

Product's SEO for Online Sellers

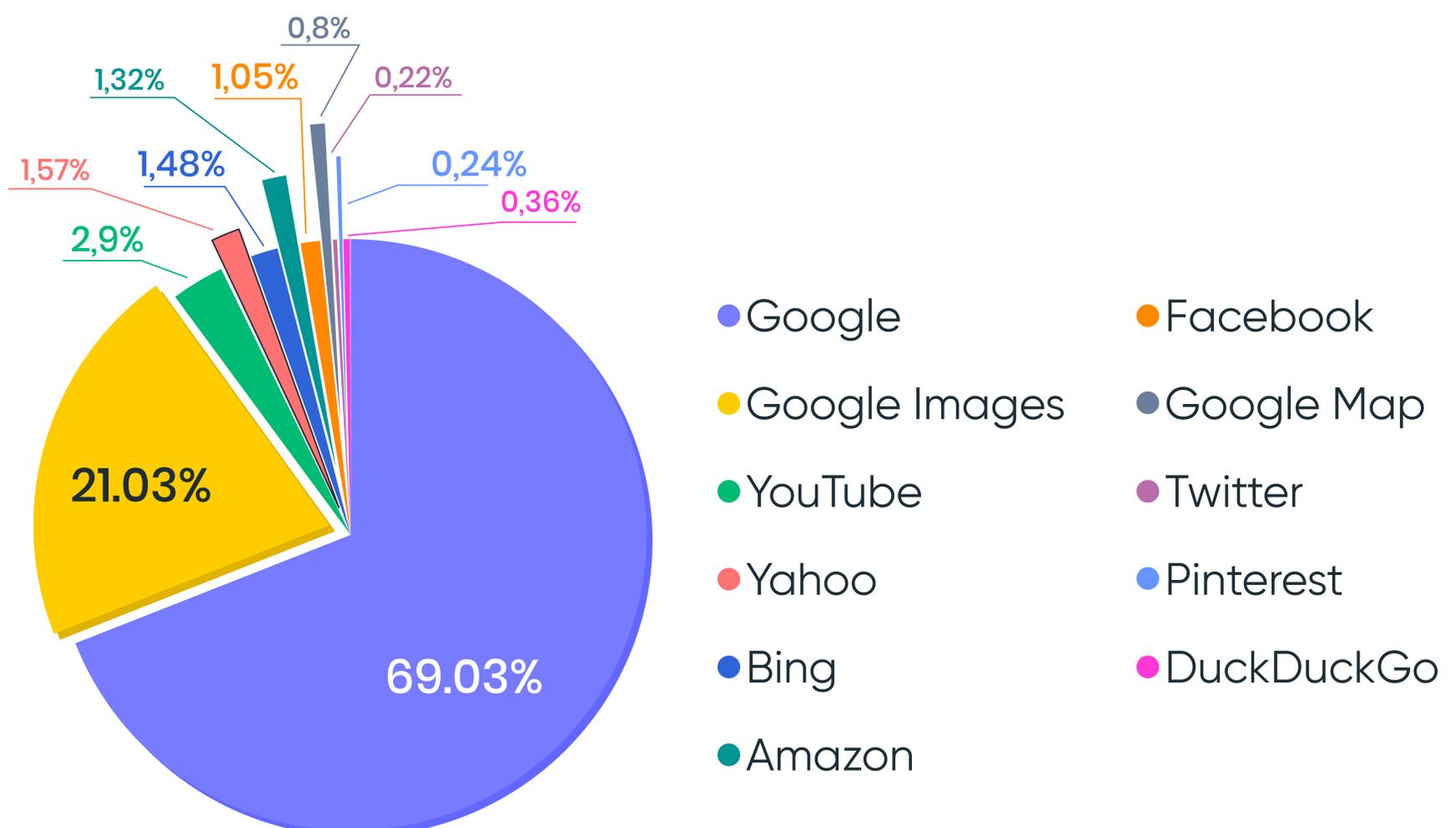


**How to Write Product
Listing Copy that Will Send
Your Store to the Top?**

As a seller, what do you need to stand out from your competitors? If your store is in a shopping mall, you need to attract visitors with the shop window or so, but SEO and proper product description are almost the only way to get noticed for an online store. eCommerce SEO optimization of the content is a new science in marketing, which differs from a general content SEO.

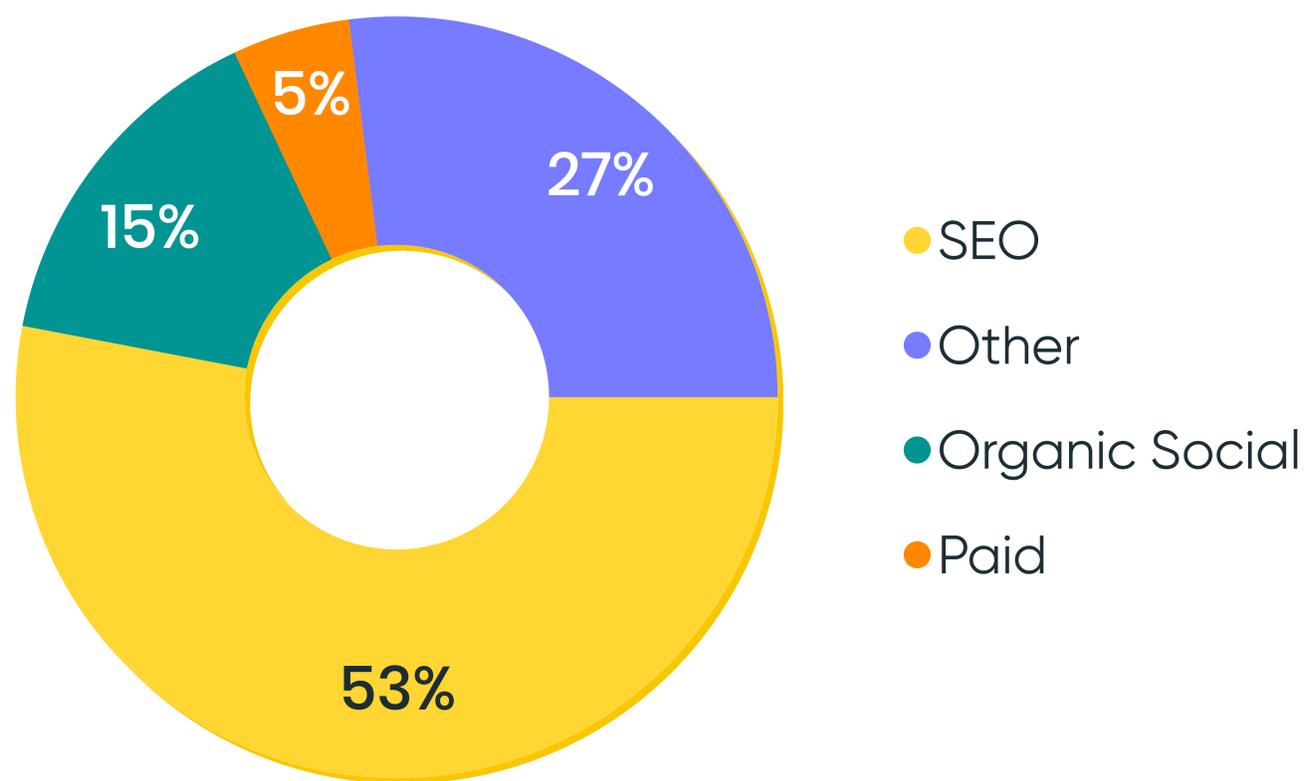
How to write a product description to attract your buyers? What is the difference between different eCommerce platforms and marketplaces? How does eCommerce SEO work?

