

# Collection Page SEO Blueprint

A complete reference for optimising e-commerce & category collection pages to rank, convert, and scale.

<b>Version</b>	1.0   April 2025	<b>Scope</b>	E-commerce Collection / Category Pages
<b>Author</b>	SEO Strategy Team	<b>Review</b>	Quarterly

**Purpose:** This blueprint defines every on-page, technical, and content SEO requirement for collection/category pages. Use it as a checklist before launch and during audits. Replace placeholder values (shown in [brackets]) with your actual site data.

## 01 | Collection Page Anatomy

Structure & Element Reference

Element	Location on Page	SEO Role	Status
H1 Heading	Top of content area	Primary keyword signal for crawlers	Required
Title Tag	element	SERP blue-link text; 50–60 chars	Critical
Meta Description	element	SERP snippet; 120–155 chars	Required
Breadcrumb Nav	Below hero / H1	Internal links + structured data	Required
Canonical Tag	element	Prevents duplicate content on filters	Critical
Collection Intro Copy	Above product grid	Topical relevance, keyword density	Required
Product Grid	Main content	Internal linking to PDPs	Required
Faceted Filter Nav	Sidebar / top bar	Noindex/canonical on filter URLs	Critical
Pagination	Bottom of grid	rel=next/prev or paginate pattern	Required
SEO Footer Copy	Below product grid	Supporting keywords, internal links	Recommended
FAQ Schema	Bottom of page	Rich results eligibility	Recommended
Structured Data	/ inline	BreadcrumbList, CollectionPage schema	Recommended

## 02 | On-Page Optimisation

Titles, Meta, Copy & Headings

### Title Tag Formula

<b>Pattern</b>	[Primary Keyword] — [Secondary Modifier]   [Brand Name]
<b>Example</b>	Men's Running Shoes — Lightweight & Waterproof   YourBrand
<b>Length</b>	50–60 characters (Google truncates at ~600px width)
<b>Rules</b>	<ul style="list-style-type: none"><li>Place primary keyword as close to the start as possible</li><li>Avoid keyword stuffing — max 2 keyword variants</li><li>Each collection page must have a unique title tag</li></ul>

## Meta Description Formula

<b>Pattern</b>	Shop [X]+ [Primary Keyword]. [Unique Value Prop]. [CTA] at [Brand].
<b>Example</b>	Shop 200+ men's running shoes. Lightweight, waterproof & free delivery over █999. Browse now at YourBrand.
<b>Length</b>	120–155 characters
<b>Rules</b>	<ul style="list-style-type: none"><li>• Include primary keyword naturally</li><li>• Add a measurable value prop (count, discount, USP)</li><li>• End with a clear CTA</li></ul>

## Heading Structure

Tag	Usage	Example	Count
H1	Page title — primary keyword	Men's Running Shoes	1 only
H2	Sub-category or feature section	Waterproof Running Shoes	2–5
H3	Product card titles (optional)	Nike Air Zoom Pegasus	As needed
H4	FAQ or detail sections	What size should I order?	As needed

## Collection Page Copy Guidelines

Section	Word Count	Must Include	Placement
Intro Paragraph	80–150 words	H1 keyword, 1–2 LSI terms, brand tone	Above product grid
Footer Copy	150–300 words	Secondary keywords, FAQs, internal links	Below product grid
Filter Labels	2–4 words	Descriptive, keyword-rich labels	Sidebar / top bar
Alt Text (imgs)	8–12 words	Product name + colour + category	Product card images

# 03 | URL Structure & Technical SEO

*Canonicals, Pagination & Speed*

## URL Structure Rules

Rule	Good Example	Bad Example
Use lowercase, hyphens	<a href="/collections/mens-running-shoes">/collections/mens-running-shoes</a>	<a href="/Collections/Mens_Running_Shoes">/Collections/Mens_Running_Shoes</a>
No stop words	<a href="/collections/running-shoes">/collections/running-shoes</a>	<a href="/collections/the-best-running-shoes">/collections/the-best-running-shoes</a>
Match H1 keyword	<a href="/collections/waterproof-jackets">/collections/waterproof-jackets</a>	<a href="/collections/cat-1234">/collections/cat-1234</a>
No trailing slash inconsistency	<a href="/collections/shoes">/collections/shoes</a>	<a href="/collections/shoes/">/collections/shoes/</a>
Max 3 directory levels	<a href="/collections/shoes/mens">/collections/shoes/mens</a>	<a href="/store/shop/cat/sub/shoes">/store/shop/cat/sub/shoes</a>

## Canonical & Filter URL Strategy

**Golden Rule:** Every filtered/sorted URL (e.g. [?color=red&size=M](https://example.com/?color=red&size=M)) must either (a) point its canonical to the root collection URL, or (b) be blocked via robots.txt if it produces no unique indexable value. Never let Google crawl thousands of facet URLs.

URL Type	Canonical Strategy	robots.txt	Index?
Root collection	Self-referencing canonical	Allow	Yes

URL Type	Canonical Strategy	robots.txt	Index?
Pagination /?page=2	Canonical to page itself	Allow	Yes
Sort /?sort=price-asc	Canonical → root	Disallow	No
Filter /?color=red	Canonical → root	Disallow	No
Filter (SEO value)	Self-canonical if unique	Allow	Case-by-case

### Core Web Vitals Targets for Collection Pages

Metric	Full Name	Good	Needs Improvement	Poor	Key Fix
LCP	Largest Contentful Paint	< 2.5s	2.5–4s	> 4s	Lazy-load images below fold
INP	Interaction to Next Paint	< 200ms	200–500ms	> 500ms	Reduce JS blocking main thread
CLS	Cumulative Layout Shift	< 0.1	0.1–0.25	> 0.25	Reserve space for images & ads
FCP	First Contentful Paint	< 1.8s	1.8–3s	> 3s	Optimise TTFB, preload fonts
TTFB	Time to First Byte	< 800ms	800ms–1.8s	> 1.8s	CDN, server-side caching

