Black Friday:
5 SEO Steps to Maximize
Your E-commerce Sales

Table of content.

Black Friday has become a critical shopping event for e-commerce.

In this e-book, we've outlined 5 easy steps to follow to help you prepare effectively for Black Friday!

INTRODUCTION

Black Friday is more than just a shopping day; it's a pivotal moment for e-commerce, marking the start of the holiday shopping season. With millions of Google searches in November alone, it's clear that consumers are eagerly searching for the best deals, and online retailers are scrambling to meet this demand.

But here's the catch—most of that search traffic doesn't land on individual product pages. Instead, it's the product listing pages (PLPs) that draw the most clicks. In fact, our analysis of 30 large retailers across Europe revealed that while product detail pages (PDPs) make up about 90% of an e-commerce site, PLPs capture 70% of the search engine traffic.

This insight is crucial for any SEO marketer gearing up for Black Friday. With search volume peaking during this period, optimizing your PLPs is not just important—it's essential. If your PLPs aren't optimized to capture this traffic, you're missing out on a massive opportunity.

In this e-book, we'll walk you through the key steps for optimizing your PLPs for Black Friday, helping you stand out in search results and turn those clicks into conversions. So, let's dive in and get your site ready for the biggest shopping event of the year!

GENERATE SPECIFIC KEYWORDS FOR BLACK FRIDAY

Black Friday is just around the corner, and capturing the attention of eager shoppers starts with the right keywords.

Shoppers searching for special deals will likely include "Black Friday" in their queries. Pairing your core product keywords with "Black Friday 202X" (where "X" is the current year) can make a significant impact.

Don't overlook specific, long-tail keywords that precisely match what your customers are seeking. By targeting both broad and niche search terms, you enhance your chances of standing out when it matters most.

A simple and effective approach is to append "Black Friday 202X" to all your page titles and H1's. This gives Google a strong signal that your page is talking about upcoming Black Friday deals for a specific product category.

CREATE LANDING PAGES DEDICATED TO BLACK FRIDAY

Once you've generated your keywords, the next step is to create listing pages that Black Friday shoppers will land on directly.

These pages should therefore focus entirely on Black Friday, incorporating keywords like "Black Friday 202X" to attract both search engines and customers. Think of it as rolling out the red carpet for both.

Since product listing pages generate the majority of SEO traffic, we recommend creating specific listing pages for each of these keywords. Manually creating these pages can be time-consuming, though.

With Verbolia, you can quickly generate these pages in bulk, making it easy to prepare for the rush. Keep the layout simple and easy to navigate—your customers should be able to find what they need without any hassle.

And once Black Friday is over, you can remove the pages, redirect them, or tweak them for your next big event.

IN 2022, WE ANALYZED THE TRAFFIC ON PAGES WHERE WE INTEGRATED "BLACK FRIDAY 2022" INTO ON-PAGE ELEMENTS COMPARED TO PAGES LEFT UNCHANGED.

PAGES WITHOUT "BLACK FRIDAY 2022" IN THE TITLE SAW 3X MORE TRAFFIC DURING BLACK FRIDAY, WHILE PAGES WITH "BLACK FRIDAY 2022" EXPERIENCED A 6X INCREASE IN TRAFFIC.

OPTIMIZE EACH LISTING PAGE

To get the most out of your Black Friday listing pages, you've got to make sure each one is fully optimized.

This means updating your:
- Page titles,
- H1 tags, and
- Meta descriptions

with those all-important Black Friday keywords.

But optimization isn't just about keywords. You'll also want to focus on speed (no one likes waiting for a slow page to load!) and making sure your site looks great on mobile devices. Verbolia's platform makes it easy to tweak these things in bulk, so you're not scrambling at the last minute. Even small improvements can make a big difference in your Black Friday results.

Example of keyword optimization:

- Page Title: [keyword/category] Black Friday 202X* | Yourstore
- H1: [keyword/category] Black Friday 202X*
- Meta Description: [keyword/category] Black Friday 202X*
  xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

*Replace X by the current year.

ORDER PRODUCTS BY HIGHEST DISCOUNTS FIRST

Let's be real—everyone's hunting for the best deals on Black Friday. Make it easy for them by showcasing your discounted products front and center.

If your CMS permits, prioritize featuring discounted products on your page through filters or sorts.

With Verbolia, you can prioritize these items on your landing pages using filters or sorting options. For example, you can choose to only show product with at least 30% of discounts.

