



eCommerce Best Practices & Metrics

December 14, 2023

Agenda



Presentation duration

30 Minutes



Conductor Speakers:

- Crystie Bowe, Senior SEO
Strategy Director at Conductor

- Ecommerce Metrics for SEO to Pay Attention to
- Reporting on Ecommerce Metrics to Your Teams
- Telling Stories with Your Data
- Understanding Declines & Additional Points Analyze
- Turning Insights into Action for 2024



eCommerce SEO Metrics

What Does SEO Data for eCommerce Include?

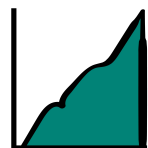


Keyword Rankings

Rankings in Google & other search engines for your target keywords

Can include tracked, untracked or competitive rankings

Can also include branded and non-branded keywords



Organic Traffic

Traffic data from the organic channel, as reported by your website analytics provider

Click data, as reported by Google Search Console



User Engagement

Time on site, bounce rate, pages per session, as reported by your website analytics provider

Organic click through rate, as reported by Google Search Console



Conversion Data

Conversions coming from the organic channel, as well as organic conversion rate, as reported by your analytics provider



Core Web Vitals

Page speed metrics, inclusive of largest contentful paint, total blocking time and cumulative layout shift

What Should I Pay Attention to for eCommerce?

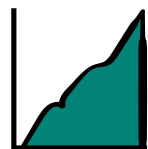


Keyword Rankings

How visible are you for non-brand keywords?

What is the mix of brand vs. non-brand terms that you're visible for?

Do your non-brand terms map well to your category and product pages?



Organic Traffic

Is organic traffic increasing? What about new users coming from organic? How has the spread of new vs. existing users from organic changed over the course of the past year?



User Engagement

Are users bouncing from your pages at a higher rate? Are users spending time browsing your site's content, or are they viewing one page and leaving?



Conversion Data

How does organic conversion rate compare to that of other channels? Which pages make up the highest percentage of your organic conversions? How is your non-brand visibility for those pages?



Core Web Vitals

Are users exiting your pages due to slow speed or annoying interstitials? How do your core web vitals compare to those of other page 1 rankers in your space?



Reporting on eCommerce Metrics

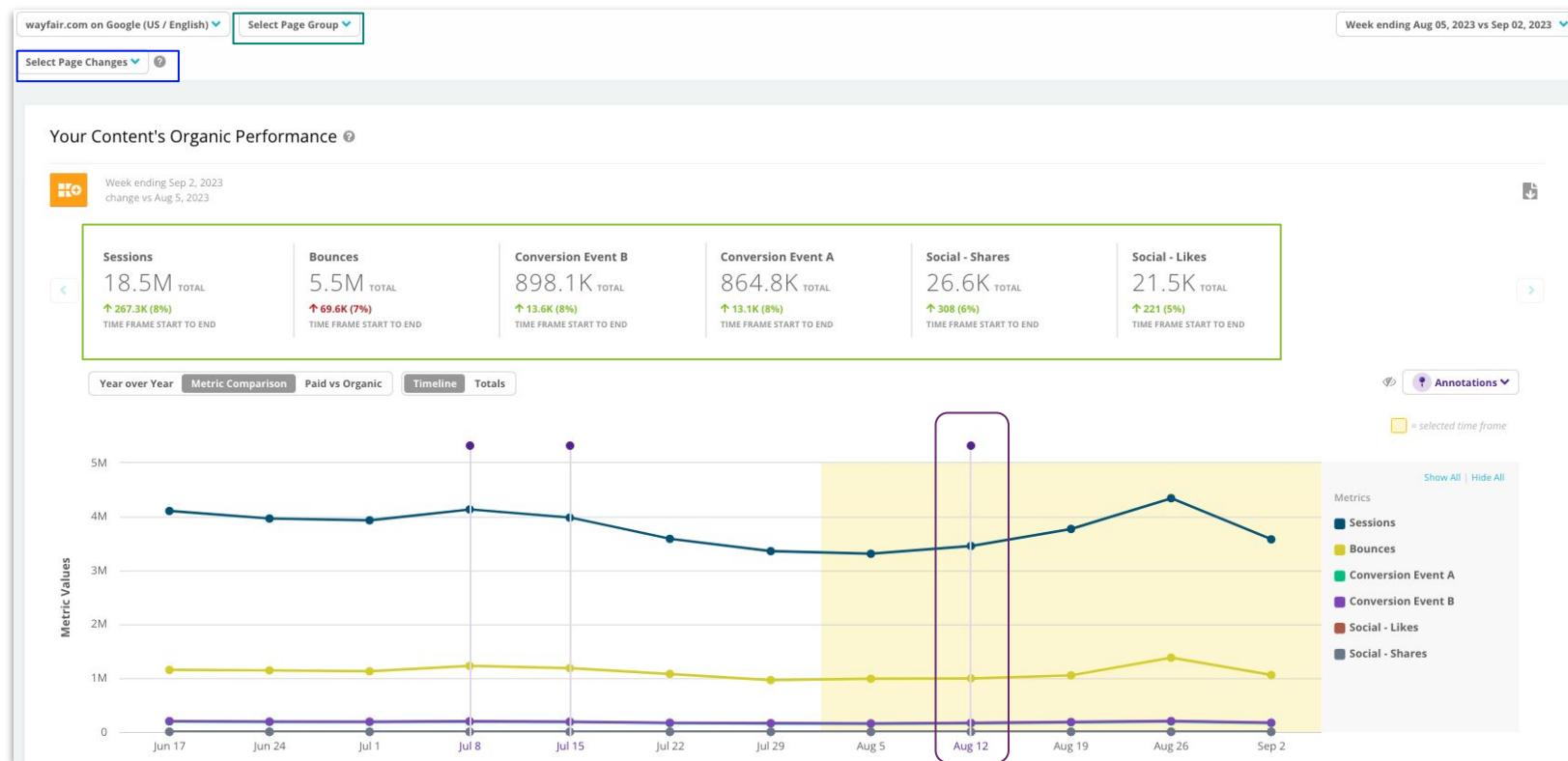
Conductor Tools for Reporting on eCommerce Metrics

