

How to win e-commerce traffic from Google and AI

Practical guide

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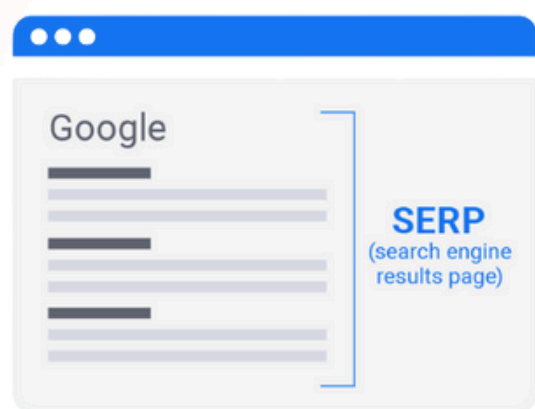
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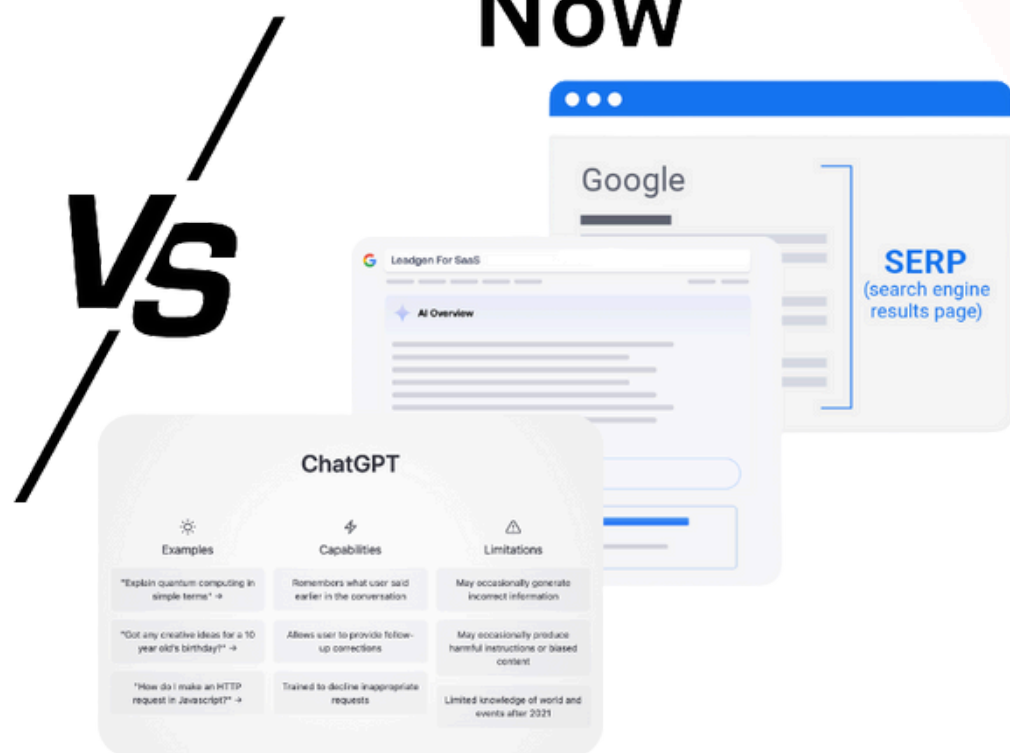
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Organic traffic in 2025

Before



Now



Google SERP (classic SEO): ~65–70% clicks

AI Overviews: ~13–20% clicks

ChatGPT, Gemini, Perplexity ~5–10% clicks

Beyond Search.

AI joins the organic traffic game

Discovery engine	Core data & ranking inputs
Google Search	Ranks pages using SEO factors: relevance, authority, schema markup, backlinks
Google AI Overviews	Summarizes top-ranking, well-structured, trustworthy Google Search content
ChatGPT	Uses GPTBot-indexed pages plus training data along with real-time search results
Gemini	Uses information from Google Search, Maps, News, and Google's own data sources
Perplexity	Provides real-time citations (search results) from authoritative sources

How can e-commerce businesses optimize for new channels?

