

# SEARCH ENGINE OPTIMIZATION

## Session 12 : **ChatGPT for SEO & E-Commerce SEO**



# FAQ About AI Content and Google Search

FAQ About AI contents ([Google, 2023](#)) | Make sure you revisit the page to get future updates about how Google treats AI-based contents. To further help, here are some answers to questions you may have about AI content and Google Search.

- 1. Is AI content against Google Search's guidelines?** Appropriate use of AI or automation is not against our guidelines. This means that it is not used to generate content primarily to manipulate search rankings, which is [against spam policies](#).
- 2. Will AI content rank highly on Search?** Using AI doesn't give content any special gains. It's just content. If it is [useful, helpful, original, and satisfies aspects of E-E-A-T](#), it might do well in Search. If it doesn't, it might not.
- 3. Should I use AI to generate content?** If you see AI as an essential way to help you produce content that is helpful and original, it might be useful.

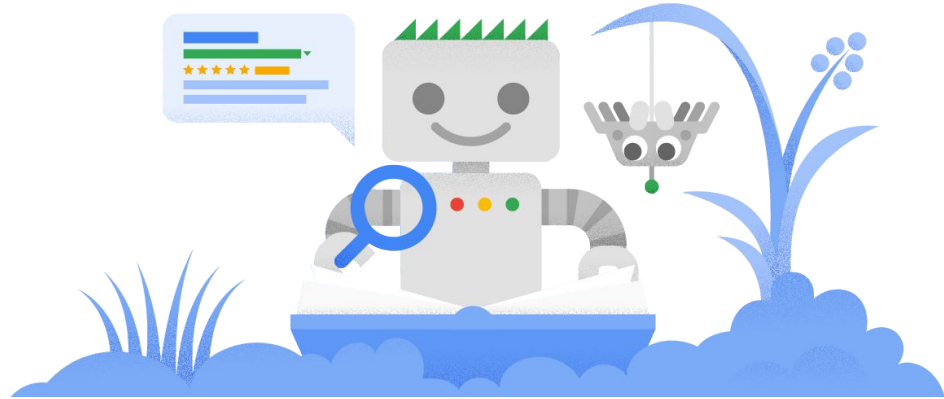


# Revisit March 2023 Core Update

E-E-A-T Quality Rater [Guidelines](#)

Core updates involve large changes to Google's algorithm aimed to make the results better. They're generally focused on **E-E-A-T** or **Experience, Expertise, Authoritativeness, and Trustworthiness**. These updates can cause significant shifts in ranking. This update may take up to 2 weeks to complete.

More details [here](#)



# How To Handle AI-based Contents

Following these best practices can help ensure that AI-generated content is properly optimized for Google Search and has a better chance of appearing in relevant search results.

Guidance	Description	Best Practices
Content Quality	AI-generated content needs to be high-quality, helpful, original, people-first, and relevant to the user's search query.	Ensure that the AI-generated content is accurate, informative, and meets the needs of the user. Focus on answering problems and providing solutions to Google users. Do not SPAM.
Context	Provide context for the AI-generated content so Google can understand the intent behind it.	Use structured data to provide additional information about the content, and include related content to provide context.
Natural Language	Use natural language in the AI-generated content to make it more readable and understandable to users.	Avoid using overly technical language, and make sure the content flows naturally.
E-E-A-T	Ensure that the AI-generated content meets Google's standards for Experience, Expertise, Authoritativeness, and Trustworthiness.	Provide clear and transparent information about the source of the content, establish expertise and authority, and make sure the content is accurate and reliable.
Performance Monitoring	Monitor the performance of AI-generated content using analytics tools to ensure it meets Google's quality standards. Monitor with Google Search Console.	Use Google Search Console to monitor essential SEO metrics to identify areas for improvement. Use GSC to monitor the performance in site level, query level, and page level. Don't forget the technicals as well.

# Introducing ChatGPT

To create free ChatGPT account, go [here](#) to sign up. If you need help about ChatGPT you can visit this [page](#).

ChatGPT is an artificial intelligence chatbot developed by OpenAI and released in November 2022. It is built on top of OpenAI's GPT-3.5 and GPT-4 foundational large language models and has been fine-tuned using both supervised and reinforcement learning techniques

ChatGPT is an advanced AI language model designed to provide high-quality assistance to individuals across a variety of industries and disciplines.

As an SEO specialist, you can utilize ChatGPT's vast knowledge base and advanced algorithms to streamline your daily work and improve your search engine optimization strategies. ChatGPT can help SEO specialists stay up-to-date with the latest SEO trends and best practices, while saving time and effort.



# Examples of ChatGPT Usage for SEO

Here are some ways ChatGPT can assist new SEO specialists in their daily workplace:

Area of SEO	How ChatGPT can assist	Example of ChatGPT Prompts
Keyword Research	Conduct in-depth keyword research, provide related keyword ideas, and determine competitiveness of keywords.	"What are the best keywords for my website?" "Can you suggest some long-tail keywords for my blog post?"
Content Creation	Suggest topics, generate headlines, and provide content outlines.	"What should I write about for my next blog post?" "Can you help me come up with a catchy headline?"
On-page Optimization	Provide suggestions for meta descriptions, title tags, header tags, and other on-page elements that impact SEO.	"How can I optimize my title tags for SEO?" "What are some best practices for writing meta descriptions?"
Link Building	Provide suggestions for outreach, identify potential backlink opportunities, and offer guidance on how to create high-quality backlinks.	"Can you help me find websites that would be interested in linking to my content?" "What's the best way to approach a website for a guest post?"
Technical SEO	Identify technical issues that could impact website performance and search engine rankings, provide suggestions for website structure and navigation, and offer guidance on implementing schema markup and other technical SEO strategies.	"What technical issues should I be aware of for SEO?" "How can I improve my website's page speed?"
Reporting and Analysis	Analyze website traffic, provide reports to identify areas for improvement, track keyword rankings, monitor website performance, and identify potential issues with website structure or content.	"What metrics should I be tracking in my SEO report?" "Can you help me analyze my website's traffic data to identify areas for improvement?"

