

Hints & Tips



Stay Ahead with the Latest SEO Trends

At eStore, we've been working closely with external SEO specialists to stay updated with the latest trends and Google algorithms. This ensures our platform follows best practices, helping you get the most out of your online store.

Below are some key recommendations we're excited to share with you:

1. Simplify URLs & Avoid Duplicate Content

Keeping URLs short, clean, and in lowercase can significantly improve your site's SEO. Avoid overly long or complex URLs and reduce duplicate content by streamlining your site structure. This not only makes it easier for search engines to index your pages but also enhances the user experience.

2. Create Geo-Targeted Pages

If your business operates in a specific location, like Islington, Clapham, or Wimbledon, consider adding subpages targeting nearby neighbourhoods within the area, for example, Highbury (near Islington), Battersea (near Clapham), or Raynes Park (near Wimbledon). These areas are popular with residents who are more likely to shop for kitchens and bathrooms. Each page should feature unique content tailored to the local audience. This can boost your visibility in local search results and help attract more targeted traffic.

3. Leverage Google Merchant Center

Google Merchant is an excellent tool if you've opted for eStore eCommerce Level 2 or Level 3, allowing you to showcase your products directly in Google Shopping results. We offer an export feature that makes it easy to submit your products to Google Merchant. For more details, check out our helpful guide here. [Google Base Taxonomy Help Sheet](#)

4. Add a Review Section to Your Site

Reviews build trust and improve SEO. You can integrate third-party review plugins or choose our in-house developed eStore version, which is cost-effective and fully customisable. Featuring a well-placed review section on the homepage such as a slider with brief descriptions can significantly increase user confidence and boost conversions.

5. Optimised Website Structure for Better Performance

Your website is built with clear H1 and H2 headings for SEO and readability. Images include optimised alt tags for better search ranking and accessibility. Each page has unique meta titles and descriptions to improve visibility. Call-to-action buttons are placed near the top for easy access, driving engagement and conversions.

Feel free to suggest Feel free to suggest any new articles or topics you'd like us to create.

Also, if you want to learn more or need assistance with implementing any of the SEO suggestions above, don't hesitate to get in touch. We're here to help you get the best results for your eStore!