SEO That Turns Rankings Into Revenue

A Framework for Ecommerce SEO That Actually Drives Sales

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ABOUT ME

25+
Years Experience

Enterprise SEO, Paid Media & Analytics

AI
Enablement

Agentic AI, Custom GPTs & Workflow Automation

Enterprise
Clients

Top Brands: Google, Microsoft, Disney, Public Storage, Experian, Driven Brands

Ecommerce
Specialist

Cooking.com, Wilco Farmstore, Pendleton USA, Makesy

#1

Ranking doesn't
guarantee revenue

63%

Of clicks go to
top 3 results

2%

Average ecommerce
conversion rate

The problem isn't your rankings — it's the gap between traffic and conversion.
Most SEO strategies optimize for visibility. This session is about optimizing for revenue.

INFORMATIONAL

Example Query:

"best running shoes for flat feet"

SEO Action:

Blog post → Internal link to category

CONSIDERATION

Example Query:

"Brooks vs ASICS running shoes"

SEO Action:

Comparison page → Category page CTA

TRANSACTIONAL

Example Query:

"buy Brooks Ghost 15 womens size 8"

SEO Action:

PDP → Add to Cart conversion

.Rank for volume. Convert for value. Connect all three stages

03 | CATEGORY PAGES — YOUR HIGHEST-LEVERAGE ASSET

ANATOMY OF A REVENUE-DRIVING CATEGORY PAGE

H1 with primary keyword + value prop

Above-the-fold contextual copy (150-300 words)

Faceted nav with canonical/noindex strategy

Internal links from blog posts and homepage

Schema: BreadcrumbList + ItemList markup

Unique copy per filtered/sorted page variant

THIN CONTENT WARNING

A category page with only product grid = thin content. Google ranks pages that help shoppers decide. Add buying guides, filters with descriptions, and FAQ sections tied to real buyer questions.

PRO TIPS

Use AI to identify which facet combos have search volume

Add FAQPage schema — category FAQs earn accordion rich results in SERPs

Link top category pages from your homepage nav

Test copy above vs. below the product grid for CTR impact

04 | PRODUCT DETAIL PAGES (PDPS) THAT CLOSE THE SALE

• Unique Product Title

Manufacturer descriptions hurt rankings AND conversions. Write original copy answering real buyer questions.

• Reviews + Ratings

Surface AggregateRating schema for rich results. Reviews are both a trust signal and a ranking factor.

• Product Schema

Implement Product, Offer, and AggregateRating schema. Rich results drive CTR well above position alone.

• Unique Product Copy

Canonical or noindex decisions for color/size variants protect crawl budget and prevent duplicate content.

• Image Alt Text

Descriptive, keyword-aligned alt text on every product image. Google Images is an overlooked purchase channel.

• Out-of-Stock Strategy

Keep OOS pages live with 'notify me' CTAs. Killing URLs loses link equity and ranking history permanently.

• Unique Visuals

Demo videos lift conversions and earn video carousel SERP placement. Use VideoObject schema + YouTube embed.
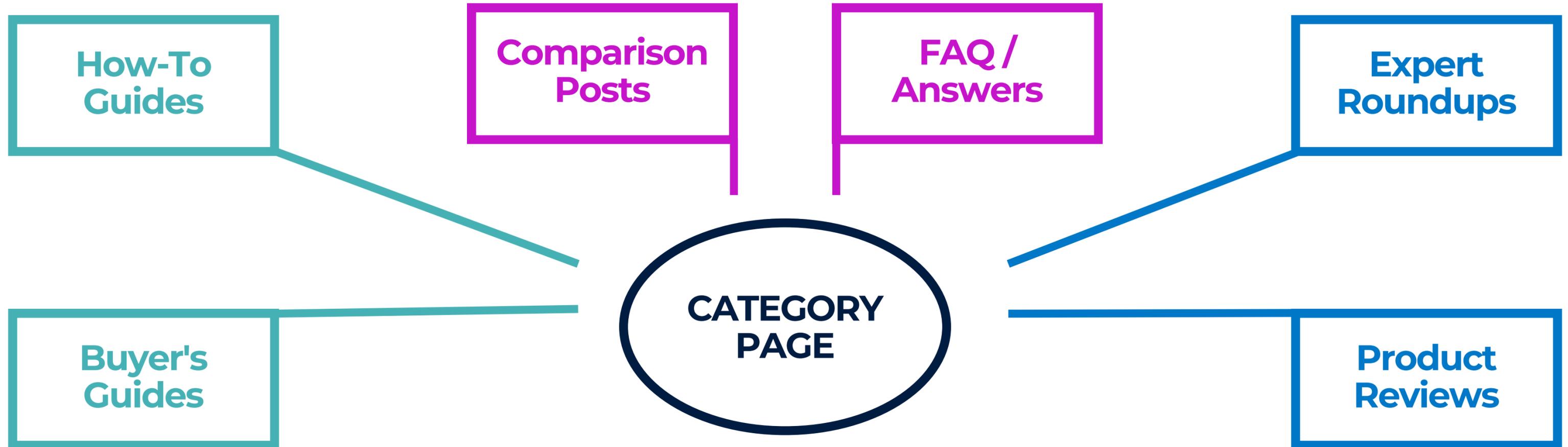
• PDP-Level FAQs

Answer buyer objections before they bounce. FAQPage schema earns accordion rich results in the SERP.

