

Ecommerce Marketing & SEO

Universal SERP Appearance Sept 2018

Images and Videos have grown, while Quick Answers has declined in Desktop

In Mobile Quick Answers and Images have declined greatly in recent months

Main Takeaways

Every keyword has a unique intent.

Google knows it by presenting unique SERP with different mix of universal listings for each keyword. Universal listings are found on 98% on desktop and 83%+ on mobile.

It's critical to not only understand your rank, but also all the elements that are present on page 1 of the SERP

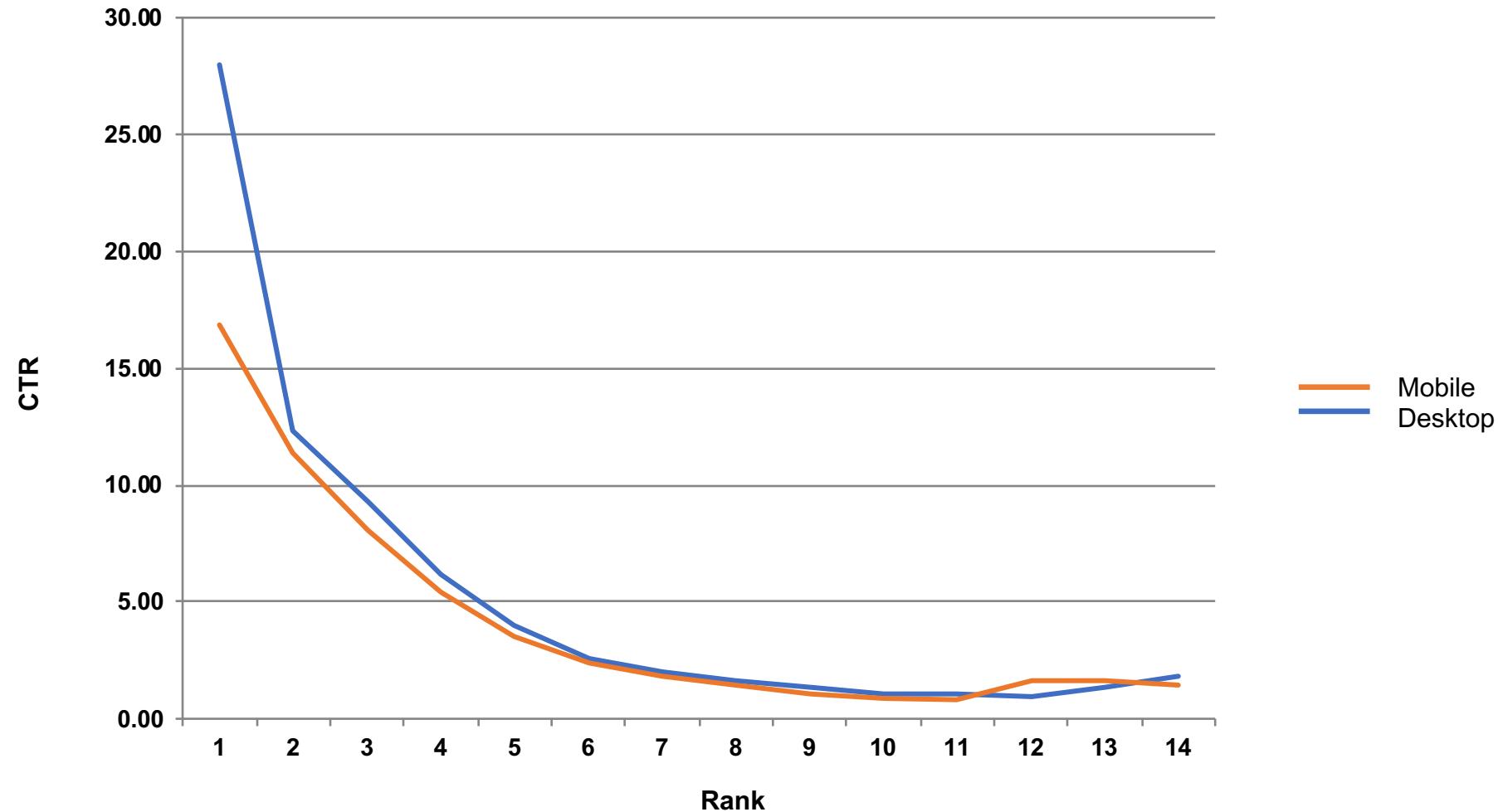
US DESKTOP

Quick Answers:	19.40%
Images:	26.03%
Videos:	27.24%
Local Three-Pack:	13.54%
Carousel:	1.25%
SiteLink:	5.39%
Keywords Having Universal Listings:	97.8%

