

ThoughtShift presents

# A Digital Marketing Guide to Fashion eCommerce



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## Contents

1. Introduction	3
2. The Search	4
2.2. Are You Using Google Merchant Centre?	5
2.3. Are You Being Reviewed?	6
2.4. Are You Researching Your Competitors?	7
2.5. Keywords: Are you bidding on the right keywords?	8
2.6. Do You Know Your Google Quality Score?	9
You can find your Google Quality Score in your AdWords account.	10
3. Your Website	11
3.2. Are You Combining SEO with your PPC Campaign?	12
REMEMBER	12
About ThoughtShift	13

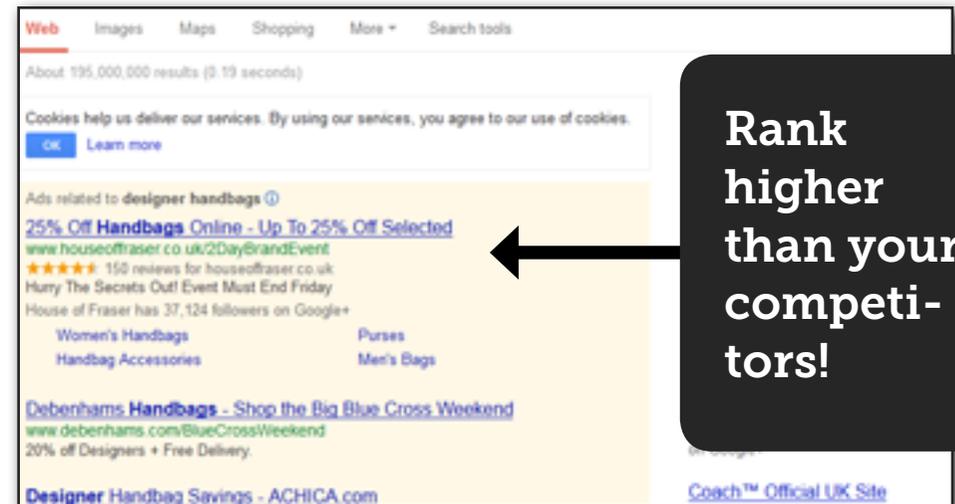
# 1. Introduction

In the competitive world of fashion SEO & PPC, it pays to know your onion. This guide will give you all the hints and tips you need to give your SEO or PPC campaigns that competitive edge.

## Pay Per Click

is where you bid on relevant keywords so that adverts appear in search engines such as Google, Yahoo and Bing for your website. You do not pay for any keywords that you bid on unless a browser clicks on your advert from the search engine they are in.

- Google AdWords Pay Per Click (PPC) is one of the fastest marketing channels available to you to increase your leads and sales.
- Utilise our tips on ad writing and learn to harness the power of Google Merchant Centre and reviews to make sure that you're getting the very most out of your PPC campaign, improving your click through and conversion rate.



## SEO

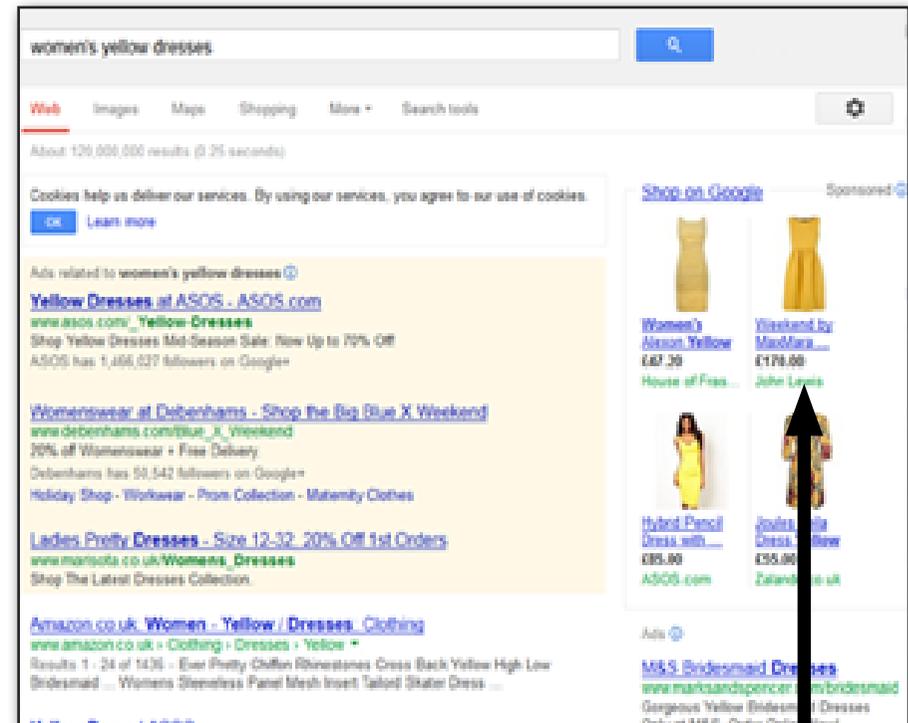
can take you to the top of the search engine results pages (SERPs) naturally. It requires a lot more time investment than PPC before you move up the rankings but the keywords you choose to optimise for cost you nothing. Once you're at the number 1 spot in the SERPs this could send you 20% of the search traffic and seriously increase brand awareness. Don't waste your time optimising for the wrong keywords, read our tips of competitor research and landing page optimisation to fulfil your consumer's needs and keep them coming back for more!