# Install AIPRM Chrome Extension

To get more advanced and curated prompts you can install [AIPRM](#) chrome extension. AIPRM adds a list of curated prompt templates for SEO, SaaS and more to ChatGPT.

[Home](#) > [Extensions](#) > AIPRM for ChatGPT



## AIPRM for ChatGPT

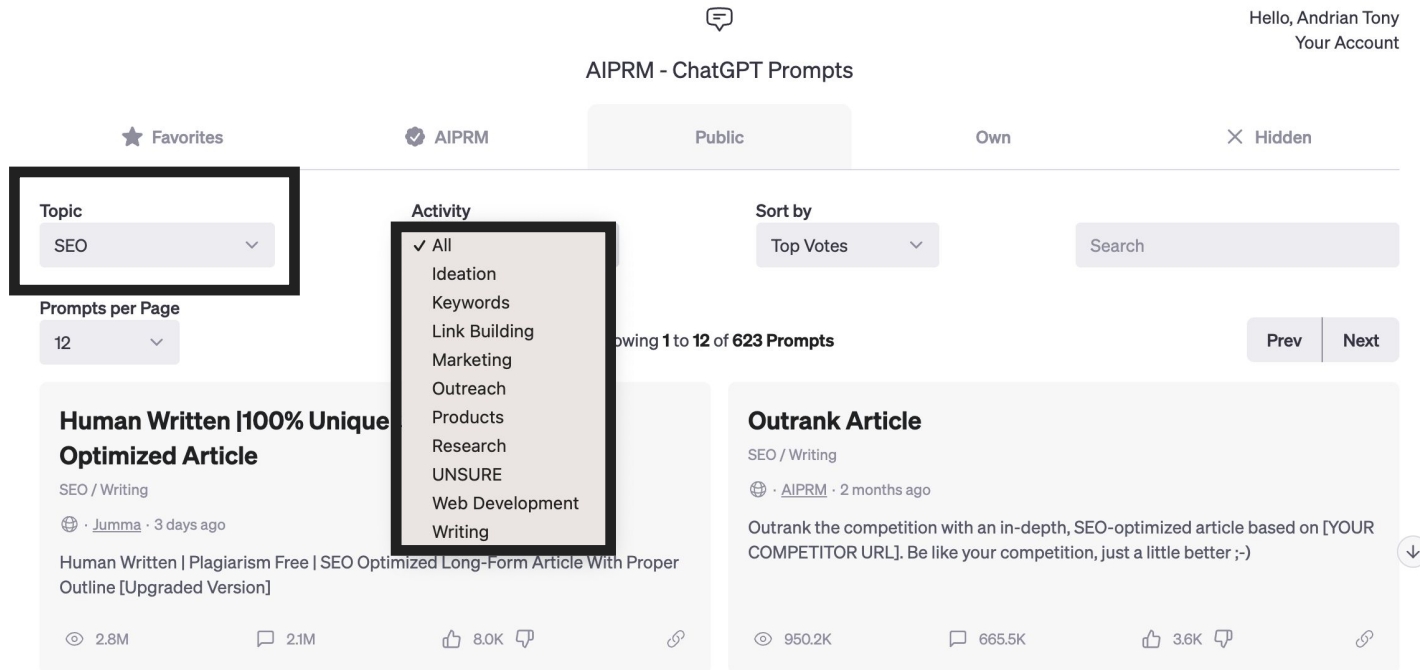
 [www.aiprm.com](http://www.aiprm.com)

★★★★★ 1,204 ⓘ | [Productivity](#) | 1,000,000+ users

Add to Chrome

# Use AIPRM To Get Curated Prompts

You will find additional AIPRM interface inside your ChatGPT. As we can see here, AIPRM will provide curated list of prompts based on topic and activity that you choose. In this example, we choose SEO topic and it's showing 623 curated SEO prompts. Now let's start prompting!



The screenshot displays the AIPRM - ChatGPT Prompts interface. At the top right, it says "Hello, Andrian Tony Your Account". The main title is "AIPRM - ChatGPT Prompts". Below the title are several filter tabs: "Favorites", "AIPRM", "Public", "Own", and "Hidden". The "AIPRM" tab is selected. On the left, there are two dropdown menus: "Topic" (set to "SEO") and "Prompts per Page" (set to "12"). In the center, there is an "Activity" dropdown menu with a list of options: "All", "Ideation", "Keywords", "Link Building", "Marketing", "Outreach", "Products", "Research", "UNSURE", "Web Development", and "Writing". The "Writing" option is selected. To the right of the activity menu, there is a "Sort by" dropdown menu set to "Top Votes" and a "Search" input field. Below these filters, it says "Showing 1 to 12 of 623 Prompts". There are "Prev" and "Next" buttons. The main content area shows two prompt cards. The first card is titled "Human Written | 100% Unique Optimized Article" and is categorized as "SEO / Writing". It was created by "Jumma" 3 days ago and has 2.8M views, 2.1M comments, and 8.0K likes. The second card is titled "Outrank Article" and is also categorized as "SEO / Writing". It was created by "AIPRM" 2 months ago and has 950.2K views, 665.5K comments, and 3.6K likes. Both cards have a share icon at the bottom right.



# Example 1. SEO Content Brief In 60 Secs

An SEO brief, sometimes referred to as an SEO content brief, is a document that helps everyone involved with writing content understand what the purpose of the content is and what sorts of things should be included.

Topic

SEO

Activity

All

Sort by

Top Votes

brief

## Create A Professional Content Brief with Strategic Insight


SEO / Research

 · [SEO Priority](#) · 2 months ago

Create a content brief in [TARGETLANGUAGE] for the listed keywords. Custom prompt provided by SEO Priority.

 10.0K


 6.4K

 78 



## Briefing+Outline Creation for copy assignments

SEO / Writing

 · [Scontì Spaziali](#) · 1 month ago

Detailed BRIEFING + OUTLINE for 100% SEO-friendly articles to be assigned (length, images, tone of voice, search intent, goals, target, long tail keywords, semantically related keyword and entities, title h1, subheadings h2 and h3, meta...

 4.7K

 3.2K

 31 



## Example 2. SEO Optimized Article In 60 Secs

You can also use ChatGPT to write SEO optimized article based on your keyword choice. Another interesting prompt here is outrank article. Just provide competitor's article URL and ChatGPT will provide new, better and longer article.

