U.S. Grocery SEO, Decoded

What we learned by reverse engineering the search algorithms for the top eight U.S. Grocery retailer websites.

Optimizing 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 optimization.

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithms for eight major U.S. grocery 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	product's average star rating	# of images on product page	# of characters in product title
Amazon	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Not correlated
Amazon Fresh	Highly correlated	Highly correlated	Highly correlated	Not correlated	Somewhat correlated
Instacart Publix	Highly correlated	N/A	N/A	Somewhat correlated	Not correlated
Kroger	Somewhat correlated	Highly correlated	Somewhat correlated	Highly correlated	Not correlated
Meijer	Not correlated	N/A	N/A	Not correlated	Not correlated
Shoprite	Highly correlated	N/A	N/A	N/A	Not correlated
Target	Somewhat correlated	Somewhat correlated	Somewhat correlated	Not correlated	Not correlated
Walmart	Highly correlated	Highly correlated	Highly correlated	Highly correlated	Not correlated

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II. What search-optimized grocery content looks like by retailer

By retailer, we identified the changes 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 **~90 characters** in length
Image count	• **7 images**
Review count	• Best-performing products had **6,536+ reviews**
Avg star rating	• **4.5 stars** or higher

amazonfresh

	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~68 characters** in length
Image count	• **7 images**
Review count	• Best-performing products had **3,154+ reviews**
Avg star rating	• **4.7 stars** or higher

instacart

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~50 characters** in length
Image count	• **5 images**
Review count	N/A
Avg star rating	N/A

Kroger

	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~56 characters** in length
Image count	• **3 images**
Review count	• Best-performing products had **122+ reviews**
Avg star rating	• **4.6 stars** or higher

meijer

Product content attribute	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~53 characters** in length
Image count	• **4 images**
Review count	N/A
Avg star rating	N/A

ShopRite

	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of **~46 characters** in length
Image count	• **1 image**
Review count	• N/A
Avg star rating	• N/A

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	Target	**Walmart**
Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	• Mention most relevant search term **1 time** • Title of ~**55 characters** in length	• Mention most relevant search term **1 time** • Title of ~**63 characters** in length
Image count	• **5 images**	• **8 images**
Review count	• Best-performing products had **219+ reviews**	• Best-performing products had **395+ reviews**
Avg star rating	• **4.4 stars** or higher	• **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 six weeks worth of search placement and content data, collected daily across the retailers' websites (3.15 million instances on 383 keywords).

Dates for the data analyzed: Dec 20, 2021- Jan 31, 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.