



Finding the right balance between PDPs and PLPs in e-commerce SEO.

How many Product Detail Pages should you have for each Product Listing Page?

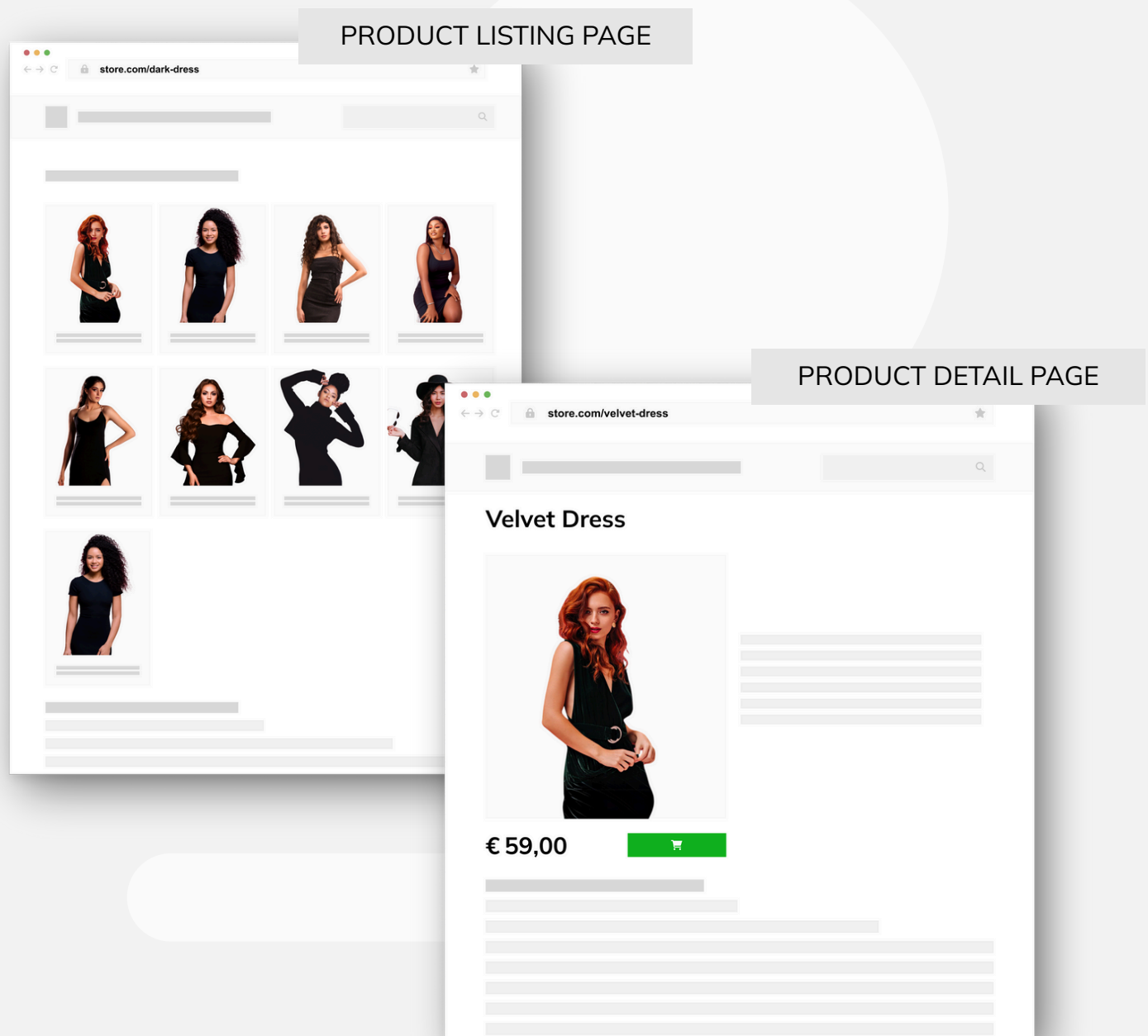




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Introduction: why it matters.

In e-commerce SEO, performance depends on the structure and visibility of your pages.

