

eCommerce SEO and Blog Traffic: How They Work Together

There's no secret about this. One of the biggest components of our overarching eCommerce SEO game plan (for any client) is content.

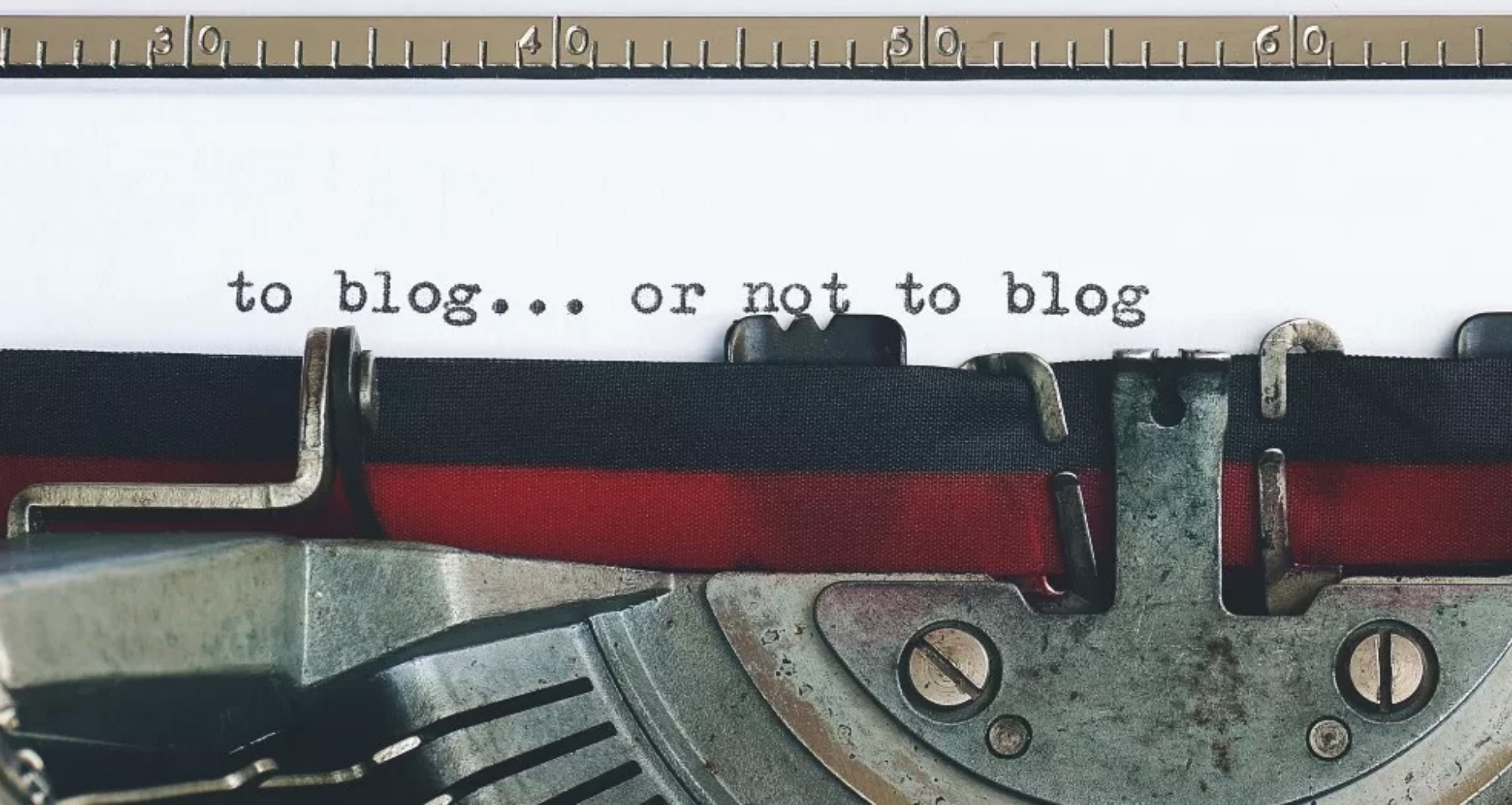
Obviously, blogging is a big component of SEO, as is guest posting, which is used for backlinks. We also create on-page content for key target URLs, typically category and product pages.

It's been a well-known fact for a long time that SEO and content go hand-in-hand, and that no strategy can be complete without it.

