A laptop displaying an online fashion shop website. The website has a navigation menu on the left with categories: CLOTHES (DRESSES, TOPS & SHIRTS, COATS & JACKETS, SWEATERS, SWEAT & MACHWEAR, SPOUTWEAR, UNDERWEAR & NIGHTWEAR), SHOES (FLATS, HEELS, SANDALS, BOOTS, SLIPPERS), ACCESSORIES, and SALE. A large banner on the right says 'SALE UP TO 50% OFF' with an image of a person in a hat. Below the banner is a 'BRANDS' section with a list of brands. The laptop is on a desk with a potted plant and a notebook.

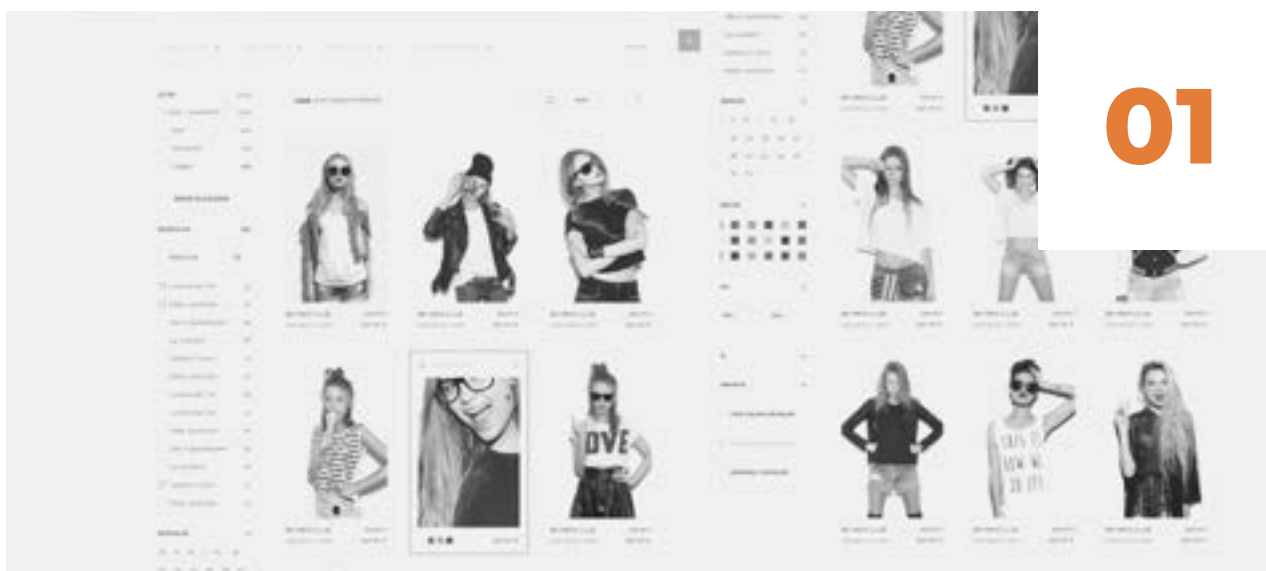
UNLOCK YOUR E-COMMERCE POTENTIAL: THE SECRET IS MORE PRODUCT LISTING PAGES



 VERBOLIA

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INTRODUCTION

If you manage an e-commerce store, you probably have some traffic coming from search engine optimization (SEO). You may even know which search terms are driving this traffic and which pages are performing well for SEO. However, do you understand why you rank for certain search terms but not others?

This report will focus on non-branded SEO traffic. This is when users search for products or services without specifying a specific company they want to purchase from. This traffic is what you and your competitors are competing for. We'll look at how major e-commerce retailers in Europe are driving non-branded SEO traffic to their stores.

By examining what these successful retailers are doing, you can learn how to get some of that traffic to your store as well.



HOW ARE E-COMMERCE SITES BUILT?

02

E-commerce sites have two main pages that are important to search engines: product listing pages (PLPs) and product detail pages (PDPs).

Product listing pages (PLPs) are pages on an e-commerce website that feature collections of products, presented to users by search engines when the search intent is less specific. These pages are typically organized by category, brand, price range, or other relevant criteria.

In contrast, product detail pages (PDPs) are pages on an e-commerce website that provide in-depth information about a single product. These pages typically include details such as product descriptions, specifications, pricing, and images. PDPs are designed to answer specific search queries and provide users with the information they need to make a purchase decision.

