



SEO Guidelines

Table of Content

[Introduction](#)

[What are the key elements to optimize for SEO](#)

[Technical SEO aspects handled by Mystore](#)

[Seller's SEO Responsibilities](#)

[Meta Title](#)

[Meta Description](#)

[Keywords](#)

[Product Images](#)

[Image Alt Tag](#)

[Product Description](#)

[How to write Meta Title for your product](#)

[How to write Meta Description for your product](#)

[How to decide keywords for your product](#)

[Keywords for your product category](#)

Introduction

SEO, short for Search Engine Optimization, enhances webpage and product visibility on SERPs (Search Engine Results Pages) through unpaid organic rankings.

Key Benefits of SEO:

- Boosts organic traffic to your site
- Enhances brand exposure, credibility, and recognition
- Attracts focused traffic, increasing conversion potential
- Offers cost-effective, long-term visibility
- Provides a competitive edge
- Yields excellent results over time

What are the key elements to optimize for SEO

SEO Focus Areas has two parts, technical (handled by Mystore) and manual (handled by sellers/businesses/ marketing teams).

Technical SEO aspects handled by Mystore

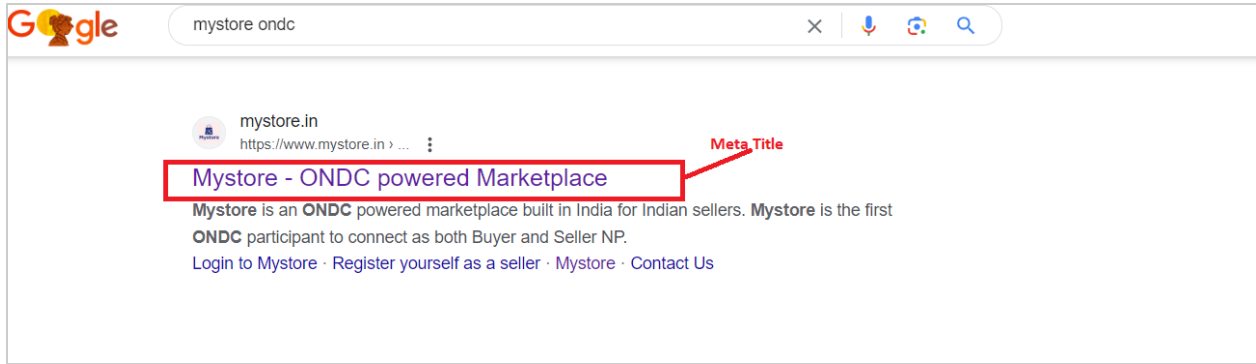
- URL structure, headers, and internal links.
- User-friendly site navigation and architecture.
- Clear category hierarchy with breadcrumbs and sitemaps.
- Mobile-responsive design for a seamless experience.
- Fast loading speed and engaging user interface.

Seller's SEO Responsibilities

Following are the key SEO areas Sellers need to focus on:

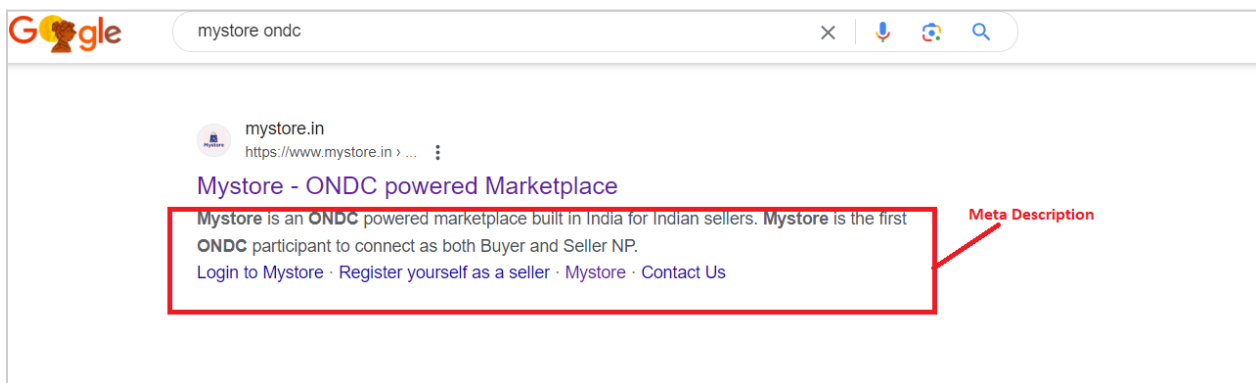
Meta Title

The meta title specifies the title of a webpage and gives a concise and accurate description of the webpage's content. It helps search engines understand the topic and relevance of the page.