Since AI also relies on
Google Search, proper
SEO work is 70% of
success

10 SEO tips to drive more organic traffic to e-commerce sites

Tip 1: Use clear page Titles & H1s

When Google or AI look at your site, they try to figure out what your page is about. They start with looking at two things:

- *The page title (what shows up in Google search results)*
- *The main heading on the page (usually the biggest text people see)*

If these two elements don't clearly describe the products, Google and AI may get confused. This can result in your page ranking for the wrong searches, or not appearing in search results at all.

Clear Title & H1 examples

✓ Good:

`<title>Dell Computer Monitors</title>`

`<h1>Dell Computer Monitors</h1>`

✗ Bad:

`<title>Top Monitors | Tech Store</title>`

`<h1>Explore Our Product Range</h1>`

Tip 2: Tell Google which page is the main one using canonical tags

Sometimes your site has multiple pages showing the same thing like:

- Different color versions of the same product
- Filtered views like "Monitors under \$200"
- Pages like *?page=2*, *?sort=price*, etc.

To avoid confusing search engines, you should tell them which page is the original. All the others are just variations. You do that by adding a canonical tag in the *<head>* of each duplicate page:

```
<link rel="canonical" href="https://example.com/main-product-page" />
```

Tip 3: Help AI read your products with Schema Markup

Google and AI rely on structured data to fully understand your products. To help them, add Product Schema, including:

- *Product name & description*
- *Images*
- *Price & currency*
- *Availability*
- *Brand, size, color, material*
- *SKU, GTIN, or MPN*
- *Ratings and reviews*
- *FAQs (if available)*
- *Seller info (optional)*

Validate your markup in Google's Rich Results Test

Schema Markup example

```
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Dell UltraSharp Monitor 27",
  "image": "https://example.com/images/dell-monitor.jpg",
  "description": "27-inch QHD monitor with accurate colors and thin bezels.",
  "brand": {
    "@type": "Brand",
    "name": "Dell"
  },
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": "349.99",
    "availability": "https://schema.org/InStock"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.6",
    "reviewCount": "214"
  }
}
```

Add *sameAs* in your Schema for brand associations

Say your brand is called Acme. And it has:

- *A LinkedIn profile*
- *A Trustpilot page*
- *A personal website*

If you simply mention "Acme" on each site without linking them, search engines might not realize it's the same brand everywhere.

That's where the *sameAs* tag comes in. It tells search engines that all the links below refer to the same brand, Acme.

