Advanced SEO at Scale for Ecommerce & Marketplace Brands

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@brodieseo

FRIENDS OF SEARCH

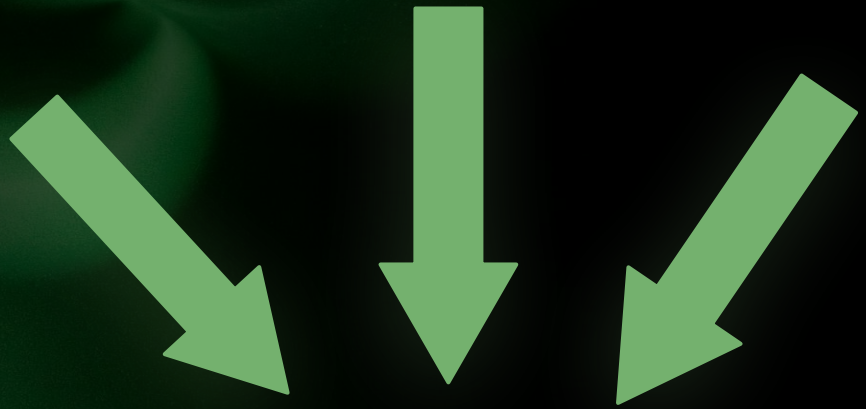
Who am I?

- **Independent SEO consultant**
- Based in **Melbourne**, Australia
- Working in SEO for **13 years**
  (self-employed for 7 of those)
- Work with **large brands**
  (Tripadvisor, Hewlett-Packard, Shutterstock, eBay Kleinanzeigen etc.)

Client Experience

shutterstock · Better Homes & Gardens · DRIVE · hp · Tripadvisor · zooplus · 9NEWS · BED BATH N' TABLE · kleinanzeigen · evo · CITY BEACH AUSTRALIA · Airtasker · AutoGuru · Pets4Homes · WebJet · envato · Airwallex · Stuff

Obsessed with product feeds and Google Merchant Center



Agenda

~30 mins + Q&A

1. Google Merchant Center Next (for SEO)
2. Hidden Guidelines/Quirks
3. Operating at Scale
4. Category Content in 2026
5. Local Inventory Feeds
6. Top Quality Store Ranking Boost
7. AI in Ecommerce & Future Developments

Understanding Google's Shopping Ads guidelines is important for organic shopping

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Do I need to run Shopping ads to be successful within free listings?

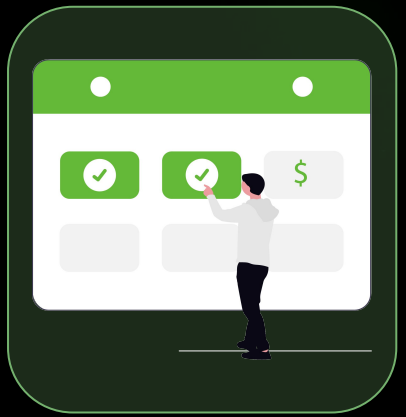
(Though I've have had many experiences that make this answer less straightforward).

Organic Shopping Quirks

Wholesalers

Rented Products

Item Bidding



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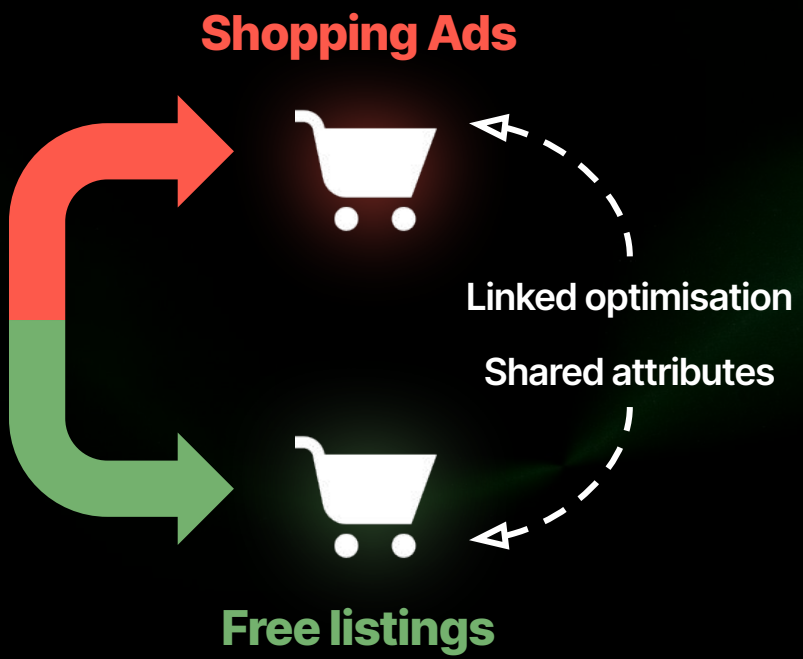
1. Combined: One Primary Feed



2. Separate: Distinct Feeds

FRIENDS OF SEARCH

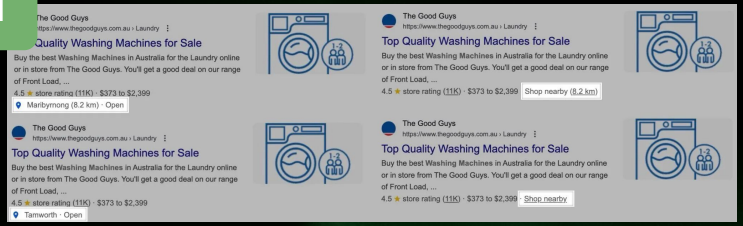
1. Combined: One Primary Feed

2. Separate: Distinct Feeds

FRIENDS OF SEARCH

Ecommerce Stores with Physical Locations

1



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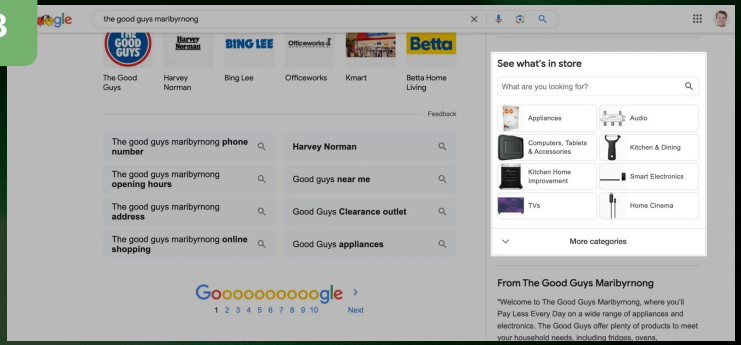

