

Guide To SEO For Amazon Sellers & eCommerce Entrepreneurs

Volume 1

By **FUTURE STATE MEDIA**

SEO GUIDE FOR AMAZON SELLERS & ECOMMERCE ENTREPRENEURS



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You May Think You Know SEO...

SEO is such a “known” term with most that work in the online space, whether it be ecommerce or another online business model. As a result, many business owners and Entrepreneurs are mistaken for thinking they “know” SEO. Equally, many see it as a technical endeavour taken on by “geeky coding types” who have no marketing prowess.

SEO has also massively evolved over the past decade, even the past 5 years.

The outcome of all of this is a lot of confusion, half truths and a lack of forward motion for many ecommerce entrepreneurs.

So I’ve put together this SEO Guide to help you get your knowledge up to scratch.

Don’t be confused. You’re not going to be able to understand the full breadth of SEO from reading a PDF! There are SO MANY facets to SEO when you get into the detail that it’s justifiably got huge amounts of content being produced about it on a weekly basis.

I’ll also point you in the direction of a limited set of credible resources for you to further enhance your understanding beyond this guide.

Let’s get to it...

What Drives Search Engine Optimisation?

Despite there being many facets and nuances to the detail behind SEO, the top level concepts can be expressed relatively simply.

If you want to rank in search engines, there are 2 overarching things you can influence to drive ranking:

1. Links to your website
2. The content on your website

We’ll explore these in high level detail.

Links To Your Website

There are many analogies that can be used, but I like to think about links as a measure of popularity and credibility.

Often referred to as “backlinks” as they point “back” to your website.

If Google (the main search engine we’re actually serving here) sees that you’re popular (have links from other websites on the internet pointing at your website) that’s a good sign to Google that it should pay attention to your website.

If Google sees that a particular web PAGE on your website is popular, with links from other websites pointing to that web PAGE, that’s a great sign to Google that it should pay attention to that web PAGE on your website.

It’s key to understand that there is a difference between the above 2 paragraphs.

The key takeaway, Google is looking at your entire “domain” (website) AND it’s looking at the relative popularity of each of your web pages independently of your domain as a whole.

This might not seem important right now, but it’s a KEY CONCEPT to understanding SEO.

A Quick Word On Types Of Links

Differing Link Authority

So Google isn’t stupid.

If the popular kid in the class says another kid is cool, then it resonates with the audience. They believe it.

If the unknown kid in the class says another kid is cool, no-one pays attention.

If a bunch of kids in the class, regardless of popularity say another kid is cool, people start to pay attention. They start to believe it.

This is like links.

Links from BBC News are extremely high credibility and authority. So a single link (vote of coolness) from BBC News makes a huge impact on your website’s credibility AND on the web PAGE that it points to. (BBC News is the popular kid in this analogy!)

Links from bobs-best-internet-tips.com (this site isn’t real), that’s known by no-one, has no links pointing to it, hasn’t had new content published in forever etc. carry very little weight. Bobs website is the unknown kid in the class in this analogy!

Differing Linking Protocols

In the same way not all websites are equal in their power to influence Google, not all links are equal. There are specific protocols that are used by the website owner to specify whether the link is a “positive vote of popularity” or just a “reference” of sorts.

Do-Follow links are the positive votes. Carrying the highest weight and impact on credibility and authority for your website and your web page.

No-Follow links are the references. Carrying little to no impact on credibility and authority for your website and your web pages. BUT relevancy can be positively and negatively impacted by these links.

Quick Fire Backlink Knowledge Bombs

- Avoid getting links from irrelevant websites. Links from websites and web pages in your niche carry far more impact and value.
- No-Follow links, although not a big impact on credibility and authority, do provide you with safety. They’re easier to get and therefore Google expects to see more of these links than “Do-Follow” Links. This is something referred to as building a “safe link profile”.
- The words used to link to your website matter LOTS. If you’re trying to rank a web page for “Best Chess Set”, using “Best Chess Set” in the link text (anchor text) will send a clear signal to Google on what the web page is about.
- Despite the above advice, don’t overdo it! Too much optimisation like this will get Google suspicious and may result in a manual review or penalty if you really push it.
- A varied mix of high and low credibility and authority websites should be linking to your website overall. If you ONLY have high authority backlinks, this is again suspicious and could prompt Google to review if you push it.
- Make sure your link profile has a high proportion of links pointing at the homepage vs any other page on the website, once again for safety. Google will expect to see a website with a high volume of it’s links pointing at the Homepage. That’s just the way it is.

