

# Smart Shopify SEO Builder

The easy to implement planner that takes SEO to the product level

Powered by  
**Styloquin**

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## Our promise to you

Getting your site to rank for Google is vital to your success, but it can be a big job, and it probably isn't the only thing on your to-do list. This guide will help you understand SEO, understand how small changes impact how Google sees your site, and why that matters. There is also a handy planner to make the process easier. Once you understand what to do, and why it matters, it shouldn't take more than a few minutes per product to create a plan of attack.

## Where to start

Whether you have 50 or 5,000 products, you have to start somewhere. We recommend that you start with your best sellers. Do a few at a time so you don't burn out. Good SEO requires creativity and a curious mind. Have fun with it!

# What humans see



## SEO isn't pretty and bots don't care

It seems cruel after you have spent so much time making sure that your site is compelling, visually interesting, and represents your brand in a meaningful way, that none of it means anything to the bots that crawl the web. While great design and beauty pay off when customers get to your site, they won't increase your page rank. Google uses other metrics like time on site and return visits to score engagement. To get more organic traffic you'll need to rank for keywords, so you'll need to speak the language of the bots.

## Your company is not Google's customer

Companies mistakenly think that they are Google's customers, but it is actually the person searching who is Google's customer. If Google doesn't serve up relevant results, then searchers will go to another search engine. Google's key performance metric is return eyeballs, not ads. They make their money on ads, but they live or die by relevant search results. The more you help Google determine what is relevant, the more they will serve up your products in search results, without making you pay for ads.

# What Google sees

```
<html class="js" lang="en" style="visibility: visible;"><div id="STQ-window-size" style="position: fixed; top: 0px; left: 0px; bottom: 0px; right: 0px; pointer-events: none;"></div><head>
```

```
<meta charset="utf-8">
```

```
<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
```

```
<meta name="viewport" content="width=device-width,initial-scale=1">
```

```
<meta name="theme-color" content="#7796a8">
```

```
<link rel="preconnect" href="https://cdn.shopify.com" crossorigin="">
```

```
<link rel="preconnect" href="https://fonts.shopifycdn.com" crossorigin="">
```

```
<link rel="preconnect" href="https://monorail-edge.shopify.com"><link rel="preload" href="//cdn.shopify.com/s/files/1/2804/5482/t/8/assets/theme.css?v=13661997104517498723" as="style">
```

```
<link rel="preload" as="font" href="https://fonts.shopifycdn.com/helvetica/helvetica_
```

```
<head>
```

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```

```
<link rel="preload" as="font" href="https://fonts.shopifycdn.com/helvetica/helvetica_n7.39bee04bd277a9c4e94e2fd42d53f4e3c0afb8a5.woff?h1=c2hvcGhmeS1kZW1vLnNOeWxhcXVpbi-5jb20&hmac=b939197c28b734086cbf7552a9283559a92ff27f4cd97ae1866481d-1b9e38956" type="font/woff2" crossorigin="">
```

```
<link rel="preload" as="font" href="https://fonts.shopifycdn.com/helvetica/helvetica_n7.39bee04bd277a9c4e94e2fd42d53f4e3c0afb8a5.woff?h1=c2hvcGhmeS1kZW1vLnNOeWxhcXVpbi-5jb20&hmac=02f0e2465de6ed7b5cf56daf5110426790e8c-9da6988269fb771c1daebfbfb" type="font/woff2" crossorigin="">
```

```
<link rel="preload" href="//cdn.shopify.com/s/files/1/2804/5482/t/8/assets/theme.js?v=13360450621841453048" as="script">
```

```
<link rel="preload" href="//cdn.shopify.com/s/files/1/2804/5482/t/8/assets/lazysizes.js?v=6309855486832407013" as="script"><link rel="canonical" href="https://shopify-demo.stylaquin.com/"><title>Mood Indigo</title><!-- /snippets/social-meta-tags.liquid -->
```

```
<meta property="og:site_name" content="Mood Indigo">
```

```
<meta property="og:url" content="https://shopify-demo.stylaquin.com/">
```

# Start with the names

## Product names

Once a product is popular and well known, i.e. Bean Boots, iPhone, Levis; the name is the keyword. For most products though, the product name is an easy opportunity to get keywords into the most important tag for Google, the H1 tag.

Example: Essential Cashmere Sweater

What would a customer type into Google if they were looking for this sweater? In this example, the manufacturer named the sweater “Essential Cashmere Sweater” so we’ll use that as the starting point. The more you can drill down, the more likely it is that you’ll find a connection.