We have answers to these questions and even more. In this guide, you will get the best SEO practices and techniques that work for eCommerce businesses and a step-by-step guide to writing product descriptions for sales channels.



SEO for online stores

Before any purchase, buyers are Googling what they want first or searching the items they need on marketplaces. As a seller, you need to use SEO techniques to make your store viewed by the customers and rank higher.



Very often, sellers are not professional marketers or content creators who are aware of the importance of SEO. They add their products to the store just describing them, then skipping the SEO part. This will result in a failure of a store, as not many buyers will see your store. eCommerce SEO optimization is the way to send your store to the top of the search.

Here is what eCommerce SEO includes:

- Relevant and searchable keywords
- SEO optimized titles
- SEO optimized descriptions
- SEO optimized images

1. eCommerce Keywords

Keyword research for eCommerce is closely connected with proper product descriptions. If you do it wrong, your products will not rank high in search, negatively affecting your sales. The right keywords can get your product straight to your customers.

eCommerce SEO research is not as simple as you may think. For example, you are selling t-shirts with art prints. There are so many people looking for t-shirts, but just a specific target audience (which you are trying to reach) is looking for artsy prints on t-shirts. If you choose the keyword 'Creative t-shirt', you'll probably get to the wrong audience. Or, you'll reach those who are just researching t-shirts but not actually looking for purchases. The keyword 'Van Gogh Art Print T-shirt' will get your item to the buyers who know what they are looking for and are already willing to buy.



♡

Van Gogh Yellow Oversized T-shirt
'Sunflowers' art print

USD 32.00

Local taxes included (where applicable)

