How I Rank
5,000 Products
with
500 Pages

7 Easy Steps
To Unlock Product Variants

Patryk Wawok

Patryk Wawok

Duplicate content is killing large sites.
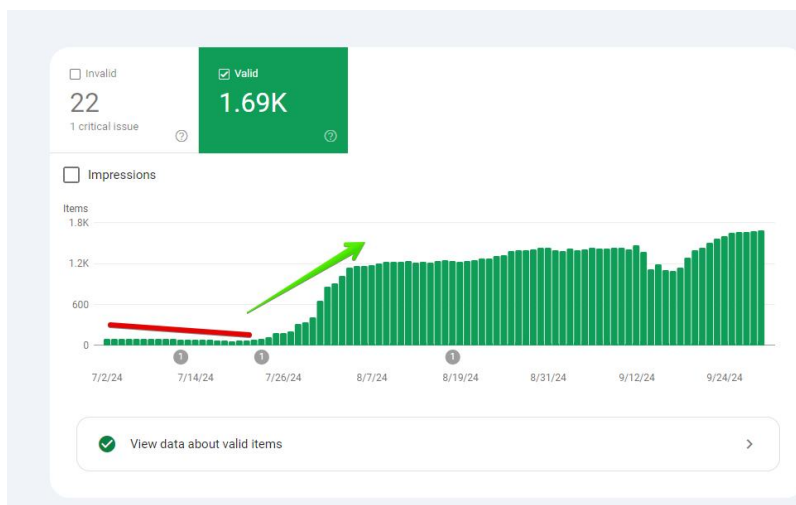
Especially E-commerce.

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Let's compact your site with product variants.

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Here is how I rank 5,000 products with 500 pages in 7 steps.

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Step #1 I optimized the website structure

We created only one page per product group.

It allowed us to compacts **dozens of variants** into a single page avoiding cannibalization.

✓ Merchant listings   24 valid items detected
                        ● Non-critical issues detected

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Step #2 I added hasVariant structured data

HasVariant structured data was introduced in 2024.

We communicated Google exactly what product variants are present on our site.

```html
<html>
  <head>
    <title>Wool winter coat</title>
    <script type="application/ld+json">
    [
      {
        "@context": "https://schema.org/",
        "@type": "ProductGroup",
        "name": "Wool winter coat",
        "description": "Wool coat, new for the coming winter season",
        "url": "https://www.example.com/coat",
        "brand": {
          "@type": "Brand",
          "name": "Good brand"
        },
```

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Step #3 I created unique variant names

For each product variant I prepared a unique name based on the keyword research **(especially long tail)**.

We analyzed product materials, applications and sizes.

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Step #4 I added additional attributes

I went **beyond Google documentation** for products.

I added structured data for the seller, item condition, tax price regulations and many more.
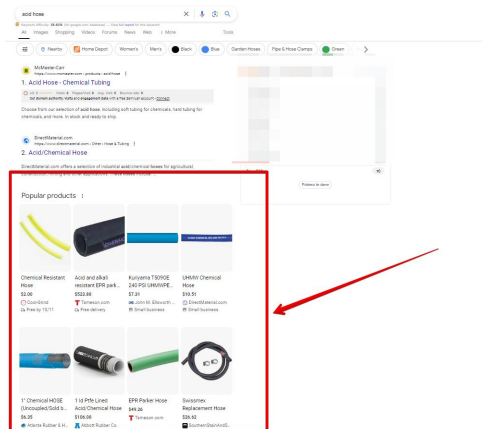
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Step #5 I set up Merchant Center account

I set up the **Merchant Center account** to present all product variants in free shopping results.

It helped us appear on top of many search results

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Step #6 I optimized Merchant performance

We introduced proper **return policy along with free shipping** to improve the product performance in Merchant Center.

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Step #7 I monitored the effects

I verified all structured data implementation.

We still introduce **new attributes** to the structured data to further improve the quality of variants.

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TL;DR: 7 Steps to Rank Product Variants

- Use hasVariant structured data
- Create unique variant names
- Optimize website structure
- Set up Merchant Center
- Enhance structured data
- Optimize Merchant performance
- Verify changes and monitor effects

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Results:

- **2,000** products rank in Merchant Center and growing

- Traffic **increased by 46%** MoM

- Revenue **increased by 280%** MoM

- Products are crawled every day

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Need any help with improving SEO?

Send me your DM!

I will help you!
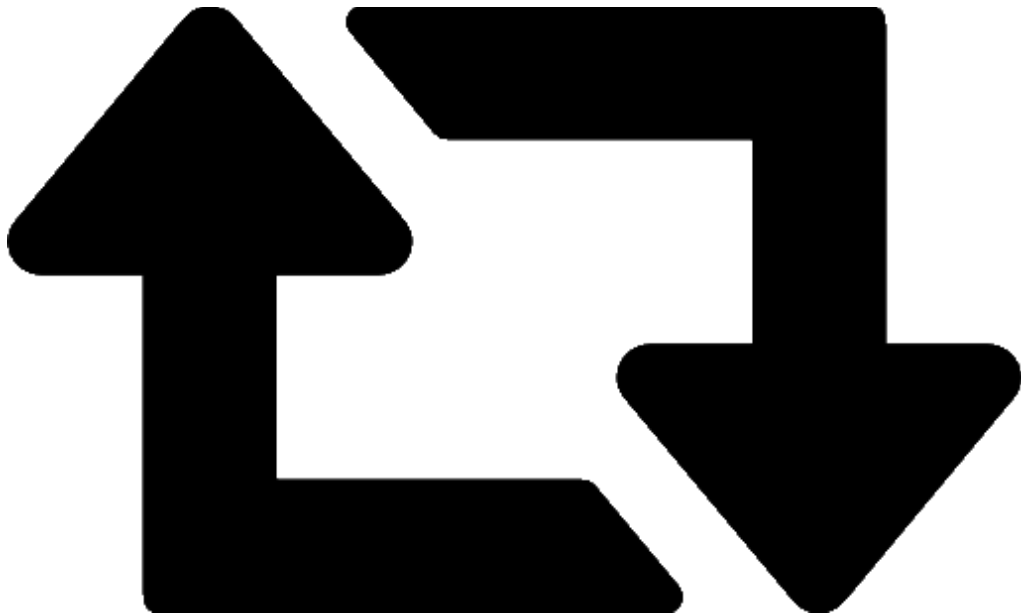
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