This not only improves the shopping experience but also boosts your chances of making a sale. It's a win-win!

LAUNCH YOUR BLACK FRIDAY CAMPAIGN IN TIME

Here's the thing: even though Black Friday is the main event, shoppers start looking for deals much earlier—sometimes as early as October!

Indeed, 70% of shopping-related search volume containing "black friday" happened in October and in the days leading up to the day itself.

That means you need to get your campaign up and running sooner rather than later to make sure the changes in your pages are updated in Google's index.

Start by rolling out your optimized listing pages and gradually introduce your Black Friday deals to build excitement.

Verbolia lets you schedule updates to your meta elements and product listings ahead of time, so everything's ready when the traffic starts increasing.
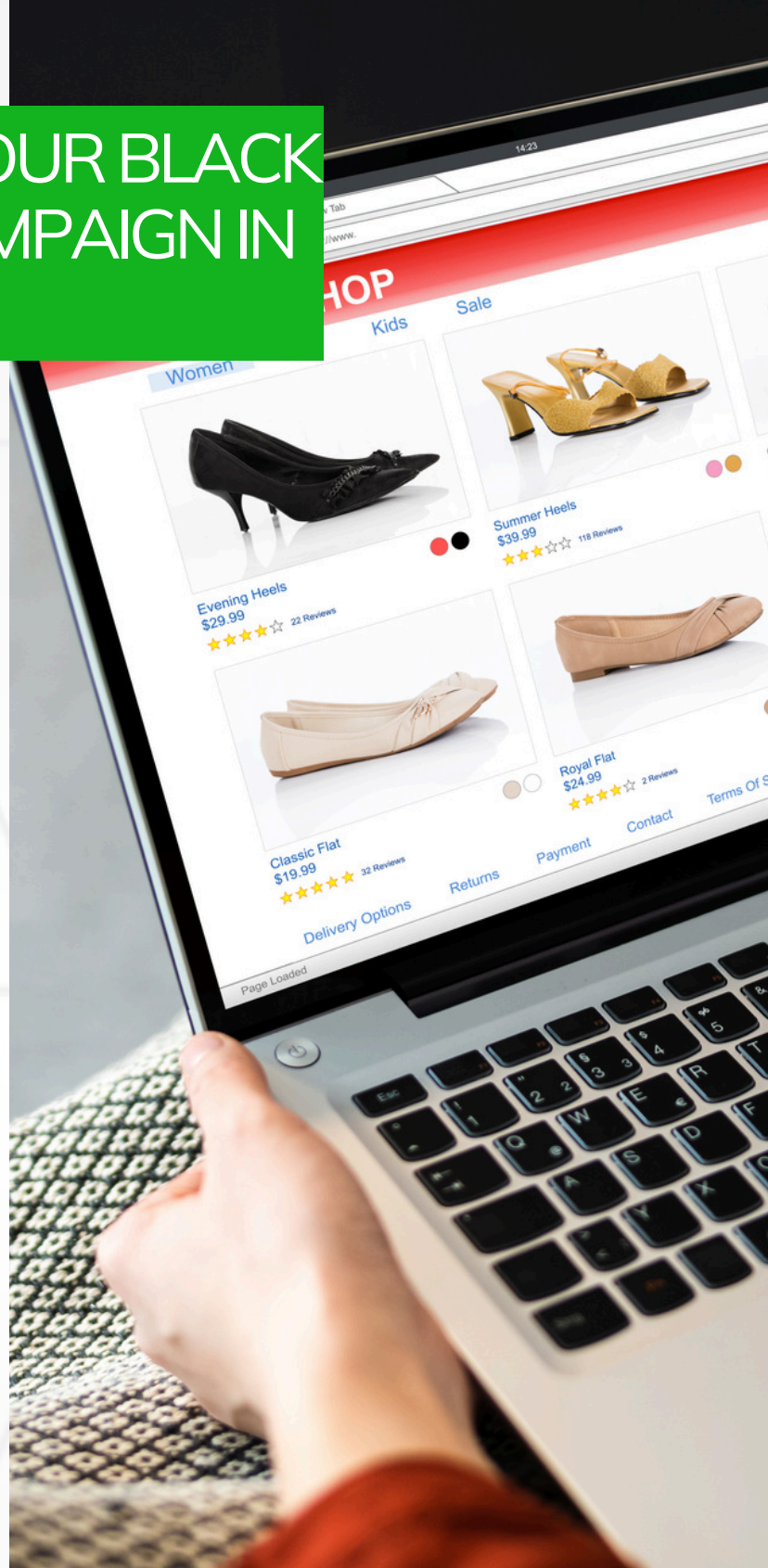
"YOU CAN'T JUST OPEN A WEBSITE AND EXPECT PEOPLE TO FLOOD IN. IF YOU REALLY WANT TO SUCCEED YOU HAVE TO CREATE TRAFFIC."

