

BrightEdge Industry Focus: Ecommerce Marketing

2018 worldwide ecommerce sales are expected to top \$2.8 trillion in 2018 with \$653 billion expected in the US, according to Statista.

Ecommerce providers need to manage the buyer's journey and the full customer experience to be successful. For commerce providers that also have retail presence, customer journey requires both physical and digital elements to maximize potential. As the largest traditionally Ecommerce company, Amazon, is moving into physical with their launch of Amazon Bookstores and their purchase of Whole Foods and is considering a toy store to fill the gap left by Toys 'R Us shutting down.

Marketers need to excel in multiple channels and disciplines to help customers research, select, and decide to purchase. From social to reviews to SEO to site content and performance, brands have many opportunities to win over or lose the commerce opportunity.

There is a new acronym for something many have been doing before they shop offline, and that is research online. ROPO – Research Online, Purchase Offline – where people are looking for reviews and making sure they are getting a good price.



Image/data via [Bazaarvoice](#)

Top Trends Affecting the Ecommerce Industry:

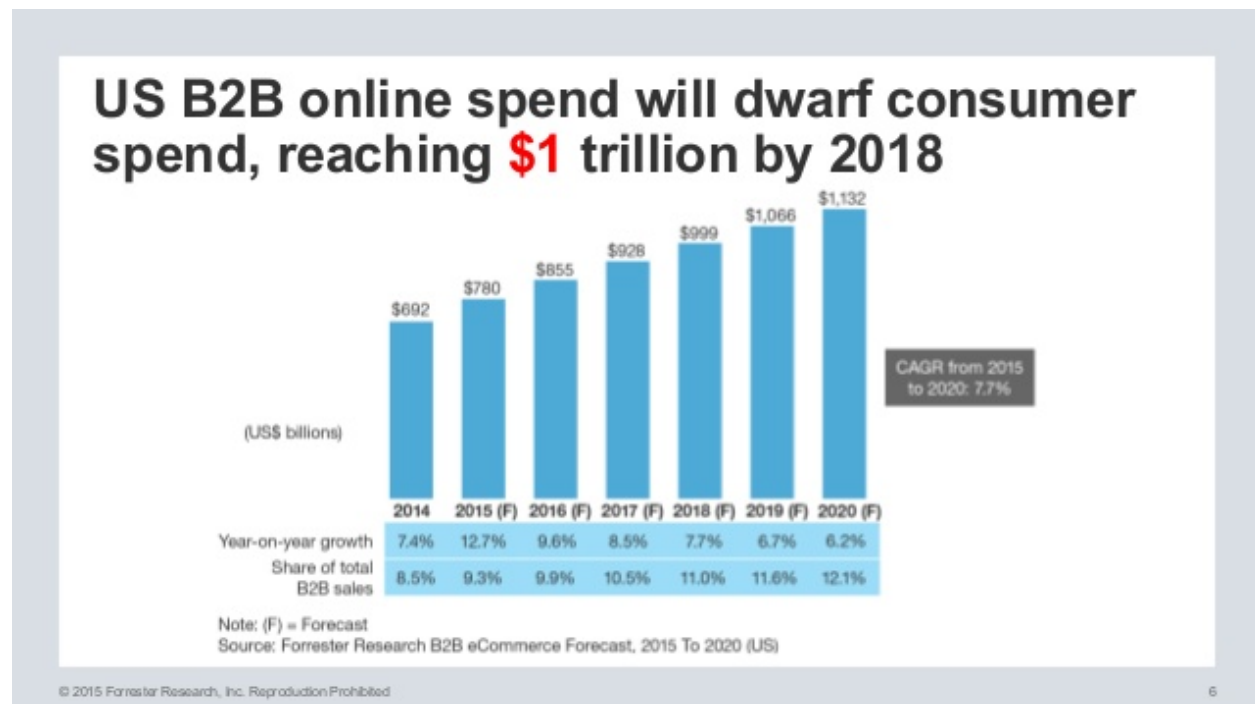
- **Amazon** – Amazon’s ecommerce market share is approaching 40%, and just under 50% of product discovery searches begin there. Brands must consider how to track, engage, and partner with Amazon to compete.
- **Mobile Commerce** – BrightEdge Research shows that on average 62% of site traffic is now mobile, and that 70% of commerce journeys start in the SERPs.
- **Site Search** – Up to 30% of ecommerce visitors use site search, and those users are 5.5 times more likely to purchase, according to Econsultancy. Brands provide such inconsistent site search utilities that many people use Google to side-search a site, which works well but also exposes users to competitors’ listings and ads. Brands need to invest in better site search solutions.
- **Social and Social Shopping** – In addition to the Social channel being a primary means of discovery and the interest in user-generated reviews, shoppers also use social to get real-time feedback on their purchases from their personal social networks.
- **Voice Search and Browsing** – Voice queries are between 20 and 30% of mobile searches, so brands should explore adding voice search to their sites to allow people who start a query with voice to continue browsing and shopping in voice.
- **Personalization** – Showing visitors more of what they want will improve conversion and spend. Driving people to use internal site search can help sites understand intent and enable them to present more relevant products and offers.
- **Digital Data Integration into Physical POP** – Amazon is using charts and collaborative filtering in the physical bookstores and Whole Foods. Best Buy posts online reviews on in-store displays.
- **Storefront Apps** – Retailers are releasing dedicated storefront apps to complement the shopping experience and convert on average 40% better than mobile site apps according to Poq.
- **Augmented Reality** – Long a fringe application, AR provides a logical and personalized way to deliver the physical-to-digital and digital-to-physical experiences. Google launched Google Lens at Google IO in May 2018 which allows people to use their mobile phone camera and an app to digitize physical items and research them online and buy them. Another related, simpler trend is photo searching, for example doing visual discovery at Pinterest, at search engines, and on commerce sites.
- **Customer Journey Analytics** – Sites must figure out how to collect and use their vast amounts of site data to reduce friction and accelerate customers along the buyer’s journey.