What sets this sweater apart from the competition is that it is made from, more expensive, but cruelty-free methods of wool-gathering. Cruelty-free is a good keyword for this product and we’ll add it to the title. So now we have Cruelty-free Essential Cashmere Sweater.

Are there any other things that customers would type into Google if they were looking for this sweater? The (fictitious) company that makes the sweater has created content on their site that supports their mission. They also have a large following on social media, so the brand name, Karma Isles, may be something customers would search for. Women’s is another keyword that could help Google determine if it is a good fit for what their customers searched for:

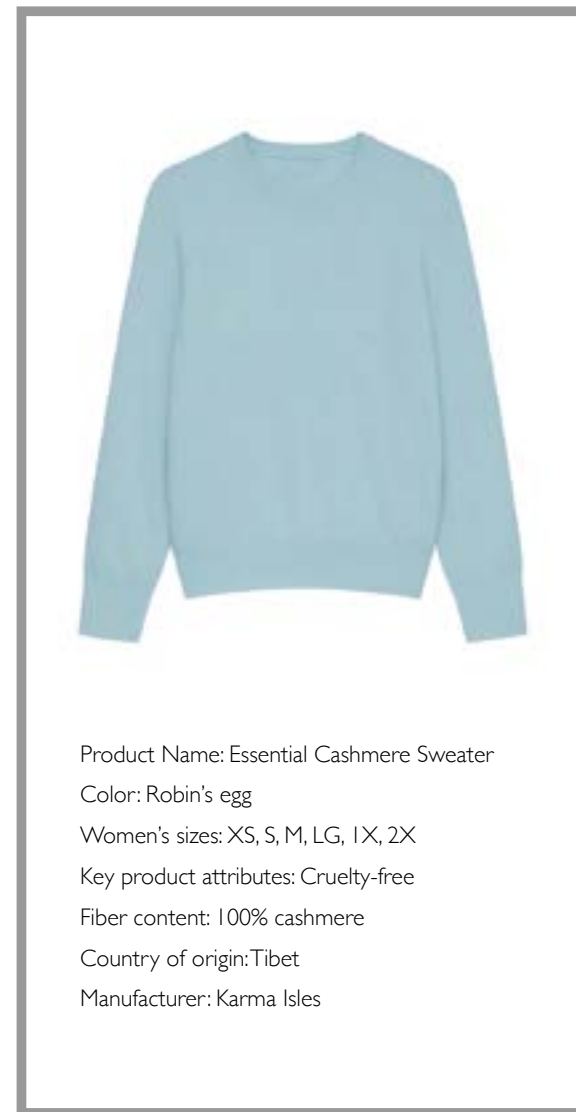
Women’s Karma Isles Cruelty-free Essential Cashmere Sweater is a mouthful, but it is also a goldmine of searchable terms. You could also call it, Karma Isles Women’s Essential Cashmere Sweater—Cruelty-free, or The Essential Women’s Cashmere Sweater; a Cruelty-free classic from Karma Isles.

## Image names

When manufacturers share product images the image name is often something like 0893-98\_RE.jpg. Manufacturers are not worried about your SEO issues, they speak in SKUs. In order to make that image rank in Google, you’ll need to change the name to something more bot-friendly. First take the product name and concatenate it. (Concatenate is just an SAT word that means: string it all together using underscores or hyphens.)

The concatenated image name becomes Karma\_Isles\_Cruelty-free\_Essential\_Cashmere\_Sweater.jpg. There are two more things we can add which will help Google understand what the image is, the color and the gender served. The color “Robin’s egg” is a bit vague for most customers who aren’t already familiar with the product. They are more likely to search for “Blue” or “Light Blue”. Add those terms in and we end up with Karma\_Isles\_Cruelty-free\_Essential\_Cashmere\_Sweater\_Womens\_Robins\_Egg\_Light\_Blue.jpg, and now all of your keywords are front and center.

This matters more than you think because images always appear at the top of Google searches. Google can’t glean any information from 0893-98\_RE.jpg, but it understands Karma\_Isles\_Cruelty-free\_Essential\_Cashmere\_Sweater\_Womens\_Robins\_Egg\_Light\_Blue.jpg. Having your beautiful cashmere sweater appear in the images above a search for “Cruelty-free cashmere sweaters” vastly increases the chances of your product being clicked.



