your product features:

- feature 1
- feature 2
- feature 3
- feature 4

Word word **keyword** word.

Finish your product description with a **CALL TO ACTION.**

Use H2, H3, H4 tags.
(Click on the button labelled paragraph to change the formatting styles)

Use the word 'YOU' and refer to emotions first.

Focus on important details that make your product unique.

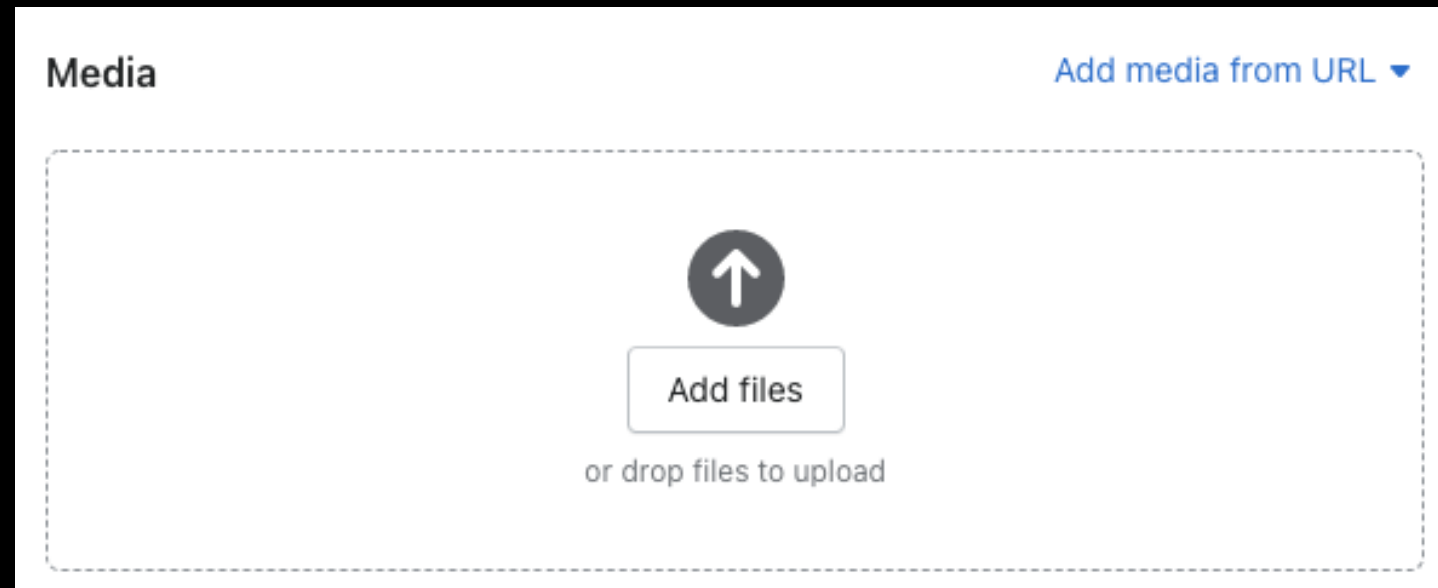
Use your product's main keyword throughout your content.

Divide your content into easily readable chunks using bullet points, numbered lists, and paragraphs.

Add one or two call to actions



PRODUCT IMAGE SPECS (BEFORE UPLOADING)



Optimizing your images before adding them to your site can save you time. Google and all search engine don't have any "eyes" and can't see. This is why it is vital to give them as much information as possible in the image file itself.

BEST PRACTICES

- Image size: 2048 x 2048 pixels
- File Format: Jpeg preferred
- File Name: Use an accurate description of your product image