Gartner describes how to activate analytical insight in their *Use Customer Journey Analytics to Enhance the Buying Journey* report:

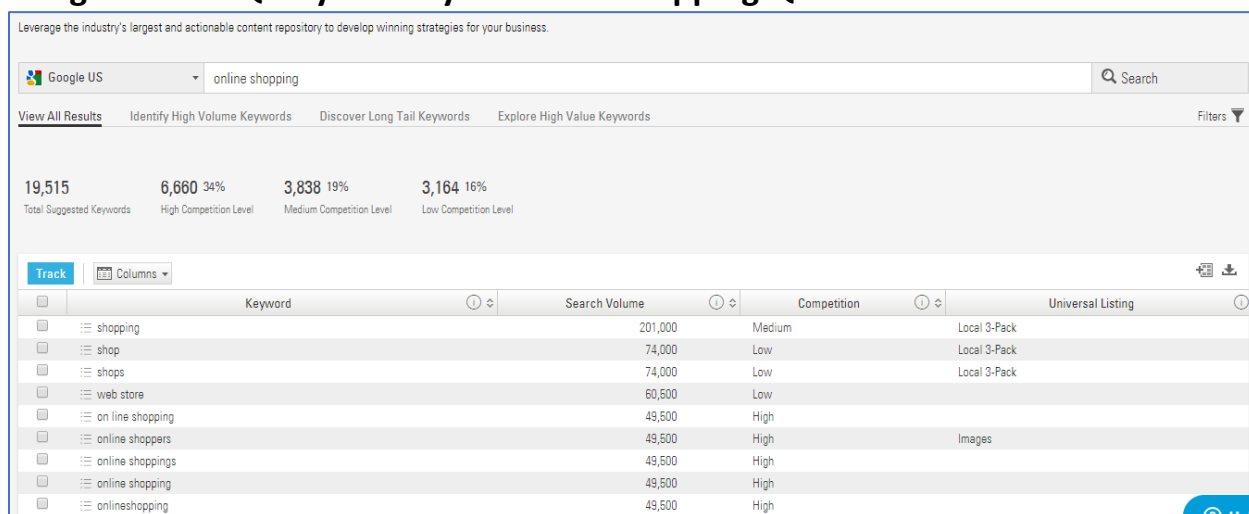
“There are four ways to leverage customer journey analytics to drive meaningful change in the commerce experience:

- **Journey automation** - Streamline internal decision making and optimize steps in the buying journey. Customer journey analytics could be used to identify and earmark the most common path to purchase, then orchestrate marketing that advances customers along that path.
- **Proactive personalization** - Predict and adapt digital commerce based on identity and behavior. Insight from customer journey analytics can point to key moments in the buying journey and help marketers prioritize personalization and invest in content or offers to engage in those moments.
- **Contextual interactions** - Use contextual awareness to change online and offline interactions. Use real-time data to recognize geolocation and tailor engagement through mobile devices, instore kiosks, interactive screens and software and devices used by associates.
- **Journey innovation** - Expand the buying journey for deeper engagement and greater value. Analyze customer behavior to uncover unmet needs and opportunities to innovate to better meet those needs. Use predictive modeling to forecast the financial impact of that innovation.”