Add to cart

Highlights ^

- 👉 Handmade
- 📍 Ships from a small business in USA

Shipping and return policies ^

Ready to ship in	Cost to ship
3-5 business days	USD 2.00

Returns & exchanges

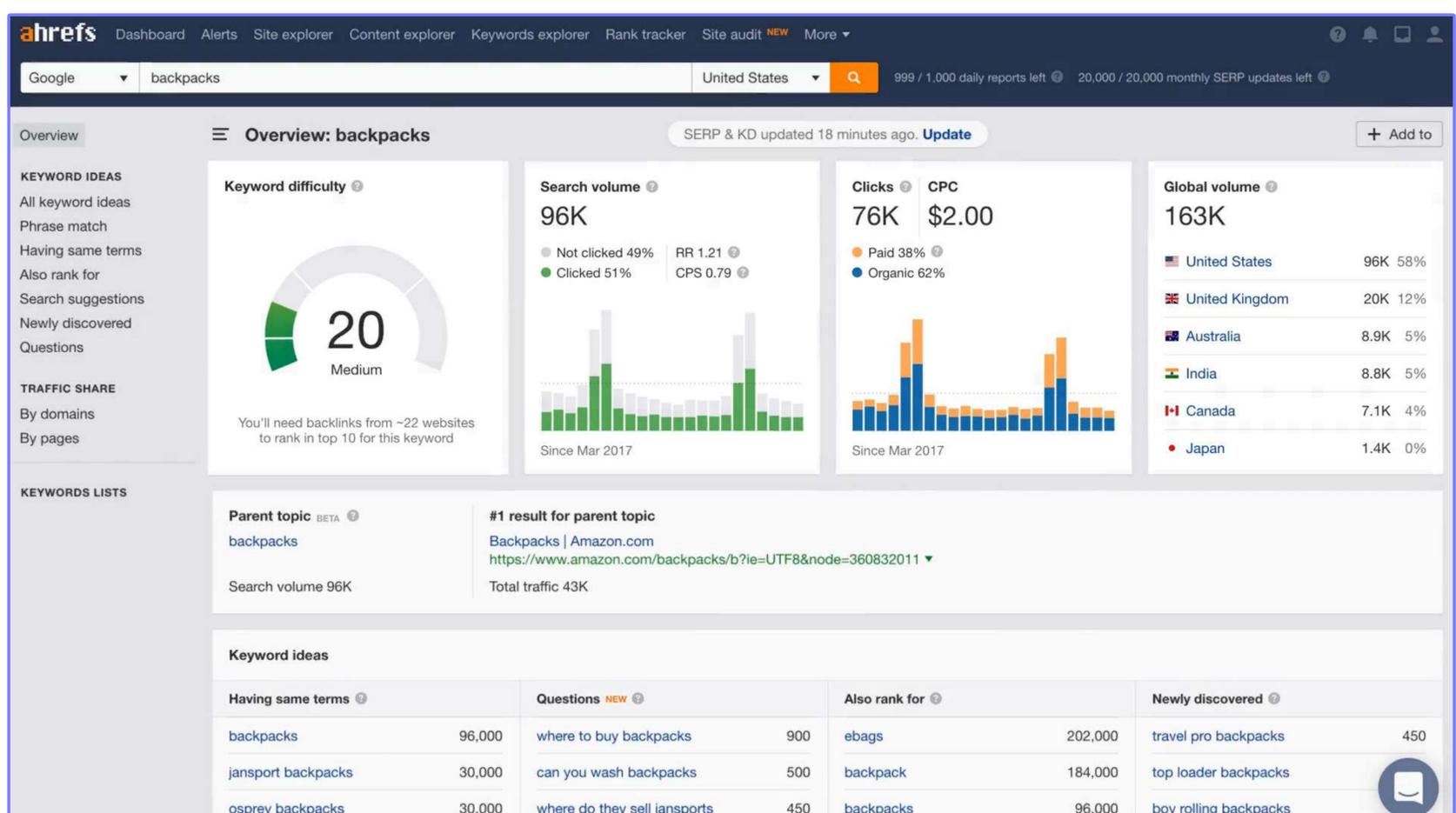
Accepted

Exceptions may apply

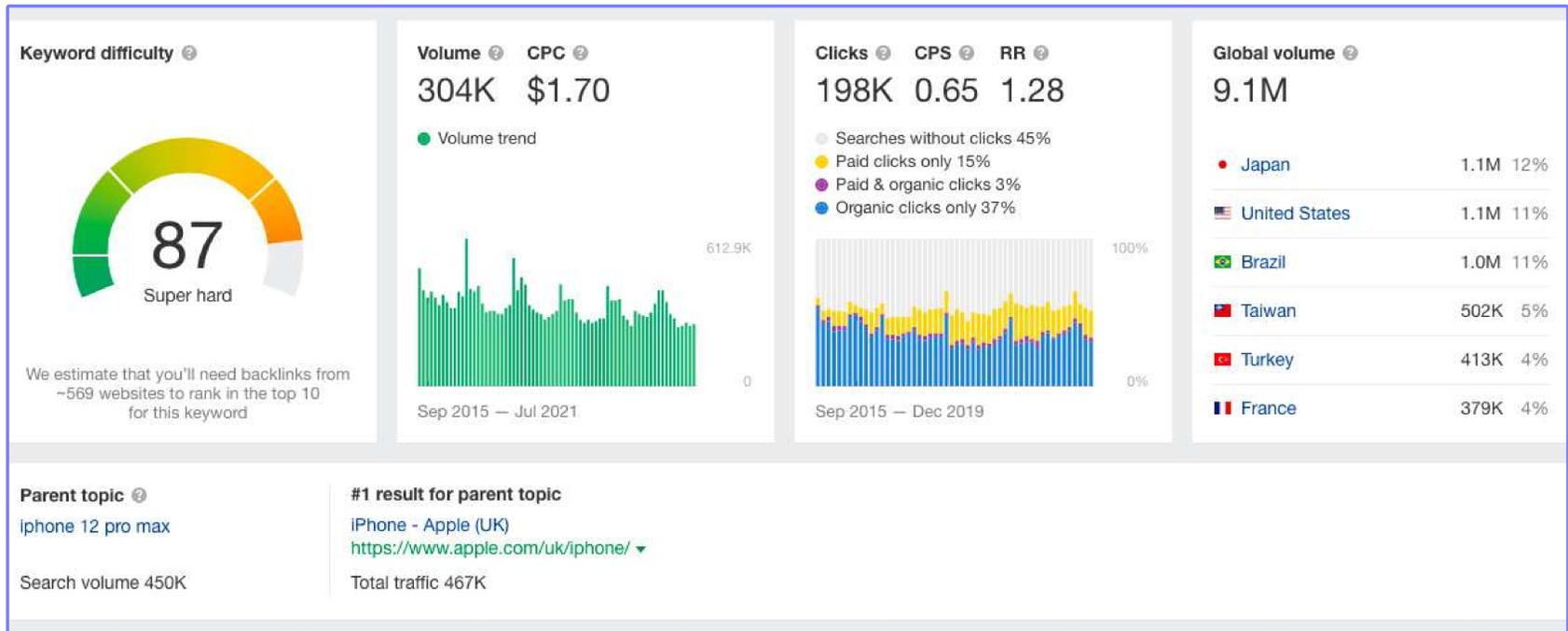
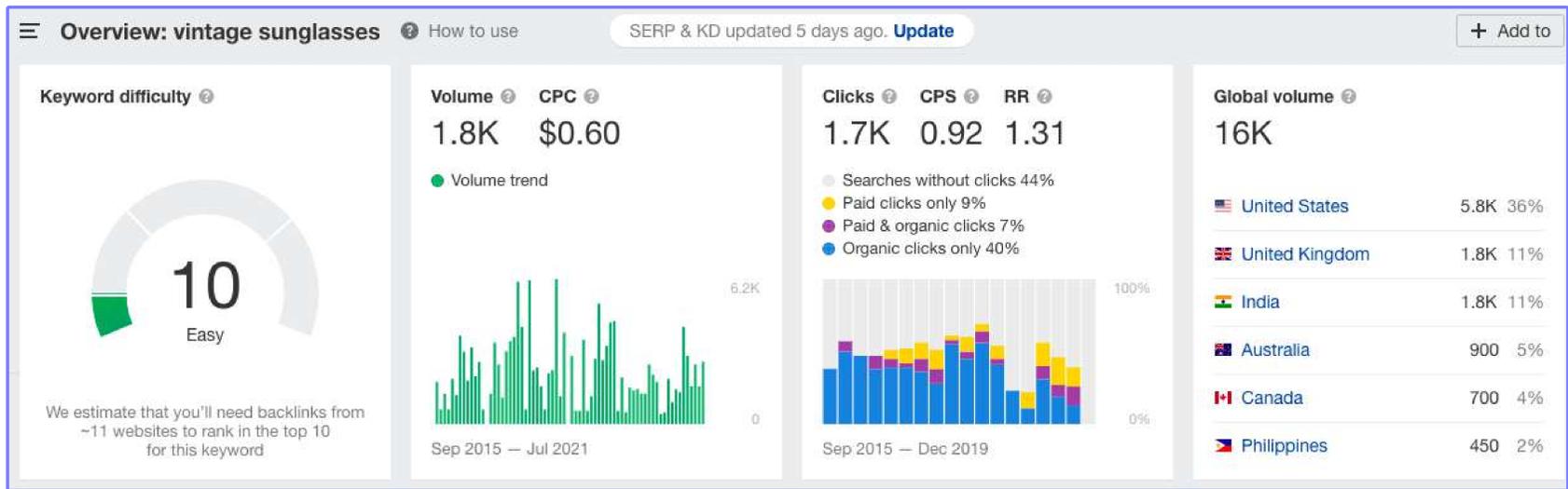
TIP I. – Tools for keyword research

For eCommerce keyword research, you can use common keyword planner tools like SEMrush or Ahrefs. But, there are also other practical approaches to perform keyword research for online stores.

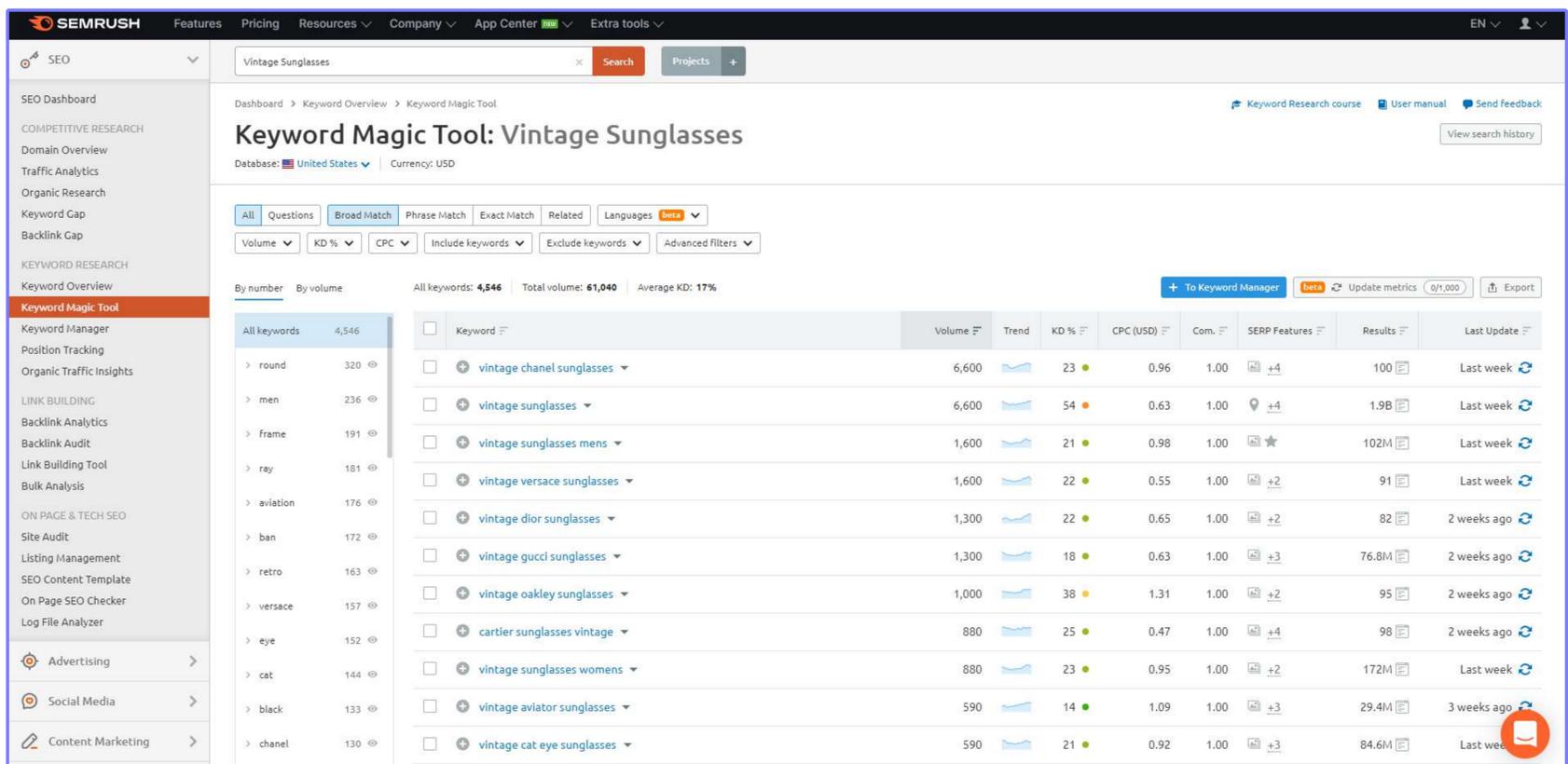
Ahrefs is one of the most beloved SEO tools that offers you a wide range of features. You can find relevant keywords, conduct competitive analysis, build backlinks, and more. Ahrefs offers sellers to research eCommerce keywords for marketplaces and online stores. You can see the search tab from the image below, where you can research relevant keywords for product listing on Amazon or other sales channels.



