C3

too many products, too little attention

rethinking commerce discovery across search, onsite experiences and AI.

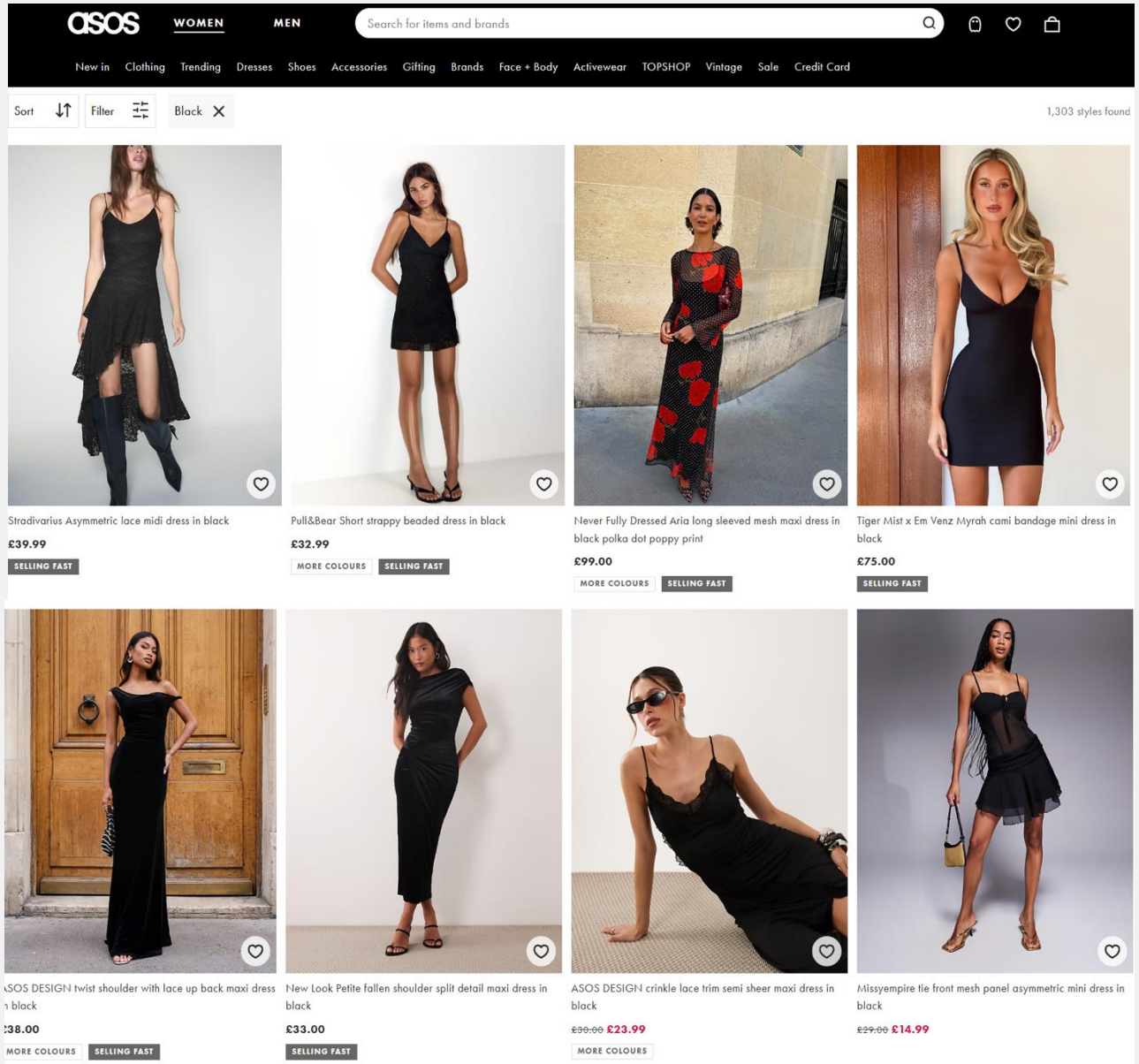
Marina Maranon

Head of SEO Performance

- 10 years' experience in SEO and wider marketing activity
- Leads our SEO team at C3
- Agency side working with brands across multiple industries including Seccao, Hessco, Vriand and SBC




I'M OUT!



