



7 Search Marketing Strategies for Retailers To Move the Needle

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Dallas, TX | September 26-28 | #shoporg16



7 Search Marketing Strategies for Retailers To Move the Needle





Introduction



Ronald Dod

- Here to give you my top secrets.
- CEO of Visiture
- Focused on Search Marketing for Retailers.

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#1 RankBrain & Human Behavior

"Of the "hundreds" of signals (Google uses to rank pages for a given search query), RankBrain has become the third-most important."

[Bloomberg Article with Senior Research Scientist with Google](#)





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#1 Human Behavior & RankBrain



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[SMX Advanced Keynote 2016](#)

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#1 Human Behavior & RankBrain

Pre-RankBrain Era
Companies &
Algorithms Decided
Search Results

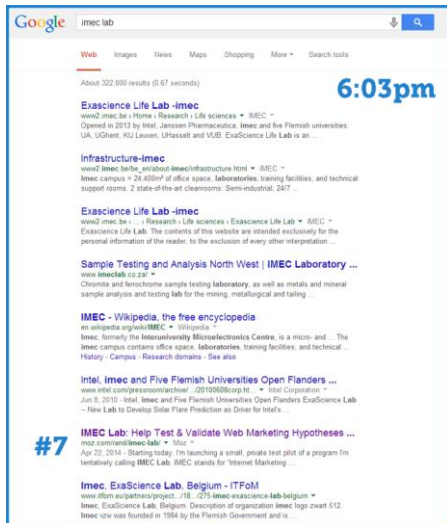
Post-RankBrain Era
Consumer Behavior &
Algorithms Decided
Search Results

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#1 Human Behavior & RankBrain



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IMEC Experiment Source

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#1 Human Behavior & RankBrain

Click Through Rate (CTR) = Higher Positions

Call to Actions (CTA) + Meta Information = Higher CTR

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#1 Human Behavior & RankBrain

Examples of Meta Optimization:

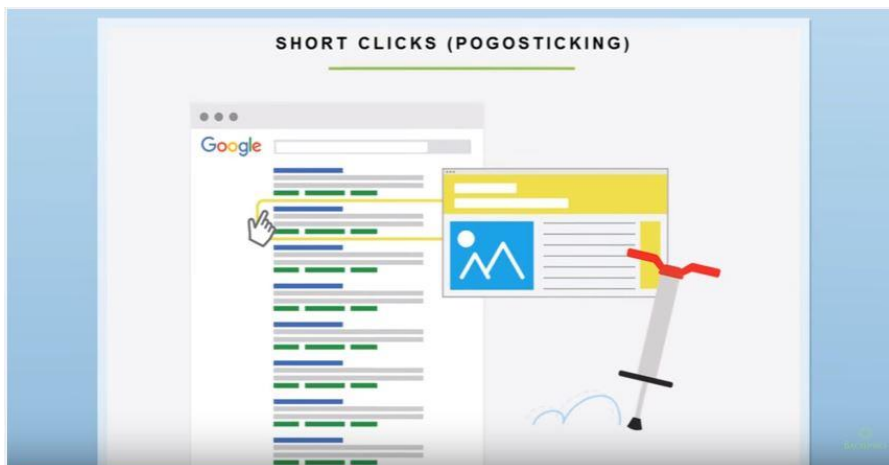
- #1 [Insert Title Here] *(If Applicable/True)*
- [Main Keyword Phrase Here] - Free Shipping
- Get the Best [Main Keyword Phrase Here]
- [Understand|Shop|See|Visit|] [Main Keyword Phrase Here]
- [Main Keyword Phrase] [Insert Product/Brand Differentiators]

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#1 Human Behavior & RankBrain





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#1 Human Behavior & RankBrain

How to Get High Quality Backlinks (Without Guest Posting)

by Brian Dean · Last updated Sep. 02, 2016


You already know that the only way to move your site to the top of Google is to build high quality backlinks (and lots of them).

That much is clear.

But how do you find authoritative sites that might want to link to you?

And **how do you get them to actually add your link...**without bribing them with a guest post, link exchange or cash?

Well, that's *exactly* what I'm going to share with you in today's blog post.