Here, you can see how your product's keywords work for the Amazon marketplace. From the 'Vintage Sunglasses' example, you see that the buyers' interest is less compared to the iPhone keyword.

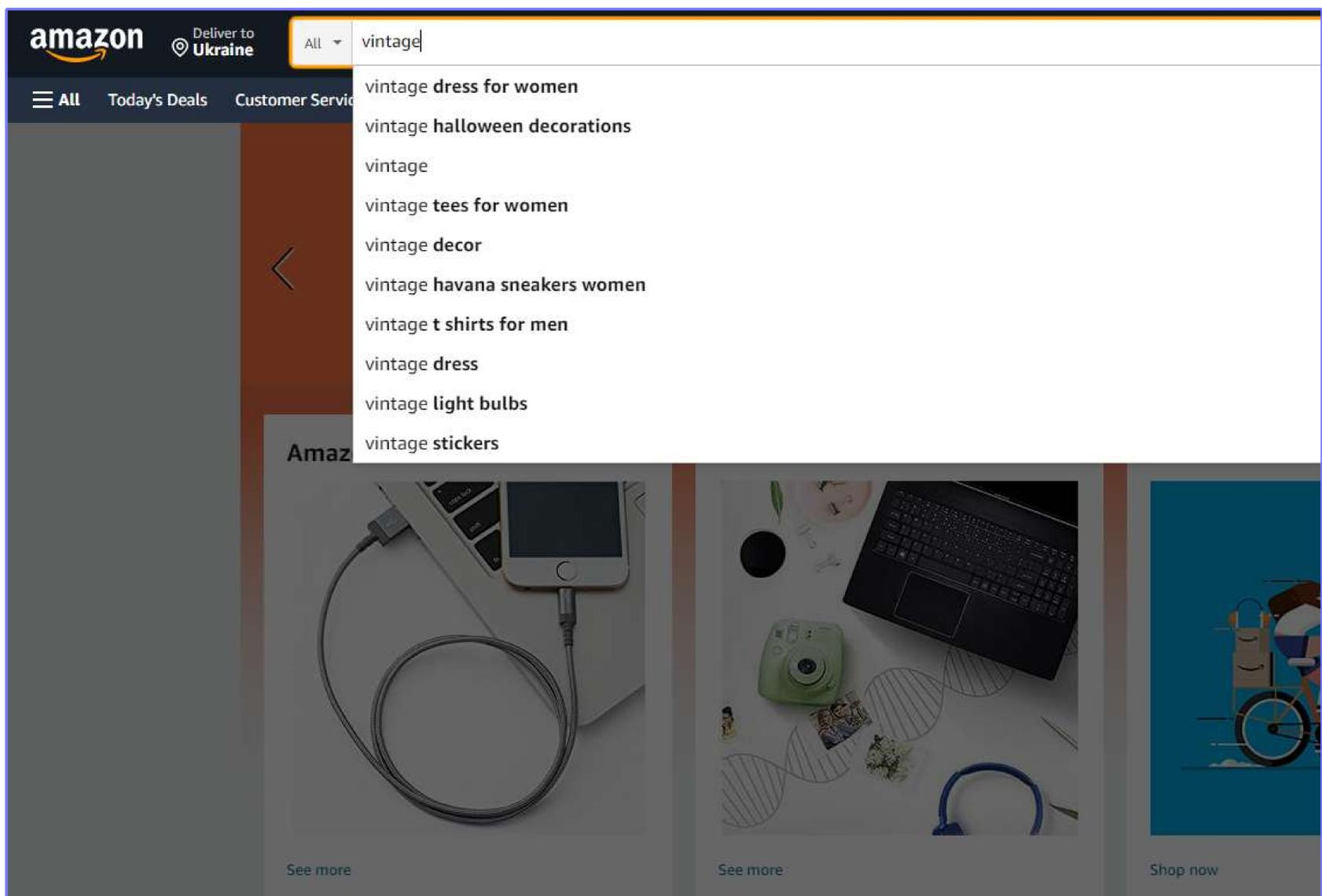


SEMrush is another top popular SEO tool that also offers you the opportunity to create SEO friendly content.



TIP II. – Start Keyword research on Amazon

For eCommerce keyword research, you can skip Google and go to Amazon first. You need to put the word like, for example, 'Vintage' and then see what vintage items buyers are looking for. Of course, you can't do this research if you want to research hundreds of keywords, but no worries, [Amazon Keyword Tool](#) is coming soon. This tool will be similar to general SEO tools but focused on Amazon searches. Anyway, you can use this tool for other marketplaces or eCommerce platforms, as they are pretty similar.

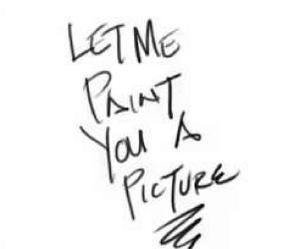
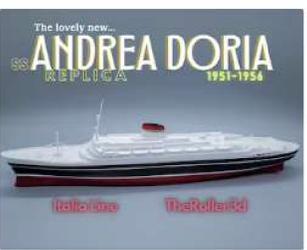


TIP III. – See what's trending on other stores

I can't say it is SEO research, but it's good to see what items are popular in other stores and marketplaces. This is more related to competitive analysis, and you can use these sites to create some similar keywords (and sell similar products) that worked for your competitors.

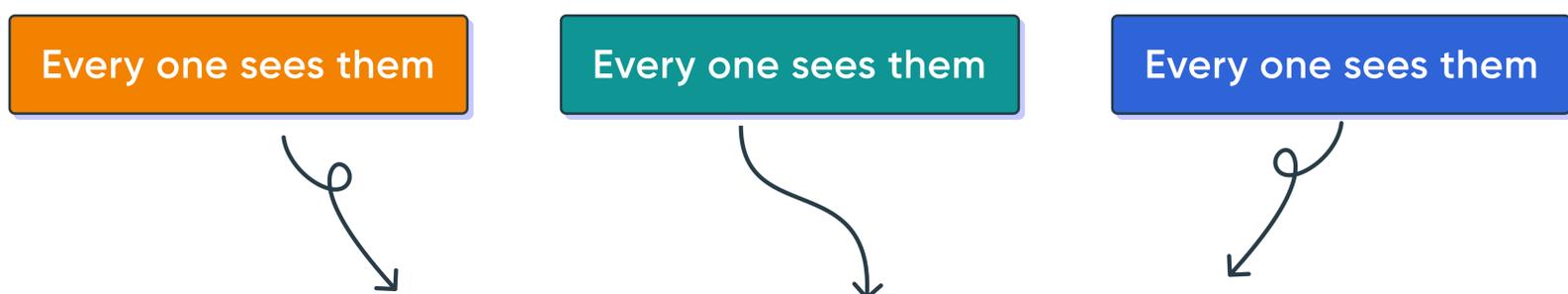
Best selling items (1,000+ relevant results, with Ads )

