SEO stands for Search Engine Optimization and means optimizing the content on your page to show up at the top of search engine results when online shoppers search for relevant keywords related to your item. With millions of pages competing for the top spots in search results, details matter when you create your product pages. Understanding how search engines pull results can help with designing search optimized product pages.

*On-Page and Off-Page Optimization*

There are two main ways you can help Google and other search engines recognize what your page is about and rank it appropriately. One is with the keywords you utilize on your page, images, content and over 500 other on-page content signals that are part of Google’s proprietary ranking algorithm. This is **On-page optimization**.

**Off-page optimization** Refers to other sites’ signals to Google about your page. For example, if a lot of other trustworthy sites link to your page you can earn a higher Google rank. Good news is,When selling your product on Walmart.com, you get the benefit of the authority and web presence Walmart.com has search engines which will give you a distinct advantage over someone selling a similar product on their standalone page.  So, your main focus as a supplier should be on-page optimization, which is easier to control

*Components of an Effective/Optimized Product Page*

Ask yourself these questions:

1. Have I built the page with the right quality and relevancy of keywords?
2. Does my page contain rich content and images that utilize the best keywords for my product?
3. Is my page easy to navigate?
4. Does it answer all questions the shopper might have, does it help the shopper make their decision and purchase the item?
5. Do the images show well on the mobile site/app?
6. Does my product page have a good collection of customer reviews?

*Keywords*

Keywords are the starting point of SEO. Keywords are the words that shoppers use to search for your product and its competitors. These are the words that the web crawlers use to match specific user queries to specific pages on the web. So it is crucial to research the keywords that are most relevant to your product or brand.

A few things to remember when choosing the keywords for your page:

1. Avoid keywords that are too broad.
2. Find some long-tail keywords. These are keywords used by shoppers who know exactly what they want so these are the customers with high purchase intent.
3. Write your product page description and rich content for humans, not search engines. Google’s algorithms have now become sophisticated enough to distinguish rich content from content that is mainly stuffed with keywords and is not legible.
4. Within descriptions, specs, image titles, and other written content on item pages, Use keywords that customers may be using in the real world to find your product, or products like it. Use those keywords in an organic, readable way, preferably surrounded by many other relevant keywords.