Profitero

How to win search on Lowes.com

Decoding the SEO algorithm to make your products more findable

Lowe's is the second largest home improvement retailer in the U.S. Lowes.com sales penetration has more than doubled in a year's time, growing from 4% of company sales in early 2020 to 9% in Q1 2021. The retailer's digital sales have been buoyed by a strong housing market growth and a pandemic-led home projects boom.

Lowe's has been making significant investments in its digital platform the past few years to improve its eCommerce functionality and customer experience. Key initiatives include expanding its online assortment, adding one-click checkout, and installing pickup lockers in its nearly 2,000 stores throughout the U.S. and Canada.

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

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

Lowe's eCommerce highlights

Source: Company reports

9%
eCommerce sales as a % of total co. sales, Q1 2021

121%
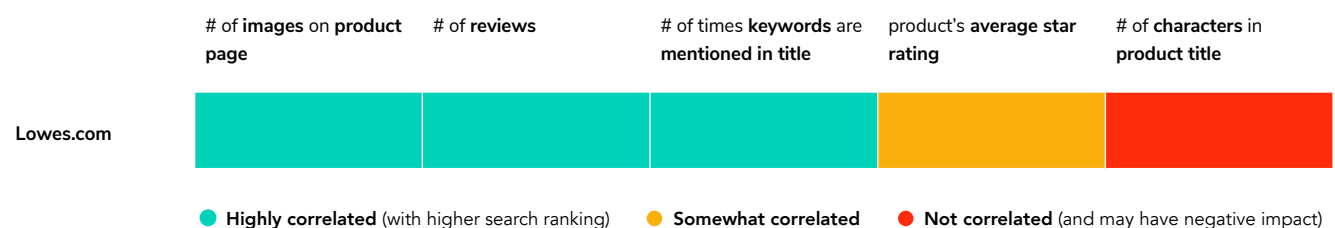YoY online sales growth, Q4 2020 vs. Q4 2019

60%
online orders fulfilled from its nearly 2,000 stores in the U.S. and Canada

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

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

	# of **images** on **product page**	# of **reviews**	# of times **keywords** are mentioned in title	product's **average star rating**	# of **characters** in product title
Lowes.com					

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

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

We identified product content attributes that are common among the highest ranked products in 4 key categories on **Lowes.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

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**66 characters** in length
Image count	• **5 images**
Review count	• Best-performing products had **195+ reviews**
Avg star rating	• **4.2 stars** or higher

Household cleaning & paper

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**60 characters** in length
Image count	• **5 images**
Review count	• Best-performing products had **1,562+ reviews**
Avg star rating	• **4.5 stars** or higher

Outdoor Power Equipment

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**74 characters** in length
Image count	• **9 images**
Review count	• Best-performing products had **449+ reviews**
Avg star rating	• **4.2 stars** or higher

Tools

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**59 characters** in length
Image count	• **6 images**
Review count	• Best-performing products had **297+ reviews**
Avg star rating	• **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.

Methodology

To produce this report, Profitero analyzed six weeks worth of search placement and content data, collected daily (372k instances on 77 keywords) on the retailer's website.

Dates for the data analyzed: Apr 22 - Jun 2, 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.