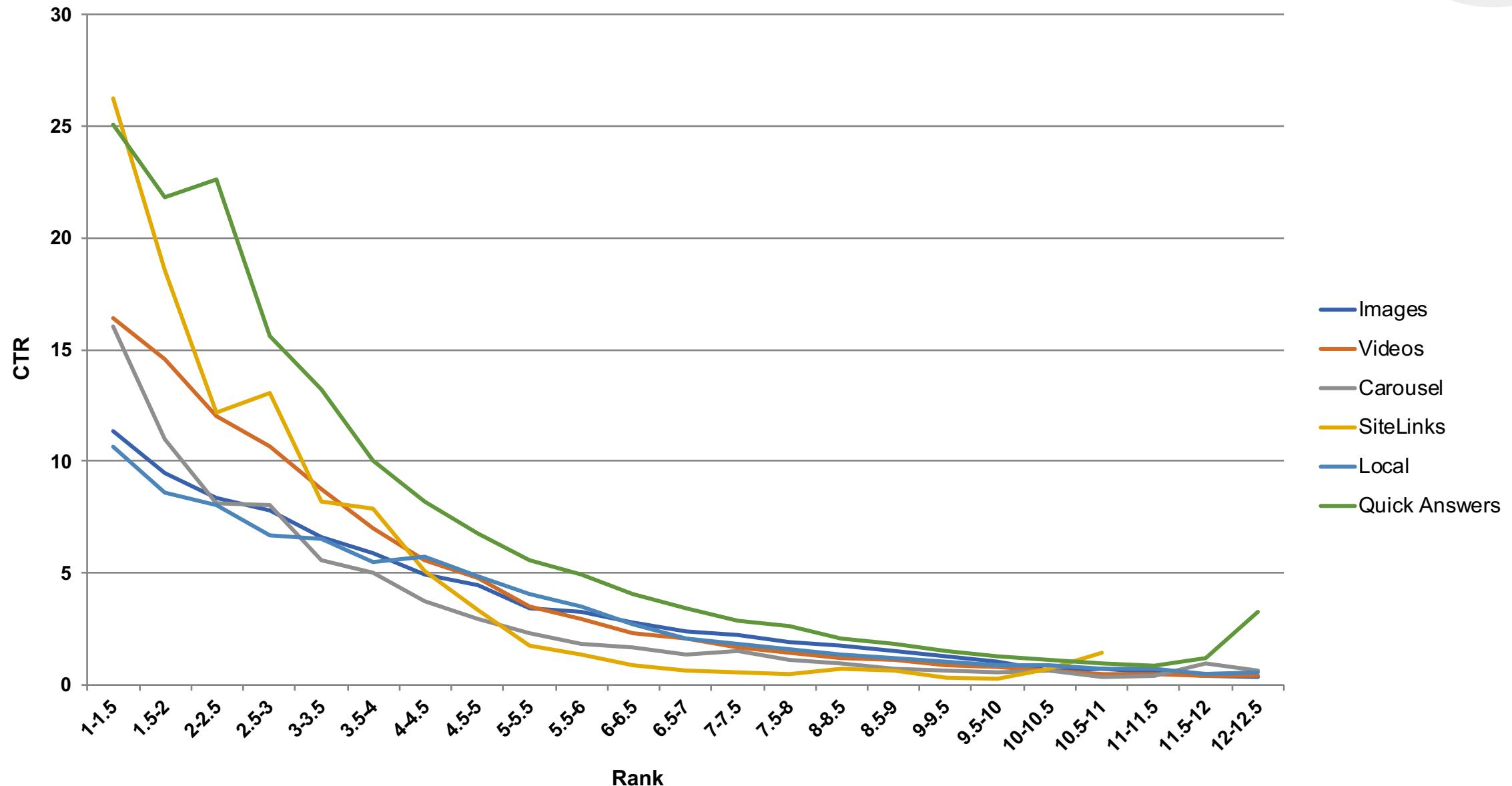
US MOBILE

Quick Answers:	18.84%
Images:	14.66%
Videos:	24.68%
Local Three-Pack:	14.81%
Carousel:	1.22%
SiteLink:	3.86%
Keywords Having Universal Listings:	83.0%