## 2.2. Are You Using Google Merchant Centre?

As a fashion e-commerce site, the Google Merchant Centre is an excellent marketing tool to you as it enables you to entice your audience with your product immediately making it instantly accessible to them.

The biggest temptation to a fashion customer is seeing what you have to offer... dangle a new outfit, handbag, pair of shoes in front of them and someone is bound to bite and click through to your site...window shopping is much harder when you can't walk away from it and buying it is only a few clicks away.



**Entice your customers immediately by tempting them with your gorgeous products using the Google Merchant Centre.**

## 2.3. Are You Being Reviewed?

### Quality Vs Quantity

- Google pick up on customer ratings on your site and the great thing is that you don't need a higher quantity of reviews than your competitor for this to be beneficial to you. If you have a 4.6 star rating by 200 people but your competitors have a lower star rating with more people having reviewed them, Google will still rank your site higher than theirs because they believe providing a quality service is better. (Equally if your competitor's sites are not reviewed and yours is, Google will automatically rank you higher than them).
- If a customer clicks on the 'Rated' link in your Ad they will be directed to Google's 'Shopping' engine and will be able to see how others have reviewed the services you have to offer. You can also use this tool to see what customers are reporting about your opposition.

**Did you know that customer reviews on your site can help to improve your search result rankings in Google?**

**5\* Ratings don't just help hotels – they can help you in Google too!!**

The screenshot shows Google search results for 'womens yellow dresses'. It features several ads: '25% Off Dresses Online - Up To 25% Off Selected' from House of Fraser, 'Womenswear at Debenhams - Debenhams.com', and 'boohoo New Dresses'. A callout box from the top right points to a 'Very' product listing, which shows a 'Seller rating: 4.1 / 5 - Based on 1,815 reviews from the past 12 months'. Below the rating, there are two 5-star reviews with their text and dates. To the right of the reviews are options to 'Show reviews by rating' (1 star (813), 2 stars (127), 3 stars (125), 4 stars (269), 5 stars (598)), 'Sort reviews' (Sort relevance, Sort rate), and 'Show reviews by source' (from 22).

**See what your customers think about you and which of your services you are excelling at. This is the information being provided to Google.**

## 2.4. Are You Researching Your Competitors?

### Who Are Your Competitors?

Consider the audience you are targeting and think about the product they will be searching for. If you sell branded product look into where else those brands are sold so you know where else they may shop if not with your website.

### Know Where You Rank In Comparison To Your Competition

- It is always beneficial to know where your competition is ranking in Google whether this is higher or lower than you. You need to consider the fact that they are trying to captivate the same audience as you and so searching in Google for them with keywords relevant to your site and product will help you to understand what your customer sees when searching for what they are looking to buy.
- Find out as to whether your competitors are using PPC by looking in Google to see if they have any adverts presented when searching relevant keywords. Look at the techniques they are using in their Ads such as the Ad Extensions,

Google Merchant Centre, and Special Offers etc... You can also use this as a good tool to perform price comparisons on your products to see how/if your pricing differs.