For example, an e-commerce website with 6,000 products will probably have about 300 PLPs or categories.

Understanding the architecture of an e-commerce site can help you understand how search engines present results to users.



DON'T FORGET THAT SEARCH ENGINES ARE BOTS

It is important to remember that search engines are bots that read the HTML and run the JavaScript of web pages to understand the content of the page. You can use tools like [Alyze](#) to get an idea of how a search engine like Google interprets a page.

This can help you understand how specific phrases or terms on your page may influence its ranking in search results.

For example, if you have a product detail page (PDP) that ranks well for the search term "red socks with black polka dots", it's probably because that specific phrase appears prominently on the page, for instance in the page title or H1 heading.

If a product listing page (PLP) is ranking well for the search term "red socks with black polka dots," it's likely because the page contains a collection of products that are related to that search term, but the specific phrase may not appear as prominently as it would on a product detail page (PDP).



Example of the most occurring expressions on a PDP ranking for “red socks with black polka dots”. The most occurring expression is very specific.

Ranking Associations

Number of words: 428 | 7

Expressions: 1 word 2 words 3 words and more

#	Expressions	Weighted density (%) ▼	Gross density (%) ▼	Occ.	Filters	Found in the following tags
1	red black polka dots socks	12.99	12.85	11	DB + TB	title + main/img.alt ¹⁵ + main/h1 + main ¹² + url.path.match
2	polka dots	11.82	6.07	13	DTB + TDB	title + meta.description + main/img.alt ¹⁵ + main/h1 + main ¹² + url.path.match
3	heel & buckle london	9.82	7.71	11	DE + TDB	title + meta.description + header/details/nav/details/details/a ¹² + header/a/img.alt + header/nav/a ¹² + main ¹² + footer/a ¹²
4	socks	8.61	3.5	15	DE + TDB	url.path + title + meta.description + header/details/nav/details/details/a + header/nav/a + main/img.alt ¹⁵ + main/h1 + main ¹²
5	dots	7.88	3.04	13	DTB + TDB	url.path + title + meta.description + main/img.alt ¹⁵ + main/h1 + main ¹²
6	polka	7.88	3.04	13	DTB + TDB	url.path + title + meta.description + main/img.alt ¹⁵ + main/h1 + main ¹²
7	red	6.07	2.57	11	DB + TB	url.path + title + main/img.alt ¹⁵ + main/h1 + main ¹²

Example of the most occurring expressions on a PLP ranking for “red socks with black polka dots”. The most occurring expressions are not specific.

Ranking Associations

Number of words: 558 | 7

Expressions: 1 word 2 words 3 words and more

#	Expressions	Weighted density (%) ▼	Gross density (%) ▼	Occ.	Filters	Found in the following tags
1	socks	8.96	7.53	42	DE + TDB	url.path + title + meta.description + main/h1 + main/a ¹² + main/img.alt ¹² + main ¹⁴
2	polka dot	8.95	6.81	19	DE + TDB	title + meta.description + main/h1 + main/a ¹⁵ + main/img.alt ¹⁵ + main ¹⁵ + url.path.match
3	polka	7.92	6.09	34	DE + TDB	url.path + title + meta.description + main/h1 + main/a ¹⁰ + main/img.alt ¹⁰ + main ¹⁰
4	polka dot socks	7.87	3.76	7	DE + TDB	title + meta.description + main/h1 + main/a + main/img.alt + main + url.path.match
5	men	7.14	5.02	28	DE + TDB	url.path + title + meta.description + main/h1 + main/a ¹⁸ + main/img.alt ¹⁸ + main ¹⁸
6	socks men	6.61	2.51	7	DE + TDB	title + meta.description + main/h1 + main/a + main/img.alt + main + url.path.match
7	polka dot socks men	6.13	2.87	4	DM + TDB	title + meta.description + main/h1 + url.path.match



WHICH DATA SHOULD YOU LOOK AT?

05

As e-commerce professionals, it's important to understand which type of page is most often served by Google for transactional non-branded searches.

To determine this, we can use a tool like Google Search Console (GSC) which shows us the search terms that resulted in impressions and clicks for our site, as well as which pages were served by Google.

However, the GSC web portal has a search results report limit of 1000 results, so we can also use the GSC API or a tool like [Search Analytics for Sheets](#) (which is free for up to 25,000 rows) to retrieve data for every impression from the past 16 months.

