

The Ecomm Cheat Sheet for UK Retailers

- ✓ Content capacity and specificities in the UK
- ✓ Content importance on search position in the UK



The Ecomm Cheat Sheet for UK Retailers

Tesco

Content capacity and specificities in the UK

Search = Shelf	Private label pushed	Promo push
		

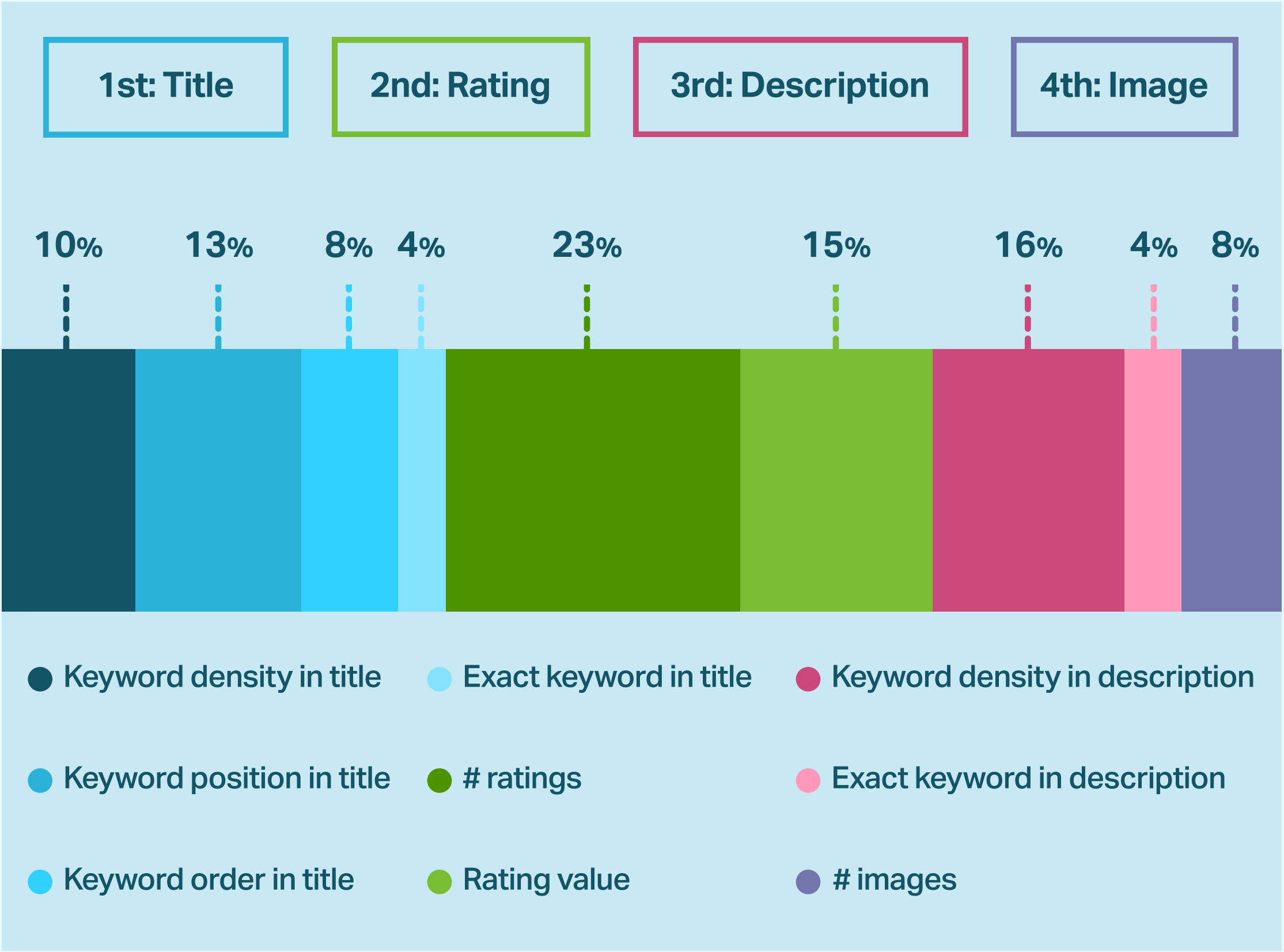


Other push	Keyword sensibility with slight differences	Comments
Rate of sale, new products		3+ images - Mobile Hero images - Product title length 40-56 characters

