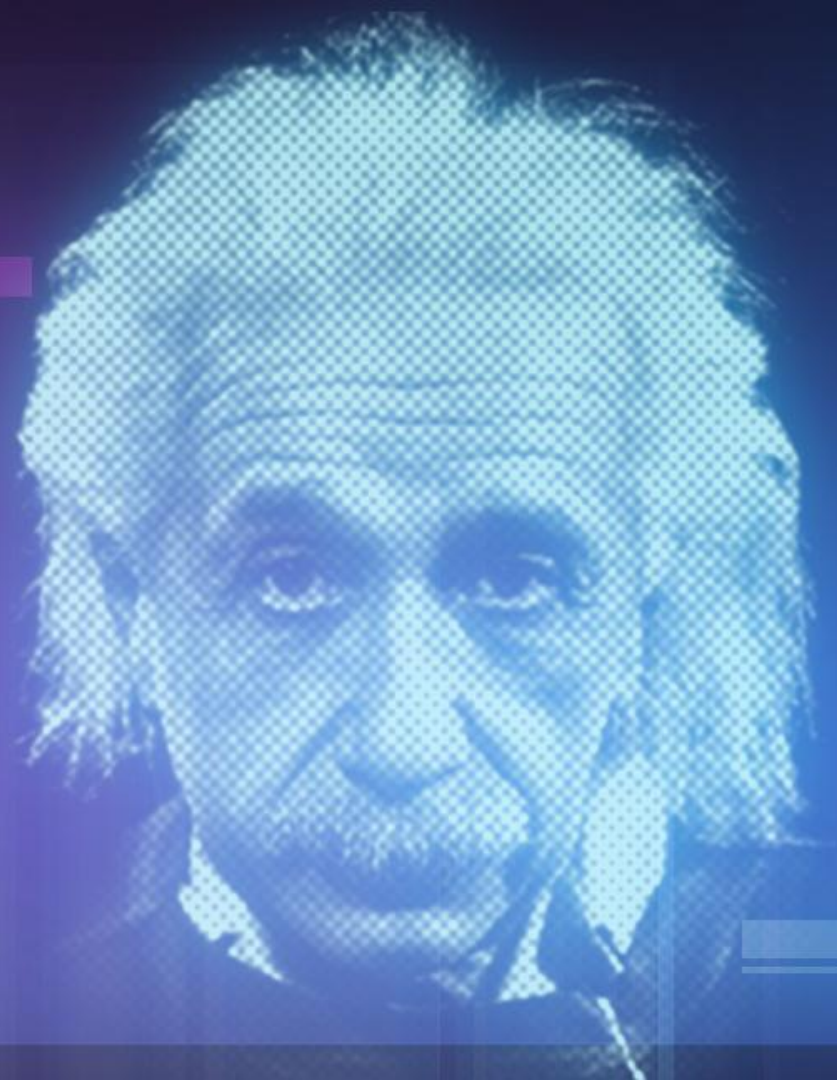# SEO FRAMEWORK TO OPTIMIZE THE BUYER JOURNEY

#ECOMMERCEGROWTHWEEK

DAY 1

MARCH 23, 2021

NetElixir

ABOUT
#ECOMMERCEGROWTHWEEK

- To commemorate the 100th anniversary of Albert Einstein's Nobel Prize for his theories that revolutionized our world, NetElixir is hosting E-Commerce Growth Week. During the week, our solution experts will break down each element of your overall e-commerce strategy from SEO and Content Writing to Web Development and Amazon marketplace.

- Embody Einstein's curious and inquisitive nature, as he helped humanity view the world through a different lens.

- We aim to change the approach to an overall e-commerce strategy by seeing how all the different pieces fit together.

- Celebrate knowledge-sharing and continual learning.

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X=

AGENDA

SPEAKERS

Tuesday
MARCH 23
RETHINKING YOUR SEO & CONTENT STRATEGY

Wednesday
MARCH 24
BUILD A HIGH-PERFORMANCE E-COMMERCE WEBSITE WITH NETELIXIR & MIVA

Thursday
MARCH 25
STRATEGIES FOR DRIVING EXPONENTIAL SALES GROWTH ON AMAZON MARKETPLACES

SILAS GOSSMAN
SEO ACCOUNT MANAGER

SHELBY SIMON
DIRECTOR OF CONTENT STRATEGY

AGENDA

ADDING VISIBILITY & NARRATIVE/BUYER'S JOURNEY

SEO FRAMEWORK

SEO VISIBILITY FOR EACH TOUCHPOINT:

- **AUTHORITY**
- **NAVIGATION**
- **CONVERSION**

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WE HELP ECOMMERCE BRANDS
FIND & ENGAGE
HIGH VALUE CUSTOMERS

&

ACQUIRE
GAME CHANGING INSIGHTS

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OUR SOLUTIONS

- **PAID SEARCH & SHOPPING**

- **SEARCH ENGINE OPTIMIZATION**

- **SOCIAL MEDIA MARKETING**

- **AMAZON MARKETING SERVICES**

- **ANALYTICS CONSULTING**

- **E-COMMERCE TECH DEV**

PARTNERS

UPS Ready® | UPS

PREMIER Google Partner

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Ames Walker | ASHLEY STEWART | amika: | blindsgalore | JEFFERS

circa LIGHTING | CPO | DOVER SADDLERY® | TOOLSTODAY Your source for industrial cutting tools! | Kansas City STEAK COMPANY

