HOW TO THINK LIKE YOUR AUDIENCE TO ROCK SEO:

SHOPIFY WEBSITE KEYWORDS

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INTRODUCTION

We hear a lot of about Keywords in online marketing these days, and they can prove to be very beneficial for your Shopify business if used effectively. But first, we need to know what exactly Shopify website keywords are and what they entail.

Simply put, keywords are words (or phrases) that let search engines know what your website, blogs or business is about, so that your website will show up when users search the internet for those keywords which are there on your website.

People turn to search engines to find answers to their questions and they use keywords to phrase their questions. For instance, if you are an selling wireless headphones on your Shopify store, where and how you use the phrase "wireless headphones" in your website will determine whether or not your store will come up in the search engine ranking page when users search for the word "Wireless Headphones". "Wireless Headphone" then becomes your primary keyword on Shopify.

Hence, we can say without a doubt that a successful keyword strategy will not only get you increased traffic to your website but will also result in increased conversions. However, for that to happen you have to do the following –
- Think like your target audience
- Incorporate keywords into your Shopify site
- Market your keywords

STEP 1: Think like your Target Audience

The first step in figuring out your keywords is to try to figure out what your target audience is looking for. For this reason, instead of jumping to *what keywords you should use*, you need to think about what questions people are asking. And this is where **Keyword Research** comes into play. Also, remember that keyword research is also a very important part of Search Engine Optimization (SEO). You may not know how to do SEO on Shopify but believe me this research will serve as a starting point for your SEO efforts as it'll guide you to write your content and approach your audience.

There are plenty of online tools available for Keyword Research. GoogleAdwords Keyword Planner is one such tool. This tool is critical for planning SEO for Shopify store and content marketing campaigns. You can find trends, search volume and search data. directly on Google's customer panel with the help of this tool.
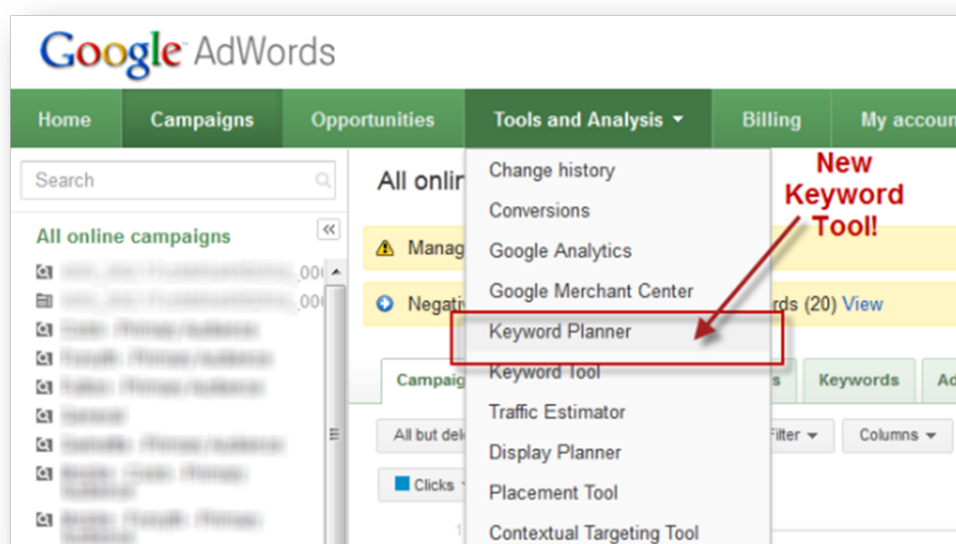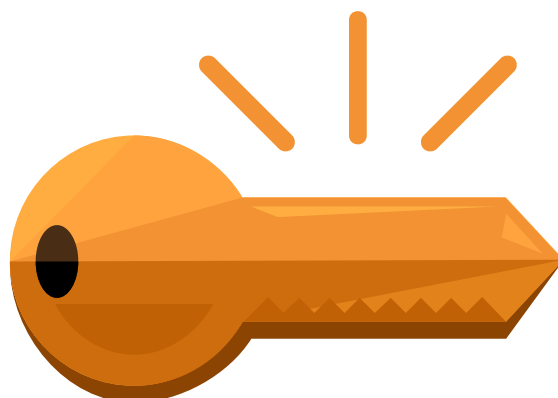
Step 2: Incorporate Shopify website keywords on all your site's html

