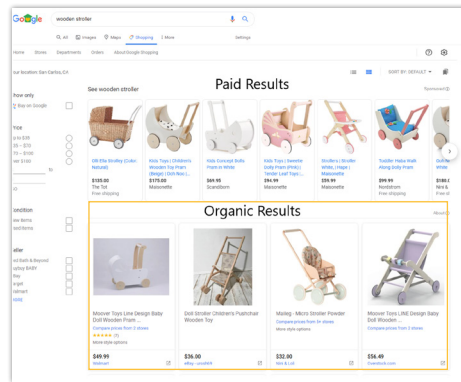


Update

In May 2020 Google began a global roll out adding organic listings to its Google Shopping platform.

This moves Google Shopping from exclusively a pay-per-click platform, to something in line with its Google Search strategy that offers a blend of both organic and paid search results.



40 Organic Search Results

Early implementations reveal 40 new page-one organic results for every product search. The move appears to be in response to Amazon’s success as a product search platform.

Google’s announcement set the expectation that organic slots would roll out globally over the course of 2020

eZdia further expects Google’s search algorithm to mirror Amazon’s search approach which is optimized for “conversions” while Google search is optimized for user “engagement.”

Analysis

eZdia expects this new real estate to increase the return on investment from search engine optimization strategies making SEO an even more profitable channel.

eZdia has identified a first-mover advantage for sites that can offer competitive content early in Google’s roll out. Google’s environment favors incumbency and sites with a strong ability to convert for specific queries are likely to dominate.

Appropriate actions will differ by account but it seems clear that duplicative manufacturer-supplied content by itself will not be sufficient to succeed. Keyword optimized organic content that both matches search intent, engages shoppers and drives conversions will dominate the page-one results.

Summary

In May 2020 Google rolled out changes to Google Shopping moving from a “pay-per-click” platform to a blended paid and organic product search engine. This creates 40 new page-one organic listings and an opportunity to rank for “hundreds of millions of shopping searches every day.” eZdia sees a strong first-mover advantage for eCommerce sites that are positioned with competitive content on the product detail pages.

Impact

Google Shopping reports that “hundreds of millions of shopping searches” are done every day on Google. eZdia expects this number to increase as Google Shopping shifts its strategy from carrying a “subset” of products to one that offers the largest product catalog possible that far exceeds any one eCommerce platform.

This is the largest increase in organic real estate for eCommerce since Google Shopping’s predecessor Froogle was first launched in 2002. This also comes at a time when consumer shopping preferences are rapidly shifting toward eCommerce channels fueled by the Covid-19 pandemic.

Recommendations

eZdia recommends eCommerce sites review content strategy for product detail pages (PDP) content strategy and consider the following techniques.

- **Competitive Content:** Develop content strategies at the product-page level that offer more information than competitive sites for a broader set of potential product search queries.
- **Add Site-Wide Benefits:** Incorporating site, department or category-level benefits to a product detail page can strengthen the page for a wider range of user searches. For example, terms like “free shipping” or “volume pricing available” are common search modifiers that may be offered but not mentioned on the product page.
- **Product Reviews:** Product reviews should become a higher priority. Both review acquisition and amplification techniques should be emphasized to drive both acquisition and conversion strategies.
- **Schema:** Expand the use of schema tagging to help Google better understand key product data.
- **Rebalance Product Listing Ads (PLA):** It’s important to design an overarching Google Shopping strategy that optimizes both the paid and organic strategies together. Organic efforts should initially focus on the best performing paid products, while paid efforts should aggressively re-evaluate bid levels as this strategy evolves over 2020.

The image shows a product page for a baby stroller with several annotations in blue boxes and arrows pointing to specific elements:

- Informative Product Title:** Points to the product title: "Baby Trend Expedition Jogger Travel System, Black/Millennium White".
- Reviews and Ratings:** Points to the star rating and review count: "★★★★★ 2,080 product reviews #1 in Baby Strollers".
- Brand Name:** Points to the brand name: "Baby Trend".
- Category Type:** Points to the category: "Jogging · Single · All-terrain · Travel System · Swivel".
- SEO Optimized Product Description:** Points to the main product description paragraph.
- Color and Size Options:** Points to the "Other options" dropdown menu.
- Merchant offers:** Points to the price and shipping information: "\$199.99 Free shipping Bed Bath & Beyond 95% positive seller rating" and "\$199.99 buybuy BABY \$157.01 eBay".
- Alternate Images:** Points to the main product image and the carousel of smaller images below it.

About eZdia

eZdia provides content creation services for eCommerce and specializes in search engine marketing strategies for eCommerce sites. eZdia’s services include content research, content validation and content creation services designed to acquire, engage and convert visitors into customers. eZdia’s clients include Amazon, Walmart, Lowe’s, Zappos and many other large eCommerce sites.

Resources

- A [step-by-step guide](#) to setting up a Google Shopping
- Free book: [SEO for eCommerce](#)