



BOOSTSITE TECHNICAL SEO REPORT

US eCommerce technical SEO status

H1 2022 edition

Introduction

✓ **This report has been created to verify the status of the overall US eCommerce websites' technical search engine optimization.**

? Is technical SEO a relevant issue for small & mid-size US eCommerce websites in the first half of 2022?

? How efficiently are the available SEO mechanisms used to deliver organic search performance?

Who can benefit from this report?

We aim to build awareness of technical SEO relevancy with business owners of smaller eCommerce websites in the US. This report will bring additional value to digital marketing specialists as well, pinpointing market needs in the analyzed field.

Creating a proper benchmark with the overall market gives simple directions on the most important optimization directions.

To get the most out of this document, in the last section we created a set of key recommendations & takeaways to follow.

Meet the Authors

This report has been created by the Boostsite team, led by the two co-founders, Marcin Gaworski & Tomasz Więckowski. The data was gathered using the Boostsite tool & based on publicly accessible data.



SEO is a highly competitive discipline of marketing. Our goal with both this report & Boostsite as a tool is to help business owners & SEO specialists gain an additional edge in search engine optimization.

*Tomasz Więckowski
CGO & Co-founder of Boostsite*

Executive Summary

Technical SEO audit should be treated as an ongoing process.

Tracking down the errors & setting-up an optimization pipeline, might give the competitive edge in SEO.

Populating heading, title & meta description tags requires grater attention & should be treated as a priority for eCommerce websites.

Executive Summary

Our research has shown that **96%** of crawled URLs have both technical SEO issues & SEO-related content errors.

- Technical SEO errors are very common in the US eCommerce market!
- Over **87%** of websites use too many external scripts in general. If not optimized properly, the SEO results & user experience may suffer.
- Overwhelming majority of the technical SEO errors are related to missing content tags (headings & descriptions).
- Content enrichment mechanisms like Opengraph and Schema.org implementations are difficult for some website owners.

- SEO-related content errors are more frequent than technical SEO issues.
- The biggest SEO-related content issues are correlated with the length of the content of the title, heading & description HTML tags. Too short content in the H1 tag is the most common error with nearly **84%** share within domains.
- The content tags are rarely empty, which can be interpreted as a sign of proper optimization efforts.

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REPORT OVERVIEW



About the Research

Verification of the US eCommerce technical SEO status required a broad study. We identified websites, that had:

- an online store (is an eCommerce),
- an organic traffic presence (ranks in Google search engine).

From this wide group, we selected a representative sample of over **4300** websites.

Boostsite has performed a limited crawl, of **50-200** URLs per website over the period of Q2 2022.

This representative sample allowed us to analyze the technical SEO status of every website.

Boostsite crawling methodology is about scrapping whole HTML & resources (like JS, CSS, etc.). Further analysis is performed, by the tool, with consideration of known Search Engine Result Page ranking factors.

over
4 300 websites
analyzed in the
study

over
620 000 distinct
URLs crawled

Main Analysis Focus

Every URL that we crawled has been analyzed with Boostsite algorithms. We were looking for two types of errors: **technical SEO errors & SEO-related content errors**.

All errors have been classified on 3 point scale of SEO ranking importance, where 1 point has the lowest & 3 points have the highest impact on organic rankings.

SEO impact represents the priority in which the occurring errors should be resolved to gain the most optimal effect in SERP rankings.

The analysis of every URL covered 34 different issues that lower organic ranking.

Two Types of Analyzed Errors

Technical SEO errors

Technical aspects of search engine optimization refer to the basic website coding & server setup. This includes HTML coding, CSS & JS resource allocation, usage of scripts, SSL certificates, and many more. Technical issues may harm the overall SEO ranking performance of the website, by limiting its accessibility to being indexed by search engine spiders or presenting the content in an unoptimized way.

SEO-related content errors

The crawled URLs were analyzed to check if & how the HTML tags were populated with relevant content. Duplicated, missing, and too short or too long descriptions were detected & reported.

