

28 Fatal SEO Errors Most eCommerce Businesses Make

REPORT

Analysis of **100 audits** of online stores conducted within the last year

Most Common SEO Mistakes To Avoid

Technical SEO Errors that reduce your chances in SERPs

Tips, how to fix bugs.

ABOUT THE REPORT

At the beginning of each cooperation, we conduct an extensive website audit. Conducting an audit involves many hours spent on the website and its analysis with the help of external tools. More than 50% of our customers are e-commerce store owners. When analyzing their pages, we notice that the same errors often appear on them.

Demonstrating audit errors is the first step to their elimination. The key issue here is the implementation of audit recommendations. However, it should be remembered that website positioning is a complex process and each action should be supported by prior analysis. Knowledge and experience are very helpful in achieving better results.

With many mistakes, we provide links to other sources of knowledge that may be helpful when working on the website.



PARTIES EXAMINED

NUMBER OF REVIEWED AUDITS

100

SEO AUDITS

E-commerce stores
carried out
in the last 12 months

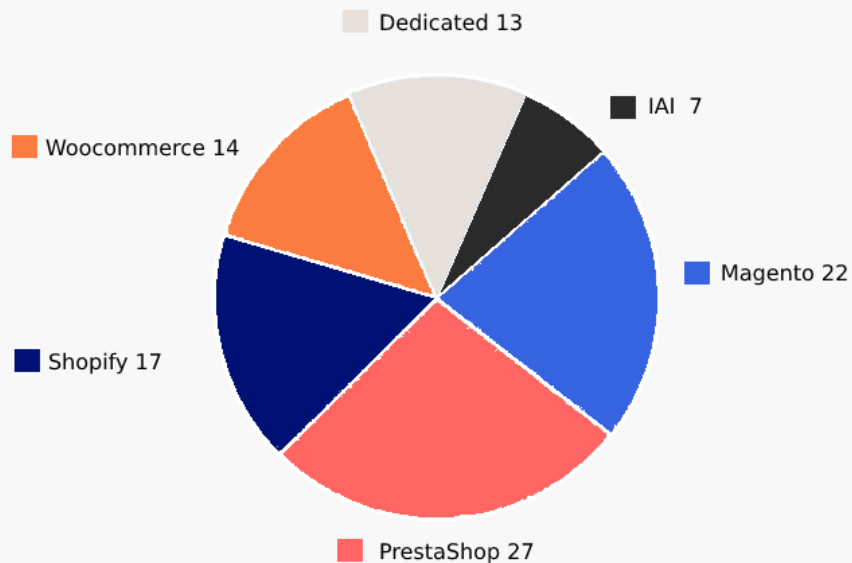
AVERAGE NUMBER OF INDEXED PAGES

4790

Subpage

Indexed on Google. The
smallest store had 22
subpages,
largest 13,400.

CMS ON WHICH STORES ARE BUILDING



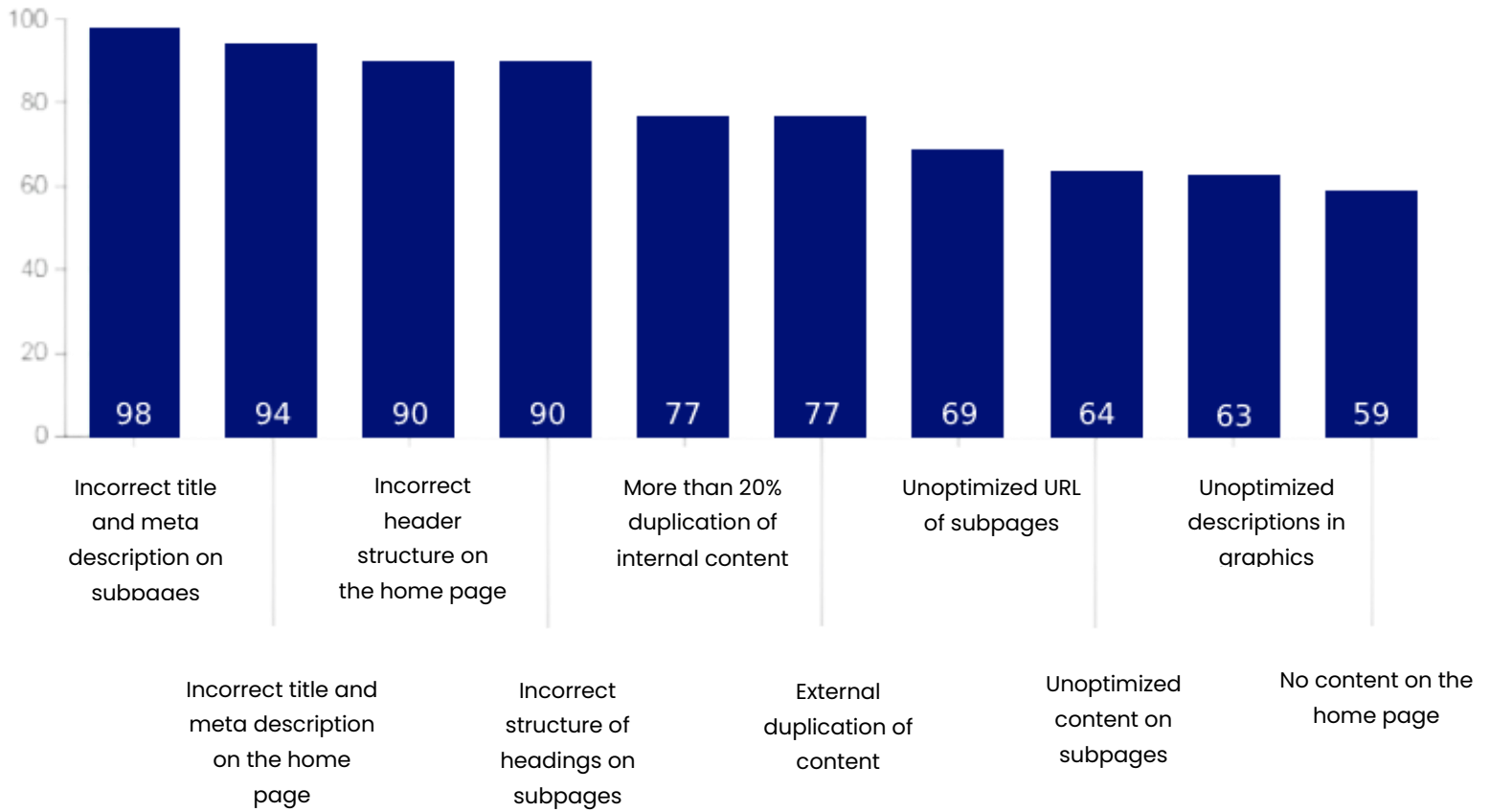
PARTIES EXAMINED

INDUSTRIES

House and garden	19 shops
Sport	11 shops
Children's	10 shops
Cosmetic	10 shops
Clothing	6 shops
B2B	4 shops
CBD	4 shops
Furniture	4 shops
Pharmaceutical	3 stores
Lighting	3 stores
Industrial	3 stores
Food	3 stores
Jewelry	2 stores
Publishing	2 stores
Automotive	2 stores
Printing	2 stores
Gift	2 stores
Zoological	2 stores
Other after	1 store each

