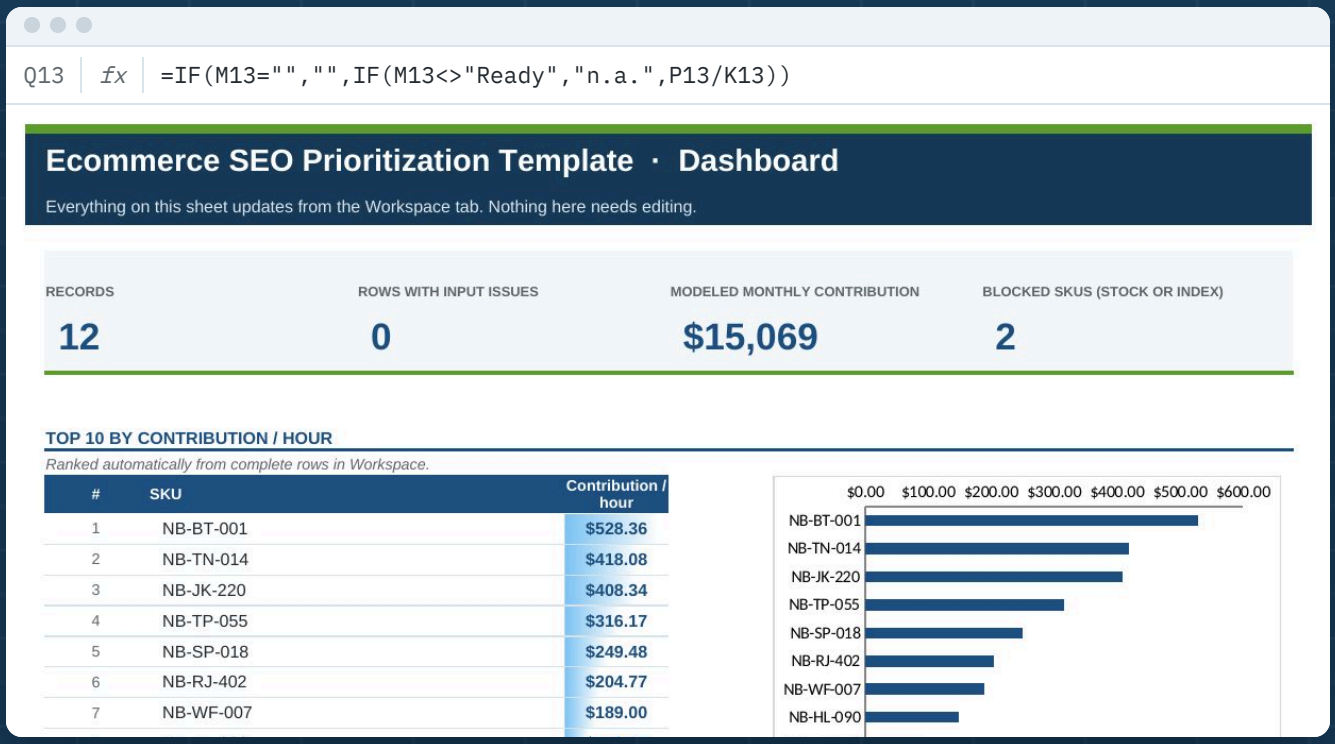
OptimizationTheory.com

SEO Business & Delivery Toolkit, resource 36

Ecommerce SEO Prioritization Template

Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

Built for the DataForSEO API: Labs: Keyword Overview



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which products deserve SEO work first, based on the profit each could earn per hour invested, and which are blocked by stock or indexing.

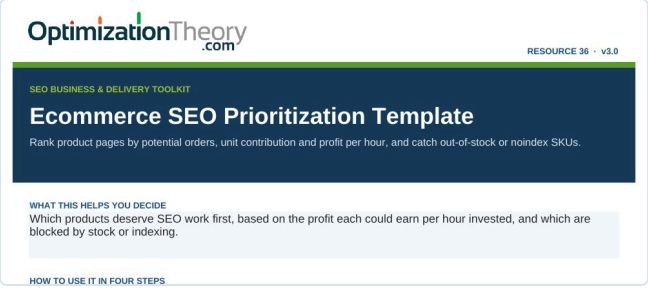
Ecommerce SEO often optimizes the products with the most search volume, which isn't the same as the products that make the most money. A high-volume, low-margin item can be worth less than a niche product with great margins and a clear buyer.