This report covers

18 types of technical
SEO errors

&

16 distinct SEO-related
content issues

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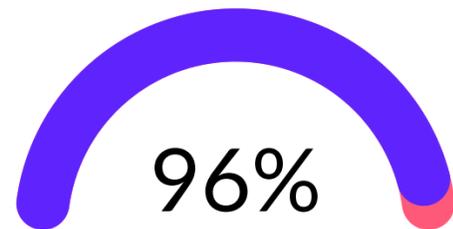
KEY FINDINGS



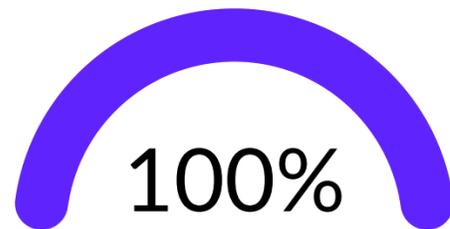
General Conclusion

The report revealed that all of the **4300** websites contained some kind of errors that are relevant to the search engine result pages ranking & organic traffic. This can be translated to over **96%** of all crawled URLs with SEO-relevant errors.

Search engine optimization is a standard practice in today's digital marketing activities. We have found this early result encouraging to deep-dive into details.



of crawled URLs contained
SEO-relevant error



of crawled websites contained
SEO-relevant error

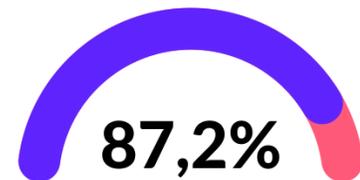


Those numbers are not surprising to me, however, if business owners & SEO specialists want to achieve good performance in organic traffic generation, they should pay more attention to the technical SEO aspects of the websites.

Marcin Gaworski
CEO & Co-founder of Boostsite

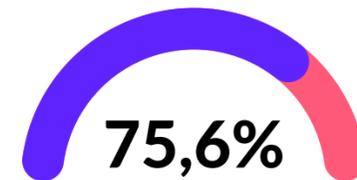
Top 3 Technical SEO Errors

all aspects of SEO that refer to the basic website coding & server setup.



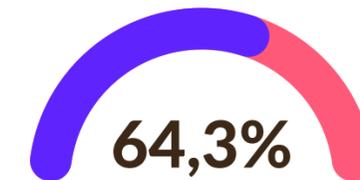
Too many scripts (importance - 2)

87,2% of the analyzed websites had a high number of scripts triggered during the website load that might increase the loading times & negatively impacts Core Web Vitals, one of the important SEO ranking factors. Script-heavy websites rank lower.



Missing Meta Description (importance - 3)

The meta description tag is the main source of content for organic links. If it's missing, Google will not rank the webpage as high as it could. **75,6%** of analyzed websites suffered from this problem. A lack of meta description is just a waste of SEO potential.



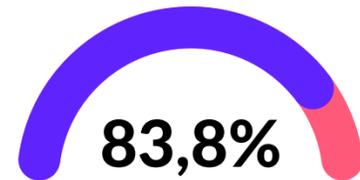
Missing H1 Tag (importance - 3)

Over **64%** of all eCommerce sites had an issue with a missing H1 tag. Heading tags can carry important content messages to the Google search engine. If the H1 tags are missing, this is treated as an error in technical SEO.

Most Common Errors

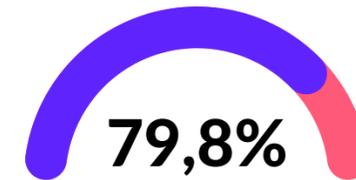
Top 3 Content Errors

all aspects related to filling the HTML tags with valuable content.



Too short content - H1 tag (importance - 3)

83,8% of the analyzed websites had H1 content shorter than 20 characters. This value is too low to be valuable enough for Google search engine and carry enough information to use the full SEO potential of the page.



Too long content in the title tag (importance - 2)

79,8% of analyzed websites suffered from this problem - the title tag is longer than recommended 66 characters.