Meta Description

The meta description gives a brief summary of a webpage's content. Meta description appears below the meta title in search engine results as shown in the screenshot given below.



While meta descriptions do not directly impact search engine rankings, they are crucial as they engage and attract users to click on the search result.

A well-crafted meta description should be:

- Compelling, and concise, and include relevant keywords
- Help users understand what the webpage offers and encourage them to visit the website
- Improve click-through rates and increase organic traffic to your product pages

Keywords

Keywords are the specific words or phrases users enter into search engines when looking for information, products, or services. Keyword optimization is the most important aspect of SEO.

By doing keyword research and strategically using relevant keywords into your content (product description, headlines, paragraphs, meta title, meta description, image alt tags, URLs etc.) you can improve your website's visibility and rankings in search results.

Proper keyword usage helps search engines to understand the context and relevance of a webpage, and enables sellers to attract targeted organic traffic.

You can do keyword research using Google Analytics or free/paid keyword research tools.

Product Images

Product images are the images of your products which help buyers understand your product better and make an informed decision. It is crucial to optimise your product images for SEO as it improves your chances of ranking in search results.

To optimize product images for SEO, use descriptive file names and alt tags that include relevant keywords.

Image Alt Tag

Image alt tags provide alternative text descriptions for images on a webpage, serving both accessibility and SEO purposes. Search engines rely on alt tags to comprehend the content and relevance of images since they cannot interpret images on their own.

Image Alt tags increase the chances of appearing in image search results and attracting organic traffic.

Product Description

Product descriptions are used to provide detailed information about a product, its features, specifications, usage instructions and benefits. Optimized product descriptions are crucial for SEO as they contribute to the overall content relevance and user experience.

Well-crafted product descriptions should include relevant keywords naturally, without keyword stuffing. Search engines use the product description to understand the page's content and relevance to users' search queries.

Keep your product description well-structured and easy to read and understand. Optimised product descriptions, can improve your product's visibility in search results, attract targeted traffic, and provide valuable information to potential customers, thus increasing the likelihood of conversions.

How to write Meta Title for your product

Writing a great meta title requires correctly and relevantly using your keywords to give concise yet precise information about your product. Your meta title should adhere to the format used by Google.

Google typically displays meta titles of 55-60 characters. Keeping the meta title under 60 characters helps in displaying your meta title correctly in search results. You should also include your brand name in the meta title.

The Optimal format for writing meta title is:

Primary Keyword - Secondary Keyword | Brand Name

Let us understand with **an example** where a fashion brand **Eva23 is selling t-shirts for women**. The optimal meta title for the brand would be:

T-shirts for Women- Shop Stylish Women's T-Shirts | Eva23 (57 characters)

How to write Meta Description for your product

To write compelling meta descriptions take care of the following aspects.

- **Keywords:** Include your most important keywords and brand name in the meta description.
- **Easy to read:** Make your meta description easy to read.
- **No keyword stuffing:** Do not stuff keywords as it makes your brand appear as spammy. Make your description read like a normal sentence written by humans.

- **Your meta is your ad:** Your meta description should read and sound like the advertisement of your product. Make it appealing and conversion oriented.
- **Length:** A meta description should be 145 – 160 characters long. Longer meta descriptions than this length are automatically truncated by search engines. Also, use your keywords as soon as possible but do not compromise sentence structure or stuff keywords out of place to achieve this.
- **No Duplicacy:** Do not duplicate meta descriptions. Both title tags and meta descriptions should be unique for each page. Google even penalises you for mass duplicating your meta descriptions.

Example Meta Description:

Upgrade your wardrobe with trendy women's t-shirts. Choose from t-shirt designs that reflect your style. Be the trendsetter, shop Eva23 ladies' t-shirts now! (156 characters)

How to decide keywords for your product

Deciding keywords for your products requires a combination of data-driven insights and analytical decision-making.

- You should be taking the keywords that have high keyword volume
- However, getting results with long tail keywords that are typically 3-4 words long is easier

Here is a 5-step process to find keywords for your products:

Step 1: Identify your target audience and understand their demographics, preferences, and search behaviour. This will help you tailor your keywords to their specific needs and interests.