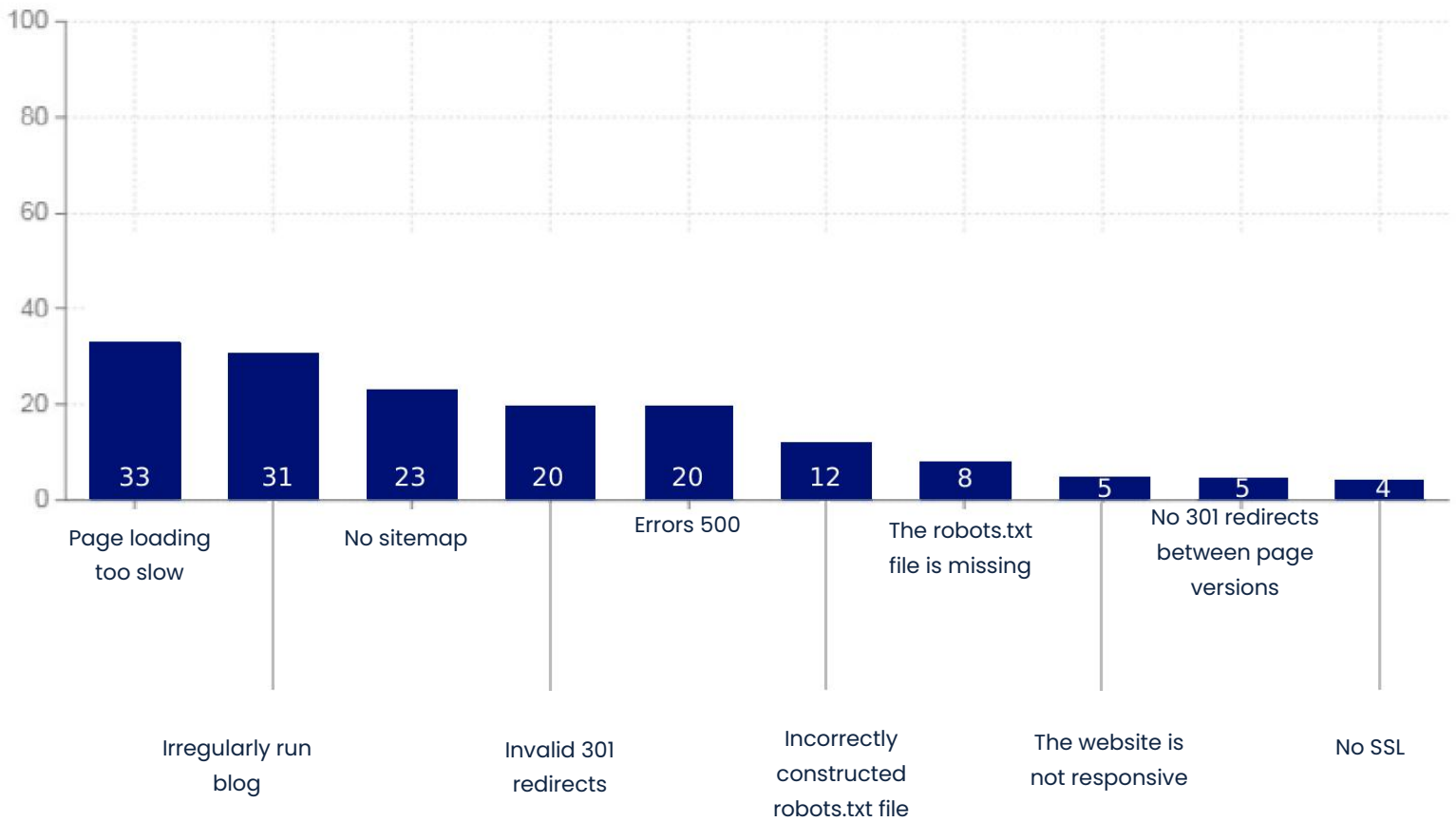
10 MOST OFTEN OF OCCURRING ERRORS

Percentage of pages where an error occurred



10 MOST Rare OF OCCURRING ERRORS

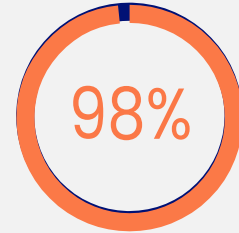
Percentage of pages where an error occurred



MOST COMMON ERRORS ON E-COMMERCE PAGES

1.

WRONG TITLE AND META DESCRIPTION ON SIDES



Why Is This Error Important?

The title and meta description elements appear in the page code in the <head> section, i.e. at the very beginning. It is also visible in search results as the first information about the page. Title has a large impact on the positioning of the page for a given keyword. Meta description is marginal on SEO, however, it can significantly increase CTR in search results.

How Do I Fix This Error?

Each subpage should have a unique title and meta description.

The Most Important Rules For Creating A Title:

- Suitable length: 65-70 characters, 600px.
- The title should contain the most important keyword for the given item subpages.
- The company / domain name should appear at the end of the title.

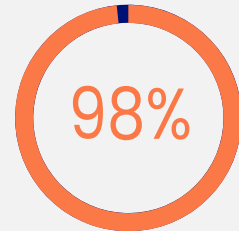
The Most Important Rules For Creating A Meta Description:

- Suitable length: 140-160 characters.
- It should describe what is on a given subpage.
- It should contain a CTA (Call To Action), for example: "see", "order", "read more".

MOST COMMON ERRORS ON E-COMMERCE PAGES

1.

WRONG TITLE AND META DESCRIPTION ON SIDES



A common practice for online stores is a global setting for creating titles and meta descriptions based on a predefined scheme, e.g.:

Title: [Product name]. [Category name] - The domain name

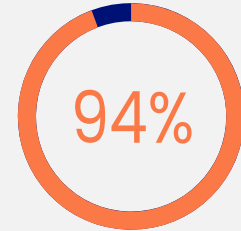
Meta description: Check our offer on [product name]. In our store you will find a large selection of products from the [category name] category. Free delivery from 200 PLN.

If you choose global settings, you need to remember to name your products and categories correctly. It's also worth the most important categories and optimize products manually. Popular CMSs usually allow you to set these elements for each subpage or provide plugins for it.

MOST COMMON ERRORS ON E-COMMERCE PAGES

2.

WRONG TITLE AND META DESCRIPTION ON THE HOME PAGE



Why Is This Error Important?

The title and meta description element for the home page are the most important for the entire page.

They are visible in the website code, but also in the search results. Title has a large impact on the positioning of the page for a given keyword. The meta description, on the other hand, has no effect on SEO, but it can significantly increase CTR in search results. The title and description of the home page should contain general keywords informing about the activities of the store, e.g. a store with ...

How Do I Fix This Error?

Optimizing the title and meta description for your home page is especially important and should be done first in the SEO process.

The most important rules for creating a title for the home page:

- Suitable length: 55-60 characters, 600px.
- It should contain keywords that are most important to the entire domain. For example: "toy store", "pet store"
- The company / domain name should be at the end (except for very popular brands).

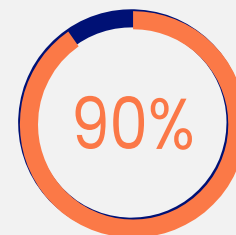
The most important rules for creating a meta description for your home page:

- Suitable length: 140-160 characters.
 - It should describe what is in the online store.
- It should contain a CTA (Call To Action), eg "check our offer".

MOST COMMON ERRORS ON E-COMMERCE PAGES

3.

INCORRECT STRUCTURE OF THE HEADERS ON THE HOME PAGE

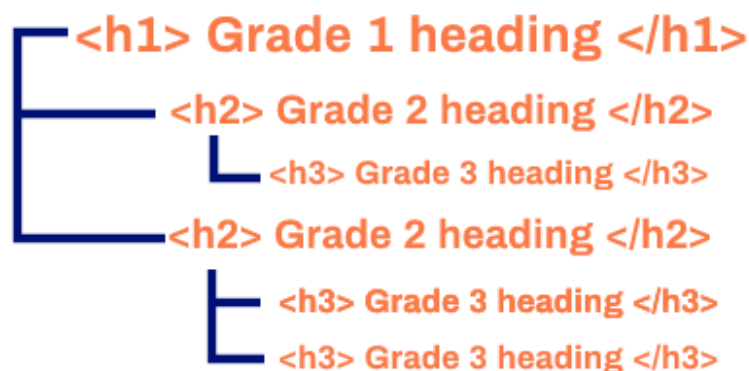


Why Is This Error Important?

Having the right headline structure on your home page is very important for both SEO and users. The headlines are primarily to navigate the site, to inform what is on it

and indicate which content is more and which less important. Because From the SEO perspective, it is very important that the headers contain the keywords appropriate for the page - especially the H1 header, which will tell bots what the subpage is about.

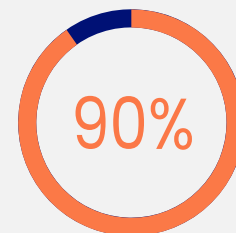
Diagram of the correct header structure:



MOST COMMON ERRORS ON E-COMMERCE PAGES

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Diagram of the correct header structure:

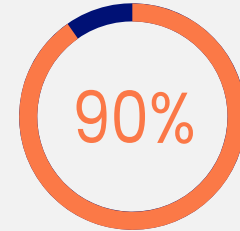


When creating the headers for the home page, remember to use the right, most important for your business and industry keywords, matching the home page (these should be general phrases) - pay special attention to the H1 header, which defines the entire structure of the website. You can read more about good practices of creating headlines on the website in the post: [What are website headers?](#)

MOST COMMON ERRORS ON E-COMMERCE PAGES

4.

INCORRECT STRUCTURE OF THE HEADERS ON THE SUBPAGES



Why Is This Error Important?