Too short content in title tag (importance - 3)

Nearly 79% of all the US eCommerce sites had an issue with a too short title tag. Filling this website element with content requires greater attention! Two of the top three errors listed in our research refer to the title tag.

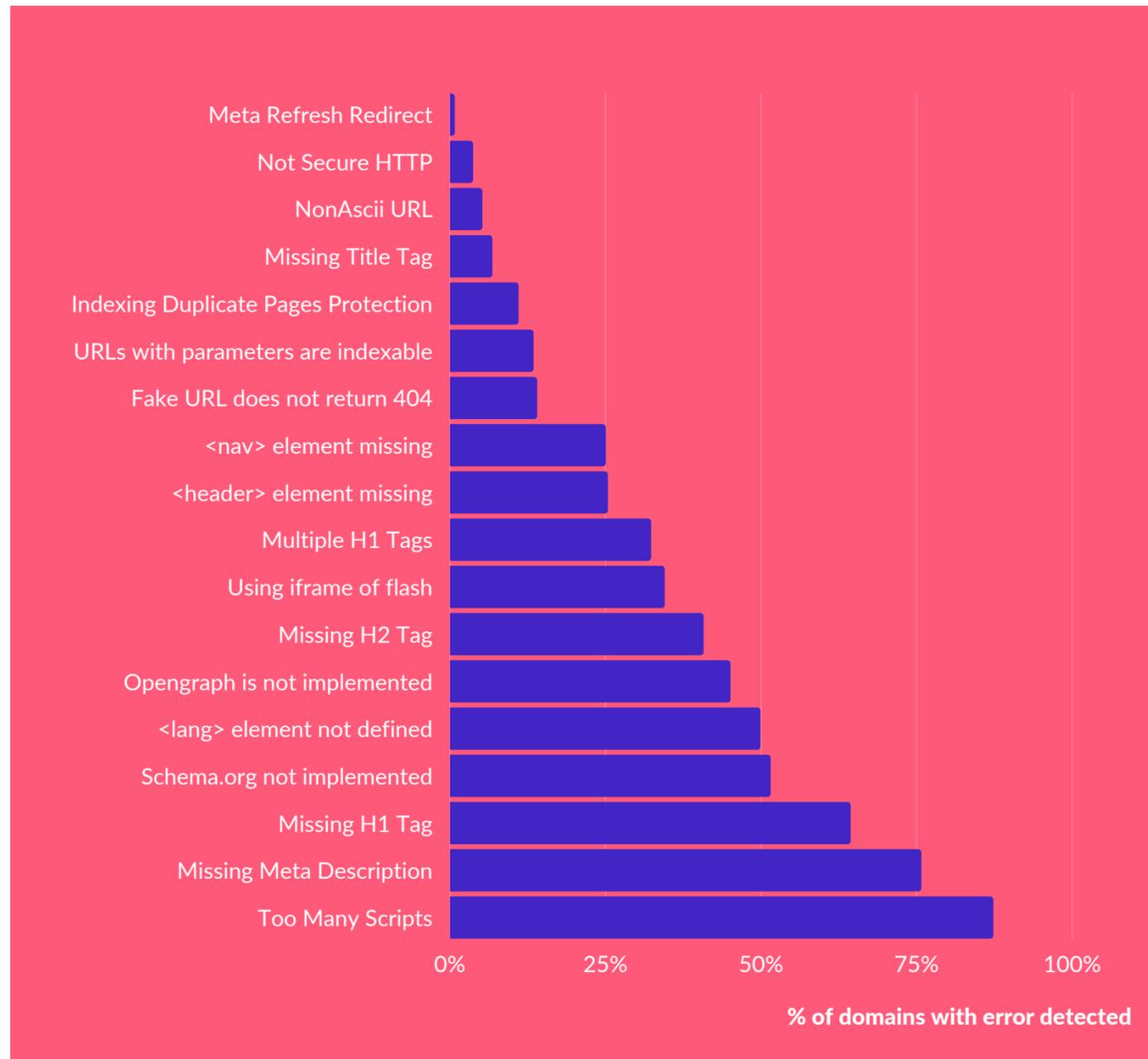
Most Common Errors

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DEEP-DIVE INTO TECHNICAL SEO ERRORS



Technical SEO Errors - share within domains



One of the most surprising conclusions that are coming out of this report is that all heading tags related issues are very common.