Two key page types dominate organic visibility in e-commerce:

- **Product Listing Pages (PLPs):**

These are pages that display multiple products grouped by theme, category, filter, or search query. Common types of PLPs include category pages, subcategory pages, filtered pages, internal search result pages, and dynamically generated pages created through searchdexing. We'll explore these types of pages in more detail later in this ebook.

- **Product Detail Pages (PDPs):**

These are individual pages dedicated to a single product. They're essential for providing detailed information and driving conversions.

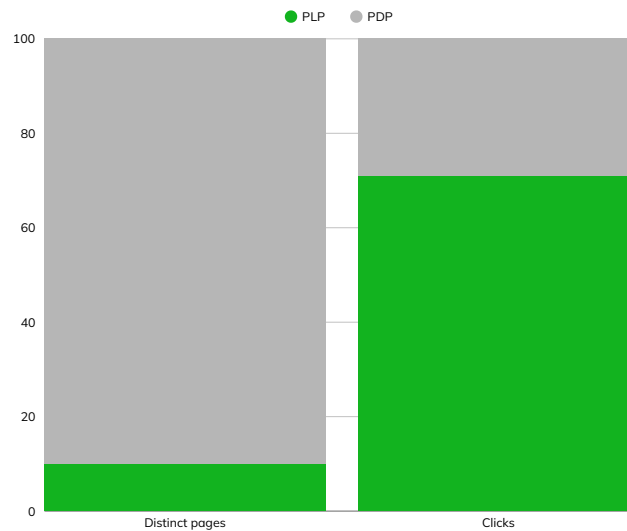
In essence, PLPs act as entry points that aggregate and direct users toward PDPs. Each PLP gathers a set of relevant products, with each item linking to its corresponding PDP.



We recently conducted an analysis on PLPs and PDPs by examining traffic and indexation data from leading e-commerce sites. Here's what we found:



PLPs account for approximately 70% of SEO traffic but only make up 10% of indexed pages!
Meanwhile, PDPs represent 90% of indexed pages but only generate 30% of the traffic.



[Download the full results of the analysis here](#)

While most industries see the majority of their non-branded organic traffic coming from Product Listing Pages (PLPs), the cosmetics and pharmaceutical industries are exceptions. In these sectors, we found that a significant portion of non-branded organic traffic doesn't originate from PLPs. This is likely because consumers searching for products in these categories often have specific items in mind, making them less likely to browse through broader product categories or lists.

In most industries, PLPs are therefore the primary drivers of non-branded organic traffic, while PDPs make up the majority of indexed pages. This imbalance suggests a major opportunity:

By increasing the number of PLPs and optimizing them, you can capture more high-intent traffic.

But then, what's the golden ratio to have?

The golden ratio explained.

At Verbolia, our benchmark data shows that top-performing clients maintain a PDP/PLP ratio below 5.

That means 1 PLP for every 5 PDPs.

Why does this matter? Because while PDPs often make up 90% of indexed pages, they typically drive only 30% of SEO traffic. In contrast, PLPs, though they represent just 10% of pages, account for up to 70% of organic traffic.

Maintaining the right balance ensures your site includes enough high-performing, intent-driven PLPs to attract qualified traffic, without overwhelming your crawl budget with low-traffic product pages.

Note: if your product catalog is narrow (for example, if you only sell one type of product), it can be more challenging to achieve the golden PDP/PLP ratio. A wide range of products is key to maximizing the benefits of multiple PLPs.

Why PLPs perform so well in SEO

PLPs are keyword-rich, intent-aligned, and often evergreen - meaning they remain relevant over time and continue attracting traffic long after they're published, making them a powerful long-term SEO asset. They target long-tail searches like:

- "Red running shoes for women"
- "iPhone 13 refurbished"

They match user search intent more closely than specific product names, especially early in the buying journey.

Why should you have multiple PLPs?

Publishing multiple PLPs (Product Listing Pages) - and making sure they are indexable by search engines - increases the visibility of your catalog by targeting a broader range of keywords.

