# EPIC²⁵

**Ian Lockwood · Vibrant Doors**

# Succeeding In Search With eCommerce Retail

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# Our Product Offering

All types of doors & associated hardware, from patio doors to fire doors

# SEO Challenges

## Strong competition

- Big brand DIY stores (B&Q, Wickes)

- Online retailers (Leader Doors, Door Superstore etc.)

- Builders' merchants (Howdens, Travis Perkins etc.)

## Multiple websites to rank for the same products

- Lots of work!

- Duplicate content to be avoided

# What Has Worked

# Hub Content

# Long Tail Keyword Research

- Adding content targeting "discovery" or informational search terms makes your site a better destination for any search related to your topic

- Helps your site rank better for primary (transactional) keywords

- Captures traffic higher up the sales funnel

- Earns links: 66 linking sites to "advice" pages on one site

- Example: 51,000 visits over 12 months, 200 calls, 50 emails, 1 sale!

# Hub Content Tips

Pages should "belong" to their parent category

- URLs should reflect the hierarchy, e.g. /category-name/information-page/

Ensure plenty of internal linking with descriptive anchor text between pages

Refresh content periodically to ensure accuracy & completeness

Presentation should be good, not just text across the full width of the page

# NLP/Entity Optimisation

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Natural Language Processing identifies entities in content and contextualises them through the language and other entities used on the page

Optimise content by comparing yours to what ranks best on Google for your target keywords

- Add mentions of entities, topics and words/phrases

Include as many Entity Attribute Values in content as possible

# Optimising For Entities

Entity Attribute Values (EAVs) show information you should include when optimising for an entity.

Generative AI tools (ChatGPT, Gemini, Claude etc.) can list these for you.
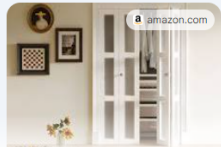
# Creative Content & Digital PR

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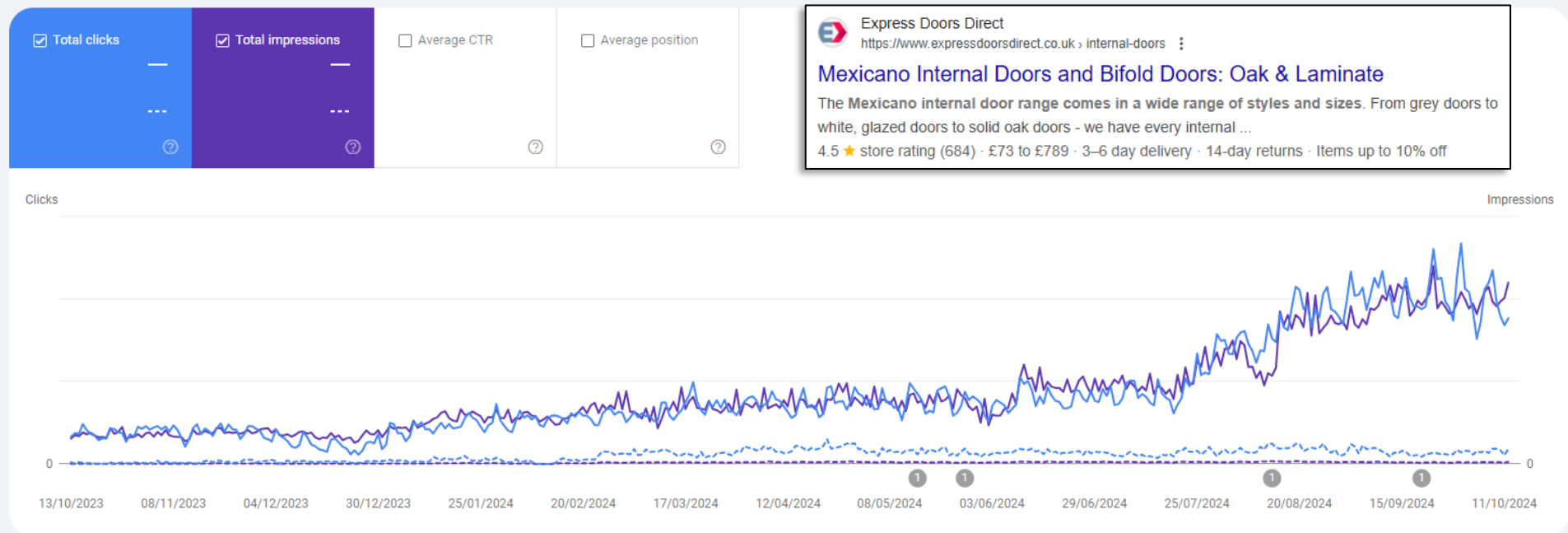Harder & harder to get attention & links

Production values must be high

- Almost always requires graphic design

Time-consuming/expensive to produce & outreach

Empirical data/research with a hook or story works best

# ProductGroup Structured Data

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https://developers.google.com/search/docs/appearance/structured-data/product-variants

# Thinking Ahead: AI Search

- Query fan-out: 10s or 100s of related queries automatically triggered by a single request

- Agentic shopping informed by Shopping Graph & user-generated content

- Multi-modal content & generated results

# Content Helpfulness & Quality Analyzer

By Aleyda Solis



https://chatgpt.com/g/g-WxhtjcFNs-content-helpfulness-and-quality-seo-analyzer

# Copywriting For AI Search

- Passages complete in isolation

- Explicit about comparisons/trade-offs

- Entity-rich

- Structured chunks (lists, headings, tables)

- Intent language ("if you're shopping for…")

- Avoid bloat & repetition

- Answer-oriented

- Factual, attributable, verifiable

# Copywriting For AI Search

Need to balance passage structure for AI with reading well for humans

- https://ipullrank.com/how-ai-mode-works

# PPC Challenges

- Lots of competition

- Competing against ourselves
  - Crowding-out or advertise different products from different sites?
  - Budget allocation between accounts

- Incorporating offline sales for true ROAS

- Consistency of messaging & offers

- Performance Max

- Google distorting non-square product images

# What Has Worked

# Product Image Issues

# Shopping/PMax Consolidation

Splitting products into very specific groups & campaigns can lead to low budgets & poor performance

Consolidating some campaigns into one gave us **+64% revenue** & **+71% conversions, -8% CPC**

# Product Title Optimisation

- Adding attributes to titles (colours, material, brand or even category/type)

- Reordering elements in titles (e.g. move brand to the start)

- Ensure Short Title field is populated in feed

# Scripts & Data

Product disapproval alerts

https://nilsrooijmans.com/google-ads-script-disapproved-products-alerts/

Non-converting PMax terms

Monthly customer match lists

# Thank You

www.vibrantdoors.co.uk