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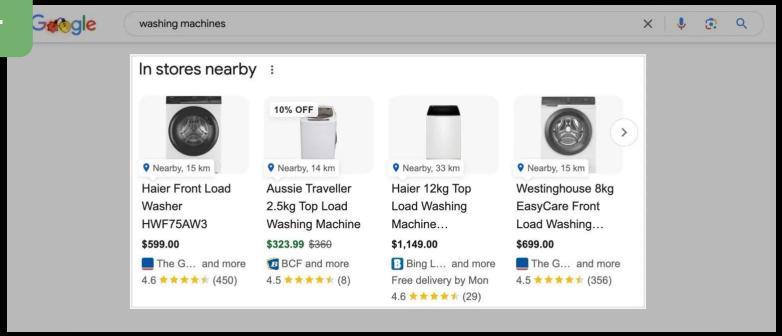
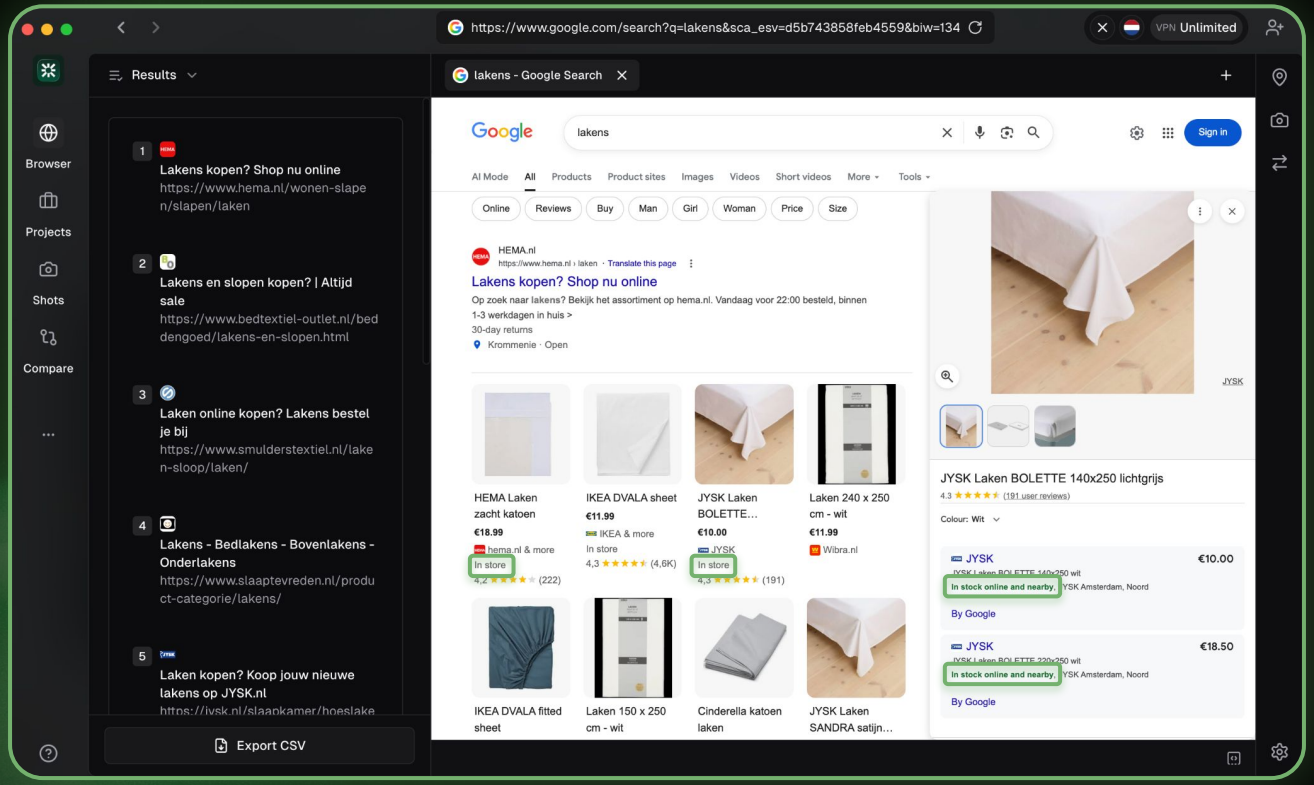


‘In store’ inventory labels in Europe



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4 - ‘In Stores Nearby’

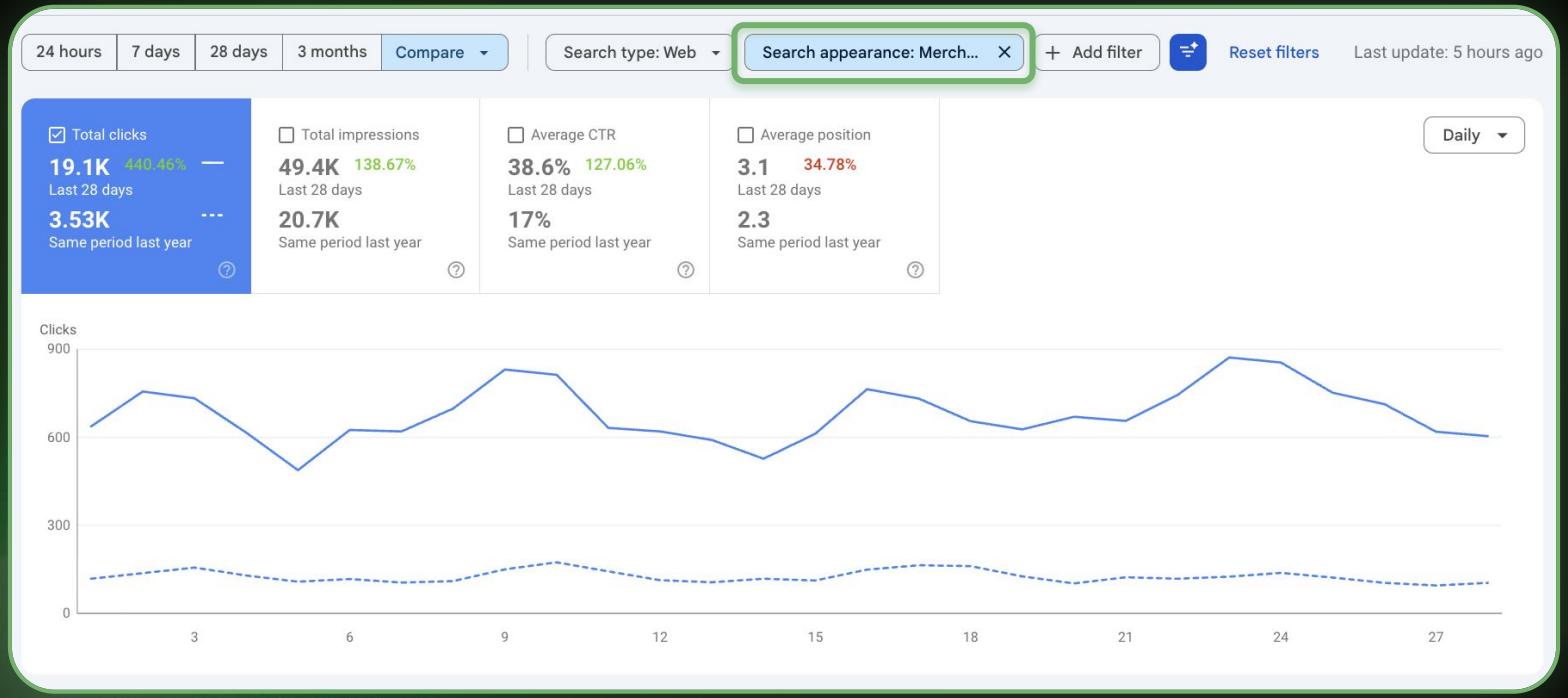
Grid Type	Spread	Position
‘Deals On’	13.99%	7-10
‘In Stores Nearby’	14.73%	4-6
‘Fast Pickup or Delivery’	26.17%	4-6
‘More Products’	64.74%	7-10
‘Popular Products’	81.73%	1

