SEO Guidelines

Woocomerce Product Optimisation

This document details our recommendations for enhanced optimisation of your WooCommerce products.

Keyword research

Firstly undertake keyword research to find all the popular search terms relating to this product and have a shortlist of no more than 10 in front of you with the most important at the top of the list. Use the one at the top of the list as your focus key phrase for SEO e.g. sports socks.

The rest can be used in text blocks and areas where you get a chance to be more descriptive.

Useful keyword research websites:

· https://answerthepublic.com/
· https://www.wordstream.com/keywords
· https://trends.google.com/trends/?geo=GB
· https://keywordsheeter.com/

Wordpress SEO plugin

We recommend Yoast.

· https://yoast.com/

Woocomerce product page

Working downwards from the top of the product admin page:

Product Title

Men's Tennis Socks

Keep it short and to the point

Permalink

Permalink: http://www.bws.beechdev.co.uk/product/mens-tennis-socks/ Edit

Again, keep it as short as possible. If you leave it blank, it will be autogenerated from the product title which is ideal.

Product description

Moisture-wicking performance tennis socks

These moisture-wicking performance tennis socks are made of high-quality combed cotton and crafted with technical cooling lanes and targeted cushioning to keep your feet comfortable, blister-free and dry for the whole day.

· Keep it concise - 300-400 words
· Use h2 headings, h3 subheadings, bullet points and paragraph text. (h1 is automatically created from the product title)
· Write for your human audience – not Google
· Avoid duplicate product descriptions
· Use correct grammar, spelling and punctuation.

Yoast

Keep tinkering with page content/settings until you have a green SEO traffic light score from Yoast.

Focus keyphrase

Enter a short focus key phrase specific to your product and taken from your keyword research.
This should be different to key phrases of other products.

Preview

Check the preview for both mobile and desktop.
Is it what you want people to see in search results?

SEO Title

If you've set up the product title correctly, you should get a green result using these variables.

Slug

Taken from your permalink setting above. If you have it set correctly at the top of the page there should be no need to change this.

Meta description

Create a readable, meaningful sentence that includes the key phrase. Keep going until you get a green result.

SEO Analysis

😊 SEO analysis ⌃
Men's tennis socks

+ Add synonyms
+ Add related keyphrase

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses? **Go Premium! ▶**

Analysis results

⌃ Problems (2)

🔴 Outbound links: No outbound links appear in this page. Add some!

🔴 Internal links: No internal links appear in this page, make sure to add some!

Ignore problems relating to links.
Suggestions relating to product description headings and subheadings are worth acting on.
The important thing is that you get a green result.

Product data

Product data — Variable product ⌄

⌖ Inventory
📦 Shipping
🔗 Linked Products
▦ Attributes
▦ Variations
⚙ Advanced
✹ Get more options

Default Form Values: ❓ No default Colour... ⌄

Add variation ⌄ [Go]

4 variations do not have prices. Variations (and their attributes) that do n

#4539 Black ⌄
#4540 Green ⌄
#4541 Red ⌄
#4542 White ⌄

Keep attributes and variations as concise as possible.
There is a maximum of 30 variations before the page stops working properly.
THINK about what's easy for your customer here
Use plain English terms

Product categories

Product categories ⌃ ⌄ ▲

All categories | Most Used

☑ Sports socks   Make primary
☐ Uncategorized
☐ Hiking socks
☐ Running socks
☑ Tennis socks   Primary

Select as many as apply for that product

Product tags

Product tags ⌃ ⌄ ▲

[   ] [Add]

Separate tags with commas

Choose from the most used tags

Set 3 or 4 for each product
Before creating new tags make sure you don't have a similar one already. Using the same one will make it easier for customers to search using tags.
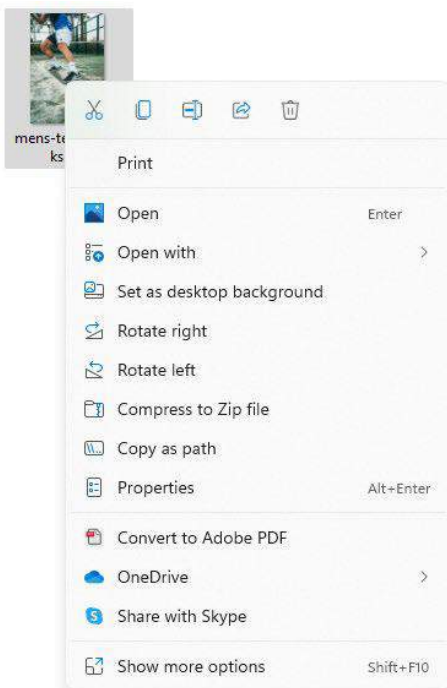
Product images

