

SEO Strategist Who Turned Search Into Revenue Shares Lessons for Retailers

Aditya Aman draws on more than a decade of SEO work across ecommerce, travel, fintech, education and B2B companies.

DELHI, INDIA, August 25, 2026 /EINPresswire.com/ -- Aditya Aman has spent more than a decade building SEO programmes that connect search visibility with revenue across ecommerce, travel, fintech, education and B2B companies.

His experience includes leading SEO at Headout, working with Instarem, XOPA and CuddlyNest, and conducting SEO audits for Unacademy, Eurocenter and other international businesses. His current work includes McGrath RentCorp.

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Aditya Aman, Ecommerce SEO Strategist

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**SEARCH
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Aditya Aman, ecommerce SEO strategist and founder of EcommerceSEO.in.

He has now published practical guidance for founders, ecommerce heads and marketing managers choosing an SEO partner for Shopify, WooCommerce, Magento, headless stores, marketplaces and direct-to-consumer brands.

His recommendation is direct: choosing an [e-commerce SEO agency](#) should begin with the store's commercial and technical constraints, not a promised ranking or a generic monthly checklist. Retailers should assess five areas before appointing a partner: platform knowledge, catalogue architecture, implementation ownership, commercial measurement and verifiable experience.

Platform knowledge matters because ecommerce systems create different search problems. Shopify stores must manage themes, apps, collections, variants and duplicate product paths.

WooCommerce stores add WordPress taxonomies, plugins and hosting performance. Magento and headless builds introduce larger catalogues, rendering decisions and more complex release processes.

The second test is whether the agency understands how shoppers move through a catalogue. Category and collection pages, product detail pages, filters, pagination, internal links, product data and inventory states affect both discovery and conversion. A useful proposal should explain which templates need work, why they matter and who will implement the changes.

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Businesses should also distinguish recommendations from implementation. An audit can identify crawl waste, weak category architecture, missing demand and product-data problems, but growth depends on whether the business and its partner can turn those findings into theme, template, content and measurement changes.

For merchants using Shopify, EcommerceSEO.in has published dedicated [Shopify SEO services](#) covering collection architecture, product pages, duplicate routes, structured data, theme performance and organic revenue reporting. The service is designed around Shopify's operating constraints rather than applying the same checklist used for a service business or publishing site.

Businesses that need a diagnostic starting point can request an [e-commerce SEO audit](#). The audit reviews technical access, indexation, product and category templates, keyword gaps, catalogue structure, performance and measurement, then organizes the findings by commercial priority and implementation effort.

EcommerceSEO.in recommends that buyers ask prospective agencies the following questions:

1. Which parts of our commerce platform create the greatest organic-search risk?
2. How will category, collection and product demand be mapped to the catalogue?
3. Who is responsible for implementing technical and template changes?
4. How will organic sessions be connected to transactions and revenue?
5. What evidence supports the proposed approach, and what cannot be guaranteed?

The guidance does not promise rankings or revenue. Competitors, inventory, search systems and implementation all change. It focuses instead on evidence-led priorities, clear ownership and commercial measurement that ecommerce teams can review over time.

ABOUT ECOMMERCESEO.IN

EcommerceSEO.in is an India-focused ecommerce SEO practice for Shopify, WooCommerce, Magento, headless stores, marketplaces and D2C brands. It connects technical SEO, category and product visibility, product data and content with organic revenue measurement. EcommerceSEO.in is operated by TheProjectSEO Digital (OPC) Private Limited.

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