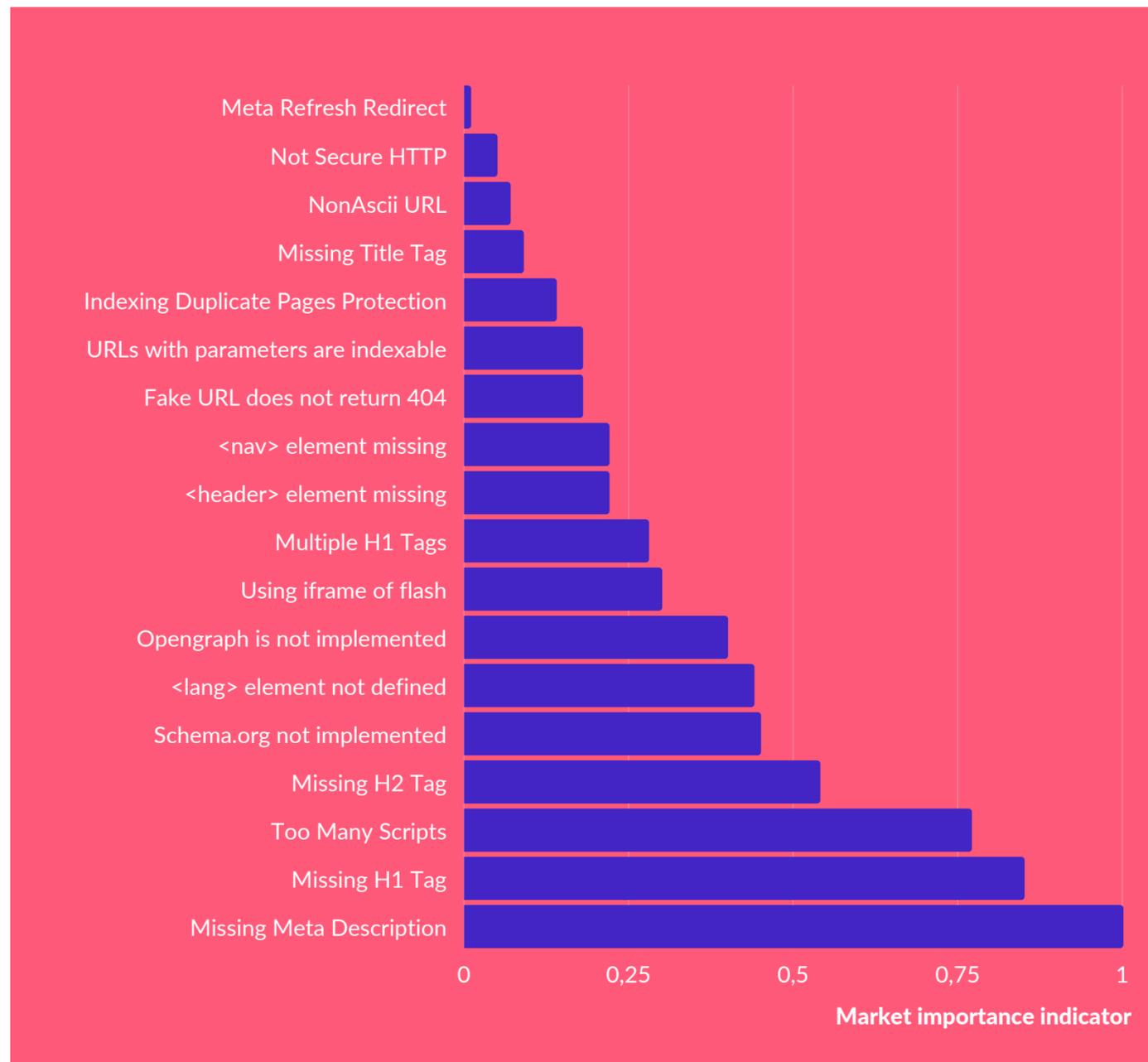
Missing H1 & H2 or multiple H1 tags errors appear in our report with **64,3%**, **40,6%** & **32,3%** share respectively.

