

# U.K. Toys SEO, Decoded

What we learned by reverse engineering the search algorithms for the top four U.K. toy retailer websites.



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 the four major U.K. toy websites.

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?

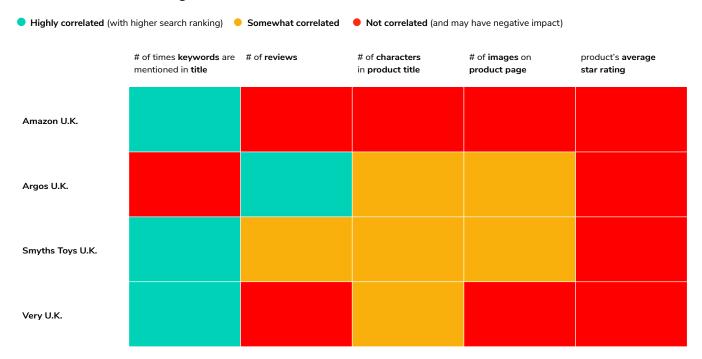




Image count

Review count

Avg star rating

## II. What search-optimised toys 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.

5 images

23+ reviews

4.5 stars or higher

Best-performing products had



5 images

12+ reviews

4.4 stars or higher

Best-performing products had

	amazon	Argos
Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul> <li>Mention most relevant search term         1 time</li> <li>Title of ~111 characters in length</li> </ul>	<ul> <li>Mention most relevant search term</li> <li>1 time</li> <li>Title of ~39 characters in length</li> </ul>
Image count	• 7 images	• 6 images
Review count	<ul> <li>Best-performing products had</li> <li>2,873+ reviews</li> </ul>	<ul> <li>Best-performing products had</li> <li>146+ reviews</li> </ul>
Avg star rating	• 4.5 stars or higher	• 4.6 stars or higher
Product content attribute	SMYTHS  Benchmark to aim for	Benchmark to aim for
Product title	Mention most relevant search term	Mention most relevant search term
	1 time	1 time
	• Title of ~40 characters in length	• Title of ~46 characters in length



<u>Contact us</u> 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 analysed six weeks worth of search placement and content data, collected daily across the retailers' websites (1.9 million instances on 224 keywords).

Dates for the data analysed: 26 Oct 2021- 4 Jan 2022

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.