Desktop and Mobile Cross-SERP Click Curves



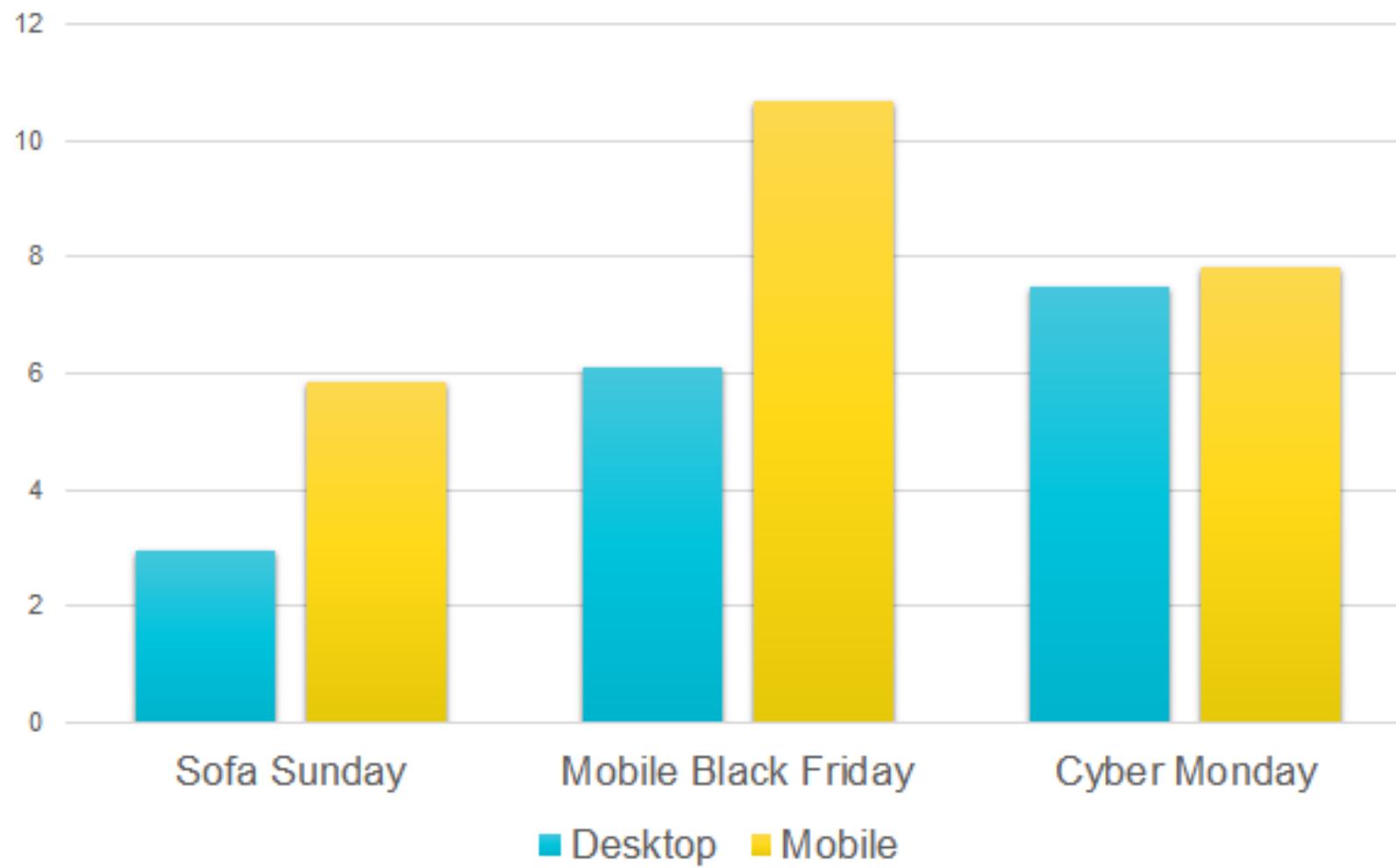
Mobile Click Curves by SERP Type



Query-to-Click Ratios Vary Between Device and SERP Type from 55% to 107%

- Users have different needs for info depth, for example between Local 3-Pack at 55% on Mobile and Quick Answers on Desktop at 107%
- Voice on Mobile is also a big factor influencing and dampening clicks

2017 Holiday Traffic by Device



BRIGHTEDGE

Amazon and Vertical Search



- Amazon ecommerce market share is approaching 40%
- Just under 50% of product discovery searches begin there

MOBILE COMMERCE

- 62% of site traffic is now mobile
- 70% of commerce journeys start in the SERPs
- Mobile traffic exceeds desktop on most major shopping days



SITE SEARCH

- Up to 30% of ecommerce visitors use site search,
- And those users are 5.5X more likely to purchase

SOCIAL AND SOCIAL SHOPPING



VOICE SEARCH AND BROWSING

Voice queries are between
20 and 30% of mobile searches

PERSONALIZATION



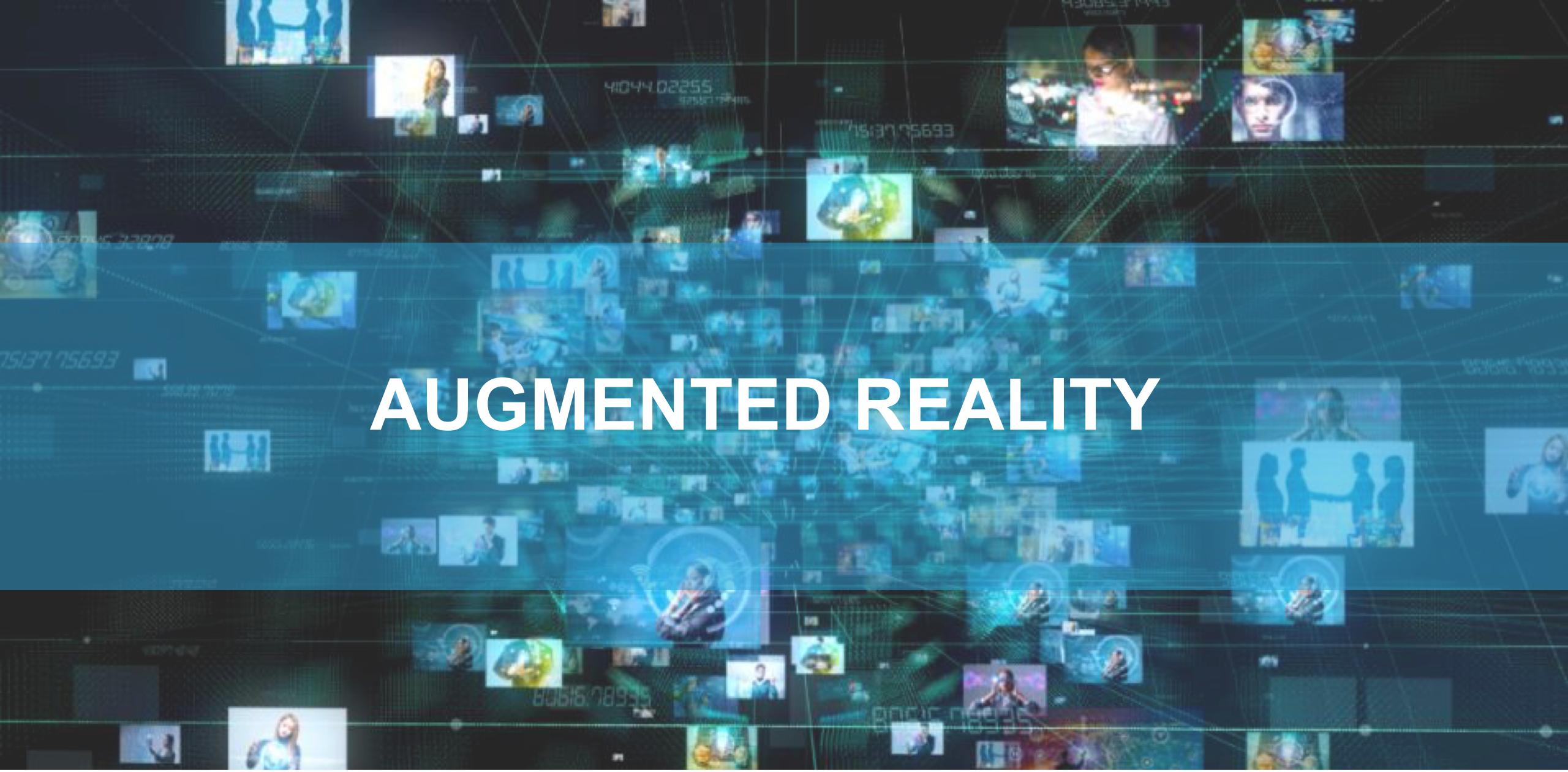
DIGITAL DATA INTEGRATION INTO PHYSICAL POP



