

Retailer-specific SEO recipe

Retailer-specific product detail
page (PDP) content specifications.

Ideal values for product search
rank optimization at Walmart,
Kroger and Albertsons.

Feature	
Multi-keyword order in title	
Keyword density in description	
Number of ratings	
Number of images	
Keyword density in title	
Average ratings	
Keyword position in title	
Exact keyword in description	
Exact keyword in title	

Introduction

How do I optimize my product detail page content to get the best search rank at retailers?

Appearing amongst the very first results on a retailer's website is critical. Even if no conversion occurs, being visible means being top of mind. In the omnichannel environment, shoppers use search to browse, so optimizing for a retailer's SEO algorithm is a brand-building exercise as well as a sales driver.

There are two major factors to consider for search performance:

1. Search results vary by retailer
2. Search results vary by category



of in-basket products
appear in the top 10 results generated
by a keyword search



The following analysis shows how the criteria for search results vary at Walmart, Kroger and Albertsons for the 'pasta' keyword.

To generate these results our machine learning model takes the search ranking of all the products associated with a keyword (15667 unique pasta SKUs in this case) and correlates it with the content in their product detail page (PDP). In other words, it reverse-engineers the retailer's algorithm to reveal how CPGs can optimize content for search performance.

The following tables provide the ideal value for each of the content features on the PDP (Keyword density in title, etc.), and the importance of each of these features relative to each other.

Walmart

Search

Feature	Importance	Ideal Value
Multi-keyword order in title	19.16	Correct order
Keyword density in description	14.96	Between 4% and 16%
Number of ratings	12.72	Between 35 and 65
Number of images	12.67	Between 6 and 9
Keyword density in title	12.06	Between 20% and 40%
Average ratings	11.67	Between 4.51 and 4.74
Keyword position in title	9.38	In the beginning
Exact keyword in description	5.13	Between 2 and 3 times
Exact keyword in title	2.25	1 time

Kroger

Search

Feature	Importance	Ideal Value
Keyword density in title	18.08	Between 40% and 50%
Multi-keyword order in title	15.67	Correct order
Keyword density in description	13.19	Between 11% and 14%
Keyword position in title	12.59	In the middle
Number of ratings	11.21	Between 40 and 80
Number of images	10.23	Between 5 and 6
Average ratings	8.88	Between 4.8 and 4.9
Exact keyword in description	7.57	Between 1 and 2 times
Exact keyword in title	2.57	1 time

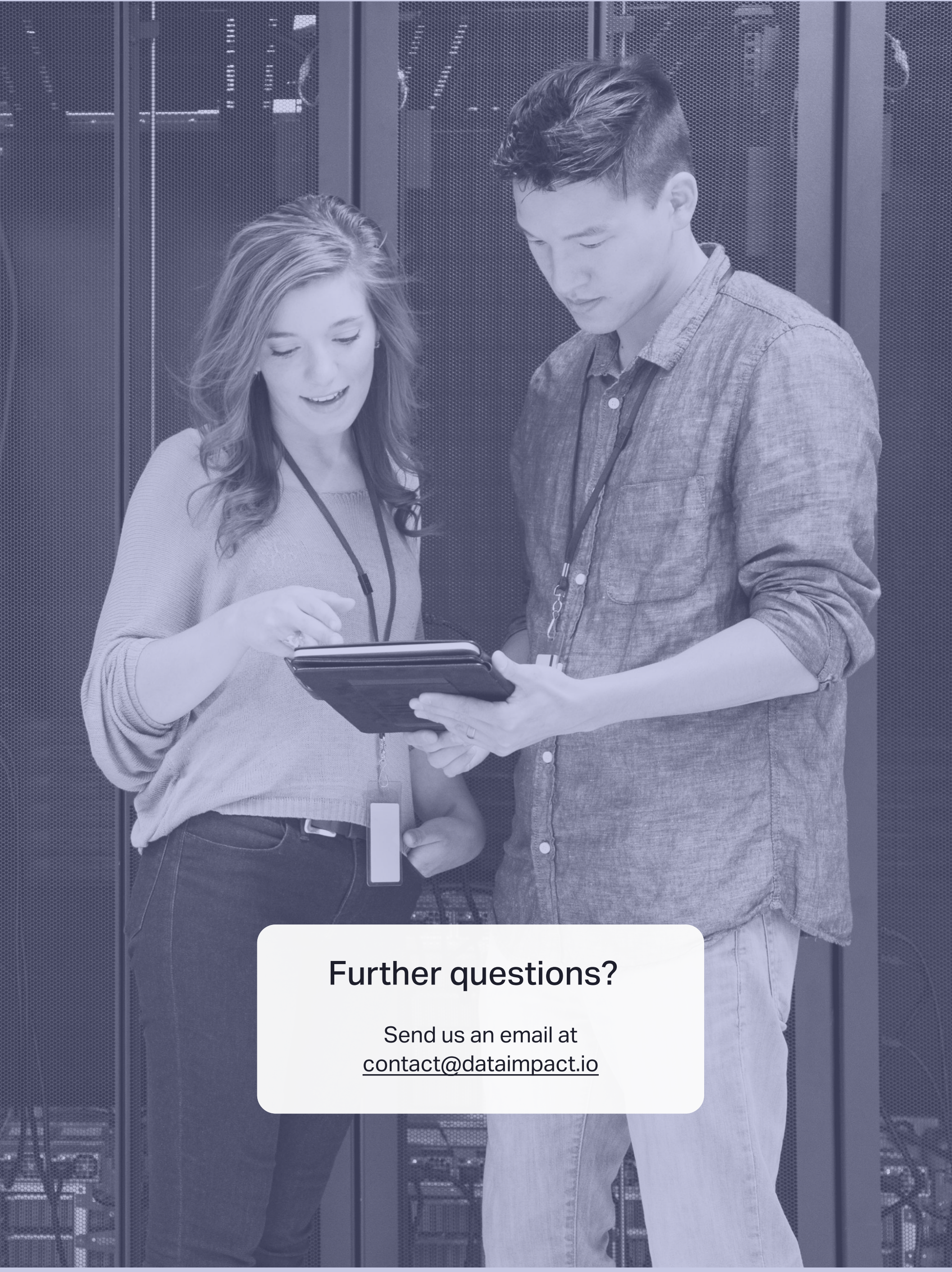
Albertsons

🔍

pasta

Search

Feature	Importance	Ideal Value
Keyword density in description	24.44	Between 3% and 9%
Keyword density in title	26.42	Between 22% and 33%
Exact keyword in description	16.71	Between 1 and 2 times
Keyword position in title	16.35	In the beginning
Multi-keyword order in title	10.88	Correct order
Exact keyword in title	5.20	1 time
Number of images	0.00	1 image
Number of ratings	N/A	N/A
Average ratings	N/A	N/A



Further questions?

Send us an email at
contact@dataimpact.io



If you'd like to get a similar
SEO recipe tailored to your
category & retailer of interest
for free, don't hesitate to
reach out to us.



For more insights like
these, follow us on
[Linkedin](#) and [Twitter](#).



To book a demo, visit
[our website](#).