

Succeed in organic search marketing



What retail marketers need to know

Whitepaper



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Is “online” an opportunity for retail?

Data from the British Retail Consortium showed continued growth in sales in the retail sector, with sales rising by 0.4% in December 2013 year on year.

“Online sales surged in December representing almost 1 in 5 items sold,

proving that retail sales growth is being driven by the click of a mouse” – BRC

More consumers are resorting to the internet to find the best deals in the hope of saving money, with further data from the BRC highlighting a

19.2% increase in UK online sales for the same period.

If as much as 20% of all retail transactions in the UK are online, shouldn't all retailers consider exploiting the opportunity that can be seized through search marketing?

“The internet economy was worth £121bn in 2010, more than £2,000 per person” – BCG

This confidence inspiring data from the Boston Consulting Group (BCG) found the trend of growth “will continue to expand at a rate of 11 percent per year, reaching a total value of £221bn by 2016”.

According to the ONS, the growth of “households with internet access” is

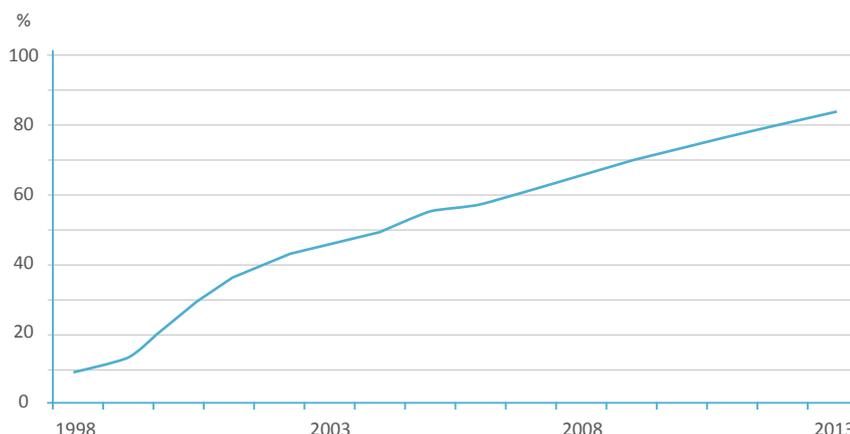
always “on the up”, but people are online much more too; a point that seems obvious when you consider the growth in mobile device use.

This retail report from Builtvisible provides insight and guidance for developing an Ecommerce SEO (search engine

optimisation) strategy, from technical set up and site performance, to content and social strategy.

Households with internet access

Source: Office for National Statistics



Data from the Office for National Statistics (ONS) reported in 2013, over 73% of adults (36 million people) within the UK were accessing the internet on a daily basis, 20 million more than in 2006.

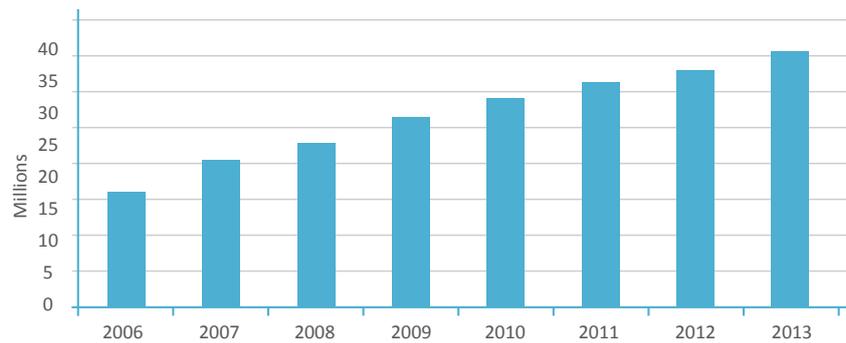
Further data from the ONS shows just how and where people are spending the majority of their time online, in a comparison of 2007 vs 2013.

Significantly, this data shows that over 66% of people are actively looking for “product or service information”, so a lot of effort should be placed on understanding the path to conversion for a typical customer of your brand. Where does a relationship with a potential customer begin for you?

With faster broadband speeds at home and advances in 3G/4G connectivity for mobile devices including tablets, the internet has become far more accessible and entwined in our daily lives.

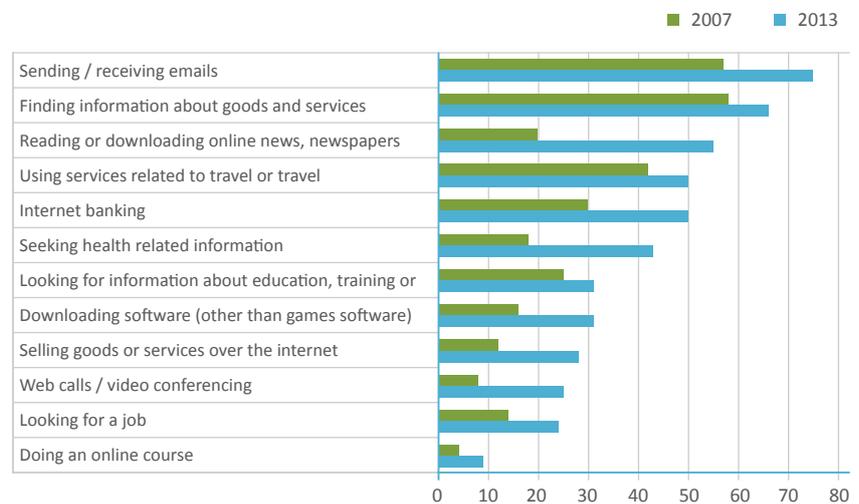
Daily internet usage: 2006 – 2013

Source: Office for National Statistics



Internet activities

Source: Office for National Statistics



“6 out of every 10 adults are using a mobile device to access the internet while on the move” – ONS

People are shopping all the time, they just might not know it at the time!

A 63% YOY rise in Boxing Day UK sales via mobile devices was reported by IBM, equating to over 45% of all online transactions on that day. Mobile is here, it's been

here for a long time, and in many cases it's a more significant potential contributor to sales than desktop.

The growth in sales by desktop and on mobile devices has been startlingly fast, but to claim a share of that revenue, retailers need to

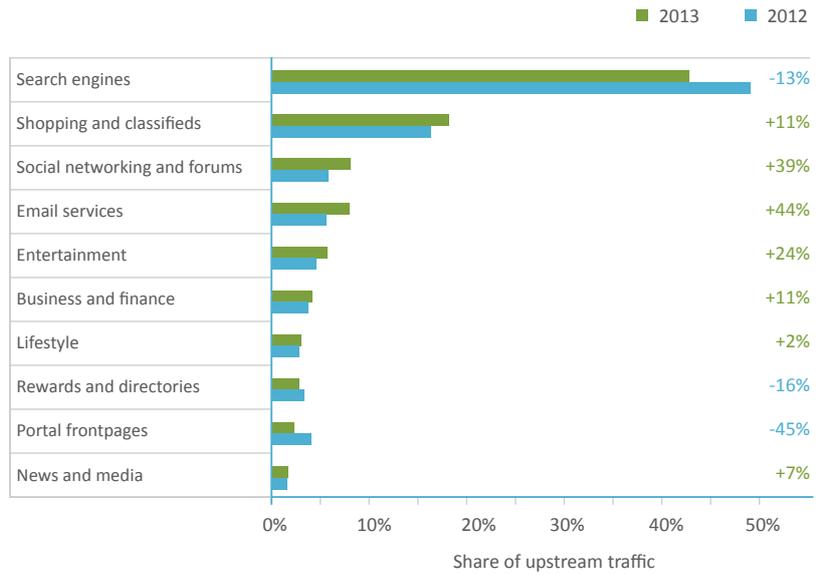
understand there's diverse range of platforms and channels online that can help to grow their revenue.