Full Study: https://brodieclark.com/google-free-listing-grid-types/

Local Inventory Case Study

FRIENDS OF SEARCH

Local Inventory Case Study



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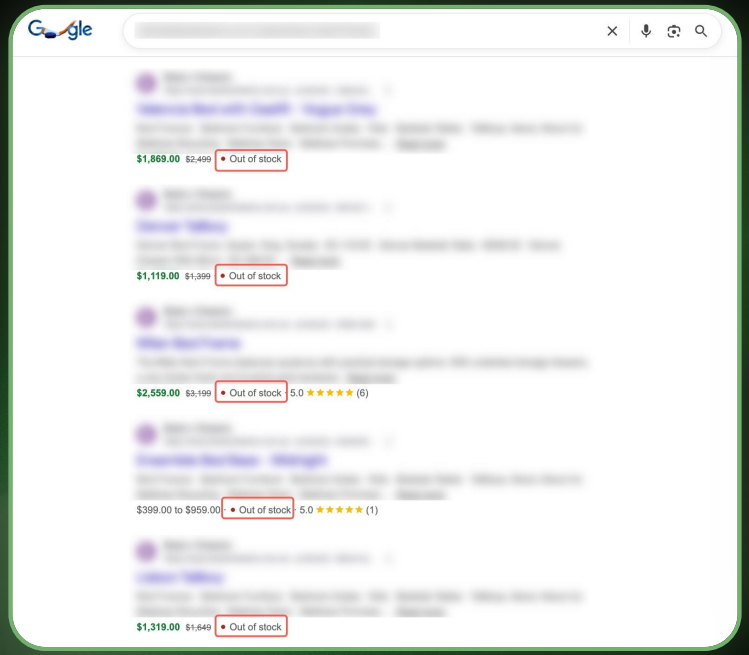
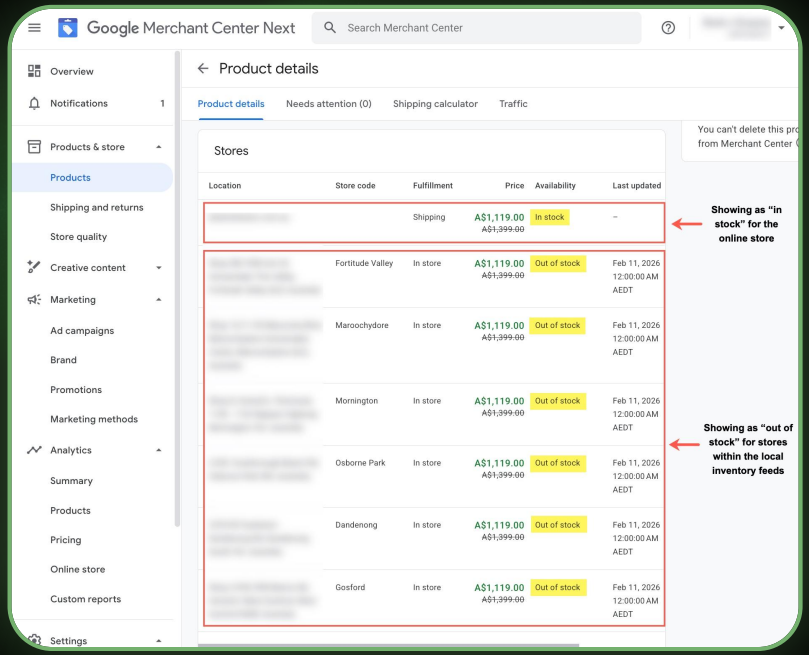
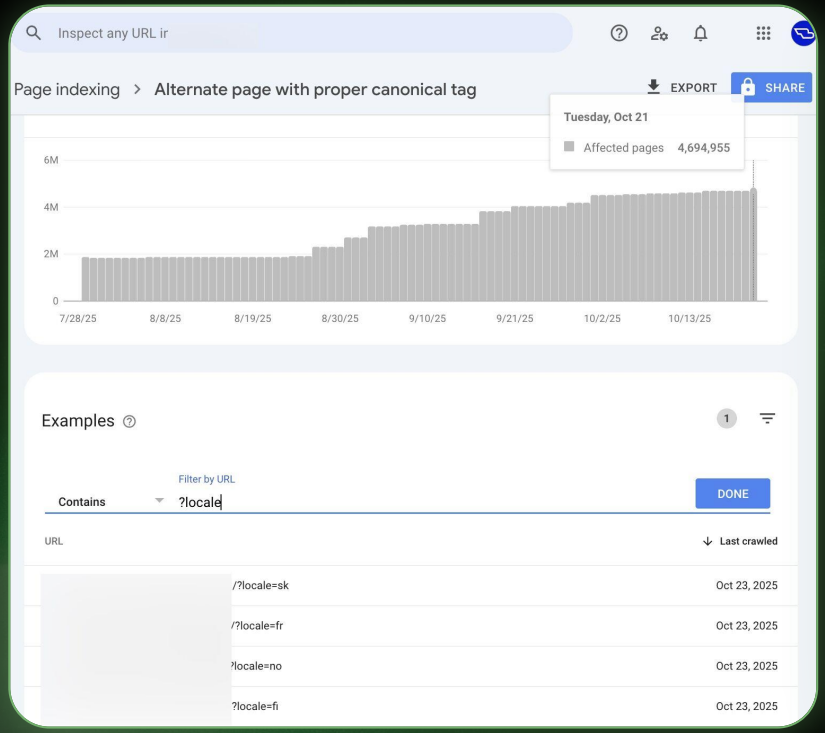
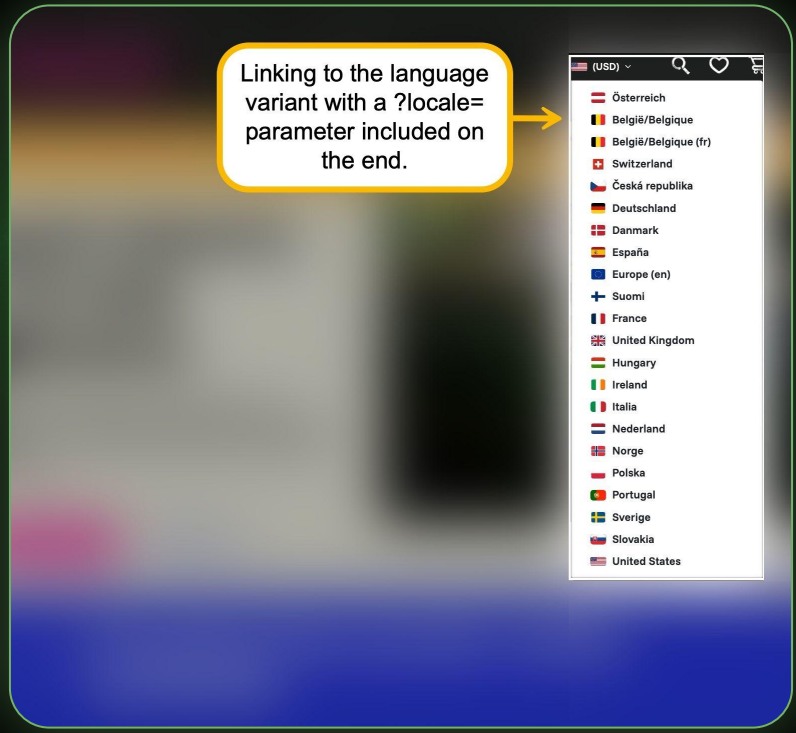
Implementing a local inventory feed is one of the most challenging areas of eCommerce SEO





