

## How To Enhance Shopify Store Performance With Rich Snippets?

Make a Rich Snippet is a real way to enhance the performance of an eCommerce Shopify store. The most common purpose of rich snippets is to give an information about a website before you visit it. So, you will actually know is it useful for you or not. An eCommerce Shopify snippet is the effective tool to gain more attention. That's why it's really important to have it.

On the other hand, rich snippets help search engines to specify your website's topic. It's a very important tip of SEO. Rich Shopify Snippets can instantly enhance a website's position in a google search list and gain more points in it. But, it's just a part of a benefit.

### How to set up snippets in eCommerce Shopify store? Why are Rich Snippets stronger?

Even If your website isn't first or second in google, you can get a lot of visitors, just having a nice rich snippet. How to make it? There are a few tips about that:

- Strong and informative title - obvious;
- Interesting and easy-to-read description - obvious;
- Product of service rating - rich snippets;
- Picture or video with a product's review - rich snippets.

Last two tips are making difference between just a snippet and rich snippet. And this difference is huge. More than between first and third position in a google search list. That's was proven by marketing investigation.

### Why are Rich Snippets stronger?

Rich Snippet highlights your Shopify store. It's making a website way more attractive. So, an investigation was provided.

There were three websites used as participants of the investigation. On the first and second position in a google search list. Two of them did not get any rich snippets. Just usual title and description. The third one got a rich snippet with a rating and reviewing video. There are results:

- 1 position - 48% clicks - without media;
- 2 position - 61% clicks - with media;
- 2 position - 35% clicks - without media.

Looking at this investigation it's easy to recognize a strength of rich snippets. Even in the third or fourth position, it's easy to get customers for eCommerce Shopify based web-store. So, it's better to spend resources to improve snippet of a website. Not to keep it constantly on the first position. Furthermore, an attractive rich snippet will gain better mark for a search engine and improve the position in a search list.