But since most of our clients are looking for conversions and sales, sometimes the positive effect of blog traffic itself gets lost in the sauce, and drifts by the wayside.

Make no mistake about it, creating optimized blogs (not just for SEO but for UX) has tangible benefits for our clients.

So I dredged up some numbers from Google Analytics to showcase this. Let's take a look at how it all breaks down.



to blog... or not to blog

How Content Impacts SEO Positively

To understand how blog traffic can benefit an eCommerce SEO campaign, first, we need to know what content specifically does.

On paper, the easy thing to understand is that content contains keywords. Google's crawlers scan blogs and pick up these keywords and variations, and get the hint that the post may be relevant and authoritative.

Google's crawlers may also pick up on the fact that a specific blog contains answers to any number of different search queries.

At this point, Google is going to index the blog somewhere in the search results for search queries containing the keywords it picked up in its scans.

Depending on the domain authority and topical vertical of the host domain, the blog may be somewhere at the top of the SERPs, or it may be somewhere way down at the bottom.

Either way, when users search those related queries and see the blog, if it catches their attention, they're likely to click.

If the blog answers their questions, they will remain on the page. They might even navigate through to other pages. If it's well-written and entertaining, even better.

The more positive user metrics respond, the better. As user engagement increases, typically, average position does as well, and the blog will climb the SERPs.

But there's something else going on behind the scenes. Our process doesn't specifically entail the optimization of blogs for the blogs' sake. We embed links to our clients' target URLs in those blogs, in a bid to transfer some authority from the blog to the target page associated with the campaign.

So, in theory, an SEO-optimized blog, even one that doesn't get a lot of readers, could be sending link juice to another conversion-oriented target page, just because the blog itself was ranking well.

That's one of the ways our process works. The goal is not directly to get readers for the client's blog, it's to sell the client's goods and improve brand awareness.

If people read those posts, all the better; and sometimes, they do.

By the Numbers: What to Look for

There are numerous metrics you can track to gauge the success of a blog written to drive traffic through eCommerce SEO.

The most straightforward metric is simply the number of clicks/visits. These numbers are not always the same. Number of sessions/users is often a better (and more realistic metric) to track.

So, for instance, take a look at this screenshot captured regarding the statistics of one of our eCommerce SEO clients.

| Page path and screen class ▾ + | | ↓ Views | Users | Views per user | Average engagement time | Event count All events ▾ |
|--------------------------------|-------|---------------------------------|--------------------------------|-----------------------|-------------------------|---------------------------------|
| | | 129,468 100% of total | 69,435 100% of total | 1.86 Avg 0% | 0m 51s Avg 0% | 504,587 100% of total |
| 1 | | 6,565 | 1,151 | 5.70 | 1m 24s | 10,916 |
| 2 | | 5,672 | 4,206 | 1.35 | 0m 47s | 27,263 |
| 3 | | 5,197 | 3,577 | 1.45 | 0m 22s | 17,305 |
| 4 | /blog | 3,461 | 3,126 | 1.11 | 0m 40s | 12,899 |
| 5 | | 2,684 | 2,185 | 1.23 | 0m 37s | 12,838 |
| 6 | | 2,513 | 2,094 | 1.20 | 0m 33s | 12,216 |
| 7 | | 2,435 | 2,014 | 1.21 | 0m 36s | 11,695 |
| 8 | | 2,273 | 1,309 | 1.74 | 0m 25s | 8,209 |
| 9 | | 2,135 | 933 | 2.29 | 0m 54s | 5,462 |
| 10 | /blog | 2,004 | 1,814 | 1.10 | 1m 05s | 7,690 |

One of the interesting things about this image is that it captures all traffic to a client domain, not just the blog. As you can see, two of the top pages in the total top ten are blogs that we wrote for the client.

In short: 20% of the top 10 pages are blog URLs we wrote. There is no way to overstate the significance of this, especially since the single URL with the 4th most visits is a blog page that one of our writers wrote.

The fact that these blogs are getting so much traffic (you can see they each have several thousand views over the course of the past year) means they have a lot of authority to distribute.

Which is pretty significant news for the target URLs we have assigned to them. They have made leaps and bounds of progress for the SEO campaign by sending traffic to the URLs we assigned.

