

# How to win search on Target.com



Decoding the SEO algorithm to make your products more findable

General merchandise retailer Target has been heavily investing to build what it calls a “durable” omnichannel model, based largely on leveraging its base of nearly 1,900 stores for online fulfillment. In Q3 2020, 95% of the retailer’s digitally originated sales were fulfilled by stores via its same-day order pickup and drive-up services, as well as home delivery by Target-owned Shipt. In 2019, drive-up sales grew 500%.

Target’s investment in eCommerce and last-mile fulfillment is paying off during the pandemic. Comparable digital

sales grew by triple digits in each of the first three quarters of 2020. For the full year, digitally originated sales will double from \$7 billion in 2019 to an estimated \$14 billion in 2020. Target’s digital grocery offer is poised for further growth as it continues to test and scale up fresh pickup and drive-up capabilities.

Winning online clearly means selling on **Target.com** — and winning on Target.com starts with search.

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

### Target eCommerce highlights

Source: Company reports, eMarketer

## \$14B

U.S. eCommerce sales estimate, 2020

## 155%

Comparable digital sales growth, Q3 2020 vs. Q3 2019

## 95%

digital sales fulfilled by Target stores in Q3 2020

## I. What matters for boosting search rank performance on Target.com

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



## II. What search-optimized content looks like on Target.com

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **Target.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: Speakers & Headphones



### Beauty

#### Product content attribute

#### Benchmark to aim for

- Mention most relevant search term **1 time**
- Title of **~65 characters** in length
- **7 images**
- Best-performing products had **172 reviews**
- **4.0 stars** or higher

#### Benchmark to aim for

- Mention most relevant search term **1 time**
- Title of **~60 characters** in length
- **5 images**
- Best-performing products had **529 reviews**
- **4.3 stars** or higher



### Household cleaning supplies



### Toys

#### Product content attribute

#### Benchmark to aim for

- Mention most relevant search term **1 time**
- Title of **~60 characters** in length
- **4 images**
- Best-performing products had **370 reviews**
- **4.4 stars** or higher

#### Benchmark to aim for

- Mention most relevant search term **1 time**
- Title of **~45 characters** in length
- **7 images**
- Best-performing products had **128 reviews**
- **4.4 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 four weeks worth of search placement and content data, collected daily (3,184,000 instances on 816 keywords) on the retailer's website.

Dates for the data analyzed: Dec. 16, 2020 - Jan. 12, 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.