Local → Global





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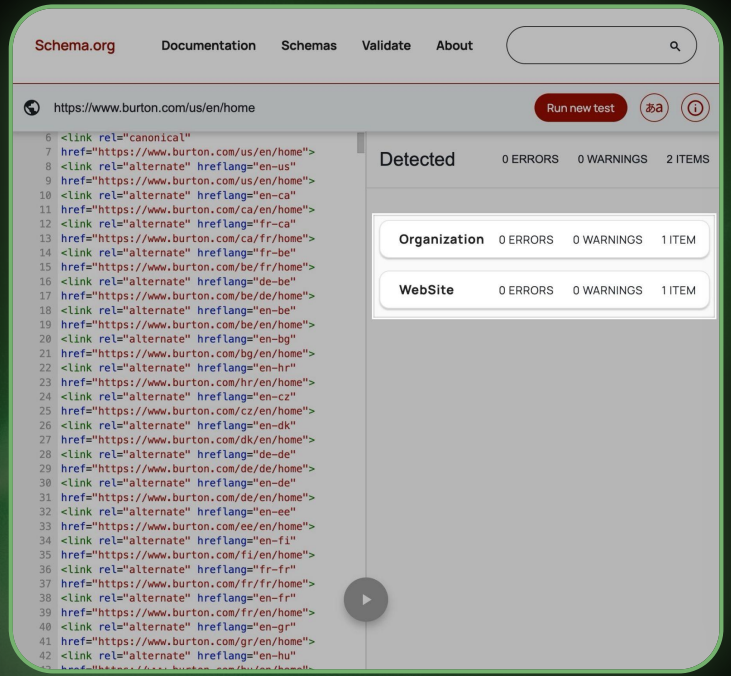
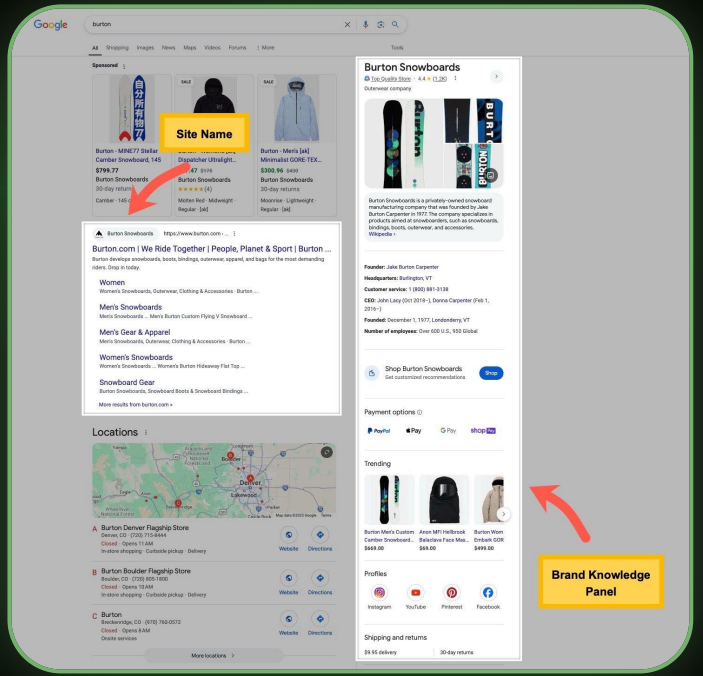
Tip: use schema to directly influence your merchant knowledge panel





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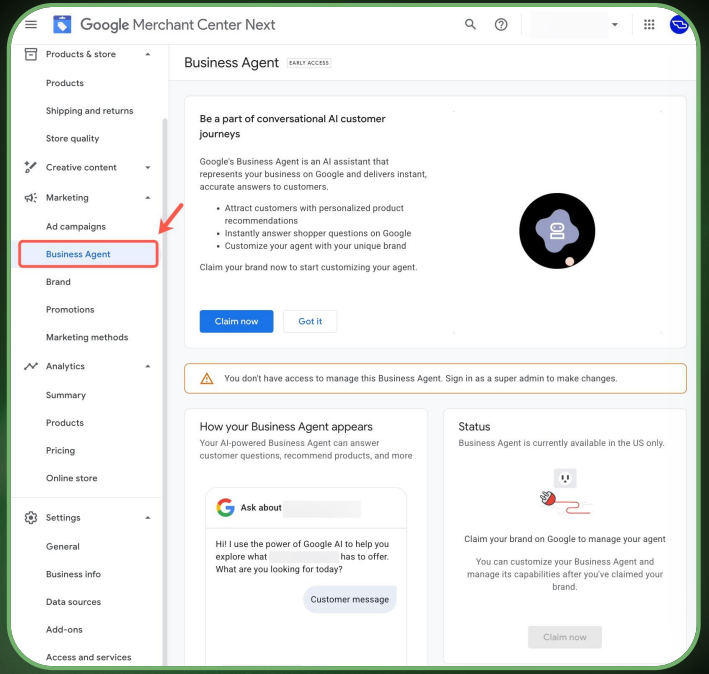
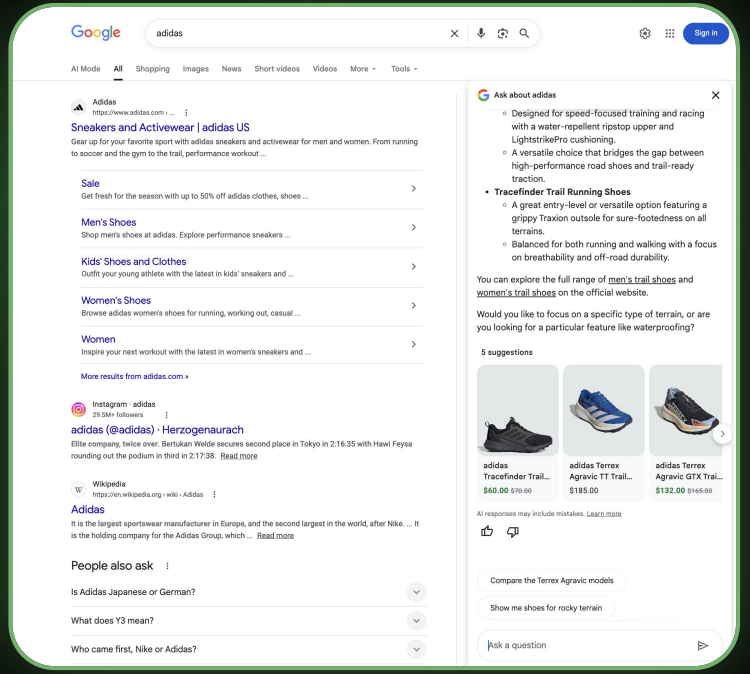
It will allow you to prepare for the Business Agent rollout for the AI Chat Assistant