The other way to consider these effects is to look just at the blog metrics themselves, as shown in the screenshot below.



| Page path and screen class | | Views | Users | Views per user | Average engagement time | Event count |
|----------------------------|----------------|--------------------------|-------------------------|---------------------|-------------------------|--------------------------|
| | | 12,326 0.81% of total | 9,262 4.26% of total | 1.33 Avg -81.08% | 1m 06s Avg -63.85% | 46,609 0.91% of total |
| 1 | /blog2/cogic-c | 2,765 | 2,025 | 1.37 | 1m 18s | 10,2341 |
| 2 | /blog2/questio | 1,151 | 1,036 | 1.11 | 1m 05s | 4,925 |
| 3 | /blog2/colors- | 948 | 841 | 1.13 | 0m 52s | 4,053 |
| 4 | /blog2/clergy- | 862 | 719 | 1.20 | 0m 45s | 3,420 |
| 5 | /blog2/robes- | 748 | 664 | 1.13 | 0m 54s | 2,972 |
| 6 | /blog2/ | 449 | 168 | 2.67 | 0m 41s | 1,143 |
| 7 | /blog2/history | 432 | 376 | 1.15 | 1m 35s | 1,754 |
| 8 | /blog2/cassoc | 397 | 358 | 1.11 | 0m 48s | 1,619 |
| 9 | /blog2/stoles/ | 333 | 288 | 1.16 | 1m 14s | 1,443 |
| 10 | /blog2/who-an | 294 | 250 | 1.18 | 1m 11s | 1,030 |

This is a client that has been with us for several years but is in a different industry. The results are filtered by blog URLs so all of the top pages are blogs.

As stated, one of the main metrics to follow is the number of visits. The blogs, in sum, have had over 12,000 views in the span of a year - which is quite admirable, especially since our goal is to drive traffic to the category and product URLs, and not to do content marketing.

But blogs that get read generate better results for SEO anyway.

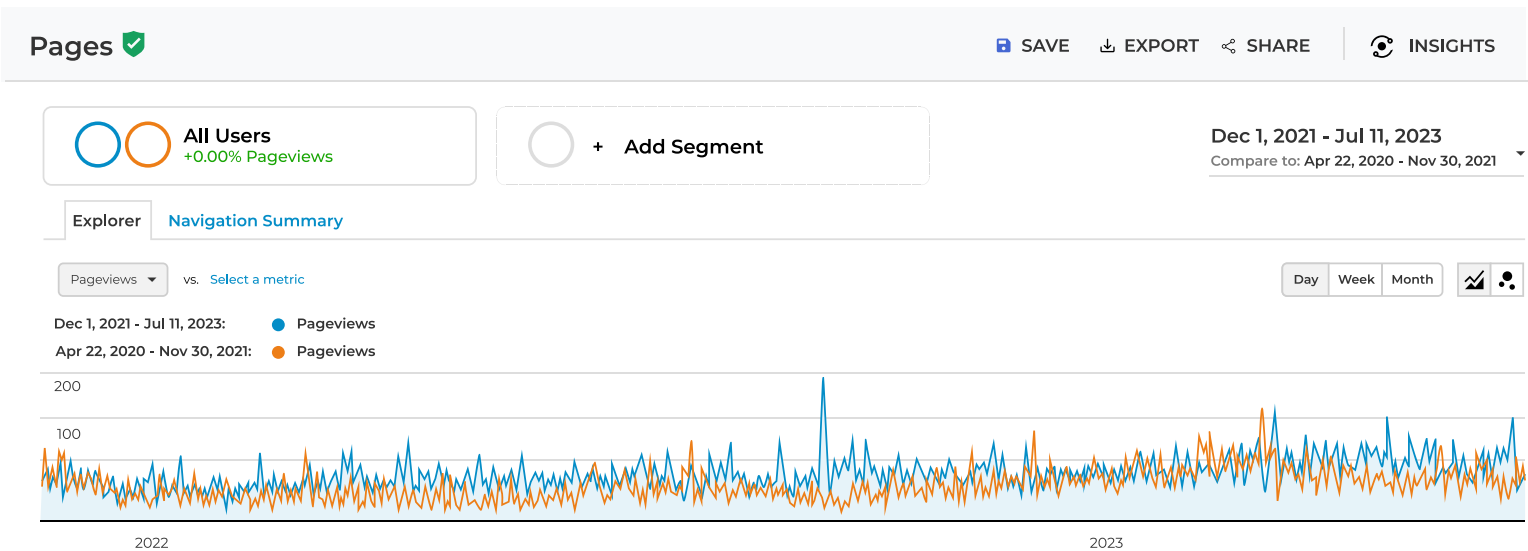
You can also consider engagement time and number of views per user. As you can see, average engagement time is about a minute and 6 seconds, which across 12,000 views is fairly respectable. People are actually reading these articles.

