



MARKETING FOR
SPOUSE-LY

vendors

ABOUT THE NOVEMBER

WORKBOOK



LET'S GROW TOGETHER!

THIS MONTH WE ARE FOCUSING ON SEO FOR BOTH THE STORE LISTINGS AND THE STOREFRONT. WE'LL DIVE INTO THE DIFFERENT SECTIONS OF EACH AREA AND WAYS TO HELP FIND THE RIGHT KEYWORDS FOR YOUR PRODUCTS OR SERVICES TO HELP YOU START SHOWING UP BETTER ON SEARCH RESULTS AND INTERNALLY FOR SPOUSE-LY MARKETING! THIS WORKBOOK GOES WITH A VIDEO WALKTHROUGH AS WELL.

The Spouse-ly Team

SPOUSE-LY LISTING SEO

Product title should be kept relatively short and sweet. Focusing on one major keyword to label the product. At this time it's also the name of the URL, so if it gets changed then the URL changes too.

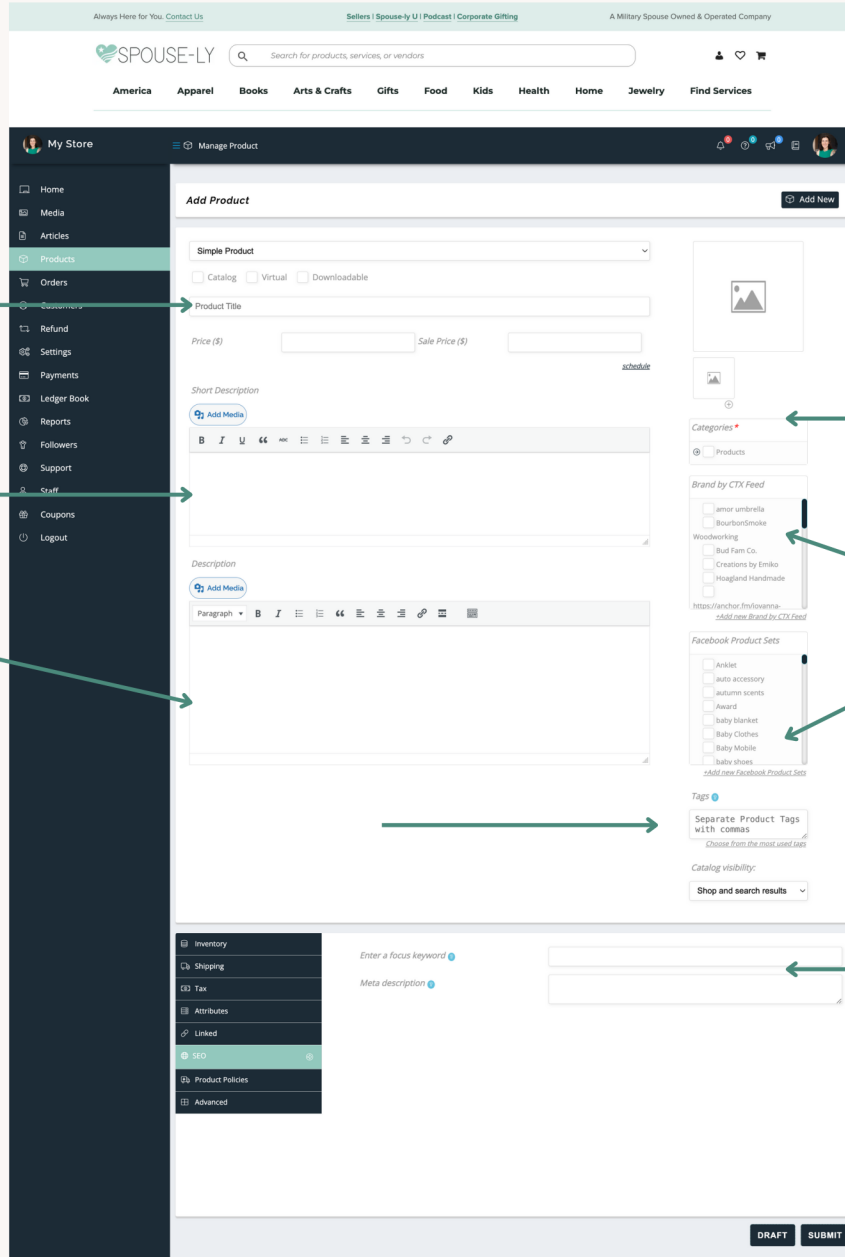
Short description will be the text shown next to the images and pricing. Use variations of the keyword here as well as quick info about the product.

