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How to optimise your pages

There are two things you can do to improve your product rankings in Google and encourage customers to make a purchase. The first is to enter two different search key terms for each product, and the second is to write clear and unique product descriptions.

SEARCH KEY TERMS

Key terms are the words that a customer might type into search engines (such as Google) when looking for an item online, and they enable search engines to direct customers to your pages.

STEP 1 CHOOSE YOUR KEY TERMS

- For each of your products, choose the words a customer would be most likely to use when searching for that specific item. You'll need two key terms per product.
- Each key term should be 2-4 words long and 5-45 characters in total.

FOR EXAMPLE



If your product is a Vintage Style Wooden Wedding Sign, you could use:

Key term 1:
wooden wedding sign

Key term 2:
vintage sign for weddings



Or, if your product is a Personalised Family Typography Print, you could use:

Key term 1:
personalised print

Key term 2:
typography print

TIP

Include integral qualities of the product. What type of product is it? What's it made from?

STEP 2 TEST YOUR KEY TERMS

Enter your chosen terms in Google. What appears in the first page of results?
If there are a lot of strong results you may want to consider a more specific phrase.

STEP 3 ENTER YOUR KEY TERMS IN THE CMS

Once you've decided what your key terms are, log on to the CMS.

For new products you want to upload:

- Visit the create area on the CMS
- Enter your two key terms in the boxes provided.

For existing products:

- Visit edit > information on the CMS
- Enter your two key terms in the boxes provided.

PRODUCT DESCRIPTIONS

The description of your product not only gives the customer all the information they require to make a purchase, it's also a crucial factor in the way that search engines rank your page.

Each product description should be unique, so make sure you include original and bespoke content for every page – even if it's changing a few adjectives or the order of sentences.

INTRODUCTION (MAX 25 WORDS)

- Pack a punch with your opening sentence, including one of your key terms and an example of how the product can be used.

FOR EXAMPLE

'Celebrate your family's stories, memories and unique moments with this colourful personalised typography print.'

OTHER (MIN 50, MAX 100 WORDS)

- Build on your introduction by including more detail about the nature of the product and its purpose.
- Write at least 50 words – your text needs to be this long so that search engines can see it.
- Include your second key term here.
- Include other vital pieces of information, such as the story behind your product, how it was made, who might like it as a gift and what it's for.

CONSIDER

What's the design style of your product – vintage, traditional, contemporary, Scandinavian? Who would like the product as a gift? Be as specific as possible (eg gardening grandparents, creative chefs, cheeky children).

VARIATIONS (MAX 250 WORDS)

- Explain clearly but thoroughly the different colours, sizes, personalisation options or other variations available for your product. Give your colour options meaningful names (such as lime green rather than just lime).
- If the customer can add text, explain where it will appear, how many words or characters are available and how you will add it to the product – is it engraved, etched or glazed?
- If you have restrictions – for example a maximum number of characters or words – you should explain this here.
- If a product can't be personalised or customised, suggest how the customer might add their own variations by pairing it with another item or finding a creative use for it in their home.

MATERIALS (MAX 500 WORDS)

- Describe the materials used to highlight the product's value and quality.
- Pay attention to any materials that must be declared for Trading Standards.
- Include advice on how to care for the product, if relevant.

DIMENSIONS (MAX 150 WORDS)

- Include measurements in centimetres. This is vital to making sure customers know what they're ordering and will help to avoid returns later on.
- Include volumes or weights if relevant.

FINALLY TIME FOR A QUICK SPELL-CHECK

If a critical word isn't spelled right, Google and other search engines can't see it, so it's really important that you double-check what you write.

WATCH OUT

Search engines will ignore multiple pages that contain the same words, so don't copy and paste the same text into your product descriptions.