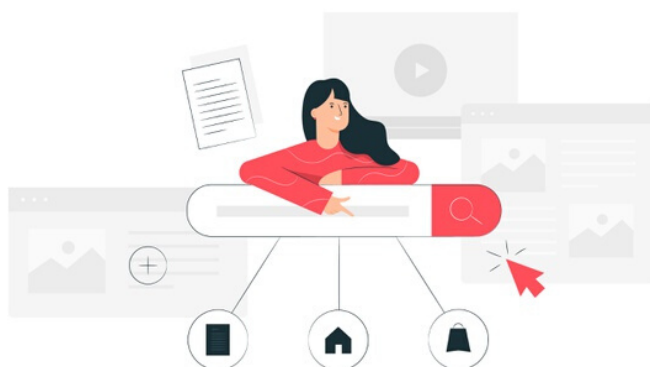




# 10 WOOCOMMERCE SEO TIPS FOR 2020



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## Introduction

Are you looking for a way to drive organic web traffic to boost your WooCommerce sales? Google Analytics is already providing you with valuable insights so that you can analyze the traffic on your eCommerce website. All you need to do is to delve into your Google Analytics reports and take the right actions to enhance your organic traffic and sales. In this article, we will give you some insightful WooCommerce SEO tips for 2020, which you can use to increase your webshop's organic traffic.



## Why is SEO so important for WooCommerce stores?

Search Engine Optimization (SEO) is the current need of every online business as it plays a massive role in ranking websites in popular search engines like Google and Bing.

If you want to rank your WooCommerce site higher and make it easier for web users to find your offerings in search engines, then you need to optimize your web store with the right SEO techniques. Getting your offerings ranked high in search engine results helps you to reach more customers and make more sales.

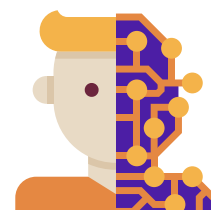
SEO techniques encompass generating strong focus keywords that are used throughout your WooCommerce site. These focus keywords must be used where they naturally fit. Squeezing focus keywords in a sentence can debar your web store from ranking high in search engines.

Strong focus keywords can easily be transformed into things like meta titles, descriptions, product pages, alt texts, URLs and permalinks alongside the rest of your web store's content. But always remember that you need to fit these keywords in sentences in a logical way to avoid superficial usage.



Although SEO seems like a cumbersome and time-consuming task, you will need it for the following reasons:

- **Offering visibility**



Being visible to your targeted customer is the only way to set your online business apart from cut throat competition. One of the best ways to gain visibility is through SEO techniques. Poor SEO can push your website out of sight from the search engine.

Just like it says in the joke: you can practically hide a dead body on the third page of Google because no one's going to look there! SEO for WooCommerce website makes sure you are visible and well-known on the web.

- **Building Credibility**

If an online business does not show up on the first page of Google search results, customers might question the credibility of your business. This applies no matter how long you have been in the industry. Customers tend to instinctively judge your business based on Google rankings. And whenever they come across your brand, they might end up ignoring it.

Therefore, it is imperative that you create an online presence and execute a good SEO strategy. This digital marketing practice can be leveraged for newly started enterprises and small businesses to compete well with the established eCommerce giants.



- **Higher Return on Investment (ROI)**

If you manage to offer value through your WooCommerce site and the product or service you are selling, the ROI is usually high and the outcome is measurable. SEO takes you right to the customer when they are actively looking for your product or service – which offers you a good chance to help the buyers navigate through the sales conversion funnel.

### *Are WordPress sites compatible with SEO techniques?*

The answer is YES! WordPress sites are compatible with SEO techniques. In fact, being a part of WordPress offers tremendous SEO advantage to all WooCommerce stores. Here is why –

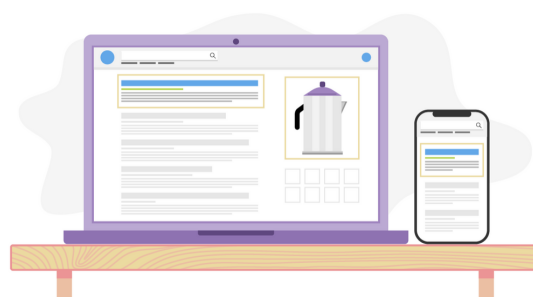
Where WooCommerce really thrives is in its coupling with WordPress and all of the plugins that it offers. With **plugins** like Yoast for WooCommerce, which we'll discuss later in this article, WooCommerce and WordPress can amplify your SEO efforts. All you need is to know how to optimize your site with WooCommerce plugins.