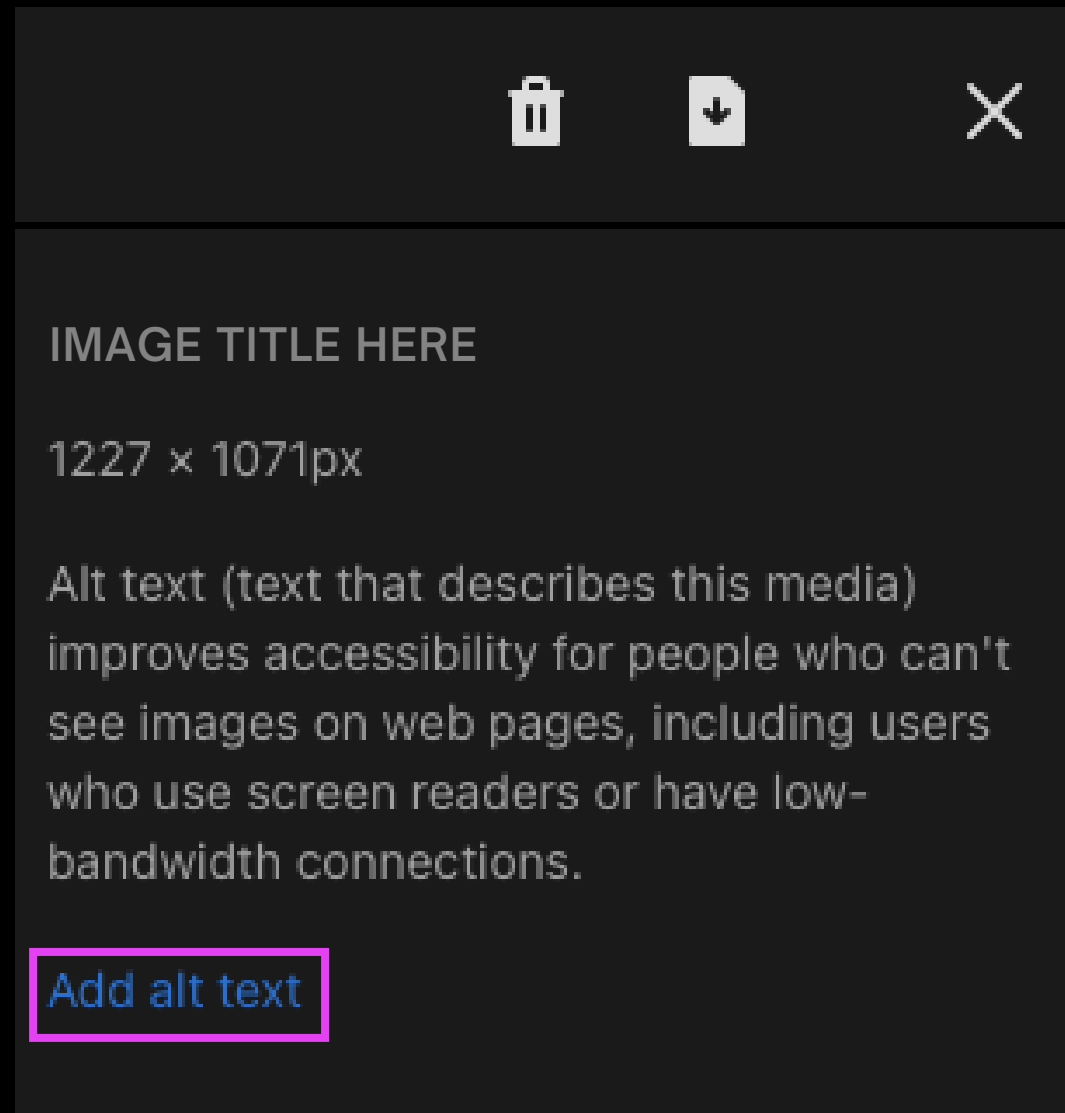
PRO TIPS

You can't change file names in Shopify. To use more descriptive file names for product images you have already uploaded, you need to upload new photos and replace the old ones on each product page.

Install an app to optimize your images on your Shopify site. You will find various ones with free to paid plans. Here's a quick list of a few apps: [TinyIMG](#)



PRODUCT IMAGE METADATA



Most importantly, you must add a description to your Image Alt Text (see next page). This text describes images to people who can't see and, therefore, to search engines like Google! Use descriptive words that are very specific to what the picture is showing. **Don't try to be creative here. It's all about specifics.**

BEST PRACTICES

- Image Alt Text:
 - Use descriptive words, including your main product keyword, to describe your product.
 - If your image contains words, they should be included in your Alt text.

You can edit your Image Alt Text after uploading your image file to your product page.

- Add your image.
- Save your product.
- Open your product again.
- Click on the image. It will open on full screen.
- Click on 'Add alt text.'



PRODUCT METADATA

Search engine listing preview [Edit website SEO](#)

Relevant Product Information That Is Descriptive But Conveys Value
<https://titleofyourdomain.com/product/nameofproduct>

Meta descriptions are not a direct ranking signal but influence the clickthrough rate for a search results page. If a description is written well, users are more likely to click the snippet. This is even more important on mobile devices because users' attention spans are shorter and therefore expectations higher.

Page title

Relevant Product Information That Is Descriptive But Conveys Value

66 of 70 characters used

Meta description

Meta descriptions are not a direct ranking signal but influence the clickthrough rate for a search results page. If a description is written well, users are more likely to click the snippet. This is even more important on mobile devices because users' attention spans are shorter and therefore expectations higher.

315 of 320 characters used

URL handle

<https://titleofyourdomain.com/product/nameofproduct>

The metadata is where search engines will gather most of their information regarding your product. It is, therefore, a critical section to complete. Your customers will also see this description, which must be compelling for both parties.

BEST PRACTICES

- Contains a call to action.
- Contains the main keyword at least once in the title and once in the meta description.
- Description length is between 150 and 300 characters.
- Describes the page/product quickly and sets the user's expectations to convey value.

PRO TIP

When you write your metadata, think like a copywriter. For example, would you click this link if you saw it after searching for your product?



Optimizing Shopify Product Summary

Be Unique

You have to create unique product information to stand out from others. Don't steal content from another website (like a manufacturer).

Be Specific

Using specific descriptive details to explain your product's benefits, features, and functionality will help answer your visitor's questions. An informed customer makes a decision faster if they can learn everything about what they are buying on one page.

Don't Skip Any Steps

If you are consistent in your uploads and take the extra time to add your metadata correctly, you will get better SEO results. SEO is all about leaving breadcrumbs for search engines to read throughout your website.



Contact Us

Don't hesitate to contact us if you have questions regarding your Shopify website SEO or if you have any feedback regarding this Shopify guide.

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