As with the home page, the header structure of the entire site is also very important. The correct structure of headings allows you to maintain the hierarchy of content on the page and show which of them are important and which are less. The headers themselves should show what is on a given subpage. For this reason, the H1 heading should contain the most important information - such as the name of the product or category. The header structure used in this way makes the Google bot much easier to interpret the content of a given subpage

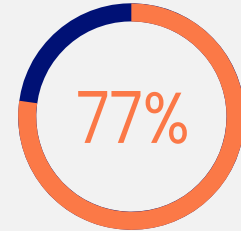
How Do I Fix This Error?

Each subpage should have its own unique H1 header. This applies to categories in your online store, products or other types of subpages. If your store does not have the H1 header on its subpages, it is extremely important to add it. The simplest solution is to set H1, which will also be, for example, the name of a given category or product - in most well-configured stores, this is how it is solved. Thanks to this global treatment, H1 headings will appear on your store - the most important ones on the website.

MOST COMMON ERRORS ON E-COMMERCE PAGES

5.

OVER 20% INTERNAL DUPLICATION



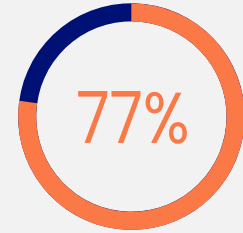
Why Is This Error Important?

We deal with internal duplication when content is duplicated within one domain. It may result, inter alia, from duplicating headers, meta description, descriptions on subpages (e.g. categories, products) or too little content on the page (if there is an insignificant amount of content within the page, Google considers permanent elements of the website as an internal duplication). Sometimes it is also the result of a technical error (e.g. bad subpage indexation, no 301 redirects). Among store owners, there is often a copy of the same description on several products - although it is their content, it is treated as an internal duplication, because the content is duplicated nevertheless.

- This is one of the most important rules that you should follow if you want Google to perceive your website as valuable. Therefore, a high percentage of internal duplication may result in a penalty imposed by Google, which will ultimately negatively affect your website's position in the search engine.

MOST COMMON ERRORS ON E-COMMERCE PAGES

5. OVER 20% INTERNAL DUPLICATION



How Do I Fix This Error?

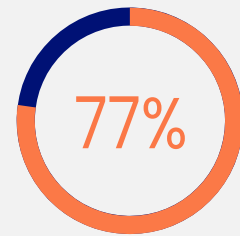
There can be many reasons for content duplication – but fortunately, there are at least several solutions to this problem. If you're dealing with duplicate title or meta description elements, consider creating a global schema for your titles (so that some of them follow, for example, product or category names, and the rest are global endings) to avoid duplication. In the case of duplicate product descriptions (e.g. of the same product, but in a different color version), you should create unique descriptions for each variant (or at least paraphrases). Canonical will also work in some cases (see: [Is there anything wrong with a canonical link?](#)). If the problem is technical, it's his elimination and re-indexing should reduce the percentage of duplication.

Are these all solutions? Absolutely not! You can read more about how to deal with duplicate content here:

1. [Content duplication – how to deal with it?](#)
2. [How to deal with duplicate content? Vlog I'm doing SEO # 7](#)
3. [A similar product, a different color version – what about the descriptions?](#)

MOST COMMON ERRORS ON E-COMMERCE PAGES

6. EXTERNAL DUPLICATION OF CONTENT



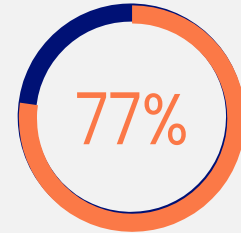
Why Is This Error Important?

We deal with external duplication when, for example, your website contains content that has been copied from other websites (competition, portals, articles, manufacturers' websites). Even if you copy content from one domain of your own to another, that is also external duplication. If you have an Allegro / Ceneo store and add the same product descriptions as on the website, it will also be treated as an external duplication.

Copying content from someone else is copyright infringement, and Google classifies this as duplicate content. Google's guidelines explicitly advise you to avoid creating duplicate content. If there is content on your website that is not yours, Google will also know about it - it may lower your website's position in the search engine.

MOST COMMON ERRORS ON E-COMMERCE PAGES

6. EXTERNAL DUBLICATION OF CONTENT



How Do I Fix This Error?

Try to make the content on your site unique. This applies to both the home page, categories and products (copied product descriptions are the most common problem in online stores). It's worth taking care of to ensure that there is as much unique content on our website as possible. Here are some ways to do this:

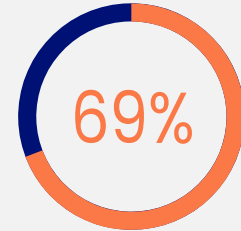
- Paraphrase content that is duplicate or replace it with unique descriptions.
- When adding new products, add 3-6 sentences of unique content about it, complete additional information about dimensions, add product visualization.
- Implement feedback systems. If there are more and more user reviews on your website that show up on individual products, there is also more unique content on the page.
- Add content publication date.
- If you add your website to external websites (Ceneo, Allegro, Homebook), try to add unique descriptions.
- Create unique content in the form of articles, fill in the category descriptions - all in order to provide as much original content as possible.

The easiest way to check if your content is unique is to copy a fragment of it, e.g. 1-2 sentences, and paste it in quotation marks into a Google search engine.

Results with bold text are duplicates.

MOST COMMON ERRORS ON E-COMMERCE PAGES

7. UNOPTIMIZED SUBPAGE URL



Why Is This Error Important?

Friendly URLs are a very important factor that influences the position of your website in the search engine. The shorter the URL, the easier it is to remember, but it is also more readable by Google robots. Keywords can also help and those closer to the start of the domain address have more power. If your URLs contain special characters, numbers, or are too deep (with a lot of directories), it may be adversely affecting the position of the page.

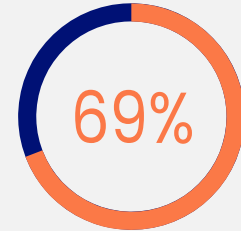
How Do I Fix This Error?

A valid, friendly url should look like this:
`http:// 123.com/oferta/usuga`, not like this:
`http://123.com/co/se/eod86487 .`

When creating URLs, remember that they should convey, in a simple, concise and legible way, what is on a given subpage - they should make it easier for both search engine robots and users to navigate your site.

MOST COMMON ERRORS ON E-COMMERCE PAGES

7. UNOPTIMIZED SUBPAGE URL

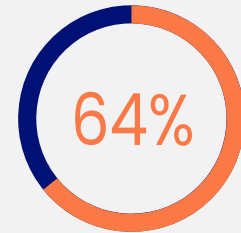


- remember about the appropriate structure (see above),
- do not exceed 115 characters in length,
- include the most important keywords for a given subpage in the addresses, try not to repeat the same word twice,
- avoid special characters (i.e. characters such as q, ć, ź)
- use valid "-" separators (avoid underscores "_"),
- remember about the SSL certificate (see point 29 of the report) and implementation of all addresses in the sitemap (see point 22 of the report).

MOST COMMON ERRORS ON E-COMMERCE PAGES

8.

UNOPTIMIZED CONTENT ON SIDES



Why Is This Error Important?

Placing the right amount of content on subpages (see point 19 of the report) is only half the battle when it comes to content on the page. To use its full potential and thus increase your visibility in the search engine, you need to spend time optimizing the content – the mere publication of non-SEO optimized, unformatted text blocks will not help you bring your website to the top positions of the SERPs.

Remember that Google wants to show users valuable content, so let's make sure that it is.

How Do I Fix This Error?

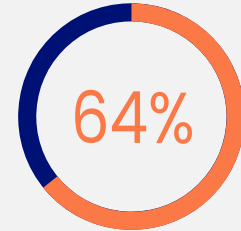
- Avoid long blocks of text – break content into paragraphs.
- Take care of the appropriate structure and optimization of headlines (see point 4 of the report), which will organize the content.
- Intertwine keywords into the texts in a natural way, do not forget about their formatting:

a) for search engines (using the and tags, wanting to draw the attention of bots to the most important keywords for a given subpage),

b) for users (using the and <i> tags, wanting to highlight the most important information).

MOST COMMON ERRORS ON E-COMMERCE PAGES

8. UNOPTIMIZED CONTENT ON SIDES



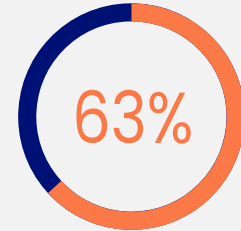
- Don't forget about the appropriate title and meta description (see point 1 of the report).
- Make descriptions unique to avoid duplication of external (see point 7 of the report) and internal (see point 6 of the report) content.
- Write in the language of benefits (this is especially important in the case of product descriptions).