The **description** box will be lower on your listing page near additional information, reviews, and policies. Still another great section to build on the keywords (especially for service based business listings)

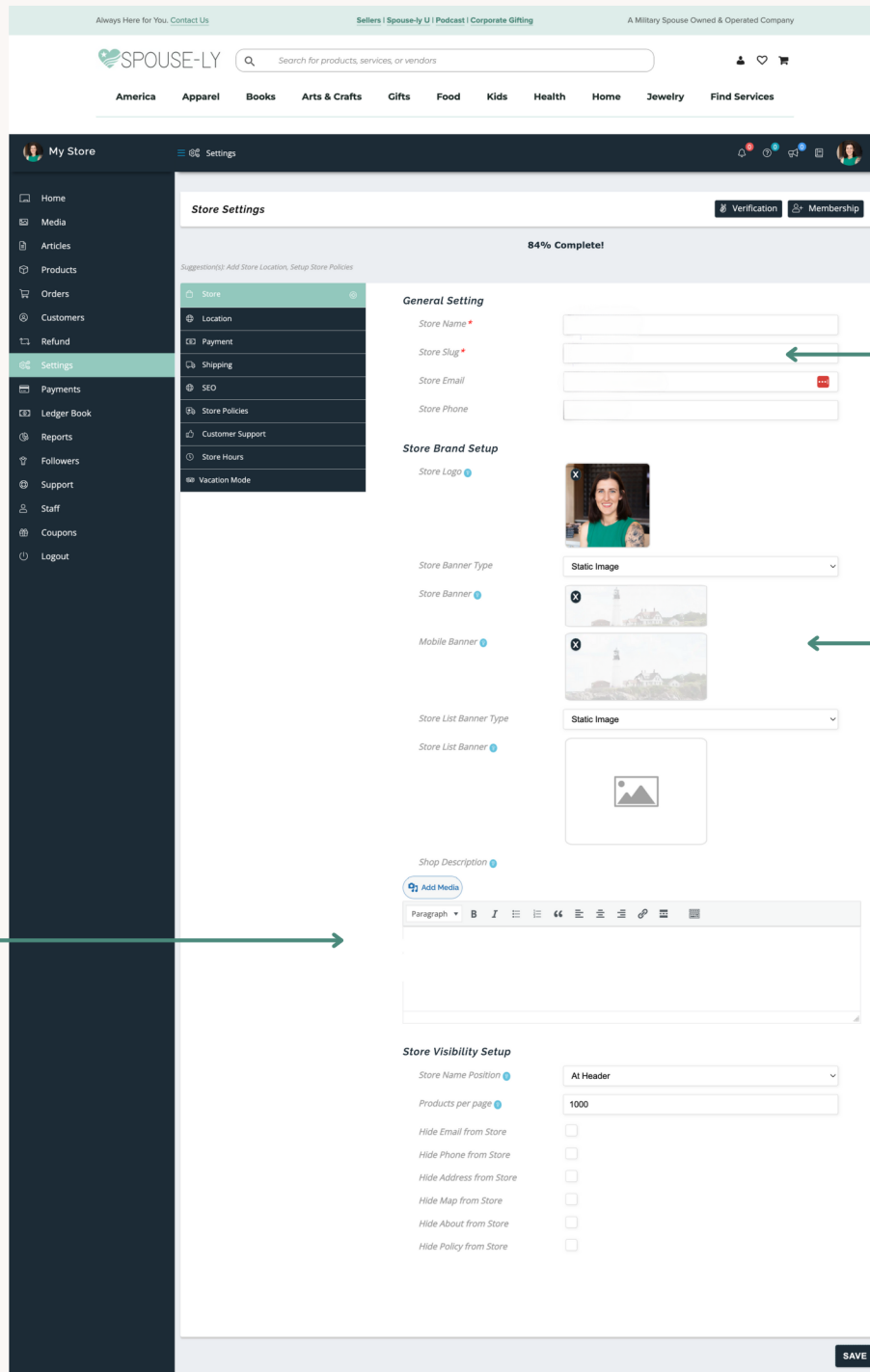
Categories will help you be found under the right section on Spouse-ly when people are shopping.