Price (\$)  Sort by: Relevancy 

 <p>More colors</p> <p>Mini wall garden, (25 PIECES), wall ... Ad by Pupax ★★★★★ (441) USD 1,230.36 FREE shipping</p>	 <p>SHIPS NEXT DAY</p> <p>Luxury Black Epoxy Resin Dining an... Ad by ExotixArt ★★★★★ (136) USD 625.00 USD 1,250.00 (50% off) FREE shipping</p>	 <p>SHIPS NEXT DAY</p> <p>Coordinate Necklace For Women U... Ad by MignonandMignon ★★★★★ (79,070) USD 27.75</p>	 <p>More colors</p> <p>Funny bathroom essentials Full Se... Ad by AMAVinylCo ★★★★★ (3) USD 24.00 USD 30.00 (20% off)</p>	 <p>Brooch Bouquet/Embroidered brooch... Ad by NicejewelleryByLMay ★★★★★ (40) USD 51.75 USD 69.00 (25% off) FREE shipping</p>
 <p>Ballerina Solid Gold Pendant Neckla... Ad by DaintyAndSimple ★★★★★ (359) USD 360.00 USD 450.00 (20% off) FREE shipping</p>	 <p>Best Selling Item, Extra Large Wall ... Ad by MiriLaveeArt ★★★★★ (55) USD 252.00 USD 280.00 (10% off) FREE shipping</p>	 <p>Ring Lot Beautiful Solid Sterling Sil... Ad by ShreeJaipurSilver925 ★★★★★ (3,450) USD 52.00 USD 104.00 (50% off) FREE shipping</p>	 <p>Rough Aquamarine, Raw Aquamari... Ad by Amicajewels ★★★★★ (1,700) USD 35.90 USD 42.24 (15% off)</p>	 <p>LET ME PRINT YOU A PICTURE</p> <p>CUSTOM Painting on Canvas by Ma... Ad by MattPecson ★★★★★ (100) USD 300.00</p>
 <p>Custom Baby Blanket, Crochet Afgh... Ad by FourWillowsDesigns ★★★★★ (177) USD 49.95</p>	 <p>Large Brass Center Piece / Brass Ho... Ad by BonitoArtikel USD 185.40 FREE shipping</p>	 <p>The lovely new... ANDREA DORIA REPLICA 1951-1954</p> <p>SS Andrea Doria Model 1 Foot in Le... Ad by TheRoller3d ★★★★★ (546) USD 56.00</p>	 <p>phat /BAT/ AND</p> <p>Phat Definition Wall Art, Printable W... Ad by BlrTreasures USD 3.99</p>	 <p>Best Selling Items, Wall Art Prints, ... Ad by LDawningScott ★★★★★ (756) USD 28.00</p>

2. SEO optimized titles/descriptions/images

Titles are the first thing your buyers and algorithms see. Put your main keyword at the beginning of the title. For example, you are selling blue hoodies. So, the title should be like 'Blue hoodie with Abstract art print', or so.



Why You Should Love Title Tags

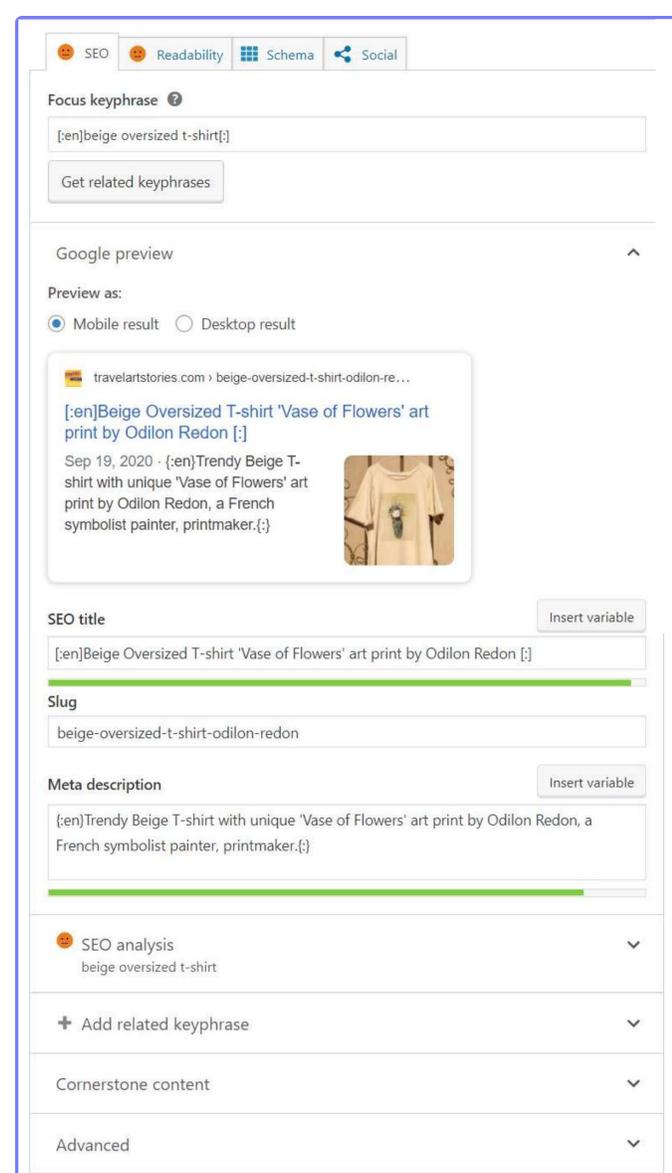


After you conduct your keyword research, you should add the keywords to the product description. Don't overload with keywords, but use 1-2 times your main keyword and 2-5 keywords for the whole text (usually the product description is just about a few paragraphs).

SEO optimization of the images is often skipped but it's crucial to add proper SEO descriptions of images as well. If it's your website, you need to add a description and alt tag of the product, including the main keyword. For marketplaces, also you need to add titles for the image that include the main keyword.

For your website, each product should have a proper slug, like in the example below. **site.com/product-name**

For your website, use the Yoast eCommerce plugin to monitor your SEO efforts and optimize each product. The example below shows that it's necessary to fill in the main keyword, slug, SEO title, and meta description. The plugin shows you the word limit and the 'errors' you have. Also, you see the whole list of what you should change for successful product SEO optimization.



How to write product descriptions?

Along with SEO optimization of the product listings, some tricks make your product description stand out and be catchy for your buyers. There is a difference between product descriptions for your online store on your website and marketplaces. In a few words, in your store, you have more freedom in adding as much information as you need or don't add that much, while on marketplaces, there are specific common rules every seller should follow.

Product descriptions for marketplaces

Spoiler: to succeed in the marketplaces, fill in as much as many details about your product. It seems like it's evident, but most of the sellers skip this step. Excellent product listing description for

marketplace has filled with relevant information fields, catchy, SEO-optimized titles, informative and creative product description with relevant keywords. And, don't forget to show your products from different angles on product images.

Before we start...