**Pages & Page Details
Reports**

Keyword Report

ContentKing Report

Helpful Platform Views: Pages Report



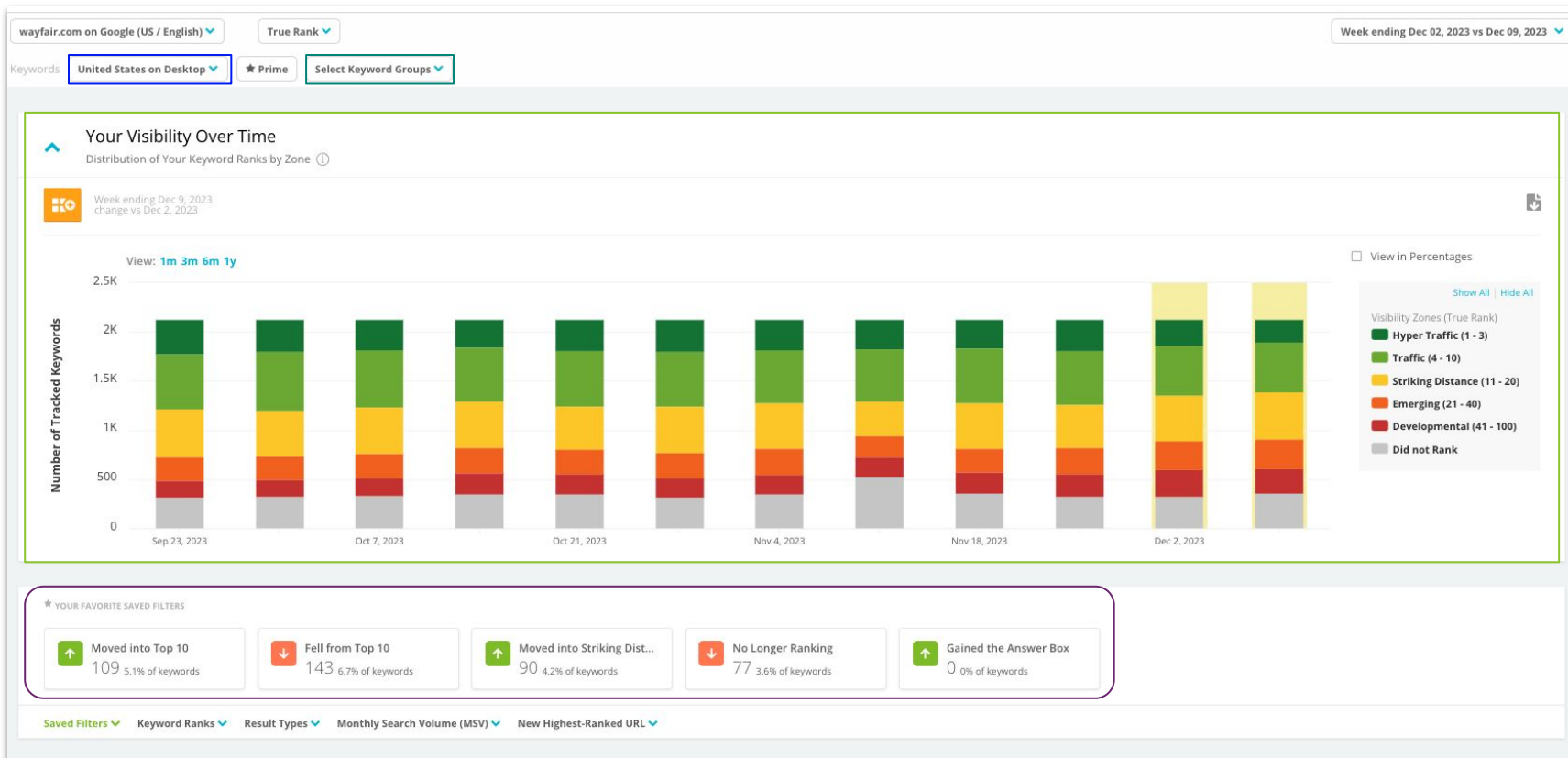
How are my product pages vs. category pages vs. article pages performing on my key metrics?