Step 2: Brainstorm a list of keywords and phrases that are directly related to your product. Check popular keyword research tools to get high-volume keywords. You can also use the phrases and words your audience might use when searching for products like yours. Infuse product features, benefits, variations, and any unique selling points. For example, instead of mini skirt, which is tough to rank go for black mini skirt, party-wear mini skirt, silk mini skirt etc.

Step 3: Use keyword research tools such as Google Keyword Planner, SEMrush, or Moz Keyword Explorer to expand your list and gain insights into keyword search volume, competition, and variations. Look for keywords with a good balance of search volume and relevance to your product.

Step 4: Study your competitors' websites and identify the keywords they are targeting. This can provide valuable insights and help you discover additional keywords you may have missed. While you can use paid SEO tools to find competitor keywords a simple way to get those keywords for free is to analyse the top search results for a given keyword and see how the your competitors have used it in their result pages.

Step 5: Review and refine your keyword list periodically. Focus on relevance, search volume, and competition. Choose keywords based on their potential to drive targeted traffic and conversions.

Keywords for your product category

To help speed up the process of SEO optimization for its sellers, Mystore has collected a list of high-search-volume keywords for top-selling categories and sub-categories on Mystore.

Please feel free to use these keywords for your SEO.

Main Category	Sub-Category	Keywords
Grocery	Fruits and Vegetables	fruits, vegetables, seasonal fruits, organic vegetables, exotic fruits, seasonal vegetables, fresh fruits, fresh vegetables
	Masala & Seasoning	spices, garam masala, spices mix, Indian spices, spices online, herbal seasoning, pizza seasoning, all purpose seasoning
	Oil & Ghee	cooking oil online, ghee, pure ghee, A2 ghee, cold pressed oils, mustard oil, sunflower oil, healthy cooking oil, palm oil, refined oil
	Gourmet & World Foods	gourmet food, exotic food, international food, gourmet chocolate, exotic food, imported food online
	Foodgrains	rice varieties, sharbati wheat, whole wheat, wholewheat flour, foodgrains
	Eggs, Meat & Fish	fish, chicken, eggs, mutton
	Cleaning & Household	detergent, washing powder, household cleaning products,

Grocery		colin, harpic, dettol, bathroom essentials
	Beverages	beverages, coffee, tea, lassi, herbal tea, green tea, health drinks, protein shakes, cold drinks, fruit juice
	Beauty & Hygiene	shampoo, cosmetics, skincare products, sunscreen, lipstick, moisturiser, organic cosmetics, haircare essentials, bath and body products, natural beauty products
	Bakery, Cakes & Dairy	cake, birthday cake, bread, bakery products, milk, butter, cheese, dairy
	Kitchen Accessories	kitchen accessories, kitchen rack, dish rack, knife set, kitchen organizer, kitchen basket, dish drainer, oven gloves
	Baby Care	baby care, baby care products, diapers, baby wipes, baby food, baby accessories, baby powder
	Snacks & Branded Foods	snacks, chips, namkeen, aloo bhujia, haldiram bhujia, ratlami sev, popcorn, nachos
	Pet Care	dog food, cat food, pet medicines, pet accessories, dog toys, cat toys
	Stationery	art supplies, office supplies, school stationaery, pens and pencils, notebooks and journals,

Main Category	Sub-Category	Keywords
F&B	Continental	continental, continental food
	Middle Eastern	Middle Eastern food, Arabic food, Lebanese food
	North Indian	north Indian food , North Indian cuisine, Indian food
	Pan-Asian	Pan-Asian food, Pan-Asian cuisine, Pan-Asian street food

F&B	Regional Indian	Regional Indian food, south Indian food, South Indian meals
	South Indian	South Indian food, dosa, idli sambhar
	Tex-Mexican	Tex Mex food, tex Mexican food, Tex Mex restaurant,
	World Cuisines	Global cuisine, Italian cuisine, Chinese cuisine, Mexican cuisine, Thai cuisine, Burmese cuisine
	Healthy Food	healthy food, healthy snacks, healthy breakfast, healthy meals
	Fast Food	fast food, pizza, burger, fries, pasta, chicken burger
	Desserts	desserts, tiramisu, cheesecake, jalebi, rasmalai, gazar halwa, rasgulla
	Bakes & Cakes	cake, birthday cake, bread, bakery products, bakery, pastry, patties
	Beverages (MTO)	beverages, mocktails, cold drinks, hot chocolate, ice tea, tea, coffee, thandhai, jal jeera, masala nimbu pani, lassi, milk shake
	F&B	food and beverages, food and drink, food & drink,