**What PPC techniques are they using?**

**Where do your competitors rank?**

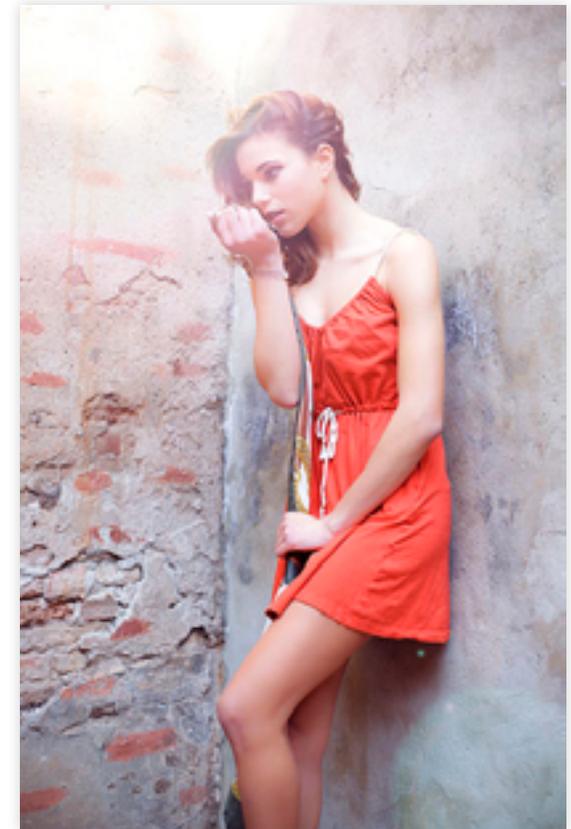
**What are their RRP's or Offers?**

## 2.5. Keywords: Are you bidding on the right keywords?

**Have you researched your keywords to ensure that they are being searched for? Are you thinking like your customer and how your customer would search for your product? Are they relevant?**

- When investing in keywords you want to ensure that you only bid on relevant keywords to your product and customer so that you are not wasting money on a/multiple click through to your site that will not convert into a sale. For example: Leather Handbags – Do not bid on this keyword if you do not sell leather handbags.
- Do not bid on fashion branded keywords just because you can see that they are popularly searched for if you cannot offer that product to your customer, as the customer will just be annoyed that you have fooled them into visiting your site and therefore unlikely to buy.
- **MANAGE YOUR CUSTOMERS:** The brilliance of PPC is that it is all a science based on keywords relevant to your product

and site and with these you can approach your target audience scientifically with a higher probability for achieving a conversion (a sale) as you are targeting a specific audience and not a generic one. This also keeps you in the right competition as you will only be featured against fashion tiers relevant to your product. A netaporter.com site wouldn't want to attract a next.co.uk customer and vice versa as they are both unlikely to convert if they do.



## 2.6. Do You Know Your Google Quality Score?

- Google will check the content of your adverts and compare this against someone's search for relevance.
- If a customer clicks on your Ad and then completes a sale from the landing page of your Ad, Google will consider this Ad to have been helpful and give you a high score.

**Did you know that Google score your PPC Ads and this can affect where you rank in SERP's?**

### **So someone searches for 'Gold Trainers/Sneakers' in Google.**

- They see your Ad which says you have 'Gold Trainers' available for sale.
- They click through to your landing page which presents them with your 'Gold Trainers.'
- The customer buys the 'Gold Trainers.'
- Google sees the customer found exactly what they were looking for and thinks this is very good!
- Google rewards you with a high quality score.

**Google firmly believe in a great user experience. The whole point of a search engine is for an internet user to be able to search for an item or information they want and find a relevant website providing what they need.**

Google reward you for relevant Ads with a higher ranking in Google and they may also reduce your CPC (Cost Per Click) for keywords they see sales being achieved on from relevant searches.



## How To Find Your Quality Score:



- You can find your Google Quality Score in your AdWords account.
- Click on the 'Campaigns' tab.
- Click on the 'Keywords' tab.
- Next to each keyword status is a white speech bubble. Click on this to view each keyword's Quality Score.