Additionally, Forrester predicts B2B ecommerce spend will exceed \$1 trillion, so investing in ecommerce is no longer just a B2C concern.



Google Search Query Activity in Online Shopping Queries



BrightEdge Data Cube shows more than 19,515 relevant keywords for “online shopping.” Many shopping terms are treated as local queries by Google with a Local 3-Pack showing up in many cases. Among the organic listings, the national programs with strong online offerings are prominent. Here are the top 10 listings for “online shopping.”

Channel Marketing Mix in Ecommerce

Using our proprietary data sets we have looked into the prevalence of Organic channel share vs. other marketing channels for travel and hospitality brands. Financial Services shows a normal proportion of Paid traffic at 12% and therefore the SEO average traffic is near the median at 52%.

Ecommerce Industry SEO BrightEdge Content Benchmark Stats

Universal search results refer to the results on a SERP that are not the standard direct links to websites. Examples of universal results include Images, Videos, News, Places, Carousel, Quick Answer, 3-Pack results, and Apps.

BrightEdge Data Cube Metrics	Avg for eCommerce
The average Data Cube score for the industry is:	439,720
The average number of position one listings is:	739
The average page 1 listings is:	8,723
The average total universal content results is:	986
The average number of images is:	696
The average number of Quick Answers is:	61

These numbers are all rather high relative to other industries as Ecommerce sites tend to have broad keyword sets and large site architectures.

BrightEdge Ecommerce Industry SEO Click Curves for Mobile and Desktop

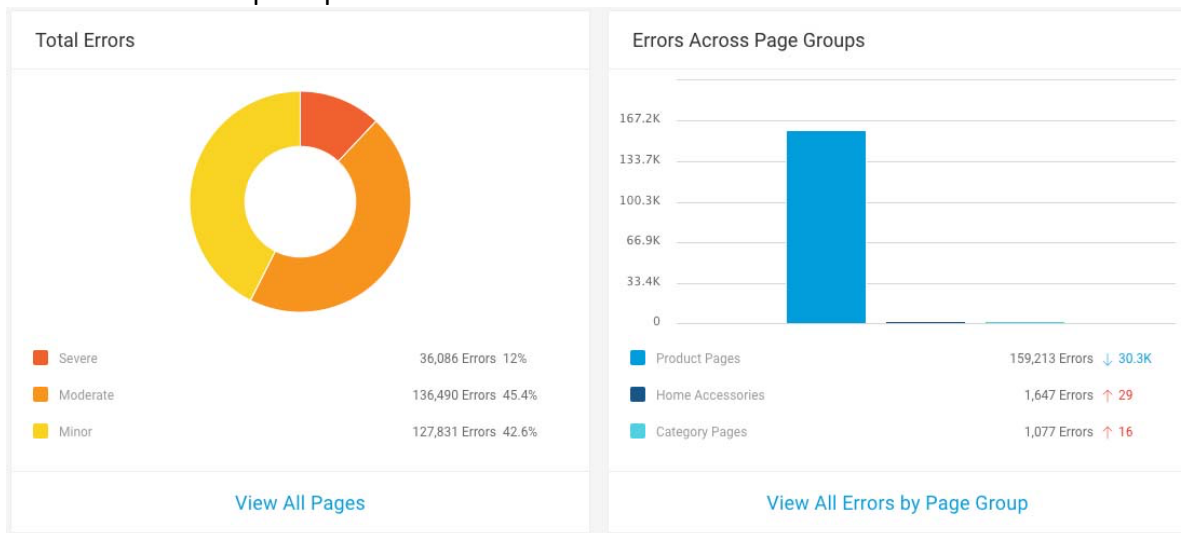
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mobile	18.0%	11.5%	8.5%	6.5%	5.8%	3.1%	4.4%	2.4%	1.4%	1.1%	0.9%	4.3%	1.7%	1.1%
Desktop	29.9%	12.6%	9.8%	7.4%	6.5%	3.4%	4.8%	2.6%	1.7%	1.4%	1.1%	1.4%	1.5%	1.4%

These click curves indicate the average performance in various search result positions. These numbers help understand and forecast the traffic that should and is coming in from the organic search channel.