A recent report from Experian Hitwise provides details on upstream traffic sent to retailers over the 2013 holiday season:

Historically, consumers used search engines to find new products online, but the massive growth in social can't be ignored as an influencer in the consideration funnel. Gaining visibility in SERPs (search engine ranking pages) is essential for claiming a stake of this traffic, as is a social strategy designed to attract brand engaged followers likely to consider a purchase in the future.

Upstream traffic to Hitwise Retail 500

Source: Hitwise / searchengineland.com



Understanding the organic search landscape

To convert search from an opportunity channel into a revenue channel, you need to understand your customer's online search behaviour.

Only then can you look to truly serve the needs of your customers, and extend brand reach to new audiences.

According to recent data from Hitwise, Amazon UK are absorbing the greatest amount of online retail traffic share in the week ending

“By the end of 2012, UK internet users made a billion more visits to search engines than they did in 2011” – Experian digital trends

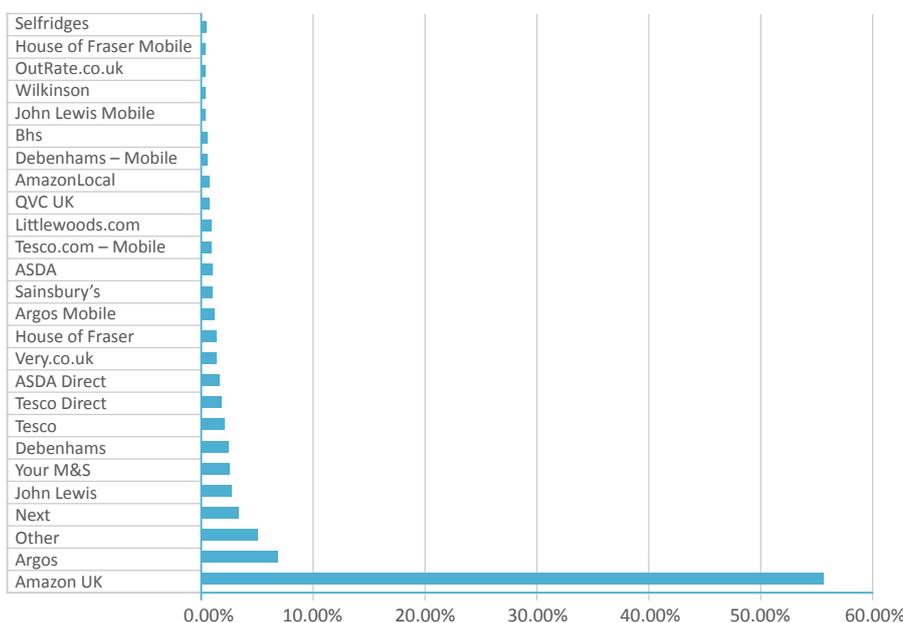
25th January 2014, leading the pack by some margin at over 55%:

The other key point of interest here is the amount of visits being

generated to standalone mobile sites, with Argos, Tesco, Debenhams, John Lewis and House of Fraser all claiming a large share of all visits.

Top retail sites ranked by visits share

Week ending 25th January 2014 – Hitwise



What are the “top” keywords with retail intent according to Hitwise and Google Search? It’s a combination of product related keywords “shoes”, and brand terms: “Nike”, “Fred Perry” and “Ted Baker”.

The top 20 keywords in the UK retail sector have a combined monthly search volume of 4.09 million searches per month. In organic search terms, this is a huge amount of potential revenue.

Who “owns” the search engine traffic share in Google search?

Who appears most often in search for the most popular search terms? If we look at the top 800 keywords with retail intent, we can see some very familiar retailer brand names featuring in our top ranking websites list:

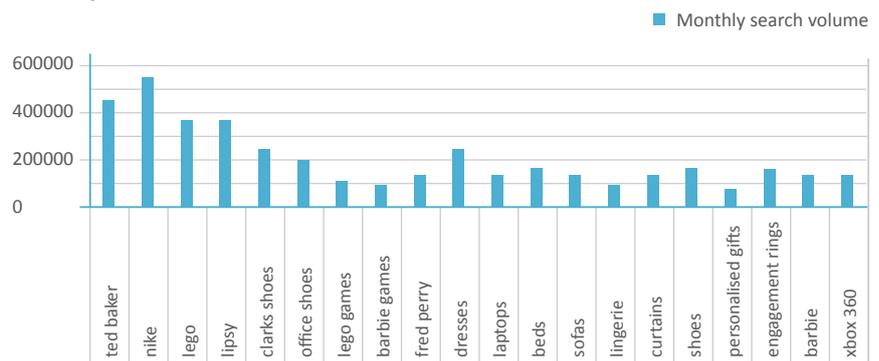
While Amazon claims the greatest share of search visibility, some smaller retailers are extremely competitive in their SEO strategy. ASOS, Currys, Sports Direct and Toys R Us all have a competitive share of the most frequently searched keywords in UK retail.

Organic search is a source of endless growth and opportunity, though. Even for a giant like Amazon, the low hanging fruit (growth) opportunity for growth is vast:

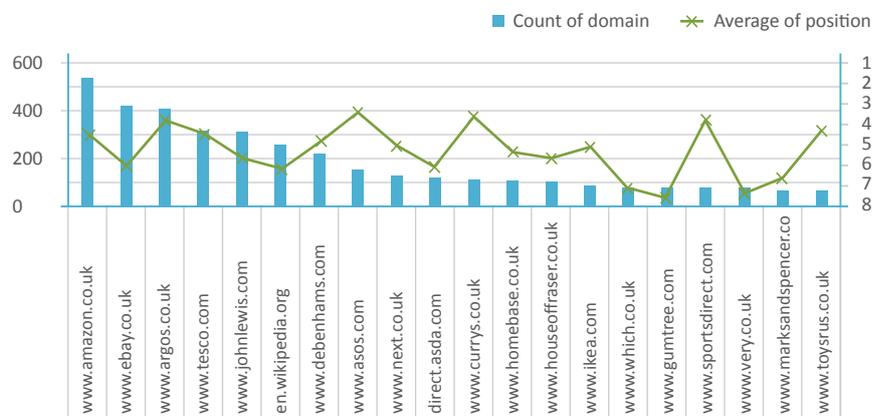
Should Amazon choose to, a campaign to improve their search ranking for the keyword “Lego” might yield a hundred fold increase in their online sales for that particular product category.

Top retail keywords

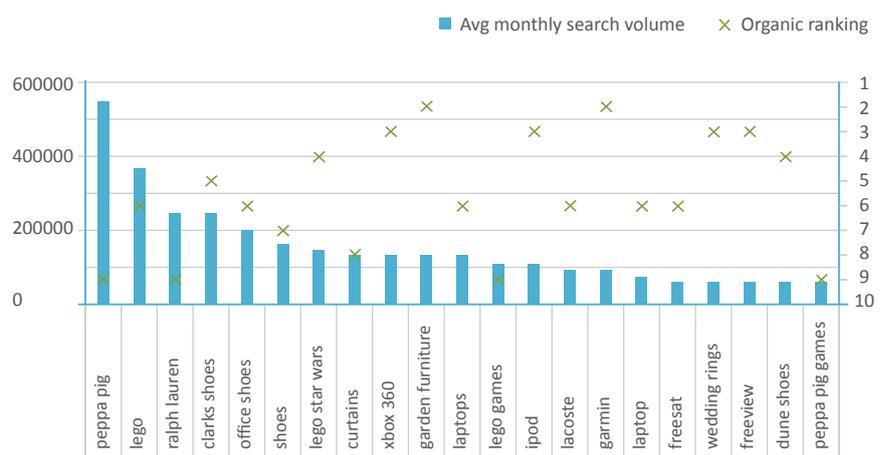
January 2014



Most frequently occurring domains vs average organic ranking



Amazon.co.uk low hanging fruit



Usual suspects Toys R Us and Argos currently outperform Amazon for this term, but a savvy SEO might spot the opportunity to use “Rich Snippets”

and “Video” snippets in that search result to gain a higher click share. If you’d like to learn more about those organic search tactics, read on.

