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## Improving Your Shopify Store Visibility: 4 Critical SEO Tips

There are plenty of benefits to hosting your online business on an eCommerce platform. It puts your enterprise on the map on an already populated market of sellers and buyers. This makes your products categorically easier to view by people with a history of purchasing items in related product categories. However, there's also much greater competition on the platform. Online business owners need to optimise their site to ensure consistent traction and online visibility to have decent sales figures.

Making a more optimised Shopify store Although your Shopify store has a great potential of reaching an almost limitless market, you should remember that you're competing with hundreds of thousands of other brands. The list of competitors you must have the edge over ranges from local business owners to well-known brands. Thankfully, you can stay competitive by knowing how to develop your Search Engine Optimisation (SEO).

The better built your Shopify site is for visibility, the greater chances you will reach the right market for sales.

[Read the full article here.](#)

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