Topic: SEO | Activity: All | Sort by: Top Votes | Search

Prompts per Page: 12 | Showing 1 to 12 of 623 Prompts | Prev | Next

### Human Written |100% Unique |SEO Optimized Article

SEO / Writing

[Jumma](#) · 3 days ago

Human Written | Plagiarism Free | SEO Optimized Long-Form Article With Proper Outline [Upgraded Version]

2.8M | 2.1M | 8.0K

### Outrank Article

SEO / Writing

[AIPRM](#) · 2 months ago

Outrank the competition with an in-depth, SEO-optimized article based on [YOUR COMPETITOR URL]. Be like your competition, just a little better ;-)

950.2K | 665.5K | 3.6K

### Fully SEO Optimized Article including FAQ's

SEO / Writing

[Mr Ranker](#) · 3 days ago

100% Unique | Plagiarism Free | SEO Optimized Title, | Meta Description | Headings with Proper H1-H6 Tags | upto 2000 Words Article with FAQ's, SEO-Meta Description and Conclusion.

### Keyword Strategy

SEO / Ideation

[AIPRM](#) · 2 months ago

Create a keyword strategy and SEO content plan from 1 [KEYWORD]

## Example 3. SEO Product Descriptions (E-Com)

ChatGPT can also provide SEO optimized product description for e-commerce website/marketplace. By using e-commerce SEO prompt here, you can start creating a rich and meaningful product description for e-commerce product, including the best H1s and meta tags.

Topic: SEO | Activity: All | Sort by: Top Votes | e-commerce

### E-Commerce SEO: Generate Enticing Product Descriptions!

SEO / Products

Michael Finch · 2 months ago

Creating a rich and meaningful product description for your e-commerce product & find the best H1's & Meta information.

205.3K | 148.4K | 1.2K

### Generate Product Collection Summary (+Meta fields & H1)

SEO / Products

Michael Finch · 2 months ago

Create a Product Collection Page Summary for Marketing E-Commerce Products effectively & enhancing product page ranking in Google.

7.8K | 4.2K | 37

### Compelling Product Info for Ecommerce SEO Success

SEO / Marketing

Ai Creatives Web Solutions LLP · 1 month ago

Creating Winning Product Information for E-commerce SEO from Product Title & Description

1.2K | 782 | 5

### Product Descriptions for Website or Amazon A+

SEO / Products

Bheru Jain · 1 month ago

Own Website or Amazon A+ Content | Human Written | 1000 to 2000 words | Plagiarism Free | E-commerce SEO

2.4K | 1.7K | 4

# APP STORE OPTIMIZATION

# Definition

Google Play [Store](#) | Apple App [Store](#)

Play Store Optimization (PSO) refers to the process of optimizing a mobile app's listing on the **Google Play Store** to improve its visibility, rankings, and downloads.

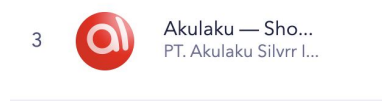
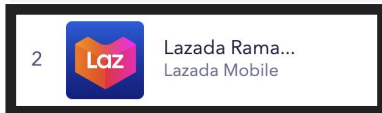
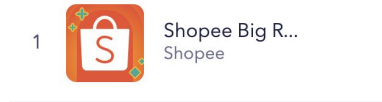
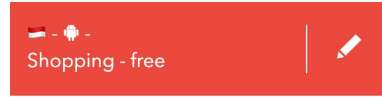
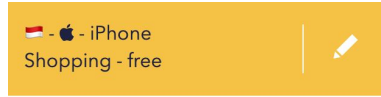
App Store Optimization (ASO) refers to the process of optimizing a mobile app's listing on the **Apple App Store** to improve its visibility, rankings, and downloads.

Both PSO and ASO have similar aspects such as keyword research, app title, app description, app visuals, and user ratings and reviews. However, PSO focuses on optimizing for the Google Play Store platform, while ASO focuses on optimizing for the Apple App Store platform.

The goal of mobile app's listing optimizations is to make an app more discoverable and attractive to potential users by optimizing its title, description, keywords, visuals, and other elements that affect its search ranking and conversion rate.

# Step 1. Know The Mobile Landscape

App Store [Top Charts](#) | First step is knowing the industry landscape. In this example we use Lazada as one of the biggest e-commerce apps (ID).





Based on this top chart [tool](#), we know that Lazada app ranks #4 in the app store and ranks #2 in the play store. While the top app in the shopping category right now is Shopee for both app store and play store platform.



Next, let's audit Lazada App to get more details, relevant metrics, and optimization opportunities.

## Step 2. Audit The Mobile App

Free ASO Audit [Report](#) | Get relevant app data such as app power, app metadata, keyword position, app ranking history in both platforms (iOS & Android)

Indonesia ▼ lazada

  Lazada - Online Shopping App!

  Lazada Ramadan THR Festival

Type Lazada into the search form and you will get apps in both platforms. Let's compare both versions. From the previous step, we already knew that Lazada app ranks [#4 in the app store](#) and ranks [#2 in the play store](#). Let's compare.

# Audit Result - Lazada App (iOS)

Free ASO Audit [Report](#) | Get relevant app data such as app power, app metadata, keyword position, app ranking history in both platforms (iOS & Android)



## Lazada THR Ramadan Festival

9 - 24 APR Cashback Terbesar

<b>STORE</b> 🍏 Apple	<b>CATEGORY</b> Shopping	<b>COUNTRY</b> Indonesia	<b>LANGUAGE</b> Indonesian
<b>LAST UPDATE</b> April 14, 2023	<b>CURRENT VERSION</b> 7.23.1	<b>AVG RATINGS</b> 4.8 ★★★★★	<b>APP POWER</b> 100

- **App name** 27 characters

Your app name looks great!

[Show ASO best practices](#)

- **App subtitle** 28 characters

Your app subtitle looks great!

[Show ASO best practices](#)

- **App description** 3742 characters

The length of your description looks great.

[Show ASO best practices](#)

- **App screenshots**

It looks like you could add a few more screenshots to your app.