Additionally, two related errors (lack of Schema.org & Opengraph implementation) are very common as well, with **51%** & **45%** share, respectively. This may indicate that either website owners are unable to implement the proper solutions or are not aware of this problem.



The chart shows how common are the Technical SEO errors with the analyzed group of domains.

Technical SEO Errors - market wide importance



The biggest market issue is missing content tags (meta description & first two heading tags). SEO importance of those HTML elements is high but this analysis includes the market-wide popularity as well.

It is quite hard to understand why a missing meta description tag is so common with its SEO importance set so high. Good meta descriptions can elevate the organic CTR levels & increase organic traffic.

The "Too many scripts" issue remains a relevant one as well.



The chart shows the market importance indicator for every error. It represents both, the influence on SEO rankings of every error & the commonness of its appearance throughout all analyzed websites.

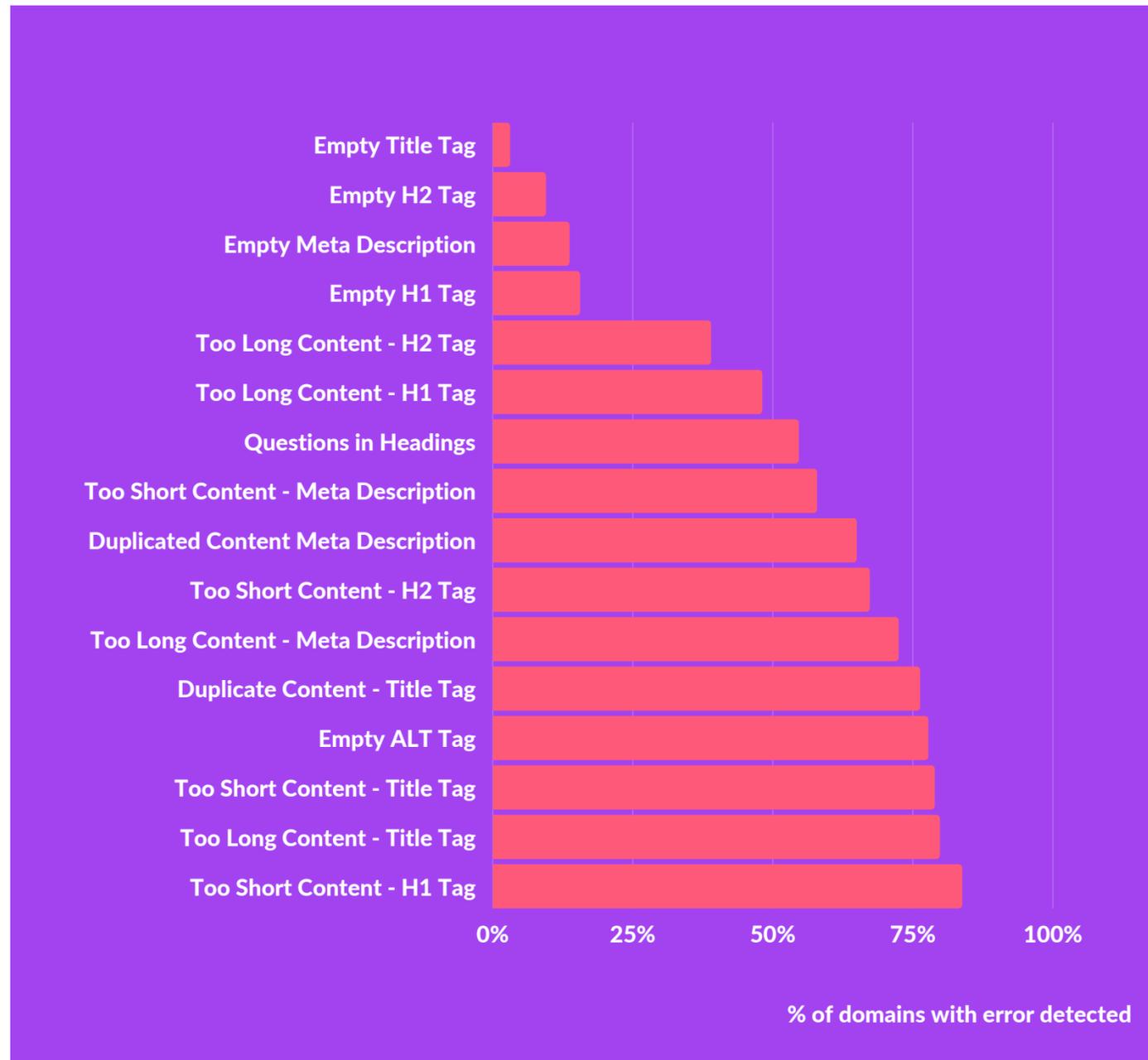
This chart is scaled from 0 to 1, from the least to the most important error.