What makes a website perform well in Google?

Search engine algorithms are made up of hundreds of different signals that address the quality, relevance, trust and authority of the domains within its index, releasing numerous updates throughout the year to enhance its user search experience.

In an annual survey carried out by Moz.com, feedback from over 10000 search marketers highlighted that 'links' are considered to be one of the strongest factors for good search engine rankings. Other important factors include: keyword targeting / site architecture, and on-page/ technical i.e. unique content, website accessibility and site performance.

Why are the top retailer sites so visible? What makes retail such a competitive vertical for Organic search marketing? It's links – high quality, credible links. To the right, we've applied a count of the number of referring (linking) domains to get a better understanding:

Using data from tool provider MajesticSEO we can explore the quality of the links using "Citation Flow" and "Trust Flow", two metrics within the MajesticSEO database that help SEO professionals evaluate the quality of the link building work carried out for any particular domain.

Citation Flow = is a measure used to predict how influential a particular URL may be based on the number of links from other sites.

News for lego



Will Arnett's Lego Batman is a riot
NEWS.com.au - 1 day ago
WHEN Will Arnett was on the cusp of adulthood, he liked to play with Lego. This fact did not overly endear him to the ladies.

The Lego Movie: Hit off the old block
Sydney Morning Herald - 2 days ago

LEGO's New Simpsons Figurines
ABC News - 3 days ago

Lego - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Lego

Lego is a popular line of construction toys manufactured by The Lego Group, a privately held company based in Billund, Denmark. The company's flagship ...

Argos Lego shop, your number one shop for Lego toys and g...
www.argos.co.uk/static/ArgosPromo3/includeName/lego.htm

15+ items - Find an extensive rang of Lego toys and games that'll keep ...

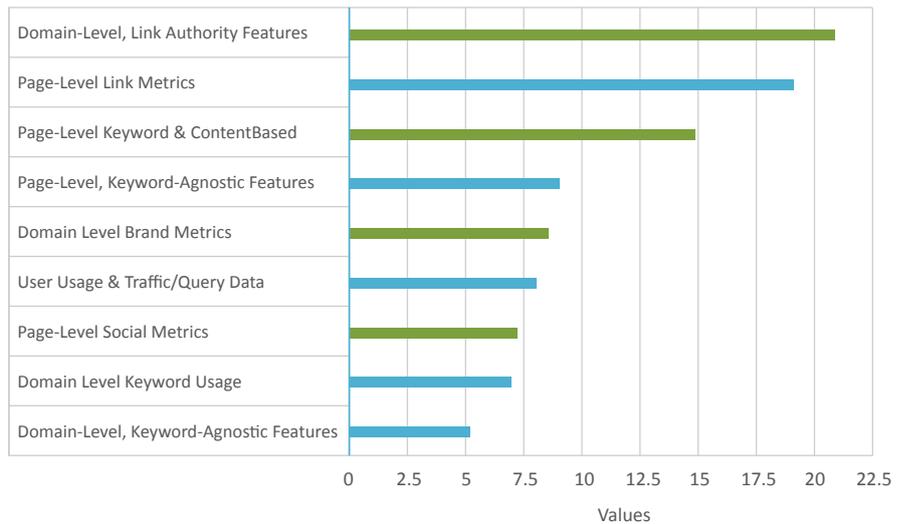
LEGO® Chima. Battle against the forces of evil to save the land of Chima
LEGO® Friends. Join the fun with the LEGO® Friends in Heartlake City and ...

LEGO - Toys R Us - Britain's greatest toy store
www.toysrus.co.uk/browse/product/lego

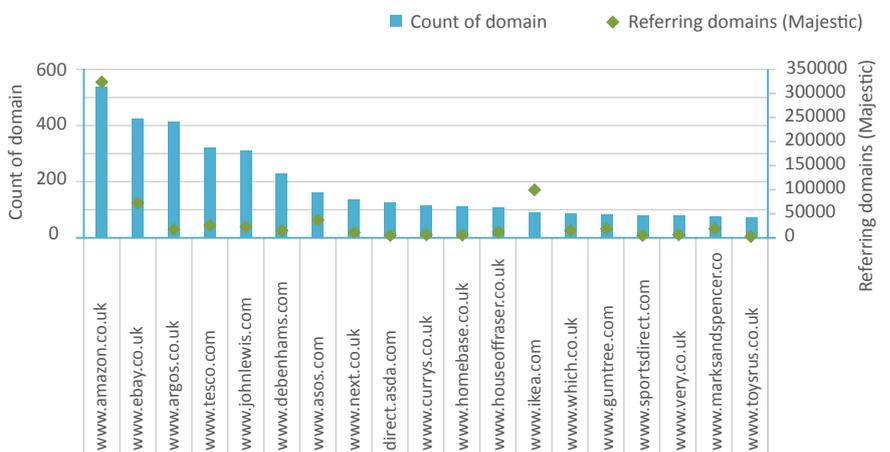
LEGO has been a household name for many years and is one of our best-selling toy brands. With hundreds of products to choose from, our exciting range of ...

Amazon.co.uk: LEGO Store
www.amazon.co.uk/Lego/b?ie=UTF8&node=423583031

Find, shop for and buy LEGO Store at Amazon.co.uk.



Visibility vs count of referring domains

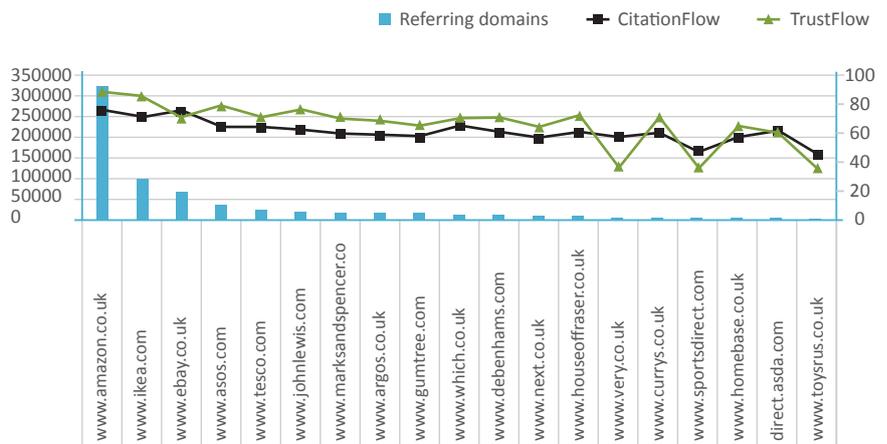


Trust Flow = is a metric used to measure the trust worthiness of links out from a particular website, a useful data point based on the premise of authority sites link to ‘trustworthy’ neighbours.

Ikea.com and Asos.com both have a higher score of Citation Flow & Trust Flow than Argos.co.uk. Argos is much more “visible” in UK search indicating that other factors may be playing a part in their organic visibility. For instance, there’s potentially an opportunity for them to develop their content and site architecture to catch more of the search queries in retail.