[Show ASO best practices](#)

- **App versions**

Great! You have released a new version of your app less than 3 months ago.

[Show ASO best practices](#)



# Audit Result - Lazada App (Android)

Free ASO Audit [Report](#) | Get relevant app data such as app power, app metadata, keyword position, app ranking history in both platforms (iOS & Android)



## Lazada Ramadan THR Festival

9 - 24 Apr Bebas Ongkir Tanpa Min. Pembelian di Lazada Ramadan THR Festival

**STORE**

📱 Android

**CATEGORY**

Shopping

**COUNTRY**

Indonesia

**LANGUAGE**

Indonesian

**LAST UPDATE**

April 12, 2023

**CURRENT VERSION**

7.23.1

**AVG RATINGS**

4.6 ★★★★★

**APP POWER**

100

• **App name** 27 characters

Your app name looks great!

[Show ASO best practices](#)

• **Short description** 75 characters

You still have room to add some keywords

[Show ASO best practices](#)

• **App description** 3934 characters

The length of your description looks great.

[Show ASO best practices](#)

• **App screenshots**

Ok, that's perfect, your app has enough screenshots.

[Show ASO best practices](#)

• **App versions**

Great! You have released a new version of your app less than 3 months ago.

[Show ASO best practices](#)

## Step 3. Follow Key Best Practices

As summarized in the table, you can see that you have learned most techniques and best practices, such as keyword research and meta optimizations.

Aspect	PSO	ASO	Best Practices
Platform	Google Play Store	Apple App Store	Optimize for the specific platform's guidelines and requirements.
Keyword Research	Identify popular and relevant keywords that users search for on the Google Play Store.	Identify popular and low-competition keywords that users search for on the Apple App Store.	Use keyword research tools and analyze competitor apps to find relevant keywords.
App Title	Include target keywords and make it compelling and accurate.	Include target keywords and make it compelling and accurate.	Keep it short, clear, and memorable.
App Description	Include target keywords and accurately describe app's features and benefits.	Include target keywords and accurately describe app's features and benefits.	Highlight unique features, benefits, and use cases.
App Visuals	Use high-quality app screenshots and videos to showcase app's features and functionality.	Use high-quality app screenshots and videos to showcase app's features and functionality.	Use visually appealing and relevant screenshots and videos.
User Ratings and Reviews	Actively manage user ratings and reviews to maintain a positive reputation and improve the app's rating.	Actively manage user ratings and reviews to maintain a positive reputation and improve the app's rating.	Encourage users to leave reviews and ratings, respond to feedback, and address issues promptly.
Recommended Tools	Google Play Console, Mobile Action, AppTweak	App Store Connect, Sensor Tower, Mobile Action	Use a combination of keyword research, app analytics, and optimization tools to continuously improve app performance.

# PSO & ASO Platform's Requirements

As summarized in the table, you can see that you have learned most techniques and best practices, such as keyword research and meta optimizations.

Aspect	PSO	ASO	Best Practices
App Title	30-50 characters	30 characters	Include target keywords and make it compelling and accurate. Keep it short, clear, and memorable.
Short Description	Up to 80 characters	N/A	Use as a brief and compelling introduction to the app.
App Description	Up to 4,000 characters (only the first few lines will be visible without clicking "Read More")	Up to 4,000 characters (only the first 252 characters will be visible without clicking "More")	Include target keywords and accurately describe app's features and benefits. Highlight unique features, benefits, and use cases.
App Visuals	Use high-quality app screenshots and videos to showcase app's features and functionality.	Use high-quality app screenshots and videos to showcase app's features and functionality.	Use visually appealing and relevant screenshots and videos.

# Essential Tool For PSO

[Google Play Console](#) for managing and optimizing Play Store Listing



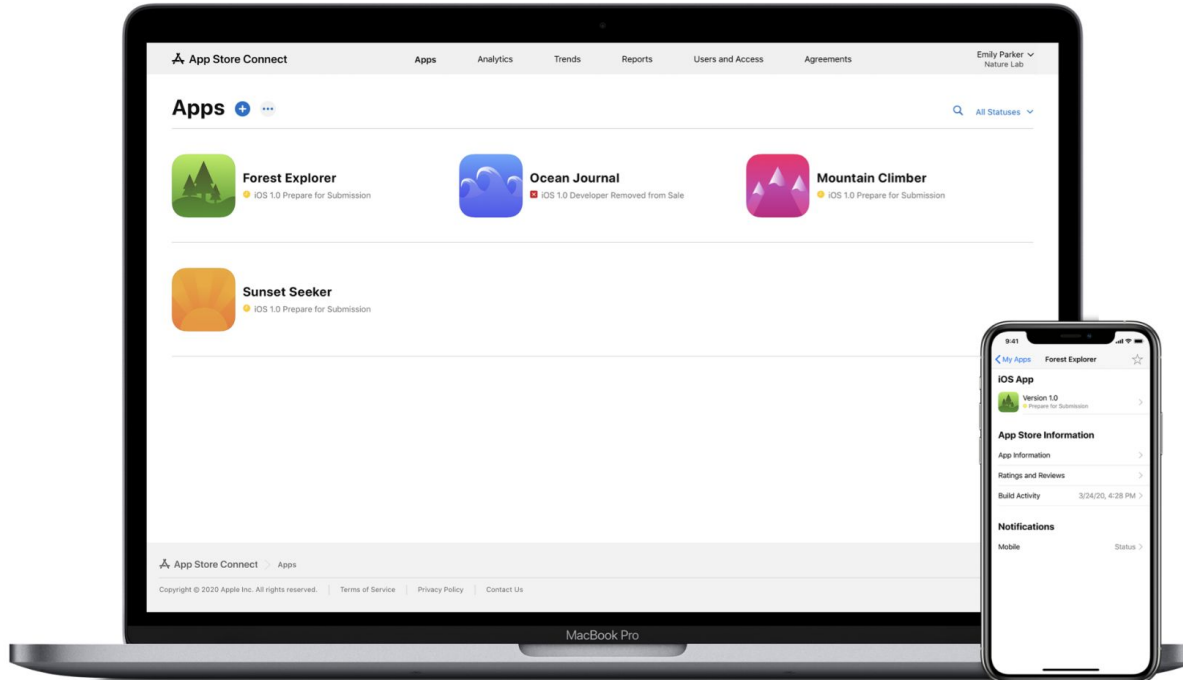
## Google Play Console

Publish with Google Play Console and discover features to help you reach over 2.5 billion global users, test and improve your app quality, increase revenue, and more.