STOREFRONT APPS

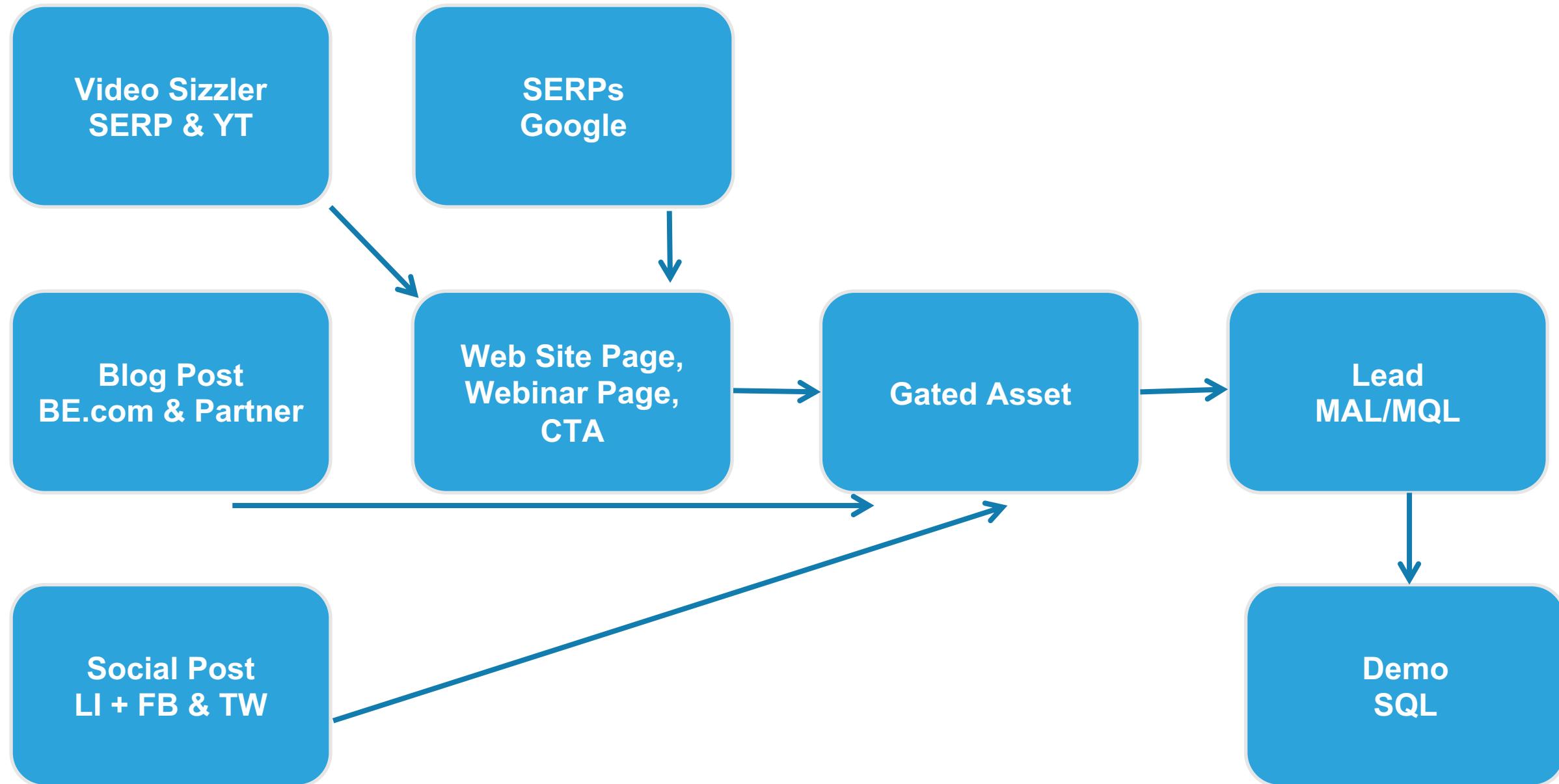


AUGMENTED REALITY

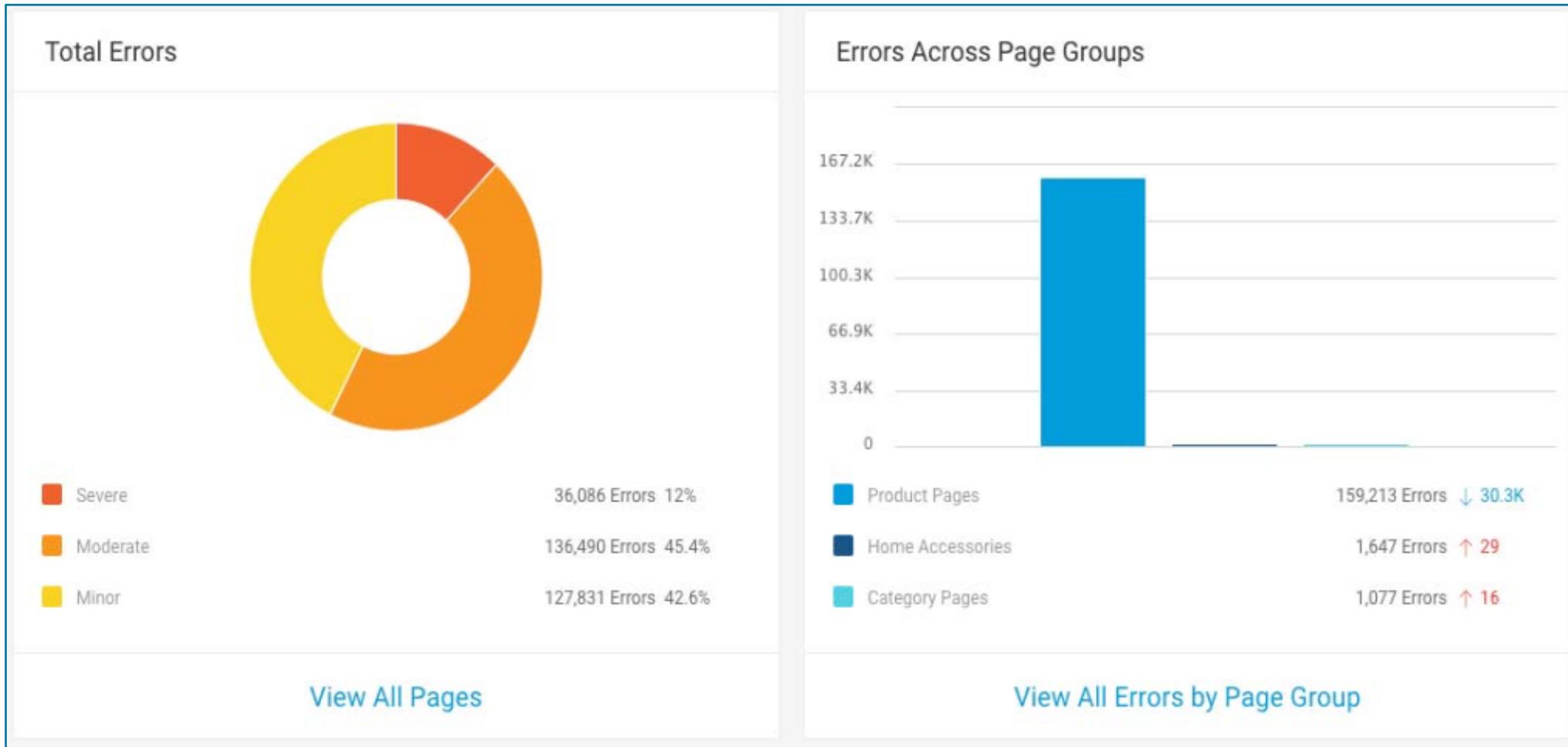


CUSTOMER JOURNEY ANALYTICS





Use Case 1: Large Site Technical Audit ContentIQ



Use Case 2: Voice of Customer and Queries Data Cube

