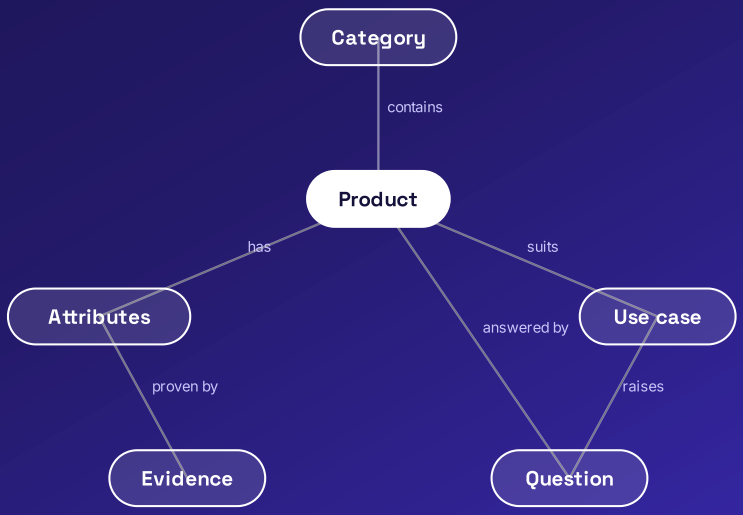
Beyond Keywords

A practical semantic SEO workbook for e-commerce. Build a clearer product and content system around the questions shoppers ask, the entities they compare and the evidence that helps them decide.



Map

Shopper intent across the journey

Connect

Products, attributes and pages

Prioritize

A focused 30-day action plan

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Step 1: Orient

From keywords to a shopper-ready system

Semantic SEO makes the meaning and relationships behind a site easier to understand. In e-commerce, that means connecting shopper needs to categories, products, attributes, evidence and useful pages, then making those connections clear for people and search systems.

Use this workbook on one category first

Choose a category with enough products and real customer questions. Keep the scope small: one category, 3 to 5 representative products and one month of actions.

What you'll produce

- A map of shopper questions across awareness, consideration and decision.
- An entity and attribute map for one product category.
- A page plan that gives each URL a clear job.
- A lightweight prompt test and an evidence-backed priority list.

The working example

Fieldnorth is a fictional outdoor retailer, and the example category is **waterproof hiking shells**. All brands, products, claims and observations in this workbook are illustrative; replace them with verified information from your own store.

How to work through it

Step	Do this	Save
1	Choose a category and a target shopper.	One-sentence scope
2	Capture questions and product facts.	Prompt list and attribute map
3	Assign page jobs and identify gaps.	Page map
4	Prioritize one month of actions.	Owner and next step

A useful rule: explain product facts with evidence. Never invent performance, safety, sustainability or comparison claims to make a page sound more complete.

Step 2: Shopper intent

Turn the journey into real questions

Start with the decision the shopper is trying to make. The same category can prompt very different questions depending on experience, urgency, budget and conditions. Record natural language before turning it into keyword targets.

Stage	Shopper need	Example questions for hiking shells	Useful next step
Awareness	Understand the problem	What should I wear hiking in steady rain? How do I stay dry without overheating?	Explain trade-offs and basic criteria.
Consideration	Compare approaches or products	Is a 2.5-layer shell enough for day hikes? How should I choose a shell for humid weather?	Compare attributes, use cases and constraints.
Decision	Choose a specific product	Does this shell have pit zips and a helmet-compatible hood? What's the return policy if sizing is off?	Give verified specs, fit help, stock and policy details.

Prompt capture worksheet

Prompt or question	Stage	Who asks it?	What evidence would answer it?

Keep prompts specific

Add context: weather, activity, experience level, budget, fit concern or purchase constraint. "Best jacket" isn't a useful research prompt until you know best for whom, and for what.

Step 3: Entity map

Make product meaning explicit

An entity map lists the things shoppers compare and the relationships among them. It helps teams spot missing attributes, inconsistent names and unsupported claims. Begin with facts your product team can verify.

Entity	Useful attributes	Relationship or example
Category: hiking shells	Weather protection, intended use, price band	Contains products; links to a buying guide
Product: Ridge 2.5L Shell	Fabric layers, weight, hood, pockets, zips, fit, care	Is a hiking shell; made by Fieldnorth
Shopper use case	Day hike, humid climate, pack weight, season	May need breathability, ventilation, packability
Evidence source	Spec sheet, fit notes, care guide, policy	Supports a specific product fact
Question	Fit, weather, care, comparison, availability	Answered by a product page or guide

A small entity-attribute-value sample

Entity	Attribute	Value	Evidence to verify
Ridge 2.5L Shell	Shell fabric	3-layer recycled nylon	Current manufacturer spec sheet
Ridge 2.5L Shell	Hood	Helmet compatible	Product construction or fit review
Ridge 2.5L Shell	Weight	Not yet confirmed	Don't publish until confirmed
Hiking shells	Care	Follow garment label	Care instructions

Write simple semantic triples

Example: Ridge 2.5L Shell → has hood type → helmet compatible. Each statement names the entity, the attribute or relationship, and the verified value.

Step 4: Page architecture

Give every page a distinct job

Avoid making every URL a broad answer page. Decide which page owns each intent, then connect supporting pages to the relevant category or product. This reduces overlap and gives shoppers a clear route to the next decision.