Think of your product catalog as a series of product clusters, each grouped under a specific keyword. The more angles you create, the more exposure your catalog gains. By using multiple keyword queries, you present your products from different perspectives and multiply the entry points to your website.

3 smart ways to scale PLPs and fix your PDP/PLP ratio.

To reach this ideal balance, you need more high-performing PLPs. Here are three proven strategies to scale PLPs effectively:

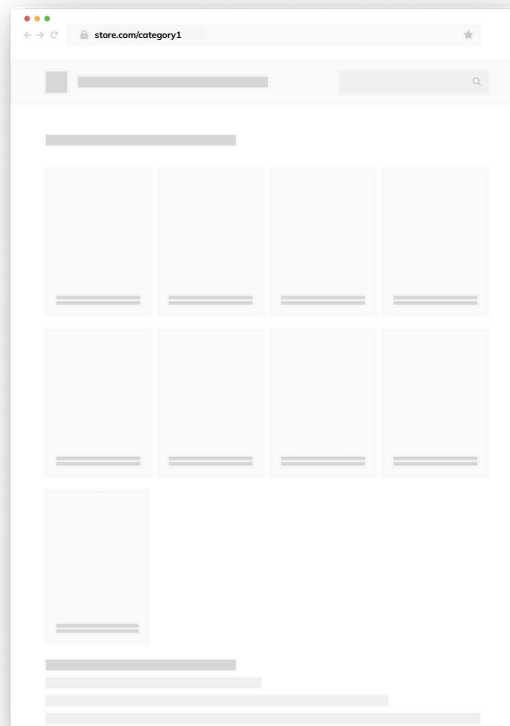
1. Optimized category pages

Category pages are the foundation of your PLP structure. These high-level pages should:

- Be indexable and well-structured
- Contain keyword-optimized meta tags and content (title, metadescription, h1, structured product mark)
- Target broad, high-volume searches like “men’s shoes” or “winter jackets”

These are typically evergreen pages and should form part of your main site navigation.

Optimizing your category and subcategory pages is the essential first step. Once these are well-optimized, you can move on to indexing filtered pages to further expand your long-tail SEO reach.



2. Indexing filters

Indexing filters is a tactic that turns filtered product views (like “red shoes” or “size 42 jackets”) into SEO-friendly published pages.

Benefits:

- Easy to implement on many platforms
- Targets specific, relevant queries with high conversion potential
- Enhances your long-tail visibility

Challenges:

- Manual setup and maintenance for each filter combination
- Potential for duplicate or thin content if combinations overlap or generate empty pages
- Limited to predefined filter values (you can’t rank for “turquoise” if it’s not a filter)

Colours

- ☐ Black
- ☐ Red
- ☐ Blue
- ☐ White

See more...

Size

- ☐ S
- ☐ M
- ☐ L
- ☐ XL



Important tip: Always unindex or redirect seasonal or low-stock filtered pages to avoid showing empty content to Google.

3. Searchdexing

Searchdexing is the next-level approach, creating PLPs automatically based on real user searches.

How it works:



STEP 1

Detect user search queries (e.g., “Nike white running shoes under €100”) through the following steps:

- Extract n-grams (mid and long-tail queries) from your product catalog using AI-technology.
- Enrich the list with third-party SEO tools, Google Search Console and internal search queries coming from GA4.
- Add extra-combination with all possible attributes (color, size, style, discount,...) coming from your product catalog.
- Clean up of irrelevant keywords based on AI algorithms and general rules (e.g. exclude keywords containing less than 3 characters, ...).
- Cross-reference those queries with your product feed to only retain queries matching with products sold thanks to AI-technology.
- Finally, deduplicate keywords according to:
 - Semantic similarity with the customer's existing listings pages
 - Semantic similarity between the queries themselves
 - Similarity between the products associated to the queries
 - Similarity of the SERPs of each query

→ You'll find a visual overview of this step on the next page!

STEP 2

Dynamically generate and publish PLPs that match these queries.

STEP 3

Internally link these pages to relevant existing content to improve discoverability. For instance, add a block on your existing category and filtered pages that links to your newly created listing page via searchdexing.