Then you can see that each user views on average 1.33 articles; also a pretty impressive statistic, which means our internal link strategy is pretty solid, too.

So you can see that blogs can serve as their own landing pages and serve as hubs through which traffic disseminates around a website. High-quality blogs will not only be read and serve value to visitors, but can result in click-through to other pages on a website, and when properly optimized, can actually generate conversions, too.

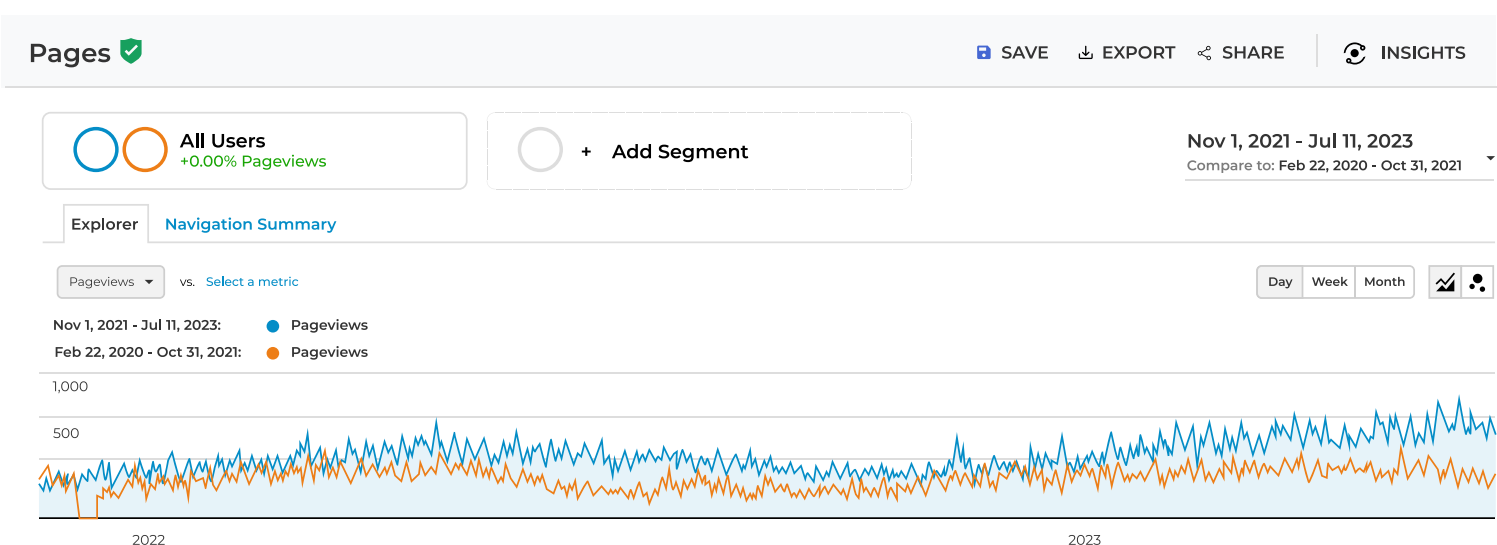
eCommerce SEO and Blog Traffic: A Long-Term Game

Now let's take a look at blog growth over time.



This image, which on its surface is not that compelling until you look at the scope of the timeframe. It shows traffic to one of our long-standing client's blogs over a period of more than three years, spanning back to April 2020.

Growth is not exponential but you can see that there is a steady trend upward - the blue line shows the most recent period, which, interposed over the other data set, is clearly, though marginally, larger.



The image above goes back even further, all the way to the beginning of 2020, more than 3 and a half years. If we split the periods in half, the effect of blog growth itself is even more pronounced.

What's so impressive about this is that, though we handle our clients' optimized content streams, blog growth is a secondary if not tertiary effect, and not even a direct goal of our eCommerce SEO campaigns.

Our purpose is to improve keyword standings, impressions, and clicks for key target URLs, and drive sales.

If our clients' blogs grow, that is an effort wholly attributable to the above-and-beyond efforts of our content writers - as, in the case of this particular client that has been with us for many years, blog growth has been enormous.

It has also been steadily positive over time, which shows that the efforts of our content writers were relevant to consumers even accounting for mild shifts in the market.

