Profitero

U.K. DIY & Home Improvement SEO, Decoded

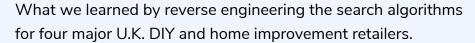What we learned by reverse engineering the search algorithms for four major U.K. DIY and home improvement retailers.

Optimising your products for search is essential for winning shoppers online and boosting sales. However, it's easy for brands to waste time and money over-engineering their content for search optimisation.

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithms for four major U.K. DIY and home improvement retailers.

Doing so allowed us to isolate the content factors that most influence search rank performance, specific to each website.

Profitero's research shows that not all content changes have equal search impact across every retailer. Therefore, it's important to have a targeted SEO strategy — one that uses advanced analytics to predict retailer outcomes in advance.

I. Which SEO strategies work best for different retailer websites?

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

	# of times **keywords** are mentioned in **title**	# of **reviews**	# of **images** on **product page**	# of **characters** in **product title**	product's **average star rating**
Amazon.co.uk	🟢	🟠	🟠	🟠	🟠
Argos	🔴	🟢	🔴	🔴	🔴
B&Q	🟠	🟢	🟠	🔴	🔴
Currys	🟢	🟠	🟠	🔴	🔴

II. What search-optimised DIY & Home Improvement content looks like by retailer

By retailer, we identified product content attributes that had the highest probability of improving search ranking on specific retailer websites. This is just a sample of our data for the retailers we studied. Profitero can create a similar SEO reverse-engineering analysis for any retailer you're focused on.

amazon

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**129 characters** in length
Image count	• **7 images**
Review count	• Best-performing products had **2,754+ reviews**
Avg star rating	• **4.5 stars** or higher

Argos

	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**48 characters** in length
Image count	• **8 images**
Review count	• Best-performing products had **188+ reviews**
Avg star rating	• **4.6 stars** or higher

B&Q

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**49 characters** in length
Image count	• **3 images**
Review count	• Best-performing products had **9+ reviews**
Avg star rating	• **3.6 stars** or higher

currys

	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**48 characters** in length
Image count	• **5 images**
Review count	• Best-performing products had **88+ reviews**
Avg star rating	• **8.3 stars** or higher (out of 10)

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 across the retailers' websites (a total of 2.16 million instances on 114 keywords).

Dates for the data analysed: 26 Sept - 6 Nov 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 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 a retailer's search performance.