Source: Pageonly

Too much choice leads to lost sales, with 71% of shoppers abandoning purchases due to choice overload in the fashion industry

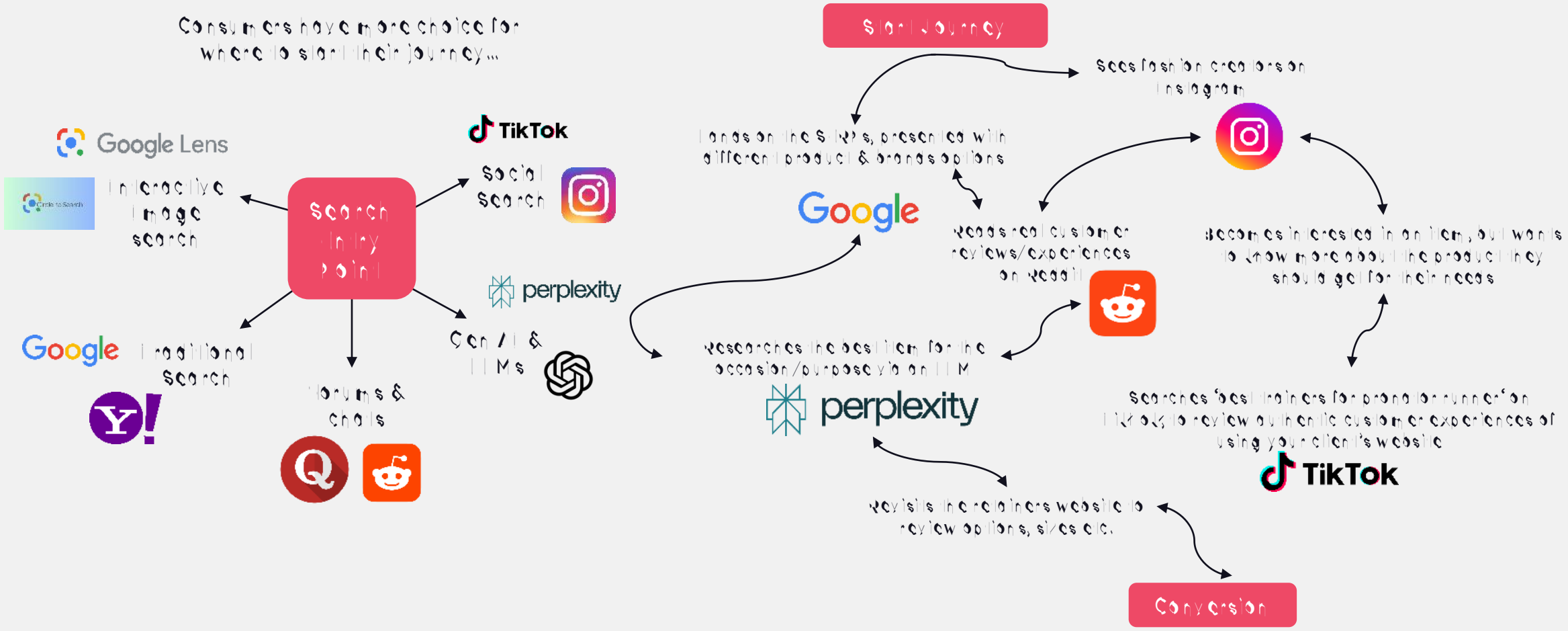
Source: [illegible]

What can brands do about this?



Brands need to facilitate product discovery and help shoppers with the right product selection at different stages of the user journey

Search demand is more fragmented across many new sources of information and answers



Product discovery is evolving beyond traditional keyword research

Multimodal discovery refers to systems that can process multiple forms of input and interaction formats



Image uploads



Social media references



Voice interaction



Conversational assistants

This shift is particularly significant within the fashion industry, where the discovery journey is highly **visual, emotional and inspirational.**

...and shoppers have multiple platforms to discover your products



Traditional search

This is where they will find your category pages, product pages, shopping results and long-tail queries.



Image search

Users may have a picture of the product they want without knowing its name, brand or exact terminology.



Onsite discovery

Search bar, filters, recommendations, comparison tools and guided selling help customers navigate a large catalogue.

AI and LLM discovery

Shoppers can describe a need conversationally and receive product suggestions without starting with a conventional search query.



Social shopping

Brand following on social media platforms, content creators and product recommendations.