The **CTX and Facebook Sets** help for Meta, Pinterest, and other social media platform categorizations.

The **focus keyword** is more for your own reminder of the focus of this listing, but the **meta description** is the short snippet of text shown on Google search results.



SPOUSE-LY STOREFRONT SEO

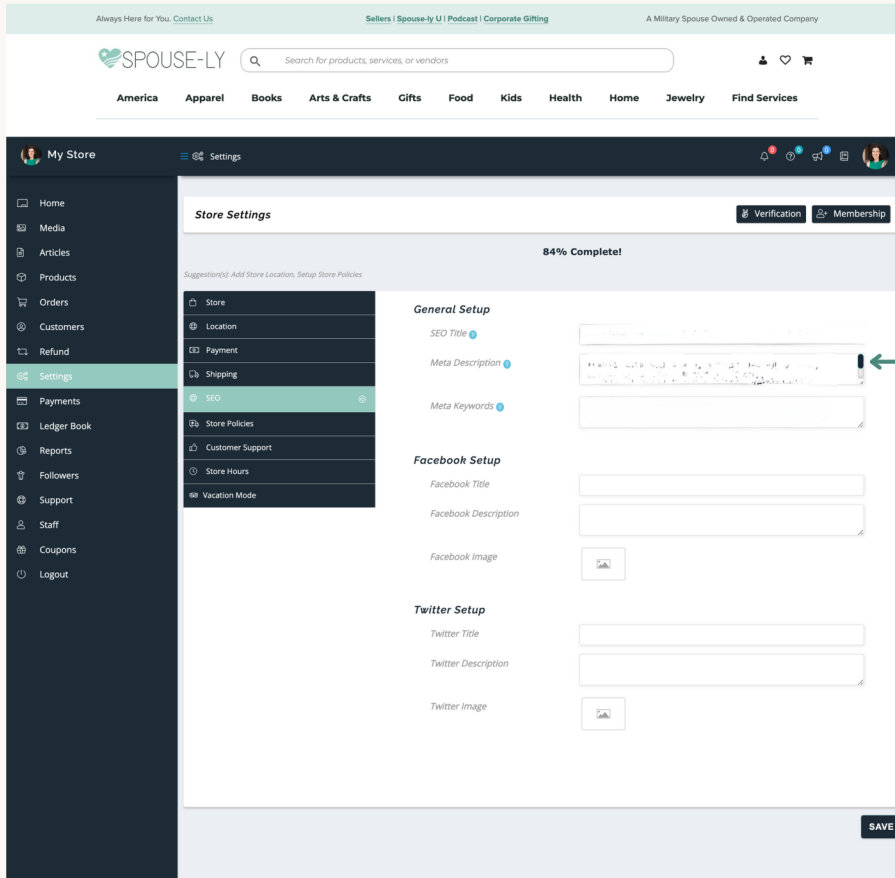


Shop description is an area to provide more broad but still focused keywords relating to what you offer within your store.

Store slug will be the url that people are able to find your Spouse-ly storefront under.

Storefront images are another great spot to make sure you have the right keywords within your banner and logo under the alt text section.