By grouping the data by query and page and excluding brand names using filters, we can classify the pages into product listing pages (PLP's) and product detail pages (PDP's) based on URL patterns.

For example, if a PDP always contains ".html" for a given website, we can label it as a PDP. This can be done using a formula like FIND in Google Sheets.

```
=IF(ISERROR(FIND(".html",B2))=FALSE,"ProductDetail","CategoryPage")
```

This will help you understand which type of page is most often served by Google for transactional non-branded searches.



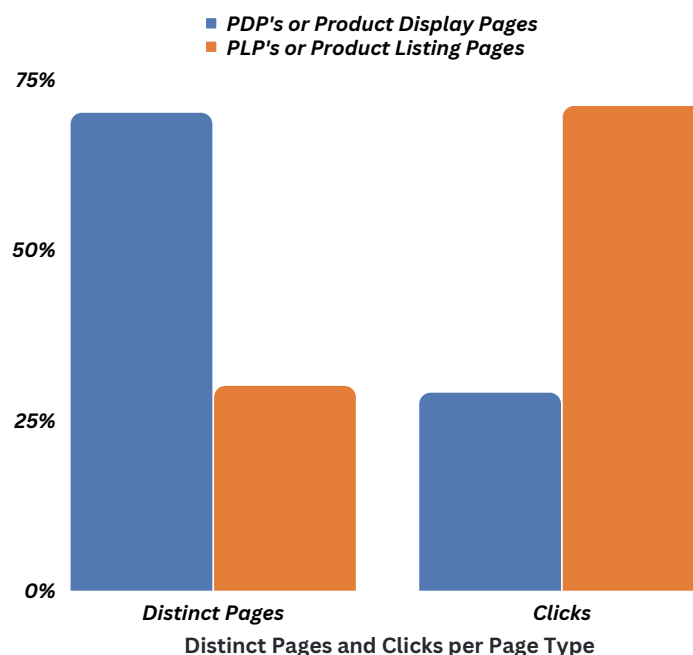
WHAT DO WE SEE AMONGST LARGE EUROPEAN RETAILERS?

06



In our analysis of about 30 large retailers from various industries and countries in Europe, we found that although most pages on an e-commerce site are product detail pages (PDPs), the small group of product listing pages (PLPs) actually receives 70% of the clicks from search engine users.

This is interesting because, in general, e-commerce sites have a higher percentage of PDPs (about 95%) compared to PLPs (about 5%).



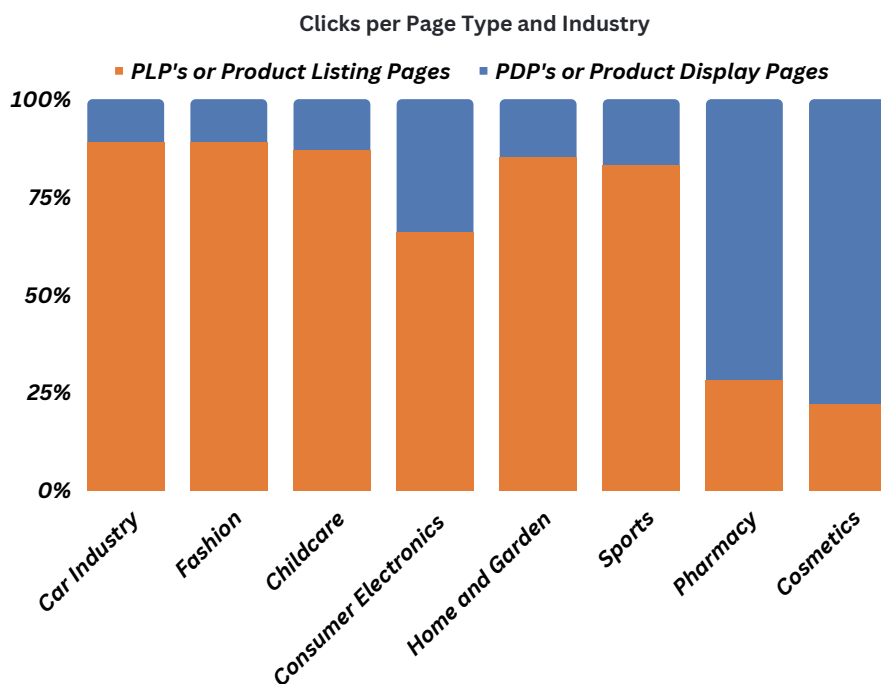
Wait a minute, does this mean that almost all of the non-branded SEO traffic is driven by PLP's? Yes, you are reading this correctly!