If you're asking "How to get my Shopify site on Google?", then the first thing you should do once you have the keywords you want to target is to incorporate those keywords into your Shopify site in order to attract traffic. There are four ways of doing this.

Include Title Keywords

When your website shows up in search results, the title of the page is one of the first things that your audience will see. As soon as the keyword they're searching for appears in the page title, it immediately tells them that they've found what they're looking for. Google also pays attention to those page titles that have keywords.
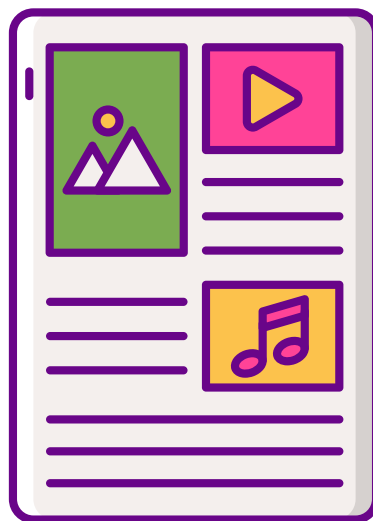
Include Shopify Product Keywords in Product Descriptions

In eCommerce sites, product descriptions are what drive SEO. There is a simple reason behind this. The same products are sold by different websites and it's only the high quality and keyword-implemented product descriptions that define whether or not your online store will optimize conversions. But one thing you should keep in mind is that, as a business owner you first need to do audience targeting to identify your target audience and then carry on Keyword Research for your Product Descriptions.

Well-written product descriptions play a bigger role in attracting traffic to your eCommerce site. To have SEO friendly product descriptions, you need to hire experienced writers. Although Facebook, Instagram and Google AdWords also bring traffic to your online store, it is personalization and product descriptions which convert that traffic to paying customers.

Keywords in Shopify Meta Descriptions

Users pay a lot of attention to meta descriptions. A well-written meta description lets your users know that they've found what they are looking for and encourages them to click on your site's link when it appears on the SERP (search engine results page). A higher click-through rate has a positive impact on your Google ranking. So, if I have to use the example of "Wireless Headphones" here, the users not only see the keyword in your title, but in the meta description as well. Homepage meta description on Shopify serves as the storefront welcoming your customers.

Similar to Meta Descriptions, there are Meta Keywords, which are a specific kind of meta tags that appear in the HTML code of your web page and which tell search engines what the topic of your webpage is. The most important thing thus to keep in mind here is that each keyword accurately reflects the content of your page, when selecting or optimizing your meta keywords. You also need to be careful with Shopify meta keywords usage as most search engines have realized that sites can easily "game" the meta keywords field with black-hat keyword stuffing, so meta keywords are no longer an important part of the Google ranking algorithm.
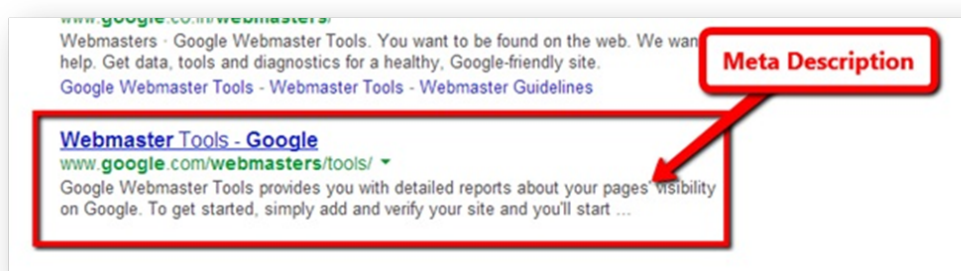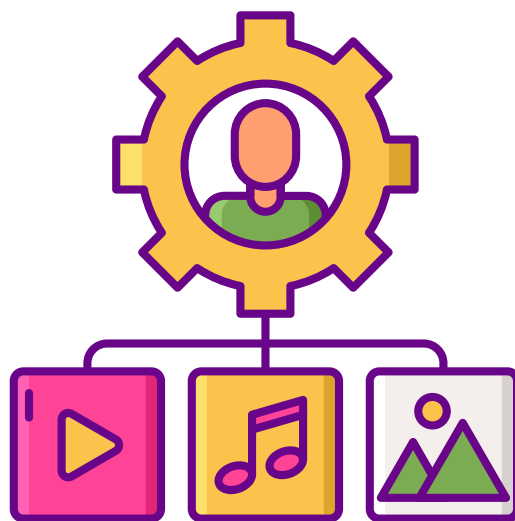
Include Shopify Website Keywords in URLs