Link distribution of top retail sites

Link metrics: MajesticSEO

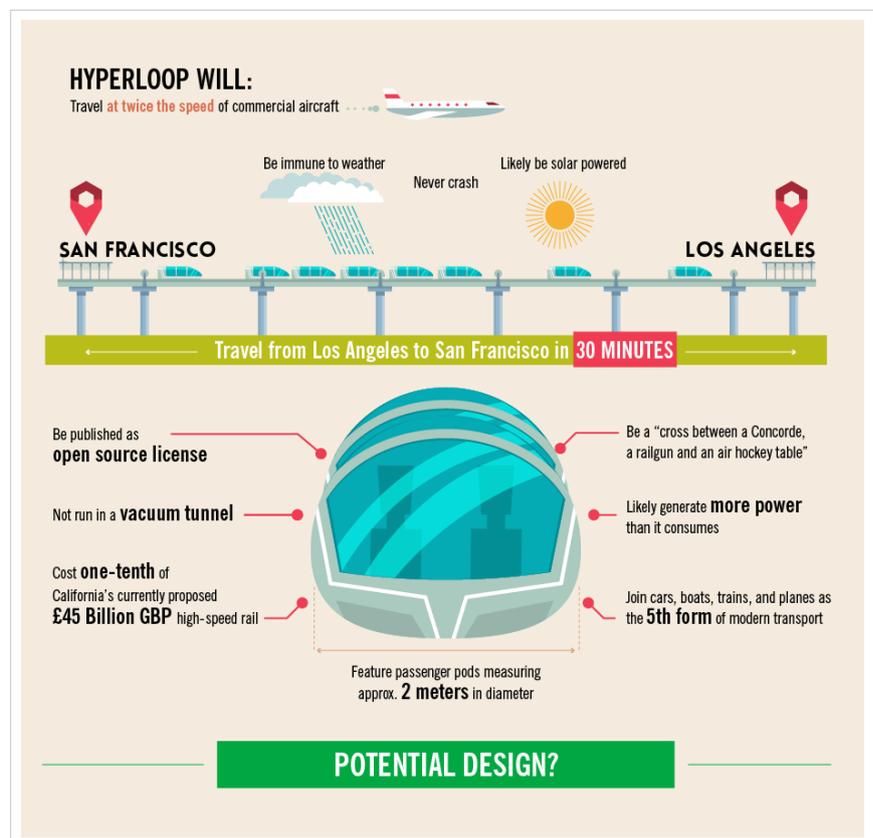


Case study: newsworthy and creative content to garner links to your site

Creating newsworthy, valuable content is a must for a successful link building campaign. In this project for Gocompare, we created a speculative insight of what Elon Musk’s Hyperloop might look like, how it may work and what it might cost.

The research, creative and coverage outreach was handled by Builtvisible, and won coverage in news sites: Mashable, CNet and Jalopnik.

It’s really important to find ways to create engaging content relevant to your audience. Take [this study into the effects of colour in the home on emotion](#). Design55 are a small online retailer who found success by telling an engaging story relevant to the interests of their audience.



Standing out from the crowd

A number of our most popular retail keywords include product names very specific to a particular brand. Naturally the corresponding brands website is featured within the first few positions. In many instances, those search results feature “expanded site links” that occupy much more screen real estate e.g. ‘Apple Ipad’ returns the following:

By optimising Page Titles & Meta Descriptions you can try to influence CTR (“click through rate”) from these types of queries. To be really competitive, retailers need to embrace “structured data” such as “Schema.org” product mark-up to help stand out from the crowd in the SERPs:

Structured data and Schema.org – the big opportunity

In a study carried out by Builtvisible, we found that snippets such as review ratings in results can increase the click through rate by as much as 26% – for a retailer, the benefits are quite clear.

Despite the advantages, “structured mark-up” is still only being applied to a small fraction of websites.

The Web Data Commons, a project analysing over 3 billion web pages from 40.4 million domains across the Internet, investigates the usage of structured data.

In this comprehensive study they reported a 62% adoption rate of structured data in the top 1,000 sites as listed by Alexa, a database maintaining a list of the most frequently visited websites.

Apple (United Kingdom) - iPad

<https://www.apple.com/uk/ipad/> ▼
Discover the world of iPad. Introducing iPad Air and the iPad mini with Retina display. Watch the TV ad, compare iPad models, find accessories.

Apple Store iPad Air - iPad mini - iPad Accessories - Refurbished iPad	iPad mini with Retina display Tech Specs - Features - Design - App Store - Built-in Apps - ...
iPad Air Order iPad Air from the Apple Online Store in Space Grey or ...	Apple Retail Store Visit the Apple Retail Store to buy your iPad. We'll show you the ...

Compare iPad models.
Compare technical specifications for all iPad models: iPad Air ...
[More results from apple.com »](#)

Apple iPad 2 16GB, Wi-Fi, 9.7in - Black 5055147563210 | eBay

www.ebay.co.uk/ctg/Apple-iPad-2-16GB.../103063309 ▼
★★★★★ Rating: 4.5 - 1,300 votes - £74.99 to £239.00
eBay: Things come alive on the stunning 9.7-inch widescreen LED Multi-Touch display of the Apple iPad 2. With WiFi support, this 16GB Apple iPad ensures you ...

(Micro data & Schema.org product mark-up)

iPad Air review - Trusted Reviews

[www.trustedreviews.com > Laptops & Computing > Tablet](http://www.trustedreviews.com/Laptops-Computing-Tablet) ▼
★★★★★ Rating: 10/10 - Review by Evan Kypreos
20 Mar 2014 - iPad Air review: The iPad Air is, by some way, the best overall 10-inch ... none more so than Apple and its reinvention of the full-sized iPad - the ...
More by Evan Kypreos - in 96 Google+ circles

(Rel=author)

Apple's new iPad Review | iPad and Tablets | CNET UK

reviews.cnet.co.uk/ipad...apples-new-ipad-review-4... ▼
16 Mar 2012 - ★★★★★ Rating: 4 - Review by Luke Westaway -
Price range: £399
▶ Apple's new iPad is the best tablet money can buy, thanks to winning software and a killer app selection ...
More by Luke Westaway - in 1,362 Google+ circles

(Micro data & Schema.org video & review mark-up)

However, this figure fell drastically to just 20% when expanding the Alexa list to the top 1 million websites.

Analysing the use of Schema.org/Product in our retail vertical specifically, the Web Data Commons highlight that 62% of websites are only utilising the ‘name’ and ‘description’ properties (despite

over 26 properties being available), which doesn’t provide enough information for a rich snippet to be generated in Google search.

This might mean that web developers working on retail sites don’t always fully understand how to implement and test their mark-up.

Crafting an ecommerce technical strategy in 2014

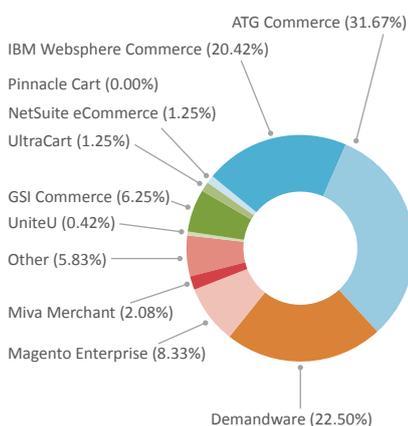
Ensuring that you have a solid technical foundation can not only benefit your visitors, but goes a long way in helping search engines discover, crawl, index and rank your website according to their ranking algorithms.

For retailers, the core factors for consideration are:

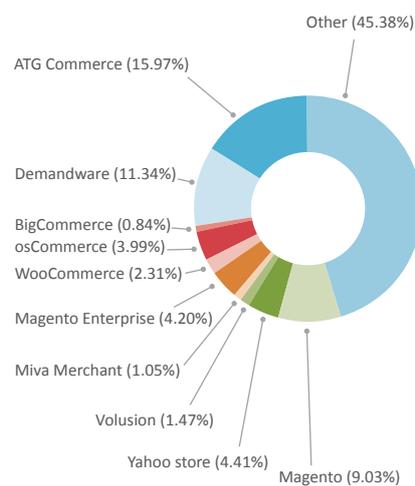
- Site platform
- Mobile
- Site performance
- Site architecture

Choosing the right ecommerce platform

According to data from BuiltWith, ATG, Demandware and IBM Websphere Commerce are the Enterprise technologies of choice by retail sites, claiming 75% of the market share for top enterprise retailers:



For small to medium size retail businesses, the number of different types of platform being used varies significantly, although ATG Commerce (16%) and Demandware (11%) still lead the way, closely followed by the free, open source platform: Magento (9%).



