



Smartly Scaling On-Site Content in Ecommerce

Jamie Peach

House of Fraser

Hello Share15!



Head of SEO at House of Fraser (I'll introduce you in a moment)

I now also manage the Product Data Governance team

Been around for a while, agency and brand side

Now very much focussed on retail and ecommerce

First time speaking in America (so go easy on me!)

"Jamie Peach is Head of SEO at House of Fraser, a leading UK department store with sights set internationally, currently enjoying his 8th year in the SEO industry and voted one of the UK's most influential individuals in Search Marketing & SEO. He has worked both client-side and in the agency world during this time but in the last couple of years has been focused on SEO and Content Marketing in the retail/ecommerce vertical specifically."

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Anyone heard of House of Fraser?

HOUSE OF FRASER

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Premium Department Store
Fashion, Beauty & Home

Steeped in Heritage
The “House of Brands”

Over 60 Stores in the UK
Going International

Multichannel not
Omnichannel

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How is SEO positioned within House of Fraser?

Chief Customer Officer
(PROJECT GOLD)

Customer Insight
(Research, Testing, Data Science, SCV)

Multichannel Trading

Brand & Creative

Digital Product

Trading & Merchandising

Customer Acquisition

SEO
& Product
Data Gov.

Customer Lifecycle Management

Web Operations

PR, Social & Events

Content Marketing & Advertising

Creative Production

Website Development

New Product Development

Customer Experience

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Here's what a survey of 600 people thought

COLOR

red 56%



TOP ANSWERS

red, crimson, ruby, garnet, scarlet, raspberry

79% used the word "red" in their color description

60% of males ONLY used the word "red" in their color description

52% of females ONLY used the word "red" in their color description

BOTTOM ANSWERS

purple, plum, lush cotton candy pink

E-RETAILERS ANSWERS

red

148 unique descriptions were used to describe the color of this dress

Imagine the same question asked of fit, occasion, material, neckline, length etc.

Imagine the permutations of these product attributes when combined in search queries

The amount of content needed to effectively capture and convert this demand in search is staggering

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A lot can always go wrong at scale...

The screenshot shows the House of Fraser website interface. At the top, there's a navigation bar with 'Stores', 'Cookie Policy', 'HOUSE OF FRASER SINCE 1849', and a phone number '0345 602 1073'. Below this is a search bar with 'Shop by Department' and 'Shop by Brand' filters, and a search input field containing 'Enter product, code or brand...'. A user profile 'Jamie' and a currency indicator '£0.00' are also visible.

The main content area features a promotional banner: 'ORDER UNTIL MIDNIGHT FOR FREE BUY & COLLECT NEXT DAY', 'FREE DELIVERY WHEN YOU SPEND OVER £50 FIND OUT MORE', and 'NOW DELIVERING TO OVER 150 COUNTRIES'. Below the banner, the breadcrumb trail is 'Homepage > Women > Dresses'. A search filter box highlights 'Orange Maxi Dresses Women's Dresses (9)'. The results show three dresses: a solid orange dress, a solid orange dress, and a patterned orange dress. Each dress has a 'Be the first to write a review' prompt and a price tag: 'Walls Orange Embellished Neck Maxi' (Now £30.00, Was £55.00), 'Badgley Mischka Bandeau Matte Jersey Maxi Dress' (£189.00), and 'Dorothy Perkins Floral Lace Insert Maxi Dress' (£45.00). A 'Refine By' sidebar on the left includes filters for 'Style' and 'Brand List'.

The screenshot shows the product page for 'Casa Couture Liliana Marble And Copper Ceiling Cluster'. The product is priced at 'Now £105.00' (Was £150.00). The page features a large image of the ceiling cluster and a smaller image of the product in a different setting. The product description states: 'The Liliana is a contemporary collection that offers a modern design with a vintage feel. The unusual three-light pendant has a copper finish and ceramic detailing. Matching table lamp available. Requires 3x max 20W E14 G4 bulbs.' The page also includes a 'Description', 'Delivery', 'Returns', and 'Reviews' section. A 'BEAUTY CONFIDENTIAL' banner at the bottom offers a '£10 OFF' discount. The product code is '20719399'.

...Whether automated or manual

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My top 5 ecommerce content scaling challenges

1. **Manual Resourcing & Process vs. Automated Solutions**
2. **Product Data Governance & Schema Rules**
3. **Over Indexation & Duplicate Content**
4. **Prioritising Editorial Content in a Trading Environment**
5. **Site Taxonomy Restrictions**

1. Content scaling strategy by page type

Home & Hub Pages (Trademark)

- Trading/brand messaging
- Internal link optimization
- Support brand/creative teams

Category, Brand & Seasonal (Head Terms)

- Monthly refresh for top pages
- Seasonally refresh: all pages
- Train in-house content editors

Sub-Category Pages (Mid Tail)

- Indexation & schema rules
- Huge untapped opportunity
- Outsource in order to scale

Product Pages (Long Tail)

- Data governance is key
- Leverage reviews
- Train in-house copywriters

Editorial Pages (Mid-Long Tail)

- Strategy, ideation & planning
- “Content Knitting” process
- Train in-house content editors

Non-Taxonomy Pages (Long/Very Long Tail)

- Focus on data governance
- Feed search insight to buyers
- Explore automated solutions

2. Garbage in, garbage out

Product Data Governance & SEO

PRODUCT INFORMATION PERFECTION (PIP)