[Go to Play Console](#)

# Essential Tool For ASO

[App Store Connect](#) for managing and optimizing App Store Listing



# Free Tool For Optimizations

AppTweak provides various [FREE tools](#) for mobile app listing optimization. For more advanced tools, start free trials with them.



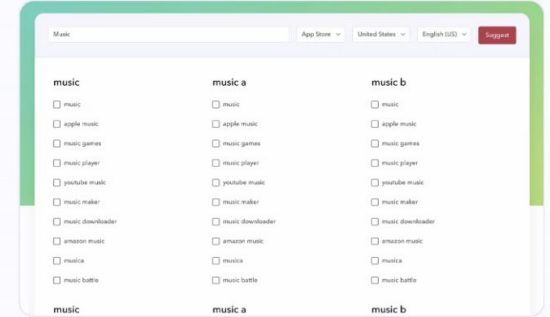
## Algorithm Change Detector

Monitor App Store & Google Play algorithm changes and get more insights into sudden keyword ranking movements.



## ASO Report

Receive instant tips on how to optimize your app and increase its visibility in the App Store or Google Play Store.

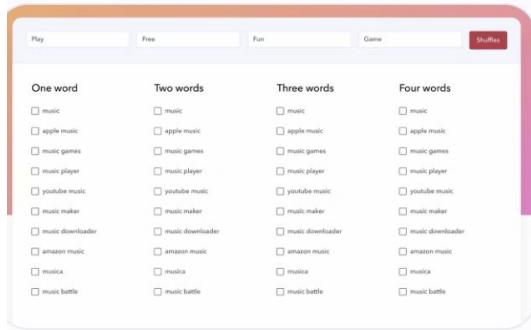


## Keyword Suggest Tool

Get new keyword ideas for your app. Type a few letters and view the App Store & Google Play auto-suggestions.

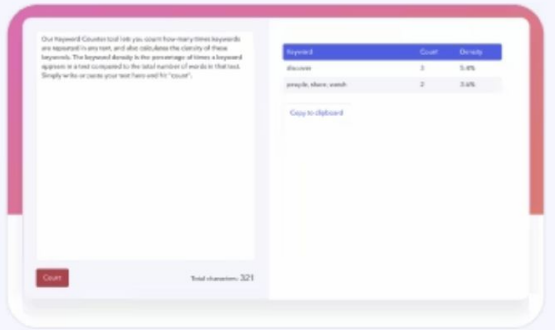
# Free Tool For Optimizations

AppTweak provides various [FREE tools](#) for mobile app listing optimization. For more advanced tools, start free trials with them.



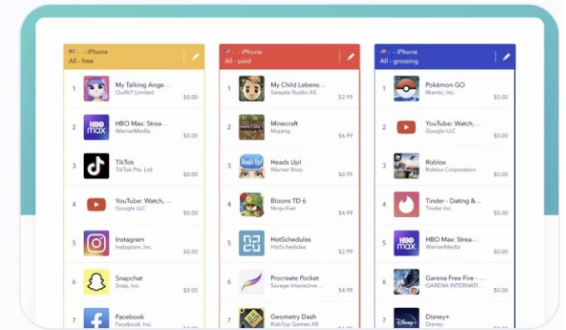
## Keyword Shuffle Tool

Merge and combine words to find new long-tail keywords you can target in your app's metadata.



## Keyword Density Counter

Quickly count how many times a keyword is repeated in your app's long description and review the keyword density.



## App Store Top Charts

Browse the top charts and discover today's most popular apps, per category and country.

## Step 4. Monitor & Evaluate KPI Metrics

Monitoring and analyzing these KPI metrics can help you evaluate the performance of your PSO and ASO efforts, as well as identify areas for improvement

KPI Metric	PSO	ASO
Impressions	The number of times your app listing is viewed on the app store.	The number of times your app listing is viewed on the app store.
App Page Views	The number of times your app page is viewed on the app store.	The number of times your app page is viewed on the app store.
Installs	The number of times your app is downloaded and installed.	The number of times your app is downloaded and installed.
Conversion Rate	The percentage of app page views that result in an install.	The percentage of app page views that result in an install.
Retention Rate	The percentage of users who continue to use your app after a certain period of time (such as 7 days or 30 days) after installing.	The percentage of users who continue to use your app after a certain period of time (such as 7 days or 30 days) after installing.
Ratings and Reviews	The average rating and number of reviews for your app.	The average rating and number of reviews for your app.



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# LOCAL & INTERNATIONAL SEO

# Step 1. Define Target Markets

Define your target markets: local only or multi-regional. If local only, provide your business details to Google, [claim your Business Profile](#)

## Asia Pacific

 **Australia**  
English

 **中国大陆**  
简体中文

 **Hong Kong**  
English

 **香港**  
繁體中文

 **India**  
English

 **Indonesia**  
English

 **Japan**  
English

 **日本**  
日本語

 **Malaysia**  
English

 **New Zealand**  
English

 **Philippines**  
English

 **대한민국**  
한국어

 **Singapore**  
English

 **台灣**  
繁體中文

 **ไทย**  
ภาษาไทย

 **Vietnam**  
English

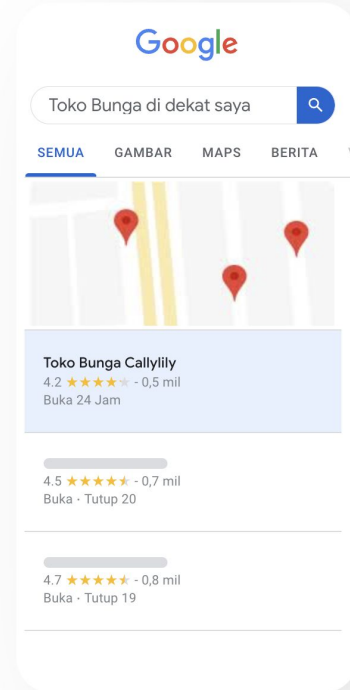
# Google Business Profile

If local only, provide your business details to Google, [claim your Business Profile](#)

## Tampil menarik di Google dengan Profil Bisnis gratis

Buat orang yang baru menemukan bisnis Anda di Google Penelusuran dan Maps menjadi pelanggan dengan Profil Bisnis gratis untuk etalase atau area layanan Anda. Personalisasi profil Anda dengan foto, penawaran, postingan, dan lainnya.