Understanding the capabilities and limitations of each of these platforms from a search engine performance angle is critical. The technology can be a powerful asset, or one of the greatest obstacles for a digital marketer to grow the revenue of a company through the organic search channel.

The SEO implications of an ecommerce solution

A digital marketer should always be involved in the decision making

process for a new ecommerce solution. That's because there are a number of SEO considerations that need to be taken into account. Some of these include:

- The ability to customise/re-write the URL structure to provide a relevant description of the contents at each page, whilst avoiding special characters, symbols and parameters which can inhibit a search engines site crawl.

For example:

<http://www.domain.com/category-1/sub-category/> instead of:

<http://www.domain.com/category.aspx?id=1234>

- The option to specify a 'canonical' page (preferred URL) for each URL on the website. Where two or more versions of the same page exist at different URLs (or ID's), content duplication and keyword cannibalisation occur. This can lead to confusion for search engines as to which page to rank for the associated keywords, as a result devaluation of the content takes place that can reduce your organic visibility.

A typical example of this can be found within Magento, where a single product page can be accessed via multiple URLs e.g.

<http://www.domain.com/product-name.html> (primary)

<http://www.domain.com/category-1/product-name.html>

<http://www.domain.com/catalog/product-name/view/id/1/>

The 'rel=canonical' tag allows us to inform search engines of the primary URL, to negate the effects of duplicate content. For example the duplicate URLs, such as <http://www.domain.com/category-1/product-name.html>, would contain

the following canonical tag referencing the primary URL:

```
<link rel="canonical" href="http://www.domain.com/product-name.html" />
```

- Page level customisation options over the Meta data (page title and Meta description), in order to maximise keyword targeting for each page on the site.
- The ability to insert 301 re-direct rules to manage the migration process from old URL structures to the new ones.
- Control and management of the robots.txt file, which can prevent access of search crawlers to

specified files and directories on the website.

- The ability to customise the Meta robots tag for page level control of crawl and indexation.
- Dynamic XML sitemaps so that when a page is taken offline or added search engines can be notified, aiding site crawl and indexation.
- The ability to combine category page pagination with 'rel=next/prev' which informs search engines that a page is part of a 'paginated series'.

Optimising for mobile devices

At the turn of 2013 the IAB reported that 57% of the top 100 brands have a mobile friendly site. This adoption paved the way for 2013 to be dubbed the 'year of mobile', and recent data from the IMRG shows 2013 lived up to expectations, with a 138% increase in sales from mobile devices compared to 2012.

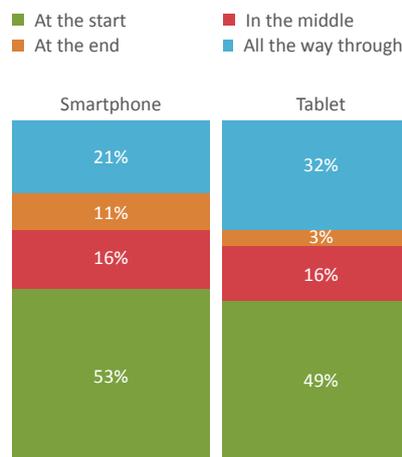
The way people are choosing to shop is evolving. We are in a multi-device, multi-screen world where each device plays a different role in the path-to purchase process.

In a 2013 report based on data collected on Cyber Monday by IBM, it shows that "smartphones drove 29.9% of all online traffic versus tablets at 28%. When it came to

making purchases, tablet users drove 29.4% of online sales, which was nearly twice that of smartphone users, who drove 15.8%".

Stage of retail research process in which device was used

Source: mobilepathtopurchase.com



'Our Mobile Planet' is a research project commissioned by Google, in partnership with Ipsos Media, the Mobile Marketing Association and the IAB, that provides insight into how much influence smartphones have in the purchase process, including:

- 39% of smartphone users have at some point purchased a product via their smartphone over the internet
- 40% of smartphone users researched a product on their smartphone, and then went on to purchase via a computer
- 28% of smartphone users researched the product on

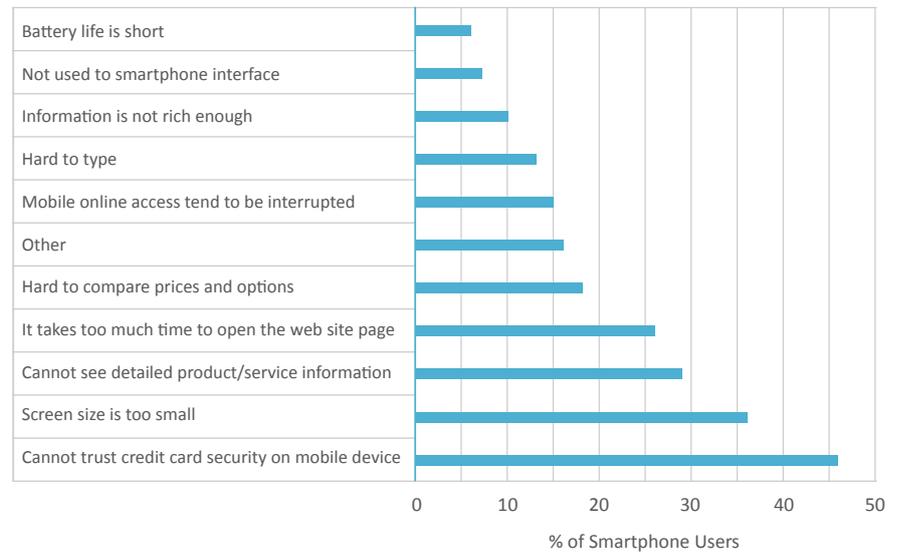
their smartphone, and then purchased offline (in a store or via telephone).

This report also provided insight into the common barriers to conversion on smartphones:

Developing a mobile friendly site that caters for multiple screensizes is essential for maximising growth, whether that be through responsive design, a dedicated mobile site or dynamic serving of content on a single URL. Builtvisible has developed an open source, responsive framework called

Barriers for M-commerce (Smartphones)

Source: Our Mobile Planet



“46% of consumers are unlikely to return to a mobile site if it didn’t work properly during their last visit.” – Compuware

OpenDaws to enable more agile responsive development in retail organisations.

Mobile users are also turning toward search engines to aid in the research process, with 53% of smartphone users carrying out a search at least once per day, and a further 32% at least once a week, as reported by Our Mobile Planet.

If you do not have a mobile friendly site, you’re losing customers to the retailers that do.

Getting your mobile site in search

If search engines aren’t aware of your mobile site, they’ll continue

to show results for the desktop version in their search results, but as that version doesn’t offer a good experience for mobile users, you’ll see a fall in visibility for mobile based queries.

There are 3 main approaches to integrating a mobile friendly website, each having their own considerations for SEO:

1. Responsive design

Recommendation level:

Preferred solution

The website layout is adapted to the device’s screen size requesting the content. All HTML is sent via the server as if it were a desktop

page, but altered via the browser’s interpretation of the CSS styling.

Responsive design has many benefits including:

- A single URL that can be crawled by both desktop and mobile search engine crawlers, improving efficiency in site crawl and indexation, whilst saving resource on development costs.
- Avoids unnecessary user/IP re-direction that can lead to search engine accessibility issues.
- Avoids the potential for duplicate content to occur where a desktop and mobile version of the site exists at different URLs.

2 Standalone mobile site

Recommendation level:

Compromise solution

A separate site is set up to serve users mobile based content e.g. m.domain.com, or domain.com/m/ etc.

