

The basics of product page search engine optimization.

A product page on an e-commerce site or online store is a page as well, so all the SEO things that matter for your content page, go for product pages as well. We could go even more into detail when discussing product page SEO, but for now, this will be your basic optimization.

- **Add a great title, focusing on the product name — including a manufacturer name, if applicable.** If your product is, for instance, a small part of a larger machine (screw, tube), include the SKU as well. People might search that specific.
- **Add a proper, unique description of the product.** Most of the times, that *isn't* the description the manufacturer shipped with the product. That description might be used on hundreds of websites, only to be [duplicate content](#) and a sign of low quality for your website (to Google). Prevent duplicate content due to manufacturer descriptions at all times. If all your content (content pages, category pages, blog) is unique, and the content used on thousands of product pages isn't, most of your site isn't. Think about that and don't take that lightly. Create unique content.
- **Add an inviting meta description.** Usually, a product page contains a lot of general information as well, varying from dimensions to terms of service. To avoid Google using that unrelated text in a meta description, you want to add a [meta description](#) to your product pages, even more than to content pages. We often see that meta descriptions are added in some kind of templated way, where just the product name is changed per product. That's ok to start with, but ideally, all meta descriptions are unique.
- **Pick a great, easy to remember URL for your product pages.**
- **Add high-quality, well-optimized images with proper ALT text.** Include the product name in at least the main product image. This will help you do better in visual search. Also, don't forget video — if applicable.