Optimizing Your E-Commerce Strategy

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More Webinars Coming…

SELLING ON AMAZON
with Tom Funk
Wednesday, May 20th

DIGITAL COMMUNICATION
WITH YOUR CONSUMERS
with Katie Wight
Wednesday, May 27th

Today We Will Cover:

1. Software Tools You Need
2. Conversion Rate Optimization (CRO)
3. Search Engine Optimization (SEO)
4. Getting Started with Paid Search
SOFTWARE TOOLS

Optimizing Your E-Commerce Strategy

Always Remember this Basic Tenet...

>You cannot manage what you do not measure

To optimize your e-commerce strategy, you need:

• Willingness to learn and then apply findings
• Google Analytics
• Google Search Console

Google Analytics

• Can be overwhelming at first, but focus on just these four reports:
  – Audience Overview
  – E-Commerce Overview
  – Channels Report
  – Checkout Funnel Visualization Report
Optimizing Your E-Commerce Strategy

SOFTWARE
TOOLs
CRO
SEO
PAID SEARCH

Checkout Funnel
Part 1

Checkout Funnel
Part 2

Recommendations

- If you don’t have Google Analytics installed, do it immediately and start collecting data.
- There are tons of online resources for this stuff; if you don’t know the answer, just Google it.
- Create a set of Key Performance Indicators (KPIs) that you can use to track the health of your business.
CONVERSION RATE OPTIMIZATION
CRO

What is a Conversion Rate?

Number of Transactions divided by Number of Visitor Sessions to Your Website equals Percentage of all visitors who make a purchase on your website, and that’s your Conversion Rate

Power of Conversion Rates

EXAMPLE 1:
$30 net margin, 10,000 sessions, 3% conversion = $9,000 profit

EXAMPLE 2:
$30 net margin, 10,000 sessions, 4% conversion = $12,000 profit

1% improvement in conversion rate equals 33% improvement in profit!
Typical Conversion Rates

FOOD INDUSTRY
- Q1–Q3: Approximately 3-5% on average, best converting sites can be 10%
- Q4: Should be 6-14%

MOST NON-FOOD RETAIL
- Q1–Q3: Averages just over 2%
- Q4: Up to about 6%

Simplify Your Product Pages
- Use effective product headlines
- Make your product pages clean and simple
- Use big buttons for Add to Cart, in contrasting colors
- Make path to checkout clear and easy
- Think about calls to action
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Make Site Mobile-Friendly or “Responsive”

- Mobile users now make up about 52% of web traffic
- Users are impatient with bad user experiences and they will click away

Optimize Customer Experience

- Think hard about some way to offer free shipping:
  - 42% of users will abandon the transaction if they feel shipping is too high
- Focus on crafting high-quality content
- Reduce your abandoned carts by streamlining checkout and using email follow-ups
Encourage Customer Engagement

- Display testimonials:
  - 92% of people trust a recommendation from a peer
  - 70% will trust a recommendation from someone they don’t even know
- Activate customer reviews if your platform has them
- Always have a “Best Sellers” product category active on your site
What is a Search Engine?

• Software that uses an algorithm to “crawl” the web 24x7 and look for new or updated content; when it finds something, it adds it to the search database
• When a user types a query into the search box, the system then tries to match the query with what’s in the database, and displays the results on a page returned to the user

What is SEO?

• A somewhat technical process whereby:
  – You publish certain elements of your site such that search engine indexes record your content in a way that will help users more easily find what you are offering
What Are Ranking Factors?

• User types query into search box, then search engine:
  – Looks at its database for matching or relevant data
  – Applies ranking factors to data
  – Displays results in rank order on the search results pages

Key “On Page” Ranking Factors

• Secure site (http[s]:)
• Page titles & meta-descriptions
• Quality content (especially product text)
• Page speed
• Responsive design
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Key “Off Page” Ranking Factors

- The most important is good-quality incoming links, or “backlinks” (listings in Google Search Console)
- Domain/page authority (from SEO MOZ)
- Social media enters into the picture, but it’s a distant third in my experience
- If you want to geek out: visit [www.moz.com](http://www.moz.com)
Key Considerations

• What is paid search?
• Why is it important?
• How much does it cost?
• High-volume vs. “long tail” terms
• Non-brand vs. branded terms
Optimizing Your E-Commerce Strategy

Why is Paid Search Important?

- Paid search is highly-targeted advertising that can be tracked to the penny, and if done well it can produce very profitable results; for example:
  - In Q4 2019, one client spent $455, which yielded $24,225 in sales
  - In March 2020, the same client spent $176, which yielded $5,044 in sales
How Much Does Paid Search Cost?

- There are many variables, but anywhere from 3% to 25% of retail cost of product; depends upon product and competition
- If you are getting good results, don't limit your spend with budgets; instead focus on profitability and spend as much as you can

High Volume vs. Long-Tail Terms

- High Volume term: “cheddar cheese”
- Long-Tail term: “Vermont smoked cheddar cheese”

You must use different strategies when bidding on these terms in paid search
Non-Branded vs. Branded Terms

- If you don’t bid on your own brand, someone else will—and they’ll steal your traffic
- Cost is usually minimal and you will get clicks you would not have gotten organically

Recommendations

- Learn these higher level concepts so you can understand what’s going on with your account
- Think in terms of profitability, not budgets for your spend
- Be aware of seasonality
- Do not try to do this yourself!

Thanks for Attending!

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