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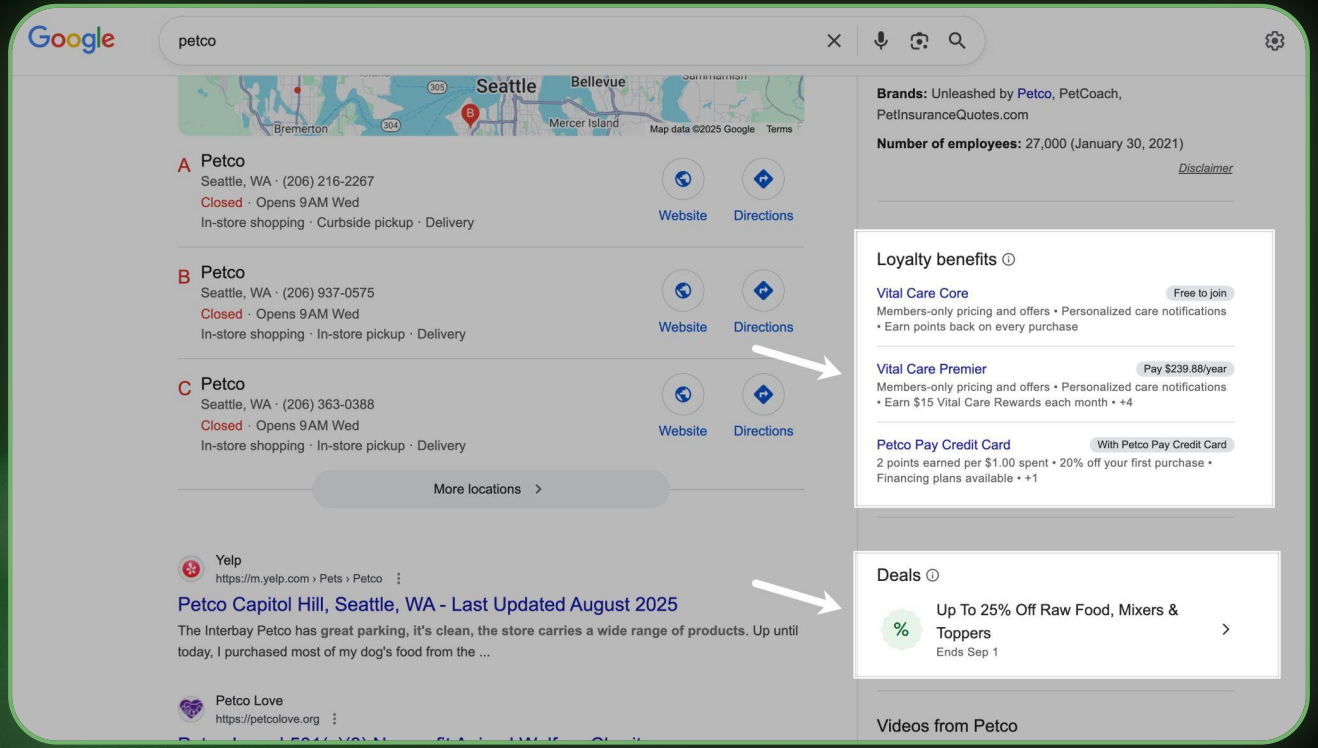
Loyalty Programs + Deals



More Details: https://brodieclark.com/loyalty-program-promotion-gmc/

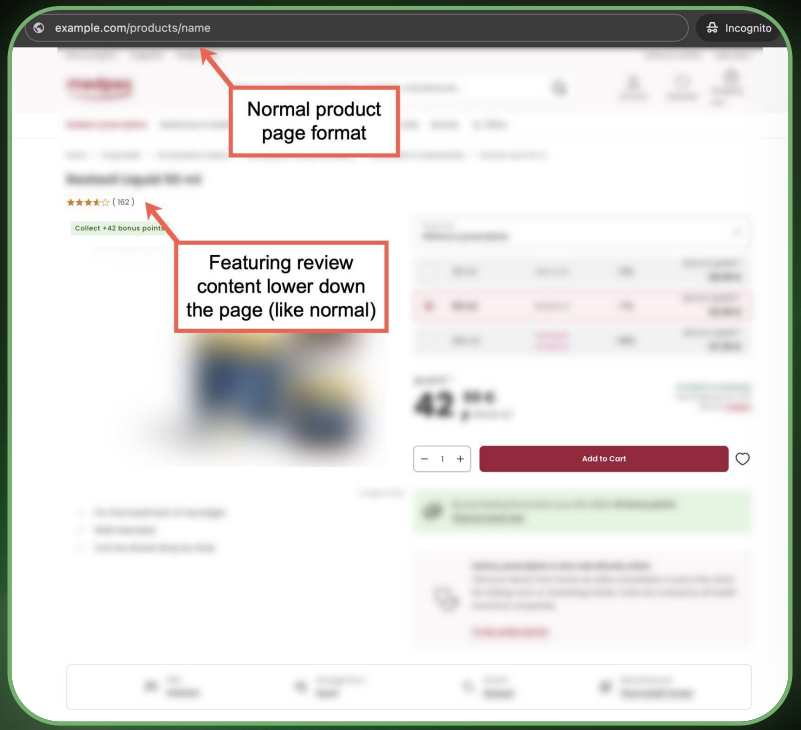
FRIENDS OF SEARCH

Category Page Performance by Words

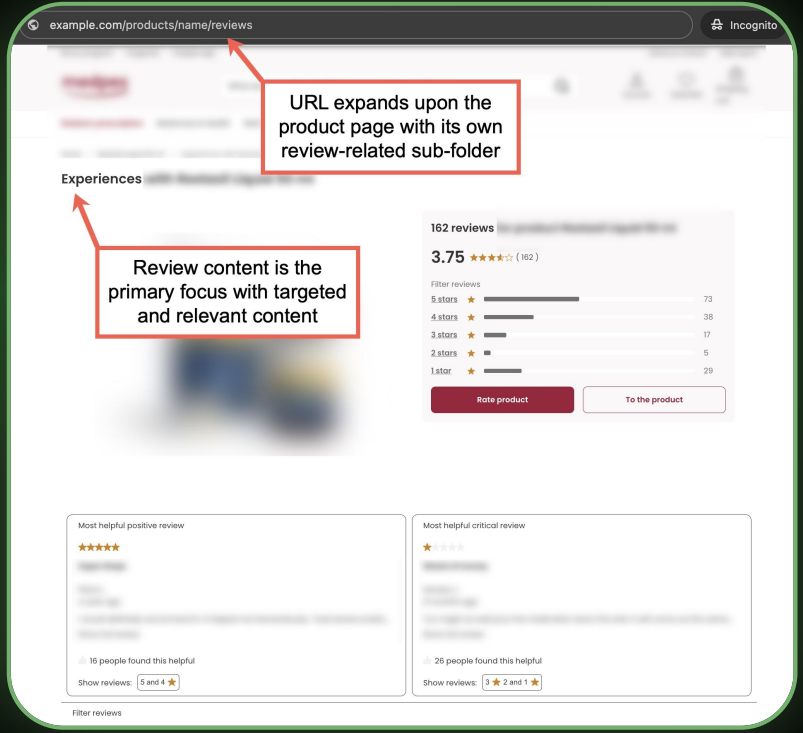
- 310 words was the magic number for the study
- Many other factors at play (brand size, content relevance etc.)
- Experiment with the number of products on the page
- If you don't have the product range, it will be meaningless
- Produce content that will still work in 5 years time

