

Forum:[Hack Forums](#)

Thread: [10 eCommerce SEO Tips to Generate more traffic](#)

passCODE - September 23, 2019, 4:16 pm

1.) Sitemap - It's important to let Google know about you. I found out that a lot of you that get into eCommerce focus only on advertising and completely forgot about SEO on your store. If you don't want to spend too much time looking around, digging through the code and possibly breaking something, here's a quick and easy solution for you. Install [SEO Booster](#) app from Shopify App Store, it's completely free and let it do the job for you.

2.) Link Anchors - In Shopify, it's something that many users don't know how to use or set up. It's actually very simple. If you're going to link a button to take your customer to the footer or a specific image on your store, make sure you have an element on the page with a matching id, for example: `<h2 id="footer">Title for footer!</h2>`. Now adding an anchor link to it would be: `<a href="#footer">Link to Footer!</a>`. Also, keep in mind that you should edit your menus correctly and in order.

3.) Alt-tags - Something that you just shouldn't skip. In Shopify, double click on the image or click those three little dots and click "Edit". It will take you to the image settings and there you can add alt-tags. Make sure you put a dash "-" between each word.

4.) Keywords - There are many tools online, both free and paid that can help you with generating keywords for your content. I won't link all of them (here's just an example: [You have been blocked](#)), just use Google and you'll find them. It's important to feature your keywords in your product descriptions but don't just spam the keywords and make your content look ridiculous, it needs to have a purpose and meaning.

5.) Unique Descriptions - As I said above, craft a nice, eye-catching product description. It should be easy to understand, give your customer all the important info and facts about the product but also interesting to read.

6.) Keeping your content fresh - You just have to change your content from time to time. Take some time to read your own content and you'll figure out that you could do it better.

7.) Page relevancy - Make sure your page is easy to navigate through. Nobody wants to look for a home or buy a button for 2 minutes. Because of that, you will lose potential customers. Make sure all buttons are visible and clickable, properly linked to its destination.

8.) Site navigation - Just read the "page relevancy"

9.) Website speed - Most of us when creating a website, upload a bunch of content (images, videos) and some of that content we don't even use in the end. So, make sure you delete all the images and videos that you don't use. Also, check your code. You don't want to have any errors in your code, it's all impacting your website's speed.

10.) Keep pages published - As you can see on the infographic, you don't want to un-publish your

pages. If a product is out of stock, don't remove it or hide the page. Instead, offer something else or the even simpler way is to mark it as out of stock.

Keywords: Shopify, dropshipping, how to improve your shopify website, shopify traffic, shopify conversions, SEO, shopify seo, improve your seo, ecommerce seo tips, top 10 tips for seo in ecommerce

[<---- \[TUTORIAL\] How to edit Shopify Checkout page
What is Social Commerce and How to adapt your business to it? ---->](#)

Linux X - September 24, 2019, 9:47 pm

Good tutorial, but give credits.

passCODE - September 25, 2019, 3:37 am

(Sep 24, 2019 09:47 PM)Graphic Pleasure Wrote: [\[CITE\]](#) Good tutorial, but give credits.

What should I give credits to, some image I found online and then explained everything by myself? If I knew where this image comes from I would give credits. Image is not even important, only the explanations below.

01001 - September 25, 2019, 11:34 am

A pretty concise and helpful post. Good job!

Linux X - September 26, 2019, 2:04 am

(Sep 25, 2019 03:37 AM)pass. Wrote: [\[CITE\]](#) What should I give credits to, some image I found online and then explained everything by myself? If I knew where this image comes from I would give credits. Image is not even important, only the explanations below.

Its seems like you copy paste the text and just add this blue color. However, the tips are good.

passCODE - September 26, 2019, 2:43 am

(Sep 26, 2019 02:04 AM)Graphic Pleasure Wrote: [\[CITE\]](#) Its seems like you copy paste the text and just add this blue color. However, the tips are good.

This just shows that you haven't even read what I wrote. Anyway, I don't want to stress about this, have a nice day.

ramifenili - September 27, 2019, 9:22 am

Thanks pass for sharing this tips, having the correct images description and filename are a really good way to improve the search.

passCODE - September 30, 2019, 1:49 pm

(Sep 27, 2019 09:22 AM)ramifenili Wrote: [\[CITE\]](#) Thanks pass for sharing this tips, having the correct images description and filename are a really good way to improve the search.

You're welcome!

enerogabm19 - April 13, 2020, 4:57 am

muchas gracias por la informcion

Será de gran ayuda para implementarla

bvss12 - April 26, 2020, 5:42 pm

Thanks, great tutorial. It would be great if you could recommend some do-follow links

Kylar - May 9, 2020, 4:38 am

(Sep 23, 2019 04:16 PM)passCODE Wrote: [\[CITE\]](#) 3.) Alt-tags - Something that you just shouldn't

skip. In Shopify, double click on the image or click those three little dots and click "Edit". It will take you to the image settings and there you can add alt-tags. Make sure you put a dash "-" between each word.

Do you still recommend to add dash ? I heard many people saying it's not useful / not anymore ~