Read: Product descriptions in the online store and their impact on SEO and marketing content from the inside out, i.e. what to remember when creating content.

MOST COMMON ERRORS ON E-COMMERCE PAGES

9.

UNOPTIMIZED ALTERNATIVE DESCRIPTIONS OF GRAPHICS



Why Is This Error Important?

The alternative description of graphics or photos has several tasks:

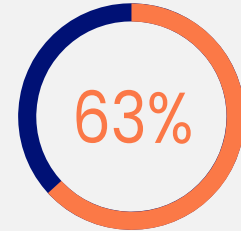
1. It is read to blind or visually impaired people.
2. It is displayed in place of the graphic if it fails to load.
3. It is read by Google bots and interpreted as a description of the image content.

And it is this last task that we focus on optimizing descriptions on graphics for SEO. Appropriate optimization of descriptions will increase the visibility of graphics in Google Graphics - this is especially important in industries where customers "buy with their eyes". Such graphics may also appear in direct answer.

MOST COMMON ERRORS ON E-COMMERCE PAGES

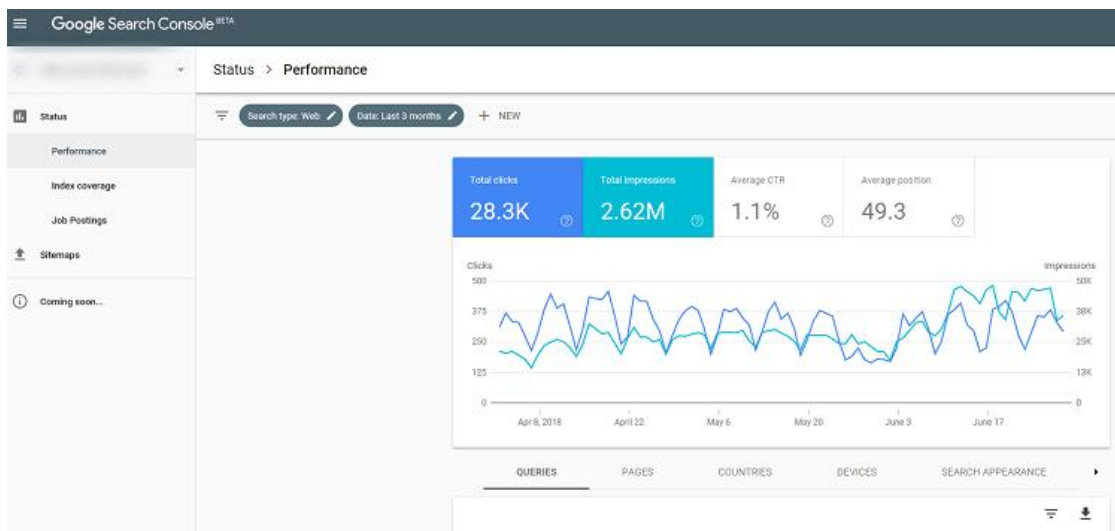
9.

UNOPTIMIZED ALTERNATIVE DESCRIPTIONS OF GRAPHICS



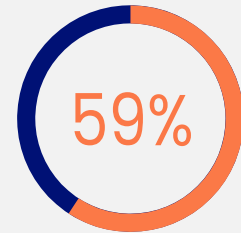
How Do I Fix This Error?

Many CMSes allow you to very easily add an alternative description to the graphic. Such a description should naturally describe what is on the page, and at the same time contain keywords important for the subpage on which it is located. It may contain special characters (i.e. characters such as ś, ć, ę). In Google Search Console you can check the visibility of your website in the Google Image search engine:



MOST COMMON ERRORS ON E-COMMERCE PAGES

10. NO CONTENT ON THE HOME PAGE

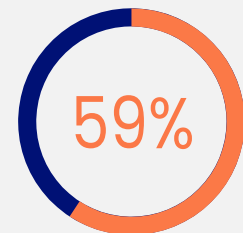


Why Is This Error Important?

The content on the home page is primarily intended to inform what the website on which the user is located is about. The texts should be structured in such a way that each user can easily find the desired information in them. E-stores that have no content on the home page and do not respond to the needs of their recipients are exposed to a higher bounce rate. Remember that the home page is a showcase of an online store, and the information contained therein can influence a customer's purchasing decision. This type of element may also affect the overall improvement of the website's visibility in the search results for specific key phrases that will be matched to the website's business profile.

MOST COMMON ERRORS ON E-COMMERCE PAGES

10. NO CONTENT ON THE HOME PAGE



How Do I Fix This Error?

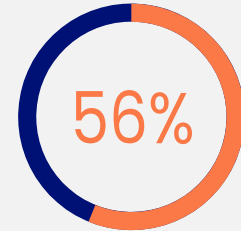
When designing the content for the home page, make sure that it is distinguished by the appropriate length and provides users with the necessary information about the site.

- The recommended text length on the home page is at least 300-500 words.
- The text should be moderately saturated with keywords relevant to business. For example, Google Search Console can help you in choosing the right keywords - check which words match the home page and expand the list with those that you additionally care about.
- Make your text natural, write with users in mind, but don't forget about robots.
- Remember to format the content - add headers, polychrome the most important elements.
- In the content, you can link to a few of the most important categories.
- The content does not have to be one large block of content, it is worth breaking it down into several parts, adding photos or icons.

MOST COMMON ERRORS ON E-COMMERCE PAGES

11.

NO NOFOLLOW ATTRIBUTES ON EXTERNAL LINKS



Why Is This Error Important?

Nofollow is the value that is given to the rel attribute of the <a> tag in HTML. In the code, the link marked with this attribute looks like this:

This directive prevents the link from communicating to the target website. When to use nofollow? Let's check what Google suggests:

```
rel="nofollow"
```

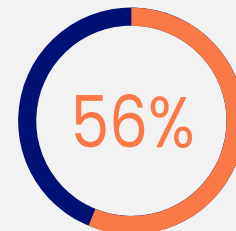
Use the `nofollow` value when other values don't apply, and you'd rather Google not associate your site with, or crawl the linked page from, your site. (For links within your own site, use robots.txt, as described below.)

Source: <https://support.google.com/webmasters/answer/96569?hl=pl>

In the past, it was recommended to use the nofollow attribute in the case of sponsored links, i.e. those that are placed on the website for a fee. Currently, it is recommended to use it when marking external links so as not to convey the value of the page.

MOST COMMON ERRORS ON E-COMMERCE PAGES

11. NO NOFOLLOW ATTRIBUTES ON EXTERNAL LINKS



How Do I Fix This Error?

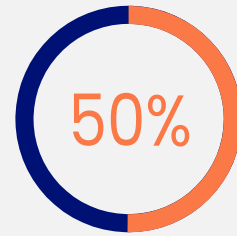
The principle is simple – the nofollow attribute should be used to mark all links that are not relevant to the page. In particular, we are talking about external links, an example of which can be links to social media or links to the website creator. It is recommended that you apply the nofollow attribute to them, the smart side does not give its power to the outside and thus does not increase the authority of the landing page. More about the nofollow attribute and its correct use can be found on our blog:

[Dofollow and nofollow links: when and how to use them?](#)

[Google is introducing new link attributes alongside Nofollow: Sponsored and UGC Outbound Links vs. SEO](#)

MOST COMMON ERRORS ON E-COMMERCE PAGES

12. NO BLOG



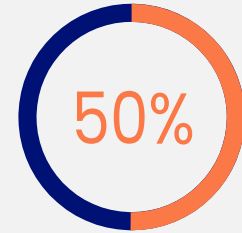
Why Is This Error Important?

By resigning from a blog, you deprive yourself of the possibility of gaining valuable, additional traffic. Setting up and (more importantly) regular blogging will help you increase the amount of valuable content on your website, which, as we know, Google likes it very much. A blog is a very good place to increase the visibility of broad keywords, especially regarding queries or advice. But the content itself is not everything - we must remember to write on the right topics and optimize such articles accordingly.

More advantages of running a blog can be found here: [9 arguments for running a company blog](#)

MOST COMMON ERRORS ON E-COMMERCE PAGES

12. NO BLOG



How Do I Fix This Error?

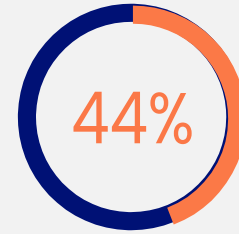
Start by starting a blog! However, remember, this is only half the battle. It is important to regularly (at least 3-4 times a month) add good-quality, unique and properly optimized content to the blog, which will be loved not only by Google, but also by the real recipient. Choose topics in line with the topic of the page, create useful, useful content, pay attention to the most important keywords (put on f times long-tail) and link to products or services.