Traditional search

5 ways to maximise product discoverability on Google

Get found

1. Improve PDP indexation
2. Dedicated XML sitemap for products
3. Strong internal linking

Get displayed

4. Organic shopping listings

Get chosen

5. Optimised product descriptions





Womens Alo Yoga Alosoft High-Rise Stretch-Woven Leggings

4.4 ★★★★½ (647 user reviews)

Size · Color: Athletic Heather Grey

Size

XXS XS S M L

£108.00
In stock online
Free delivery

Selfridges £98.00
In stock online
Delivery £5.95 · 14-day returns

Selfridges £98.00
In stock online
Delivery £5.95 · 14-day returns

Build strong product feed

How to get your organic shopping listings seen

Optimise your product title for keywords, and include all variants (e.g. size and colour)

Create an engaging, optimised description

Ensure images and videos are high quality, and title/alt tags are optimised

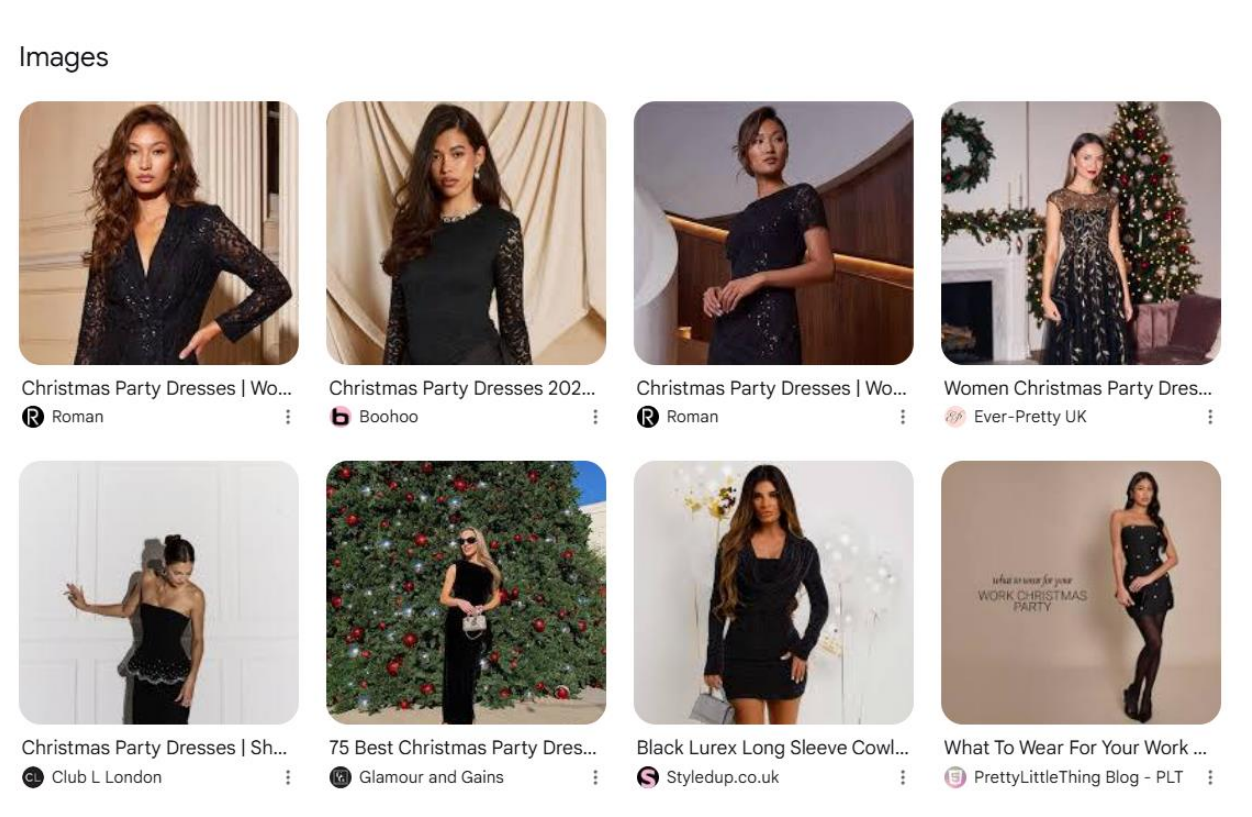
Align your schema markup to your product pages

Ensure your site is technically sound

Increase your number of positive user reviews on Google

Image search

Better optimised images earn more visibility in search and AI



How well optimised your images are will affect your performance across traditional image search and Google Lens.

Image search

Google handles over 25 billion searches a month



25 billion

Image searches a month have remained relatively stable in five

AI Overview

The outfit features the Club L London Black Parina Strappy Volume Hem Midi Dress, crafted from a structured scuba crepe with a square neckline and a full pleated A-line skirt. Next +1



Next - UK
Buy Club L London Black Parina Str...
In stock



Next UK
Club L London Black Parina Strappy...



SHEIN UK
Faeriesty Elegant Sleeveless Squar...