That’s links covered at a HIGH level.

If you’re now wondering how to build links, that’s a little beyond the scope of this guide, but feel free to reach out to us at Future State Media and we can point you in the right direction. Reach out to us at futurestatemedia.com

The Content On Your Website

So earning (building) links from other websites is often referred to as “off-page SEO” and the reason for that is because of its counterpart, “on-page SEO”.

On-Page SEO refers to the act of optimising YOUR web pages. Off-page is stuff that isn't on your web pages or website.

Before I get into this subject, I need to emphasise something.

If your content isn't keyword focused and built around known search queries, no amount of “on-page SEO” is going to fix your problem.

Hence this concept was referred to as “The Content On Your Website”.

Content structure and substance should be driven by the search queries that people are actually typing into Google.

There are good tools out there that can help you discover these and prioritise which one's to choose. Ahrefs is one of those tools. We highly recommend it. We also highly recommend that you put it in the hands of someone who knows what they're doing. As with any technical tool, desired results are ONLY achieved by competent operators.

The way to think about content creation is that it's like an Iceberg.

The bit you see on top is the stuff that's finally written, but there's a tonne of substance under the water that you simply won't see, but is ESSENTIAL to getting worthwhile results with an ROI. (Yes you can write something and rank it for a random array of keywords, but if you put the effort into the up-front research you'll see 10x-1000x results)

Content Writing Process

The process SHOULD look something like this:

1. Primary Keyword Target Research
2. Secondary Keyword Research
3. Content Structure Research (finding keywords to use as sub-headings / topics to cover on the web page)
4. Content Outline Preparation (including competition analysis and alignment of the content “type” with the current page 1 results in Google)
5. Content Writing (easy now you have the above in place)
6. Content Upload, On-Page and Internal Link Optimisation

Yes, I could break it down differently, but the message is clear. “Writing” is almost an inconsequential step in the process. Obviously critical, but still a small portion of the real effort.

Web Pages And Content

So you may have read the above and been thinking about 2 scenarios in your mind;

1. I’m trying to rank an existing page I have on my website (like a product page)
2. I’m trying to rank new web pages I want to publish on my website (like a bunch of articles)

The difference in SEO for these 2 approaches is vast. Yes the up-front research work is largely the same, but once published there’s a fork in the road for these 2 approaches.

VERY quickly.

If you want to focus on ranking a particular page, you focus more on external backlink building (links from other websites to THAT web page).

If you want to focus on generating traffic through article content, you focus on rinsing and repeating the above process. Yes backlinks are worthwhile and in some cases needed, but this approach allows you to attract your market for LOTS of search queries.

The latter approach of building out lots of article content can also support the enhancing of rank for 1 particular article or web page through something called “clustering”. This is basically where internal links are structured in a way to push visitors and the Google Crawler towards the web page at the centre of the cluster.

In the context of an ecommerce site, this could be your product page selling a Chess Set supported by a bunch of articles in a cluster arrangement around it all answering some query about chess sets (these will still be purchase intent, but they may be more in the research phase of the purchase cycle).

In the context of an agency, this would be the creation of articles around a service that’s provided with internal links from the articles pointing at the service page.

In the context of an affiliate website, this could be articles arranged in a cluster around 1 particular article, seeking to boost the rank of that 1 particular article.

The clustering concept is powerful, but also beyond the scope of this guide. If you’d like to know more about this method of “ranking by design” reach out to us at Future State Media and we can help point you in the right direction or architect a custom strategy for your goals.