Full Study: https://digitaloft.co.uk/category-page-content-length/

Experiment With Different Approaches



Normal product page



Page just for reviews

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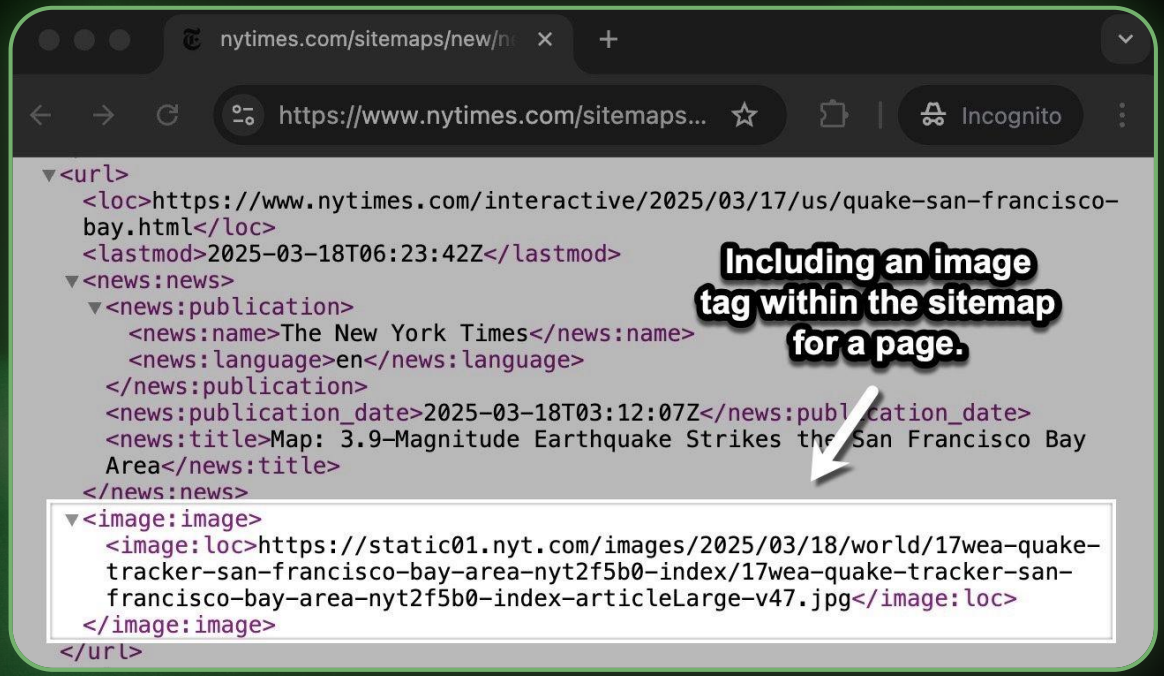
Tip: employ the forgotten art of sitemap management with <image:loc>



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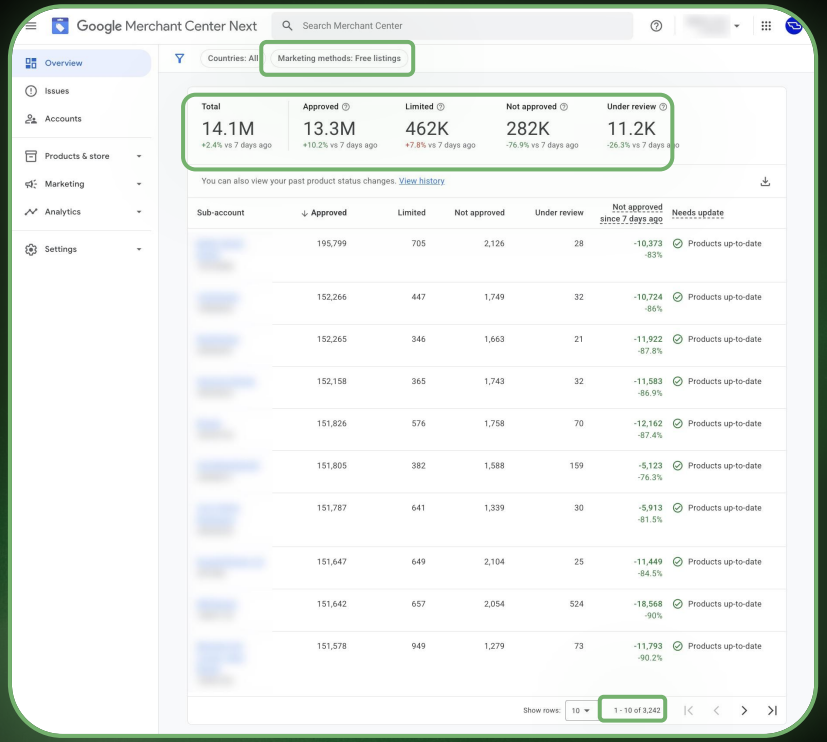
Operating 3,300+ GMC Sub-Accounts



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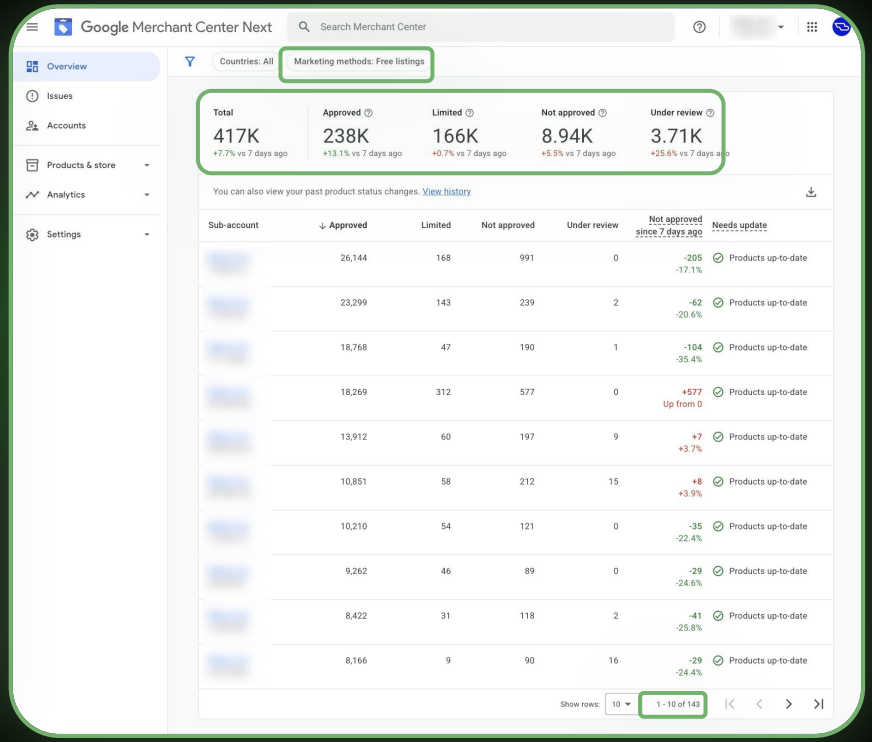