This ecommerce SEO template calculates unit contribution (price minus variable cost), potential monthly orders from search volume, target CTR and conversion rate, monthly contribution and contribution per hour. Products that are out of stock or not indexable are zeroed out and flagged so you don't optimize pages that can't sell or rank.

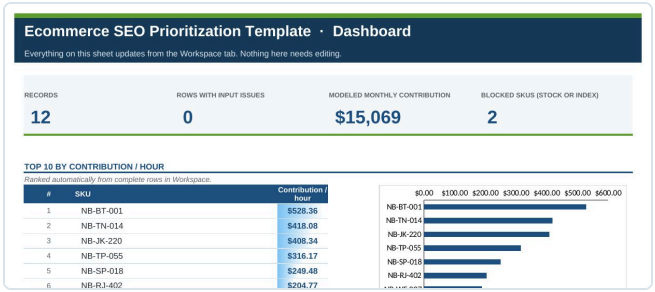
Who it's for

- Ecommerce SEOs and merchandisers
- Shopify, WooCommerce and BigCommerce store owners
- Agencies prioritizing product page work
- Teams deciding which SKUs to feature in content

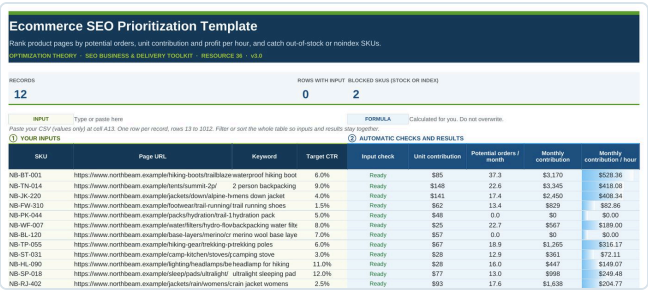
What's in the workbook



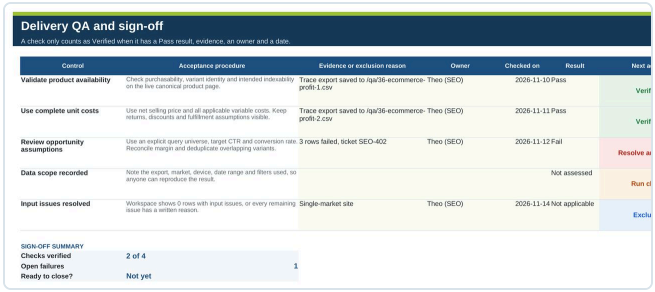
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Unit contribution = sale price – unit variable cost. Potential orders = volume × target CTR × conversion rate, only if available and indexable. Monthly contribution = orders × unit contribution. Per hour = contribution ÷ effort.

The key formula, as written in the workbook

```
=IF(M13="","",IF(M13<>"Ready","n.a.",P13/K13))
```

Result column	Plain-English formula	What it tells you
Unit contribution	Net selling price-Variable unit cost	Net selling price minus variable cost. Can be negative.
Potential orders / month	IF(AND(Available and purchasable=1,Indexability verified=1),Monthly searches × Target CTR × Conversion rate,0)	Gross modeled orders for eligible products.
Monthly contribution	Potential orders ÷ month × Unit contribution	Modeled contribution before fixed SEO cost.
Monthly contribution / hour	Monthly contribution ÷ Work hours	Opportunity comparison after unit economics.

How to use it, step by step

1

Join catalog and keyword data

One row per SKU: URL, target keyword, volume, price, variable cost, stock and indexability.

2

Set target CTR and conversion rate

Use realistic CTR for an achievable position and your product page conversion rate.

