



E B O O K

SEO AS A BUSINESS CAPABILITY.

Strategy, architecture, technical foundations, content and measurement to build organic assets that capture demand over time.

STRATEGY • SOLUTION • DATA • AI • COMMERCE

ORGANIC TRAFFIC IS NOT FREE.

SEO requires investment in technology, content, research, data, experience, processes, tools, talent and optimization. **The difference is that it can build assets that keep generating value over time.**

A paid campaign **stops producing traffic** when the investment stops.

A well-built category can **capture demand for months or years.**

However, ecommerce SEO has particular challenges that don't appear on other sites:

Thousands of products

Variants

Out-of-stock products

Catalog changes

Filters

Facets

Duplication

Pagination

Repeated content

Integrations

Performance

Competition

Marketplaces

Platform changes

THAT IS WHY ECOMMERCE SEO NEEDS A SPECIALIZED STRATEGY, NOT A GENERIC LIST OF BEST PRACTICES.

STRATEGY AND DEMAND.

Before optimizing pages, you need to understand what the consumer searches for. A complete strategy covers all four intents:

INFORMATIONAL

Wants to learn.

"How to choose a computer" · "what type of protein to buy"

COMMERCIAL

Is evaluating.

"Best TVs" · "phone comparison" · "running shoes"

TRANSACTIONAL

Wants to buy.

"Buy 55-inch TV" · "running shoe prices"

NAVIGATIONAL

Seeks a brand.

"Nike store" · "Amazon Mexico" · brand + product

KEYWORD RESEARCH.

Research should not be limited to volume.

WHAT TO EVALUATE

Intent · relevance · competition · conversion potential · margin · product availability · seasonality · current position · result type · strategic value.

SOURCES

SEO tools · internal search · Search Console · paid campaigns · marketplaces · customer service · reviews · commercial teams · competition · trends.

Mapping: every keyword needs a target page. This prevents multiple pages from competing for the same intent.

SITE ARCHITECTURE.

PRINCIPLES

- Important categories must be accessible.
- Navigation must reflect how the user shops.
- URLs must be consistent.
- Internal linking must distribute relevance.
- Depth must be kept under control.
- Duplicate pages must be managed.

TYPICAL STRUCTURE

Home

└ Main category

└ Subcategory

└ Product page

└ Brand · Content · Guides

The structure must respond to the real model of the catalog, not to a theoretical scheme.

TECHNICAL SEO.

CRAWLING

Search engines have limited resources: they shouldn't waste them on irrelevant parameters, worthless filters, duplicates, infinite URLs, internal searches or technical pages.

INDEXING

Not every crawled page needs indexing. Define which pages should rank, be crawled, be consolidated, be excluded or be redirected.

CANONICALS

They indicate the main version among similar pages. They don't substitute a correct architecture.

REDIRECTS

When URLs change, pages are removed, categories are consolidated, the platform migrates or the catalog changes.

SITEMAP

It should include relevant, up-to-date pages. It shouldn't become a repository of problematic URLs.

ROBOTS

Use it carefully: blocking crawling does not necessarily remove a page from the index.

FILTERS AND FACETED NAVIGATION.

Filters help the consumer, but they can create thousands of URLs: color, size, brand, price, material, use, feature and every combination of them.

DOES THIS FACET DESERVE INDEXING?

Is there demand?

Does the page offer value?

Does it have differentiated content?

Is it part of the strategy?

Does it have enough products?

Can it be sustained over time?

Does it avoid duplication?

Not every combination needs an indexable page.

CATEGORY PAGES.

Categories are usually among the most important SEO assets.

ELEMENTS

H1 · SEO title · meta description · introduction · products · filters · linking · FAQs · additional content · structured data · mobile experience.

CONTENT

No need for long blocks that get in the way of buying. Content should clarify, orient, differentiate, add context, answer questions and ease navigation.

CONVERSION

A category can receive traffic and create no value if the assortment is weak, availability fails, filters break, prices don't compete, the experience is slow or the intent doesn't match.

SEO and conversion must work together.

PRODUCT PAGES.

They need to balance visibility and conversion: name, images, price, availability, variants, benefits, description, specifications, reviews, questions, delivery, returns and related products.

DUPLICATE CONTENT

Copying the manufacturer's description reduces differentiation. Prioritize your own content for strategic, in-demand, high-margin, exclusive or high-potential products.

OUT-OF-STOCK PRODUCTS

The decision depends on whether they'll return, whether they have traffic or links, whether a replacement exists, whether they're seasonal or discontinued. **Don't automatically delete a valuable page.**

EDITORIAL CONTENT.