## Top 10 WordPress WooCommerce SEO tips for 2020

Ranking your WooCommerce site in the search engines will take some time to work. But, since SEO traffic is long-lasting, you will reap its benefits in the years to come.

If you are a novice in the industry and seeking a way to design a full-fledged web store on WordPress, here is how to make SEO friendly website in WordPress. Follow these 10 exceptional tips for boosting your WordPress site's search engine rankings:



## ***Optimize product descriptions and headers***

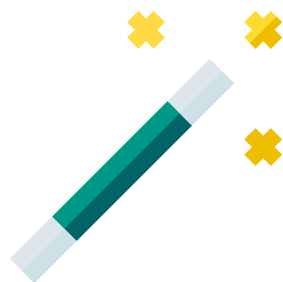
Product descriptions on websites are normally not lengthy, but they must be treated as small bits of content. This means taking the time to ensure the product descriptions and headers are crisp, clear and search engine friendly.

The product descriptions must exude an emotional appeal to help customers connect with your product. It must evoke a desire around your offering, while also using logic to explain technical details of the product and show why it is unique. Also, format your product descriptions to make them more presentable and readable.

Google treats product descriptions and headers just like any other content on your WooCommerce store. They include crucial information about your product page and what focused keywords to rank it for.

You can use pre-written product descriptions, but the ranking of your WooCommerce store in search results will be better if you craft your own descriptions using the right focus keywords.

When Google has to decide which chunk of the same description is unique, they are not always precise. Best to just draft your own product descriptions, as you would do for the rest of your web store's content.



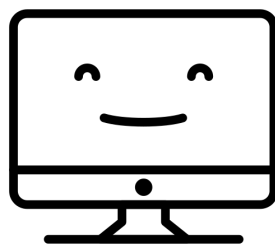
## ***Start writing a blog for your WooCommerce store***

Many eCommerce giants don't have [blogs](#) on their sites, but in reality – having a blog can help websites rank high in search engine rankings.

Working on WooCommerce web stores can take a lot of your time and energy. But, having a blog can certainly augment the time you have already spent.

For instance, with a regular blog, you provide users with a reason to come back to your site. Besides, the posts on your blog can be an amazing way to generate links and social media shares.

Furthermore, with a regular blog on your store, you can essentially enhance your sales process. A blog offers you a platform to develop content that drives sales. Blog posts like – how-to posts, information capsules, case studies, and product demonstrations – are some of the content ideas you can use for your web store.

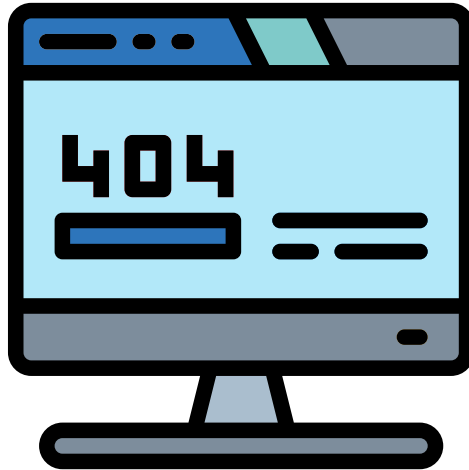


## ***Use the Best WooCommerce SEO Plugins available***

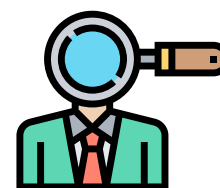
WooCommerce comes with numerous extensions and plugins you can use to enhance your online business. With so many WooCommerce product SEO plugins available, it can be irresistible to select the best ones to help you with the SEO for your WooCommerce store.

Here are the best SEO plugins for WooCommerce that we think could benefit your web store:

- **Yoast SEO:** This is one of the best SEO plugins for WooCommerce and recommended for all WordPress websites. With this SEO plugin, you can select a focus keyword for every page of your web store. Once you've chosen the focus keyword, Yoast SEO offers you suitable ideas on how to best use it to get the finest results. Using the right focused keywords is essential to draw the right users and convert them into potential customers. Yoast WooCommerce SEO plugin will guide you on implementing the right focused keywords efficiently.