Several texts have already been written about the blog:

- Is it worth running a blog in 2020?
- How to create blog entries that convert?
- How do I check if people read my blog?
- How to get people to read your blog?

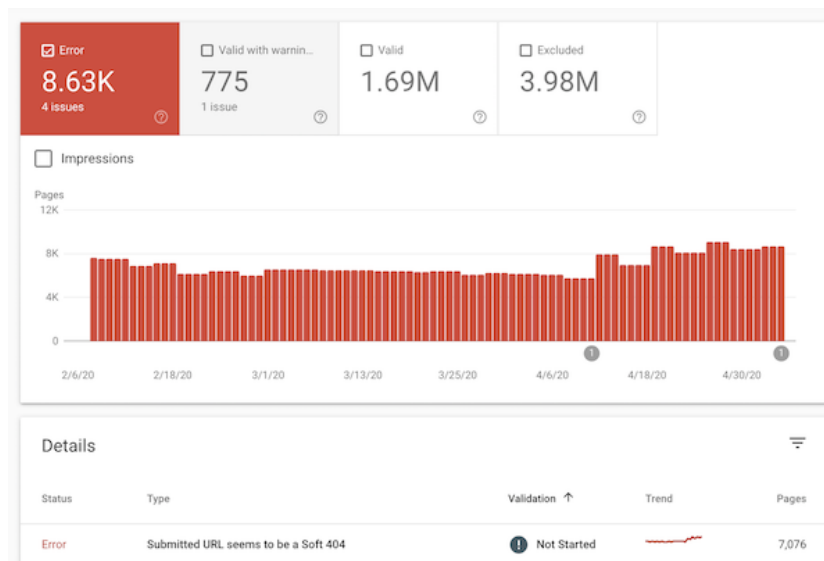
MOST COMMON ERRORS ON E-COMMERCE PAGES

13. ERRORS 404



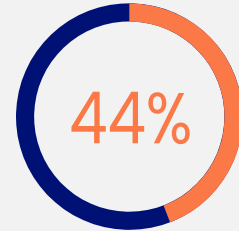
Why Is This Error Important?

The 404 error, simply put, informs us that the page has not been found, despite the fact that the connection to the server has been established. Most often it occurs when the page does not exist because it has been deleted or we entered the wrong URL. Google emphasizes that it does not punish pages for 404 errors, however, a large number of these errors can result in a significant loss of traffic to the site as well as a decrease in conversion. Users who visit our website and receive an error message may have a negative experience, which will contribute to an increase in the bounce rate.



MOST COMMON ERRORS ON E-COMMERCE PAGES

13. ERRORS 404



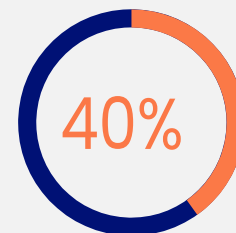
How Do I Fix This Error?

The best solution to 404 errors is to create 301 redirects to similar pages so as not to waste valuable traffic. The content of the page to which we redirect the user should be as closely related to what was on the page requested by the user.

In a situation where a given product is no longer available, instead of creating redirects to similar products, we can also leave it on the page with an optimized description and meta data, as well as information that the product is not available. It is worth adding a module with similar products that may be of interest to the user.

MOST COMMON ERRORS ON E-COMMERCE PAGES

14. UNOPTIMIZED CONTENT ON THE HOME PAGE



Why Is This Error Important?

The content on the page is a source of knowledge for Google about what the page is about. This is where the keywords are placed that should match the words in the headings, title. It is very important that, apart from just placing the right amount of text on the home page (see point 11 of the report) – as in the case of content on subpages (see point 9 of the report) – optimize it accordingly. Such action will help increase the visibility of your website in the search engine.

How Do I Fix This Error?

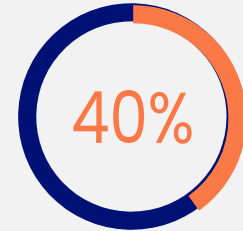
- Avoid long blocks of text – break it into paragraphs.
- Take care of the proper structure and optimization of headlines (see point 3 of the report), which will organize the content. Pay special attention to the H1 header, which will tell search engine bots what your page is about
- include the most important keywords for your business.
- Intertwine keywords into the content in a natural way, do not forget about their formatting:

a) for search engines (using the and tags, wanting to draw the attention of bots to the most important keywords for a given subpage),

b) for users (using the and <i> tags, wanting to highlight the most important information).

MOST COMMON ERRORS ON E-COMMERCE PAGES

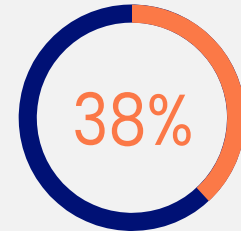
14. UNOPTIMIZED CONTENT ON THE HOME PAGE



- Make sure you have the appropriate title and meta description for the home page (see point 2 of the report).
- Remember about the uniqueness of the content.
- In the text on the home page, you can add links to the most important categories in your store, remembering about the appropriate anchors.

MOST COMMON ERRORS ON E-COMMERCE PAGES

15. GRAPHICS TOO WEIGHT



Why Is This Error Important?

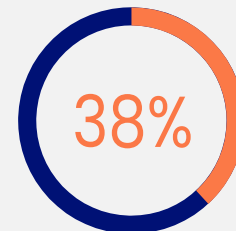
Too much weight of the graphics on the page weighs it down and causes the site to load much slower (see point 20 of the report) - therefore in the case of the importance of photos, not forgetting to maintain their quality, the principle of "the lighter the better" should be applied. Reducing the size of files is one of the elements of optimizing photos on the website, you can read more about it in the post: Photos and their positioning. How to approach the topic?

How Do I Fix This Error?

It is assumed that the weight of photos on the website should not exceed 100 KB. Before adding photos, make sure you compress them. You can use tools such as Imag eOptim, TinyJPG or JPEGmini to reduce the file size. Also remember about the appropriate photo formats - if they do not have a background, choose the PNG format, if they have, use JPG. It is also worth paying attention to the WebP format, which is recommended by Google itself.

MOST COMMON ERRORS ON E-COMMERCE PAGES

16. INCORRECT INTERNAL LINKING



Why Is This Error Important?

Internal linking is the creation of links within the domain that allow users and indexing robots to move freely around it. This applies to links placed, among others, in the menu, in the content of the page or in the footer. In terms of SEO, internal linking helps not only to index the page more efficiently, but also increases the visibility of keywords thanks to the use of appropriate anchors.

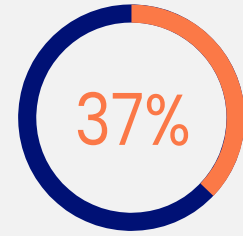
How Do I Fix This Error?

The most important thing is the plan and structured structure of internal linking. Here are some tips on what internal linking should look like:

- Use keywords that match the linked pages in anchors.
- Always use one keyword when pointing to the same landing page. This way you show Google that this page should rank for that word.
- Eliminate links to 404 error generating sites.
- Each subpage should contain a link to the home page (most often it is placed on the logo)
- Consider implementing additional internal linking elements: breadcrumbs, cross-selling, most popular products.
- On links superimposed on graphics or on anchors such as "read more", "check price" it is worth using the rel = nofollow attribute.

MOST COMMON ERRORS ON E-COMMERCE PAGES

17. WEIGHT OF THE PAGE TOO HIGH



Why Is This Error Important?

Too high a page weight is the most common reason why it loads slowly. In turn, the speed of the page loading has an impact on search engine positions, so it is worth paying attention to it. The average page weight is 3MB, but in our audits we assume that the maximum page weight is 2MB. The total weight of the page includes, among others: HTML, JavaScript, CSS, Graphics, Video.

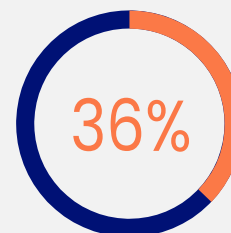
How Do I Fix This Error?

The most common solutions to the problem of too much page weight are:

- compression of graphics on the website (see point 16).
- minification of script and style files,
- elimination of unnecessary plugins from CMS,
- AMP implementation.

MOST COMMON ERRORS ON E-COMMERCE PAGES

18. NO CONTENT ON SIDES



Why Is This Error Important?

Lack of content on subpages, as on the home page (see point 11 of the report), may result in less traffic from organic search results. Descriptions placed on subpages of categories and subcategories can help customers find your store through the search engine thanks to the fact that they contain information about what is on a given category.