Our research on several large European retailers has consistently shown this to be the case. It makes sense when you consider how search engine users typically search for products - they may not always express a very specific search term.



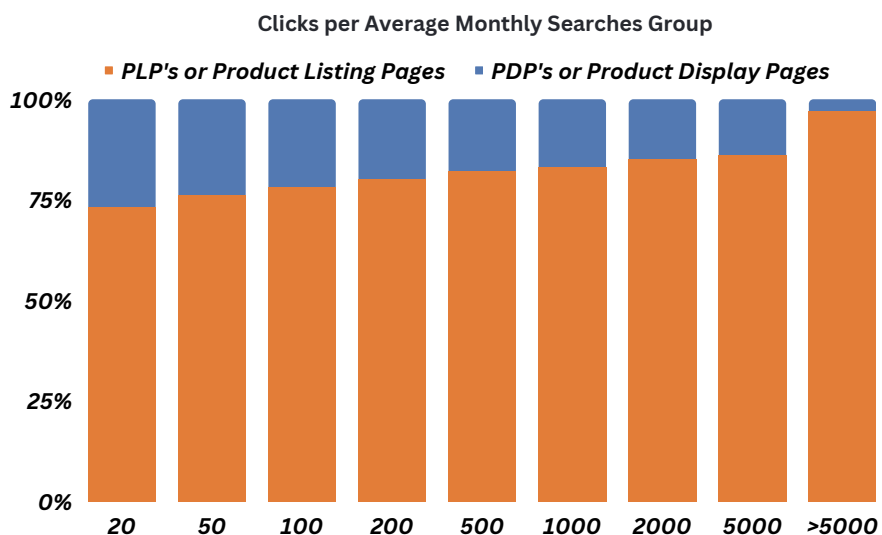
Our analysis found that for most industries, a majority of non-branded organic traffic comes from product listing pages (PLPs).

The only exceptions are the pharmacy and cosmetics industries, where we observed that a majority of non-branded organic traffic does not come from PLP's. This is likely because consumers searching for these types of products often have specific products in mind.



Product listing pages (PLPs) tend to bring in the majority of non-branded SEO traffic. This might be because product detail pages (PDPs) are more suited for searches with very few impressions.

One might assume that the more specific the search intent, the fewer impressions it has, and that searches with a low number of impressions would be dominated by PDPs. That is true but only to a certain extent.



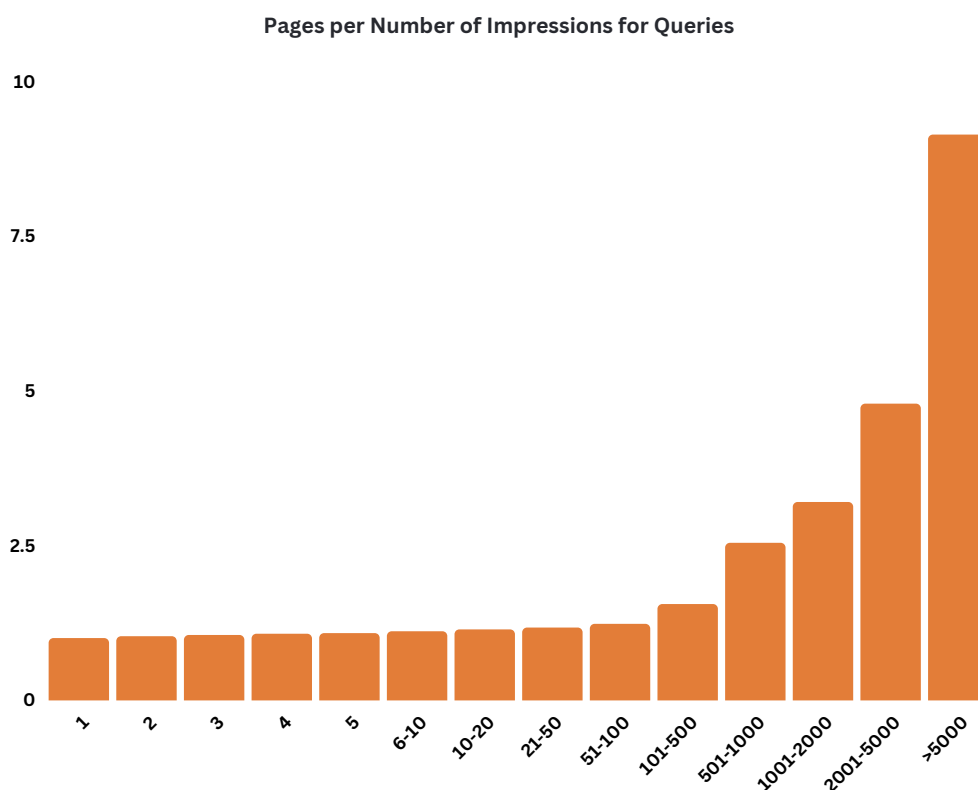
When looking more closely at some individual e-commerce stores, we found that product detail pages (PDPs) tend to capture the highest share of clicks for search terms with a low average monthly search volume. However, even for these stores, almost 3 out of 4 clicks are sent to product listing pages (PLPs).

