



Search Engine Optimization (SEO) for E-commerce

Duration: 5 Days

Language: en

Course Code: IND09-116

Objective

By the end of this course, participants will be able to:

- Understand SEO fundamentals and their role in e-commerce success.
- Optimise product pages, categories, and site structure for higher rankings.
- Apply keyword research and content strategies to capture buyer intent.
- Implement technical SEO practices to improve crawlability and performance.
- Use analytics and reporting tools to measure ROI and refine SEO campaigns.

Audience

This course is ideal for:

- E-commerce business owners and managers.
- Digital marketing professionals.
- SEO specialists and consultants.
- Content managers and copywriters for online stores.
- Web developers working on e-commerce platforms.

Training Methodology

The course combines expert-led sessions, hands-on exercises, and real-world case studies. Participants will apply SEO tools to e-commerce websites, conduct keyword research, and design optimisation strategies that align with business objectives.

Summary

This specialised training course provides e-commerce professionals with the knowledge and strategies to leverage Search Engine Optimization (SEO) for driving traffic, boosting visibility, and increasing online sales. Participants will explore SEO fundamentals, technical optimisation, content strategies, and analytics tailored specifically for e-commerce platforms.

By focusing on the unique challenges of online stores—such as product page optimisation, site architecture, duplicate content, and conversion-driven strategies—the course equips learners with the tools to build sustainable organic growth and improve profitability in competitive digital markets.

Course Content & Outline

Section 1: Introduction to SEO for E-commerce

- SEO fundamentals and their importance in e-commerce.

- Search engines and buyer intent.
- Common SEO challenges in online stores.
- Case studies of successful e-commerce SEO campaigns.

Section 2: Keyword Research and Content Strategies

- Keyword research tools and techniques for e-commerce.
- Targeting transactional vs. informational keywords.
- Optimising product descriptions, categories, and metadata.
- Content marketing strategies for e-commerce growth.

Section 3: Technical SEO for Online Stores

- Site architecture and internal linking strategies.
- Mobile optimisation and Core Web Vitals.
- Managing duplicate content and canonical tags.
- Schema markup and structured data for e-commerce.

Section 4: Off-Page SEO and Link Building

- Building high-quality backlinks for e-commerce sites.
- Leveraging influencer and affiliate partnerships.
- Social signals and their role in SEO.
- Best practices for ethical link-building.

Section 5: Analytics, Conversion, and ROI

- Using Google Analytics and Search Console for SEO tracking.
- Setting KPIs: rankings, traffic, conversions, revenue.
- A/B testing product pages for SEO and CRO synergy.
- Building an SEO roadmap for long-term growth.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Retail and Trade, Technology

Tags

SEO, E-commerce, Online Stores, keyword research, Seo optimisation

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