eCommerce Ranking Factors
The Most Notable Ranking Factors for the eCommerce Industry
About Us

Searchmetrics is an **SEO & Content Optimization** platform

We own all of our own data (Research Cloud)

A data and knowledge repository that contains over 250 billion data elements that are continuously updated like keywords, search topics, social and PPC data—reaching back to 2009.

We have two products, the **Searchmetrics Content Experience** and the **Searchmetrics SEO Suite** that services a variety of customers (F500, enterprise, eCommerce)

Established in 2005
About Me

Tyson Stockton is a Professional Services Manager at Searchmetrics, working with some of the largest clients specializing in e-commerce.

Prior to working at Searchmetrics, Tyson spent over 6 years working in-house at Tennis-Warehouse and its sister brands (14 domains globally) overseeing the SEM and SEO efforts. During this time, he also spent more than a year in Germany working as Marketing Manager for the European business.

Tyson Stockton
Professional Services Manager

Contact:

- t.stockton@searchmetrics.com
- @tyson_stockton
- linkedin.com/in/tysonstockton
#1 How eCommerce is evolving.

#2 Most important eCommerce ranking factors.

#3 Don't forget traditional ranking factors.
Google now handles over 2 trillion searches a year!
Online Gluttony

3,130,000,000 Results
Only 10 results get traffic!
eCommerce Industry

eCommerce Sales US 2013 - 2017

Quelle: http://www.marktmeinungmensch.de/studien/internationale-e-commerce-studie-2016/
The retail industry sales for 2016 were estimated at $4.846 trillion for the year, an increase of 2.9%

eCommerce sales for 2016 were estimated at $394.9 billion, an increase of 15.1%

State of eCommerce

U.S. eCommerce sales grow by 15.1% in 2016

But a majority of this growth went to Amazon
Amazon a Search Engine

Where US Consumers Start Their Product Searches

*2013 Forrester search engines question only captured consumers who said they began with Google. 2015 Survata survey included Bing and Yahoo in the question.
https://crealytics.com/blog/2014/07/02/amazon-vs-google-jeff-bezos-wont-buy-googles-product-listing-ads-pla/
<table>
<thead>
<tr>
<th>Type</th>
<th>% of keywords with at least 1 integration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Universal Search</strong></td>
<td></td>
</tr>
<tr>
<td>Images</td>
<td>34.09</td>
</tr>
<tr>
<td>Videos</td>
<td>23.99</td>
</tr>
<tr>
<td>News</td>
<td>11.41</td>
</tr>
<tr>
<td>PLA</td>
<td>10.42</td>
</tr>
<tr>
<td>Maps</td>
<td>1.60</td>
</tr>
<tr>
<td><strong>Extended Search</strong></td>
<td></td>
</tr>
<tr>
<td>Knowledge Graph</td>
<td>19.19</td>
</tr>
<tr>
<td>Direct Answer</td>
<td>10.90</td>
</tr>
<tr>
<td>Fact Box</td>
<td>3.06</td>
</tr>
<tr>
<td>Related Question Box</td>
<td>2.94</td>
</tr>
<tr>
<td>Twitter Cards</td>
<td>2.14</td>
</tr>
<tr>
<td>Carousel</td>
<td>0.17</td>
</tr>
<tr>
<td>App Packs (Mobile only)</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Desktop</strong></td>
<td></td>
</tr>
<tr>
<td>PLA</td>
<td>7.08</td>
</tr>
<tr>
<td>Maps</td>
<td>9.99</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td></td>
</tr>
<tr>
<td>PLA</td>
<td>7.08</td>
</tr>
<tr>
<td>Maps</td>
<td>9.99</td>
</tr>
</tbody>
</table>
Universal Search integrations dominate the majority of search queries

80% now include at least one form of images, videos, news, or maps

**What's new?**
Extended Search elements are additional opportunities to drive organic traffic
Paid Ads Distribution: Amazon.com

- 71.78%
- 22.28%
- 5.93%
Nearly 40% of people search only on a smartphone in an average day.
Buyers Journey

81% of buyers research a product online before purchase

with 44% searching on Amazon

89% of consumers use search engines for purchase decisions
Searchmetrics Big Data

Longest running record of Google™ data

- Historical Data
- Largest Data Set
- Interpret Customer Intent
- Most inputs. More than just SEO
- Only platform with transactional search data
#1 How eCommerce is evolving.

#2 Most important eCommerce ranking factors.

#3 Don’t forget traditional ranking factors.
2016 Ranking Factors Data Set

Big Data!

Searchmetrics Research Cloud

Top search terms by search volume

Top Google positions

More than just general Ranking Factors

Deep Ranking + Relevance Factors
eCommerce Ranking Factors

- shoes
- baby strollers
- engagement rings
- exercise bike
- leggings
- kitchen aid
- rayban
- monokini
- outdoor lighting
- hoverboards
Most Notable Ranking Factors

- AdSense/Adlinks
- Facebook Total
- File Size
- Interactive Elemente
- Max. Bullets in List
- Number of Internal Links
- Online Store Above the Fold
- TLD is .com
- Video Integration
- Word Count
Most Notable Ranking Factors

- AdSense/Adlinks
- Facebook Total
- File Size
- Interactive Elemente
- Max. Bullets in List
- Number of Internal Links
- Online Store Above the Fold
- TLD is .com
- Video Integration
- Word Count
Bullets in List

Across the **top 10 Google positions**, eCommerce pages have, on average, **70% more bullets per list** than the overall benchmark.
Internal List

In eCommerce, URLs on the first page of the Google search results have *70% more internal links* than the overall benchmark.
Across the top 20 of Google’s search results, well over half of eCommerce pages have an online store above the fold. This is more than double the overall average.
Video Integration

Video plays a less significant role in eCommerce than for websites in general. Only 35% of eCommerce pages in the top 10 have embedded videos.
Word Count Length

The word count for eCommerce URLs in the top 10 is around 25% higher than the overall average.
Don't Forget the Basics

Big Data
#1 How eCommerce is evolving.

#2 Most important eCommerce ranking factors.

#3 Don't forget traditional ranking factors.
Content Relevance

Overall Content Relevance
- disregarding the search term itself -

Correlation
0.04
Site Speed

Site Speed

TOP 10
7.8s Desktop
7.0s Mobile

TOP 20
7.8s Desktop
7.0s Mobile

CORRELATION
0.00
Backlinks

Number of Backlinks

Google Position

CORRELATION

0.18
Click-Through Rate

TOP 10
23%

TOP 20
16%

CORRELATION
0.46
Mobile

SERP Differences Desktop vs Mobile Comparison between 2014 und 2016

- Proportion of different Domains
- Proportion of different URLs

2014

2016
Takeaways

- AdSense/Adlinks
- Facebook Total
- File Size
- Interactive Elemente
- Max. Bullets in List
- Number of Internal Links
- Online Store Above the Fold
- TLD is .com
- Video Integration
- Word Count
Thanks for downloading our content!

For a copy of the **Searchmetrics eCommerce Ranking Factors Study**, please visit

http://www.searchmetrics.com/knowledge-base/ranking-factorsecommerce/

t.stockton@searchmetrics.com

@tyson_stockton

linkedin.com/in/tysonstockton