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

Google US Ecommerce Search

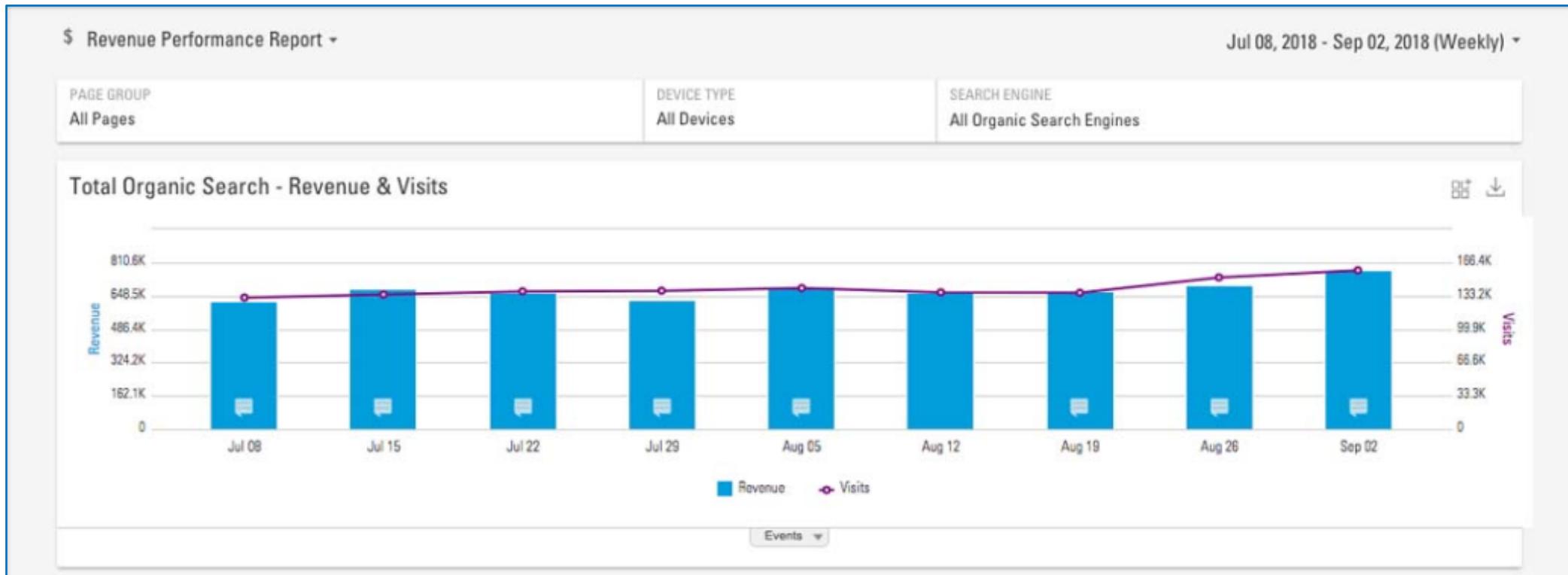
View All Results Identify High Volume Keywords Discover Long Tail Keywords Explore High Value Keywords Filters