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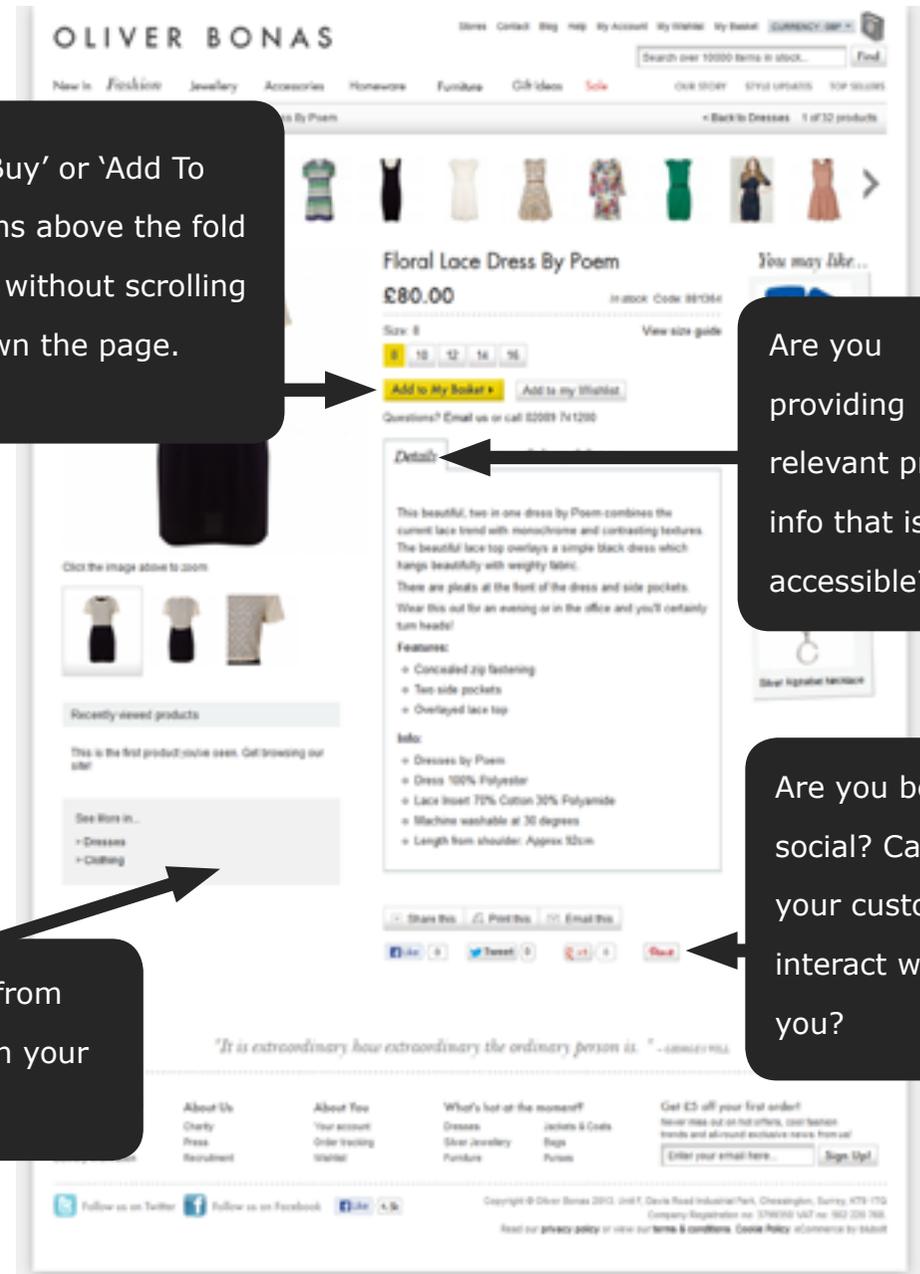
Google will check the content of your adverts and compare this against someone's search for relevance.

# 3. Your Website

## 3.1. Your Ad's Landing Page

So the customer has clicked through your Ad to your landing page, but is the content on this page helping you to convert a search into a sale?

- Does your landing page remind your customer of the information featured in your Ad?
- Is 'Buying' accessible?
- Can your customer convert in an alternative way to a sale? Can they add a product to a wish list? Can they share with their friends?
- Can a customer feedback to you?



Are your 'Buy' or 'Add To Bag' buttons above the fold eg: Visible without scrolling further down the page.

Are you providing relevant product info that is easily accessible?

Are you being social? Can your customers interact with you?

Are the incentives from your Ad featured on your landing page?

## 3.2. Are You Combining SEO with your PPC

### Campaign?

#### What is SEO (Search Engine Optimisation)?

SEO is when you help to grow your organic presence in search engines so that you are featured higher in the likes of Google without paying each time someone clicks through to your site

#### What is a Meta?

Meta is when you have keywords/descriptions hidden in the html coding of your web pages which only search engines can recognise and read.

#### What is a Title Tag?

A 'Title Tag' is a description title on your webpage. In the enclosed image you can see that e-commerce site sereneorder.com is optimised for the following keywords:

- Serene Order Designer Clothing
- Mens Designer Clothing
- Womens Designer Clothing

**Title Tags can be recognised by search engines and linked into results when your Ad is presented which can encourage click through.**

**You can also use SEO within Blogs or using online article writing as these can include keywords and also link back to your site.**

## REMEMBER

**Have you optimised your high performance keywords with SEO?**

**Have you implemented a Title Tag as part of your Meta?**

# About ThoughtShift

ThoughtShift is the award-winning digital marketing agency increasing eCommerce revenues for multi-channel brands including Oliver Bonas, RED5, Biscuiteers and Anna Scholz.

Specialising in the retail, furniture, fashion and travel sectors, ThoughtShift's Agile Digital Methodology™ identifies the most valuable online buyer segments to create new customer acquisition strategies integrating SEO, PPC and social media marketing.

Winners of the Chartered Institute of Marketing's Marketing Excellence Award 2015 for Marketing Performance Measurement, ThoughtShift's digital marketing campaigns increase brand visibility across Google, Facebook and Amazon to grow incremental online sales by millions of pounds each year.