Whenever you're forced into creating a duplicate version of a website/page, you're at risk of harming your SEO. For users, you need to ensure appropriate re-directs are in place to serve the desired content based on user-agent, whilst ensuring that search engine crawlers (desktop & mobile) are being handled appropriately to avoid 'duplicate content', or problems with indexation.

With that said, it does have the advantage of providing a greater

control over both your desktop and mobile sites, allowing you to deliver content on the page in a more targeted manner.

SEO considerations:

- Check for user-agent re-direction & "vary" HTTP Header
- Create a Mobile XML sitemap
- Use of rel='canonical' & rel='alternate'
- Configuration of mobile sites in WMT (Google & Bing)

3 Dynamic serving (or Adaptive Web Design)

Recommendation level: Avoid if possible

Similar to responsive design, however the server will send

different HTML at a single URL dependent on the requesting user-agent.

This approach needs to be handled carefully as there can be a risk of 'cloaking' – displaying different content to both users and search engines, which is against search engine guidelines. It is critical the "Vary HTTP header" is utilised to ensure that search engine mobile user-agents understand the configuration of your mobile site. This directive is not yet supported by Bing.

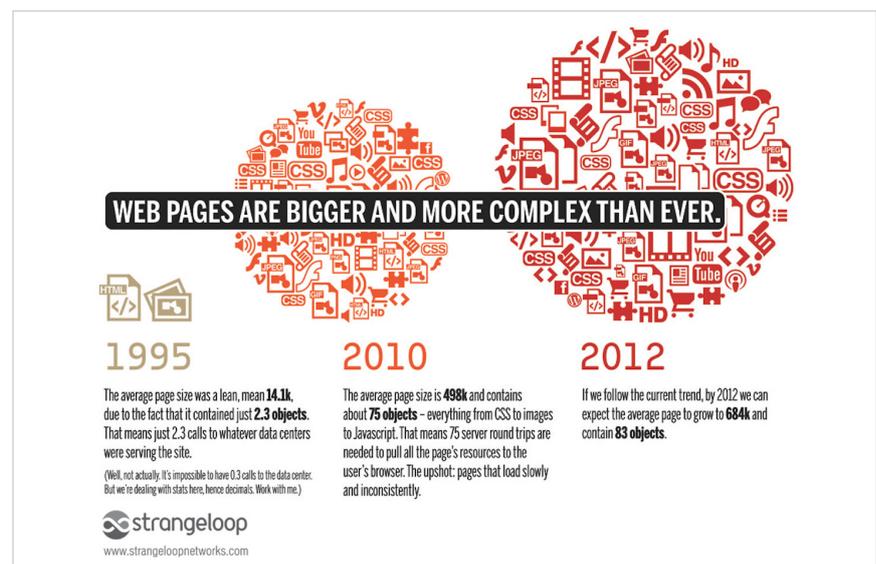
SEO considerations:

- Use Vary HTTP Header
- Use User-agent re-direction

Improving your site performance

In a 2013 report by Radware on the performance of the top 500 ecommerce websites, it was found that the median load time for new visitors was 8.56 seconds, 14% slower than recorded in tests recorded 3 months prior.

According to their research, page speed is decreasing because page size is getting bigger. Radware also reported the median page size was 1258kb in 2013, an 84% increase on the previous year:



Within the same report, Radware also identified the impact that a 1 second delay in page load would cause for an ecommerce site:

- 3.5% fall in conversion rates
- 2.1% decrease in average order value
- 9.4% decrease in the number of page views

- 8.3% increase in bounce rates

Identifying the need for faster websites, search engines have included a series of site performance factors into their ranking algorithms.

So, not only can improving site performance increase the number of conversions directly, but also have a positive impact on your organic search engine visibility.

There are a number of online tools that can check your page load speed and identify potential areas of improvement:

- <http://developers.google.com/speed/pagespeed/insights/>
- <http://tools.pingdom.com/fpt/>
- <http://gtmetrix.com/>

“Every 100ms increase in load time decreases sales by 1%” – Amazon

Improving site performance

There are a number of elements that can be altered to improve site speed, these include:

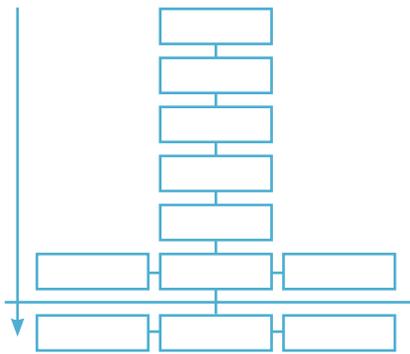
- The removal/repositioning of inline script & CSS to external source files
- Consolidation of external JS/CSS files to reduce the number of HTTP requests
- Optimise image content:
 - Utilising correct image format (GIF, JPEG, PNG)
 - Conversion to progressive JPEGS
 - CSS sprites
 - Avoid images entirely with SVG
- Leveraging browser caching (e.g. if-modified-since)
- Deploying via Content Delivery Networks (CDNs)
- Enable gzip compression
- Defer rendering of ‘below the fold’ content, so that content in direct view is prioritised and delivered as quickly as possible, allowing for users to start reading and engaging with the site whilst the rest of the page is loading.

Building a ‘catch-all’ site architecture to enhance user discovery and navigation

For retailers looking to increase their traffic and expand their product lines, understanding user search behaviour will ensure you’re moving toward the best possible long tail traffic

gains. Using data to identify new product category names will result in more organic traffic and ultimately, revenue.

As ecommerce stores expand with hundreds, if not thousands of products it’s easy to fall victim of creating a ‘silo’ based architecture, where pages tend



- Very weak pages at the bottom of the architecture
- 6 clicks to deepest level
- Low indexation and poor long tail

only to link “down” the site architecture. This “siloeing” ignores the need for cross linking to improve SEO traffic.

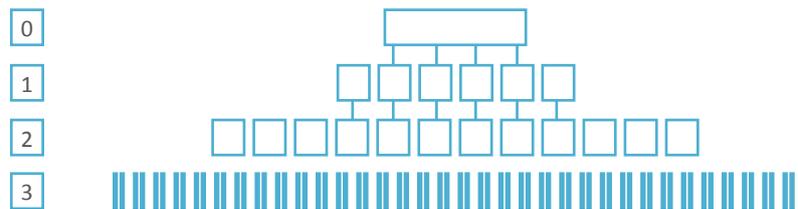
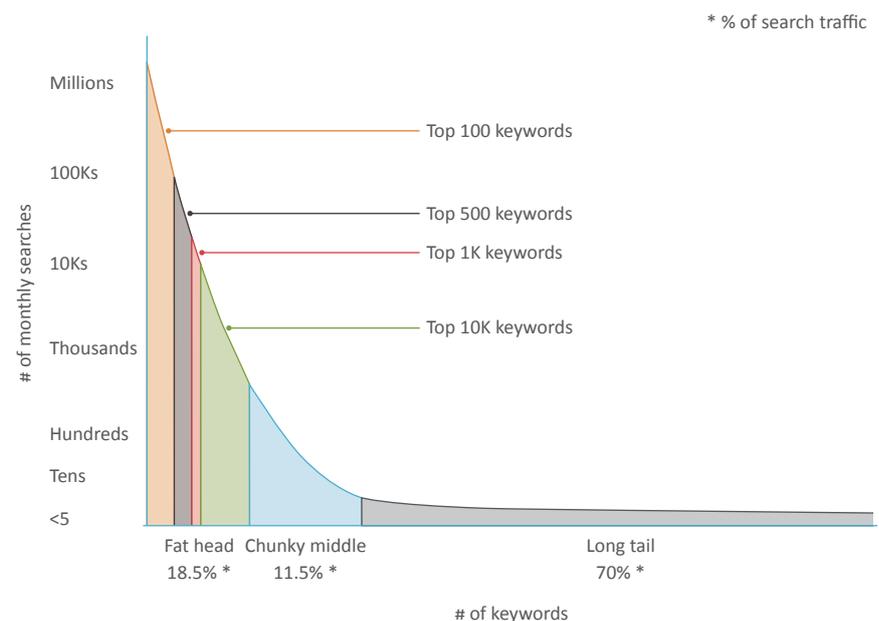
That “deepest layer” of content are typically product pages. Link “too deep” and they won’t compete well in search.