Quick Fire Content Knowledge Bombs

- Content length matters in relative terms with your competition. What are the results on page 1 doing? Reverse engineer it, improve it, publish it.
- Although content is a small part of the process, don't "cheap out". If you've invested a bunch of time and money in making sure you produce the right content, make sure it's good content (doesn't have to be Pulitzer award winning either!)
- Schema Markup is a great way of influencing how you appear in the Google Search results. If relevant, use FAQ Schema Markup in your web pages and articles where applicable.
- Yes "rich content" is good. I.e. including videos etc. But REMEMBER that it's the written word that Google can ACTUALLY interpret. Don't distract yourself with 1%'ers when you can knock over some 10% improvements with the same effort!
- Don't be afraid to update content, but don't be too aggressive. Adding is a great strategy, removing isn't necessarily.
- Group keywords by "Search Intent". Just because they're 2 separate keywords in Ahrefs doesn't mean you need to write 2 separate articles if ultimately they're asking the same thing. Use "alternative queries" as secondary keywords in your web page content.
- Be wary of keyword cannibalisation. Don't publish content that's too similar to existing content on your site (ecommerce sites suffer with this the most!)
- If you're trying to rank a product page on your website and your product has variations, use a canonical URL to tell Google which variation you want it to rank in the search, otherwise the variations will fight with each other for rank!
- Have a content plan that builds out a content cluster and make sure all web pages have internal links to other web pages with optimised link text (i.e. if you're trying to rank another page for "Best Chess Set", create a link to that page using the anchor text "Best Chess Set")
- Include outbound "authority links" on your web pages. Referencing other web pages on the internet that Google sees as credible is a good practice.

That's content covered at a HIGH level.

If you're now wondering how to put together a content plan, that's a little beyond the scope of this guide, but feel free to reach out to us at Future State Media and we can point you in the right direction. Reach out to us at futurestatemedia.com

This Guide Is Incomplete So Is Your Knowledge...

This has been a high level guide and it's applicable to any website building platform you're using such as Shopify or WordPress.

I've paid lip service to the ideas of Domain Authority, Website Authority and Web Page Authority.

To be clear, Domain Authority is a proprietary measure developed by MOZ.com as an approximation of how authoritative your site is in the eyes of Google.

Website Authority on the other hand is intended as a more generic term for how Google sees your site.

Domain Rating (DR) is another proprietary term from Ahrefs and is ultimately intended for the same purpose of "Domain Authority" or "DA" from MOZ.com

A good Domain Authority, Domain Rating or generically Website Authority doesn't automatically mean you rank for keywords you want to rank for just because you mention them on your web page or website.

There are many websites out there with low Website Authority, Domain Authority Scores and Domain Rating Scores that rank for many many keywords and get tonnes of traffic.

Equally there are sites out there that do have high authority scores and get little traffic.

SEO needs to be thought about on a PAGE BY PAGE basis.

Further Resources

Ahrefs YouTube Channel -

https://www.youtube.com/channel/UCWquNQV8Y0_defMKnGKrFOQ

SEMRush YouTube Channel -

<https://www.youtube.com/channel/UCj7v9UM1aGx6GR-nsY-9u8w>

MOZ YouTube Channel -

<https://www.youtube.com/user/MozHQ/videos>

External Traffic For Amazon Sellers Podcast by Future State Media -

<https://podcasts.apple.com/gb/podcast/external-traffic-for-amazon-sellers/id1494642778>

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About Future State Media

We're a small-on-purpose agency with an aim to invest in our client relationships to help deliver MASSIVE ROI in generating TRAFFIC for eCommerce.

We deliver organic and sustainable traffic for eCommerce businesses and entrepreneurs.

But we're not for everyone. We might not be for you!

Our services are only accessible to clients who've been onboarded through our application process.

Our aim is to deliver huge success in the long term for every single client. That's a lot of responsibility to deliver from our side, and invest from the client side. But it's how we thrive together...



What We Do

Our skillset covers the full range required to drive your own organic traffic and low cost paid traffic to your own website and your Amazon listings.

This includes, but isn't limited to:

- Brand New Website Builds With Custom Designs
- Content Planning & Keyword Research
- Content Writing, Editing & Publishing
- Website Management And Maintenance
- Pinterest Management; Organic & Paid
- Authority Growth Packages & Link Building
- Social Media Management
- And more!

Reach out to us and find out more at futurestatemedia.com