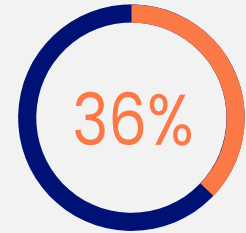
How Do I Fix This Error?

The principle is generally very similar to the one for the content on the home page. The most important thing is that such content should appear at least in the most important categories.

- The text should contain the most important information about what is on a given subpage.
- The text should be unique - do not copy from other categories in your store or from other websites.
- Do not cover important page elements with text. It is a good practice to divide your content into 2 blocks and place one in front of the products and the other at the bottom of the page.

MOST COMMON ERRORS ON E-COMMERCE PAGES

18. NO CONTENT ON SIDES



- The optimal length of the content is:

a) on the category of about 2-3 sentences of text at the top and a block of text of about 250-300 words at the bottom of the page.

b) about 160 words on products.

- Remember to format the content - add headers, polychrome the most important elements.

You can read more about creating content on subpages on our blog:

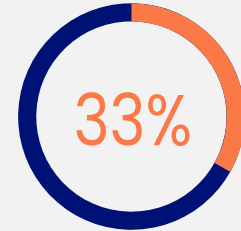
- Product descriptions in the online store and their impact on SEO and sales

- Do I really need a unique description for each product on the page?

- Similar product, different color version - what about the descriptions?

MOST COMMON ERRORS ON E-COMMERCE PAGES

19. TOO SLOW PAGE LOADING



Why Is This Error Important?

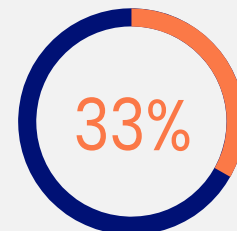
If your site takes too long to load, most likely the user - bored or irritated by waiting - will simply give up visiting it. This will affect the bounce rate, the so-called bounce rate (read: C o rejects customers in online stores, i.e. how decrease bounce rate). Moreover, page loading speed is one of Google's ranking factors, so it also has a big impact on your website's positioning and position in the search engine.

How Do I Fix This Error?

The page should not load for more than 3 seconds - you can check the result of your website, among others in the free GTmetrix tool (for more tools, see: Page speed - how to measure it? 7 useful tools).

MOST COMMON ERRORS ON E-COMMERCE PAGES

19. TOO SLOW PAGE LOADING

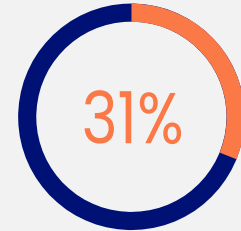


- page caching,
- JS, CSS, HTML page files minification,
- combination of JS and CSS files,
- reducing the size and weight of graphics (see point 16 of the report),
- reducing the number of redirects,
- change of hosting,
- reducing the number of unnecessary plugins in the CMS,
- elimination of rendering blockers (mainly JS and CSS).

We have devoted a separate entry to this issue, be sure to check: [How to shorten page loading time - 10 tricks.](#)

MOST COMMON ERRORS ON E-COMMERCE PAGES

20. IRREGULAR BLOG KEEPING



Why Is This Error Important?

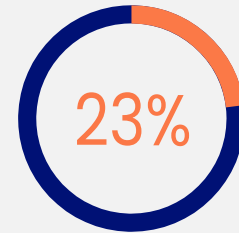
The blog is already appearing on many e-commerce sites. It brings traffic to the website from long tail phrases, which are often related to questions about a given product. It also increases topical authority. However, in order to increase the visibility of the page, it is important to keep it regularly - adding new entries and updating older ones - and thus increasing the number of keywords on which the page is displayed. An irregularly run blog will simply not fulfill its role.

How Do I Fix This Error?

Create a content marketing plan for a few months ahead and stick to it. Based on keyword research and seasonality, create a topic plan for subsequent entries. Remember to avoid cannibalization. If you do not have the resources to create content yourself, you can outsource it to copywriters (you will find copywriters even for specialized content - find out how check if the copywriter optimizes the content well). Remember to properly format the finished content and optimize blog conversion (cleverly redirect users to product subpages).



MOST COMMON ERRORS ON E-COMMERCE PAGES

21. NO SITE MAP



Why Is This Error Important?

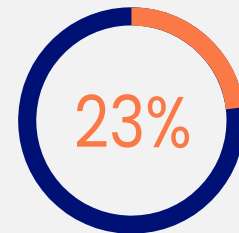
A sitemap is a collection of all subpage URLs that are included in a given site. Its purpose is to make it easier for search engine robots to index a given website and familiarize yourself with its structure. Having a sitemap will be especially important for you if your website is very complex and consists of many subpages - this way you will make the task of crawlers a little easier and improve the whole indexation process.

Submitted sitemaps						
Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs	
/sitemap_index.xml	Sitemap index	Jan 31, 2019	Jun 5, 2019	Success	 	

Rows per page: 10 ▾ 1-1 of 1 < >

MOST COMMON ERRORS ON E-COMMERCE PAGES

21. NO SITE MAP



How Do I Fix This Error?

It is very possible that your CMS allows you to add a sitemap – CMSs such as WordPress, Drupal, Shoper or PrestaShop have their own system that will allow you to automatically generate and update the map. Another way is to use one of the generators recommended by Google itself. You will find them at this link:

<https://code.google.com/archive/p/sitemap-generators/wikis/SitemapGenerators.wiki>

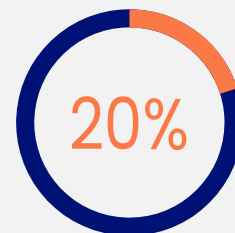
If you are going to generate a sitemap, you need to remember a few important rules, including:

- do not use special characters (e.g. characters such as q , \acute{c} , \acute{z}) and capital letters,
- add only those addresses that are up-to-date,
- do not exceed the maximum map size (50MB) or the maximum number of URLs (50,000),
- if your website has language versions, remember to have a separate sitemap for these versions,
- don't forget to submit your map to Google Search Console.

Additionally, remember that you can also create a separate sitemap for your photos and videos. You can upload more than 1 sitemap for one domain.

MOST COMMON ERRORS ON E-COMMERCE PAGES

22. Invalid Diversions 301



Why Is This Error Important?

301 redirect is a permanent redirect from one page to another, but also from one version of the page to another. Google treats versions with and without www as two different pages. In the case of a 301 redirect, the server automatically transfers both the user and the robots to another page and indicates its correct version.

Importantly, 301 is just a permanent redirect (there are also temporary redirects - 302), which carries almost all the power of the domain.

How Do I Fix This Error?

Each page should be redirected from its different versions (from www, without www, with https, without https) to one major version. A valid redirect should not contain a chain of redirects (it should immediately redirect to the correct version).

The most popular way

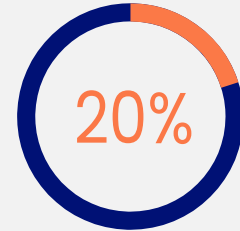
The implementation of redirects is to edit the .htaccess file. In the case of popular CMSs, you can meet ready-made plugins that support redirects. Correct implementation of redirects for each version of the page can be checked, for example, in the utility <https://httpstatus.io/>.



The tool shows that the redirect for our website from `http://` to `https://` is done correctly.

MOST COMMON ERRORS ON E-COMMERCE PAGES

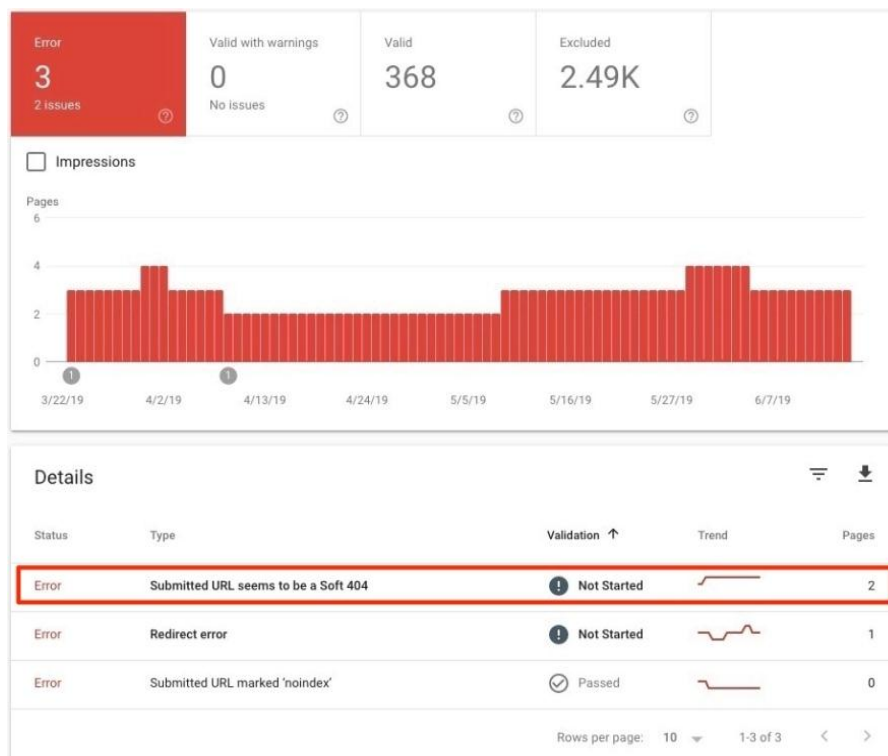
23. ERRORS 500



Why Is This Error Important?