Main Category	Sub-Category	Keywords
Home & Decor	Home Decor	home decor, home decor items, wall decor, interior decorating
	Home Furnishings	home furnishings, furnishings, curtains, bedsheets, towels
	Furniture	furniture, bed, sofa, couch, table, dining table, t v stands, sofa bed
	Garden and Outdoor Products	garden, outdoor furniture, patio furniture, swing , hammock, rattan garden furniture
	Home Improvement	spin mop, magic mop, travel adapter, heavy duty gloves, home cleaning sponge,

	Cookware and Dining	cookware, bakeware, dinner set, crockery, cutlery, serving spoon, bowls,
	Storage and Organisation	food storage container, storage rack, cabinet, shelf, drying rack, storage drawer, shoe organiser, organiser shelf, spice drawer organiser, organisers
	Home & Decor	home decor items, home and decor, decor, home interior design

Main Category	Sub-Category	Keywords
Electronics	Audio	sound bar, MP3 players, home audio, car audio, audio electronics
	Camera and Camcorder	camera, camcorder, polaroid camera, DSLR camera, digital camera, camera tripod, selfie stick
	Computer Peripheral	computer peripherals, keyboard, wireless keyboard, wireless mouse, wireless headset, pc peripherals,
	Desktop and Laptop	laptop, desktop, computer, tablet, personal computer, Macbook, Chromebook, HP computer, monitor, PC
	Earphone	earphone, earbuds, wireless earbuds, bluetooth earbuds, wireless earphones, best earbuds
	Gaming	gaming, video games, computer games, video game consoles,
	Headphone	headphone, headphones ,Bluetooth headphones, wireless headphones
	Mobile Phone	mobile phone, phone , iphone, redmi, oneplus nord
	Mobile Accessories	Mobile Cover, phone cover, mobile accessories, phone cases, screen protector

Electronics

<h1>Electronics</h1>	<p>Safety Security</p>	<p>cctv camera, spy camera, wifi camera, home security camera, wireless camera, outdoor camera, home security systems, security alarm, fire alarm system , burglaer alarm</p>
	<p>Smart Watches</p>	<p>smartwatches, smartwatch, touch watch, wearable technology, fitness tracker</p>
	<p>Speaker</p>	<p>speaker, bluetooth speaker, JBL speaker, soundbar, home theater, subwoofer</p>
	<p>Television</p>	<p>TV, smart TV, television, LED TV, 4K TV</p>
	<p>Video</p>	
	<p>Air Conditioning and Air Cleaners</p>	<p>air conditioner, air purifier, portable air conditioner, portable AC, split AC, window AC</p>
	<p>Health, Home and Personal Care</p>	<p>Bp MACHine, digital thermometer, oximeter, nebulizer machine, humidifier, glucose monitor, health care equipment</p>
	<p>Heaters</p>	<p>heaters, solar heaters, hallogen heaters, room heaters, central heating systems, pool heater , water heater, geyser, electric heater</p>
	<p>Kitchen Appliances</p>	<p>kitchen appliances, air fryer, dishwasher, OTG, microwave, food processoor, mixer grinder, juicer mixer grinder, mixer grinder, small kitchen appliances, vegetable chopper</p>
	<p>Lighting & Electric Fans</p>	<p>electric fans, lights, LED lights, LED, lamp, floor lamps, ceiling lights, table fan , pedeastal fan, mini fan</p>
	<p>Refrigerators and Freezers</p>	<p>refridgerator, fridge, double door fridge, freezer, deep freezer, mini freezer, small freezer,</p>
<p>Vacuum Cleaners</p>	<p>vacuum, vaccum cleaners, car vaccum, dyson vaccum, robot vaccum, cordless vaccum</p>	

Electronics	Washing Machines and Accessories	washing machine, fully automatic washing machine, semi automatic washing machine, portable washing machine, front load washing machine, top load washing machine
	Water Purifiers and Coolers	RO water purifier, water purifier, water cooler, water filter for home, water purification system, cooler, portable cooler, room cooler,
	Inverter & Stabilizer	inverter, stabilizer, solar inverter, inverter for home, hybrid inverter,