sameAs example of code

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Acme Tools",
  "url": "https://www.acmetools.com",
  "logo": "https://www.acmetools.com/logo.png",
  "sameAs": [
    "https://www.linkedin.com/company/acmetools",
    "https://www.trustpilot.com/review/acmetools.com",
    "https://www.crunchbase.com/organization/acme-
tools"
  ]
}
</script>
```

Tip 4: Make sure your content is visible

Search engines might not see your page content if your product details, specs, or descriptions only appear after a click (like in a tab or dropdown), or load through JavaScript after the page open. To be more specific:

- *Content loaded via JavaScript may not be indexed* if it isn't available in the initial HTML response.*
- *Google doesn't click on things*. So if the content is only loaded after clicking a tab, we probably won't see it.*

That means:

- Google can't index important info
- AI can't pull your data into results
- Your rankings and visibility suffer

**<https://developers.google.com/search/docs/crawling-indexing/javascript/javascript-seo-basics>*

**<https://www.seroundtable.com/google-sees-tabbed-navigation-38874.html>*

Common mistakes

Be mindful of:

- *Specs hidden in expandable tabs or accordions*
- *Product info loaded only with JavaScript (JS-injected after page load)*

Instead, you can:

- *Use server-side rendering so the HTML loads with all content visible to bots*
- *Take static snapshots of the page for bots and AI crawlers to read*

Example:

If your Shopify store shows product dimensions only inside a "Specs" tab powered by JS - Google might never index those. Instead, make sure this info is in the main HTML, or use tools like Prerender.io for snapshots.

Tip 5: Build topical clusters around a pillar page

To rank higher and get noticed by AI, build a pillar page that covers a broad topic, then support it with cluster pages targeting specific subtopics*.

This is called a topic cluster, and it signals to Google that:

- *You have deep expertise*
- *Your content is well-structured*
- *Your site deserves higher rankings*

Search engines love depth + structure. This is how you become the go-to source in your niche.

**<https://seo.ai/blog/topic-clusters>*

Topical cluster example

RSPCA's pillar page on caring about dogs

<https://www.rspca.org.uk/adviceandwelfare/pets/dogs>

Cluster Pages (all linking to and from the pillar):



Buying a puppy

Follow our advice to buy a healthy and happy puppy from a responsible breeder.



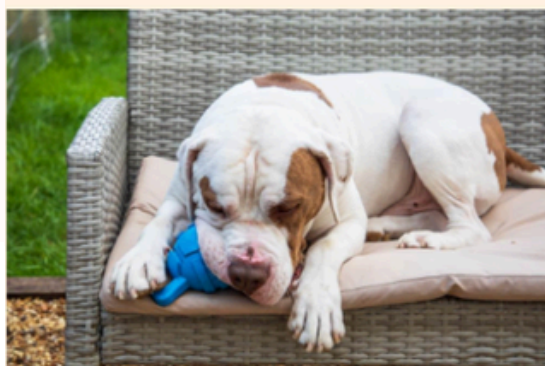
Lost, found and stray dogs

What to do if you've lost your dog or found a stray dog.



Pet cost calculator

Compare cat and dog breeds to help you decide which pet is right for you and your budget.



Dog health and welfare

Find out more about the health and welfare needs of dogs.



How to help your dog behave well

Find out more about the behavioural needs of dogs and how to help them behave normally.



Puppy vaccinations - what you need to know

Vaccinating your puppy is one of the most important things to do in your first few weeks as a dog owner.



Tip 6: Optimize for mobile UX

As stated in the Google's Mobile-First Indexing Guide*, Google predominantly uses the mobile version of the content for indexing and ranking.

What you can do (some ideas overlap with the structured data as well):

- *Use responsive design (same content across mobile & desktop)*
- *Ensure mobile version has all product descriptions, text, schema*
- *Avoid hiding content in expandable sections or tabs*
- *Load images and videos properly on mobile*
- *Make all links/buttons easy to tap (minimum 48×48 px)*
- *Avoid intrusive pop-ups that block content on mobile*

**<https://developers.google.com/search/docs/crawling-indexing/mobile/mobile-sites-mobile-first-indexing>*

Tip 7: Improve internal linking

Google must be able to crawl your content in order to index it. You can help by linking all your content.

Don't leave pages isolated. Link them logically to help bots crawl your site and understand the structure.

Internal links:

- *Help distribute ranking power (the pages with more links get more)*
- *Reinforce topical relationships*
- *Reduce bounce rate by guiding users*

Internal linking examples

Use relevant anchor text and logical paths:

- *Category → Product:*

"Winter Boots" → "Men's Waterproof Snow Boots"

- *Blog → Category:*

"5 Winter Hiking Tips" → links to "Winter Boots" category

- *Blog → Blog (Cross-linking):*

"Best Warm Socks" ↔ "Choosing the Right Boot Liners"

This creates a clear content and boosts topical authority for SEO.

Tip 8: Build high-quality backlinks

Not all links to your site are the same. Google gives more trust to sites that are linked to by well-known, respected websites*. The ones like TechCrunch, HubSpot, or Wired. Or niche, yet truly relevant.

The more respected the site that links to you, the more Google (and AI tools that read Google) will trust your content.

**<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>*

Good vs bad backlinks

✓ Good Backlinks:

- *Having your e-commerce brand featured in a Shopify Merchant Success Story*
- *Getting mentioned in a tech roundup on ProductHunt blog*