Follow these tips to create great product titles:

- Do not use all CAPs, just capitalize the first letter or the first letter of all words
- Use numerals
- Don't include the price straight away
- Keep it short, but informative and catchy, around 200 characters
- Add keywords at the beginning but avoid annoying clickbaits like "Hot offer.."
- Be specific. If you sell a t-shirt with a blue abstract print – include it in the title, not just 'creative t-shirt'

Some tips for adding images to product listings:

- If you have a white background, make it pure.
- Have at least 1,000 dpi
- Especially in the marketplaces (because of their policies), add only what buyers will get
- Show your product from different angles and add no filter pictures on the marketplaces

Product description major tips:

- Describe the main features of the products like size, color, style, category, and how to use it
- Include detailed dimensions, warranty and care information
- Do not make the description too salesy, create a story, or at least provide major information.

Let's dig into these points

Images

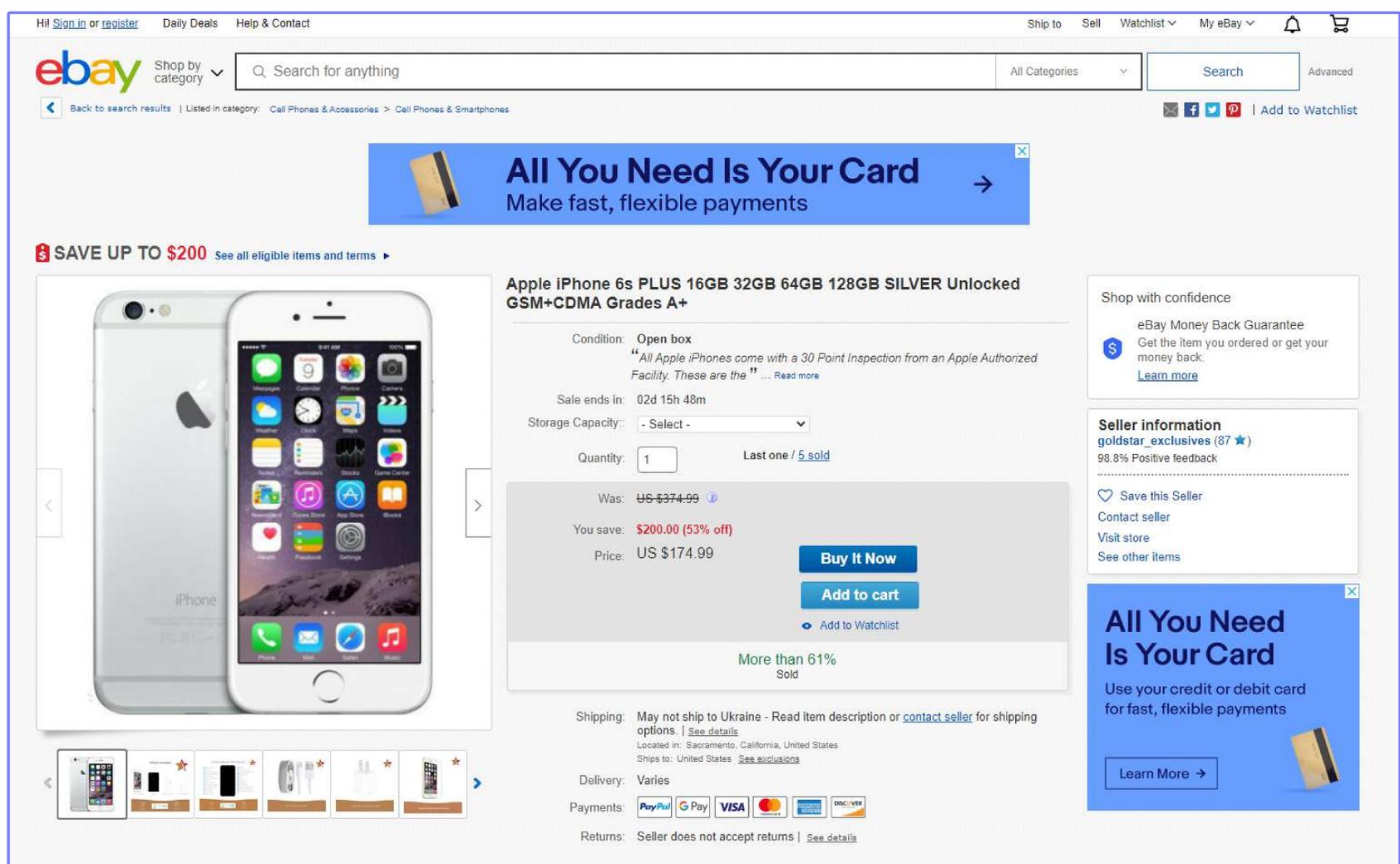
From example 1 below, you can see how you can make your product images. The item is shown from different angles, and such marketplaces like eBay usually require around ten images of the item. You need to add realistic, not photoshopped images, showing your product from different angles and in different ways. You can add a yard measure to show dimensions and something that brings the vibe. Like here in the example, you see the background with stylish packaging.

The screenshot shows an eBay product listing for 'SUNGLASSES REAL GLASS VINTAGE 1980s'. The main image displays a pair of pink sunglasses on a green patterned box. Below the main image is a gallery of six smaller images showing the sunglasses from various angles. The product details section includes the following information:

- Condition: --
- Price: US \$14.99
- Buttons: Buy It Now, Add to cart, Make Offer
- Best Offer: Add to Watchlist
- 30-day Returns
- Ships from Ukraine
- Shipping: \$12.99 Standard International Shipping | See details
- Location: Located in: Kharkov, Ukraine; Ships to: Worldwide
- Delivery: Estimated between Thu. Oct. 7 and Fri. Nov. 5
- Payments: PayPal, G Pay, VISA, Mastercard, American Express, Discover
- Returns: 30 day returns. Buyer pays for return shipping | See details

On the right side of the listing, there is a 'Shop with confidence' section featuring the eBay Money Back Guarantee and a 'Seller information' section for 'vintageandgoodgoods' (87 stars, 100% Positive feedback). Two blue promotional banners for 'All You Need Is Your Card' are also present on the page.

In example 2 you can see a completely different way of representing the product. This is an item of the electronics product category. The image is minimalistic and just shows the product. Some item description is added in the images carousel. This approach works well for this category.



I like the way Etsy sellers show up their products. When I come to Etsy's website, I feel like I entered a small cozy gift store on the corner of the street. Etsy is a place for creators to sell their artsy and handmade items and represent the items usually creative. Images are made with a professional camera (unlike eBay), with atmospheric background, and the images usually have a creative idea. But, you are also welcome to add unprofessional images, just make sure they look catchy.

Etsy gift for women × Q Sign in

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies & Tools Vintage

gift for women birthday
 gift for women who has everything
 gift for women friends
 gift for women friend
 gift for women birthday friend

All Filters 5,781,534 results, with Ads Sort by: Relevancy

Silver Name Necklace For Women, Personalize...
 ★★★★★ (4,281)
 USD 11.96 ~~USD 29.99~~ (60% off)
 Ad by LenaPersonalized

Engraved Photo Necklace Pendant - Gift For H...
 ★★★★★ (4,576)
 USD 24.99
 Ad by SweenksCustomLaser

Sea Glass Necklace Sea glass jewelry Unique G...
 ★★★★★ (1,369)
 USD 44.99
 Ad by Maristella890
 Bestseller

unusual gifts for men,unusual gift ideas,unusu...
 ★★★★★ (146)
 USD 34.99 **FREE shipping**
 Ad by zhangchuanfa

Here is Etsy's dashboard. You can see that the platform gives various opportunities to add images and even video. Etsy helps sellers to add different types of images by explaining what angle should be added.

Van Gogh Yellow Oversized T-shirt 'Sunflowers' art print Active

Photos
Add as many as you can so buyers can see every detail.

