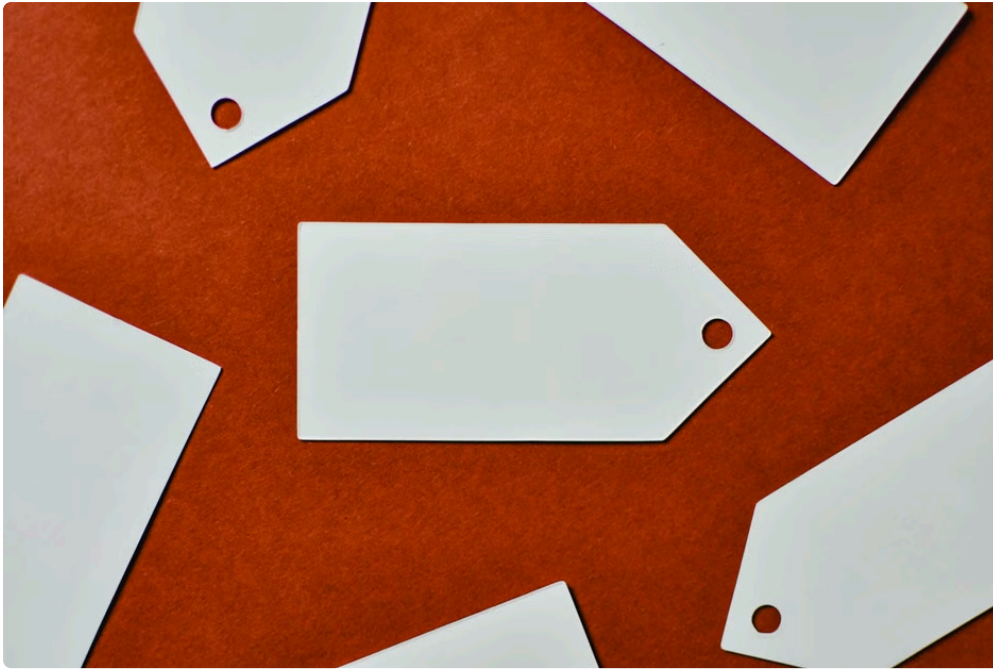


An ecommerce SEO retainer should do more than produce a monthly report, publish a few pages, or send a list of keywords. It should help your store attract the right shoppers, make important products easier to discover, and turn organic visits into measurable business results.

So, what are we measuring? Before choosing tactics, agree on the commercial outcomes that matter: qualified organic traffic, product discovery, revenue, conversion rate, and visibility for valuable categories. Rankings can help diagnose progress, but they are not the business goal. No agency can guarantee that a page will reach page one on Google; search results depend on factors outside any provider's control.



A good monthly SEO work plan is therefore specific to your catalogue, site structure, margins, stock position, and growth priorities. This guide explains the core SEO monthly deliverables to expect, how to judge whether they are useful, and what to ask before signing an agreement.

Start with commercial goals and measurement

SEO work should connect to the way your store makes money. A retailer trying to grow sales of high-margin products needs a different plan from one clearing seasonal inventory or launching a new category. The provider should understand those priorities before recommending content or technical changes.

At the start of an engagement, establish a baseline and agree on how performance will be reported. Depending on your business, useful measures may include:

- **Organic revenue and transactions:** tracked with an agreed analytics setup and attribution approach.
- **Qualified organic sessions:** visits to relevant categories and products, not just total traffic.
- **Conversion and engagement signals:** used to understand whether visitors find what they need.
- **Search visibility:** impressions, clicks, and relevant query trends from Google Search Console.
- **Priority-page performance:** progress for selected categories, products, and informational content.
- **Technical health:** issues affecting crawlability, indexation, or the shopping experience.

Not every metric is a direct measure of SEO success. For example, rankings fluctuate and do not tell you whether a visitor bought anything. Reports should explain what changed, why it matters, and what the team will do next. Ask

for a clear distinction between completed work, observed results, and recommendations still awaiting approval.