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DEEP-DIVE INTO SEO-RELATED CONTENT ERRORS



SEO-Related Content Errors - share within domains



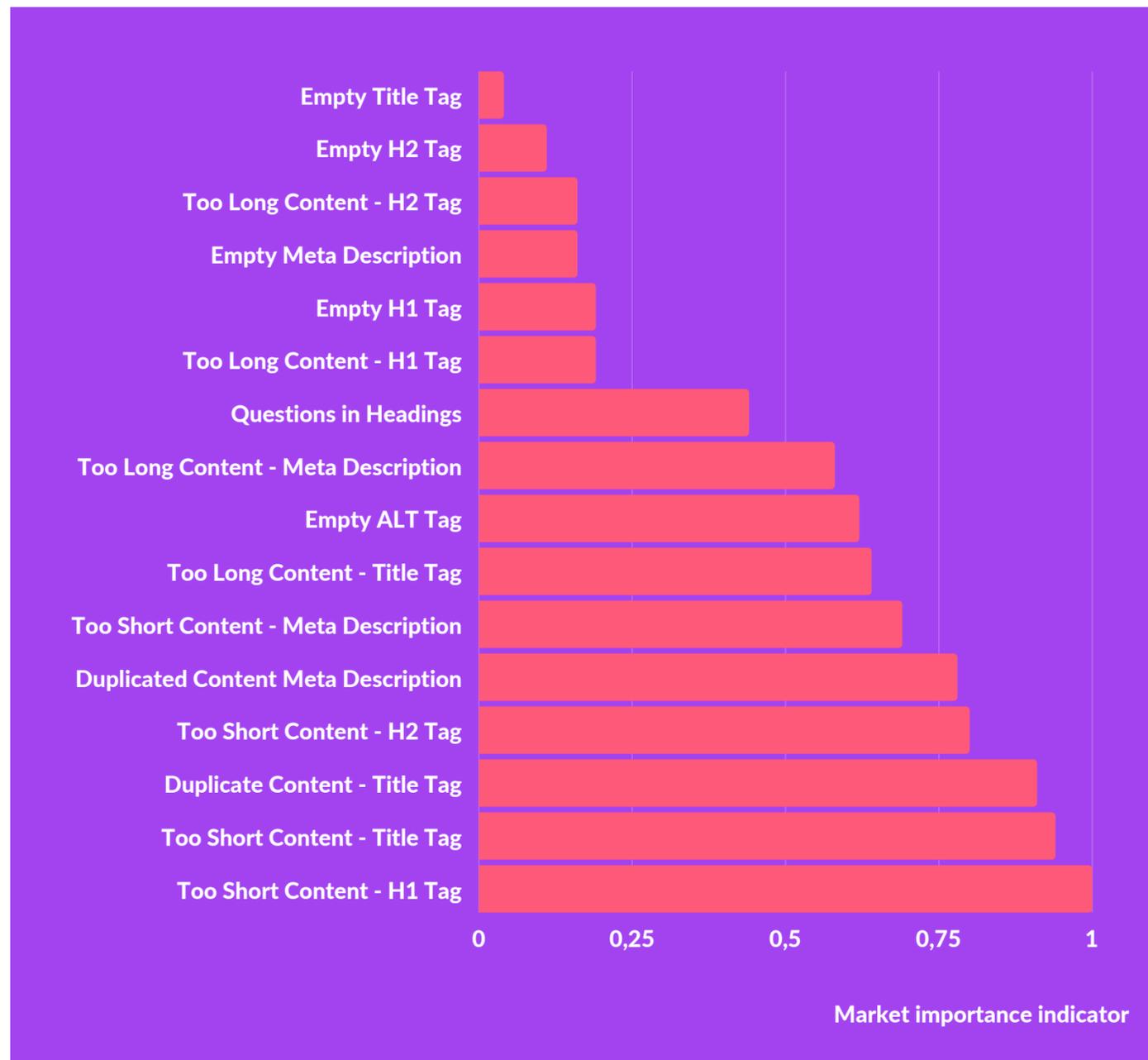
The overall commonness of the SEO-related content errors is higher in comparison to the Technical SEO errors that we analyzed previously. 10 errors have a share of occurrence above 50%, vs 4 technical SEO errors.

