



SEO Strategies to Enhance Retail Sales through Online Search

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Abstract: The purpose of this thesis is to explore how online search optimization SEO strategies can improve retail sales performance. First, the current status of the application of SEO strategies in the retail industry is analyzed and its impact on sales is discussed. Then, the main problems faced by online retail in SEO optimization are examined, including fierce competition in the market, frequent changes in search algorithms, difficulties in developing keyword strategies, and changes in user behavior. Optimization strategies are proposed to address these issues, including precise keyword selection, quality content marketing, technical SEO optimization, dynamic adaptation to algorithmic changes, and data-driven effectiveness evaluation methods. Ultimately, the positive effects of SEO strategies on retail sales improvement are summarized, emphasizing the importance of continuous optimization.

Keywords: online search; SEO strategy; retail sales; optimization

1. Introduction

With the rapid development of e-commerce, the competition in the online retail market is becoming increasingly fierce. Consumers' shopping styles and behaviors are gradually shifting to online, which makes retailers rely more and more on the Internet as a major sales channel. However, the sheer size of the online marketplace also brings with it an enormous amount of information, and how to stand out from the crowd of competitors has become a central challenge for retailers. Search Engine Optimization (SEO), as an important digital marketing tool, has become a key strategy for retailers to attract potential customers, increase website traffic and ultimately achieve sales conversions by optimizing the content and structure of their websites to improve their rankings in search engines. The effectiveness of SEO strategies is directly related to the sales performance of online retail. Consumers are more likely to choose the top ranked search results in search engines, which means that retailers have a greater chance to win consumers' attention and purchase intention if they can get higher rankings in relevant keyword searches[1]. Therefore, research on SEO strategies is of great relevance. By exploring online search optimization strategies, it can not only help retailers gain an advantage in the fierce market competition, but also provide small and medium-sized enterprises with low-cost and high-efficiency marketing methods, which can improve the overall sales performance.

2. Analysis of the current state of retail SEO strategies

In recent years, search engine optimization (SEO) has become one of the most important digital marketing strategies for online retailers. Surveys show that more than 80% of consumers conduct online searches before making a purchase decision, and about 70% of them are more likely to click on a link on the first page of search results (Source: Search Engine Journal, 2023). This suggests that retailers use SEO strategies to improve their ranking in search engines, which directly affects their online sales performance.

Currently, retail SEO strategies focus on three main areas: keyword optimization, content marketing, and technical optimization. First, keyword optimization is one of the most common strategies used by retailers. Through in-depth research on consumer behavior and search intent, retailers can target high search volume keywords related to their own products or services in order to improve their search rankings under these keywords. According to a 2023 report published by market research firm Statista, global retailers have already spent nearly \$60 billion on keyword advertising and optimization, reflecting the importance companies place on keyword optimization strategies. However, due to intense competition, more and more retailers are exploring long-tail keywords for more targeted traffic. Content marketing is also a key component of a retailer's SEO strategy[2]. High-quality content not only provides valuable information to consumers, but also increases the relevance and authority of a website, leading to higher rankings in search engines. According to HubSpot's 2022 Marketing Report, about 72% of marketers consider content creation to be the most effective part of their SEO strategy. Retailers create content such as product guides, shopping tips, use cases, etc., that meets user needs and embeds optimized keywords, which

in turn improves search engine friendliness. However, content marketing requires continuous investment and optimization and is not a quick fix.