Visual matches



Next - UK
Buy Club L London Black Parina Strappy Volume Hem Midi Dre...
In stock

Related search

Parina Scuba Square Neck A-Line Midi Dress

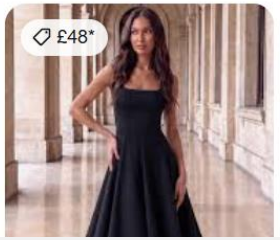




SHEIN UK
Faeriesty Elegant Sleeveless Square Neck Mid-Length Dres...



Amazon UK





Next UK
Club L London Black Parina Strappy Volume Hem Midi Dress
5.0 ★ (1)



Source: Seoverse

Image search

How can you get your products match Google lens results?



Ensure products have high quality images, and showcasing the item from different angles



Use descriptive and contextual alt text, that adjusts to the right length



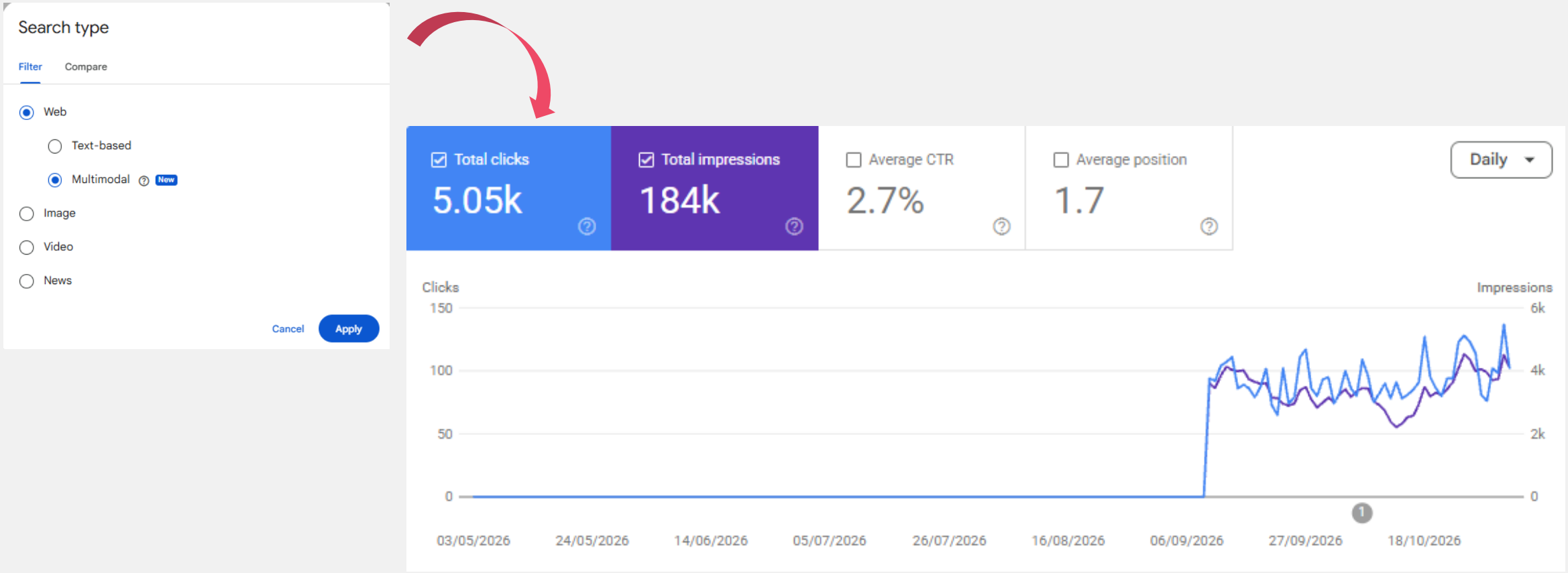
Images should be accessible by search engines. Improve indexability by having a valid XML sitemap



Make sure 'out of stock' & 'discontinued' products correctly. If the product disappears it can no longer be part of the result

