

Search cheat sheet

Retailer-specific product detail page (PDP) content specifications.

Ideal values for product search rank optimization at Asda, Sainsbury's, Ocado and Tesco.

Feature	Importance
Keyword density in title	19.27
Number of ratings	19.11
Average ratings	14.21
Keyword density in description	14.18
Keyword position in title	14.09
Keyword in order in title	6.81
Number of images	5.1
Exact keyword in title	4.0
Exact keyword in description	3.0

Introduction

How do I optimize my product detail page content to get the best search rank at retailers?

Appearing amongst the very first results on a retailer's website is critical. Even if no conversion occurs, being visible means being top of mind. In the omnichannel environment, shoppers use search to browse, so optimizing for a retailer's SEO algorithm is a brand-building exercise as well as a sales driver.

There are two major factors to consider for search performance:

1. Search results vary by retailer
2. Search results vary by category



of in-basket products
appear in the top 10 results generated
by a keyword search



The following analysis shows how the criteria for search results vary at Asda, Sainsbury's, Ocado and Tesco for the 'cereal' keyword.

To generate these results our machine learning model takes the search ranking of all the products associated with a keyword (cereal) and correlates it with the content in their product detail page (PDP). In other words, it reverse-engineers the retailer's algorithm to reveal how CPGs can optimize content for search performance.

The following tables provide the ideal value for each of the content features on the PDP (Keyword density in title, etc.), and the importance of each of these features relative to each other.

ASDA

🔍 cereal

Search

Feature	Importance	Ideal Value
Keyword density in title	19.27	Between 33% and 40%
Number of ratings	19.11	Between 25 and 30
Average ratings	14.21	Between 4.55 and 4.88
Keyword density in description	14.18	Between 9% and 12%
Keyword position in title	14.09	In the beginning
Keyword in order in title	6.81	Yes
Number of images	5.10	Between 2 and 3
Exact keyword in title	4.09	1 time
Exact keyword in description	3.14	Between 2 and 3 times

Sainsbury's

🔍 cereal

Search

Feature	Importance	Ideal Value
Number of ratings	26.84	Between 15 and 30
Keyword density in title	13.27	Between 17% and 28%
Exact keyword in description	15.17	Between 1 and 3 times
Keyword density in description	11.38	Between 6% and 9%
Average ratings	10.44	Between 4.35 and 5
Keyword position in title	8.33	In the middle
Keyword in order in title	6.03	Yes
Exact keyword in title	5.47	1 time
Number of images	3.08	1 image

Ocado

🔍 cereal

Search

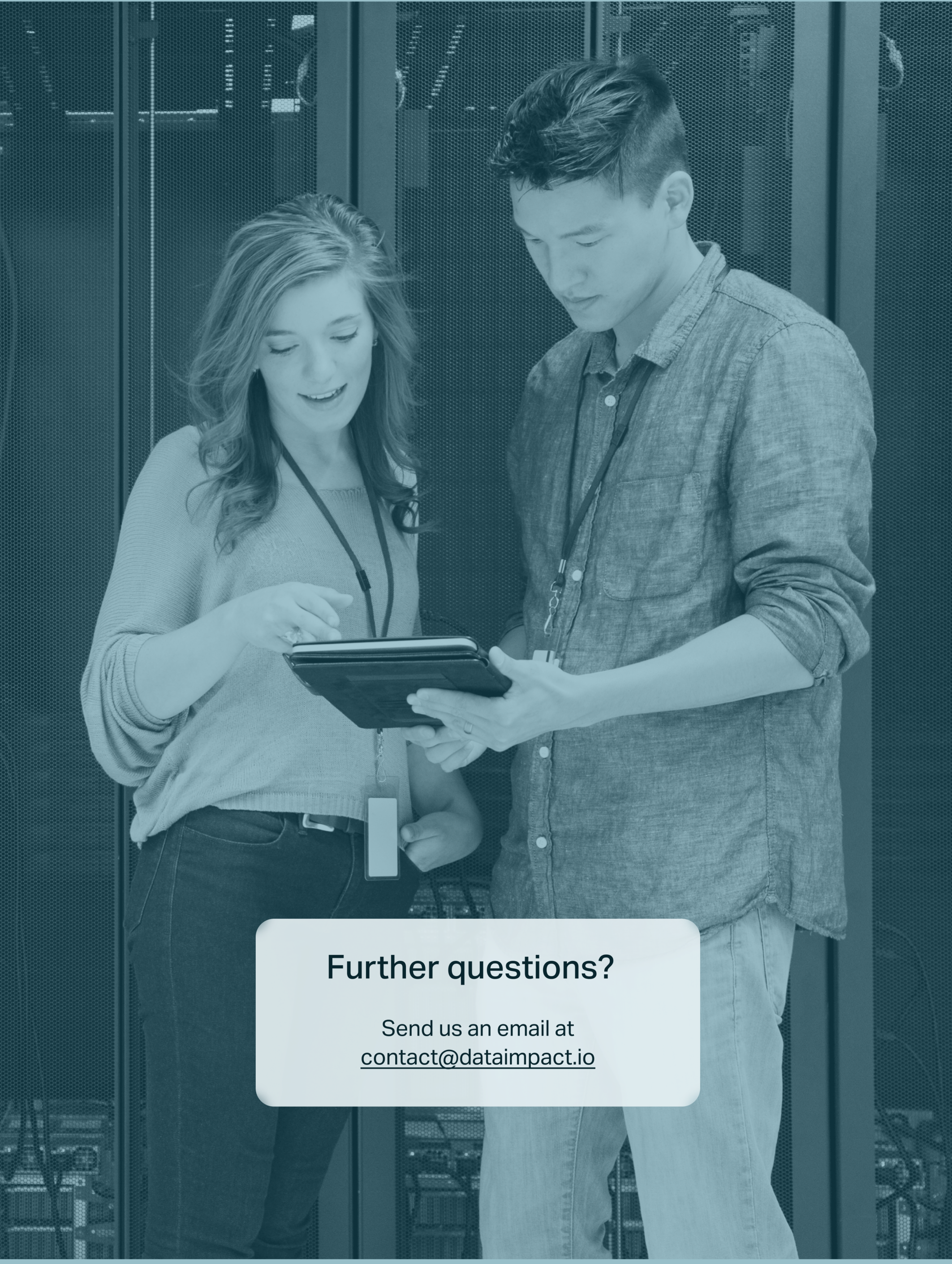
Feature	Importance	Ideal Value
Number of ratings	24.99	Between 10 and 30
Keyword position in title	13.72	In the beginning
Average ratings	11.27	Between 4.2 and 4.5
Keyword order in title	10.03	Yes
Keyword density in description	9.69	Between 5% and 8%
Keyword density in title	9.44	Between 28% and 40%
Number of images	9.43	Between 3 and 4
Exact keyword in description	5.48	Between 4 and 5 times
Exact keyword in title	5.94	1 time

Tesco

🔍 cereal

Search

Feature	Importance	Ideal Value
Number of ratings	23.06	Between 15 and 20 ratings
Average ratings	18.43	Between 4.1 and 4.7
Keyword density in description	18.27	Between 5% and 13%
Keyword position in title	11.64	In the beginning
Keyword density in title	7.83	Between 20% and 33%
Number of images	7.75	Between 3 and 5 images
Keyword in order in title	5.32	Yes
Exact keyword in description	4.22	Between 2 and 6 times
Exact keyword in title	3.47	1 time



Further questions?

Send us an email at
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