How are SEO changes that I made impacting my metrics?

What am I measuring and how am I progressing?

What major events took place in my business that I need to account for?

Helpful Platform Views: Keyword Report



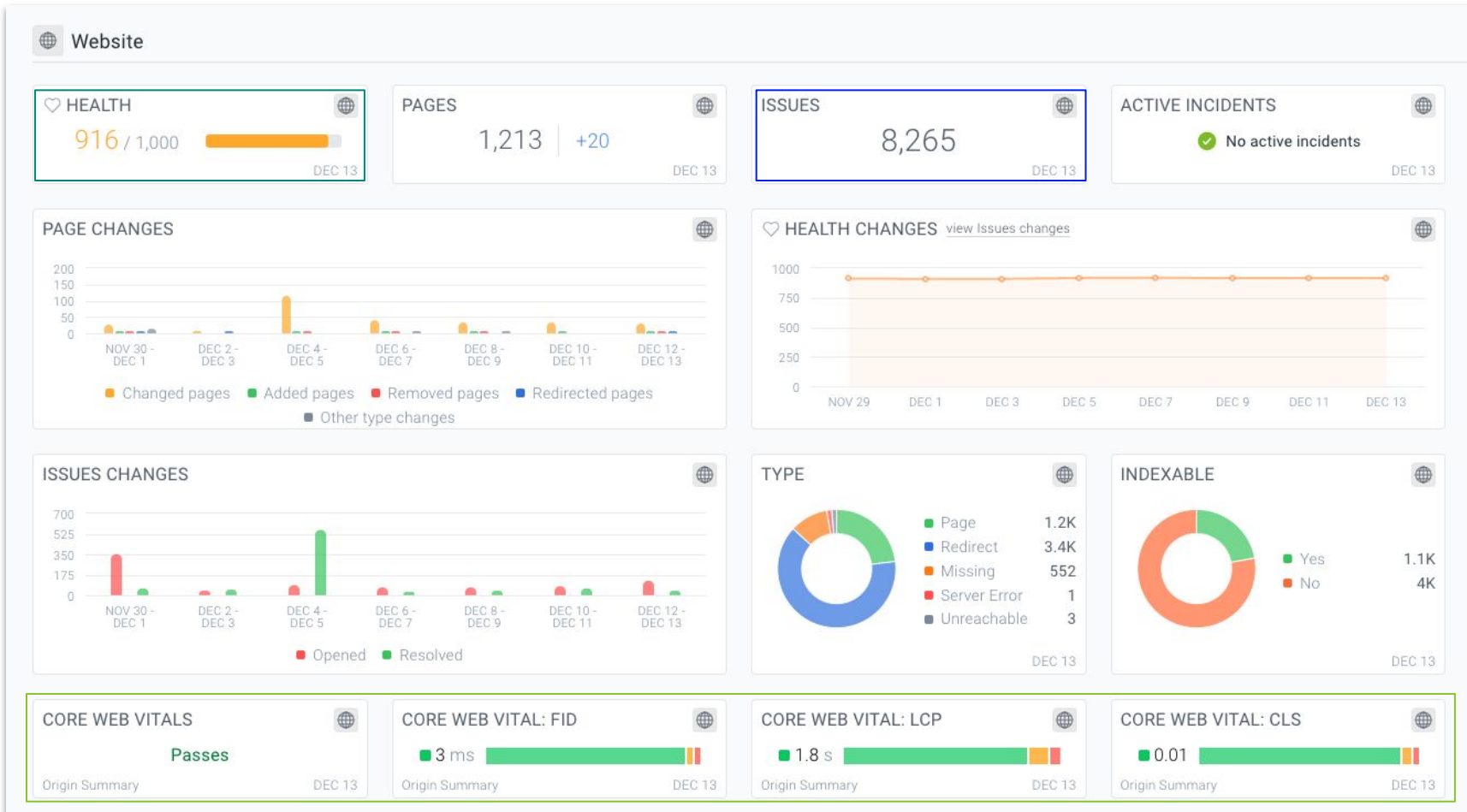
How are my priority keywords by product category performing?