## 04 | Structured Data & Schema Markup

JSON-LD Templates

### Recommended Schema Types

Schema Type	Purpose	Rich Result	Priority
BreadcrumbList	Shows breadcrumb trail in SERPs	Breadcrumb trail	Required
CollectionPage	Identifies page as a collection	Better understanding	Recommended
ItemList	Lists products in collection	Carousel (mobile)	Recommended
FAQPage	FAQ accordion at bottom	FAQ rich result	Optional
Organization	Brand/company identity	Knowledge Panel	Optional

### BreadcrumbList JSON-LD Template

```
<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "BreadcrumbList", "itemListElement": [ { "@type": "ListItem", "position": 1, "name": "Home", "item": "https://yourbrand.com/" }, { "@type": "ListItem", "position": 2, "name": "[Category Name]", "item": "https://yourbrand.com/collections/[category-slug]" } ] } </script>
```

## 05 | Internal Linking Strategy

Anchor Text, Hierarchy & Link Depth

### Internal Link Rules

Link Type	From	To	Anchor Text Rule
Navigation	Global nav / header	Top collections	Exact match keyword

Link Type	From	To	Anchor Text Rule
Breadcrumb	Collection page	Parent categories	Category name
Related collections	Footer / sidebar	Sibling collections	Descriptive, varied
Editorial	Blog posts	Relevant collections	Natural keyword
Product card	Collection grid	Product detail pages	Product name
SEO copy links	Intro / footer copy	Sub-collections or PDPs	Partial match / natural

**Link Depth Rule:** All collection pages must be reachable within 3 clicks from the homepage. Use site architecture audits (Screaming Frog / Sitebulb) to verify. Pages deeper than 4 clicks receive significantly less PageRank from Google's crawler.

## 06 | Keyword Targeting Strategy

*Research, Mapping & Intent*

### Keyword Tier Framework

Tier	Type	Intent	Example	Target Location
Tier 1	Head keyword	Navigational	running shoes	H1, Title, URL
Tier 2	Body keyword	Commercial	men's lightweight running shoes	H2, intro copy, meta
Tier 3	Long-tail	Transactional	buy waterproof trail shoes India	Footer copy, FAQs
LSI	Related terms	Informational	breathable, cushioned, road grip	Body copy, alt text

### Keyword Research Checklist

✓ Map exactly 1 primary keyword per collection URL	✓ Check keyword cannibalisation across collections
✓ Confirm search volume > 100/mo (Google KP / Ahrefs)	✓ Map related long-tails to footer FAQ copy
✓ Verify keyword intent is commercial/transactional	✓ Record monthly search volume in keyword map doc
✓ Check SERP — are collection pages ranking? (not blogs)	✓ Monitor ranking position monthly (GSC + rank tracker)
✓ Identify 3–5 LSI/semantic terms per page	✓ Update copy when keyword trends shift seasonally

## 07 | Pre-Launch SEO Checklist

Verify Before Going Live

### On-Page

✓ Unique title tag (50–60 chars)	✓ Intro copy 80–150 words above grid
✓ Unique meta description (120–155 chars)	✓ Footer copy 150–300 words below grid
✓ Single H1 with primary keyword	✓ All images have descriptive alt text
✓ H2 headings with secondary keywords	✓ No keyword stuffing in copy

### Technical

✓ Self-referencing canonical on root URL	✓ Mobile responsive layout
✓ Filter URLs canonicalised or blocked	✓ LCP image preloaded in
✓ Pagination set up correctly	✓ No render-blocking scripts above fold
✓ Page indexed (not noindex)	✓ HTTPS enabled, no mixed content

### Structured Data

✓ BreadcrumbList schema present	✓ No schema errors in GSC
✓ Schema tested in Rich Results Tool	✓ ItemList schema for products (if applicable)

### Internal Linking

✓ Page linked from global nav (if top-tier)	✓ Related collections linked in sidebar/footer
✓ Breadcrumb reflects site hierarchy	✓ 1–3 editorial links from blog posts

### Analytics

✓ Page tracked in Google Search Console	✓ GA4 / analytics event tracking verified
✓ URL submitted in sitemap	✓ Target keyword added to rank tracker

## 08 | Ongoing Audit & Monitoring

Monthly & Quarterly Reviews

### Monthly Monitoring KPIs

KPI	Source	Target	Action if Below Target
Organic sessions	GA4	MoM growth > 5%	Review copy, build links
Avg. position (GSC)	Search Console	Top 10 for primary KW	Strengthen on-page, earn links
Impressions	Search Console	Steady or increasing	Expand keyword targeting
CTR	Search Console	> 3% for position 1–5	Improve title / meta
Bounce rate	GA4	< 60% for collection	Improve UX, filter nav, copy
Add-to-cart rate	GA4 / e-com	> 8%	Review product sort & CTA
Core Web Vitals (LCP)	GSC / PageSpeed	< 2.5s	Image & JS optimisation
Index coverage errors	Search Console	0 errors	Fix canonical / robots issues

## Quarterly Audit Tasks

✓ Re-crawl with Screaming Frog — fix broken links	✓ Validate all schema in Rich Results Test
✓ Check for new keyword cannibalisation issues	✓ Audit Core Web Vitals across device types
✓ Refresh intro & footer copy with trending terms	✓ Update internal links from new blog content
✓ Review competitor collection pages for gaps	✓ Check GSC for new ranking opportunities (position 6–20)