.com.au

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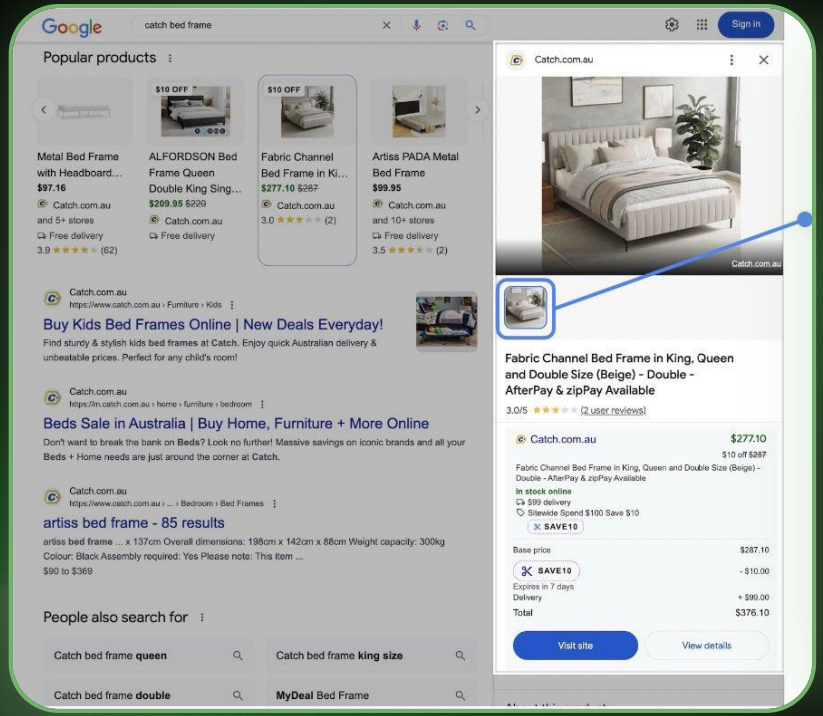
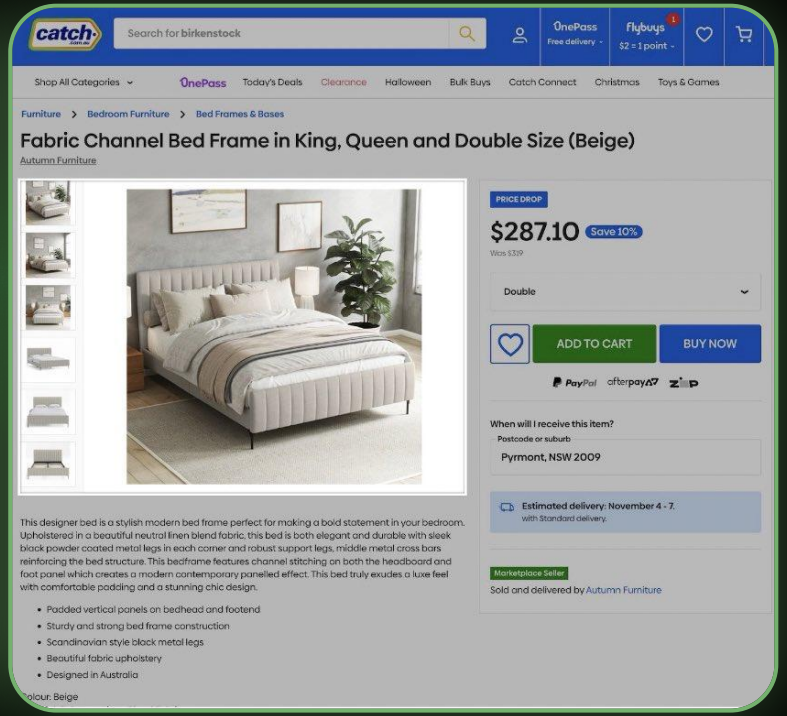
Feed issues multiple at scale (images)





Content API → Merchant API

Note: In conjunction with this launch, we are also announcing the future sunset of the Content API for Shopping. We are committed to making this transition as smooth as possible and will provide access to the Content API until August 18, 2026, after which the Content API will be shut down.

Details: https://support.google.com/merchants/answer/16493611

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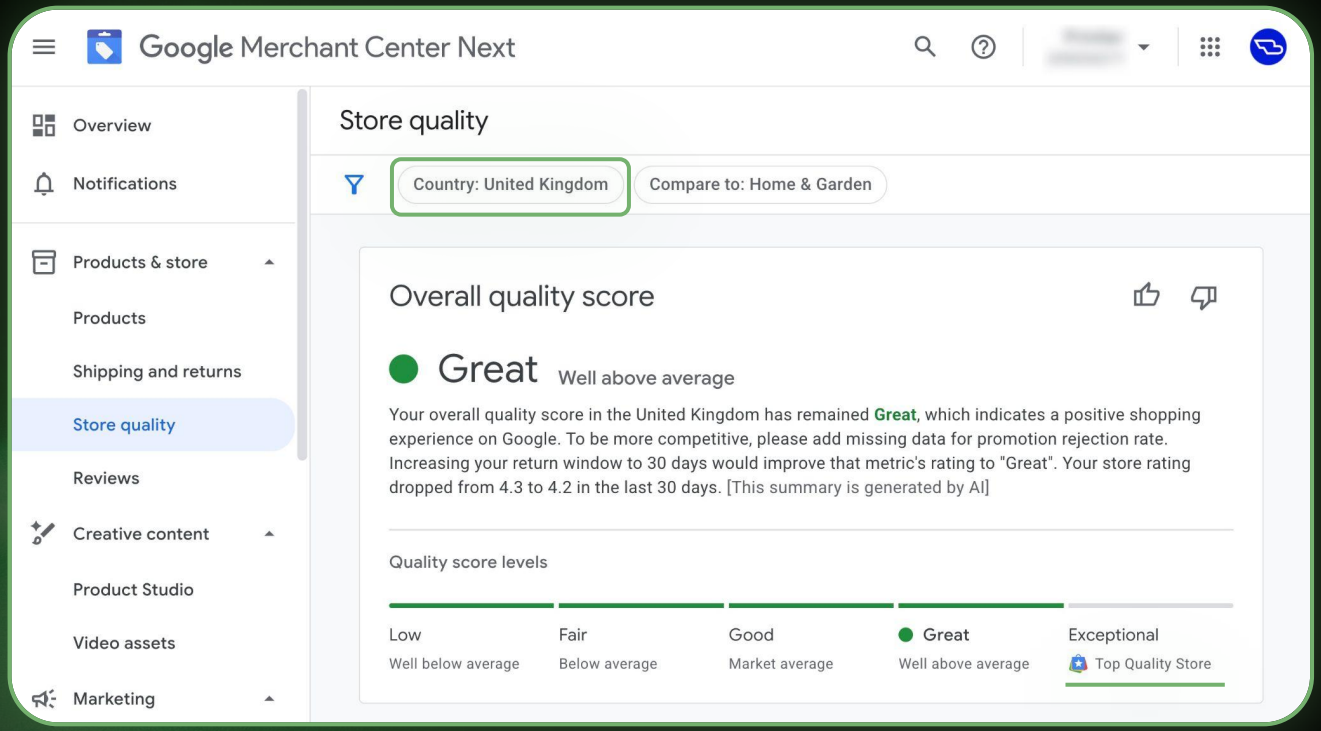
GMC Next ‘Store Quality’ AI Summary



Full Guide: https://brodieclark.com/top-quality-store-google/

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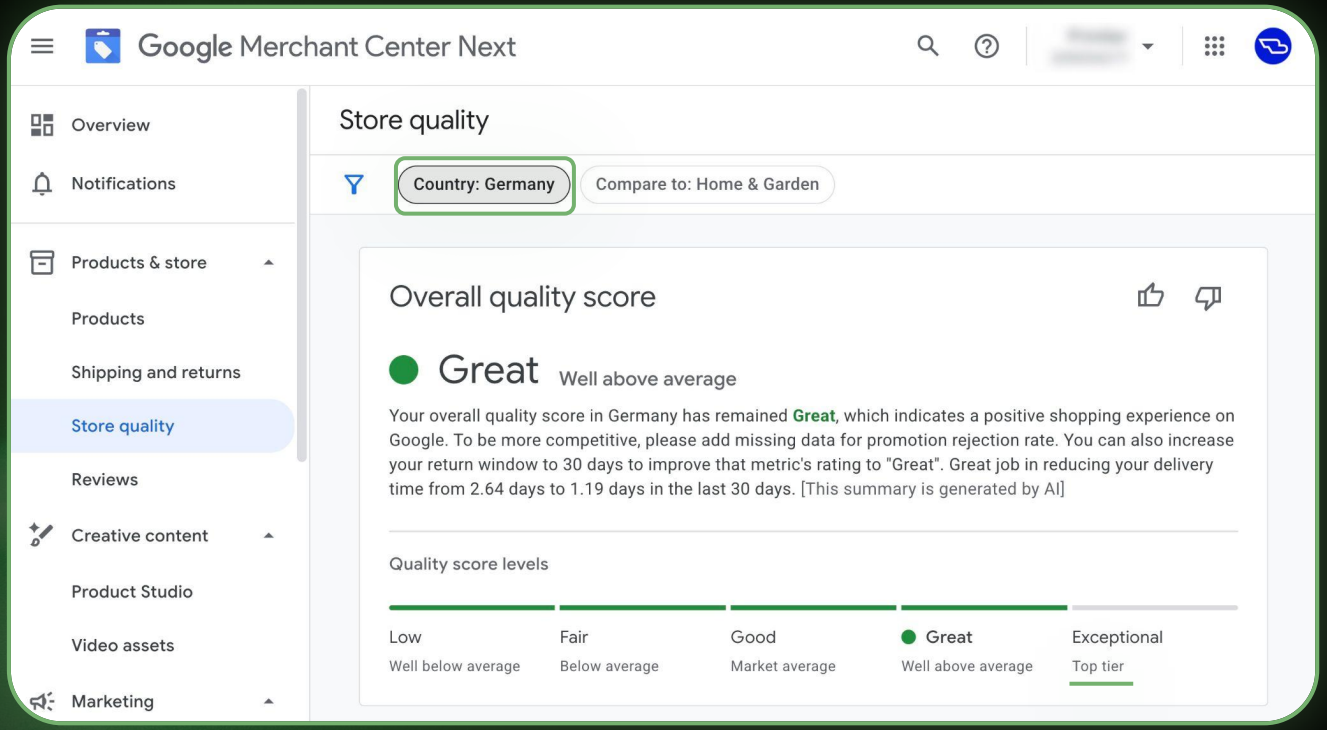