Product image

Click the image to edit or update

Remove product image

· Make sure it's an easily recognisable image that instantly tells the visitor they've come to the right place.
· High quality is very important!
· The file size should be a minimum of 800px x 800px. We recommend aiming for 1000px x 1000px.

Image Optimisation Guidelines

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ks

Print

🖼 Open   Enter
Open with   >
Set as desktop background
Rotate right
Rotate left
Compress to Zip file
Copy as path
Properties   Alt+Enter

Convert to Adobe PDF
☁ OneDrive   >
S Share with Skype
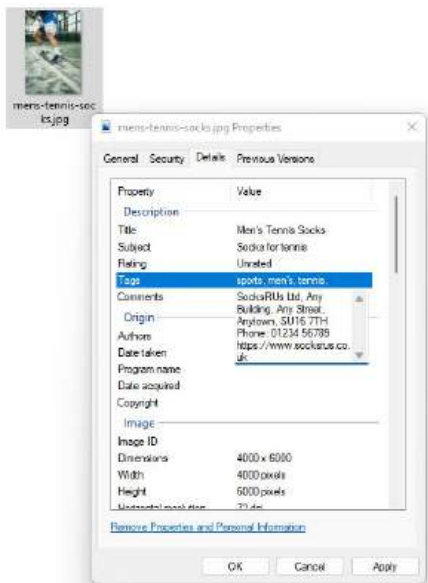Show more options   Shift+F10

Before you bring the image into WordPress.

Right click on the image file to bring up the properties box.
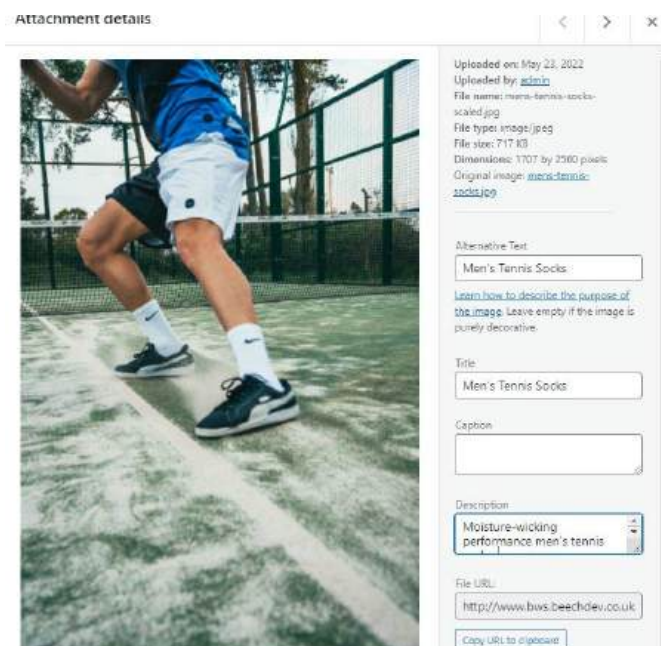
Image Filename

Switch to the details tab and start filling in the information.

· Title – the same as the product title you will use in the product page

· Subject – A descriptive sentence taken from your product description

· Tags – comma separated and the same as you use on the product page (above)

· Comments – copy and paste your version of this text in:

SocksRUs Ltd, Any Building, Any Street, Anytown, SU16 7TH Phone: 01234 56789 https://www.socksrus.co.uk

In the WordPress Media Library

Alt text

Same as filename (with or without dashes)

· Title description

Same as product page title. A little more keyword rich description is advisable but use the product page title as a minimum.

· Caption

Leave blank

Learn more

We hope this guide has been useful and taught you something new about WordPress. For more tips, please visit the WordPress Insights page on our website, or visit our YouTube channel for video tutorials.

If you have any questions about your website or would like support, raise a support ticket on our website here: https://www.beechwebservices.co.uk/request-support or book a chat with Sophy here: https://calendly.com/sophy-bostock/lets-chat