

The Shopify SEO Guide - How To Achieve #1 Rankings in 2019

If you are building an ecommerce store in 2019 SEO should be a big part of your brands strategy. Learning proper SEO for shopify will equate to more traffic and sales for yours store. Some people are just in ecommerce for the short game with quick pop up stores looking to make a quick buck and get out. However if you are looking to build a real brand, SEO is not only important but becomes an essential part of the value of your company.

Advertising will always be one of the fastest ways to reach potential customers. SEO however allows you to build long term organic traffic that brings new people into your store month after month without paying for the traffic. On page SEO for shopify can be very simple and easy to do but is often missed by many store owners simply because they just don't realize what it is for. This is a huge missed opportunity. When you rank on the first page of google it not only brings in recurring traffic but it adds to the overall value of your storefront if you were to try to sell your company.

So, how to you go about achieving a higher rank on search engines?

First off shopify already has the basic set ups for on page seo. If you look in your settings as well as on the bottom of every single product page, you can edit your SEO details right there. It allows you to change your URL aka slug, Meta Tags aka description, and your title. These are also the 3 main things that you will find when doing a google search.

So let's talk in detail on this Shopify SEO Guide for 2019 and show you how to have the upper hand in achieving #1 rankings on the top search engines.

1. Improve Your Stores Overall User Experience
2. Optimize Your Shopify Site
3. Keyword Research / Competition Research
4. Optimize Each Product Page on Your Store
5. Build QUALITY Back Links To Your Site
6. Build New Content Regularly

Step 1 - Improve Your Stores Overall User Experience

User experience is not only important for potential customers viewing your site. It's also wildly important to search engines like Google. If your site looks awful, has a ton of pop ups, or is slow to load, you will automatically rank lower then sites who have fixed these issues.

With the last google update site speed became a very important factor in ranking. Not to mention with mobile traffic growing rapidly it's important to remember some people are still on 3G. If your site takes too long to load you could potentially be losing a lot of customers and getting a negative hit from google.

Some simple fixes include:

- Looks for themes that are mobile friendly and fast
- Make sure to optimize images. Large image files are a big factor in slow sites.
- If possible, don't use sliders as these slow your site down.
- Avoid tons of pop ups and delete any apps you are not using

Make Sure Your Design is Responsive

It is amazing that in 2019 we find so many websites that are not mobile or tablet responsive. Make sure when choosing your shopify theme that it is mobile and tablet responsive. A majority of traffic to your sites are going to come from mobile and making sure that your site is fully responsive will make the user experience better.

Always take a look at how your design looks on mobile and tablet. Google's algorithms are partially based on the time spent on a website. So making sure that your site looks and reads well will be important and will help you rank. A good user experience also will equal return visitors and more sales.

Step 2 - Optimize Your Shopify Site

Keeping a site organized, clean, and full of quality content is a key factor in SEO.

Customers tend to spend more time on a website when the site is organized and makes things easy to navigate. The less confusing a site is when trying to find things the better. Again the more time the customer spends on your site the better this is in search engine ranking.

So how do you achieve this?

The age old saying of KISS - Keep It Super Simple

Make sure your search bar is easy to find and your menus are easy to navigate. Don't overcomplicate this process. Remember that google and other search engines crawl your site for info and data and you want it to be easy for them to find the data. Shopify makes this process pretty simple for setting up categories and subcategories in your menus. Just keep it simple.

Home >> Category Page >> Product Page

Home >> Category Page >> Subcategory >> Product Page

The last part for optimizing your store is to make sure you have these main things completed:

- About Us Page
- Contact Page
- Terms and Conditions
- Privacy Policy
- Return Policy
- Phone Number

Remember that google doesn't want to refer any site to a potential customer if there is a chance that they are going to have a bad experience. A good experience is what google is all about. So they will favor businesses that put all the information right up front. I'm not talking about hiding the information on inner pages and making customer have to do a deep search to find these details. You want them super easy to find on your home page and you will gain credibiltiy not only with customers but the search engines as well.

Step 3 - Keyword and Competition Research

You will never come across proper SEO coaching without teaching on keyword research. Keyword research still and always will go hand in hand with SEO. Understanding how to find the proper keywords to go after will make your life in the ranking world much easier.

So, how do you find the proper keywords?

Many SEO gurus are going to tell you to go out and get a bunch of fancy tools, which don't get me wrong many of them work, but they are not the only way to find great ideas for keywords.