How are my rankings in different locations and markets?

Am I generally moving up, down or staying the same with my visibility?

Where do I have some low-hanging fruit? Where do I need to prioritize recovery from drops? What wins can I report?

Helpful Platform Views: ContentKing Report



What is the overall technical health of my site?

How many open issues do I have? (Can also be broken down into segments)

How is my site performing from a speed perspective?

Bringing It All Together: Impactful Workspace Views

Business Performance Overview [Executive Reporting]

Organic Performance - Top Traffic Driving Page Groups

Week ending Nov 5, 2022
change vs Aug 6, 2022

Organic performance for page groups on wayfair.com

| PAGE GROUP DETAILS | | PAGES | | SESSIONS | | |
|---------------------------|-----------------|--------|-----------|-----------|----------------------------|--|
| Page Group Name | Number of Pages | Change | Total | Change | Percentage of all Sessions | |
| Product: Category | 1,191 | ↓ 80 | 3,051,699 | ↑ 60,190 | 54% | |
| Category: Decor & Pillows | 673 | ↓ 204 | 2,266,494 | ↓ 632,281 | 40% | |
| outdoor furniture 3 | 690 | ↓ 148 | 2,264,792 | ↓ 720,626 | 40% | |
| Outdoor Furniture | 684 | ↓ 144 | 2,261,667 | ↓ 701,147 | 40% | |
| Category: Outdoor | 680 | ↓ 149 | 2,253,793 | ↓ 706,610 | 40% | |

5 OF 48 | SHOW 5 PER PAGE

PAGE 1 OF 10

[See the full report](#)

Which page groups are providing the most value to the site?

Organic Sessions & Conversions for Category: Outdoor

Week ending Dec 3, 2022
change vs Oct 8, 2022

Sessions

21.9M TOTAL
↑ 394.5K (17%)
TIME FRAME START TO END

Bounces

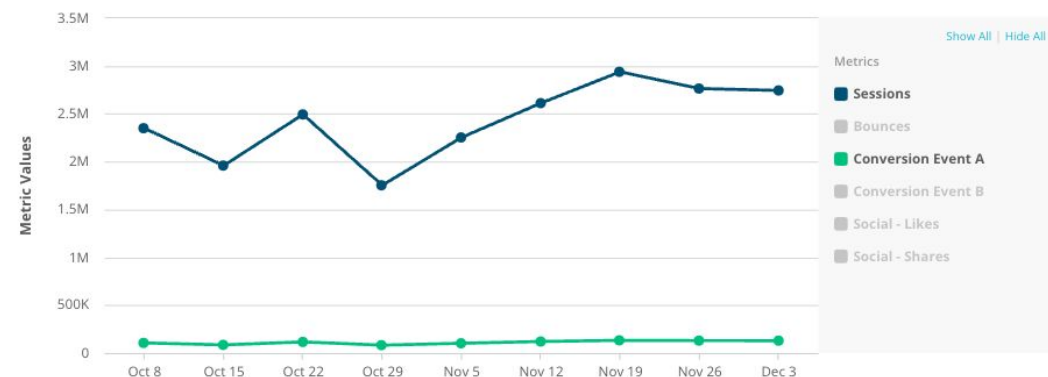
6.6M TOTAL
↑ 35.3K (5%)
TIME FRAME START TO END

