

How to win search on Argos.co.uk

Decoding the SEO algorithm to make your products more findable



General merchandise retailer Argos has the third most visited eCommerce website in the U.K., according to parent company [Sainsbury's Q1 Factsheet](#). During FY 2019/20, 60% of Argos' sales started online, a figure only set to grow due to the pandemic. Argos is well positioned in the eComm space, offering a combination of home delivery and click & collect services where customers can pick up orders they made online. (Sainsbury's recently

reported it was closing 420 standalone Argos stores in the next four years, and instead opening up 150 to 200 collection points within its supermarkets). Winning across general merchandise categories online in the U.K. clearly means selling on **Argos.co.uk** — and winning on Argos.co.uk starts with search.

Are you taking the right steps to make sure your brands and products are findable on Argos.co.uk?

Argos eCommerce highlights

Source: Company reports

#3

most visited eCommerce website in the U.K. in 2020

60%

Argos sales that start online, FY 2019/2020

78%

home delivery sales growth, Q1 2020 vs. Q1 2019

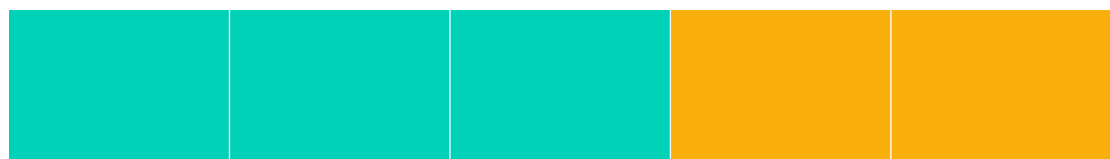
I. What matters for boosting search rank performance on Argos.co.uk

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **Argos.co.uk**. This allowed us to isolate the content factors that most influences where a product ranks in search results on Argos' website.

We share this research so you can be more informed when developing your Search strategy — and so you can consider Profitero as an analytics partner when you are ready to take your strategy to the next level.

| | # of times keywords are mentioned in title | product's average star rating | # of characters in product title | # of images on product page | # of reviews |
|--|--|-------------------------------|----------------------------------|-----------------------------|--------------|
|--|--|-------------------------------|----------------------------------|-----------------------------|--------------|

Argos.co.uk



● Highly correlated (with higher search ranking) ● Somewhat correlated ● Not correlated (and may have negative impact)

II. What search-optimised content looks like on Argos.co.uk

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **Argos.co.uk**. Below are some benchmarks you should aim for. Profitero also can create a similar SEO reverse-engineering analysis for any category you're focused on.



Appliances

Product content attribute

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~45 characters in length |
| Image count | <ul style="list-style-type: none">• 7 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 610 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.6 stars or higher |



Electronics / Technology

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~45 characters in length |
| Image count | <ul style="list-style-type: none">• 7 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 397 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.6 stars or higher |



Garden & DIY

Product content attribute

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~43 characters in length |
| Image count | <ul style="list-style-type: none">• 6 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 302 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.6 stars or higher |



Toys

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~42 characters in length |
| Image count | <ul style="list-style-type: none">• 7 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 250 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.7 stars or higher |

Contact us to learn more about how our digital analytics can help you win in search, content and pricing for any online retailer website.

About Profitero

Profitero's analytics platform helps you monitor and improve the health of your eCommerce business, across hundreds of unique retailer sites and 50 markets worldwide. Using our digital shelf benchmarking tools and sales analytics you'll see where you're losing ground to competitors and what you need to improve in order to win more traffic, convert more shoppers and grow faster.

Contact us to learn how we are helping the world's leading brands grow their online sales 1.7x faster than competitors.

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Methodology

To produce this report, Profitero analysed three weeks worth of search placement and content data, collected daily (273,000 instances on over 260 keywords) on the retailer's website.

Dates for the data analysed: Oct. 6 - Oct. 26, 2020.

Placement and content data were cross-referenced, matching products appearing on search results with their respective product content. The correlation between content and search placement allowed us to understand attributes that may cause a product to rank highly on a retailer's website. For the purpose of this initial analysis, we only examined the impact that content has on search. Other factors such as price, promotional activity, availability and sales history may also contribute to the retailer's search performance.