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#1 Human Behavior & RankBrain

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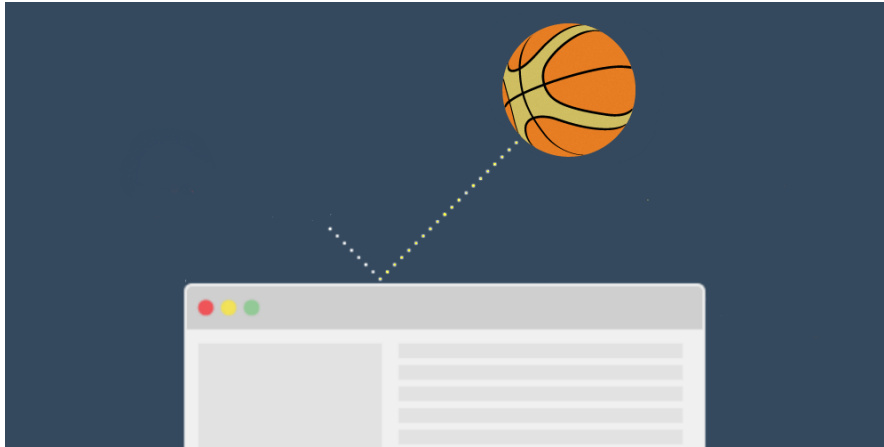


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#1 Human Behavior & RankBrain



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#1 Human Behavior & RankBrain

Tactic 1 - Simple Conversion Rate Optimization (CRO) for Category Pages (or landing pages) based on keyword rankings.

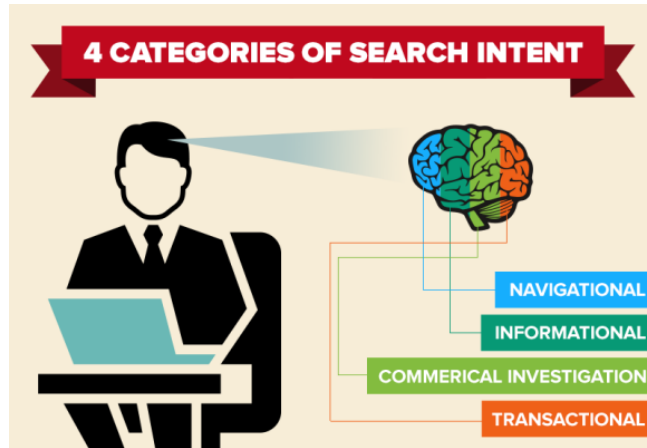
Tactic 2 - Optimizing for usability factors such as bounce rate, time on page, and more.

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#1 Human Behavior & RankBrain



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#2 Keyword Assimilation & Topical Behavior



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#2 Keyword Assimilation & Topical Behavior



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#2 Keyword Assimilation & Topical Behavior



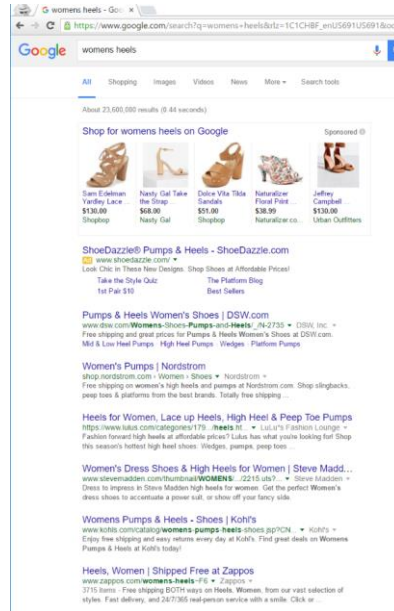
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#2 Keyword Assimilation & Topical Behavior

“Pumps” keywords are scattered throughout the search results for “womens heel” search query.



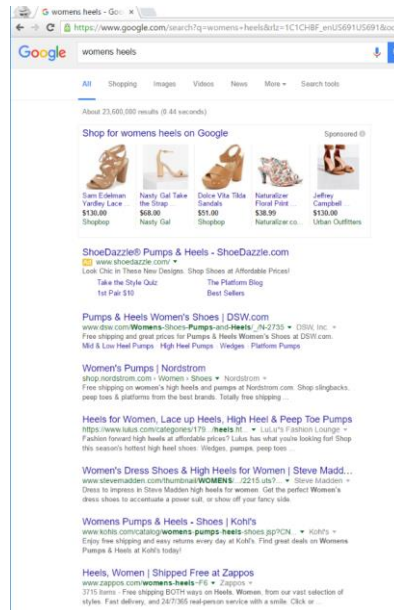
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#2 Keyword Assimilation & Topical Behavior

Social data, backlinks, and more decide to put these pages higher than pages focused on “womens heels”.



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#2 Keyword Assimilation & Topical Behavior

Content centered around multiple topics & keywords assimilates your webpages to more search queries.

Have a more broad keyword focus on specific pages (categories, products, or landing pages).

