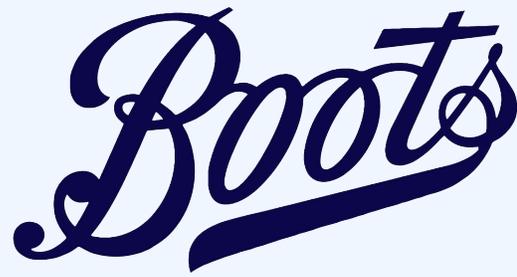


How to win search on Boots.com



Decoding the SEO algorithm to make your products more findable

Boots UK (Boots.com), part of the Retail Pharmacy International Division of Walgreens Boots Alliance, is the country's largest pharmacy-led health & beauty retailer with more than 2,300 stores in the UK, ranging from community pharmacies to large destination health & beauty stores.

While the retailer has a dominant high street presence, Boots.com is a fast-expanding part of the business. And the company is accelerating its transformation plans as customers take their shopping further online.

According to the company report for the year ended 31 August 2020, Boots.com sales increased 155% YOY in the fourth quarter, as the pandemic resulted in more consumers turning online for their health and wellness needs.

Winning health & beauty online in the UK means selling on **Boots.com** — and winning on Boots.com starts with search.

Are you taking the right steps to make sure your brands and products are findable on Boots.com?

Boots eCommerce highlights

Source: Company reports

155%

Boots.com YOY sales growth, Q4 2020 vs Q4 2019

2,300+

stores (majority offer click and collect option)

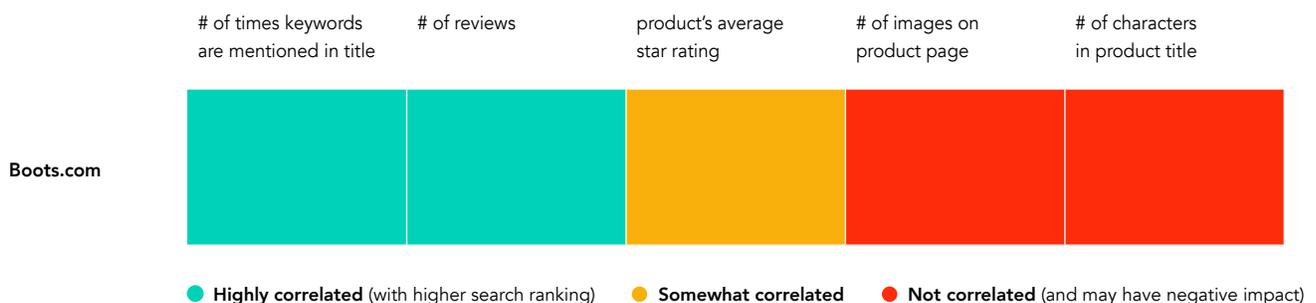
60%

Boots.com traffic increase on Black Friday, 2020 vs 2019

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

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **Boots.com**. This allows us to isolate the content factors that most influence where a product ranks in search results on Boots.com.

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.



II. What search-optimised content looks like on Boots.com

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



Baby

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">• 2 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 151 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.5 stars or higher |



Medicines

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~54 characters in length |
| Image count | <ul style="list-style-type: none">• 2 images |
| Review count | <ul style="list-style-type: none">• n/a |
| Avg star rating | <ul style="list-style-type: none">• 4.4 stars or higher |



Skincare – body

Product content attribute

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~52 characters in length |
| Image count | <ul style="list-style-type: none">• 3 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 180 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.5 stars or higher |



Skincare – face

Benchmark to aim for

- | | |
|------------------------|--|
| Product title | <ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~51 characters in length |
| Image count | <ul style="list-style-type: none">• 3 images |
| Review count | <ul style="list-style-type: none">• Best-performing products had 186 reviews |
| Avg star rating | <ul style="list-style-type: none">• 4.3 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.

sales@profitero.com

Methodology

To produce this report, Profitero analysed six weeks worth of search placement and content data, collected daily (140,000 instances on over 201 keywords) on the retailer's website.

Dates for the data analysed: 1 Jan - 14 Feb 2021

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.