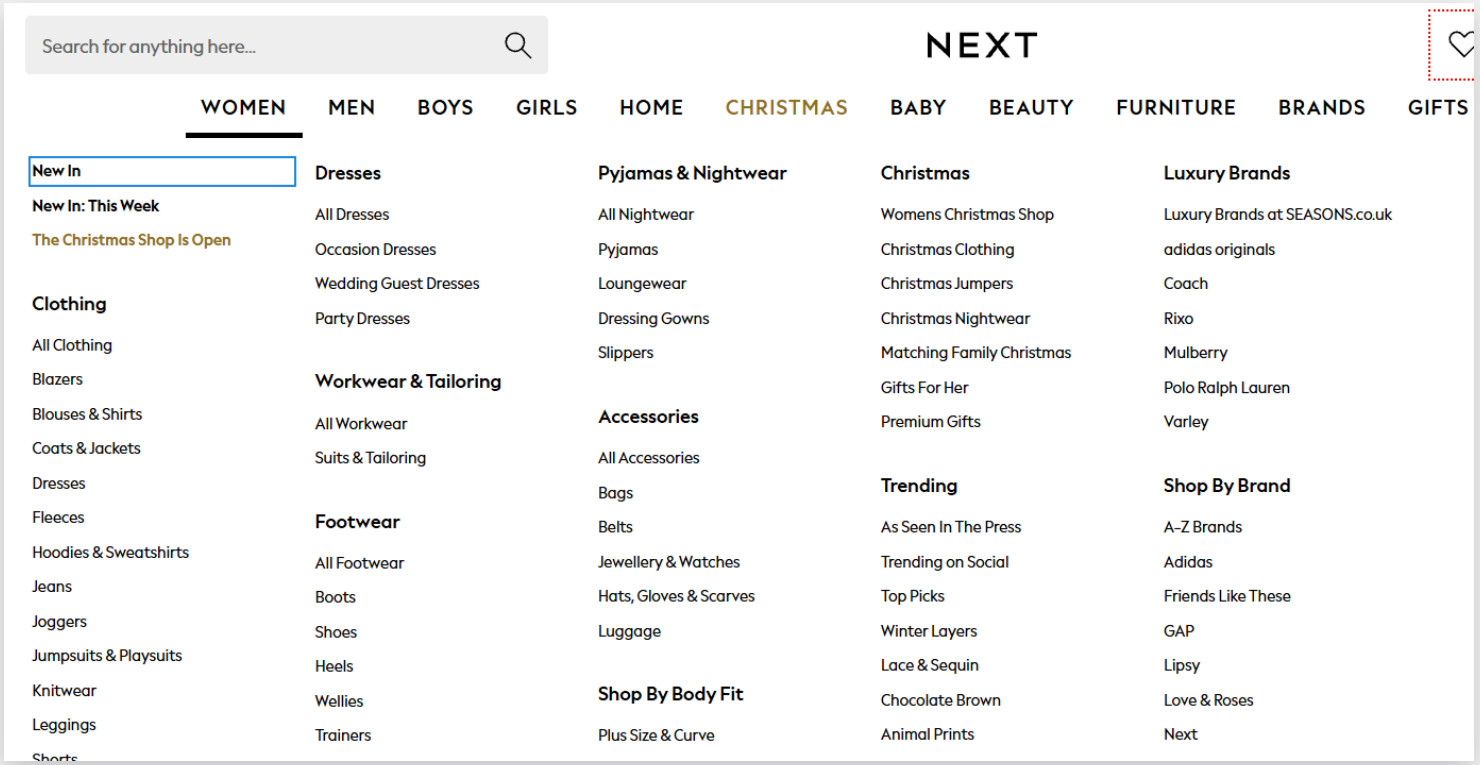
Image search

Track image search performance with the Multimodal filter in Search Console



On site discovery

Build your navigation around how customers search



Keyword research

+

Product categorisation

+

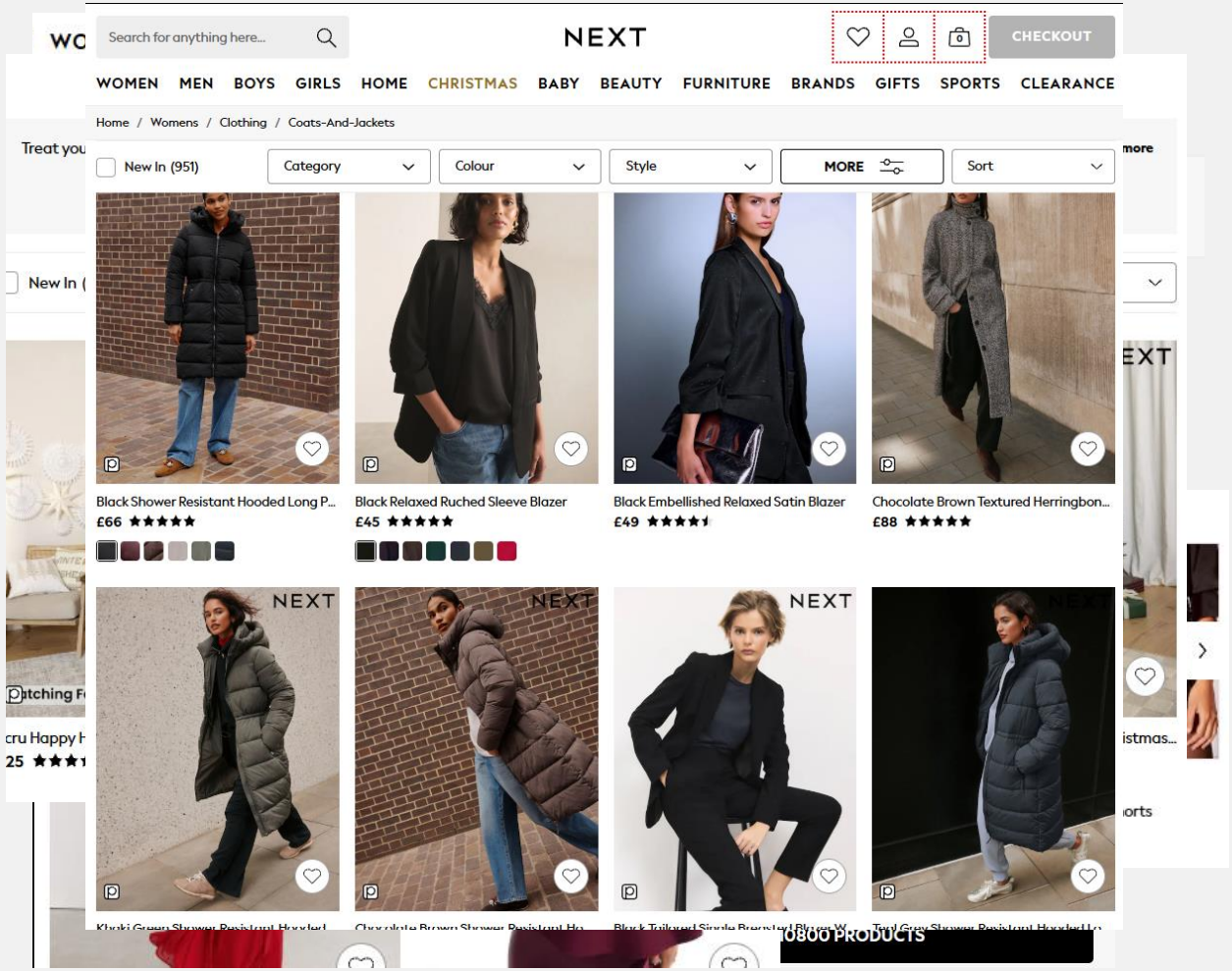
Availability

=

Improve search & on site discoverability

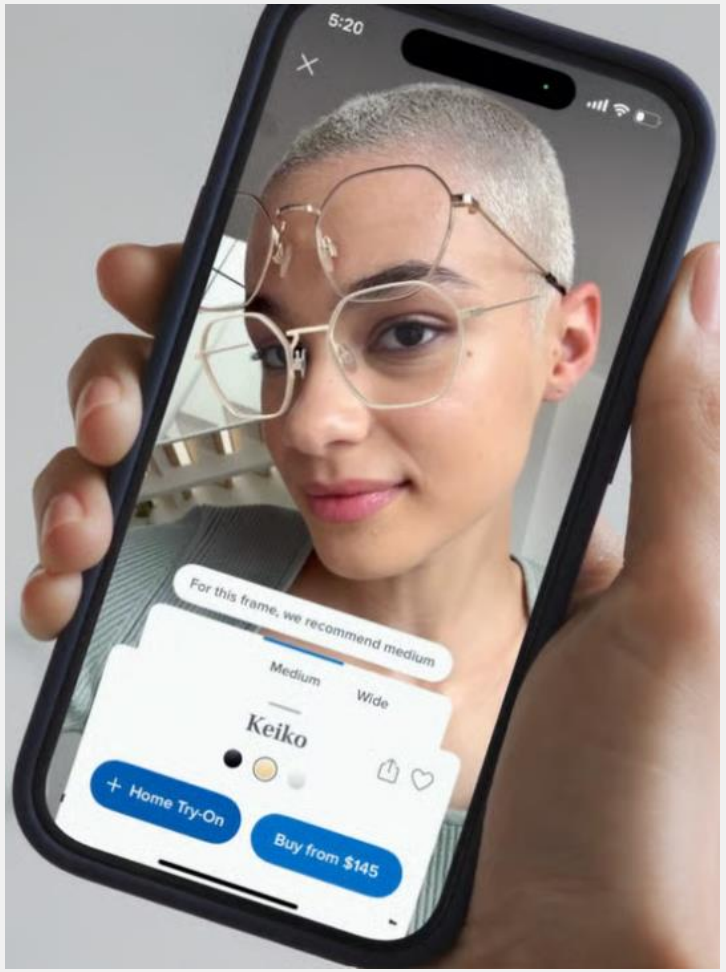
On site discovery

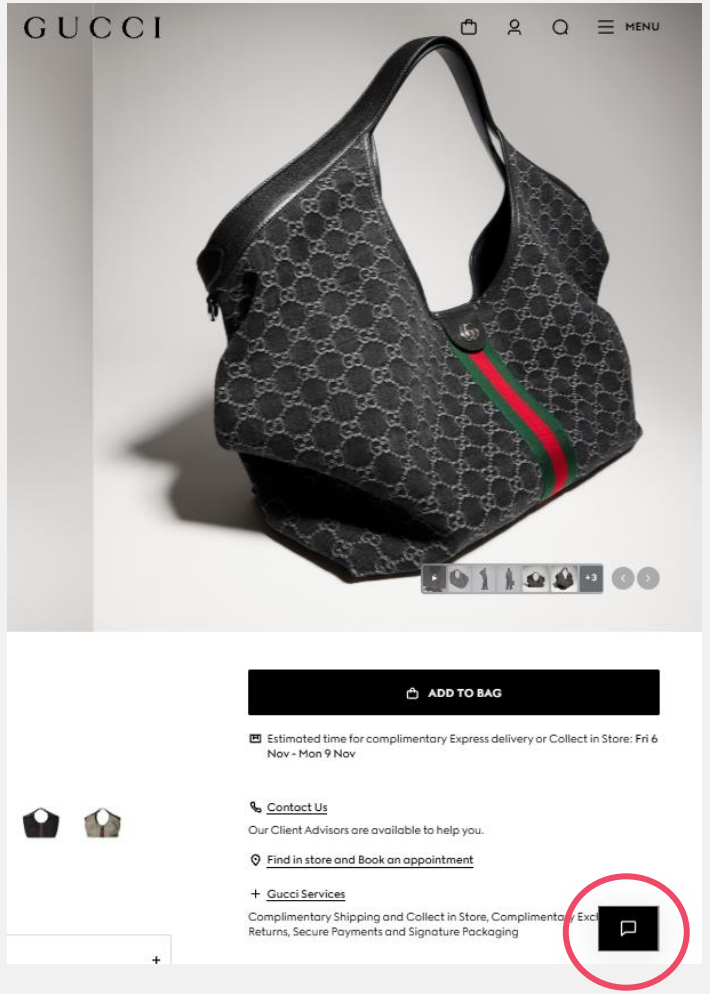
...but when offering 1,000s of products, your main menu isn't enough



Adopt AI to enhance on site discovery & drive conversions







Organic product discovery

How to get products discovered and recommended by AI organically

Complete and fresh product details

- Product name, brand, category and description
- Price and currency
- Availability
- Product variants such as colour or materials
- High quality and optimised product images

Optimise for product attributes

Try to anticipate questions customers may ask. e.g.

Best trainers for running a fast marathon under £200.

Build strong product feed

Keep your Google Merchant Centre as up to date and complete as possible, as feeds give LLMs structured data and all the information needed for product discovery.

Provide trust & recommendations

Shiswill give. Evidence to recognise your product.

Focus on trust factors across site e.g. reviews, case studies, author bios

Build out supporting information content

Technical foundations

Ensuring products can be found and there are no blockers to AI crawlers to access your website/product pages