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#3 Content Creation and Promotion Strategies



[Senior Strategist at Google Quote - Search Engine Land](#)

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#3 Content Creation and Promotion Strategies

**Non promoted content
does not exist.**

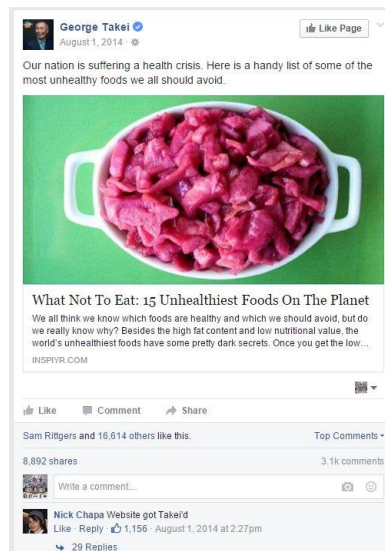
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#3 Content Creation and Promotion Strategies

137,000 Facebook
Shares, Hundreds of
Inbound Links, #1
Ranking in Google for 3
Years, and over 3
Million Unique Hits.



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#3 Content Creation and Promotion Strategies

- 1) Pick the main keyword phrases.
- 2) Research & produce better ranking content.
- 3) Interlink your content to pass authority.
- 4) Promote your content.
 - a) Email Newsletter & Matching Advertising
 - b) Social Media
 - c) Display Advertising
 - d) Email Outreach
 - e) Organic Rankings

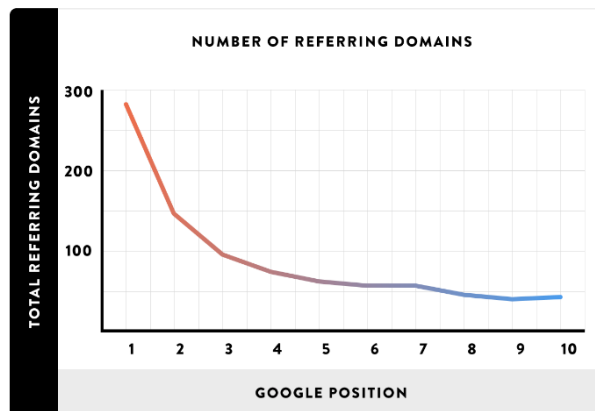
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#4 Reverse Engineering

More Referring domains creates a higher correlation in higher rankings.



[Ahrefs On Page Study](#) - [Backlinko Google Ranking Factors](#)

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#4 Reverse Engineering

Here is a normal process for reverse engineering:

- Decide what to reverse engineer (keyword phase).
- Pull the links for the web pages positioned above it.
- Identify easy replicable links.
- Acquire the same links.
 - Editorial Links.
 - Sponsored Links.
 - Resources.



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#5 Using PPC Data for SEO



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#5 Using PPC Data for SEO

Ways to use PPC data:

- 1) High converting data with topical content.
- 2) Seasons and specials based landing pages.
- 3) Focus on converting keywords on landing pages.



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#6 Product Level Text Ads

"81% of consumers research online before they buy."

[Retailing Today Research Online Study](#)

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#6 Product Level Text Ads

Google search results for "Ossur CTI Custom Knee Brace".

Search results include:

- Shop for Ossur CTI Custom Knee... on Google
- Sponsored
- Ossur CTI Knee Brace (Image)
- Ossur Custom CTI Knee Brace (Image)
- Ossur CTI Carbon Fiber... (Image)
- Ossur CTI Custom Knee... (Image)
- Ossur CTI OTS Knee Brace (Image)

Product details and prices:

Product	Price	Special offer
Ossur CTI Knee Brace	\$700.00	Special offer
Ossur Custom CTI Knee Brace	\$719.20	Special offer
Ossur CTI Carbon Fiber...	\$55.00	Special offer
Ossur CTI Custom Knee...	\$960.00	Special offer
Ossur CTI OTS Knee Brace	\$374.99	Special offer

Sponsored Ad:

Ossur CTI Custom Knee Brace - Brace Buy Now Only \$960

www.ossur.com

4.5 ★★★★★ rating for braceshop.com

Order Now & Get Free Shipping!

Reliable on-time shipping - Google Trusted Stores

CTI Custom - Ossur

www.ossur.com > ... > Products > Knee > Custom Ligament Braces > Ossur

CTI braces provide the ultimate combination of stabilization and protection of the knee joint. This truly custom-made brace uses Accutrac® hinges with extension...