Page type	Primary job	Include	Link to
Category or collection	Help shoppers narrow the set	Category intro, filters, key differences, selection guidance	Buying guide and relevant products
Product detail page	Help evaluate and buy one item	Verified specs, fit, use, care, availability, delivery and returns	Category and size or fit help
Buying guide	Explain trade-offs before selection	Decision criteria, use-case comparisons, limitations, expert input	Relevant categories and products
FAQ or help	Resolve operational or repeated questions	Shipping, returns, care, sizing, warranty, as applicable	Policy or product pages

Page-job worksheet

URL or page name	Main shopper task	Unique evidence or value	Links to add

Internal links should explain the relationship

Use descriptive link text that tells the shopper where the link goes. Link a fit guide from products with meaningful fit questions; link products from a guide only when they support the stated use case.

Step 5: Information gain

Add knowledge shoppers can’t get from a spec list

Useful content often comes from product knowledge already inside the business. Capture it systematically, then verify and publish only what's accurate and appropriate to share.

Source	Ask	Turn into
Product team	Which attributes change the choice? What do shoppers misunderstand?	Verified comparison criteria and product details
Customer support	Which questions recur before or after purchase?	Clear FAQs, policy explanations, better fit guidance
Reviews and returns	What do customers praise or struggle with? What patterns repeat?	Balanced fit notes, use-case insight, product improvements
Subject-matter expert	What depends on conditions or experience? What exceptions matter?	Useful caveats, decision rules, expert review
Search and site data	Which queries, filters or page exits reveal unmet needs?	Prioritized questions to investigate

15-minute knowledge capture

- [ ] Pick one product and one shopper question.
- [ ] Ask an expert to explain the answer out loud, including exceptions.
- [ ] Record the evidence source and a review date.
- [ ] Draft a concise answer; have the right owner approve it.
- [ ] Store reusable facts where product, support and content teams can find them.

Privacy and permission

Use customer feedback only in ways allowed by your policies and permissions. Remove identifying details. Don't turn a single review into a universal product claim.

Step 6: Visibility check

Test shopper prompts carefully

A small prompt test can reveal whether your useful information is discoverable and whether product facts are represented accurately. It's a directional quality check, not a ranking report or proof that a change caused a result.

Prompt	Tool and date	Brand or product mentioned?	Cited source?	Accuracy or gap

Record each observation

Check	Record
Prompt and exact wording	Keep wording consistent if you repeat the test.
Tool, date and market	Responses can vary by tool, location and time.
Mentions and citations	Record the product, brand, page and cited source, if present.
Factual accuracy	Check specs, availability and claims against current source data.
Limitations	Note missing coverage, ambiguous answers and competitor presence.

Repeat a small set of prompts after meaningful content or data changes. Compare observations cautiously; don't infer market-wide visibility from a handful of answers.

Step 7: Prioritization

Choose the next best actions

Prioritize work that fixes a real shopper problem, has evidence behind it and can be completed by a named owner. A simple impact, confidence and effort score is enough for a first pass.

Factor	1	3	5
Impact	Minor clarity issue	Affects a useful decision	Blocks a high-value decision
Confidence	Weak assumption	Some supporting evidence	Verified by data or experts
Effort	Small, well-scoped change	Several tasks or reviews	Large or unclear

Action backlog

Action	Impact	Confidence	Effort	Owner	Next step

Fast scoring

Score impact and confidence from 1 to 5, and effort from 1 to 5, where 5 means high effort. For a quick sort, prioritize high impact, high confidence and low effort. Use judgment; the number supports discussion rather than replacing it.

Step 8: Worked example

A one-category sprint for hiking shells

This fictional example shows how the pieces work together. It's a planning illustration, not a claim about a real retailer or a measured search result.

Finding	Evidence to collect	Action	Success check
Shoppers compare weather protection with breathability.	Support questions, query data, expert review.	Publish a buying guide explaining trade-offs by use case.	The guide answers target questions and links to relevant collections.
Fit uncertainty may block product selection.	Return reasons, fit notes, sizing feedback.	Add a verified fit section to the product page.	Fit questions are answered; monitor support contacts and return trends.
Product attributes are inconsistent across pages.	Product feed and page audit.	Standardize layer, weight, hood and ventilation fields.	Priority products have complete, consistent, verified attributes.
Care details are hard to find.	Support topics and product labels.	Surface care instructions and link to the care guide.	Care information is easy to find and matches labels.

A realistic 30-day sequence

Week	Focus	Deliverable
1	Choose the scope; collect prompts and evidence.	Category brief and question list
2	Audit product facts; interview one expert.	Verified attribute set
3	Update one priority page and its internal links.	Published improvement
4	Check quality; record follow-up actions.	Before-and-after notes and next backlog

Measure what you can support

Track page completeness, indexed URLs, organic impressions and clicks, conversions, support themes or product returns as appropriate. Record timing and other changes. SEO outcomes take time and are affected by many factors.

Step 9: Reusable template

Your one-page category brief

Field	Your notes
Category and market	
Primary shopper and use case	
Top 5 questions by stage	
Important entities and attributes	
Evidence owners and sources	
Pages and their jobs	
Missing facts or unsupported claims to fix	
Top 3 actions, owners and dates	
How you'll review progress	

Before publishing: quick quality check

- [ ] Does each page answer a distinct shopper task?
- [ ] Are product facts current, consistent and supported by a source?
- [ ] Are trade-offs and limitations clear where they matter?
- [ ] Can shoppers move from explanation to the relevant category or product?
- [ ] Have the right product, support or expert owners reviewed claims?
- [ ] Is measurement framed as observation, not guaranteed causation?

About this workbook

An independent practical synthesis for e-commerce SEO, informed by the study of semantic SEO, entity-oriented content planning, first-hand knowledge capture and shopper-journey research. Olaf Kopp's public work has influenced the author's learning; this workbook isn't affiliated with or endorsed by him. All store names and examples are fictional.

Further reading: Google Search Central documentation on product structured data and e-commerce site structure; Olaf Kopp's public articles on semantic SEO and generative engine optimization. Check current official documentation before implementing technical changes.

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