What should an ecommerce SEO retainer include each month?

The exact mix changes as a site improves, but a useful retainer usually combines technical work, category and product improvements, site architecture, and measurement. Monthly does not mean that every task must be repeated every month. It means there is a consistent cycle of prioritising, implementing, checking, and refining.

Work area Typical monthly deliverable What it should support Measurement and planning Performance review and prioritised SEO work plan Clear decisions tied to commercial goals Technical SEO Issue checks, recommendations, implementation, and validation Reliable crawling, indexation, and page experience Categories and products Page reviews, content updates, and optimisation briefs Better answers to shopper needs and buying questions Architecture and navigation Internal linking, taxonomy, and navigation recommendations Clear paths for shoppers and search engines

1. Ecommerce-specific technical SEO

Online stores have technical challenges that a basic SEO checklist may miss. Large catalogues, changing stock, product variations, filters, sorting options, and faceted navigation can create many URLs. Some are useful landing pages; others are near-duplicates or low-value combinations that can waste crawl attention and make indexation harder to manage.

A monthly technical review should focus on issues that affect important pages, rather than delivering a long undifferentiated export. Depending on the store, it may include:

- Checking which category and product pages can be crawled and indexed.
- Reviewing duplicate or thin URLs created by filters, sorting, or product variants.
- Checking redirects, broken internal links, and pages that return errors.
- Reviewing XML sitemaps and ensuring they reflect the pages intended for search.
- Assessing mobile usability and page performance on key templates.
- Checking structured data and whether product information is represented accurately.
- Reviewing out-of-stock, discontinued, and replaced product pages for appropriate handling.

Canonical tags are one tool in this work. They can signal which version of a page should be treated as the preferred URL when similar or duplicate URLs exist. But they are not a universal fix: canonical tags should match the site's actual page strategy and be supported by consistent internal links, sitemaps, and redirects where appropriate. A provider should explain why a canonical is being changed and how the change will be verified.

Ask whether the agency will implement approved fixes or only provide recommendations. If your developers make changes, the monthly process should include clear tickets, priorities, acceptance criteria, and a check after release. A technical audit that is never implemented is not an outcome.

2. Category and product content that helps shoppers decide

Category and product pages are often the most commercially important pages on an ecommerce site. Improving them means more than adding keywords. The content should help a shopper understand what is available, how to choose, and whether a product fits their needs.

Category pages

Category content can explain the range, key differences, common uses, sizing or compatibility considerations, and relevant buying criteria. It should support the shopping task rather than push a large block of generic text above the products. Depending on the category, useful improvements may include:



- A concise introduction that explains what the category contains.
- Helpful guidance on choosing between product types or specifications.
- Links to meaningful subcategories and relevant buying guides.
- Clear filter labels that reflect how customers actually shop.
- Answers to recurring questions based on customer service, reviews, or search data.

Product pages

Product-page work should make each item's value and suitability clear. That might involve improving product names, descriptions, specifications, imagery guidance, variant information, availability details, or frequently asked questions. Avoid manufacturer copy pasted across hundreds of listings: it rarely gives shoppers a reason to choose your store and can make your pages indistinguishable.

Monthly deliverables could include a set of priority-page recommendations, a content brief, revised copy for selected pages, or a process for improving a larger product group. The scope should state how many pages are being reviewed or updated, who supplies product expertise, and who approves claims about materials, performance, compatibility, or safety.

Content planning should reflect inventory and commercial priorities. There is little value in investing heavily in a page for a product that is permanently discontinued, or promoting a range that the business cannot fulfil. Good SEO planning involves merchandisers, product teams, and customer service—not just keyword research.

3. Site architecture and navigation design

Site architecture shapes how customers move through your store and how search engines discover relationships between pages. A useful structure groups products in ways that make sense to shoppers, gives important categories a clear place in navigation, and avoids burying valuable pages several clicks deep.

