

Magento SEO Tips: 5 Tips To Get Organic Traffic

Up until now, the majority of people have thought about SEO as only a way to increase and direct traffic to a website. But in reality, SEO has considerably more power than that.

The digital world of today is quite competitive. Along with the expansion of mobile users and the effects of the COVID epidemic, SEO has emerged as the secret to eCommerce enterprises' success. The role of Magento 2 SEO is essential, just like it is for any website offering goods or services. Why? Read the answer below!

Picture 1 of Magento SEO Tips: 5 Tips To Get Organic Traffic

In general, SEO is all about increasing brand awareness and attracting people to the target page in a way that seems natural. Search engine optimization generates organic traffic from unpaid sources, in contrast to bought traffic, which requires financial investment in order to attract website visitors. The traffic obtained by organic search results is, by far, more valuable than the traffic produced by paid click advertisements.

What's more, SEO promotes faster loading time. Positive effects of speedy loading times include an increase in the number of customers who stay and browse your store rather than leaving right away. Eventually, it drives more sales and boosts revenues.

As you see, having your website optimized for search engines is extremely beneficial. In this article, you will find 5 key steps to get more traffic to your online store.

Create search-friendly URLs

Actually, URLs are so crucial that they get their own chapter in Google's SEO beginner's handbook. With a little tweaking, the majority of page titles turn into perfectly optimized URLs. It is recommended practice to delete additional characters like commas, punctuation marks, etc. In short, eliminate anything that is not part of the alphabet.

However, there is an exception: include hyphens between words. Why are hyphens vital? They serve as the typical word separators in URLs.

What's important, you should include a keyword in your URL that you wish your page to rank for. When a keyword appears in your URL, it informs Google that the website is about that word.

Your URLs need to be short and to the point. This is due to the fact that lengthy URLs confuse Google and other search engines. When used consistently across your site, short URLs improve Google's ability to index each page.

Optimize product descriptions and images

When someone visits your website, the first thing they see are the images and descriptions of your products. By optimizing these elements, you contribute to a rise in search engine-generated organic traffic to your website.

Including keywords and phrases in the names and descriptions of your products is one of the best strategies to help Google with indexing and ranking your website. In addition, using long-tail keywords in addition to shorter ones might be advantageous .

Don't go overboard while completing your keyword research. Keep in mind that Google hates keyword stuffing and that your content must feel genuine. As well as employing popular search phrases to help customers discover your items, make sure your product descriptions are accurate and engaging.

A key component of effective ecommerce site design is image optimization. The majority of a page's total size is made up of images, which makes sites take longer to load. In fact, unoptimized pictures account for 75% of a webpage's weight. Your website's performance may be adversely affected as a result.

Make sure your product photos are of a high enough quality to reflect what clients will actually receive. To catch their interest and convey a feeling of urgency, use appealing titles.

Use canonical tag to avoid duplicate content issues

In eCommerce SEO, duplicate and repetitive material is strictly prohibited. It's crucial to check that your website doesn't include identical information. Google will consider the creation of several copies of your webpage to be spam and will lower you in search results if it discovers this. Take the time to learn how to utilize canonical tags correctly to prevent issues like this. To assist you in keeping duplicate material off the web, Magento has created a special module. Simply download the free Magento plugin "Canonical URLs" and head over to:

System > Configuration > Catalog > Search Engine Optimization

Google will be able to distinguish between duplicate pages and original ones if a rel=canonical tag is included to each one.

Maximize visibility across search engines

Making sure that you are as visible as possible on popular search engines is the key to massively growing your internet sales. Therefore, it is clear that the number of potential customers you will draw is strongly correlated with how visible your website is. So let's quickly review what will aid in achieving this goal.

All page titles and meta descriptions should be optimized. The optimization of titles and meta descriptions is a crucial component of eCommerce SEO since it enables search engines to recognize the page's content and comprehend its purpose.

Consider your meta descriptions as one of your opening lines for attracting visitors. How are search results pages read by users? They swiftly read the text, seeking for terms that are significant to them.

If it isn't in your meta description, you might be losing out on clicking traffic. The same is true with your title tag; without one, you risk losing a significant amount of traffic. Simply enter the CMS/Admin Panel of your website and begin altering all of your pages' page names and meta descriptions.

Take keyword relevancy into account

Here are a few ways to gather the ideal keywords for your brand. First, make a list of every possible keyword you can think of for each of your items. Then, take each primary keyword and modify it.

To make this simple, organize these modifiers according to the feature that best represents your product. You can use features like color, size, type, form, texture, material, advantages, intended usage, or the customer demographic it was designed for.

Examining the top-ranking outcomes on Google and Amazon for rival products is also another fantastic method for conducting keyword research. You may even take a quick look at their product reviews to discover what kinds of advantages previous buyers have mentioned. Put these advantages in your own listings as keywords.

Using any keyword research tool, enter the URL of your competitor's website to acquire a list of the keywords they employ and to find out which of their content pieces is a common approach too.

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