JOEL ANDERSON, WALMART CEO

Use case: Yeppon

One of our client, Yeppon.it, took this as an opportunity to launch new Verbolia pages focused on Black Friday keywords. This delivered amazing results in terms of visits and revenues in just a few days!

Thanks to the addition of "Black Friday 2021" to some product/category keywords, their pages were indexed super fast and almost immediately reached the top positions in Google search. These changes were taken into account by the Verbolia platform, which automatically adapted the H1, meta titles and meta descriptions of the pages!
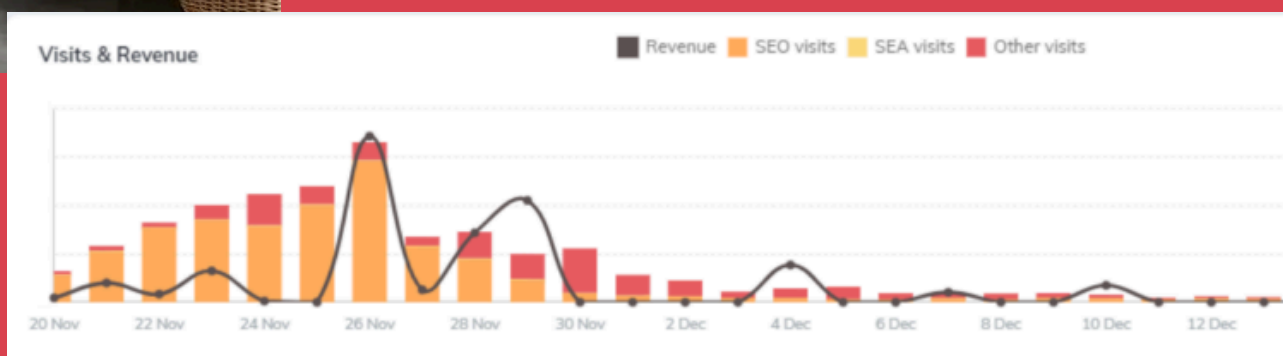
In the screenshot above, you see that the most visited keywords for the last 30 days before Black Friday are actually the "Black Friday" pages generated for the event. These amazing results are proof that Verbolia is disrupting the way SEO is done! With a platform like Verbolia and its unique features, SEO can be done through short-term campaigns... just like paid search. Thanks to our powerful features, it only takes a few days for Google to index the high quality landing pages generated by our platform, so that your pages can quickly reach the top positions in the SERPs results.

This approach can be extended to any seasonal event, such as Valentine's Day, Christmas, etc...With Verbolia, it is now possible to optimize your SEO campaigns for specific events. It's an innovative and powerful solution to avoid missing out on sales opportunities.

Once the event is over, the pages are systematically removed from the Verbolia platform and automatically redirected to existing and relevant keywords.

CONCLUSION

In this e-book, we've outlined the 5 key steps to help you make the most of the Black Friday traffic surge.

Important Note: Once Black Friday is over, be sure to remove or update all Black Friday-specific pages to keep your site current and relevant.

We've seen incredible results for clients who follow these strategies, with traffic increasing up to six times on pages optimized with specific "Black Friday" keywords.

Ready to maximize your Black Friday impact? With Verbolia, you can generate thousands of SEO-optimized pages tailored to your e-commerce needs. Get in touch with us!

We support leading brands like Decathlon, Chanel, and Hugo Boss

Get in touch

Did you know that these 5 key steps can be completed in just a few clicks with Verbolia?

1. Export your list of keywords.
2. In a spreadsheet, concatenate your existing keywords with "Black Friday 202X" (e.g., "Black Friday 2024").
3. Repeat this process for page titles, H1 tags, and meta descriptions.
4. Upload the new keywords into the app to automatically generate thousands of specific pages for Black Friday.
5. Schedule the unpublishing of these pages with redirects on specific dates.