Photos*
Use up to ten photos to show your item's most important qualities.

Tip:

- Use natural light and no flash.
- Include a common object for scale.
- Show the item being held, worn, or used.
- Shoot against a clean, simple background.
- Add photos to your variations so buyers can see all their options.

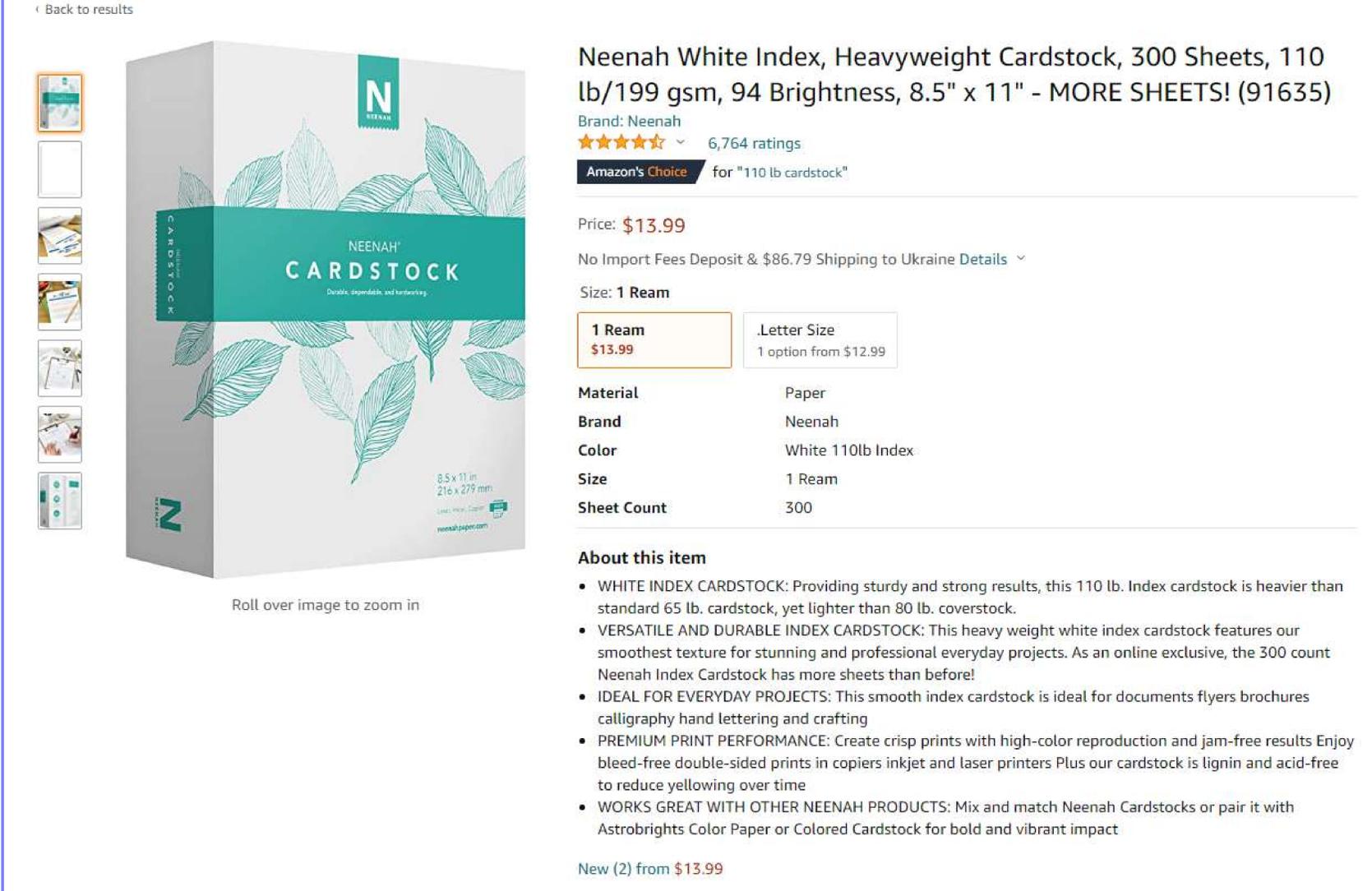
Primary
 Add a photo
 Every angle
 Every angle
 Details
 In use
 Size and scale

Styled scene
 Variations

Adjust thumbnail Optional
Fine-tune the thumbnail for your listing. It's what shoppers will see first in search.

Adjust thumbnail

Images on Amazon look like this...



Back to results

NEENAH
CARDSTOCK
Durable, dependable, and versatile.

8.5 x 11 in
216 x 279 mm
www.neenahpaper.com

Roll over image to zoom in

Neenah White Index, Heavyweight Cardstock, 300 Sheets, 110 lb/199 gsm, 94 Brightness, 8.5" x 11" - MORE SHEETS! (91635)
Brand: Neenah
★★★★★ 6,764 ratings
Amazon's Choice for "110 lb cardstock"

Price: **\$13.99**
No Import Fees Deposit & \$86.79 Shipping to Ukraine Details

Size: **1 Ream**

1 Ream
\$13.99

.Letter Size
1 option from \$12.99

Material	Paper
Brand	Neenah
Color	White 110lb Index
Size	1 Ream
Sheet Count	300

About this item

- **WHITE INDEX CARDSTOCK:** Providing sturdy and strong results, this 110 lb. Index cardstock is heavier than standard 65 lb. cardstock, yet lighter than 80 lb. coverstock.
- **VERSATILE AND DURABLE INDEX CARDSTOCK:** This heavy weight white index cardstock features our smoothest texture for stunning and professional everyday projects. As an online exclusive, the 300 count Neenah Index Cardstock has more sheets than before!
- **IDEAL FOR EVERYDAY PROJECTS:** This smooth index cardstock is ideal for documents flyers brochures calligraphy hand lettering and crafting
- **PREMIUM PRINT PERFORMANCE:** Create crisp prints with high-color reproduction and jam-free results Enjoy bleed-free double-sided prints in copiers inkjet and laser printers Plus our cardstock is lignin and acid-free to reduce yellowing over time
- **WORKS GREAT WITH OTHER NEENAH PRODUCTS:** Mix and match Neenah Cardstocks or pair it with Astrobrights Color Paper or Colored Cardstock for bold and vibrant impact

New (2) from **\$13.99**

While on eBay and Etsy, you can be creative, and images usually look realistic, but I would say 'cozy', Amazon is just like that. Again, you need to show your item from different angles, but your images can be retouched and look professional. Most of the images are on a white background.

Product description

The example below is taken from the top seller's store on eBay. The first thing you see in the picture is that all fields are accurately filled. The eBay or any other marketplace 'chooses' those sellers who add as much details about their products as possible, so be maximum informative. What is the exact size of your item, what dimensions, is it new or used, are there any scratches?

In the example below, you can see a field – the Seller's note. Use this form to tell the actual conditions of the product.

Seller assumes all responsibility for this listing.

Last updated on Sep 14, 2021 14:56:46 PDT [View all revisions](#)

Item specifics

Condition: **Very Good** : 

Seller Notes: "This product has passed our meticulous quality checks and is guaranteed to be in great condition. With over 7 million ratings, you can buy from us with confidence. Please presume that any DLC has already been used. Very Good Condition: An item that has been used, but is in very good condition. No damage to the jewel case or item cover, no scratches, cracks, or holes. The cover art and liner notes are included. The box/case is included. Instructions may or may not be present, as not all games are released with instructions. Minimal wear on the exterior of item. No skipping on the game, when played."