For search queries with a high number of impressions, we also observed that Google tends to test different pages from the website to determine which is the most effective at satisfying the user's query.

This seems to be a form of machine learning, as Google evaluates which pages on the site are most successful at satisfying the user's needs.

In our analysis, we saw that Google tested more than 30 different pages for retailers with very high numbers of impressions.

The below graph shows the average number of pages that Google evaluates per query, as demonstrated by the number of impressions. As shown, queries with more than 5000 impressions are presented with an average of 9.14 different pages per query to identify the most appropriate page for the user.



HOW TO CREATE MORE PRODUCT LISTING PAGES?

09

It's clear that Google tends to prefer product listing pages (PLPs) over product detail pages (PDPs) to answer searches for transactional non-branded queries.

But which PLPs should you create? One way to figure this out is to look at the number of distinct queries per page.

When you sort your data by the number of queries per page from high to low, you may be surprised by the variety of search terms for which Google thinks your page could be a good match.

In fact, we've seen that some pages are chosen by Google for over 2,000 different search terms.

For example, the French retailer in the following page has a product listing page (PLP) that ranks for multiple search terms that could potentially each warrant their own dedicated PLP.



Query	Page	Clicks
velo 24 pouces	https://www.examplepage.com/velo-enfant	1,133
vtt 24 pouces	https://www.examplepage.com/velo-enfant	853
velo 26 pouces	https://www.examplepage.com/velo-enfant	585
vélo 24 pouces	https://www.examplepage.com/velo-enfant	435
vtt 20 pouces	https://www.examplepage.com/velo-enfant	371
velo fille 20 pouces	https://www.examplepage.com/velo-enfant	248
velo 20 pouces	https://www.examplepage.com/velo-enfant	247
velo 24 pouces fille	https://www.examplepage.com/velo-enfant	198
vélo 26 pouces	https://www.examplepage.com/velo-enfant	189
vélo 20 pouces fille	https://www.examplepage.com/velo-enfant	181

By analyzing the search terms for which Google has chosen specific pages on your website, you can identify opportunities to create more specific product listing pages (PLPs) that would have a better chance of ranking higher.

These more specific PLPs would be able to more accurately answer user queries than the currently selected pages. By reviewing these search terms, you can easily identify clusters of searches that would be well-suited for a new PLP.

Our research has found that, on average, each page answers around 10 different queries, indicating that most PLPs are not specific enough to fully satisfy user needs.





START CREATING MORE PRODUCT LISTING PAGES NOW?



Don't wait any longer to deep dive into your Google Search Console (GSC) data to identify opportunities for creating new product listing pages (PLPs).

By grouping clicks and impressions data by queries and pages, you can see which pages Google has chosen to answer various queries. This will help you identify new PLPs that could better serve user needs.

Additionally, you can see how many impressions these queries have and estimate the potential increase in clicks that you could capture by creating more specific PLPs and improving your search engine rankings.



DOES IT WORK ?

Yes, it does!! Creating more specific product listing pages (PLPs) can be effective for improving your search engine rankings and capturing more non-branded SEO traffic with transactional intent.

At Verbolia, we have developed technology to identify queries and create PLPs at scale, making sure to avoid creating pages with the same search intent.

While this process can take time, as Google gradually promotes new PLPs in the rankings, we have seen that it takes more than a year for these new PLPs to reach their full potential for gaining extra SEO traffic.

If you want to learn more about how Verbolia can help you create PLPs and capture more non-branded SEO traffic, you can [schedule a demo](#).

Don't wait any longer to start creating new PLPs and improving your search engine performance.