Conversion Event B

1M TOTAL
↑ 24.6K (22%)
TIME FRAME START TO END

Conversion Event A

1M TOTAL
↑ 23.7K (22%)
TIME FRAME START TO END



[See the full report](#)

How are my individual categories and products within them performing?

Bringing It All Together: Impactful Workspace Views

Keyword Groups Comparison & Organic Overview WoW Week ending Dec 9, 2023
change vs Dec 2, 2023

sorted by MSV

| Keyword Groups | | | YOUR VISIBILITY PERFORMANCE (STANDARD RANK) | | | | | | | MODELED TRAFFIC | | OPPOR |
|------------------------|----------------------------|-----------------------------------|---|---------------------------|------------------------|---|--|---------------------------------------|---|------------------------------|---------------------------|---------------|
| Keyword Group | Number of Tracked Keywords | Monthly Search Volume ALL DEVICES | Visibility Distribution DEC 09, 2023 | Average Rank DEC 09, 2023 | Change In Average Rank | Number of Keywords Ranked In Top 100 DEC 09, 2023 | Change in Number of Keywords Ranked in Top 100 | Market Share of 1st Page DEC 09, 2023 | Change in Percentage Points of Market Share | Modeled Traffic DEC 09, 2023 | Change in Modeled Traffic | Average Oppor |
| *Non-Branded Keywords | 2,134 | 81,932,640 | | 31 | ↓ 1 | 1,780 | ↓ 28 | 7% | 0 | 796,718 | ↓ 4% | |
| All Keywords | 2,134 | 81,932,640 | | 31 | ↓ 1 | 1,780 | ↓ 28 | 7% | 0 | 796,718 | ↓ 4% | |
| Page Type: /sb0/ | 599 | 35,167,830 | | 22 | ↓ 3 | 564 | ↓ 12 | 9% | ↓ 1 | 285,088 | ↓ 11% | |
| Top Paid - Wayfair | 101 | 22,695,400 | | 16 | ↓ 4 | 97 | ↓ 1 | 9% | ↓ 1 | 212,637 | ↓ 9% | |
| Category: /furniture/ | 322 | 18,926,050 | | 13 | ↓ 1 | 309 | ↑ 1 | 13% | ↑ 1 | 289,588 | ↓ 10% | |
| Product - Furniture | 348 | 12,914,770 | | 12 | ↓ 1 | 339 | ↓ 1 | 11% | 0 | 154,365 | ↓ 6% | |
| Page Type: /cat/ | 133 | 11,915,620 | | 22 | 0 | 124 | ↓ 2 | 11% | 0 | 108,303 | ↑ 10% | |
| Product - Bed and Bath | 227 | 9,382,900 | | 21 | ↓ 1 | 214 | ↓ 2 | 9% | 0 | 96,334 | ↓ 13% | |
| Adthena Paid Keywords | 179 | 7,991,720 | | 17 | 0 | 171 | ↓ 2 | 9% | 0 | 91,957 | ↓ 12% | |
| Page Type: /sb1/ | 365 | 7,750,770 | | 19 | 0 | 347 | ↓ 2 | 8% | ↑ 1 | 89,507 | ↓ 3% | |

How are my collective keyword groups performing? Where am I weakest?