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Tesco

Content importance on search position in the UK



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Sainsbury's
Content capacity and specificities in the UK

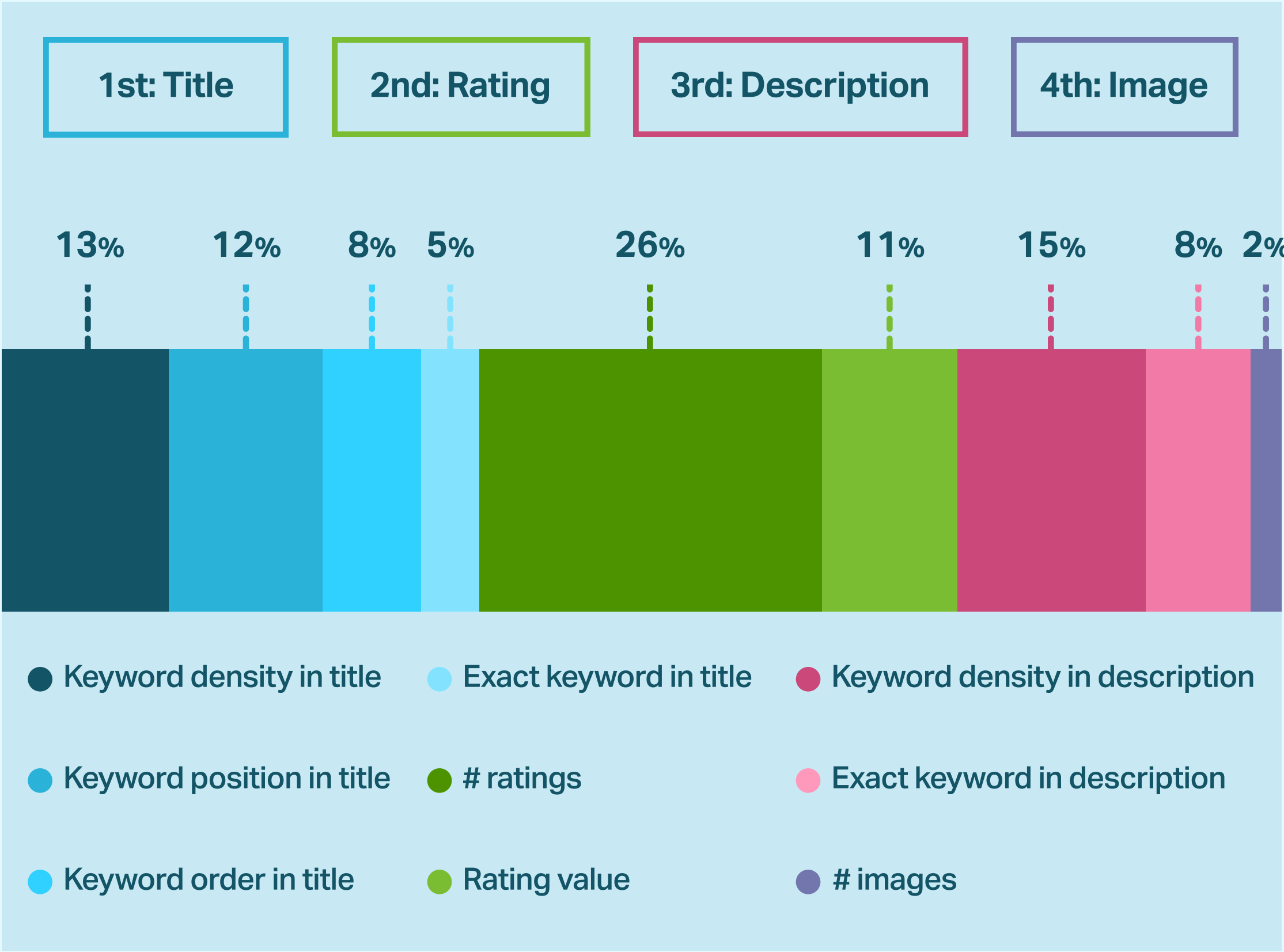
Search = Shelf	Private label pushed	Promo push
		



Other push	Keyword sensibility with slight differences	Comments
Title keyword match-based		1 image - Mobile Hero images - Product title length 48-65 characters

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Sainsbury's
Content importance on search position in the UK



