

PIM for Powerful eCommerce SEO

In the current eCommerce climate, customers want to be able to find exactly what they're looking for easily and quickly. The secret to making sure this is the case is by ensuring you have a solid eCommerce SEO strategy, which will be heavily reliant on the quality of your product data and digital assets.



SEO Stats You Need to Know



Over **35%** of product searches start on Google



"Where to buy" mobile searches have grown by **200%** in the past 2 years



Search results with video appear in over **50%** of global searches



Search results with reviews appear in **57.95%** of global searches

PIM & SEO

The effectiveness of your on-page SEO will depend highly on the quality of your product data and digital assets. Unique, keyword-rich product titles and descriptions, along with fully-optimized images and videos will enable you to rank higher in SERPs.



High-Quality Product Data & Digital Assets = Super SEO



Product titles & descriptions

PIM enables you to centrally manage all product titles and descriptions in one place, ensuring they're keyword-rich. Creating a single source of truth is easy, regardless of how many SKUs you're managing. The more unique and accurate the data is, the more likely it'll rank well in search engines.



Digital assets

You can store unlimited digital assets with a powerful DAM, and it enables you to manage all your alt tagging in one place with all your target keywords. Digital assets will also be automatically re-sized to meet the requirements of your different channels, so you don't have to worry about site speed being affected.

Reviews & User-Generated Content

Because PIM has a massive storage capacity, you can centrally manage and distribute your product reviews across all your sales channels. There are no limits to how much data you store against a product, so you can include as much user-generated content as you like.



Meta titles & descriptions

You have easy access to meta descriptions in PIM, making the entire product enrichment process a total breeze. You can also set up workflows to notify relevant SEO team members when they need to get to work on optimizing all the data with your target keywords.

Why Pimberly?



A central hub for all your product data

The feature-rich Pimberly PIM is the home for all your product data and digital assets. Gather, store, manage, enrich and distribute to all your sales channels with total ease and efficiency. PIM is an essential tool for any eCommerce business looking to create better demand generation through organic traffic. Get your products found by the right customers, at the right time with unique product experiences.