Pay attention to the URL. The URL should be short and contain your keyword whenever possible. A relevant keyword in your URL is another way to tell Google that your page contains information that users are searching for.

Include Keywords in images

Product images can easily create an SEO advantage for your Shopify store. This is possible by adding meta keywords in the alt texts of your Shopify images. Ideally each image should have an alt text describing its content. Including your product keywords for Shopify in these alt texts will make them SEO friendly and drive organic traffic to your online store.

Step 3: Market your Shopify website keywords

For long-term and sustainable results, just incorporating keywords in your website is not enough. You need to use those keywords across the entire length and breadth of your marketing strategy. And that is **Keyword Marketing.**

When you research, analyze and select your Shopify website keywords to include them in different places on your eCommerce store, you are doing something known as Keyword Optimization. This is not only crucial for search engine marketing, but also for paid and organic search.

Optimize your social media profiles for your keyword to attract the attention of people who are searching for your products on social media pages. You could incorporate your keyword in your profile Bio for pages like Twitter.

If you are conducting email marketing campaigns, experiment with the keyword optimization of your subject lines.

Final Words

In addition to the above, one thing you need to remember here is keyword optimization for marketing needs to be an ongoing process. You need to continue to uncover new Shopify website keywords and try to expand your audience reach. People don't always search for the same product. Instead of 'Wireless headphones', they could be searching for *'Wireless Headphones under $200'*, *'Best Wireless headphones for exercising,'* – so on and so forth. Hence, you should be able to design your SEO strategy to cater to these queries. Otherwise, you may easily lag behind your competition.
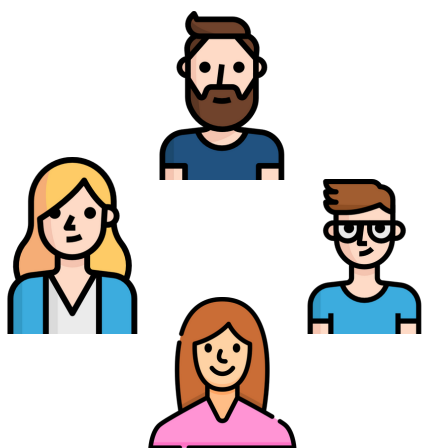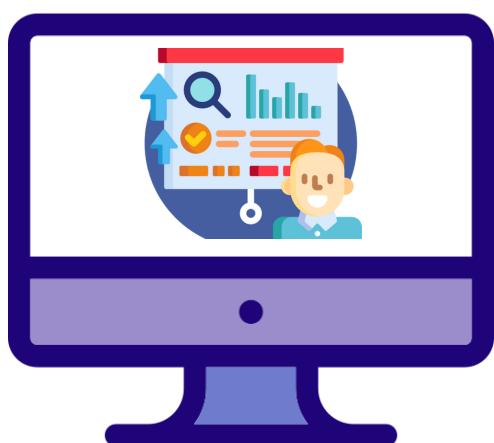
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