- **Broken link checker:** It helps you detect 404 errors on your web page so you don't end up with a high bounce rate. This plugin is handy only when your web page has sufficient content on it. Hence, we recommend installing this plugin and activating it when you're going to implement it. Running this plugin through your site once a year or once in six months will keep things updated.
- **Autopilot SEO for WooCommerce** is essential for all eCommerce sites running on WordPress. Integrating your website with this WooCommerce SEO plugin will automatically pick relevant keywords from your web pages and communicate with social media sites and search engines.



## ***Simplify Your URL Structure***

Long and confusing URL structures can bring down the performance of your WooCommerce store. Having lengthy URLs filled with complex characters can actually come across as spam content.

This also includes adjusting your permalinks, so they look systemized and organized in some way. But, it also means that your few items like the product page, site pages, and blog posts have also been optimized for a given focused keyword. Always ensure that your URL structure is realistic and simple.

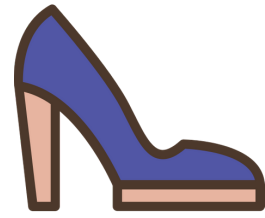
## ***Use rich snippets on your WooCommerce Site***

One of the best methods to improve the appearance of your web store on search engine listings is using the rich snippets WooCommerce SEO. It can help increase Click through Rate (CTR).

This also means that users will click through your web store without even fluctuating your search engine rankings.

Basically, rich snippets will include extra HTML to all your web pages, which gives the search engines more data about what your WooCommerce web store is about.

You can find a lot of diverse rich snippets online, including types that are suitable for WooCommerce sites.



## **Use schema markup**

This is an offshoot of the previous point. Using schema markup is the best method to add rich snippets to your search results. For a better understanding of this term, Schema markup is a specific code that you put on your WordPress site to assist the search engines to offer highly informative results for visitors. The All In One Schema.org Rich Snippets plugin can guide you with adding rich snippets on your web store.

## **Optimize images on your eCommerce store**

Apart from first-rate content, you will need high-quality images of your offerings. Likewise, having high-quality pics isn't just enough.

If you fail to optimize your images correctly, they might actually be doing more **harm** than benefit to your web store.

Large pictures, even if they are of high-quality can severely reduce your website's loading speed. Web stores with slow load speed are not picked by search engines.

Optimizing your images can be done in a two-step process:

- Use WooCommerce SEO plugin like WP Smush to reduce the overall size of your image
- Change the file names of the images you upload on your eCommerce site
- Add alt descriptions to your image titles and other image fields on your web store.



## ***Avoid Duplicate Content***

Duplicating content on your WooCommerce web store can disqualify it from search engine rankings. Google might not consider your web store if your product pages have redundant content.

Coming up with creative product descriptions and content for every web page can be difficult, especially if you have similar product offerings. But having genuine content is necessary. Think about it, your product descriptions and content can assist sales conversions. It can convince customers to buy your products, too. You need to spend time making all of your product descriptions informative and attention grabbing.

## ***Make use of breadcrumbs on your web store***

Breadcrumbs essentially appear on the top of all web pages and assist users to move back to previous pages or navigate to other pages on the website. They show users where they are and guide them to a specific page.

Breadcrumbs on your WooCommerce website are not only helpful for users but are also used by search engines to determine how your website is organized and appear in search results.

Using WooCommerce SEO plugins like Yoast SEO to enhance your organic breadcrumbs will increase the chances of your web store to rank high on search engines.



## ***Concentrate on important KPIs***

Focusing on important Key Performance Indicators (KPI) for your WooCommerce site informs you whether your online business is moving in the right direction and meeting business goals. It also makes sure that you are not deviating from your business objectives.

KPIs are key metrics that determine the success of your business. It recommends changes that need to be done for you to establish your customer base from search engines and other traffic sources.

For instance, here are a few KPIs you need to monitor to generate more revenue from your WooCommerce store:

- Conversion rate
- Average order value
- Cost per acquisition



## Conclusion

SEO is the lifeline of every eCommerce website. Although SEO is not instant, it surely gives you the desired benefits in about six to eight months.

Hopefully, these WooCommerce SEO tips for 2020 will give you a better understanding of how you can optimize your WooCommerce website to rank in the popular search engines.



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