3

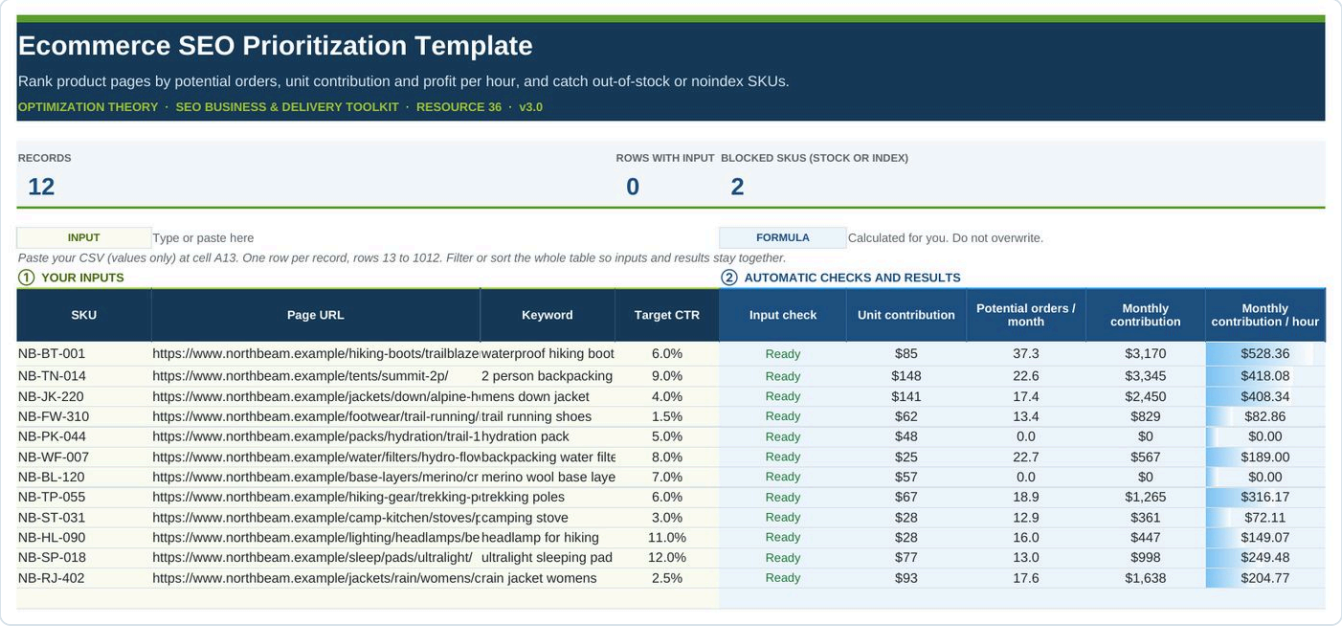
Estimate effort

Hours to improve the page: copy, images, reviews, schema, internal links.

4

Work the ranked list

Sort by contribution per hour. Fix stock or indexing first for flagged SKUs.



Ecommerce SEO Prioritization Template

Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

OPTIMIZATION THEORY · SEO BUSINESS & DELIVERY TOOLKIT · RESOURCE 36 · v3.0

RECORDS	ROWS WITH INPUT	BLOCKED SKUS (STOCK OR INDEX)
12	0	2

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

SKU	Page URL	Keyword	Target CTR	Input check	Unit contribution	Potential orders / month	Monthly contribution	Monthly contribution / hour
NB-BT-001	https://www.northbeam.example/hiking-boots/trailblaze	waterproof hiking boot	6.0%	Ready	$85	37.3	$3,170	$528.36
NB-TN-014	https://www.northbeam.example/tents/summit-2p/	2 person backpacking	9.0%	Ready	$148	22.6	$3,345	$418.08
NB-JK-220	https://www.northbeam.example/jackets/down/alpine-h	mens down jacket	4.0%	Ready	$141	17.4	$2,450	$408.34
NB-FW-310	https://www.northbeam.example/footwear/trail-running/	trail running shoes	1.5%	Ready	$62	13.4	$829	$82.86
NB-PK-044	https://www.northbeam.example/packs/hydration/trail-1	hydration pack	5.0%	Ready	$48	0.0	$0	$0.00
NB-WF-007	https://www.northbeam.example/water/filters/hydro-flo	backpacking water filte	8.0%	Ready	$25	22.7	$567	$189.00
NB-BL-120	https://www.northbeam.example/base-layers/merino/cr	merino wool base laye	7.0%	Ready	$57	0.0	$0	$0.00
NB-TP-055	https://www.northbeam.example/hiking-gear/trekking-p	trekking poles	6.0%	Ready	$67	18.9	$1,265	$316.17
NB-ST-031	https://www.northbeam.example/camp-kitchen/stoves/c	camping stove	3.0%	Ready	$28	12.9	$361	$72.11
NB-HL-090	https://www.northbeam.example/lighting/headlamps/be	headlamp for hiking	11.0%	Ready	$28	16.0	$447	$149.07
NB-SP-018	https://www.northbeam.example/sleep/pads/ultralight/	ultralight sleeping pad	12.0%	Ready	$77	13.0	$998	$249.48
NB-RJ-402	https://www.northbeam.example/jackets/rain/womens/cr	rain jacket womens	2.5%	Ready	$93	17.6	$1,638	$204.77