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#6 Product Level Text Ads

PLTA provides 95% higher ROAS than other campaigns.

bledsoe wraptor ankle brace

All Shopping Images Videos Maps More ▾ Search tools

About 1,820 results (0.57 seconds)

Bledsoe Wraptor Ankle Brace - Brace Buy Now Only \$30
 Ad www.bleedsoe.com/Bledsoe ▾
 Free Shipping over \$99!
 Price match guarantee · Ship Free over \$99 · Authorized dealer · HSA/FSA Accepted
 Reliable on-time shipping – Google Trusted Stores

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#6 Product Level Text Ads







PLTA enables us to use modifiers such as brand, price, model number, and more in ad copy.

evs sb02 shoulder brace

All Shopping Images Videos News More ▾ Search tools

About 448 results (0.73 seconds)

Shop for evs sb02 shoulder brace on Google Sponsored ⓘ

					
EVS SB02 Shoulder ...	EVS SB02 Shoulder ...	EVS SB02 Shoulder ...	EVS SB03 Shoulder ...	SB02 Shoulder Support	EVS - SB02 Shoulder ...
\$36.00	\$35.99	\$36.00	\$49.99	\$35.95	\$36.00
2Wheel.co...	MotoSport...	2Wheel.co...	BraceShop	Motorcycle Cl...	BTO Sports
Special offer	★★★★★ (22)	Special offer	Special offer		

EVS Sb02 Shoulder Brace - www.bleedsoe.com/EVS-Sports
 Ad www.bleedsoe.com/EVS-Sports ▾
 Buy Now Only \$43. Free Shipping over \$99!
 Authorized dealer · Ship Free over \$99 · HSA/FSA Accepted · Price match guarantee
 Reliable on-time shipping – Google Trusted Stores
 Back Braces · Foot Braces · Neck Braces · Elbow Braces · Ankle Braces · Knee Braces

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#6 Product Level Text Ads

The hierarchy of matches:

- 1) Exact Match
- 2) Phrase Match
- 3) Modified Broad Match

Keyword	Status ?	Max. CPC ?	Match type ?
[AirCast AirHeel/DNS Care Kit]	<input type="checkbox"/> Eligible	\$1.50	Exact
[Aircast 09PKX]	<input type="checkbox"/> Low search volume ?	\$1.50	Exact
+AirCast +AirHeel/DNS +Care +Kit	<input type="checkbox"/> Eligible	\$0.85	Broad
+Aircast +09PKX	<input type="checkbox"/> Low search volume ?	\$0.85	Broad
AirCast AirHeel/DNS Care Kit	<input type="checkbox"/> Below first page bid First page bid estimate: \$1.04	\$0.70	Broad
+AirCast +AirHeel/DNS +Care +Kit	<input type="checkbox"/> Paused	\$0.85	Broad
"AirCast AirHeel/DNS Care Kit"	<input type="checkbox"/> Below first page bid First page bid estimate: \$3.32	\$1.00	Phrase
"Aircast 09PKX"	<input type="checkbox"/> Low search volume ?	\$1.00	Phrase

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#7 Data Optimization in Google/Bing Shopping

Main optimization points:

- Unique Product Identifiers (GTIN, UPC, EAN, ISBN, etc). Also Brand & MPN.
- Title
- Google Product Category
- Description

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#7 Data Optimization in Google/Bing Shopping

Shopping Title & Description Optimization

- 1) Main keywords & modifiers in the first 45 Characters.
- 2) Use the Main Keyword on the left hand side most as possible.
- 3) Include modifiers such as color, brand, model number, and more to distinguish it.
- 4) Use CTAs to acquire more clicks such as #1, Free Shipping, and more.

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#7 Data Optimization in Google/Bing Shopping



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#7 Data Optimization in Google/Bing Shopping

SKU Multiplication:

Retailer used SKU Multiplication to increase Google Shopping Volume.

- Shopping Traffic increased 346%.
- Shopping Revenue increased 246%.
- Stayed within ROAS target.



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#7 Data Optimization in Google/Bing Shopping

SKU Multiplication:

Additional SKUs are created to make different titles and descriptions to capture more shopping real estate and capture more search volume.