# Add Links

## Internal links

One of the most underused weapons in the SEO arsenal is linking. Google is trying to serve up the best results to any search and to do that it needs to determine what things are important and what things aren't. You may have a better, prettier, or more socially beneficial product, but Google won't know any of that unless you tell it. When a customer types "Cashmere Sweater" into Google there may be 140,765 cashmere sweaters to choose from, so Google has to narrow down the search to find the top answers. Links are Google's window to what matters. Internal links aren't ranked as highly as external links, but they are easy and they add up. Remember you are trying to get a nose up on your competition, it doesn't have to be perfect, it just has to be relevant.

## Pages count more than posts

Adding pages to your site that focus on your key attributes is a great way to add links that can be used on multiple products. For our example adding pages like "Why Tibetan goat herders comb their herds" or "Cashmere shouldn't be cruel" where the copy talks about why it's important and also contains links to other resources, tells Google that this is something that matters. Google looks at the web of connections and ranks them (they won't tell you exactly how) and then it serves up the top contenders. You will also be more likely to have others link to your internal pages, which is SEO gold.

## External links

Linking to content outside your site tells Google that there is more to the story. Google doesn't really care what the story is, just who is telling it and how relevant the content is to the search terms it's looking for. For our example of cruelty-free cashmere, a link to PETA.org is not just appropriate, but also highly relevant to the customer looking for that product. Not every product will have an easy link opportunity like that, but there are always link opportunities. Say you are selling a tee shirt with sunflowers, you can link to a fan site for sunflower

lovers, organic sunflower seeds, or the Van Gogh painting of sunflowers. Have fun with it. Want to know what Google thinks is relevant to sunflowers? Yup, just search "Sunflowers". Don't add links that will confuse Google. Keep it simple and targeted.

## Inbound links

Google loves inbound links from trusted sources. How do you get links from trusted sources? Pages full of interesting, relevant content are the best way to make that happen. In our sweater example, people who care about cruelty-free wool are very likely to link to a page about what it is, and why it matters. Leverage social media, and don't be afraid to ask for links from vendors, suppliers, sites you have connections to, pretty much anyone. Directories are a good source of links though they don't have as much juice as a link in an article or post. Guest blogging is another way to get good links. Links are worth the effort, and you never know where some good link juice will come from.



## How to add links in Shopify

- Copy the URL for the file that you want to link.
- In your Shopify admin, tap the product, collection, webpage, or blog post where you want to add the file.
- In the rich text editor, enter or choose link text.
- Select the link text.
- Tap Insert link:

# Add tags

## Alt tags

Alt tags tell Google what an image is and helps people with disabilities navigate and understand the page. Adding alt tags to images shows Google that you care about others who may be less fortunate and that you. When Google has multiple sites that could be a good fit for a search term, they will serve the one that is properly tagged first. Alt tags aren't tricky and you shouldn't try to be tricky when writing them. Just describe the picture, and if possible, use a keyword or three. So from our example, the alt tag would be "Picture of a women's Karma Isles Essential Cashmere cruelty-free sweater in Robins egg blue." When a person listens to the page being read out loud, they will understand what the image shows. Alt tags are becoming more important as voice-activated devices grow in popularity.

## Post tags

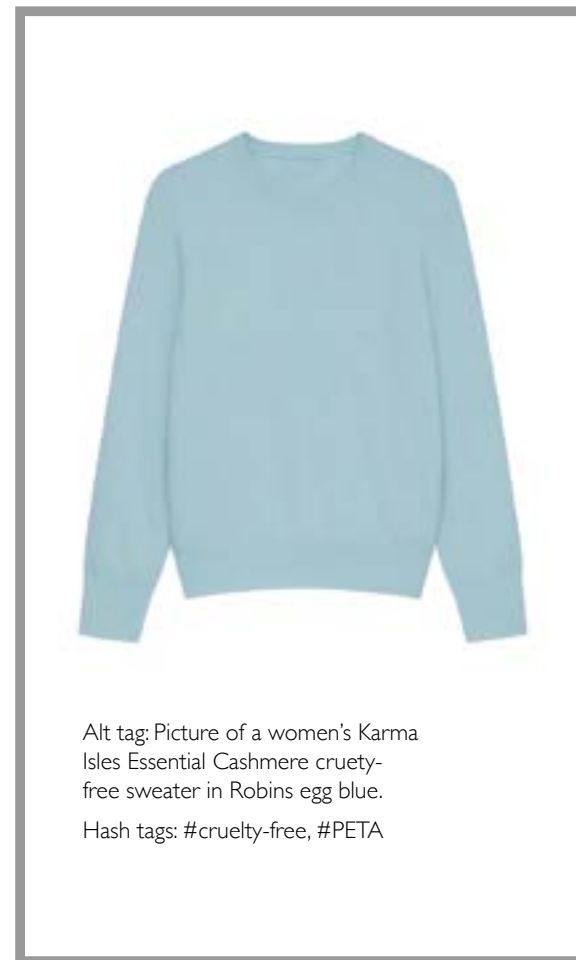
Post tags are just another way to get keywords into your site so Google knows what is going on. Don't sweat post tags, just use your keywords. If it seems like you are adding the same words over and over and over again, you are. Google is not smart, it doesn't think less of you if you repeat yourself, it just crawls and indexes. The algorithm ranks different attributes and serves up the best result.