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Keyword Overview**: search volume, monthly history, difficulty and intent for a list of keywords.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/keyword_overview/live
[
  {
    "keywords": [
      "your keyword 1",
      "your keyword 2"
    ],
    "location_code": 2840,
    "language_code": "en"
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 36 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Page URL, Keyword, Monthly searches	SKU, Target CTR, Conversion rate, Net selling price, Variable unit cost, Available and purchasable, Indexability verified, Work hours

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`sku`	SKU	Stable product identifier stored as text.	Your records or manual review
`url`	Page URL	Exact absolute URL. Keep case and query parameters unless a documented normalization rule applies.	DataForSEO: url
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`search_volume`	Monthly searches	Provider monthly search-volume estimate. Use one market, language and source date.	DataForSEO: search_volume
`target_ctr`	Target CTR	Assumed organic click-through rate as a decimal. Calibrate by device, brand and SERP layout. Decimal, 0.08 = 8%.	Your records or manual review
`conversion_rate`	Conversion rate	Conversions divided by eligible organic sessions for the same segment. This is an assumption. Decimal, 0.08 = 8%.	Your records or manual review
`sale_price`	Net selling price	USD realized price after discounts, excluding collected tax.	Your records or manual review
`unit_variable_cost`	Variable unit cost	Product, fulfillment, payment and other variable selling costs per unit.	Your records or manual review
`available`	Available and purchasable	1 after checking stock and checkout eligibility. 1 = Yes, 0 = No.	Your records or manual review
`indexable`	Indexability verified	1 after verifying intended canonical indexability. 1 = Yes, 0 = No.	Your records or manual review
`effort_hours`	Work hours	Estimated implementation hours, greater than zero.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