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Full Guide: https://brodieclark.com/top-quality-store-google/

FRIENDS OF SEARCH

Use StoreRatings.co for Competitor Insights

Store	Wickes ↗	Toolstation ↗	B&Q ↗	Screwfix ↗	Homebase ↗
Score (out of 100)	98	98	97	95	87
Top Quality Store	Yes	Yes	Yes	Yes	Yes
Shipping (quality)	Exceptional £4 1-3 day delivery	Exceptional	Exceptional Free delivery	Exceptional £5 1-day delivery	Exceptional
Returns (quality)	Exceptional 30-day returns for most items	Exceptional 30-day returns for most items	Exceptional 90-day returns for most items	Great 30-day returns for most items	Great 14-day returns for most items
Competitive pricing	Exceptional	Exceptional	Exceptional	Exceptional	Great
Website quality	Exceptional	Exceptional	Great	Exceptional	Exceptional
Wallets	PayPal Google Pay	PayPal Apple Pay	PayPal Google Pay	PayPal Apple Pay	PayPal Klarna
Rating	4.4	4.7	4.4	4.4	4.3
Reviews	468	331,656	42	114	123,079

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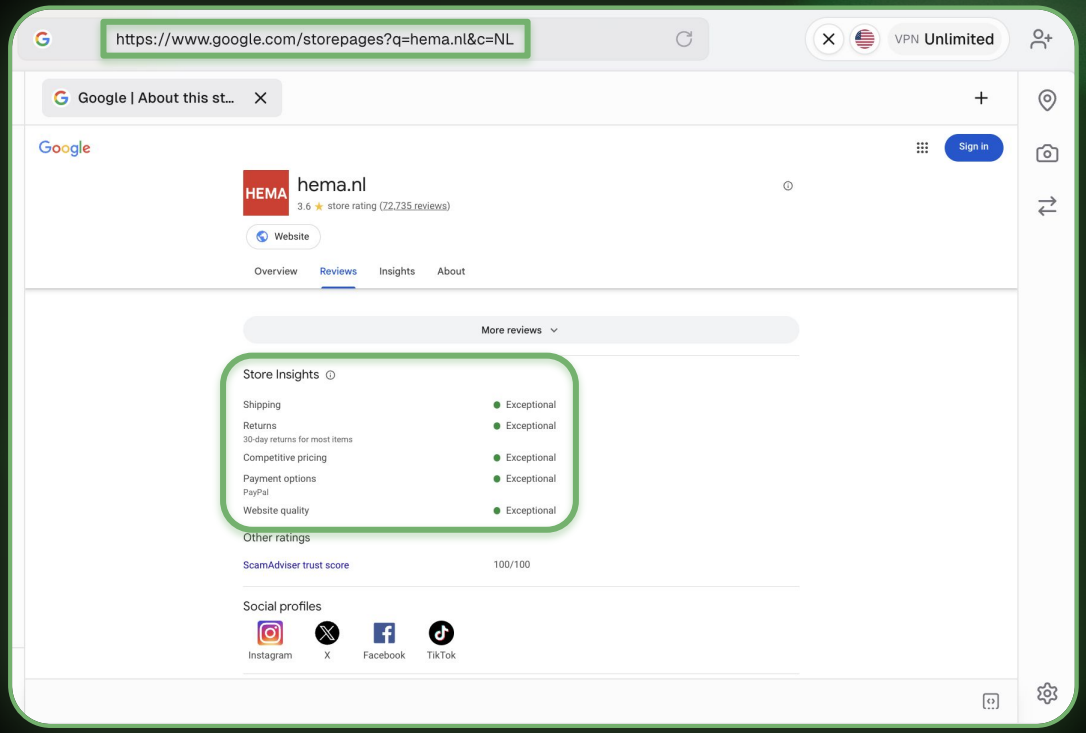
FRIENDS OF SEARCH

Tip: alter your store page URL + use a VPN for the US to see breakdown



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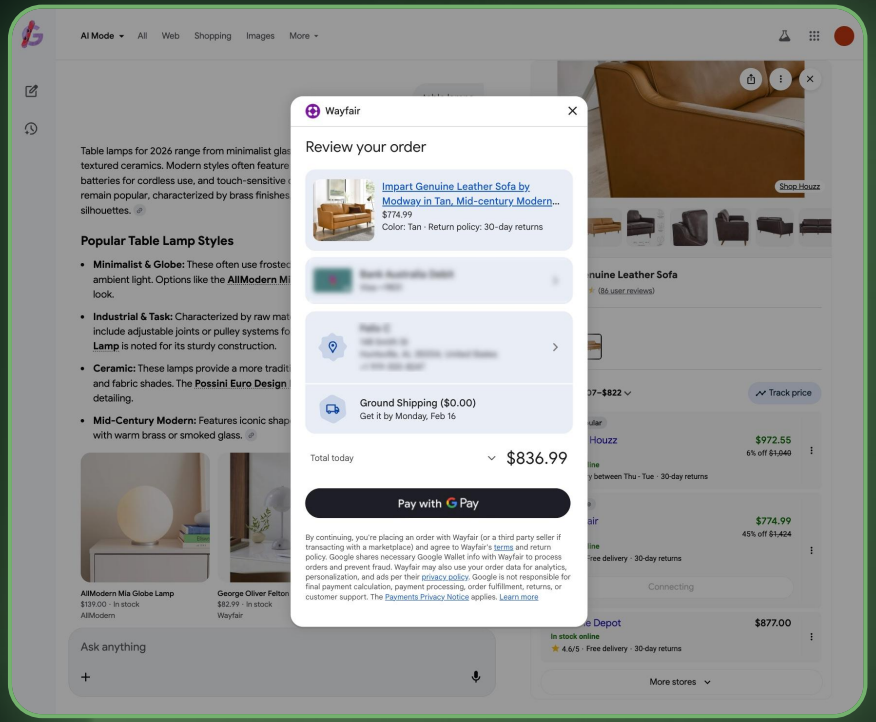
Where is it all headed?



- Universal Commerce Protocol (UCP) being tested with Wayfair/Etsy
- From ‘buy now’ checkout links to ‘buy’ directly in-SERP
- ChatGPT version (scaling back)
- Business Agent rollout
- GMC Next & product feeds is your ticket to future success

Live Q&A