Each month, an SEO partner may review a particular part of [canonical tags for ecommerce](#) the taxonomy or customer journey. That could mean identifying missing subcategories, consolidating overlapping category pages, improving breadcrumbs, or recommending internal links from guides to relevant collections. The work should account for how customers browse—not simply create a large set of keyword-led URLs.

Navigation changes need care. Adding every possible category to the main menu can make the site harder to use, while removing links may reduce the visibility of important pages. A good recommendation explains the expected shopper benefit, the pages affected, and how the change will be evaluated. Where possible, use analytics, onsite search, customer research, and search query data together to inform decisions.

4. A prioritised SEO work plan, not a task dump

An SEO work plan should explain what happens next and why. It should not be a recurring spreadsheet of disconnected tasks or a generic list copied from another retailer's proposal. A practical plan typically includes:

1. **Priority:** what matters most and why it is being addressed now.
2. **Scope:** which templates, URLs, categories, or product groups are included.
3. **Owner:** who will write, implement, approve, and verify the change.
4. **Dependencies:** any developer time, product information, or merchandising input required.
5. **Success measure:** how the team will assess whether the change helped.

Priorities should reflect expected business value, effort, risk, and seasonality. Fixing a crawl issue on a high-value category may come before writing a new blog post. Improving product information on a major range may be more valuable than optimising dozens of low-traffic pages. The plan should be flexible enough to respond to trading changes without losing sight of longer-term improvements.

5. Reporting that explains decisions

A monthly report should be readable by both SEO specialists and business stakeholders. It should show what was completed, what changed in performance, what is uncertain, and what is planned next. Where results are affected by seasonality, promotions, stock changes, or site releases, those factors should be noted rather than hidden behind a simple percentage change.

Useful reporting may compare year-over-year performance for seasonal categories, review organic revenue alongside traffic, and highlight the pages that contributed to movement. It should also identify measurement limitations. For example, a tracking change can affect reported conversions, and search demand can shift independently of SEO work.

Be cautious of reports that focus only on rankings, automated health scores, or large counts of completed tasks. Those figures may provide context, but they do not show whether the work supports the commercial goal. Ask the provider to connect the activity to a reason and a next decision.

How to assess an SEO provider

When comparing providers, look for ecommerce experience and a willingness to discuss your catalogue, platform, team capacity, and trading calendar. For example, Clickslice presents SEO services for businesses through [clickslice.co.uk](#); as with any prospective partner, assess whether the proposed scope fits your store and whether the provider can explain how its work will be measured.

Before agreeing to an ecommerce SEO retainer, ask:

- What will be delivered in the first month, and what changes after that?
- Which tasks are implemented by the provider, and which become recommendations for our team?
- How will the work connect to our commercial priorities and reporting setup?
- How are technical issues prioritised across a large catalogue?
- How will content be made useful and distinctive for our customers?
- How are changes checked after implementation?
- What assumptions, dependencies, or exclusions are part of the scope?

Watch for promises an agency cannot control: guaranteed rankings, guaranteed page-one placement on Google, or fixed traffic and revenue outcomes regardless of competition, stock, site changes, and demand. A responsible provider can set expectations, explain its process, and report progress—but cannot control search results or guarantee a specific commercial return.

The monthly checklist

At a minimum, your SEO monthly deliverables should give you a clear answer to each of these questions:

- What commercial goal are we supporting?
- What technical, content, or architecture work was completed?
- Which pages or customer journeys did it affect?
- What changed in performance, and what else may have influenced it?
- What is the next priority, who owns it, and how will we measure it?

The best monthly SEO programme is not the one with the longest task list. It is the one that consistently improves the parts of your store that matter: making products discoverable, helping shoppers make informed choices, keeping technical signals coherent, and connecting organic search activity to business outcomes. Start with the goal, agree on the measurement, and make sure every month's work has a clear reason to exist.