[Kelola sekarang](#)



# How does Google determine a target locale?

Google relies on [a number of signals](#) to determine the best target audience for a page | [Managing multi regional sites](#)

- **Country-code top-level domain names** (ccTLDs). These are tied to a specific country (for example .de for Germany, .cn for China), and therefore provide a strong signal to both users and search engines that your site is explicitly intended for a certain country. Some countries have restrictions on who can use ccTLDs, so be sure to do your research first. We also treat some vanity ccTLDs (such as .tv and .me) as gTLDs, as we've found that users and website owners frequently see these as being more generic than country-targeted. See [Google's list of gTLDs](#).
- [hreflang statements](#), whether in tags, headers, or sitemaps.
- **Server location (through the IP address of the server)**. The server location is often physically near your users and can be a signal about your site's intended audience. Some websites use distributed content delivery networks (CDNs) or are hosted in a country with better webserver infrastructure, so it is not a definitive signal.
- **Other signals**. Other signals to identify the intended audience of your site can include local addresses and phone numbers on the pages, the use of local language and currency, links from other local sites, or signals from your [Business Profile](#) (where available).

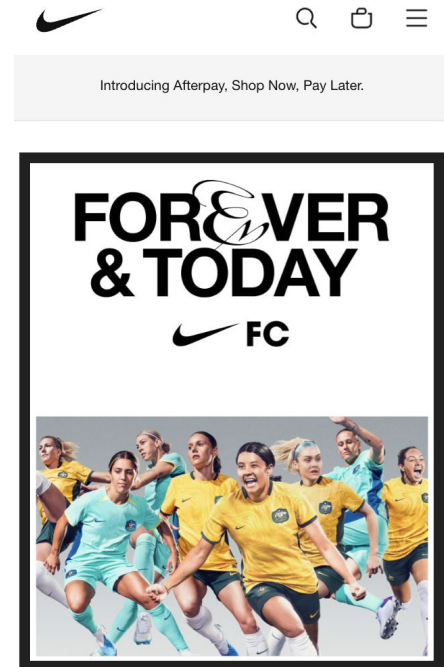
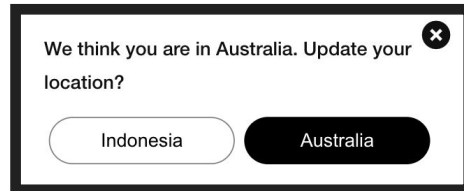
## Step 2. Geo-targeting URL Structure Options

Consider using a URL structure that makes it easy to geotarget your site, or parts of it, to different regions. In this example we assume Purwadhika wants to open new international branch in India. In terms of SEO, I always suggest to use subdirectories.

URL structure options		
Country-specific domain <code>purwadhika.co.id</code>	<p>✓ Pros:</p> <ul style="list-style-type: none"><li>• Clear geotargeting</li><li>• Server location irrelevant</li><li>• Easy separation of sites</li></ul>	<p>✗ Cons:</p> <ul style="list-style-type: none"><li>• Expensive (can have limited availability)</li><li>• Requires more infrastructure</li><li>• Strict ccTLD requirements (sometimes)</li><li>• Can only target a single country</li></ul>
Subdomains with gTLD <code>in.purwadhika.com</code>	<p>✓ Pros:</p> <ul style="list-style-type: none"><li>• Easy to set up</li><li>• Allows different server locations</li><li>• Easy separation of sites</li></ul>	<p>✗ Cons:</p> <ul style="list-style-type: none"><li>• Users might not recognize geotargeting from the URL alone (is "in" the language or country?)</li></ul>
Subdirectories with gTLD <code>purwadhika.com/in/</code>	<p>✓ Pros:</p> <ul style="list-style-type: none"><li>• Easy to set up</li><li>• Low maintenance (same host)</li></ul>	<p>✗ Cons:</p> <ul style="list-style-type: none"><li>• Users might not recognize geotargeting from the URL alone</li><li>• Single server location</li></ul>

## Step 3. Example of Multi-regional Site

Best practice example: [nike.com/id](https://nike.com/id), [nike.com/au](https://nike.com/au) | If you are targeting multi-regional markets, you can still use one domain, set up different page URL and create personalized contents based on [geo-targeting](#) ([Google Search Central](#)). After this step, continue with the usual SEO checklists.



# SEO FOR E-COMMERCE

# E-Commerce On Google Search

Keywords: Nike Sneakers | Google Shopping

Show only [Clear](#)

On sale

Price

Up to IDR 200,000

IDR 200,000 – IDR 500,...

IDR 500,000 – IDR 1,00...


IDR 1,000,000 – IDR 1,...

Over IDR 1,999,999.99

IDR M – IDR M

Color

**SALE**



Air Jordan 1 Mid SE Men's Shoes, by Nike Size 10.5 (Black)


4.7 ★★★★★ 96

IDR 1,748,000.00 ~~IDR 2,059,000.00~~

[Nike Official](#)

Free delivery

**SALE**



Nike NikeCourt Air Zoom Lite 3 Men's Tennis Shoes Size 8.5


3.8 ★★★★★ 6

IDR 908,000.00 ~~IDR 1,069,000.00~~

[Nike Official](#)

Free delivery

**SALE**



Nike E-Series 1.0 Men's Shoes Size 8 (Black)

IDR 1,318,000.00 ~~IDR 1,549,000.00~~

[Nike Official](#)

Free delivery



# E-Commerce On Google Search

Keywords: Nike Sneakers | Google Shopping

Air Jordan 1 Mid SE Men's Shoes, by Nike Size 10.5 (Black)

★★★★★ (96)



Men's · Genuine Leather · Rubber · Casual

Get that Jordan energy on your feet this festive season. Rich grain leather with bright details make this pair shine like festive lights. Benefits::Nike Air technology absorbs impact for cushioning with every step. | Genuine and synthetic leather and textile upper for durability ... [More](#)

[See more details at Nike Official »](#)

# Best Practices For E-Commerce - Google Search

Site-specific guides for [E-commerce](#) (Google Search Central) | Start with point 1 to 4. And then continue with the rests and our checklists.

