



**Learn How To Improve Your Brand  
Visibility On Search Engines For Better  
Conversion**

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# WHY SEARCH MARKETING

## Why Search Marketing?

Search marketing is the process of gaining traffic and visibility from search engines through both paid (SEM) and unpaid (SEO) efforts. By optimising your shop and product page (SEO), you can gain traffic or revenue continuously with no money spent.



# HOW TO IMPROVE SEO

## How to improve SEO

SEO allows your shop page to be ranked well on Google's search results, increasing chances of users clicking in. To properly optimise for search engines, ensure the following:

- Content has good structure: This includes formatting and technical enhancements.  
Shopee will handle this for you!
- Content is relevant and unique: The content you're posting is related to what users are searching for and is not copied from any generic product description you might have.
- Content is helpful: The content posted helps and informs users.



# 1. UPDATE SHOP DESCRIPTION FOR USERS SEARCH INTENT

# 1. Update shop description for users search intent

## SHOP DESCRIPTION

Mention terms like 'online shop', 'official shop'

Include country → People will search 'where to buy iphone in Singapore'

Include information users are interested in: customer service hours, operation period, promo updates

Upload relevant images and videos for a better visual representation

In addition, **encourage product reviews** on your shop. Besides being seen as a reliable seller, reviews update your page's content, allowing it to rank higher on search engines. Read on for more helpful tips to [optimise your shop page](#).



# 2. OPTIMISE PRODUCT PAGE FOR BETTER SEARCH RESULTS

## 2. Optimise product page for better search results

Before diving into specifics, here are a few general tips for optimising your product page.

- Avoid double posting the same product item - This will cause search engines to recognise your product as spam and filter out your product.
- Always update your product content - This will improve content quality and cause search engines to rank you higher on search pages.



## 2. Optimise product page for better search results

CONTENT	Remarks
<b>Product Name</b>	<ul style="list-style-type: none"><li>● Include these elements: Brand, Product Name, Gender, Model/Pattern, Type, Colour</li><li>● Limit product name to <u>80 characters</u></li></ul>
<b>Product Description</b>	<ul style="list-style-type: none"><li>● A good description is usually at least <u>400 words</u> (rich content)</li><li>● Use keywords 1-2 times but avoid overstuffing keywords*</li><li>● Ensure description is relevant to what buyers want or are looking for</li><li>● Do not duplicate descriptions</li></ul>
<b>Product Attributes</b>	<ul style="list-style-type: none"><li>● Always add specific product attributes on product category</li><li>● Different categories will have different attributes to fill up</li></ul>

\*Refer to [these slides](#) for researching and choosing the right keywords



# **3. SHOWCASE AUTHENTICITY OF YOUR SHOPEE SHOP TO USERS & SEARCH ENGINES**

### 3. Showcase authenticity of your Shopee Shop to users & search engines

#### a. On Your Official Website

Either paste your Shopee shop link directly onto your website or use one of the web logo designs provided [here](#)

#### b. On Your FB Page

Add 'Shop Now' button to FB page: This will direct consumers to your Shopee shop from your Facebook page. Follow step by step guide [here](#)

#### c. On Your Instagram Bio

Add a clickable link that would easily direct potential buyers from Instagram straight to your shop on Shopee. Follow step by step guide [here](#)



### 3. Showcase authenticity of your Shopee Shop to users & search engines

With this simple SEO guide, we hope you'll be able to optimise your own shop pages and reach a larger audience! Here's a handy [checklist](#) and [complete guide](#) to refer to for more details.





# Thank you

Learn more about best practices for selling on Shopee on Seller Education Hub:

***<https://seller.shopee.co.sg/help/start>***