- *Publishing a guest post on a well-ranked eCommerce marketing blog (like Klaviyo, Omnisend)*
- *Becoming quoted in an industry Reddit thread that links back*

✗ Weak/Bad Backlinks:

- *Links from unrelated directories or low-effort blog networks*
- *Spammy comment links*
- *Irrelevant niche forums (e.g., pet blogs linking to your solar panel store)*

Tip 9: Break content into AI-friendly chunks

AI does not read the whole web page at once. It pools info from your site in small content pieces* - chunks - of about 100-300 words that answer the users request.

So make those content chunks easy to pick:

- *1 idea per block: Keep each section to 2-3 short paragraphs covering a single topic.*
- *Descriptive headings: Match the way people search ("What is...", "How to..."), not just creative titles.*
- *Structured formatting: Use bullet points, tables, and highlighted term boxes to make facts easy to lift.*
- *End with a "Key Takeaways" line so AI can instantly spot your main points.*
- *Schema markup for clarity: Label chunks or pages with types like FAQPage, DefinedTerm, Person, or WebPage so AI knows exactly what it's looking at.*

**<https://www.pinecone.io/learn/chunking-strategies/>*

Example of smart chunking

<h2>What is a Standing Desk?</h2>

A standing desk is a height-adjustable desk that lets you work while standing.

It can improve posture, reduce back pain, and increase focus.

Key takeaways: Standing desks help improve ergonomics and productivity.

<script type="application/ld+json">

{

"@context": "https://schema.org",

"@type": "DefinedTerm",

"name": "Standing Desk",

"description": "A height-adjustable desk that allows the user to work while standing."

}

</script>

Tip 10: Prioritize clarity over creativity

AI favors direct and clear content, not overly creative:

- *Write in straightforward, factual sentences; avoid uncertainty unless supported by data.*
- *Spell out acronyms on first use.*
- *Match language to how your audience asks questions (use Google's "People Also Ask" or AnswerThePublic).*
- *Follow each fact with a brief explanation.*

Example of AI-friendly text

✓ Good:

"GPT-5 supports a context window of up to 128,000 tokens, allowing it to process long documents."

✗ Bad:

"GPT-5 might support a large context window."

Four additional AI visibility **tips** **beyond SEO**

Tip 1: Build presence on trusted platforms

AI tools like ChatGPT, Perplexity and Gemini often reference user-generated brand and product discussions, reviews, and citations from across the web.

To increase visibility, get mentioned and discussed on:

- *Reddit threads (e.g. r/BuyItForLife)*
- *Quora answers*
- *Product Hunt launches*
- *YouTube videos & comments*
- *Trustpilot, G2, Amazon reviews*

Examples of Mentions Across the Web

Imagine a brand selling standing desks. You need more than just a blog and backlinks. As Google's Search Quality Evaluator Guidelines suggest, you could use:

- *A Reddit post comparing your product to competitors*
- *A YouTube video reviewing it in use*
- *A Quora thread where your brand is mentioned*
- *A G2 review rating your delivery & build quality*

Each of these helps search engines and AI connect your brand and products to real conversations, relevance, and trust.

Tip 2: Make your content more conversational

AI models are trained to understand and generate human-like answers. They scan content that answers real questions in a clear, friendly tone. Not just SEO-optimized keywords.

What to use:

- *Clear headings:*

"What is Our Loyalty Program and How Can You Earn Rewards?" instead of "About Our Rewards System"

- *FAQ blocks:*

Add questions like "Can I cancel my subscription anytime?" and answers in a casual tone, just like you'd explain to a friend.

- *"Vs" comparisons:*

"Cotton vs Linen Shirts - Which is Better for Summer Wear?"

- *How-to content:*

"How to Choose the Right Shoe Size When Ordering Online"

Tip 3: Ensure AI can crawl your site

Open your server logs from your hosting dashboard or analytics tool. Search for these bot names in the user agent field:

- *GPTBot (ChatGPT browsing)*
- *OAI-SearchBot (OpenAI's web search)*
- *PerplexityBot (Perplexity.ai crawler)*

If you don't see them, they might be blocked. To fix this:

- Update your robots.txt to allow these bots
- Avoid JS-based content blockers
- Make sure key pages are crawlable

Tip 4: Ask AI what it knows about you

Search your brand with the AI chatbot:

- **What do you know about [Your Brand]?**
- **Who provides [Your Service] in [Country]?**

If you can't see relevant info (or barely any info) on your brand, you may need better structure, mentions, or schema.

Be present where buying decisions happen

Your next customer might skip Google and ask a conversational AI instead:

- *Who sells ergonomic desks?*
- *What are the best boots for hiking?*
- *Which tools should I buy for my project?*

Make sure AI includes you in its answers by:

- Structuring your content
- Earning quality backlinks and mentions
- Allowing bots crawl your site
- Ranking high in Google
- Being present where users talk (Reddit, YouTube, etc.)

**Interested in an
e-commerce
visibility review
and developing a
plan to boost
traffic?**

Happy to be helpful