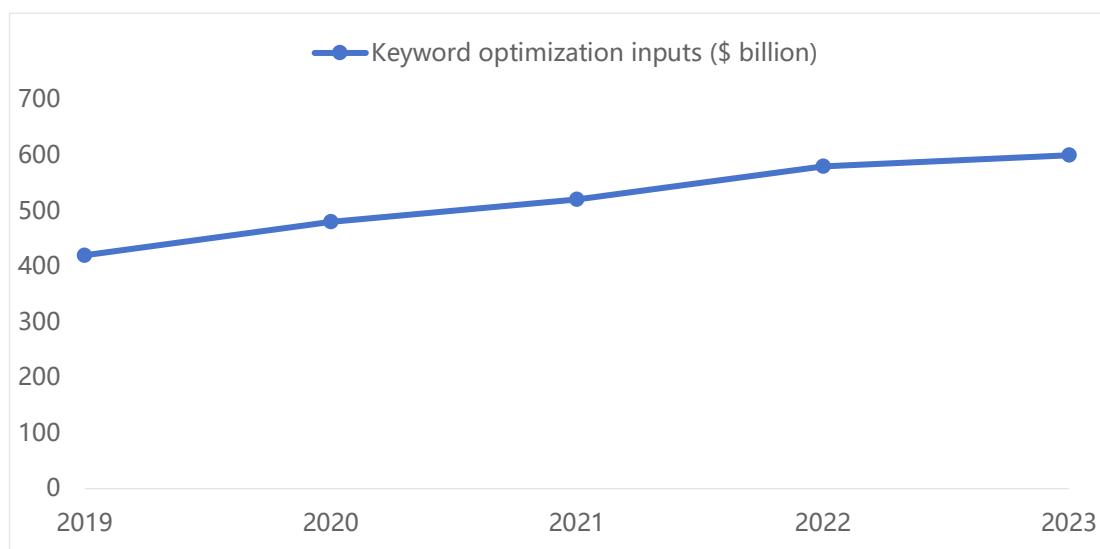


Figure 1. Global Retailer Keyword Optimization Investment Change Statistics (Source: Statista Market Research Annual Report (2019-2023))

3. Problems and Difficulties Facing SEO Optimization in Online Retail Industry

3.1 Fierce competition for popular keywords makes it difficult to improve rankings

As the online retail market continues to expand and more and more merchants are investing in SEO optimization, the competition for popular keywords has become increasingly fierce. Small and medium-sized retailers, in particular, are at a disadvantage in terms of brand awareness and marketing budgets, making it difficult to compete with larger organizations, resulting in a much lower chance of ranking high in search results. This high-intensity competition makes it difficult for small and medium-sized merchants to gain sufficient exposure, affecting their online sales growth[3].

3.2 Frequent changes in search engine algorithms make it difficult to maintain stable rankings

Search engines (e.g. Google, Baidu) constantly update their search algorithms in order to provide a better user experience. Each algorithm update causes fluctuations in search rankings, bringing great uncertainty to retailers' SEO strategies. Once unable to adapt to these changes in a timely manner, a retailer's website rankings will suffer, which in turn will affect traffic and sales performance.

3.3 User Search Behavior Changes, Difficulty in Optimizing Strategies

As consumers' shopping habits continue to evolve, user behavior during searches is also showing a diversified trend. For example, the popularity of voice search, the increased use of mobile devices, and consumer demand for personalized recommendations have made it necessary for retailers to adjust their SEO strategies to meet these changes. However, the unpredictability and diversity of user behavioral changes pose a significant challenge for retailers to accurately develop and implement SEO strategies.

4. Optimizing SEO Strategies to Boost Retail Sales

4.1 Focus on long-tail keywords and differentiated content

For the fierce competition of popular keywords, small and medium-sized retailers can adopt the strategy of “avoiding its sharp edges” and give priority to long-tail keywords for optimization. Long-tail keywords are more targeted, usually consisting of multiple words, and although the search volume is relatively low, the search intent is clearer, attracting a more precise customer base. Retailers should conduct in-depth research on consumer search habits, dig up relevant long-tail keywords through the use of SEO tools (e.g., Google Keyword Planner, Ahrefs), and incorporate them into website content and product pages. Retailers should provide unique and valuable content, such as product usage guides, buying tips, and industry trend analysis, according to the needs of their target customers, so as to establish authority in the relevant field. By

consistently producing high-quality content, it not only helps to improve the search ranking of the website, but also enhances user stickiness and increases natural traffic[4].

4.2 Establish SEO monitoring mechanism and technical optimization

In order to cope with the constant changes of search engine algorithms, retailers should establish a set of real-time SEO monitoring mechanism. The use of SEO analysis tools (such as Google Analytics, SEMrush), you can real-time tracking site traffic, keyword rankings and user behavior data, to understand the impact of the search algorithm updates, and timely adjust the optimization strategy. Retailers should stay on top of search engine announcements and SEO industry trends to get timely information on the latest algorithm changes so they can formulate countermeasures in advance. Retailers need to ensure that their websites are technically compliant with search engine indexing standards, such as improving page load speed, optimizing site structure, and using structured data markup. Speeding up the loading time of websites and optimizing the mobile experience are important steps to keep search rankings stable. Retailers should regularly check and fix technical issues on their websites (e.g. broken links, 404 pages) to improve search engine friendliness.

5. Concluding remarks

By focusing on long-tail keywords, establishing a real-time SEO monitoring mechanism, and data-driven personalized optimization, retailers can improve their search rankings and increase online sales in a competitive market. As a long-term and highly effective digital marketing strategy, the optimization process of SEO needs to continually track the changes in search engine algorithms and user behaviors in order to maintain a competitive edge. Looking ahead, as technology continues to evolve, retailers should actively explore the combination of new technologies such as AI and big data with SEO to open up more room for growth in online sales.

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