SPOUSE-LY STOREFRONT SEO

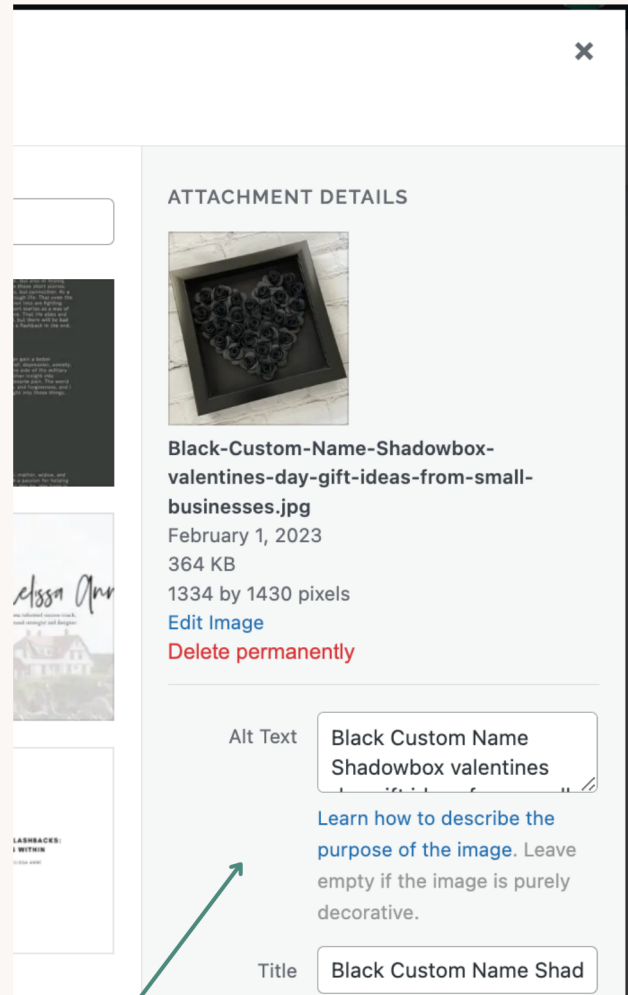
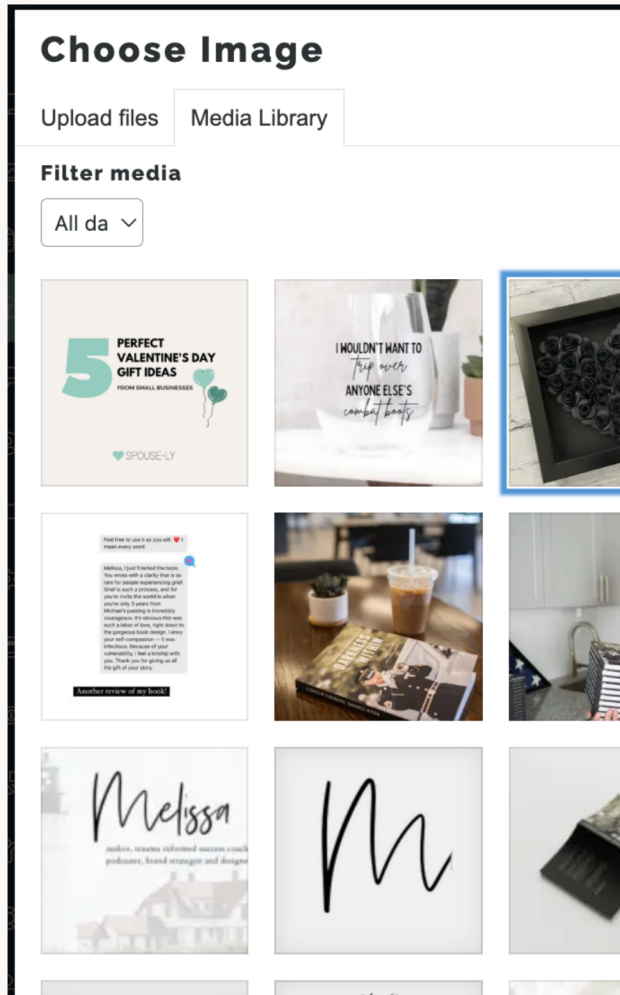


SEO Title will be what people can see if they hover over the tab for your storefront.

Meta description will be just like the individual item, but focused on what your storefront offers.

The **meta keyword** will also be the same concept as the items.

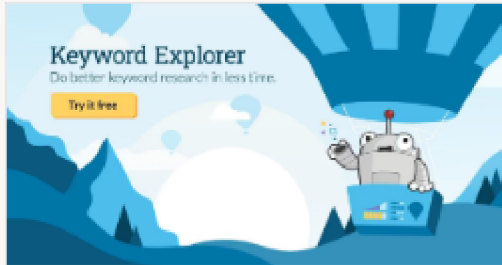
SPOUSE-LY IMAGES SEO



Alt Text is an area for you to describe the image more. Use keywords but also keep in mind that this is a tool for those that are visually impaired to know what they're supposed to see on the page.

