How to win search on
BestBuy.com

Decoding the SEO algorithm to
make your products more findable

Generating $40 billion in U.S. revenue in 2019, Best Buy is the nation's #1 electronics specialty retailer. eCommerce sales compose nearly 20% of domestic revenue and are growing at a rapid clip. This is especially true in recent months as shopping increasingly shifts online due to the pandemic. Best Buy is well positioned in the eComm space, offering free next-day delivery as well as buy-online-pickup-in-store and curbside pickup at 1,000+ stores nationwide. Winning electronics online clearly means selling on **BestBuy.com** — and winning on BestBuy.com starts with search.
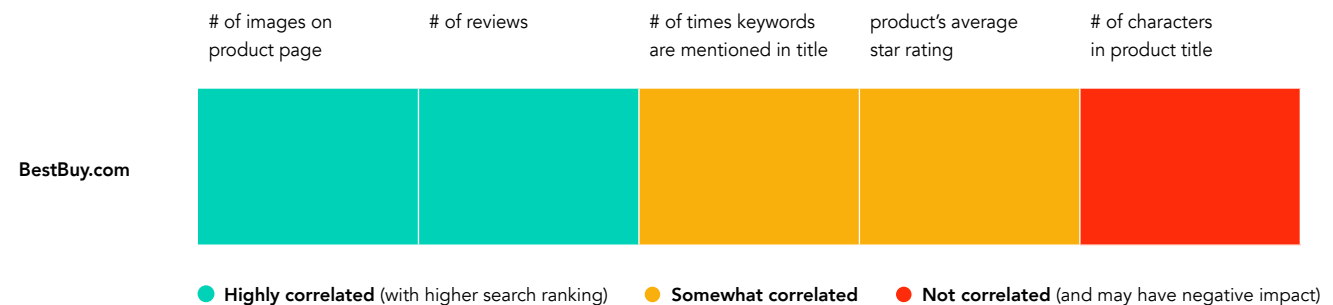
Are you taking the right steps to make sure your brands and products are findable on BestBuy.com?

Best Buy eCommerce highlights
Source: Company reports, DigitalCommerce360

242%
YOY online sales growth,
Q2 2020 vs. Q2 2019

17%
online share of total
domestic revenue, 2019

40%
BOPIS & curbside pickup
share of digital sales, Q2 2020

I. What matters for boosting search rank performance on BestBuy.com

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **BestBuy.com**. This allowed us to isolate the content factors that most influences where a product ranks in search results on Best Buy's 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 images on product page	# of reviews	# of times keywords are mentioned in title	product's average star rating	# of characters in product title
BestBuy.com					

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

II. What search-optimized content looks like on BestBuy.com

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **BestBuy.com**. 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.

Audio & Headphones

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~64 characters** in length
Image count	• **8 images**
Review count	• Best-performing products had **2,860 reviews**
Avg star rating	• **4.6 stars** or higher

Computers & Peripherals

Benchmark to aim for
• Mention most relevant search term **1 time** • Title of **~65 characters** in length
• **6 images**
• Best-performing products had **1,235 reviews**
• **4.6 stars** or higher

Gaming

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~85 characters** in length
Image count	• **5 images**
Review count	• Best-performing products had **836 reviews**
Avg star rating	• **4.7 stars** or higher

TVs

Benchmark to aim for
• Mention most relevant search term **1 time** • Title of **~58 characters** in length
• **6 images**
• Best-performing products had **2,544 reviews**
• **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 analyzed three weeks worth of search placement and content data, collected daily (63,000 instances on over 300 keywords) on the retailer's website.

Dates for the data analyzed: 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.