Research

- Top-level categorisation / taxonomy
- Missing attribute types and values
- Superfluous/duplicate/erroneous attributes
- SEO vs. User benefit & indexation rules
- Optimized attribute naming conventions

Implementation

- Implemented in Product Inventory Management (PIM)
- Indexation and schema rules configured in the CMS
- Redirects set up where required (risk assessed)

Governance

- **Secure** / data back-ups, permission & version controls
- **Precise** / accurate data, quality assurance process
- **Efficient** / aimed at reducing hours, allowing for scale
- **Compliant** / meets SEO and other requirements

3. When Product Data Governance goes wrong

Taxonomy conflicting with product attribution

Product attributes competing with each-other

Departments operating in silo

Women's Wear:

- <http://www.houseoffraser.co.uk/women+robes/3018,default,sc.html>
- <http://www.houseoffraser.co.uk/women+robes/3018,default,sc.html?prefn1=Style&prefv1=Adult%20bathrobes&fix&spcl>
- <http://www.houseoffraser.co.uk/women+robes/3018,default,sc.html?prefn1=Style&prefv1=Wrapover%20robe&fix&spcl>

Men's Wear:

- <http://www.houseoffraser.co.uk/men%27s+nightwear+loungewear/202,default,sc.html?prefn1=Style&prefv1=Bathrobes&fix&spcl>
- <http://www.houseoffraser.co.uk/men%27s+nightwear+loungewear/202,default,sc.html?prefn1=Style&prefv1=Wrapover%20robe&fix&spcl>

Home:

- <http://www.houseoffraser.co.uk/Bathrobes/5047,default,sc.html>
- <http://www.houseoffraser.co.uk/Bathrobes/5047,default,sc.html?prefn1=Style&prefv1=Adult%20bathrobes&fix&spcl>
- <http://www.houseoffraser.co.uk/Bathrobes/5047,default,sc.html?prefn1=Style&prefv1=Wrapover%20robe&fix&spcl>

Redirects vs. canonical tags – think about the user journey

Control indexation with nofollow and noindex rules

Better data governance as the long-term solution



4. We call it “Content Knitting”

Stores Cookie Policy

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0345 602 1073 Help

Shop by Department Shop by Brand

Enter product, code or brand...

Jamie £0.00

ORDER UNTIL MIDNIGHT
FOR FREE BUY & COLLECT NEXT DAY

FREE DELIVERY
WHEN YOU SPEND OVER £50 [FIND OUT MORE](#)

NOW DELIVERING
TO OVER 150 COUNTRIES

< Homepage Men > Jeans

Refine By

Brand List

Top Brands

A-Z

- Levi's (60)
- Diesel (37)
- Hugo Boss (31)
- Tommy Hilfifer (31)
- G-Star (30)
- Armani Jeans (23)
- Replay (22)
- Lee (21)
- Burton (19)
- Paul Smith Jeans (19)

Fit

- Bootcut (8)
- Carrot (2)
- Custom fit (29)
- Loose fit (17)
- Skinny fit (64)
- Slim fit (229)
- Straight leg (216)
- Tapered fit (73)

Men's Jeans (649)



Mens Jeans

Jeans are every man's wardrobe necessity, whatever style, cut, wash and colour you go for. Whether it's men's skinny jeans, or shredding it with ripped jeans, classic black jeans or more relaxed casual baggy jeans. We have all the designer men's jeans you need [for every occasion](#).

[Read the Men's Denim Buying Guide](#)

FEATURED



Levi's Men's Levi's 511 Slim Fit Grey Joplin Jean

£85.00

[View Now](#)



Hugo Boss Men's Hugo Boss Maine Deep Dark Mid Wash Straight Leg Jean

£109.00

[View Now](#)



Label Lab Men's Label Lab Poker Straight Taper Leg Jean

Now £39.00 Was £65.00

[View Now](#)

Use natural language processing or tagging

Link product with editorial content and vice-versa

Semi-automated

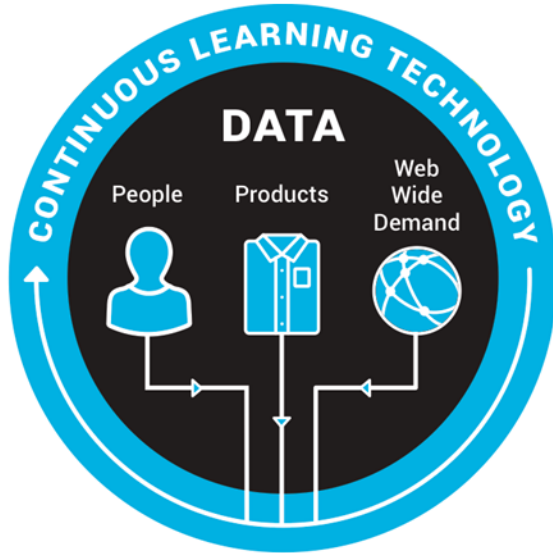
Create authority hubs

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5. Automated solutions to help scale the long tail



Publishing non-thin, search-friendly product category pages at scale, to cover the extreme long tail is really hard

3rd party solutions can help to automate this process but need to be implemented well and deliver an effective ROI

Recognise where internal efforts are not feasible and where partnering is the best solution to meet objectives

Practical Takeaways

SEO needs to be smartly matrixed into your business

Tackle product data governance for scalable SEO success

Create content segments and scaling strategies for each



Thank you!



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