There is a visible pattern that emerged from the chart. 3 out of the top 5 errors are related to the title tag, with too short, too long, or duplicated content.

Too short content in the H1 tag is the most common error with nearly **84%** share.

← The chart shows how common are the SEO-related content errors with the analyzed group of domains.

SEO-Related Content Errors - market wide importance



The analysis of market importance reveals different pattern among the detected errors. It's related to duplication & too short content of the essential content tags.

Maintaining a correct length & avoiding content repetition in the H1, H2, title & meta description tags should be the first tasks on an SEO checklist for the majority of analyzed websites.

← The chart shows the market importance indicator for every error. It represents both, the influence on SEO rankings of every error & the commonness of its appearance throughout all analyzed websites.

This chart is scaled from 0 to 1, from the least to the most important error.

KEY TAKEAWAYS FOR MARKETERS



After reviewing the result of this research I can tell, that there are a lot of websites that need further optimization to use their potential for the search engines. Identifying technical SEO errors and detecting SEO opportunities is exactly why we created Boostsite.

*Marcin Gaworski
CEO & Co-founder of Boostsite*

Technical SEO & content errors are still an issue for most websites.

Technical SEO audit - an ongoing process in your company

To make sure the website can utilize the technical SEO requirements in the best way, set up a process where you deliver an automated audit to frequently check for both technical SEO & content-related issues.

Track down the errors & set an optimization pipeline

You should deal with the issues as soon as possible, as this might give you the edge over competitors. The prioritization plays a huge role here so make sure you tackle the errors in the most efficient sequence.

Greater attention to the content tags

Filling out content tags (headings, title, meta description, etc.) requires more attention. Remember to populate the tags with keywords for all of the URLs within a domain, keep the recommended length & avoid duplication.

THANK YOU FOR YOUR ATTENTION.

CLICK HERE AND TRY
BOOSTSITE NOW



For more details please contact:

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to you by Boostsite!**

The cloud-based, comprehensive technical SEO audit tool, covering all important ranking factors.

Boostsite has been developed by SEO experts, utilizing over 15 years of search engine optimization experience.

Powerful & actionable recommendations designed to prioritize your website optimization pipeline & improve the organic traffic of every website.