## Hashtags

Social media loves a good hashtag. For our example #cruelty-free, #cruelty-free-cashmere, #PETA would all work. Google has started indexing hashtags and now you can use them in search. The jury is out about how effective they are without being tied to social media, but you will find it easier to add them when your mind is focused on SEO for products.

## Tag stuffing

It may seem like a good idea to stuff as many tags as possible everywhere you can. Nefarious characters have used this trick so much that it now works against your Google rank. Use as many tags as seems natural but more than five probably isn't helping you.



# Increase engagement

Google's first priority is to send searchers to the site where they are most likely to find what they are looking for. So Google is always trying to find ways to uncover sites that are going to delight their customers. SEO may get your foot in the door; but engagement is the big kahuna. Put yourself in Google's place, you want to send searchers to the best site for their query so you narrow things down first by relevance. Does it have the item the searcher is looking for? (Names and keywords) Does it have credibility? (Links) But how do you find the sites people like? This is where time on site and engagement really come into play. Once a shopper reaches your site, what are you doing to keep them engaged? Sadly, aside from having good design,

additional content, and great products, there isn't much you can do to increase engagement, but that's where Stylaquin shines. Stylaquin is a website enhancement that adds two tools that make shopping more fun and engaging. As humans, we do more of the things we enjoy. When you have the right tools, any experience becomes more fun. Shoppers who use Stylaquin when they shop spend over 60% more time on site than those who don't. Stylaquin shoppers also come back more often, and when they do, they convert almost 20% more than non-Styloquin shoppers.

To learn more about Styloquin, visit [Styloquin.com](http://Styloquin.com), or just give us a call. Isn't it time to move your SEO up a level?

## Results

- 10% and 15% of shoppers use Styloquin when they shop.
- Styloquin shoppers convert up to 5% more
- Styloquin shoppers return 10% more often
- Styloquin shoppers (AOV) is up to 12% higher
- Styloquin shoppers spend over 60% more time on site

Styloquin is free to add to any Shopify site and very inexpensive, just 2% of sales that use Styloquin. If customers don't use Styloquin when they shop, there is no cost.

## The Bar



*Styloquin adds a bar to the right side of the browser window. To use Styloquin, just click the bar to open and close it or drag a product thumbnail onto the bar to see the Look Book.*

## The Look Book



*The Look Book feature creates a beautiful page for each Product. Drag a thumbnail onto the Styloquin bar and voilà! Shoppers flip through a site like they flip through a magazine or catalog. It uses templates to create pages for each product on the fly, so your site is ready in minutes and new products are added automatically.*

## The Idea Board



*The Idea Board is where shoppers can put all the products they are interested in but aren't sure they want to buy yet. They can move items around. Change colors, sizes, and quantities right on the Idea Board until they have exactly what they want.*

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# SEO planner for your top ten products

It's tempting to put your efforts into the products that need the most help, rather than your best sellers which are already doing well. Don't fall for the underdogs! Increasing sales on one of the top products by 3% will probably do more for the bottom line than increasing sales for the bottom products by 50%.

Name	Primary Benefit	Secondary Benefit	Story	Keywords	Links	Internal Page	Hash Tags
Sample: <i>Karma Isles Essential Cruelty-free Cashmere Sweater</i>	<i>Cruelty-free</i>	<i>Cashmere</i>	<i>Hand combing goats reduces their stress.</i>	<i>Cruelty-free Cashmere</i>	<i>PETA.org Karma Isles Goat Combing Video</i>	<i>Why we use Mongolian Cashmere</i>	<i>#Cruelty-free, #PETA</i>
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9.							
10.							

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