NEWSLETTER

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GOOGLE LAUNCHES UPDATES PAGE FOR WEBSITE OWNERS

8 TIPS FOR SEO-OPTIMIZING YOUR ECOMMERCE SITE BY GOOGLE DEVELOPER ADVOCATE, ALAN KENT

1 GOOGLE LAUNCHES UPDATES PAGE FOR WEBSITE OWNERS

Google updates its algorithm frequently. At times, they announce the major updates beforehand, and at times they inform after initiating one. The last update was rolled out on May 25th, and to learn about such updates, we had to wait for tweets & official answers from the team.

Google thought of improving this process and has created a dedicated **Google Search ranking updates** page. With the help of this page, you can check all the latest and previous updates easily.

If you wish to learn how Google improves the search engine, there are several articles from **Google** to help you. Also, its **blog** page has more information related to the updates. This page is definitely important for all site owners and SEO experts.

Need more details? Reach out to our support team for assistance.

To help businesses grow their eCommerce site, Google developer advocate Alan Kent recently hosted a **video** that outlines "8 tips" for SEO-optimizing an eCommerce site.

Here are the 8 tips that Alan believes will help you:

Tip 1: Make sure you have the technical basics in place – You need to ensure your URLs and internal links are friendly to crawlers. Check out **Designing a URL structure for E-Commerce Websites** on Google Search Central for advice on how to design URLs for your website.

Tip 2: Create content relevant to users at different stages in their shopping journey – To check the breadth and quality of your site, think about likely searches by shoppers at different stages in their shopping journey. Once you have a set of queries, try them out. Does your site come up well-positioned? What about your competitors?

Tip 3: Be sure to mark up your product variant pages correctly – Product variants are when you have multiple colors or sizes of the same product. Informing Google of the relationship between the product pages can help Google better understand your site content. The **URL Inspection tool** can also be used to check the status of individual pages.

Tip 4: For sales events that occur regularly, use the same URL across all event occurrences – This can help Google understand and trust the purpose of such pages. To identify problems, check the URL for promotional event pages on your site.

Tip 5: The "performance" of your web pages matters – Performance is important to users as a page that takes too long to load may be abandoned by them. It is also an important Google ranking signal. It can be particularly important if you use the same supplier-provided product description as other sellers online. The **PageSpeed Insights** report is useful for checking the performance of the web page.

Tip 6: Wait for it – Be patient to see the results. SEO, unfortunately, is a long game. Some ranking signals may take months to change. Worse, there is no guarantee of success. While it may take months to reap the benefits of a content creation strategy, it does not mean there is nothing you can do until then.

Tip 7: Seek professional help for your website – If you have done your best to improve your site but are still not getting the results you want, we're here to provide expert SEO advice.

Tip 8: It's all about the user – The ultimate goal for Google Search is to put the best possible content in front of the users. Algorithms change over time, but the ultimate goal does not. It does not mean you should not measure your site's performance. It is still recommended to use tools such as Google Search Console and Google Analytics to collect data on your site.

3 GOOGLE BUSINESS PROFILE NOW HAS AN ADDRESS TOGGLE

As known to most SEO experts out there, Google renamed Google My Business to Google Business Profile last year while also rolling out more support for managing a business profile. Going a step further, the search engine giant has now launched another feature that is bound to give small businesses operating out of homes a reason to be happy.

Google Business Profile now features a toggle that will allow businesses to hide their business address from customers if they wish to do so.
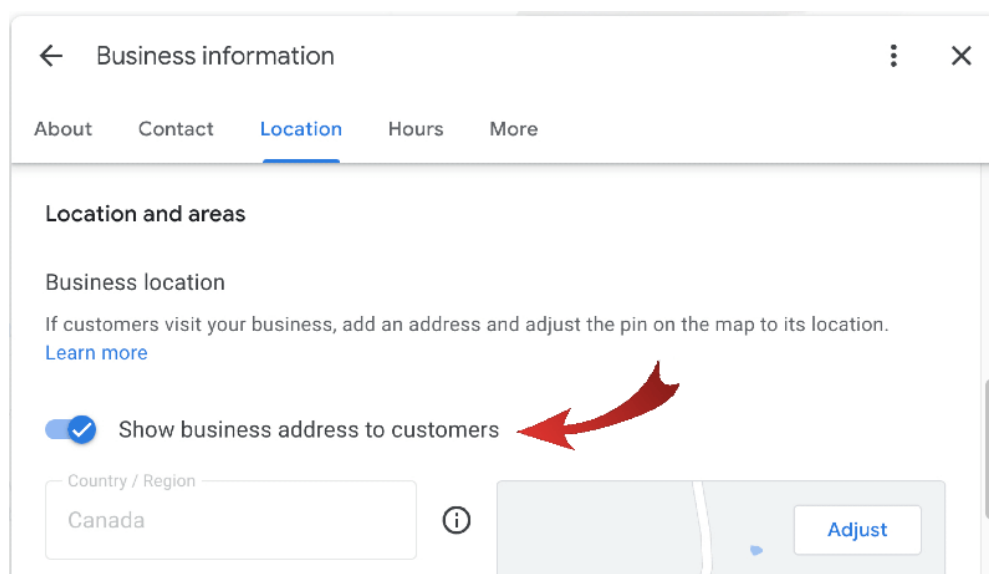
The screenshot above shows the businesses can now toggle **'Show business address to customers'** on and off.

Why Is This Important?

This recently launched support feature is perfect for entrepreneurs operating virtual businesses that aren't tied to a physical location. It can also prove to be quite helpful for all those home-based service operators who wish to avoid customers visiting.