

How to win search on bol.com



Decoding the SEO algorithm to make your products more findable

Bol.com is the biggest online retailer in the Netherlands and Belgium. The marketplace is owned and operated by Ahold Delhaize and features more than 41,000 merchant partners on its platform.

Bol.com operates an Amazon Prime-style equivalent called Select, offering free delivery on all products for an annual subscription fee. It also offers click and collect, leveraging sister brand Albert Heijn stores as a pickup option.

Bol.com has had record sales in the past 12 months, growing year-on-year sales by 70% in the final quarter of 2020. Bol.com 2020 turnover reached €4.3 billion, and expects its online sales to grow by more than 30% in 2021.

Winning online in the Netherlands clearly means selling on **bol.com** — and winning on bol.com starts with search. **Are you taking the right steps to make sure your brands and products are findable on bol.com?**

bol.com eCommerce highlights

Source: Company reports

€4.3B

turnover in 2020

70%

YoY sales growth in final quarter of 2020

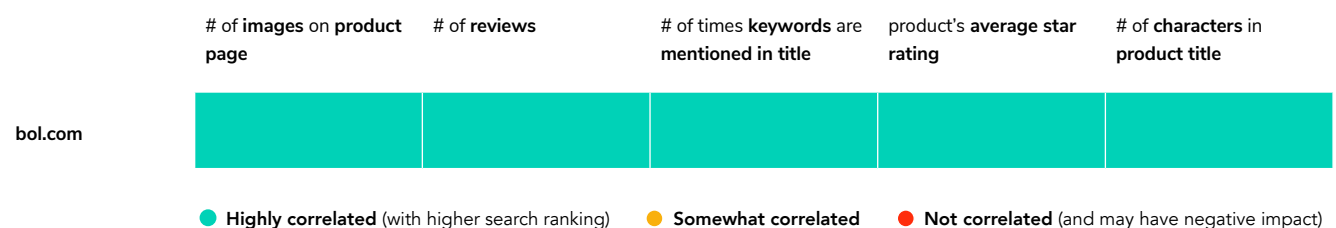
30%

online sales growth expected in 2021

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



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

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

			 Health & Personal Care	 Small Home Appliances
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 timeTitle of ~86 characters in length		<ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~64 characters in length	
Image count	<ul style="list-style-type: none">5 images		<ul style="list-style-type: none">11 images	
Review count	<ul style="list-style-type: none">Best-performing products had 32+ reviews		<ul style="list-style-type: none">Best-performing products had 123+ reviews	
Avg star rating	<ul style="list-style-type: none">4.5 stars or higher		<ul style="list-style-type: none">4.4 stars or higher	

			 Smart Home & Audio	 Toys & Games
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 timeTitle of ~81 characters in length		<ul style="list-style-type: none">Mention most relevant search term 1 timeTitle 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 75+ reviews		<ul style="list-style-type: none">Best-performing products had 90+ reviews	
Avg star rating	<ul style="list-style-type: none">4.4 stars or higher		<ul style="list-style-type: none">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 analysed six weeks worth of search placement and content data, collected daily (3.3m instances on over 646 keywords) on the retailer's website.

Dates for the data analysed: 1 Apr - 12 May 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.