Applied Filters: Keyword Contains ecommerce Save Filter

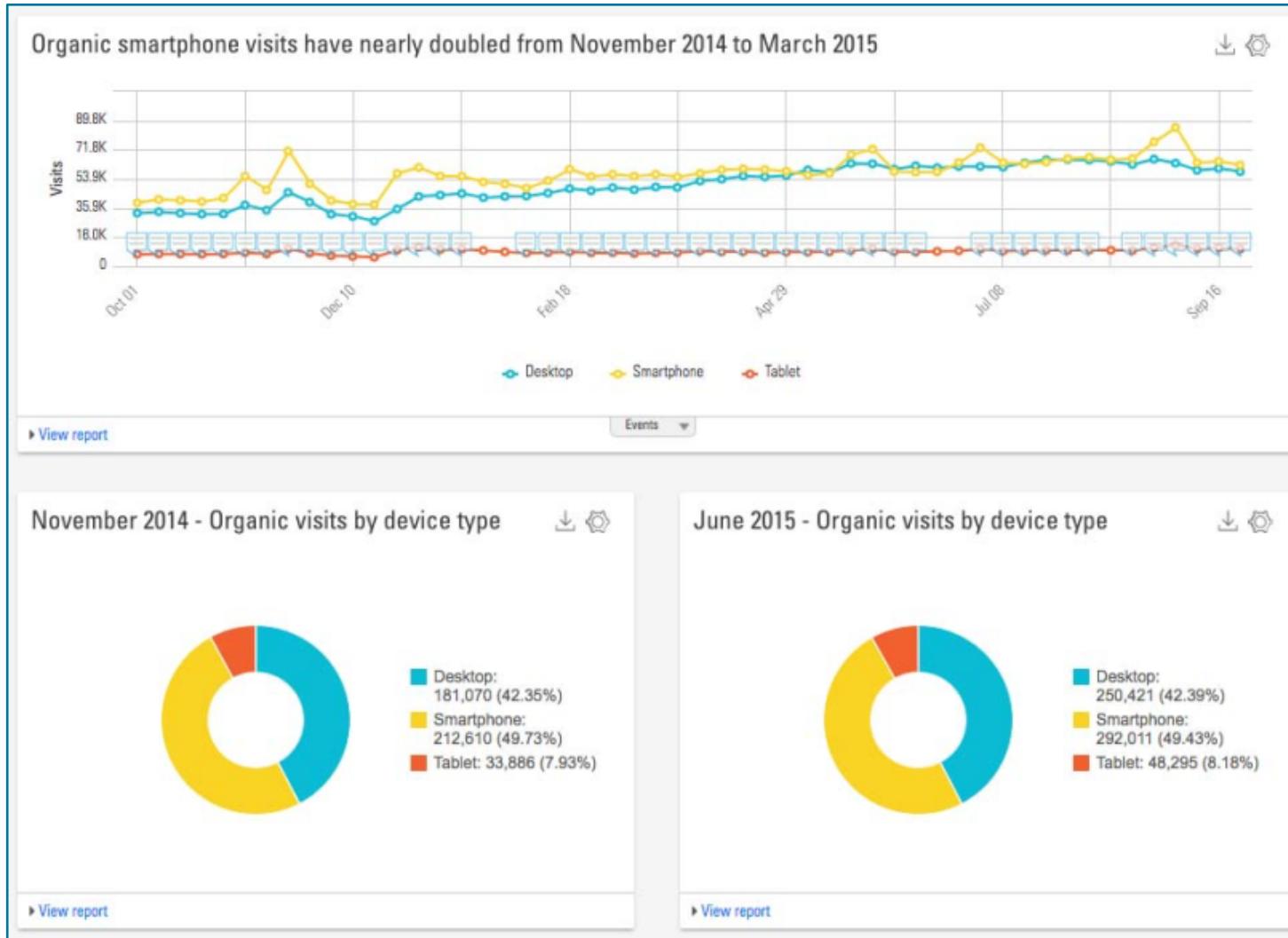
11,369 3,066 26% 2,869 25% 5,434 47%
Total Suggested Keywords High Competition Level Medium Competition Level Low Competition Level