The **Title** will be automatically pulled from the image name, so a good rule of thumb is to rename your product items before uploading. This also helps you (and Spouse-ly) find them easier!

FREE KEYWORD SEARCH TOOLS



Free Keyword Research Tool: Keyword Explorer

Moz Keyword Explorer: World's most accurate keyword research tool for SEO with over 500 million keywords. Full keyword analysis with Ranking

MOZ



Free Keyword Tool

WordStream's Free Keyword Tool makes it fast and easy to find the keywords your business needs to drive traffic through search. Get your keywords!

WORDSTREAM

These are two different free **keyword search tools** that use Google Keywords. You can use these to help when you're feeling stuck with different ways to word your products, or if you're curious to see how often these products are searched for, and how competitive the keywords are.

MOZ (FREE)

KEYWORD SEARCH EXAMPLE

The screenshot displays the Moz Keyword Research tool interface. The search term 'rustic ornament' is entered, and the location is set to 'United States - en-US'. The interface shows various metrics and suggestions for the keyword.

Overview
 Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword: United States - en-US Analyze

9 of 10 queries available until 11/30

11-50 Monthly Volume
 Learn more about Volume

39 Difficulty
 Learn more about Difficulty

64% Organic CTR
 Learn more about Organic CTR

44 Priority
 Learn more about Priority

Keyword Suggestions

Keyword	Monthly Volume
rustic ornaments	68
rustic ornament set	24
farmhouse christmas decor for sale	6
rustic christmas ornament sets	39
farmhouse christmas tree decorations	86

[See all suggestions](#)

SERP Analysis

Rank	Title & URL	PA	DA
1	Rustic Ornaments https://www.amazon.com/Rustic-Orna...	54	96
2	Rustic Ornaments https://www.etsy.com/market/rustic_or...	52	92
3	Farmhouse Christmas Ornament Set https://www.balsamhill.com/p/farmhou...	39	60

[See full analysis](#)

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SEO Tools
 Keyword Research
 SEO Audit & Crawl
 Backlink Research
 Rank Tracking
 SEO Toolbar
 Domain Analysis

Local Marketing
 Business Listings Audit
 Citation Management
 Local Learn Center

Marketing Resources
 Moz Blog
 Beginner's Guide To SEO
 Community Q&A
 Workshops & Training
 Recommended SEO Companies

Moz Solutions
 Agency
 Enterprise
 Small & Mid-Sized Businesses

Get the Moz Top 10
 The 10 most valuable pieces of content we can find for SEOs. Every 2 weeks.
[Subscribe today](#)

WORDSTREAM (FREE)

KEYWORD SEARCH EXAMPLE

WordStream
by SEMRush

Free Keyword Tool

One tool to discover and prioritize the best keywords to target.

Enter a keyword or website URL to find suggestions:

rustic ornament

Refine your search with Industry and Location.

Choose an Industry (Optional): All Industries

Enter a State or Country: United States

New Search

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Keyword results for "rustic ornament"

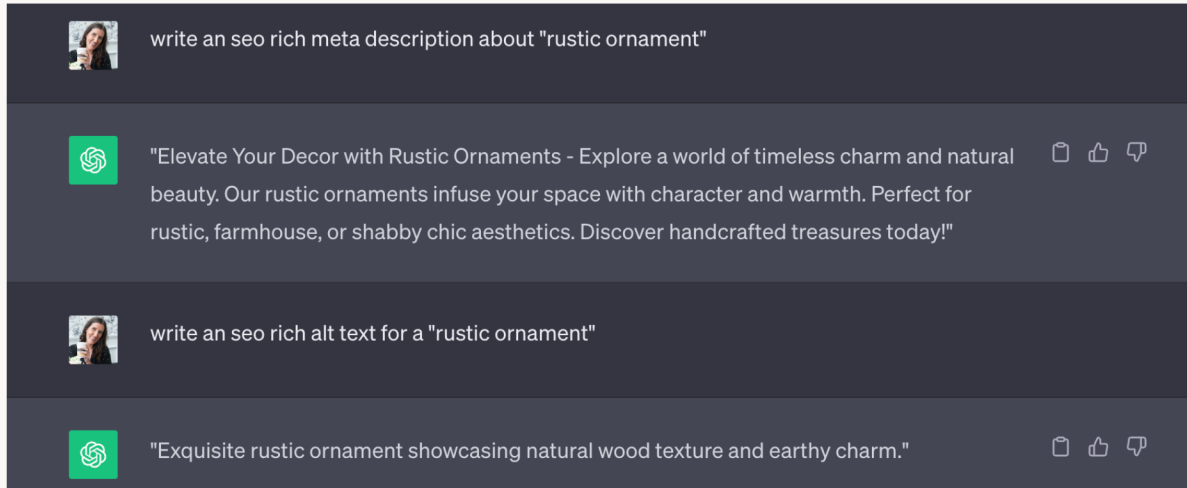
[Download all Keywords](#)