Why worry about the depth of your site architecture? In a study carried out by Hitwise, it was reported that over 70% of search traffic resided in longer tail queries, with the ‘head’ (highly competitive & generic) phrases responsible for only 18.5%, and the mid tail terms accounting for 11.5%.

‘Flattening’ the site architecture can not only assist with user discovery & navigation, but also improves the rate at which search engines can crawl and index pages on your website, heightening organic visibility particularly for deeper level content,

The search demand curve

Data Source: Experian Hitwise, SEOmoz.org



- No more than 3 clicks to deepest level
- The outcome should be higher indexation and a better long tail
- 100 links per page = 1,000,000 pages on a 3 click deep architecture



or the typically ‘longer tail’ search queries for product keywords.

As a general rule of thumb, look to keep the number of links (and therefore clicks) required to reach any single destination within the website to a minimum, by introducing ‘cross vertical navigation’.

A few examples of this type of navigation could include:

- Static main site header navigation, featuring links to top level categories and core sub categories (as possible drop down navigation items).

- Categories & sub category navigation:
 - ‘Popular products in this category’
 - ‘Hot searches / trending’
- “Cross sell” product page navigation:
 - “People who purchased this item also bought”
 - Related / similar products
 - Links to related categories e.g. for a “Mens Superdry Knitted Jumper”, the product page could feature links to categories such as “Mens Superdry Jumpers”, “Mens Superdry”, “Mens Jumpers” etc.

Identifying the search demand

If there isn't a page on your website satisfying a relevant search demand, you're missing out on a potential revenue stream. People will struggle to find you for related terms in search engines, as search engines will not see a clear relationship to those phrases on your website.

There are a number of data sources available that can provide you with insight into how people are currently searching for your brand, which in turn will act as the foundation for identifying new content opportunities.

- 1 The ‘Search Queries’ report from Google Webmaster Tools provides a list of keywords that people have searched for in Google to reach

your website. Other details include impressions, clicks and average ranking position.

- 2 If you're running a Pay-Per-Click campaign then you'll have access to keyword data via services such as Google Adwords.
- 3 Search Metrics monitors the rankings of thousands of websites across a vast collection of search queries, allowing you to view your current organic visibility.

This data can be combined with a number of tools to expand your current keyword data set based on similar search queries and seasonal trends, here are a few examples:

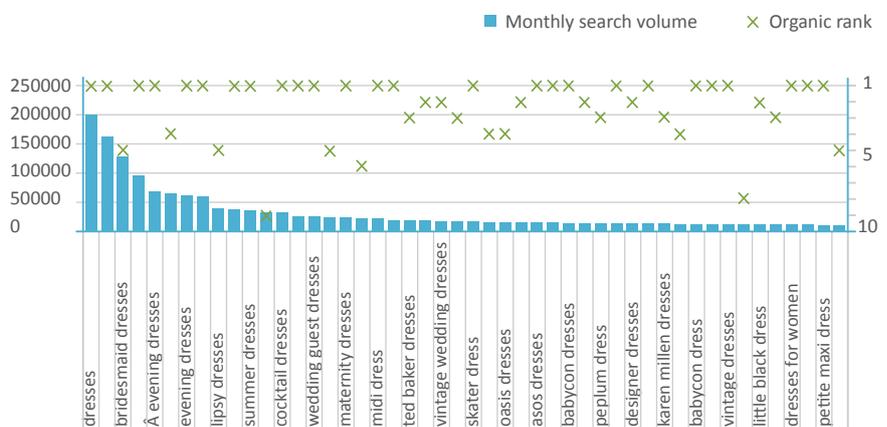
- **Google Trends** – explore search trends and related/similar trending topics based on keyword input, and view the hottest trends right now based on location. This can be extremely useful for tracking seasonal based demand.
- **Google Keyword Planner** – this tool was developed by Google to make it easier to plan paid search campaigns, however

the tool provides valuable insight into keyword performance (monthly searches), and can generate new keyword ideas based on similar/related terms.

- **‘Site Search’** – if you have site search set up within your analytics package, you'll be able to view the searches being made on your website by visitors. This in turn provides you with insight into missing content, or areas of the site that people are struggling to find.

The Google Keyword Planner provides the option of uploading a .csv file containing a list of keywords, and will return monthly search volume based on Google impressions. Grouping/categorising those keywords then allows you to view the search demand available, in order to justify whether a new content type is required to satisfy those demands.

The following chart displays the top 50 traffic driving keywords in organic search containing the word ‘dress’, and the associated ranking for Asos.com:





These keywords alone equate to 1,573,322 impressions in Google.co.uk, and although Asos.com ranks extremely well there is still a vast 'low hanging fruit' opportunity for other retail sites.

Using this keyword data as an example, we can start to develop a framework for understanding user

behaviour within this particular segment. The following chart breaks down the common entities that make up these search queries in order to identify content types at a higher level view:

The more expansive this data set the more insight that can be gained, particularly within the longer tail

queries. A good SEO will use a methodology like this to make sure their clients have an optimal "catch all" site architecture.

When Builtvisible executed this process for the charity Cancer Research UK, the results were significant:

“A 65% uplift in organic traffic, equal to 350,000 extra visits a month from redeveloping the site architecture” – CRUK

Extending brand reach via social and content marketing channels

More brands are choosing to embrace social media and content marketing, not only to extend brand reach and engagement, but to improve levels of customer service, assisting the purchase process, and even improving retention long after the initial sale.

Continued growth in the number of active users on social networks such as Facebook, Twitter, YouTube, and Pinterest this presents an opportunity that can no longer be ignored:

Platform	Monthly Active Users
Facebook	~1.23 billion
YouTube	~1 billion
Twitter	~241 million
LinkedIn	~259 million
Google+	~540 million
Instagram	~150 million
Pinterest	~70 million