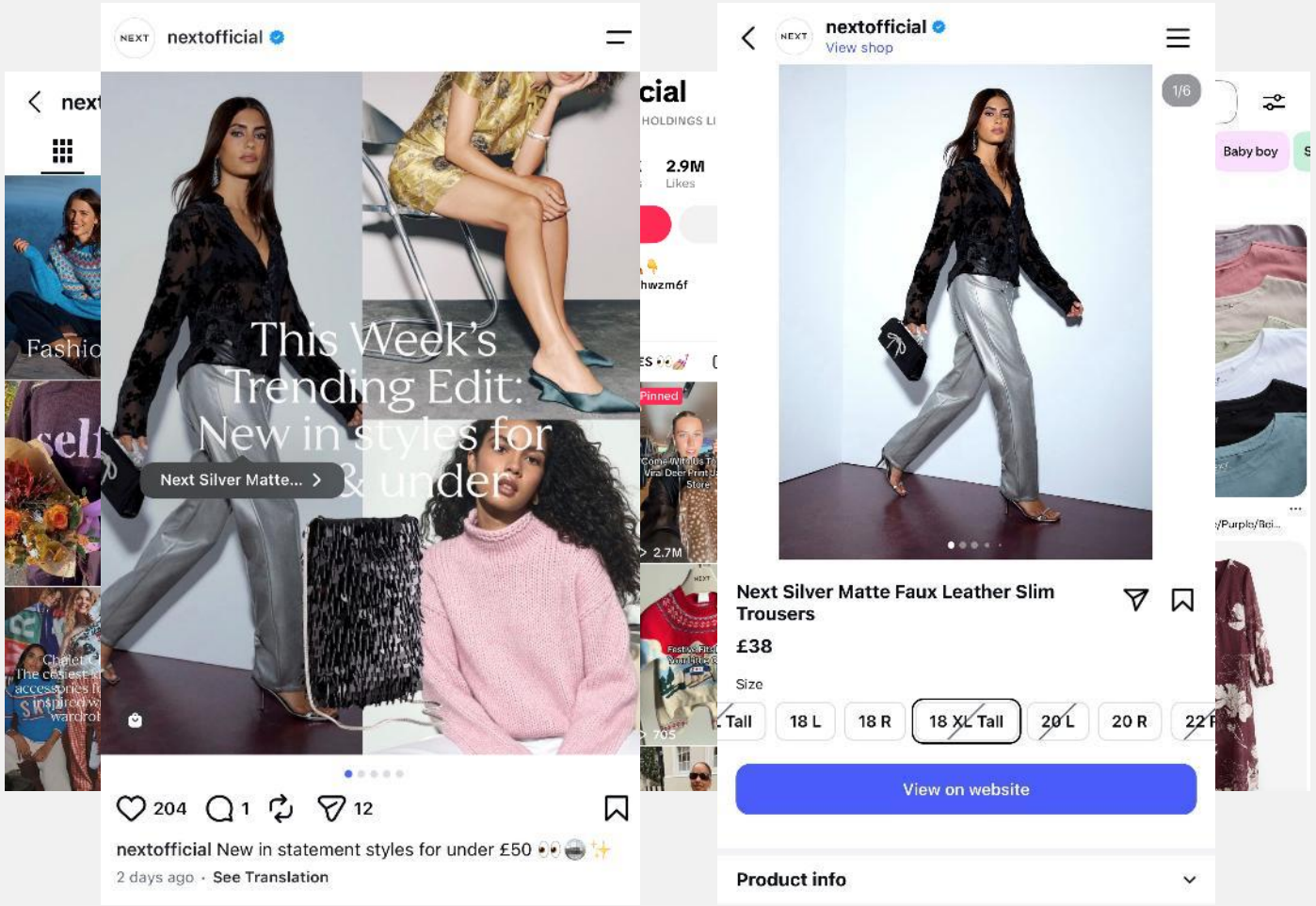
Implement schema markup

Brand recognition

Product pages aren't everything - ensure you build a strong online brand for AI to recognise you as an authoritative source

Brand mentions/referring domains?

Social is becoming the new shop window

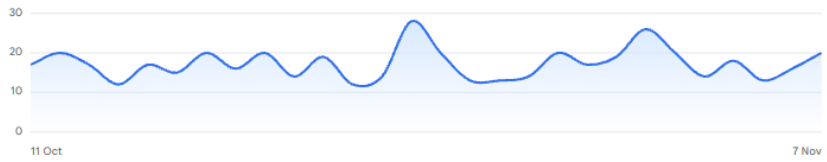


Social channels report in Google Search Console

- Insights
- Performance
- Achievements
- Settings

Your Instagram content had 484 clicks in the last 28 days on Google Search

Overall clicks
484 ↓ <1%



Web search
333 ↓ 4%



Other traffic sources

Image Search	63
Multimodal	57
Video search	31

Your YouTube content had 61 clicks in the last 28 days on Google Search

Overall clicks
61 ↓ 34%



Web search
49 ↓ 32%



Other traffic sources

Video search	11
Multimodal	1

Conclusion

Win the discovery journey

Can customers discover our products in the way they naturally search?

Be present where shoppers start – traditional search, image search, mobile, AI and social.

Can search engines and AI systems access and understand the products that matter?

Keep feeds complete, add XML sitemaps and schema markup, and apply rules and alt text.

Once discovered, do our products give customers a compelling reason to choose us?

Build trust with reviews, brand content and mobile navigation that puts bestsellers first.

Brands that adapt to how customers discover products and embrace the technology available to make that journey easier, will be the ones that turn better discovery into less friction, more conversions and greater revenue.

CONNECTIVE3

Ready to get started?
Contact us today

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