How Ecommerce Customers Use BrightEdge

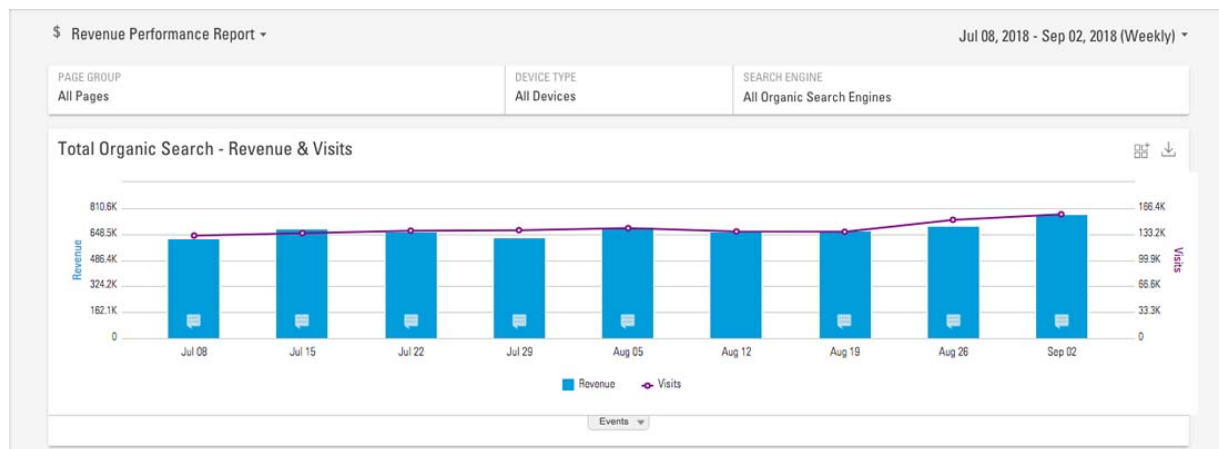
ContentIQ

Establishing excellence in technical SEO is critical to maintaining content performance. ContentIQ empowers SEOs and digital practitioners to keep on top of it and ensure their SEO site health is up to spec.



Page Reporting

Site-wide conversion metrics are important in ecommerce, but so is the ability to go deeper. Page Reporting drills down into traffic and conversion data to track traffic and conversions on specific products and categories.



Data Cube

BrightEdge Data Cube helps ecommerce brands to understand the voice of the customers and the words they use to search for goods and services.

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US ▾

Ecommerce

Search

View All Results | Identify High Volume Keywords | Discover Long Tail Keywords | Explore High Value Keywords | Filters ▾