All Local Visibility Week ending Dec 9, 2023
change vs Dec 2, 2023

for 9 web properties on 3 search engines, for searches performed in 21 locations on 3 devices

| Location | Keywords | Monthly Search Volume | Your True Rank Distribution | Keywords on 1st Page | Your Market Share of 1st Page | Change in Market Share Percentage Points |
|------------------|----------|-----------------------|-----------------------------|----------------------|-------------------------------|--|
| United States | 8,539 | 271,464,670 | | 2,240 | 3.76% | ↓ 0.09 |
| United Kingdom | 2,112 | 5,769,260 | | 237 | 1.27% | ↓ 0.54 |
| New York, NY | 732 | 4,739,550 | | 361 | 3.1% | ↓ 0.31 |
| Chicago, IL | 3,557 | 2,429,430 | | 1,418 | 3.79% | ↓ 0.26 |
| Los Angeles, CA | 732 | 2,319,990 | | 354 | 3.23% | ↓ 0.42 |
| Philadelphia, PA | 3,533 | 1,307,670 | | 1,428 | 3.68% | ↓ 0.3 |
| Boston, MA | 3,533 | 893,200 | | 1,428 | 3.83% | ↓ 0.07 |
| Atlanta, GA | 408 | 725,160 | | 234 | 3.73% | ↓ 0.31 |
| Minneapolis, MN | 3,098 | 651,200 | | 1,228 | 3.79% | ↓ 0.02 |
| Cleveland, OH | 3,098 | 556,700 | | 1,247 | 3.89% | ↓ 0.18 |

How am I performing across locations?

Telling Stories with Data

Implementation Story

For pages where we made changes, what performance impact are we seeing?

YoY Performance Story

How are we performing for our key pages and terms, removing seasonality from the equation?

Non-Optimized Pages Story

How is not optimizing a group of pages impacting their organic traffic and conversions over time?

Conversion Story

Which pages and categories are driving the most conversions from the organic channel? What can we learn from these pages?

Demand Story

How is demand impacting organic traffic to our pages, and where can we make up lost demand or capitalize on influx of demand?



Understanding Declines & Additional Analysis

Oh no, the site is tanking!

First things first, don't panic

Understanding Declines: Code Red Issues

Traffic Dropped to Zero

Double check that your analytics hasn't accidentally been stripped from your pages.

You can check this in ContentKing & validate that pages are still getting traffic in Google Search Console.

Keywords Dropped Off Page 1

Outside of regular fluctuations, check if the previously ranking page is still accessible and ensure it is not throwing any redirects or errors.

Also, did you go through a migration recently? This can happen as Google is understanding the new site structure.

Drastic Drop in Conversions

Check for bugs in your checkout process on both desktop and mobile.

Ensure hreflang is working properly (customers may be trying to convert off of an international page!).

Then, there's everything else

Scenarios to Consider

Demand Has Changed

Have there been changes in demand for your top terms?

What about your brand? Brand demand can have a significant impact on organic traffic.

When you take those things out, how do the numbers look?

Traffic Quality Has Increased

Check your organic conversion rates - has the quality of your traffic increased? Is it converting at a higher rate?

How does organic conversion rate compare to that of your other channels? How has the channel mix changed?

Channel or Keyword Cannibalization

Has your paid search strategy changed? Is it possible that organic is losing conversions to the paid search channel?

Additionally, check for cannibalization issues in your keyword set - it's possible that users are landing on the wrong version of your page!

Segment Differences

Look deeper into your traffic - are some categories and products increasing, and is that being masked by a larger decrease somewhere else? What can you learn from the ones that are doing well?

Migration etc. Recovery

If your site went through a major change recently, can you point to any improvements as a result of the change? Is traffic starting to rebound, perhaps? Is engagement increasing on newly-designed pages?



Creating an Action Plan for 2024

Looking Ahead

Understand Performance

Ensure you have a full-year understanding of performance on your site, stripping out any seasonality and other anomaly considerations.

What pages have seen the most improvements? Where do you need to focus next year?

Plan Ahead

What areas will your business be prioritizing next year? Ensure you layer those into your strategy & execution calendar.

What lessons can you apply from your learnings on performance? Are there emerging demand patterns or new strategic considerations (ie SGE, E-E-A-T)?

Create an Execution Plan

SEO improvements take time to realize - create an e-commerce plan that is at least 3 months ahead of peak demand while you work on larger strategic initiatives in the background

Consider large-scale improvements like template changes, global authorship initiatives and pillar/cluster strategy to get the most out of your SEO program!



Questions?

Remember

- Contact your CSM with any platform and workflow questions to support your efforts
- Still need more help? Get in touch with professional services!

THANK YOU!