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Ocado

Content capacity and specificities in the UK

Search = Shelf	Private label pushed	Promo push
		

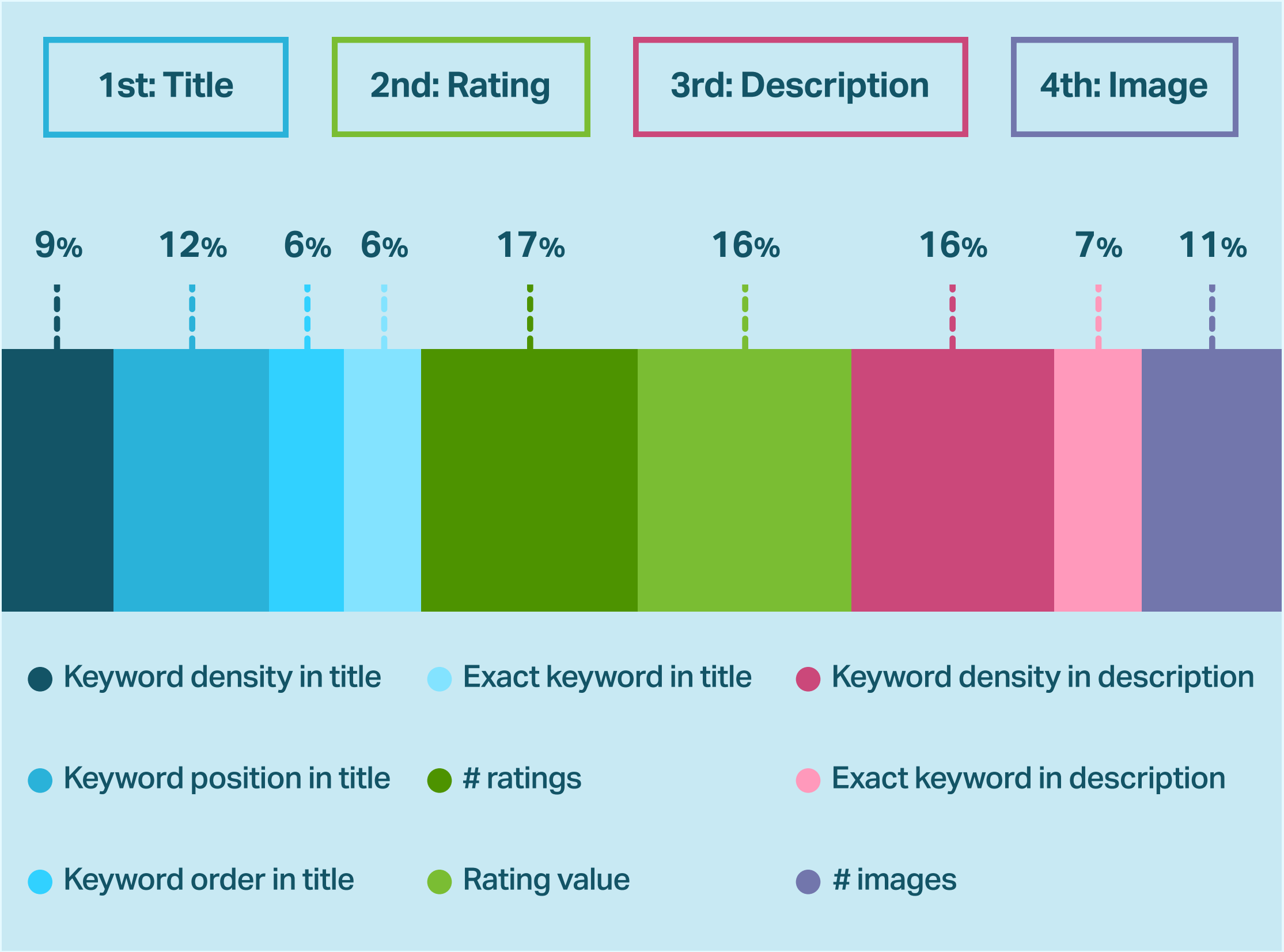


Other push	Keyword sensibility with slight differences	Comments
Taxonomy based: if the used keyword exists in shelf name > will display shelf/ promo shown first		6 images + video - Mobile Hero images - Product title length 44-48 characters