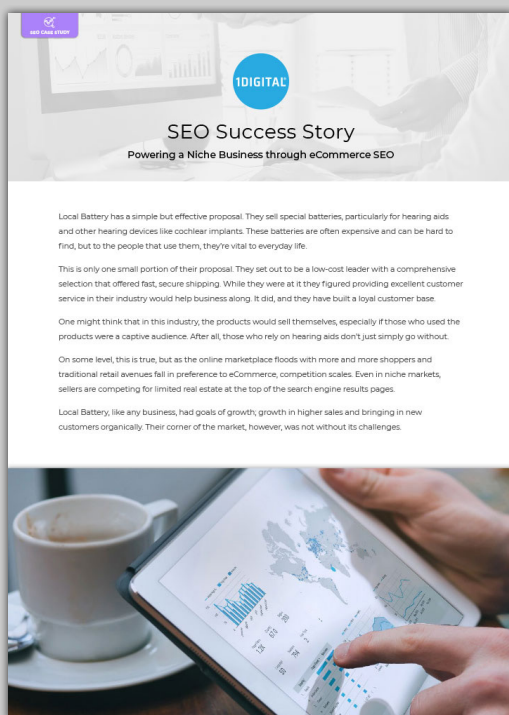
In other words, if our client's blogs grow, it's a sign that everything else is going better than expected.

Especially when you consider we don't target keywords on the basis of their value for content marketing. We choose them based on search intent and willingness to purchase.

Still, as the data disclosed here clearly shows, a well-run, strategically-positioned blog, even optimized for the purposes of eCommerce SEO, can bring in new users, generate high time on page, send traffic to key target pages, and generate increasing traffic streams over time.

And that, good reader, is the value of an optimized content stream, which goes beyond the letter of search engine optimization.

Read 1Digital® Related Case Studies



SEO Success Story

Powering a Niche Business through eCommerce SEO

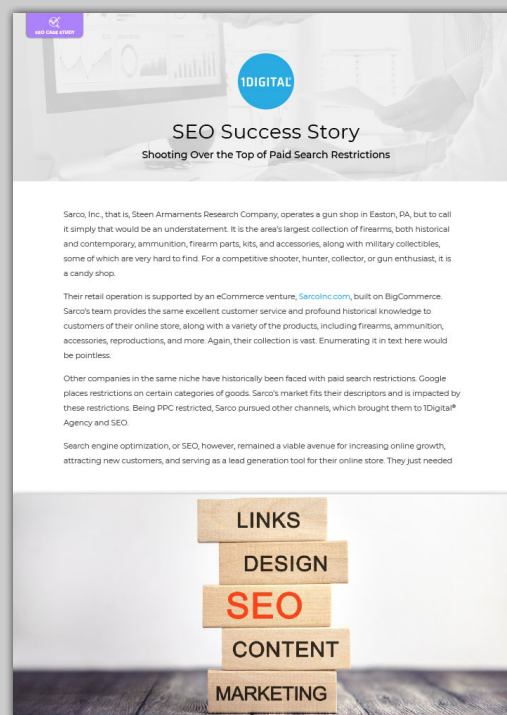
Local Battery has a simple but effective proposal. They sell special batteries, particularly for hearing aids and other hearing devices like cochlear implants. These batteries are often expensive and can be hard to find, but to the people that use them, they're vital to everyday life.

This is only one small portion of their proposal. They set out to be a low-cost leader with a comprehensive selection that offered fast, secure shipping. While they were at it they figured providing excellent customer service in their industry would help business along. It did, and they have built a loyal customer base.

One might think that in this industry, the products would sell themselves, especially if those who used the products were a captive audience. After all, those who rely on hearing aids don't just simply go without.

On some level, this is true, but as the online marketplace floods with more and more shoppers and traditional retail avenues fall in preference to eCommerce, competition scales. Even in niche markets, sellers are competing for limited real estate at the top of the search engine results pages.

Local Battery, like any business, had goals of growth; growth in higher sales and bringing in new customers organically. Their corner of the market, however, was not without its challenges.