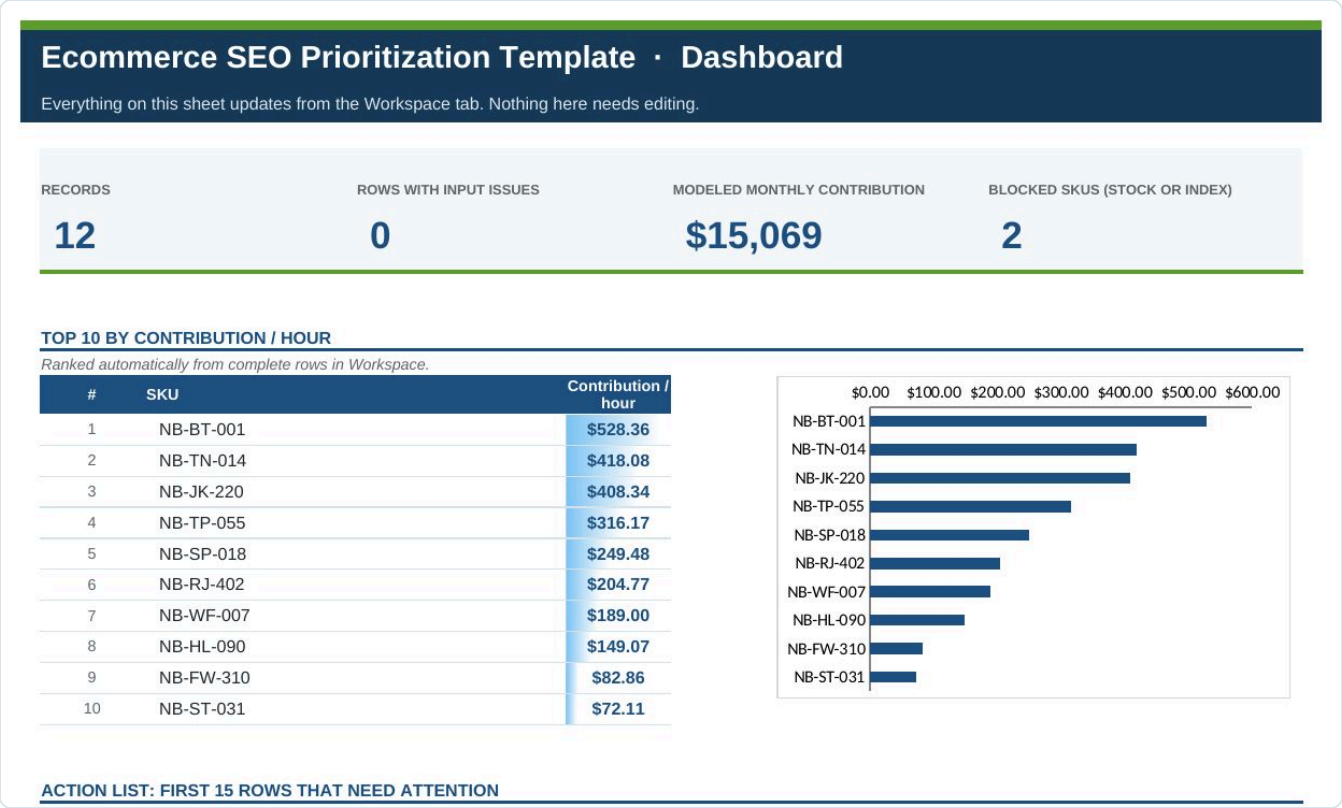
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 12 example rows.

12	0	$15,069	2
Records	Rows with input issues	Modeled monthly contribution	Blocked SKUs (stock or index)

The headlamp and water filter beat the high-volume trail running shoe on contribution per hour. The hydration pack is out of stock and the merino crew is noindexed, so both are zeroed until fixed.

Top 10 by contribution / hour

#	SKU	Contribution / hour
1	NB-BT-001	$528.36
2	NB-TN-014	$418.08
3	NB-JK-220	$408.34
4	NB-TP-055	$316.17
5	NB-SP-018	$249.48



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

A profitable unit does not make a demand forecast certain. Use expected realized prices and full variable costs.

Limits. Keyword search volume is not product sales. Variant overlap can overstate the portfolio if counted repeatedly.

Mistakes to avoid

Using price instead of contribution. Margin decides value. Price flatters expensive, low-margin items.

Optimizing out-of-stock products. Fix availability or redirect before investing.

Forgetting variant and filter URLs. Make sure the URL you optimize is the indexable canonical.

Tips from the field

Check Product schema with the schema audit template.

Link from buying guides to top products with the internal linking template.

Re-run when prices, costs or stock change.

Questions people ask

How do I prioritize products for SEO?

Estimate potential orders from search demand, multiply by profit per unit, and divide by the effort to improve each page.

What is unit contribution?

Sale price minus the variable costs of selling one unit, such as product cost, shipping and payment fees.

Should out-of-stock product pages be noindexed?

Usually no. Keep temporarily unavailable products live; redirect permanently discontinued ones to the closest alternative.

Does this work for Shopify?

Yes. Export products and prices from Shopify, add keyword data, and paste into the template.

Templates that work well with this one

Keyword Prioritization Template

Rank every keyword by the profit it could add per hour of work, not by search volume alone.

SEO Forecast Template

Project added clicks and contribution per keyword cluster with CTR, attainment and seasonality you can defend.

Schema Markup Audit Template

Check presence, syntax, required fields, visible-content match and policy for every structured data type you ship.

Core Web Vitals Tracker

Log p75 LCP, INP and CLS by URL and device, test against Google's good thresholds and see what fails.

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Programmatic SEO Checklist

QA every generated page for verified data, unique value, indexability, links and rendering before release.

Read the full tutorial online: **optimizationtheory.com/download-view/ecommerce-seo-template/**
Get all six templates in the **SEO Business & Delivery Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.