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Ocado

Content importance on search position in the UK



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ASDA

Content capacity and specificities in the UK

Search = Shelf	Private label pushed	Promo push
		

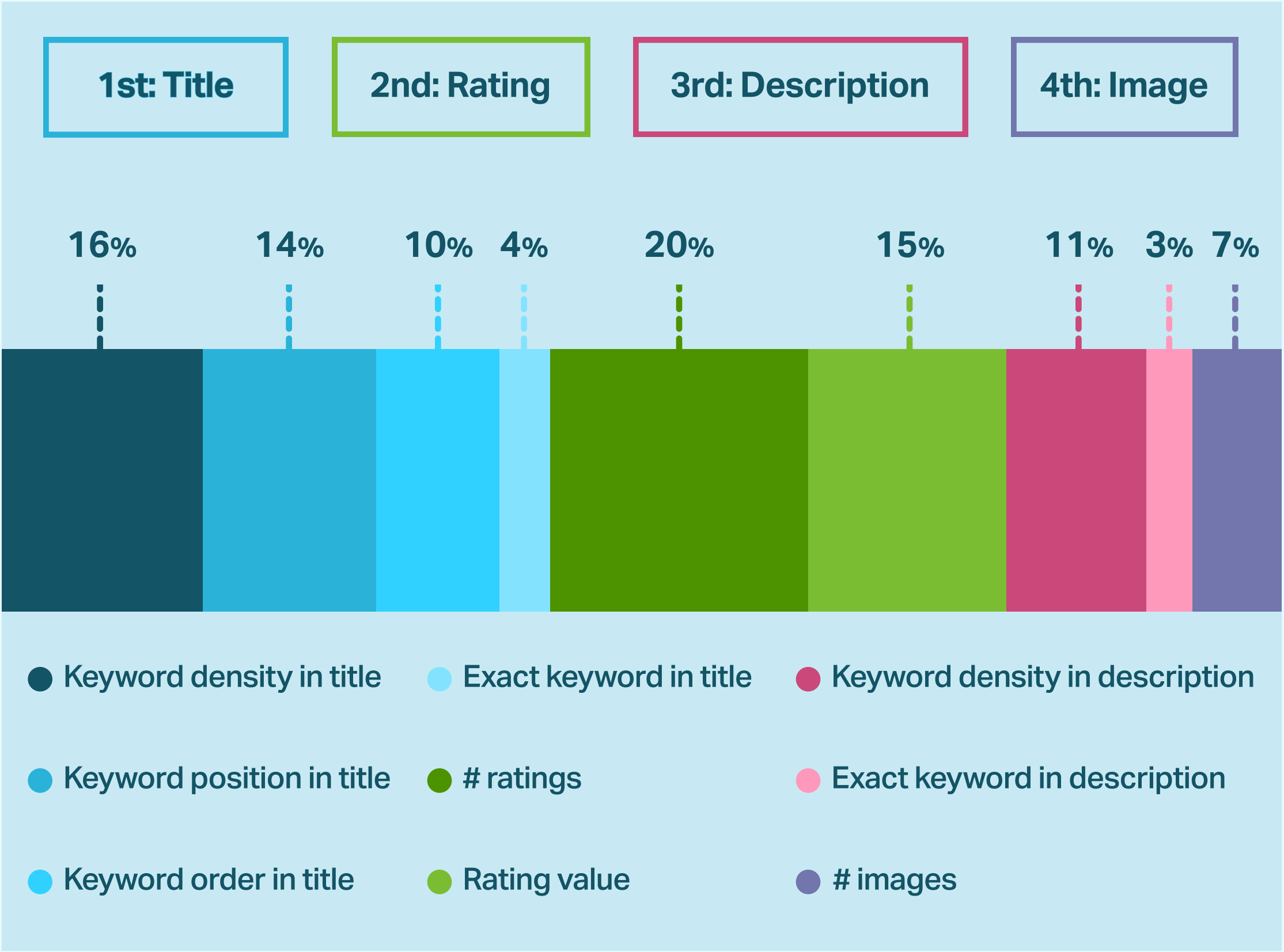


Other push	Keyword sensibility with slight differences	Comments
• Rate of sale		• 3 images • Mobile Hero images • Product title length 40-55 characters

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ASDA

Content importance on search position in the UK



Interested in discovering best practices at more retailers across the world?

Good news - we're here for you.
We can prepare a free, bespoke
analysis for you across category
and retailer.



Reach out to us at
contact@dataimpact.io