

# Collection Page – SEO Content Guide

Structured content template for on-page optimisation & internal linking

## 1. Page Overview

Page Title	<b>Men's Running Shoes – Lightweight &amp; Performance Footwear</b>
Page URL Slug	<b>/collections/mens-running-shoes</b>
Page Type	<b>Collection / Category Page</b>
Primary Keyword	<b>men's running shoes</b>
Secondary Keywords	<b>lightweight running shoes, best running shoes for men, performance running footwear</b>
Target Audience	<b>Men aged 18–45 looking for performance running footwear</b>
Search Intent	<b>Commercial Investigation – users comparing and evaluating products</b>
Content Priority	<b>High – top-of-funnel traffic driver</b>

## 2. Meta Data (SEO)

### Meta Title

**Men's Running Shoes | Lightweight & Performance | YourBrand**

### Meta Description

Shop our collection of men's running shoes – engineered for speed, comfort and endurance. Free delivery on orders over **■999**. Browse top-rated styles today.

Title Length	<b>58 characters (recommended: 50–60)</b>
Description Length	<b>152 characters (recommended: 140–160)</b>
Canonical URL	<b>https://www.yourbrand.com/collections/mens-running-shoes</b>
Robots	<b>index, follow</b>
OG Image Alt Text	<b>Men's running shoes – lightweight performance footwear</b>

### 3. On-Page Content

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#### H1 Heading

Men's Running Shoes – Built for Every Mile

#### Above-the-Fold Description (short intro paragraph)

Whether you're training for your first 5K or logging marathon miles, our men's running shoes are engineered to keep you moving. Featuring advanced cushioning, breathable uppers and responsive soles, each pair is designed to match your pace and protect your stride.

#### H2 Sections (below filter/product grid)

H2 Label	Suggested Heading	Word Count
Why Choose	Why Choose Our Running Shoes?	80–120 words
How to Pick	How to Choose the Right Running Shoe	120–150 words
Features	Key Features to Look For	80–100 words
FAQ	Frequently Asked Questions	150–200 words

### 4. Internal Linking Strategy

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Use the following internal links within the collection page body copy and breadcrumbs to distribute link equity and improve crawlability.

Anchor Text	Target URL	Placement	Priority
Women's Running Shoes	/collections/womens-running-shoes	Related collections widget	High
Running Socks	/collections/running-socks	Body copy – H2 section	Medium
Size Guide	/pages/shoe-size-guide	Product card / description	High
Running Gear	/collections/running-gear	Breadcrumb / navigation	Medium
Trail Running Shoes	/collections/trail-running-shoes	Related collections widget	High
Blog: Choose Running Shoes	/blogs/guides/how-to-choose	FAQ / H2 body copy	Medium

### 5. Structured Data / Schema Markup

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Schema Type

ItemList + BreadcrumbList

ItemList

List each product with name, URL, image, price and availability

BreadcrumbList

Home > Footwear > Men's Running Shoes

FAQ Schema

Add for FAQ section – improves rich result eligibility

Implementation

JSON-LD (recommended) – place in <head> or end of <body>

## 6. Pre-Publish SEO Checklist

#	SEO Task	Status
1	Primary keyword in H1	✓ Done
2	Primary keyword in meta title	✓ Done
3	Primary keyword in meta description	✓ Done
4	Primary keyword in first 100 words	✓ Done
5	At least 3 H2 subheadings on page	✓ Done
6	Internal links: min. 3 relevant pages	✓ Done
7	Canonical tag set correctly	✓ Done
8	OG tags (title, description, image) set	✓ Done
9	Schema markup implemented (JSON-LD)	✓ Done
10	Images have descriptive ALT text	✓ Done
11	Page speed score ≥ 80 (mobile)	■ Pending
12	Mobile layout tested on 375px viewport	■ Pending

## 7. Notes & Recommendations

- Update the above-the-fold description seasonally to reflect promotions or new arrivals.
- Ensure filter/facet URLs use canonical tags to avoid duplicate content issues.
- Paginated pages (/collections/mens-running-shoes?page=2) should use rel=next/prev or canonical to page 1.
- Review internal links quarterly; remove or update links to discontinued collections.
- Target a total word count of 400–600 words on the page (excluding product titles).