26	S-180	Herbal Capsules for Dogs with Skin Allergies - Skin-eze (180 Capsules)
27	S-180x1	Dog Allergy Pills for Dogs with Itchy Skin - Skin-eze (180 Capsules)
28	S-180x10	Dog Skin Allergy Meds - Skin-eze (180 Capsules)
29	S-180x11	Dog Skin Allergy Treatment - Skin-eze (180 Capsules)
30	S-180x12	Homeopathic Herbs for Dogs with Allergies / Skin Rash - Skin-eze (180 Capsules)
31	S-180x13	Homeopathic Treatment for Dogs with Skin Allergies - Skin-eze (180 Capsules)
32	S-180x14	Allergy Relief for Dogs - Skin-eze (180 Capsules)
33	S-180x15	Natural Vitamins for Dogs with Allergies - Skin-eze (180 Capsules)
34	S-180x16	Natural Supplement for Dogs with Allergies - Skin-eze (180 Capsules)
35	S-180x17	Natural Remedy for Dog's Allergies / Itchy Skin - Skin-eze (180 Capsules)
36	S-180x18	Natural Allergy Relief for Dogs - Skin-eze (180 Capsules)
37	S-180x19	Canine Skin Allergy Relief - Skin-eze (180 Capsules)
38	S-180x2	Allergy Relief for Dogs - Skin-eze (180 Capsules)
39	S-180x20	Canine Skin Allergy Meds - Skin-eze (180 Capsules)
40	S-180x21	Canine Skin Allergy Treatment - Skin-eze (180 Capsules)
41	S-180x22	Dog Allergy Treatment for Dogs with Itchy Skin - Skin-eze (180 Capsules)
42	S-180x23	Herbs for Dogs with Itchy Skin / Allergies - Skin-eze (180 Capsules)
43	S-180x3	Vitamins for Dogs with Allergies - Skin-eze (180 Capsules)
44	S-180x4	Supplement for Dogs with Allergies - Skin-eze (180 Capsules)
45	S-180x5	Homeopathic Medicine for Dogs with Allergies / Skin Rash - Skin-eze (180 Capsules)
46	S-180x6	Homeopathic Treatment for Dogs with Allergies / Skin Rash - Skin-eze (180 Capsules)
47	S-180x7	Homeopathic Meds for Dogs with Allergies / Skin Rash - Skin-eze (180 Capsules)
48	S-180x8	Remedy for Dog's Allergies / Itchy Skin - Skin-eze (180 Capsules)
49	S-180x9	Dog Skin Allergy Relief - Skin-eze (180 Capsules)

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#7 Data Optimization in Google/Bing Shopping

Categorization:

Google & Bing relies heavily on categories. Having the right attributes is critical.

```

google_product_category
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Textiles > Crafting Canvas
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Crafting Adhesives & Magnets
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Tools
Home & Garden > Decor > Picture Frames
Office Supplies > Office Instruments > Writing & Drawing Instruments > Pens & Pencils > Pens
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Pottery & Sculpting Materials
Office Supplies > Office Instruments > Writing & Drawing Instruments > Pens & Pencils > Pencils > Art Pencils
Office Supplies > Office Instruments > Writing & Drawing Instruments > Pastels
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Tools > Craft Measuring & Marking Tools
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts
Home & Garden > Lighting > Lamps
Office Supplies > Shipping Supplies
Furniture > Chairs
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Tools > Craft Measuring & Marking Tools > Art Brushes
Office Supplies > Office Instruments > Pencil Sharpeners
Office Supplies > Presentation Supplies
Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Craft Paint, Ink & Glaze > Art & Craft Paint
Office Supplies > Office Instruments > Writing & Drawing Instruments > Markers & Highlighters
  
```

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#7 Data Optimization in Google/Bing Shopping



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#7 Data Optimization in Google/Bing Shopping

Negative Funneling:

Negative funneling allows us to stop wasted ad spend and better target our products.

Negative keywords

Negative keywords can prevent your ad from showing to people who search using those words. [Learn more](#)

Ad group level

Filter ▾		
+ KEYWORDS		
Edit ▾		
Download		
<input type="checkbox"/>	Negative keyword	Ad group
<input type="checkbox"/>	"american flag"	Arm Brace
<input type="checkbox"/>	[arm cast]	Arm Brace
<input type="checkbox"/>	"arm straps for chair"	Arm Brace
<input type="checkbox"/>	[back brace for posture]	Back Brace

Campaign level

Filter ▾	
+ KEYWORDS	
Edit ▾	
<input type="checkbox"/>	Negative keyword
<input type="checkbox"/>	[about plantar fasciitis]
<input type="checkbox"/>	[achilles tendon surgery]
<input type="checkbox"/>	aloe
<input type="checkbox"/>	aloevera

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Conclusion & Questions

Thank you!

This is where you can find this version written out and the powerpoint deck I have as well:

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(404) 594-7917

@Visiture_Search



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GIVE BACK WITH FEEDBACK!

Rate this session in the mobile app and
NRF will donate \$2 per unique rating to Girls Who Code.



Girls Who Code is a national non-profit organization dedicated to closing the gender gap in technology.

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