It helps capture searches that commercial pages cannot answer.

Guides

Comparisons

Tutorials

FAQs

Trends

Cases

Glossaries

Seasonal

Inspiration

Selections

Tips

Every piece of content should facilitate the next step — visiting a category, comparing products, discovering a brand, checking a guide or buying. **The blog should not operate as a site separate from the ecommerce.**

INTERNAL LINKING.

Linking helps discover pages, distribute authority, connect topics, guide the user and reinforce hierarchies. The usual opportunities:

Menus

Breadcrumbs

Categories

Related products

Guides

Brands

Content

Footer

Contextual modules

Links should be relevant: adding them massively without logic does not necessarily improve performance.

PERFORMANCE AND EXPERIENCE.

Speed affects experience, conversion and visibility.

FREQUENT FACTORS

Images · JavaScript · apps · tracking · fonts · servers · third parties · customizations · code · resource loading.

PRIORITIES

Mobile experience · visual stability · response speed · main content load · interaction · checkout process.

Technical SEO and CRO share many goals.

STRUCTURED DATA.

Products

Offers

Reviews

Breadcrumbs

Organization

FAQs

Articles

Videos

It must match the visible information. It should never be used to communicate nonexistent or misleading information.

AUTHORITY AND MENTIONS.

Authority is not built only by getting links. It can also grow through public relations, original content, studies, proprietary data, tools, resources, collaborations, experts, distribution and brand.

THE BEST ASSETS ATTRACT LINKS BECAUSE THEY OFFER SOMETHING OTHER SITES CONSIDER VALUABLE.

MARKETPLACES AND GENERATIVE SEARCH.

Product visibility happens across multiple environments:

Google

Internal search engines

Amazon

Mercado Libre

Walmart

Social networks

Assistants

Generative experiences

PRINCIPLES COMMON TO EVERY ENVIRONMENT

Complete information.

Clear content.

Consistent entities.

Authority.

Relevance.

Availability.

Experience.

Reputation.

The strategy must consider how the brand and its products are understood **across multiple discovery systems**.

MEASUREMENT.

VISIBILITY

Impressions · positions · share of search · keywords · ranking pages.

TRAFFIC

Organic sessions · users · new users · CTR · landing distribution.

BUSINESS

Conversion · revenue · orders · ticket · margin · new customers · customer value.

TECHNICAL

Indexing · errors · crawling · performance · valid pages · redirects · duplication.

RANKING IS A MEANS. THE BUSINESS RESULT IS THE GOAL.

SEO ROADMAP.

01 AUDIT

- Technical
- Content
- Architecture
- Competition
- Keywords
- Authority
- Conversion

02 CRITICAL FIXES

- Indexing
- Crawling
- Errors
- Redirects
- Duplicates
- Performance

03 OPPORTUNITIES

- Categories
- Products
- Brands
- Content
- Linking

04 AUTHORITY

- Resources
- PR
- Original content
- Partnerships
- Distribution

05 CONTINUOUS IMPROVEMENT

- Monitoring
- Experiments
- New opportunities
- Updating
- Measurement

F R E Q U E N T M I S T A K E S

WHAT TO AVOID.

- ✗ Creating content without a strategy.
- ✗ Ignoring categories.
- ✗ Deleting products without analyzing their value.
- ✗ Measuring only rankings.
- ✗ Leaving the commercial team out.
- ✗ Auditing without executing.
- ✗ Optimizing only the home page.
- ✗ Indexing every filter.
- ✗ Copying descriptions.
- ✗ Separating SEO from technology.
- ✗ Not assigning owners.
- ✗ Changing platforms without a migration plan.

F I N A L C H E C K L I S T

A SOLID SEO STRATEGY NEEDS.

- ✓ Business objectives.
- ✓ Clear architecture.
- ✓ A healthy technical base.
- ✓ Well-worked products.
- ✓ Internal linking.
- ✓ Structured data.
- ✓ Measurement.
- ✓ Owners.
- ✓ Demand research.
- ✓ Defined target pages.
- ✓ Optimized categories.
- ✓ Connected editorial content.
- ✓ Performance.
- ✓ Authority.
- ✓ A roadmap.
- ✓ Continuous improvement.

C O N C L U S I O N

SEO is not a one-off action: it is a capability that connects technology, content, experience, catalog, authority and business. Companies that develop it consistently reduce their dependence on paid acquisition.

THE GOAL IS NOT MORE TRAFFIC: IT IS ATTRACTING THE RIGHT DEMAND AND TURNING IT INTO SUSTAINABLE GROWTH.



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