Topics	
<a href="#">Where ecommerce content can appear on Google</a>	Understand the different surfaces where your ecommerce content can appear.
<a href="#">Share your product data with Google</a>	Decide which method to use when sharing your product data with Google.
<a href="#">Include structured data relevant to ecommerce</a>	Help Google understand and appropriately present your content by providing explicit information about the meaning of your page with structured data.
<a href="#">Help Google understand your ecommerce site structure</a>	Design a site navigation structure and link between pages to help Google understand what is most important on your ecommerce site.
<a href="#">How to launch a new ecommerce website</a>	Learn how to strategically launch a new ecommerce website and understand timing considerations when registering your website with Google.
<a href="#">Write high quality reviews</a>	Write high quality product reviews to help shoppers decide on the right product for their needs.
<a href="#">Designing a URL structure for ecommerce sites</a>	Avoid issues related to crawling and URL design that are specific to ecommerce sites.

# 1. Where content can appear

Google may display ecommerce content on the following [surfaces](#) | Recommended Ecommerce content [types](#)

## 1. Google Search

To learn more about techniques that can improve your ranking in Google Search, see the [Search Engine Optimization \(SEO\) Starter Guide](#). For examples of different ways Google can present your results, explore the [list of structured data markup that Google Search supports](#).

## 2. Google Images

For guidance on how best to prepare your images for indexing by Google, see [Google Image best practices](#).

# Where content can appear

Google may display ecommerce content on the following [surfaces](#) | Recommended Ecommerce content [types](#)

### 3. Google Lens

If you want your products to be found in [Google Lens](#) search results, make sure your product details are [uploaded to Google Merchant Center](#), [opt in to product listings](#), and follow the [Google Image best practices](#).

### 4. Google Shopping tab

If you want your products to be found in the Google Shopping tab, upload your products to [Google Merchant Center](#).

# Where content can appear

Google may display ecommerce content on the following [surfaces](#) | Recommended Ecommerce content [types](#)

## 5. Business Profile

To provide your business details to Google, [claim your Business Profile](#) and [Link Business Profiles and Merchant Center](#).

## 6. Google Maps

To make your products available in [Google Maps](#) search results, upload your products with inventory location data to Google Merchant Center. See the [Local inventory ads onboarding guide](#) for details.

## 2. Share your product data with Google

Add [product structured data](#) to web pages | Upload data to [Google Merchant Center](#)

Experience	Structured Data	Google Merchant Center
Product rich results in Google Search	Google Search uses <a href="#">Product structured data</a> to display product rich results.	Google Search may use Google Merchant Center data to display product rich results.
Google Images results with product annotations	Google Images uses <a href="#">Product structured data</a> to display product annotations on images.	Google Images uses images listed in Google Merchant Center.
Google Shopping tab	Adding structured data can help Google Merchant Center in some cases (for example, during data verification).	Participation in Google Merchant Center is required to appear in the Google Shopping tab.
Google Lens image search results	Google Lens uses <a href="#">image structured data properties</a> where available.	Google Images uses images listed in Google Merchant Center.

# Google Merchant Center

Add [product structured data](#) to web pages | Upload data to [Google Merchant Center](#)

## List your products on Google straight from your e-commerce solution

You can automatically add your products to Google when you link your e-commerce store to Merchant Center. Plus, any future changes you make to products are automatically synced to Google.

Not on one of our partner e-commerce providers? No problem, you can upload a file or spreadsheet or enter individual products instead.



[Link your store](#)



[Link your store](#)



[Link your store](#)



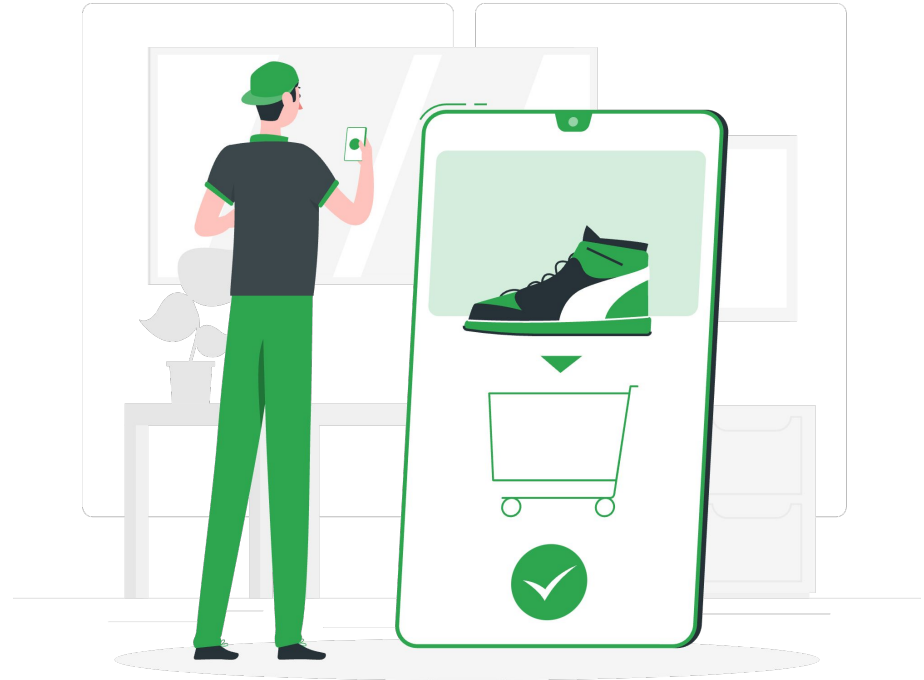
[Link your store](#)