Knowing who your potential customer is will be important in your research.

If you were a customer of your store, what would you go to Google and search for to find one of your products?

- Understand your buyers interests
- Search google
- Use Googles auto suggest
- Use googles also searched
- Check social media for ideas
- Look at top ranking searches and see how they structure their title, url, and meta tag data

Step 4 - Optimize Each Product Page on Your Store

Once you have fully optimized your site and found a list of keywords that fit your needs it's time to optimize your product pages. Many store owners just jump to optimizing actual product pages and miss a really important part of the process. You want to also make sure you optimize your home page, and your actual collection pages as these are pages that actually

have potential for ranking very well. Then you can start with your most popular product pages and go from there.

If you are doing dropshipping the biggest mistake you could be doing is using the same product descriptions that come with your ali express products. Search engines love original content and copy, so this is where we highly suggest to not be lazy. Original well written product descriptions will increase conversions and when done correctly can help you pick up some extra key word gold along the way.

It's important to note that when you create a title description this also becomes your title viewed by search engines. Near the bottom portion of every shopify product description there is a section for SEO. This allows you to create your URL/slug, optimize your title and meta description. This will allow you to choose how you want each product to appear in the search engines.

We go super in depth and complete detail in the SEO for Shopify section of our course for how we have achieved thousands of first page rankings on shopify.

Step 5 - Build QUALITY Back Links To Your Site

In the old days of SEO you could pay to have a bunch of spammy links point to your site and you could rank on the search engines. Today, algorithms know who is trying to game the system and those sites get penalized.

Backlinks are basically word of mouth about your company and products. When another company or site talks about your company and direct links from their content to yours. This is called a backlink, and quality is key in 2019.

There are many ways to build quality backlinks that will stand the test of time, never get penalized, and will continue to outrank competition.

So how do you get quality backlinks to your shopify stores? Here is a couple different ways:

Industry Leaders in Your Niche

You can simply reach out to the leaders in your industry or find influencers that would be willing to do an interview or feature your product or services. Simply ask them to link the content back to your site.

Broken Link Building

This method takes a little bit more time and effort but the results and quality can be fantastic. There are many sites out there that have high domain authority with search engines and many times have older content linking to sites that no longer exist. This gives you the opportunity to email the site owner with your content or product to put in place of the broken link. Search

engines do not like when sites have links that lead to nowhere. So it's a win win for you and the site owner.

Social Media Interlink Building

Social media is important when it comes to ranking in 2019 because all “real” businesses have social media. One thing often missed however is the interlinking of all your social media accounts. What this means is to make sure that there are links for each of your accounts pointing to your other social media accounts and your website.

It's very organic looking. Think about it, why wouldn't you announce your instagram to your twitter followers and vice versa. You have a bio section in many of these accounts which gives you the ability to create links to all of your accounts. It may not seem super important when you are starting out but you start your link building process this will help your social media accounts build some authority as well.

We cover much more in depth SEO link building strategy inside of our SEO for Shopify Course included for members of 6 Figure eCom Academy.

Step 6 - Content Is Still King

You have heard it 100 times by now, content is king. Well, this still hold true in 2019 and probably more then ever. I know it may seem as a store owner that this isn't important, but it's a big part of what makes brands successful. Content brings new people and current customers to your store. The great part about Shopify blogs is that they can be posted all over different social media platforms and your blogs bring people right into your store.

It's important to keep reminding you that search engines will penalize you for duplicate content, or basically just copying someone else's content. So just don't do it. Search engines however love original content and when you take the time to write great quality content, it will get shared.

I cannot begin to tell you how much FREE traffic our stores have gotten over the years just from our blog. Hundreds if not thousands of key words we ended up ranking #1 on the first page of google and didn't even mean to. We always made it a point however to write on topics we knew would be relevant to our audience and would get shared.

There are great tools like buzzsumo.com that you can use to get ideas about content that is trending on social media.

Once you find a great topic, see what you can do to make it even better. Jazz it up a little, and put your spin on it. Make sure you optimize the content using your H2 and H3 tags. If you have already done your keyword research make sure your URL, and meta tag description reflects your research.

Finally the fun part. Share your content with the world. Put it out there in as many ways as possible.

Now repeat the process and duplicate.

If you want more in depth step by step video training on how to find products and keywords to rank check out our Academy at 6figureecomacademy.com. We cover every topic you can think of to help build your online shopify empire.