Main Category	Sub-Category	Keywords
Beauty and Personal Care	Bath & Body	body wash, shower gel, soaps, body cleanser, body care product, bath product, skincare product, bath and body care
	Feminine Care	tampons, Menstrual cup, sanitary pads, feminine wipes, panty liners, menstrual cycle tracker, pregnancy test kit, vaginal health, feminine care, feminine hygiene
	Fragrance	perfume, scent, cologne, fragrance for women, fragrance for men, attar, fragrance oils, perfume gift sets
	Hair Care	Shampoo, conditioner, hair mask, hair oil, hair serum, hair styling products, hair growth products, hair fall control, hair colour, hair care

Beauty and Personal Care	Make Up	foundation, lipstick, eyeshadow, mascara, concealer, blush, highlighter, eyeliner
	Men's Grooming	men's grooming products, beard trimmer, men's shampoo, men's grooming kit, men's face wash, men's moisturizer, Shaving cream, hair styling for men, shaving cream, safety razor
	Oral Care	toothpaste, tooth powder, electric toothbrush, mouthwash, dental floss, teeth whitening, toothbrush, tongue cleaner, oral care
	Skin Care	moisturizer, face mask, cleanser, serum, toner, acne treatment, anti-aging products, skincare
	Maternity Care	maternity clothes, maternity pillow, maternity bras, maternity leggings, maternity skincare, maternity support belt, maternity underwear, maternity care
	Nursing & Feeding	breast pump, nursing bra, nursing pillow, baby bottles, breastfeeding accessories, baby formula, nursing cover, nursing, feeding
	Sexual Wellness & Sensuality	vibrator, lubricant, sex toys for couples, condoms, erotic lingerie, massage oil, intimate accessories, sexual wellness products
	Tools & Accessories	makeup brushes, hair brushes, cosmetic bags, hair accessories, nail tools, beauty blenders, makeup organizers, makeup tools

Main Category	Sub-Category	Keywords
---------------	--------------	----------

Fashion	Men's Fashion Accessories	belts, shoes, boots, wallets, ties, cufflinks, sunglasses, Men's Accessories
	Men's Footwear Accessories	Men's Footwear accessories, shoe polish, insoles, shoelaces, shoe horns, shoe trees, soles
	Men's Topwear	t-shirts, shirts, hoodie, puffer jacket, bomber jacket, polo shirts, sweatshirts, jackets
	Men's Bottomwear	shorts, cargo pants, sweatpants, jeans, jeans for men, trousers, joggers, chinos, men's bottomwear
	Men's Innerwear & Sleepwear	boxers, shorts, kurta pajama, men's underwear, briefs, vests, pajamas, sleepwear sets
	Men's Bags & Luggage	Backpacks, messenger bags, duffel bags, laptop bags, travel bags, trolley bags, VIP
	Men's Eyewear	sunglasses, prescription glasses, eyeglass frames, aviator glasses, wayfarer glasses, shades, goggles, men's eyewear, glasses
	Men's Footwear	men's footwear, shoes, boots, sneakers, running shoes, loafers, formal shoes, casual shoes, sandal, flip flops, crocs
	Men's Jewellery	Men's Jewellery, bracelets, necklaces, rings, cufflinks, tie clips, brooch, earrings, ear cuff, kada, kada for men
Fashion	Women's Fashion Accessories	earrings, scarves, hats, belts, gloves, hair accessories, hair clips, hair bands, scrunchies, handbags, sling bags, clutches, clutcher, women's fashion accessories, fashion accessories
	Women's Footwear Accessories	Women's Footwear Accessories, shoe inserts, heel grips, shoe bags, shoe deodorizers, foot care products, online shoes for women
	Women's Indian & Fusion Wear	sarees, kurtis, salwar suits, lehengas, anarkali suits, plazzos,