Track	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
	e-commerce	74,000	Medium	99	
	e commerce	74,000	Medium	99	
	ecommerce	74,000	Medium	99	Videos
	ecommerce	49,500	Medium	99	
	bigeCommerce	40,500	Medium	98	
	big ecommerce	40,500	Medium	98	
	ecommerce dhl	40,500	Low	96	
	dhl ecommerce	40,500	Low	96	Videos,Local 3-Pack
	dhl ecommerce tracking	22,200	Low	96	
	ecommerce tracking dhl	22,200	Low	96	
	ecommerce definition	9,900	Low	92	
	definition ecommerce	9,900	Low	92	
	what is an ecommerce	9,900	Low	92	
	define ecommerce	9,900	Low	92	
	what is ecommerce	9,900	Low	92	Videos
	definition of ecommerce	9,900	Low	92	
	ecommerce is	9,900	Low	92	
	definition for ecommerce	9,900	Low	92	
	what is a ecommerce	9,900	Low	92	
	web site ecommerce	8,100	High	99	
	website ecommerce	8,100	High	99	
	website for ecommerce	8,100	High	99	
	ecommerce website	8,100	High	99	

Use Case 3: Identifying Untargeted Keyword Page Reporting



Use Case 4: Track and Elevate Organic StoryBuilder



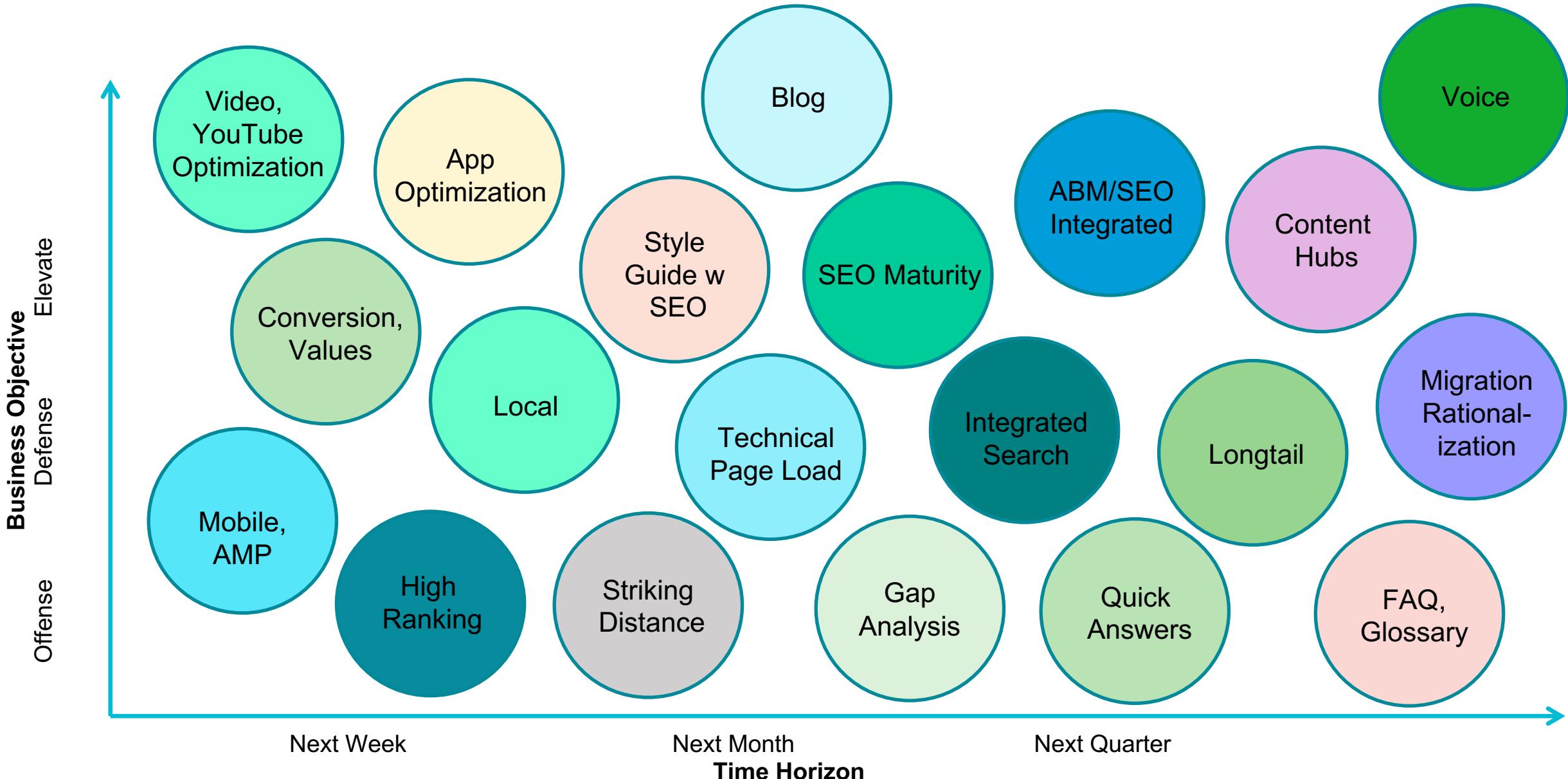
Ecommerce Content Benchmark

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

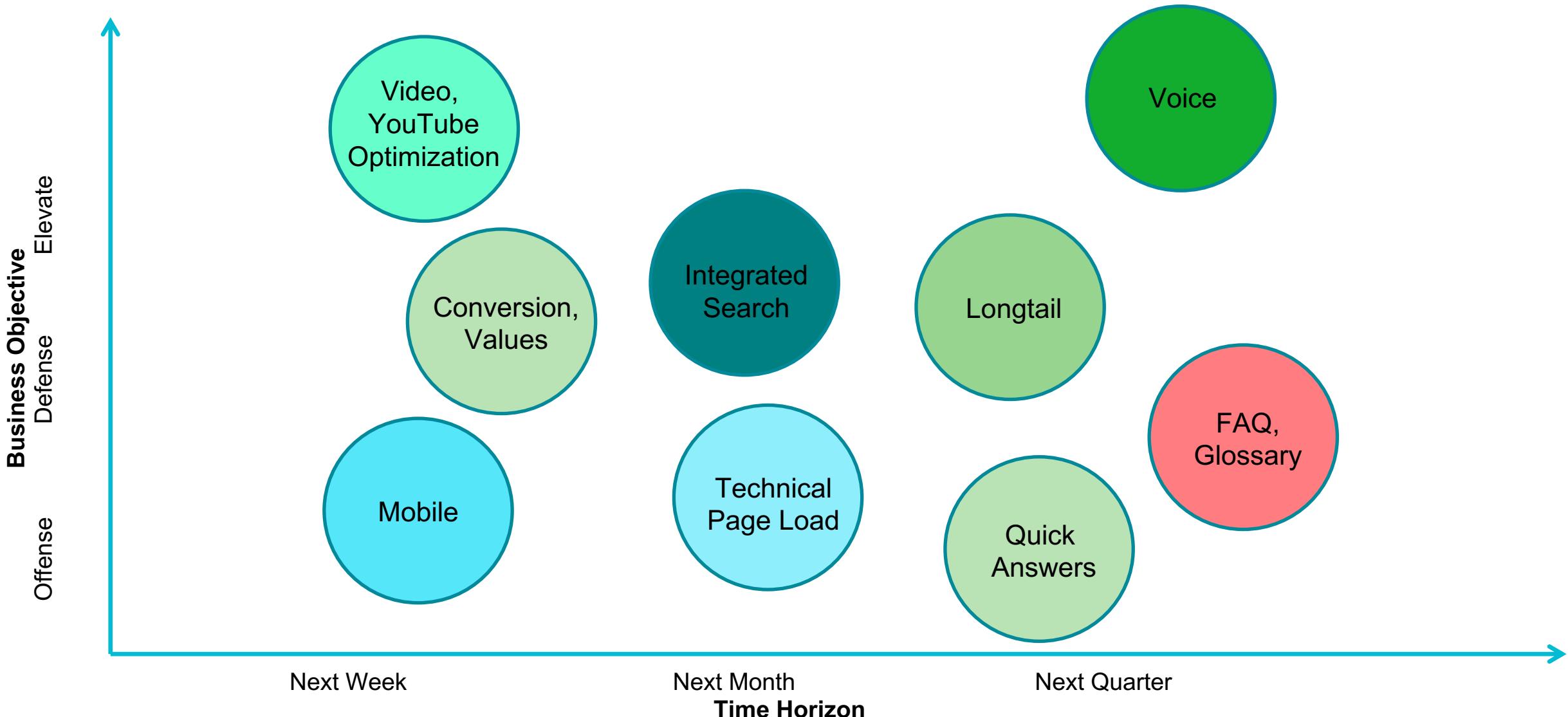
Ecommerce Click Curves

	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%

2019: Map 20 SEO Strategies to Business Objectives and Capacity



2019: SEO Strategies for Ecommerce





Derrick Haisman
Retail Impact Analyst
Rocky Mountain
Chocolate Factory Inc





Svetlana Li
SEO Manager
Living Spaces Furniture



LIVING SPACES

Living Spaces Uses BrightEdge for Site Migration

Svetlana Li, SEO manager, leverages the BrightEdge platform to execute a successful site migration.

Quill Increases Organic Blog Traffic by Over 270% In 1 year by Improving Page Load Time and Content Strategy



BRIGHTEDGE
CASE STUDY

THE OPPORTUNITY

Feygin wanted Quill.com to develop a quality content hub that would: have content that resonates with existing and new customers, drive organic traffic/revenue to the ecommerce platform, and be cutting-edge on the technical front. Yet the existing content hub/blog simply did not meet the criteria.

THE SOLUTION