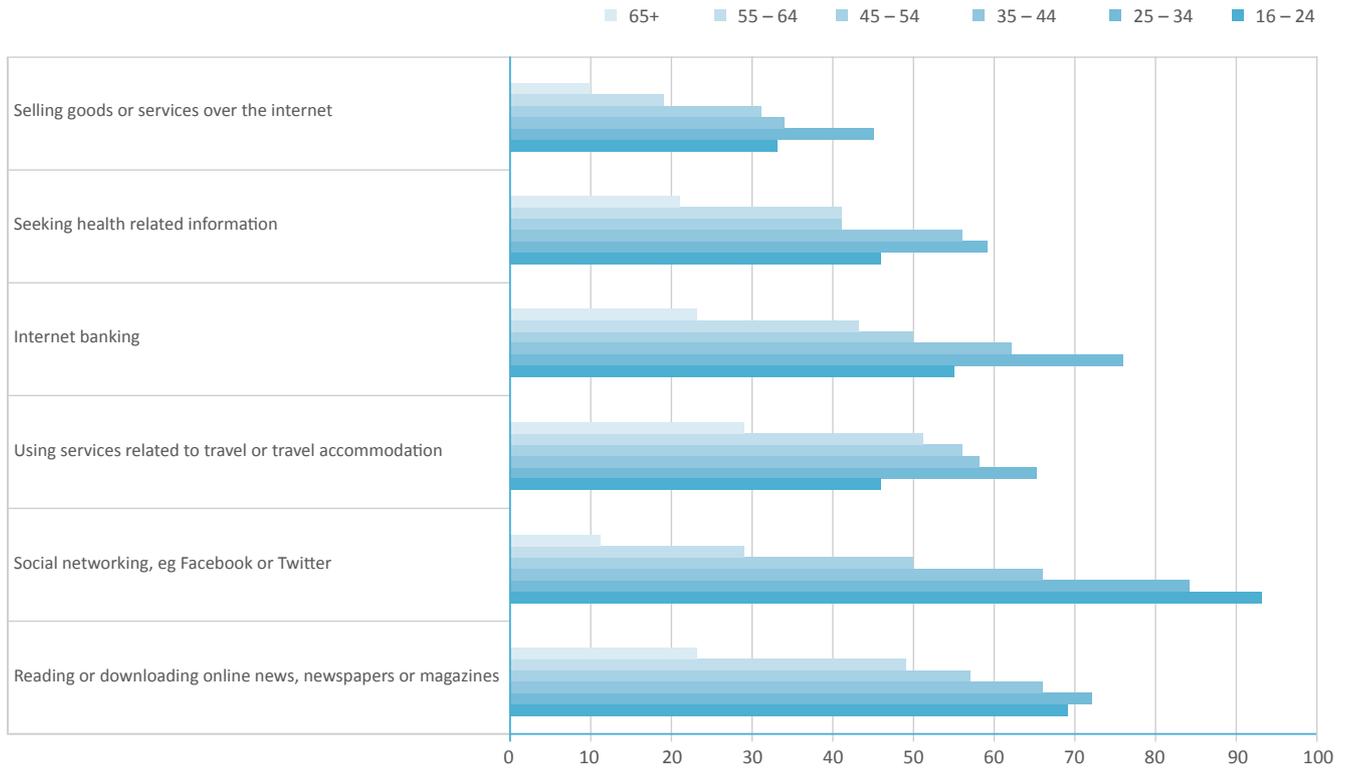
Social network usage by age group

The ONS report that 93% of people aged between 16 and 24 have used social networks, but this is not limited to just the younger generation with 50% of 45-54 year olds also participating. New technologies such as Vine and Whatsapp will begin to influence a savvy marketer's strategy in the coming months.

There is a phenomenal amount of content being consumed and shared

Internet activities by age group

Source: Office for National Statistics



“The value of social shopping is set to more than double from £1.6Bn to around £3.3Bn in 2014” – EBAY

on a daily basis by a wide range of audiences, and this is evident in the report by The Nielsen Company which highlights that in a single day:

- Twitter users send 400 million tweets
- Facebook users share 2.5 billion pieces of content
- YouTube users upload 12 years’ worth of video content

- Instagram users upload 40 million photos

Access to new content is easier than ever, with more platforms available for non-tech savvy people to pick up and start blogging, to further fuel this consumption. There are now well over 77 billion articles via Tumblr blogs, with Wordpress reporting over 40.5 million blog posts being

created a month, garnering over 50.3 million new comments in the same period.

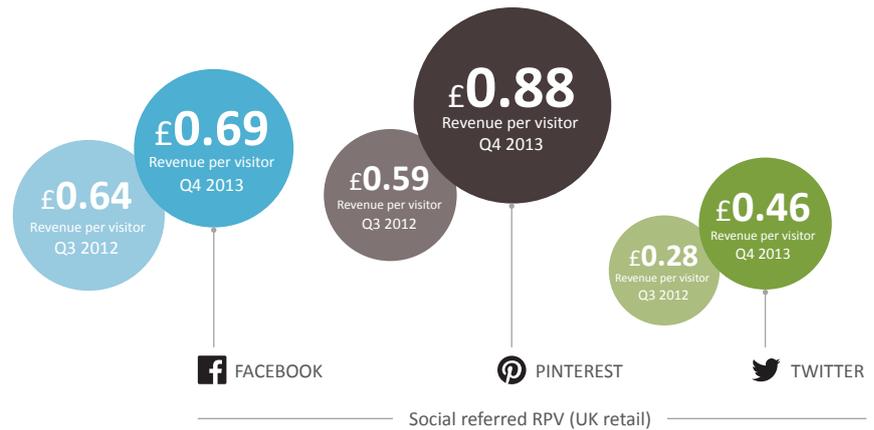
The diversity of people engaging on these platforms, and the amount of content being shared on a daily basis, allows brands to be positioned right at the fore-front of the conversations happening right now within your target demographic.

Do people buy because of social?

Adobe's social intelligence report highlights significant growth in revenue referred from social networks per visit (RPV) in a YOY comparison:

Notably, Pinterest has also over taken Facebook in Q4 2013 despite having far fewer monthly active users.

Source: Adobe Social Intelligence Report

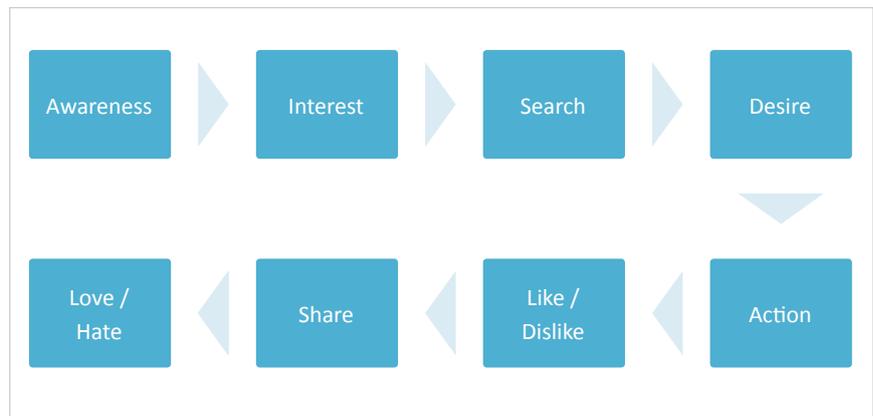


“4 in 10 social media users purchased an item in store or online after sharing it on facebook, twitter or pinterest” – Vision critical

Advanced content marketing with the ‘aisdalslove’ model

Content marketing follows a similar process to the traditional ‘AIDA’ (Awareness > Interest > Desire > Action) model used in advertising, however perhaps a modern look at this in relation to the online sector would be the developments made by Bambang Sukma Wijaya in 2011 with the ‘AISDALSLove’ model.

- **Awareness** – audience is first alerted to a brand
- **Interest** – audience becomes interested in the content being promoted
- **Search** – audience searches for more information surrounding the brand, product or service



- **Desire** – audience has an active interest in a brands product
- **Action** – the purchase of a product or service to satisfy this desire
- **Like / Dislike** – consumer experience & satisfaction of the product
- **Share** – consumer expresses feelings/opinion of the product

- **Love / Hate** – longer term opinions of the brand, product and service form

People are carefully selecting the information that they choose to share and engage with, if your content is not relevant, insightful, useful, emotive or doesn't invoke a psychological response then your content marketing is likely to fail.

Research carried out by the New York Times found that 94% of people consider how useful the information they share will be to their followers, with 73% of people using this information to help them connect with people who share similar interests.

By understanding the motivation behind why consumers choose to connect with specific people and

brands, allows content marketing to be adapted to appeal to their needs and interests, maximising the campaigns effectiveness through really targeted marketing.

I'm a retailer, what should I do next?

In 2014, to be competitive, you're really going to need to develop your digital strategy to bring a sense of funnel awareness to your consumer

orientated digital campaigns.

The performance of your Search channels is absolutely dependent on the efficacy of your content and social campaigns. Social and content, used correctly can bring you new customers, social traction, links and more – but only a well optimised technical platform can help you continue to grow and rank well in organic search.

About Builtvisible

Builtvisible is a creative digital and search marketing agency, founded in September 2009 by Richard Baxter. Since then, our beautiful company has grown from a single employee to an international digital marketing agency with over 30 staff in London and San Francisco.

Some of the world's most globally recognized, exciting and challenging brands work with us. If you want to be one of them, contact hello@builtvisible.com