

How to win search on HomeDepot.com



Decoding the SEO algorithm to make your products more findable

The Home Depot is the world's largest home improvement retailer, with U.S. eCommerce sales of \$17 billion, according to eMarketer. The past year was marked by an accelerated shift toward online shopping and outsized demand for home improvement products during the pandemic. As of Q3 2020, digital sales compose 13% of total sales, and is growing.

The Home Depot is well positioned in the eComm space, building off its "One Home Depot" strategy, designed to blend physical and digital assets into a seamless omnichannel experience.

The Home Depot offers home delivery, lockers and curbside pickup at select stores, and buy-online-pickup-in-store services. In Q3 2020, 60% of the retailer's online sales were fulfilled through one of 2,000+ stores.

Winning DIY & home improvement online clearly means selling on **HomeDepot.com** — and winning on HomeDepot.com starts with search.

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

The Home Depot eCommerce highlights

Source: Company reports, eMarketer

\$17B

U.S. eCommerce sales, 2020

80%

YOY digital sales growth, Q3 2020 vs. Q3 2019

13%

digital's share of total revenue, as of Q3 2020

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

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



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

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

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

Bath & Kitchen

Household cleaning & paper

Product content attribute

Benchmark to aim for

Benchmark to aim for

Product title	<ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~78 characters in length	<ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~61 characters in length
Image count	<ul style="list-style-type: none">• 6 images	<ul style="list-style-type: none">• 6 images
Review count	<ul style="list-style-type: none">• Best-performing products had 503 reviews	<ul style="list-style-type: none">• Best-performing products had 1,207 reviews
Avg star rating	<ul style="list-style-type: none">• 4.4 stars or higher	<ul style="list-style-type: none">• 4.5 stars or higher

Outdoor Power Equipment

Tools

Product content attribute

Benchmark to aim for

Benchmark to aim for

Product title	<ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~81 characters in length	<ul style="list-style-type: none">• Mention most relevant search term 1 time• Title of ~70 characters in length
Image count	<ul style="list-style-type: none">• 9 images	<ul style="list-style-type: none">• 9 images
Review count	<ul style="list-style-type: none">• Best-performing products had 1,704 reviews	<ul style="list-style-type: none">• Best-performing products had 607 reviews
Avg star rating	<ul style="list-style-type: none">• 4.3 stars or higher	<ul style="list-style-type: none">• 4.6 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 six weeks worth of search placement and content data, collected daily (424,000 instances on 80 keywords) on the retailer's website.

Dates for the data analyzed: Nov. 1 - Dec. 14, 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.