• Shopping Feed Optimization

Feed titles, descriptions, and GTINs (lobal Trade Item Number) follow the same SEO logic as your PDPs. Feed health = impression share. Align Merchant Center with Product schema.

.PDPs are where traffic becomes transactions. Every element must earn its place

05 | BLOGS, GUIDES & RESOURCE PAGES — THE TOP-OF-FUNNEL ENGINE

How-To Guides

Comparison Posts

FAQ / Answers

Expert Roundups

CATEGORY PAGE

Buyer's Guides

Product Reviews

- Content that earns links naturally vs. fills a calendar

- Target problem-aware + solution-aware queries only

- Every blog post must have a clear internal link path to a category or PDP

- Use AI to find content gaps tied to commercial intent — not just volume

06 | OFF-PAGE SEO, DIGITAL PR & AUTHORITY BUILDING

Domain Authority

Authority flows from root domain to your money pages. Quality links to blog content lift category page rankings indirectly.

Digital PR

Earn press coverage that generates both links and referral traffic. Newsjacking, data studies, and expert commentary scale link acquisition.

Brand Mentions

Unlinked citations still send trust signals. Use tools to find and convert them. Brand search volume is itself a ranking factor.

Reviews & Ratings

Google, G2, Trustpilot, and on-site reviews form a trust ecosystem. Combined with schema, they drive rich results and conversion lift simultaneously.

.Authority is not optional — it amplifies everything else in your SEO strategy

Core Web Vitals & Page Speed

LCP, CLS, and INP are both ranking signals and conversion factors. Every 100ms delay in mobile load time costs measurable revenue. Speed is UX.

Crawl Budget & Indexation

Ensure your highest-value category and product pages are crawled first. Audit robots.txt, XML sitemaps, and internal linking depth for money pages.

Mobile Experience

Mobile-first indexing is now the default. If your checkout flow breaks on mobile, your SEO investment leaks revenue at the most critical moment.

Image SEO: File Names, Sizes & Hosting

Name files descriptively before upload (red-leather-wallet.jpg not IMG_4872.jpg). Use WebP/AVIF, serve sized images per device, lazy-load below fold. CDN is non-negotiable. Submit an image sitemap — Google Images is an underestimated purchase-intent channel.

.Technical SEO removes friction. Friction kills conversions. Fix the foundation before scaling content

STOP TRACKING

- ✖ Keyword rankings in isolation
- ✖ Overall organic traffic volume
- ✖ Impressions without CTR context
- ✖ Bounce rate as a success metric

START TRACKING

- ✔ Organic revenue by landing page
- ✔ Conversion rate by entry channel
- ✔ Assisted vs. last-click attribution
- ✔ CTR from Google Search Console

Connect GA4 organic traffic segments to purchase events. Rankings without revenue attribution are vanity

09 | WHERE AI FITS IN

• Content at Scale

Generate PDP and category page copy briefs aligned to purchase intent. AI drafts, humans refine.

• Content Gap Analysis

Identify unranked commercial queries your competitors own. Find the revenue holes in your content strategy.

• Technical Audits

Automate crawl analysis, schema validation, and Core Web Vitals reporting. Spend time fixing, not finding.

• Internal Link Mapping

Map optimal internal link paths from blog content to PDPs automatically based on topic relevance.

• Review Analysis

Mine customer reviews for FAQ content, product copy improvements, and keyword discovery at scale.

• SERP Monitoring

Track AI Overview appearances, featured snippets, and ranking changes with automated alerts — not manual checks.

.AI accelerates execution. Strategy and intent alignment still require human judgment

10 | QUICK WINS TO START MONDAY

01 Audit Category Page Copy

Find your top 10 category pages in GSC. Add 150+ words of unique contextual copy above or below the product grid. Measure CTR within 30 days.

02 Fix Internal Links to Top PDPs

Identify your highest-margin products. Ensure at least 3 relevant blog posts link directly to each PDP with commercial anchor text.

03 Optimize CTR on Ranking Pages

Pull pages ranking #4–#15 in GSC. Rewrite title tags and meta descriptions as click triggers, not keyword stuffing. Test 2 variants per page.

04 Implement Product Review Schema

If you have on-site reviews but no AggregateRating schema, you're leaving rich result CTR lift on the table. Implement and validate immediately.

.Small, focused changes on high-traffic pages outperform big campaigns on unranked pages

SEO is a full funnel revenue channel Treat it like one.

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.Questions? Let's Connect