EAN: 5038717000926

musicMagpie

Music | Film & TV | Games & Consoles | Mobile Phones | Tech | Books

Offers [SHOP NOW](#)

MCAFFEE POWERED INTERNET SECURITY SUITE P VideoGames Expertly Refurbished Product

This item is in stock and available to buy now, we just dont have the product information for it at the moment. Rest assured though; if you choose to purchase this item it'll be with you, complete with the original artwork and packaging, before you know it!

[View our feedback](#) [musicmagpieshop \(★\)](#)

musicMagpie Quality Guarantee!

Business seller information

Entertainment Magpie Ltd
Customer Services
One Stockport Exchange
First Floor
Stockport
Cheshire
SK1 3SW
United Kingdom

Phone: 03335550101
Email: ebay@mmguernsey.gg

Trade Registration Number: 52777
Value Added Tax Number: GB 226498384

Return policy

After receiving the item, contact seller within	Return shipping
30 days	Buyer pays for return shipping

This seller added professional banners to make the store look more professional and play a call to action. Important! To avoid 'returns confusions' (believe me, you'll have them), add cancellation policies like in the example here. According to shipping information, this seller also added fully detailed shipping information with the opportunity to check the rates each country has.

Description Shipping and payments Report item

Seller assumes all responsibility for this listing.

Shipping and handling

Item location: England, United Kingdom
 Shipping to: Worldwide
 Excludes: Africa, Asia, Middle East, North America, Southeast Asia, Antigua and Barbuda, Bahamas, Belize, Cayman Islands, Costa Rica, Dominican Republic, Guadeloupe, Haiti, Jamaica, Martinique, Puerto Rico, Australia, Fiji, Guam, New Zealand, Papua New Guinea, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela, Albania, Austria, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Republic of, Cyprus, Czech Republic, Estonia, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Portugal, Serbia, Spain, Switzerland, Russian Federation, Liberia, Nicaragua, Turkmenistan, Mauritius, Sierra Leone

Change country: Ukraine Get Rates

Shipping and handling	To	Service	Delivery ²
GBP 2.50	Ukraine	Standard Shipping (Standard Int'l Postage)	Estimated between Thu, Sep. 30 and Fri, Oct. 29 Seller ships within 1 day after receiving cleared payment .

* [Estimated delivery dates](#) include seller's handling time, origin ZIP Code, destination ZIP Code and time of acceptance and will depend on shipping service selected and receipt of cleared payment. Delivery times may vary, especially during peak periods.

Domestic handling time:
 Will usually ship within 1 business day of receiving cleared payment.

Taxes
 Taxes may be applicable at checkout. [Learn more](#)

Payment details

Payment methods

Unlike the previous example, where the seller added just all necessary information without any storytelling, here is an example from Etsy, where you see the story behind the item creation.

tartsARTSHOP
 Local seller

Red Oversized T-shirt 'Flowering Plum Tree' Japanese art print by Van Gogh

USD 35.00 ✓ In stock

Local taxes included (where applicable)

Add to cart

Highlights

- Handmade
- Ships from a small business in Ukraine

Shipping and return policies

Ready to ship in **3-5 business days** Cost to ship **USD 2.00**

Returns & exchanges
Accepted
Exceptions may apply

Etsy offsets carbon emissions from shipping and packaging on this purchase.

Deliver to Ukraine
 Ships from Ukraine

[View shop policies](#)

Description

Red Oversized Van Gogh Art print T-shirt of his Japanese period.

Do you know that Vincent was a big admirer of Japanese art that from his words "made him happy and cheerful"? I wanted to create a Japanese art printed t-shirt and red colour came first to my mind, as bright as Japanese culture and art. 'Flowering Plum Tree' by Vincent van Gogh is one of the best representations of the Japanese prints in red colour.

Product descriptions for your website

Let's take, as an example, the fashion mogul Zara. The main difference between your own website and marketplaces is – there are no rules. But, if on marketplaces your buyers can forgive you unprofessional pictures, or 'messy' descriptions, your website must be neat and look cool. The recent trend in design and representation of products in online stores is to be outstanding, have your brand tone of voice, and be creative.

Here, on Zara's page, you see professional fashion photos, and there is no special rule of modern fashion pictures. Just be as creative as possible—no need to add boring salesly images on the white background. Zara chooses the minimalistic style of the product description. Tone of voice is calm and informative.

The screenshot shows the Zara website interface for a product page. At the top left is the Zara logo. To the right of the logo are navigation links: SEARCH, LOG IN, HELP, and CART (0). The main content area features a large, professional fashion photograph of a model wearing a pink and white floral print dress. To the left of the image is a sidebar with 'CONTENTS AND CARE' information, including 'JOIN LIFE' and 'VISCOSE JOIN LIFE' sections. To the right of the image is the product details section, which includes the product name 'FLORAL PRINT LINEN BLEND DRESS', a detailed description, the price '49.90 USD', color and material information, a size selection dropdown menu (XS, S, M, L, XL), an 'Add to cart' button, and links for 'Check in-store availability', 'Shipping, Exchanges and Returns', and 'Share'. A chat icon is visible in the bottom right corner of the page.

Charlotte Tilbury's website offers you COMPLETELY a different tone of voice and style of writing. Everything is sparkling and glowing. CapsLocks are shouting, and product descriptions may seem salesly, but buyers still love Charlotte's items. The product description is informative and detailed but emotional. Charlotte calls her audience 'Darlings', so buyers feel devoted to her personally.

HOME > CHARLOTTE TILBURY > LOOK OF LOVE INSTANT LOOK IN A PALETTE



CHARLOTTE TILBURY

Look Of Love Instant Look in a Palette
(6g, 5.5g, 5 x 2g) | **£55.00**

[Add to wishlist](#)

Price includes UK sales tax. Tax will be deducted at checkout if you're outside the EU.

Pretty Blushed Beauty



Pretty Blushed Beauty

Color swatches:  

- 1 +

ADD TO BAG

★★★★★
30 reviews

Make 3 payments of £18.33. **Klarna**. No fees.
[Learn more](#)

DESCRIPTION

Inspired by the power of love, joy and happiness – housed in keepsake, rose petal-inspired packaging that's lovingly embossed with a heart – the The Look of Love Instant Look in a Palette is a must for total complexion perfection in five minutes flat.

For a fresh and effortless look, this easy-to-use collection stars seven stunning pans to enhance your eyes, cheeks and complexion in one fell swoop. A 'diamond filter sparkle texture' in each pan mimics natural skin texture to ensure a smooth, radiant, second skin-like finish; with an 'Eye Brighten' sparkle shade to widen and brighten eyes, an 'Eye Enhance' shade to add soft radiance while elongating and lifting, an 'Eye Smoke' for quick and easy definition around the lids, a 'Face Bronze' to add some faux glow to skin's contours, a 'Face Highlight' to lend unrivalled radiance, a 'Cheek Pop' to mimic skin's natural flush (which can be used wet or dry for varying levels of intensity!), and finally a 'Face Powder' to smooth and blur skin. Available in two different colourways, try 'Pretty Blushed Beauty' if you'd like a touch of warm bronze, or 'Glowing Beauty' if rose-tinted hues are more your thing.

How can Sellbery help you make your seller's job easier and more productive?

Sellbery is a multi-listing eCommerce tool that helps sellers manage their online stores more effectively, avoiding such routine work as product listings and excel spreadsheets. Our tool also allows sellers to manage the product descriptions inside our dashboard. You can edit your product listings for each marketplace or platform and automatically add these listings between them.



sellbery