

# PIM for Search Engine Optimization

5 Ways to Supercharge your SEO with PIM

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## Introduction

It is estimated that over one third of the world's population is now online. Of these 2.31 billion internet users, 61% research products online before buying and 44% of online shoppers start with a search engine <sup>1</sup>. If you're an online retailer, this is a huge opportunity to reach potential customers. They're ready to buy and actively searching for your products; the question is: How do you reach them?

The answer is search engine optimization.

Today, internet users find the products and services they are looking for by typing keywords and phrases into search engines. It's easy, quick, and convenient. But of those shoppers using search engines, the majority will only explore the first few pages of their results. In fact, nearly 75% of search engine users won't scroll past the first page. Almost all of the traffic will go to the first 20 search results. Leveraging your product information management (PIM) solution with proper search engine optimization can increase your chances of being in those top 20.

Following these top 5 ways to supercharge your SEO with PIM will not only improve your ranking in search results, but it will also give you the ability to publish your product information to multiple channels, target each country, site, and language independently, and allow different websites to contain different content; all while effectively supporting your channels' SEO strategy.

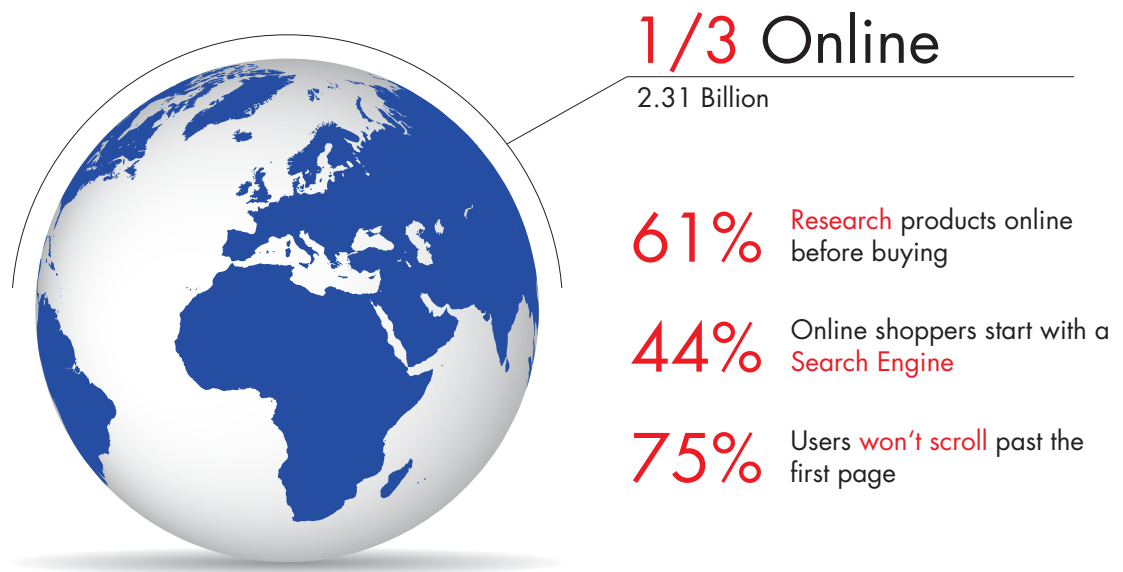


Figure 1 Online User Statistic

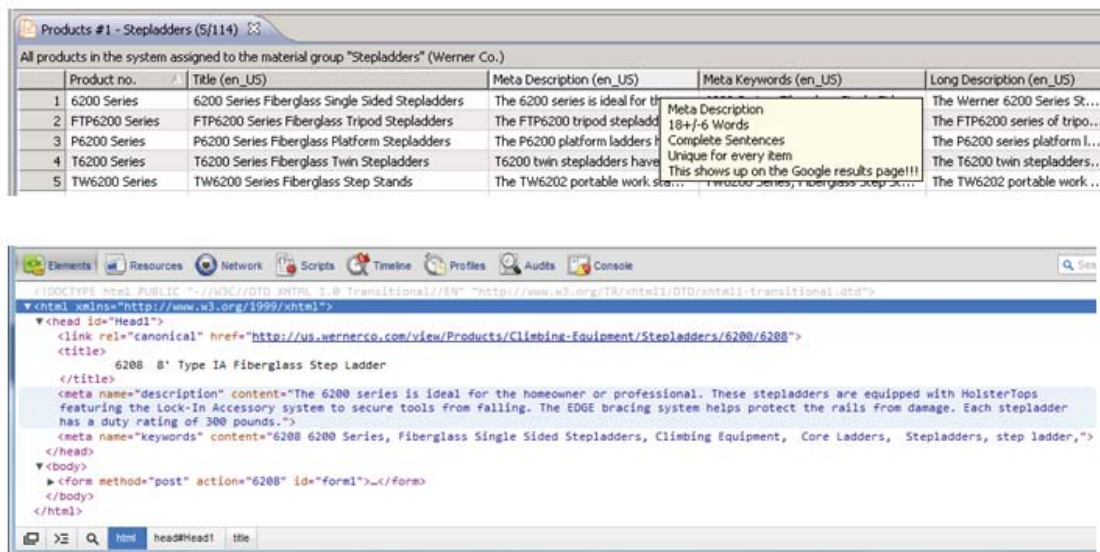
<sup>1</sup> Source: Interconnected World: Shopping and Personal Finance, 2012

## Step 1: Turning Product Information into Searchable Content

When it comes to search engine optimization, content is by far the most important piece of the puzzle. Content in this context refers to anything a user will see on your website, but also information a user cannot see that is vital to linking them to your site. Informatica's PIM allows you to manage meta-information to support SEO.