He devised a company-wide content strategy that efficiently lays out where to house each type of content, researched the latest technology with external partners, and partnered with exceptional content agencies that focus on driving organic traffic. The content strategy plan was a large undertaking that heavily relied on the utilization of competitive data available through Data Cube. He was then able to see exactly the type of content that was ranking and build out a keyword strategy. After thoroughly testing best day and time of day to release content – he increased the cadence of publication to 3 per week. Feygin also redesigned the web site to improve navigation and the user experience.

On the technical and design front, he did a site audit and closely examined the Recommendations to build out a technical plan of execution. He decided to focus on page load time (initially over 3 seconds) and worked closely to have WebP, Brotli, HTTPS, and other technology executed to ensure Google Page Speed was at a minimum 95th percentile across the board with mobile and desktop experience. He also worked to ensure that the new design was responsive, had contextual ad modules, and had a great user experience. He also was able to successfully migrate the blog from a subdomain to a directory on the site through the utilization of their CDN provider.

THE RESULTS

Load time decreased to well under 1 second (normally around .5), 98% content indexation on search engines, the number of keywords ranking on page 1 increased by over 800%, organic traffic grew 272% YoY, all of which proves the gains attributable are to the new content and SEO strategies.



A content strategy is key for any SEO campaign and BrightEdge was instrumental to our success.



Eugene Feygin
SEO Program Manager
www.quill.com





shoes.com

Louise Huang
SEO Coordinator
shoes.com

shoes.com

Shoes.com Prefers BrightEdge to Competing Solutions

Louise Huang, SEO Coordinator, discusses BrightEdge's ease of use in executing a comprehensive site migration



SEO Manager Uses BrightEdge to Build Major Ecommerce Site...

Carlos Spallarossa leverages BrightEdge for ecommerce success

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.

Omni-Channel Experience

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.



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