1.

Detect user search queries

START: 10.000 products

Extract n-grams (mid and long-tail queries) from your product catalog using AI-technology.

TOTAL: 50.000 keywords

Enrich the list with third-party SEO tools, Google Search Console and internal search queries coming from GA4.

TOTAL: 100.000 keywords

Add extra-combination with all possible attributes (color, size, style, discount,...) coming from your product catalog.

TOTAL: 10.000.000 keywords

Clean up of irrelevant keywords based on AI algorithms and general rules (e.g. exclude keywords containing less than 3 characters, ...).

TOTAL: 1.000.000 keywords

Finally, deduplicate keywords according to:

- Semantic similarity with the customer's existing listings pages
- Semantic similarity between the queries themselves
- Similarity between the products associated to the queries
- Similarity of the SERPs of each query

TOTAL: 20.000 keywords



"Nike zoom"
"air jordan 4"
"shoes for women"
"tennis shoes"
"Adidas Yeezy"
"shoes to run"
"amazing shoes"
"running shoes"

"Nike zoom"
"air jordan 4"
"shoes for women"
"tennis shoes"
"Adidas Yeezy"
"shoes to run"
"amazing shoes"
"running shoes"
"cheap shoes"
"shoes boston"
"regular shoes"
"whatever shoes"

"cheap blue shoes"
"cheap green shoes"
"cheap blue shoes for women"
"Nike zoom for women"
"air jordan 4 green"
"wedding shoes for women"
"formal shoes for women"
"black formal shoes for women"
"wedding tennis shoes"
"White Nike zoom for women"

"cheap green shoes"
"Nike zoom for women"
"air jordan 4 green"
"wedding shoes for women"
"formal shoes for women"
"black formal shoes for women"
"White Nike zoom for women"

"cheap green shoes"
"Nike zoom for women"
"wedding shoes for women"
"formal shoes for women"
"black formal shoes for women"

Advantages:

- Scalable: target thousands of long-tail keywords with minimal effort
- High intent: pages are built to match what users are actually searching
- Smart linking: platforms like Verbolia's Vpage automatically manage internal links to give new pages authority

Searchdexing is best for large e-commerce sites with 100K+ monthly non-branded organic visits and it requires either a third-party tool for automation and integration or significant internal IT development resources.

With our searchdexing solution, Vpage, we've helped clients like Decathlon, Boohoo, Hugo Boss boost their long-tail visibility.

Publishing long-tail SEO-optimized listing pages can result in an average 30%+ increase in your non-branded organic traffic. By publishing these PLPs through searchdexing, you can reduce your PDP/PLP ratio while leveraging PLPs' ability to drive organic traffic!

Boohoo case study

Boohoo UK, a leading fashion retailer, sought to boost its non-branded organic traffic and optimize SEO performance. They faced challenges with crawling efficiency and a need to scale their visibility for long-tail keywords while maintaining a user-friendly site structure.

In 2022, Boohoo UK implemented Verbolia's Vpage, a searchdexing solution that dynamically generates SEO-optimized Product Listing Pages (PLPs). This allowed Boohoo to efficiently target long-tail, high-intent keywords.

Vpage has a significant impact on the non-branded organic traffic for Boohoo UK, with close to seven figures in revenue generated and 50% of pages ranking in the top 10 for SEO visits. There was a significant increase in non-branded organic traffic in 2022, Boohoo's first year using Vpage:



Conclusion.

The more PLPs you have, the more doors you open to organic traffic. Keep your PDP/PLP ratio below 5, optimize your category structure, and scale your PLPs by indexing filters and using searchdindexing.

Want to see how Verbolia helps brands strike the right balance and drive organic growth for leading e-commerce sites like Decathlon, Samsonite, and Revolve?

[Request a demo](#)



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Bart is the co-founder of Verbolia, a software company that helps large ecommerce businesses increase their SEO traffic. With over 15 years of SEO expertise, he has contributed to the growth of major ecommerce websites through his work at eBay and Vente-Privee, as well as by founding eRowz, a successful product aggregator.