The title tag is the most important SEO element and is meant to be the most accurate and concise description of a product. Meta-titles should be unique or else the search engine will not know which page you want to display. Having two of the same meta-titles will confuse Google and force it to guess which page is the most relevant. A meta-description is used by search engines to provide preview snippets on the search results page. It should be a unique, compelling description so that the user will want to click on it. Meta-keywords are a hidden list of keywords relevant to a page's content. When choosing keywords, it is important to use words that people are searching for in relation to specific products. These are used to match a search query to the content on a page.

A product information management (PIM) solution provides the tools to organize product data into various categories. In turn, these categories help maximize SEO. Once products are being managed in a PIM system categories can be formed to organize products based on different attributes they possess. These category names can then be used as keywords. Doing so will help yield high page rank in a search query.



**6208 8' Type IA Fiberglass Step Ladder - Werner**  
[us.wernerco.com/view/Products/Climbing.../Stepladders/6200/6208](http://us.wernerco.com/view/Products/Climbing.../Stepladders/6200/6208)

The 6200 series is ideal for the homeowner or professional. These stepladders are equipped with HolsterTops featuring the Lock-In Accessory system to secure ...

Figure 2 Items get enriched with meta information in the PIM system and get directly integrated into the source code

## Step 2: Media Assets, SEO, and PIM - Oh My

Media assets, such as images and videos, are not uncommon in today's websites. In fact, you rarely see a site without them. These assets provide valuable visual appeal to important content that may not be read otherwise, and overall create a more engaging user experience. However, if you are going to include media assets on your website, it is important that they are properly optimized for search engines. Without optimization efforts, search engines have no idea what your image or video is about.

The first step toward making your images search engine friendly is to give them human, readable file names. In other words, name your images something that also offers some kind of description instead of using a generic name involving random numbers and letters.

Another way to search engine optimize your images is to place keywords in the ALT tags. By properly utilizing your images' ALT tags you can take advantage of another opportunity to provide descriptive and specific content for search engines to crawl.

Videos are considered premium content to search engine crawlers, so they get premium positioning. Just like images, videos can and should be optimized for SEO. Incorporate target keywords in the title, description, and video tags of your video site map.

A product information management (PIM) solution easily enables you to manage and populate the ALT tags for your media assets in one central location. The media assets can be dragged from the media library and assigned to specific products. They can also be assigned to represent different product categories, which will improve SEO on a category landing page. These simple and practical techniques, in conjunction with a PIM solution, provide an efficient way to search for your media assets.

## Step 3: Rank Higher with Rich Text

A great way to differentiate product data from competitors and stand out to web viewers is by including rich text in your content (i.e. bold and italics). Rich text refers to text that includes formatting information that is used for cross platform document exchange. Informatica's PIM solution enables this feature and is able to store and display any rich text in a product description. This feature creates a more valuable and memorable online shopping experience by providing plenty of characters to deliver a good product description. In addition to the product description appearing with rich text, its HTML also contains this, making it beneficial when search engines crawl the site. The search engine will read rich text HTML and weight it higher therefore giving your website an SEO advantage above others who do not contain rich text in their product descriptions.

So how does a business use the tools a PIM system provides to manage SEO? Suppose you are a women's clothing retailer and sell various items online. In a PIM system, "sleeveless top" would be the category name, "lace top" would be the product, and a specific size and color would classify the item. The category, product, and item fields can all be used as keywords and titles, therefore utilizing the central location where all product information is managed and feeding into SEO. When comparing an ecommerce site with Informatica's PIM to one without, one can see all of the additional product information. Making this information available allows businesses to improve the customer's overall buying experience and also improves SEO. The rich text tool empowers business users to manage the meta-data that affects SEO. Workflows within a PIM will ensure that proper product descriptions, keywords, and meta-descriptions are entered. Doing so will simultaneously increase SEO by directing the right traffic to your site.



### Lace Top by NYC Fashion Brand

\$21.95

Color: red, blue, yellow, black

Size: XS S M L XL

Quantity: 1

Add to cart »

Description

**Lace Top by NYC Fashion Brand**  
Style: 10071928

Lace Top with one shoulder and light quality. With nice rose applications over left brest and shoulder. Available in red, blue yellow and black.

f Like 46 Tweet 20 Share



### Lace Top by NYC Fashion Brand

\$21.95

Color: [Color swatches]

Size: XS S M L XL

Quantity: 1 Add to cart »

Only few items left!