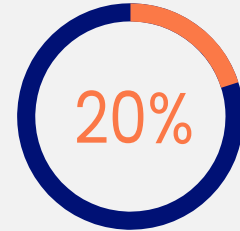
Error 500 (500 Internal Server Error) is a dangerous error for the website, which may result in decreased traffic, and - at a later date - even items. Error 500 informs that the server on which the site is located is not able to display it, so neither the search engine bot nor the user can visit it.

Try to monitor your site on a regular basis to avoid this type of error. You can use the Google Search Console tool to identify errors generated by the website (including a 5xx error).



MOST COMMON ERRORS ON E-COMMERCE PAGES

23. ERRORS 500



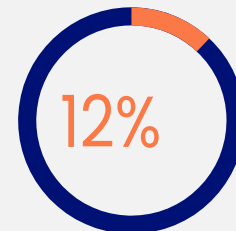
How Do I Fix This Error?

If you detect a 500 (5xx) error on your website, you should remove it as a priority. However, to do this, you first need to find the source of the problem – and there may be several reasons for this, including:

- server overload,
- errors in the .htaccess file,
- errors in the website code,
- incorrect configuration of file or folder permissions.

MOST COMMON ERRORS ON E-COMMERCE PAGES

24. INCORRECTLY DESIGNED ROBOTS.TXT FILE



Why Is This Error Important?

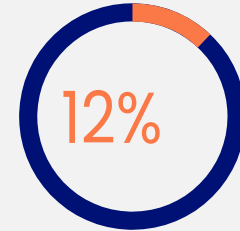
The robots.txt file is a tool for communicating with the bots that crawl the page. Its content is a set of recommendations (not guidelines) for bots about which pages should and shouldn't crawl. First of all, the permission to index our website is important. The developer often blocks bots in the robots.txt file before indexing the draft. Remember to remove this lock. There are also pages that should be blocked from indexing for security reasons or to avoid duplication.

Example of a bad robots.txt file:

```
User-agent: *  
Sitemap: https://[redacted]/sitemap.xml  
Crawl-delay: 1
```

MOST COMMON ERRORS ON E-COMMERCE PAGES

24. INCORRECTLY DESIGNED ROBOTS.TXT FILE



How Do I Fix This Error?

The robots.txt file should be placed at: `https:// your- site.pl/robots.txt`. Check if it allows bots to your site (with the Allow command :) and block (with the Disallow command :) access to subpages that may cause duplication. For e-commerce, the standard subpages that are blocked are:

Search and sort results on the site, basket, user panel, login page, privacy policy.

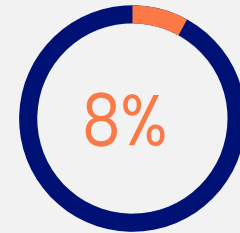
An example of a valid robots.txt file, where sorting results and subpages related to orders are blocked:

```
Sitemap: https://[redacted]sitemap.xml
User-agent: *
Disallow: /admin/

Disallow: *?sort=*
Disallow: /action/
```


MOST COMMON ERRORS ON E-COMMERCE PAGES

25. NO ROBOTS.TXT FILE



Why Is This Error Important?

As we mentioned above, thanks to the robots.txt file, we are able to communicate with the crawlers of our site - you can use it to show robots the direction of traffic on the site and suggest which pages to index and which to skip. It is the robots.txt file that search engine robots look for first after entering the website.

An example of a finished robots.txt file:

```
User-agent: *
Allow: /environment/cache/images/
Disallow: /application/
Disallow: /environment/
Disallow: /libraries/

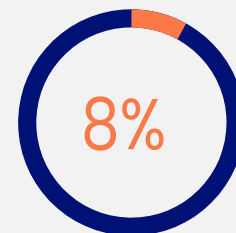
Disallow: /*/fav/add/

Disallow: /*/p/comment/add/
Disallow: /*/p/mail/recommend/
Disallow: /*/p/q/
Disallow: /regulamin.html
Disallow: /*/reg/
Disallow: /*/login/
Disallow: /*/basket/
Disallow: /*/searchquery/
Disallow: /*/priceto/
Disallow: /*/pricefrom/
Disallow: /*/index/
Disallow: /*/full/
Disallow: /*/default/
```

MOST COMMON ERRORS ON E-COMMERCE PAGES

25.

NO ROBOTS.TXT FILE

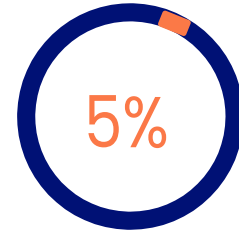


How Do I Fix This Error?

Many CMSs are already equipped with ready-made mechanisms to help you in preparing the robots.txt file. However, if your CMS does not offer such a function, you can use one of the generators that you can easily find on the web. If you attempt to create such a file manually, you should learn the rules and the commands that you can give to the indexing robots of your website, as well as the rules for entering tags or just placing the robots.txt file - all this is described in the entry: Robots.txt file - what is it, how to use it correctly?

MOST COMMON ERRORS ON E-COMMERCE PAGES

26. THIS SITE IS NOT RESPONSIVE



Why Is This Error Important?

Simply put, a website is responsive when it easily adapts to screens of different resolutions (both desktop and mobile) without losing quality and usability. Website responsiveness is not only an important factor from the SEO point of view (Google ranks worse on websites that are not responsive), but also UX - websites that are not responsive, hinder the comfort of their use (read: Using UX principles in positioning).

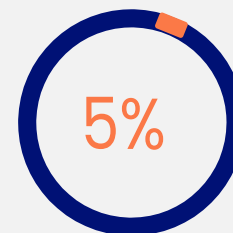
Responsiveness of the website is currently a must-have and determinant of a "good" website - especially in the era of Mobile-First Index, when mobile devices are undoubtedly ruling. If you want to know more about it, see the post: [What is Mobile-First Index and how does it affect SEO?](#)

How Do I Fix This Error?

The responsiveness of the website can now be called a standard. However, if your website is not responsive (which you can easily check in the Google tool: [Mobile-Friendly Test](#)), most likely you will need a developer's turn and rebuilding the website (read: [Website rebuilding and SEO](#)). You can also create a separate, mobile version of the website, but usually it has less functionality for users.

MOST COMMON ERRORS ON E-COMMERCE PAGES

27. NO DIRECTIONS 301 BETWEEN PAGE VERSIONS



Why Is This Error Important?

301 redirects between page versions are very important. For Google, each version of a page (with www, without www, with http and without http) is a different duplicate page. What does it mean? If you do not redirect the addresses to the main version of the website, e.g. www.twoja-strona.pl to your-strona.pl, the website will be completely duplicated, which will negatively affect its visibility.

How Do I Fix This Error?

Each page should be redirected from its different versions (from www, without www, with https, without https) to one major version. A valid redirect should not contain a chain of redirects (it should immediately redirect to the correct version). The most common way to implement redirects is by editing the .htaccess file. In the case of popular CMSs, you can meet ready-made plugins that support redirects. The correct implementation of redirects for each version of the page can be checked, for example, in the tool <https://httpstatus.io/>

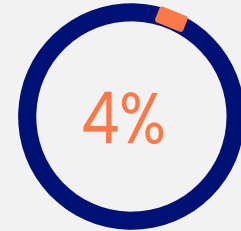
Request URL	Status codes	Redirects
https://example.com/	301 200	1

The tool shows that the redirect for our website from [http: //](http://) to [https: //](https://) is done correctly.

MOST COMMON ERRORS ON E-COMMERCE PAGES

28.

NO SSL CERTIFICATE



Why Is This Error Important?