Applied Filters: Keyword Contains ecommerce × Save Filter

11,369

3,066 26%

2,869 25%

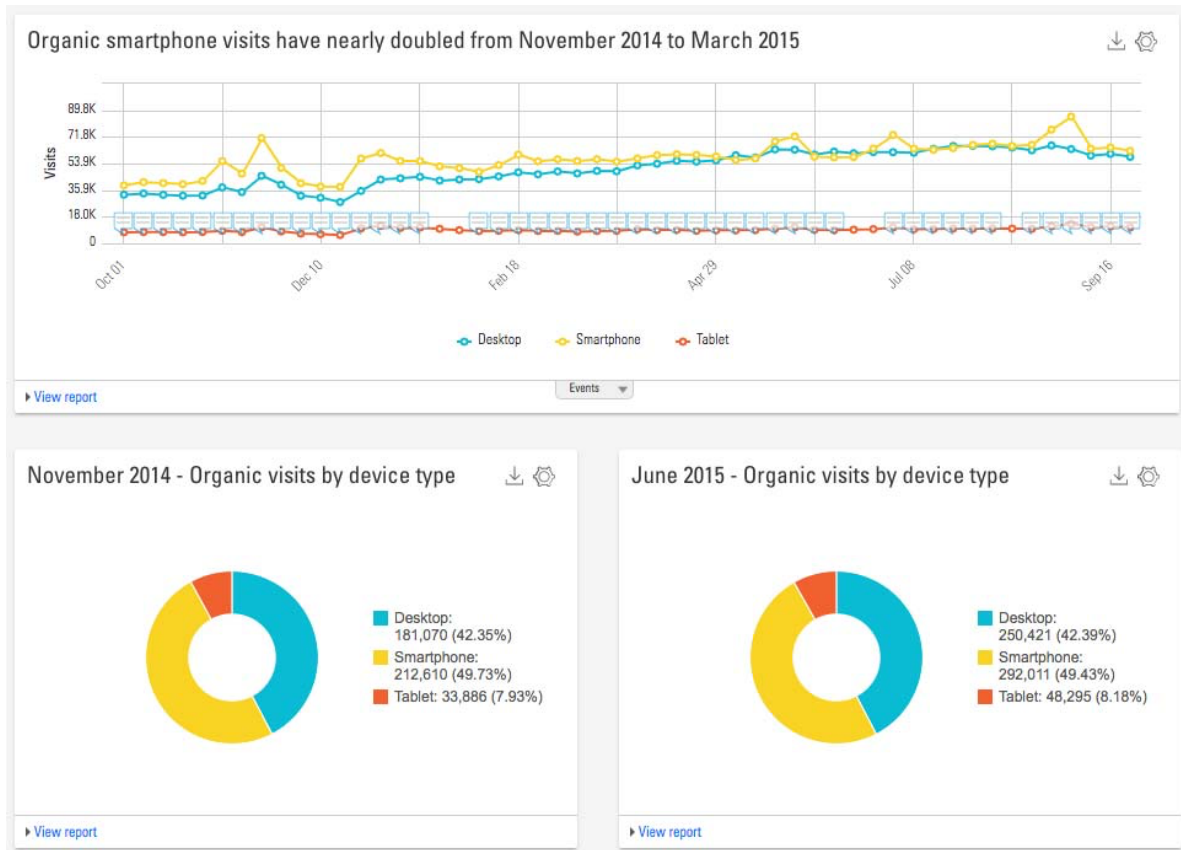
5,434 47%

Total Suggested Keywords | High Competition Level | Medium Competition Level | Low Competition Level

Track	Columns ▾	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>		e-commerce	74,000	Medium	99	
<input type="checkbox"/>		e ecommerce	74,000	Medium	99	
<input type="checkbox"/>		ecommerce	74,000	Medium	99	Videos
<input type="checkbox"/>		eeecommerce	49,500	Medium	99	
<input type="checkbox"/>		bigecommerce	40,500	Medium	98	
<input type="checkbox"/>		big ecommerce	40,500	Medium	98	
<input type="checkbox"/>		ecommerce dhl	40,500	Low	96	
<input type="checkbox"/>		dhl ecommerce	40,500	Low	96	Videos, Local 3-Pack
<input type="checkbox"/>		dhl ecommerce tracking	22,200	Low	96	
<input type="checkbox"/>		ecommerce tracking dhl	22,200	Low	96	
<input type="checkbox"/>		ecommerce definition	9,900	Low	92	
<input type="checkbox"/>		definition ecommerce	9,900	Low	92	
<input type="checkbox"/>		what is an ecommerce	9,900	Low	92	
<input type="checkbox"/>		define ecommerce	9,900	Low	92	
<input type="checkbox"/>		what is ecommerce	9,900	Low	92	Videos
<input type="checkbox"/>		definition of ecommerce	9,900	Low	92	
<input type="checkbox"/>		ecommerce is	9,900	Low	92	
<input type="checkbox"/>		definition for ecommerce	9,900	Low	92	
<input type="checkbox"/>		what is a ecommerce	9,900	Low	92	
<input type="checkbox"/>		web site ecommerce	8,100	High	99	
<input type="checkbox"/>		website ecommerce	8,100	High	99	
<input type="checkbox"/>		website for ecommerce	8,100	High	99	
<input type="checkbox"/>		ecommerce website	8,100	High	99	

Dashboards

Commerce sites can leverage the configurable multi-dimensional structure of StoryBuilder Dashboards to understand and highlight the key details. Additionally, the SEO can then deliver those targeted dashboards by email to individual business unit leads and other stakeholders throughout the company.



BrightEdge SEO Case Studies



Using BrightEdge, Rocky Mountain Chocolate factory sees a 30% increase in online revenue from SEO.

"Before BrightEdge, we didn't have any SEO done on our website."

"After talking with them, it became very clear that they were interested in teaching me how to do it, and it made it an easy choice to choose them as a company."



"I love the Story Builder, that it can build the new dashboards. It's especially helpful for me because Living Spaces is omni-channel and we have 21 stores. It's definitely a great platform and the ability of creating all these dashboards that you can easily present to the executives team is awesome."

I'm happy to work with BrightEdge. Actually, this is the second time I've worked with BrightEdge, I was at Experian before, and I worked with the BrightEdge

platform there."

BrightEdge Ecommerce Customer SEO Quotes

"It allows me to understand not only the health of the business, but where we can go, and what things we shouldn't do."

We've seen great success with BrightEdge....using BrightEdge allowed us to think outside of ourselves."

-- Jesse Farley, Cabela's

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,700+ customers include global brands as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.