#### Customer Ratings

4 out of 5 (2 ratings)

2 out of 2 customers recommend this product.

Rate this product >

#### Customer Average Fit

Very tight - Very big

Description Delivery Easy Returns

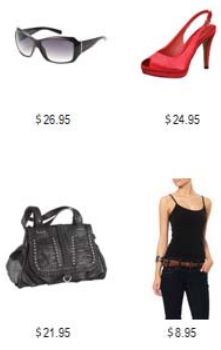
**Lace Top by NYC Fashion Brand**  
Style: 10071928

- Type: Sleeveless top
- Material: 85% Viscose, 15% Nylon
- Care: Machine wash cold, do not dry
- Length: 61 cm in size M
- Applications: roses

Lace Top by NYC Fashion Brand with one shoulder and light quality. With nice rose applications over left brest and shoulder. Available in red, blue yellow and black.

This Lace Top by NYC Fashion Brand has been worn by Jennifer Aniston in the movie "The Bounty Hunter".

#### You Might Also Like...



f Like 46 Tweet 20 Share

Figure 3 Rich-Text for better search engine ranking and conversion rates

## Step 4: Automate Search Engine Feeds

Creating and sending product feeds to search engines such as Google, Amazon, Nextag, or The Find, is just another way of allowing your products to get indexed, and ultimately displayed, on the first page of a buyer's search results. Typically this is a manual process for each of your online channels. For example, a company would create the XML file and send it to Google, giving the search engine information about their products. Problems companies run into when doing this are:

- XML files must be created by hand, which is a long process
- These files have to be submitted at least every 30 days
- If all of the data fields are not filled out properly, products may not be listed in the Googlebase

Sending category and sitemap feeds are similar to sending product feeds. They are written in XML and must be sent every time you update, add, or remove products. Category and sitemap feeds sent to Google are just another way of letting Google know where your website is and what pages to focus on. If you don't send a feed, you risk Google not finding your website or any of your products, and therefore not displaying them on its search result pages. Creating and sending these feeds can be time consuming and costly, especially when your strategy is to add "X" number of products per year. Having a PIM allows you to manage all of your product information, media assets, and SEO for all of your sales channels in a centralized location and export your product, category, and sitemap feeds automatically to search engines. It also detects missing SEO data and addresses gaps in your product information so that Google will recognize and list these feeds.

## Step 5: PIM + SEO = SUPER Long-Tail Strategy

A product information management (PIM) solution supports the Long-Tail theory in which businesses are striving to expand their assortments - being that shelf space is no longer a concern as consumers are buying more niche products through various online channels. These niche products have considerably higher margins than the fastmoving, "best-selling" products, but typically their product ranges are limited because the information cannot be efficiently managed. When a Long-Tail strategy is coupled with a PIM solution, these niche products can be centrally managed and easily presented online with multiple, extensive product ranges.

So how does a business create a SUPER Long-Tail strategy? Enhance your PIM solution with Long-Tail SEO. Once your Long-Tail strategy has been established and your products are being managed in a PIM solution, take it a step further by taking a product such as a "book" which has a high search volume, but low conversion rate then enhance it with additional word phrases like "children's book", take it even further by adding long tail keywords such as "ABC children's book". The same Long-Tail theory applies in that long tail keyword traffic may have lower search volumes, but it yields a higher conversion rate.



Figure 4 Long-Tail Strategy



## Summary

We all know that when we search for products online, if there isn't enough product information or images to view that makes us feel confident that we are purchasing the right product, we go back to Google and search again. Proper SEO centralized within a PIM solution can get your products found and your online channels managed SUPER fast!

A product information management (PIM) centralizes all of your product data and media assets in a single location. Include the SEO related to your product data and you get the benefit of keeping that in a central location as well. Now, add your automatic feeds and you have one SUPER-charged system!

- Faster time-to-market
- Increase conversions and margins
- Improved customer/brand loyalty
- Multichannel execution and brand consistency

\*Even if Google is mentioned in this white paper as an example, please note that this information also applies to other major search engines.

## Ideosity

Ideosity is a boutique Web Development company that specializes in building world-class websites for enterprise level customers. Ideosity's mission is to provide a complete solution to our customer's online initiatives including Product Information Management, Content Management Systems, Where to Buy Online & Offline services, Contextual Advertising, Search Engine Optimization, Content Delivery, Back-End Systems Integration and Hosting.

As a Certified Informatica Implementation Partner, Ideosity has extensive experience helping companies get a handle on their product information to drive their website content and power their SEO efforts.

Ideosity has implemented PIM solutions for Yankee Candle, Werner Co., Murdoch's Ranch & Home Supply, Walter Meier, Hisco, Inc., and more.

[www.ideosity.com](http://www.ideosity.com)



## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks.





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