SSL is a network protocol that encrypts data sent to the server in order to secure it on the website. In e-commerce (where users often leave their personal data), an SSL certificate is already a standard. It is of great importance to both users and Google robots.

Google values secure websites, so you have to take into account that the lack of an SSL certificate may significantly lower your website's position in search results. What's more, users can leave your website and resign from buying in your e-store if they find it untrustworthy - and you will admit that the message about the possibility of hacking data by hackers does not sound appealing.

An example of a message on a website that does not have an SSL Certificate:



Your connection is not private

Attackers might be trying to steal your information from **self-signed.badssl.com** (for example, passwords, messages, or credit cards). [Learn more](#)
NET::ERR_CERT_AUTHORITY_INVALID

Automatically send some [system information and page content](#) to Google to help detect dangerous apps and sites. [Privacy policy](#)

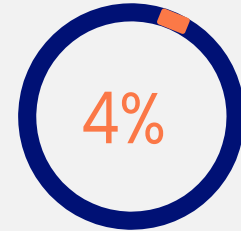
ADVANCED

Back to safety

MOST COMMON ERRORS ON E-COMMERCE PAGES

28.

NO SSL CERTIFICATE



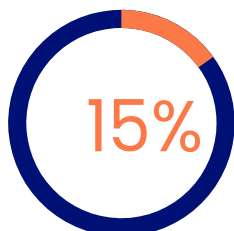
How Do I Fix This Error?

The answer is simple - implement an SSL certificate on your website! ;-) However, installing SSL itself is not enough. It is often accompanied by mistakes that can negatively affect your website's position in the search engine. Therefore, be especially careful about: no redirections between http and https, outdated sitemap, incorrect page indexation, omission of monitoring of the new version of the page in GSC and GA.

We know from experience that it is often easier said than done, so be sure to check out the post: [SSL certificate installation - the most common mistakes when switching to HTTPS](#), you will find some valuable tips there.

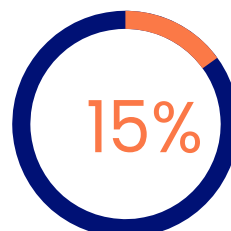
THE MOST COMMON ERRORS ON E-COMMERCE PAGES

OTHER ERRORS THAT APPEAR CUSTOMALLY IN AUDITS



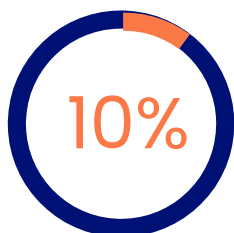
Incorrect category naming

Incorrect category nomenclature usually refers to the lack or wrong use of keywords, eg naming the category "city" instead of "city bike".



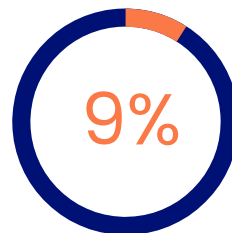
Unoptimized footer

The most common mistake is to add a company description in the footer, which increases internal duplication on the page. You should also remember to update the date in the footer.



Incorrect product nomenclature

As in the case of categories, most often product names do not contain keywords or are only the name of the model, for example: "Art Deco 3 28" instead of "city bike Romet Art Deco 3 28".

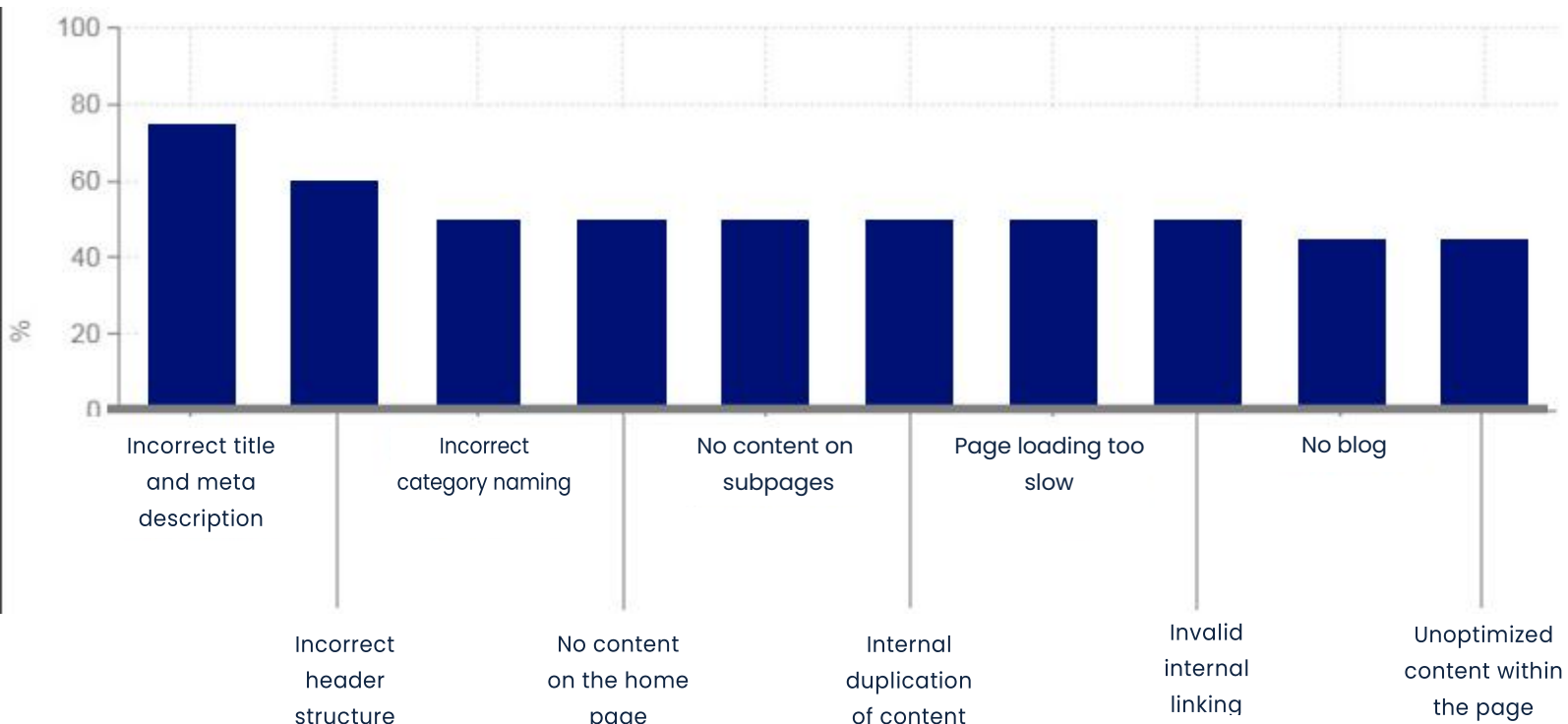


No href lang

This error affects pages that have different language versions. These are tags that allow Google to properly interpret the language versions

RESULTS OF THE SURVEY CONDUCTED

In order to look at this issue even more broadly, apart from the analysis of 100 SEO audits of our clients' websites, we decided to ask other SEO specialists what they thought were the most common errors on e-commerce websites (we asked for a maximum of 10 errors). You can see the results of the survey and SEO experts' comments below.



As you can see, the errors identified by SEO specialists largely coincide with those found in the audits we analyzed. To complete the picture even better, you will find comments from SEO experts later in the report.



Founded in 2014 by Rohin Dua & Amit Kumar, Rank Jacker has come a long way from its humble beginnings.

When Rank Jacker first started out, we were primarily focused on providing Freelance SEO Work with our Done For You SEO services on multiple marketplaces.

Our services included SEO hacks and strategies that would potentially push our client rankings further up in SERPS.

Our main motive has always been to provide our clients with dependable solutions that are also reasonably priced for a competitive markup since most of our clientele includes SEO Agencies around the globe who'd resell our services to their clients.

We always endeavor to keep our client satisfaction at center stage so that they always feel euphoric to come back to us again. We optimize our resources at best and continuously strive to update with changing trends so that you get the ROI worth every dollar you spent.

Our customers have always thrived us to work hard and achieve more every single day and give us the impetus to turn this hard work and inspiration into a blooming service.

We now have clients all over the **US, Australia and Uk** and are thrilled to be an active part of many online communities and forums as well.

We hope you enjoy our services as much as we enjoy offering them to you. If you have any questions or comments, please don't hesitate to contact us.

At RankJacker SEO we have an extensive research oriented team to take care of all your Digital Marketing requirements. You can always reach us for a [Free Audit Report](#) and book a call with our experts at <https://bookme.rank-jacker.com>