Showing 25 of 278 keywords

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
rustic christmas decorations	4,400	\$0.28	\$1.35	HIGH
rustic xmas decorations	4,400	\$0.28	\$1.35	HIGH
rustic home ornaments	4,400	\$0.28	\$1.91	HIGH
farmhouse decorations	2,400	\$0.29	\$1.61	HIGH
country decorations for christmas	2,400	\$0.25	\$1.42	HIGH
rustic christmas ornaments	1,900	\$0.26	\$1.25	HIGH
rustic christmas tree ornaments	1,900	\$0.26	\$1.25	HIGH
rustic christmas bulbs	1,900	\$0.26	\$1.25	HIGH
rustic xmas ornaments	1,900	\$0.26	\$1.25	HIGH
farmhouse christmas ornaments	1,300	\$0.28	\$1.25	HIGH
rustic christmas tree decorations	1,300	\$0.23	\$1.89	HIGH
rustic xmas tree decorations	1,300	\$0.23	\$1.89	HIGH
farmhouse christmas tree decorations	880	\$0.26	\$1.48	HIGH
diy rustic christmas ornaments	880	\$0.06	\$0.26	HIGH
diy rustic christmas tree ornaments	880	\$0.06	\$0.26	HIGH
rustic ornament	720	\$0.25	\$1.53	HIGH
farmhouse ornaments	720	\$0.42	\$1.25	HIGH
rustic ornamental	720	\$0.25	\$1.53	HIGH
rustic farmhouse christmas decor	590	\$0.53	\$1.25	HIGH
country christmas tree ornaments	590	\$0.25	\$1.25	HIGH
farmhouse rustic christmas decor	590	\$0.53	\$1.25	HIGH
country christmas tree decorations	480	\$0.26	\$1.25	HIGH
primitive christmas tree ornaments	480	\$0.23	\$0.61	HIGH
rustic garden decor	390	\$0.27	\$1.88	HIGH
rustic outdoor christmas decorations	390	\$0.24	\$2.16	HIGH

[Download All Keywords](#) Rows per page: 25 1-25 of 278

KEYWORD HELP AI



The screenshot shows a chat interface with a dark background. It contains two pairs of messages. Each pair consists of a user prompt on the left and an AI response on the right. The AI responses include a green OpenAI logo icon and three small icons (copy, like, comment) on the right side.

Prompt 1: write an seo rich meta description about "rustic ornament"

AI Response 1: "Elevate Your Decor with Rustic Ornaments - Explore a world of timeless charm and natural beauty. Our rustic ornaments infuse your space with character and warmth. Perfect for rustic, farmhouse, or shabby chic aesthetics. Discover handcrafted treasures today!"

Prompt 2: write an seo rich alt text for a "rustic ornament"

AI Response 2: "Exquisite rustic ornament showcasing natural wood texture and earthy charm."



Working with **AI tools** will require playing around with questions to ask the system, but can help when you're feeling stuck with more creative ways to word descriptions.

Keep in mind that it's still important to keep to your own voice and what would flow best if you were saying it out loud.



HAVE QUESTIONS? GET IN TOUCH!

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SOCIAL [@SPOUSE.LY](https://www.instagram.com/spouse.ly)

The Spouse-ly Team