## 3. Include structured data relevant to ecommerce

All [structured data](#) for your ecommerce website

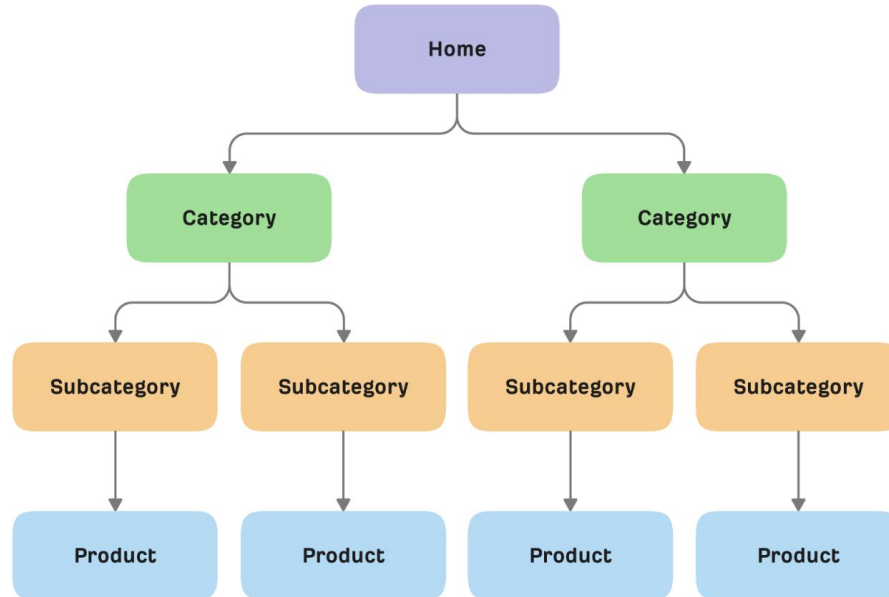
Ecommerce structured data types
<a href="#">LocalBusiness</a>
<a href="#">Product</a>
<a href="#">Review</a>
<a href="#">HowTo</a>
<a href="#">FAQPage</a>
<a href="#">BreadcrumbList</a>
<a href="#">WebSite</a>
<a href="#">VideoObject</a>





## 4. E-commerce Site Structure

Add links from menus to category pages, from category pages to sub-category pages, and finally from sub-category pages to all product pages. After step 4, continue with E-Commerce SEO Checklists in the next pages.



# E-Commerce SEO Specialist Checklist

Step	Description	Recommended Tools
1. SEO Goals	Define SEO goals that align with your business objectives, such as increasing organic clicks, impressions, CTR, and average positions. Don't forget about conversions and conversion rate as essential metrics.	Google Analytics, Google Search Console
2. HTTPS	Use HTTPS to secure your e-commerce site and improve trust with search engines and users.	SSL certificate
3. Site Structure	Create a clear and organized e-commerce site structure, including easy-to-use navigations, categories, and product filters.	CMS
4. Site Speed	Optimize e-commerce site speed by minimizing file sizes, leveraging browser caching, and using a content delivery network (CDN) to improve user experience and reduce bounce rates.	Google PageSpeed Insights, GTmetrix
5. Mobile-friendly Design	Ensure your e-commerce site is mobile-friendly with responsive design, mobile-first indexing, and mobile-optimized content to improve organic clicks and impressions.	Google Mobile-Friendly Test
6. Keywords & Contents	Do product keyword research. Create high-quality and engaging product descriptions, category descriptions, and blog content that align with your target audience's needs and interests.	Ahrefs Keyword Generator, Yoast SEO
7. On-page SEO	Optimize your e-commerce site's meta tags, header tags, product titles, descriptions, and alt text with target keywords to improve CTR and average positions.	Yoast SEO, SEMrush, Ahrefs
8. Backlinks	Build high-quality backlinks from authoritative websites to improve your e-commerce site's authority and ranking, resulting in increased organic clicks and impressions.	SEMrush, Ahrefs
9. Structured Data	Implement structured data markup, such as Schema.org, to help search engines understand your product contents, product reviews, and improve SERP appearance, resulting in increased CTR.	Google's Structured Data Testing Tool
10. SEO Monitoring	Monitor your website's analytics and SEO performance, including organic clicks, impressions, CTR, and average positions, and make necessary changes to improve rankings and traffic.	Google Analytics, Google Search Console

## For Marketplace SEO: 6 to 8

Step	Description	Recommended Tools
1. SEO Goals	Define SEO goals that align with your business objectives, such as increasing organic clicks, impressions, CTR, and average positions. Don't forget about conversions and conversion rate as essential metrics.	Google Analytics, Google Search Console
2. HTTPS	Use HTTPS to secure your e-commerce site and improve trust with search engines and users.	SSL certificate
3. Site Structure	Create a clear and organized e-commerce site structure, including easy-to-use navigations, categories, and product filters.	CMS
4. Site Speed	Optimize e-commerce site speed by minimizing file sizes, leveraging browser caching, and using a content delivery network (CDN) to improve user experience and reduce bounce rates.	Google PageSpeed Insights, GTmetrix
5. Mobile-friendly Design	Ensure your e-commerce site is mobile-friendly with responsive design, mobile-first indexing, and mobile-optimized content to improve organic clicks and impressions.	Google Mobile-Friendly Test
6. Keywords & Contents	Do product keyword research. Create high-quality and engaging product descriptions, category descriptions, and blog content that align with your target audience's needs and interests.	Ahrefs Keyword Generator, Yoast SEO
7. On-page SEO	Optimize your e-commerce site's meta tags, header tags, product titles, descriptions, and alt text with target keywords to improve CTR and average positions.	Yoast SEO, SEMrush, Ahrefs
8. Backlinks	Build high-quality backlinks from authoritative websites to improve your e-commerce site's authority and ranking, resulting in increased organic clicks and impressions.	SEMrush, Ahrefs
9. Structured Data	Implement structured data markup, such as Schema.org, to help search engines understand your product contents, product reviews, and improve SERP appearance, resulting in increased CTR.	Google's Structured Data Testing Tool
10. SEO Monitoring	Monitor your website's analytics and SEO performance, including organic clicks, impressions, CTR, and average positions, and make necessary changes to improve rankings and traffic.	Google Analytics, Google Search Console

# Thank You!

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