Fashion		anarkali, maxi dress for women, women's long dress, party wear gowns for women, Indian and fusion wear
	Women's Western Wear	dresses, tops, jeans, skirts, jumpsuits, t shirts, graphic t shirts, boyfriend t shirts, maxi dresses, women's western wear
	Women's Lingerie & Sleepwear	Women's lingerie, sleepwear, bras, panties, nightgowns, pajama sets, lingerie sets, babydoll
	Women's Bags & Luggage	Women's bags, luggage, handbags, tote bags, purse, clutches, backpacks, luggage sets
	Women's Eyewear	women's eyewear, sunglasses, prescription glasses, eyeglass frames, cat-eye glasses, aviators, oversized glasses, contact lenses, coloured lenses
	Women's Footwear	women's footwear, heels, high heels, shoes for women, sandals for women, flats, sandals, sneakers, boots
	Women's Jewellery	women's jewellery, earrings, necklaces, bracelets, rings, anklets, jewelry, mangalsutra, gold chain, chain, bangles
	Boy's Clothing	boy's clothing, t-shirts, shirts, shorts, pants, jeans, sweatshirts, trackpants, onsies, cotton clothing sets
	Boy's Footwear	boy's footwear, boys shoes, boys sandals, boys sneakers, boys casual shoes, boys sports shoes, boys formal shoes,
	Fashion	Girl's Clothing
Girl's Footwear		girl's footwear, girls shoes, girls

Fashion

		sandals, girls ballet flats, girls boots, girls sneakers, girls flip-flops,
	Infant's Wear	infant's wear, infant clothes, newborn baby clothes, baby onesies, baby rompers, baby pajamas, baby bodysuits
	Infant Care & Accessories	infant care products, baby care products, baby care essentials, baby grooming kit, baby healthcare products, baby accessories, baby hygiene products, baby skin care
	Infant Feeding & Nursing Essentials	baby feeding bottles, baby bottle sterilizers, baby bottle warmers, baby breastfeeding accessories, nursing pillows, baby bottle brushes, bibs, dribble bibs
	Infant Bath Accessories	infant bath accessories, baby bath tubs, baby bath toys, baby bath towels, baby bathrobes, baby bath seats, baby bath thermometers, baby bath
	Infant Health & Safety	Infant Health, infant safety, baby safety products, baby monitors, baby safety gates, baby health products, baby first aid kits, baby thermometers, baby safety products
	Infant Diapers & Toilet Training	Infant diapers, toilet training products for kids, infant diapers, baby diapers, baby diaper pants, baby diaper rash creams, baby wipes, baby changing mats, baby potty seats, diapers
	Kid's Towels & Wrappers	kid's towels, kids bath towels, kids hooded towels, kids beach towels, kids bathrobes, kids towel sets, kids towel wraps,
	Kid's Fashion Accessories	kid's fashion accessories, kids' hats, kids' sunglasses, kids' belts, kids' scarves, kids' gloves, kids' hair accessories, kids' socks
	Kid's Jewellery	kid's jewellery, kids' bracelets,

Fashion		kids' necklaces, kids' earrings, kids' rings, kids' jewelry sets, kids' charm bracelets, kids' anklets
	Kid's Eyewear	kid's eyewear, kids' sunglasses, kids' prescription glasses, kids' eyeglasses, kids' blue light glasses, kids' sports goggles, kids' swimming goggles, kids' polarized sunglasses
	Kid's Bags & Luggage	kid's bags, kids luggage, kids' backpacks, kids' school bags, kids' lunch bags, kids' luggage, kids' tote bags, kids' messenger bags, kids' rolling backpacks

Main Category	Sub-Category	Keywords
Health & Wellness (Pharma)	Pain Relieving Ointments	pain relief ointment, muscle pain ointment, balm for headache, volini gel, iodex, volini spray, muscle pain spray, muscle relaxant spray, cramps spray, arthritis ointment
	Nutrition and Supplements	Multivitamin supplements, protein powder, protein bars, Omega-3 capsule, cod liver oil capsule, herbal supplements, Vitamin D supplements
	Personal and Baby Care	baby care products, baby wipes, diapers, baby feeder, bottles, natural skincare products, shampoo for sensitive scalp, anti dandruff shampoo, dry skin ointments, sensitive skin cream, handmade soap, organic soap, women's hygiene products
	Sexual Wellness	sexual health supplements, lubricants, condoms, extra thin condoms, personal massager, energy drink for stamina, intimate wet wipes

Health & Wellness (Pharma)

Gastric and Other Concerns	antacid, probiotics, enzyme, acid reflux medicine, upset stomach remedies, hajmola, hingoli, eno
Covid Essentials	Covid test kit, covid home test, face mask, gloves, PPE kit, oxymeter, N95 mask, face shield, sanitizer, immune boosters
Diabetes Control	blood glucose monitors, insulin injections, oral diabetes medication, ayurvedic diabetes medicine, glusocose monitor
Health Devices	fitness trackers, blood pressure monitors, glucose monitor, thermometer, oxymeter, nebulizer, pulse oximeters, weight machine, smart scales