SEO Success Story

Shooting Over the Top of Paid Search Restrictions

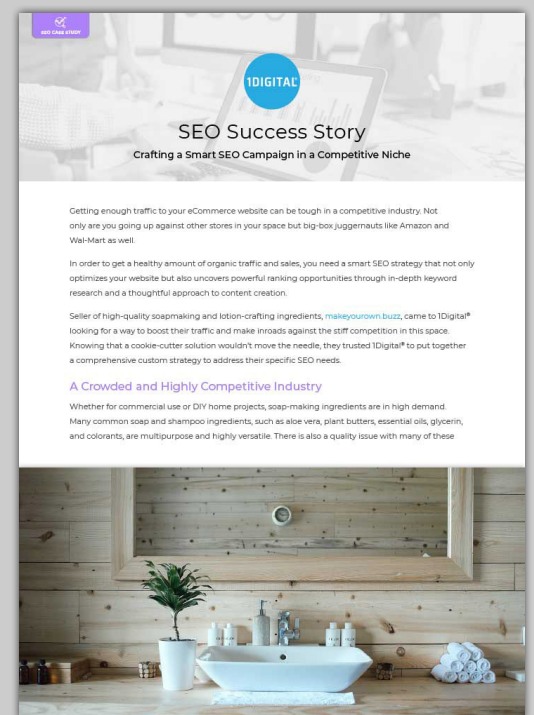
Sarco, Inc., that is, Steen Armaments Research Company, operates a gun shop in Easton, PA, but to call it simply that would be an understatement. It is the area's largest collection of firearms, both historical and contemporary, ammunition, firearm parts, kits, and accessories, along with military collectibles, some of which are very hard to find. For a competitive shooter, hunter, collector, or gun enthusiast, it is a candy shop.

Their retail operation is supported by an eCommerce venture, [SarcoInc.com](#), built on BigCommerce. Sarco's team provides the same excellent customer service and profound historical knowledge to customers of their online store, along with a variety of the products, including firearms, ammunition, accessories, reproductions, and more. Again, their collection is vast. Enumerating it in text here would be pointless.

Other companies in the same niche have historically been faced with paid search restrictions. Google places restrictions on certain categories of goods. Sarco's market fits their descriptors and is impacted by these restrictions. Being PPC restricted, Sarco pursued other channels, which brought them to 1Digital® Agency and SEO.

Search engine optimization, or SEO, however, remained a viable avenue for increasing online growth, attracting new customers, and serving as a lead generation tool for their online store. They just needed

LINKS
DESIGN
SEO
CONTENT
MARKETING



SEO Success Story

Crafting a Smart SEO Campaign in a Competitive Niche


Getting enough traffic to your eCommerce website can be tough in a competitive industry. Not only are you going up against other stores in your space but big-box juggernauts like Amazon and Wal-Mart as well.

In order to get a healthy amount of organic traffic and sales, you need a smart SEO strategy that not only optimizes your website but also uncovers powerful ranking opportunities through in-depth keyword research and a thoughtful approach to content creation.

Seller of high-quality soapmaking and lotion-crafting ingredients, [makeyourown.buzz](#), came to 1Digital® looking for a way to boost their traffic and make inroads against the stiff competition in this space. Knowing that a cookie-cutter solution wouldn't move the needle, they trusted 1Digital® to put together a comprehensive custom strategy to address their specific SEO needs.

A Crowded and Highly Competitive Industry

Whether for commercial use or DIY home projects, soap-making ingredients are in high demand. Many common soap and shampoo ingredients, such as aloe vera, plant butters, essential oils, glycerin, and colorants, are multipurpose and highly-versatile. There is also a quality issue with many of these



Considering Our **SEO Services?**

SEO for eCommerce is a hard-fought battle. Everybody in your industry is competing for just 10 spots on Google's first page. In order to be one of those people, you need to be smarter, quicker, and work harder than everybody else. 1Digital is the marketing partner that can help you get there. We employ intelligent SEO strategies that grow organic ranking, traffic and conversion. We have highly skilled eCommerce SEO experts that focus on eCommerce merchants and we're widely recognized as one of the best eCommerce SEO companies online.

SEO Experts. 1Digital employs a talented team of eCommerce experts that focus on e-Commerce only. We've been working on eCommerce SEO since our inception and we've slowly grown into one of the top eCommerce digital agencies in the country. Our eCommerce search engine optimization skills have propelled us to the top of the talent pool and we've been helping our clients win more business with more sales and leads since early 2012. Our founder and CEO, Dan Kogan has been involved with eCommerce SEO since the late 1990s and he's carved out our path to being the best in the eCommerce space ever since. If you've been looking for a top company that handles eCommerce SEO, you've found it.

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