Lenovo | newton baby | ROCKLER WOODWORKING AND HARDWARE | CROSS | Cole-Parmer scientific experts

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AFTER THE WEBINAR ENDS, PLEASE TAKE A MINUTE TO COMPLETE OUR

SHORT SURVEY

JOIN THE CONVERSATION AND SHARE YOUR THOUGHTS USING #NXINSIGHTS

in @netelixir

f @netelixir

𝕏 @netelixir

@teamnetelixir

SEO FRAMEWORK

ACCESSIBILITY	AUTHORITY	AMPLIFICATION	USABILITY	ANALYSIS
SITE ARCHITECTURE	ON-PAGE CONTENT	STRUCTURED DATA	UX AUDITS	DASHBOARDS
CONTENT ARCHITECTURE	BLOGS	CTR IMPROVEMENT	CRO	INSIGHTS
SITEMAP	UGC	YOUTUBE	PAGE SPEED OPTIMIZATION	TESTING
ROBOTS.TXT	CITATIONS	APP STORE OPTIMIZATION	WEBSITE SECURITY	FORECASTING
CRAWL ERRORS	GOOGLE MY BUSINESS	AMAZON SEO	ADA COMPLIANCE	POINT OF VIEWS
JAVASCRIPT	LINKS	MIGRATION SEO	FUNNEL OPTIMIZATION	TRACKERS

CLIENT EDUCATION AND IMPLEMENTATION SUPPORT

POLL QUESTION

SEO: GIVING VISIBILITY TO THE BUYER'S JOURNEY

Ranking for the right terms at all pivotal touchpoints along the Buyer's Journey

SEO's primary goal in ecommerce is to generate high-visibility for all of the crucial touch-points along a buyer's journey as they appear on an ecommerce site.

This is a multi-pronged effort that involves ranking for the right terms that represent the state of the buyer's behavior for each page and ensuring the forward elements are maximized to move users always to the next step effortlessly.

Part of what defines this approach is a clear breakdown for winning **authority** to gain that initial contact, providing pleasant navigation to maintain that contact, and clarity of options for **converting** that contact.

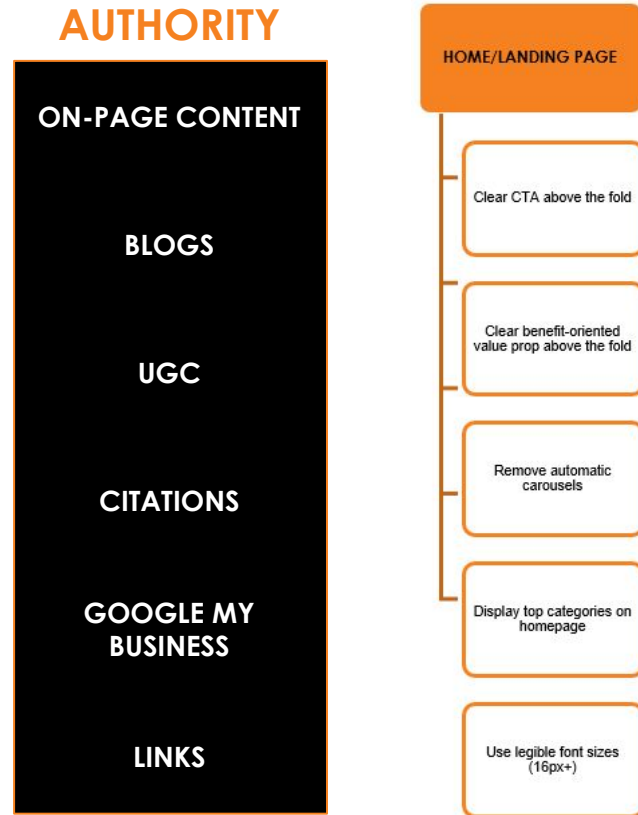- **Information**
- **Navigation**
- **Conversion**

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*Source: Google Page Speed Test

GIVING VISIBILITY & NARRATIVE TO THE BUYER'S JOURNEY: INFORMATION

Develop Authority to Gain Visibility in Rich SERPs for Initial Touch Points

- Track and implement high opportunity, **informational-based** terms and implement across core and **top-of-funnel** pages to win **first-touch traffic.**

*Source: Google Page Speed Test

AUTHORITY

- ON-PAGE CONTENT
- BLOGS
- UGC
- CITATIONS
- GOOGLE MY BUSINESS
- LINKS

HOME/LANDING PAGE

- Clear CTA above the fold
- Clear benefit-oriented value prop above the fold
- Remove automatic carousels
- Display top categories on homepage
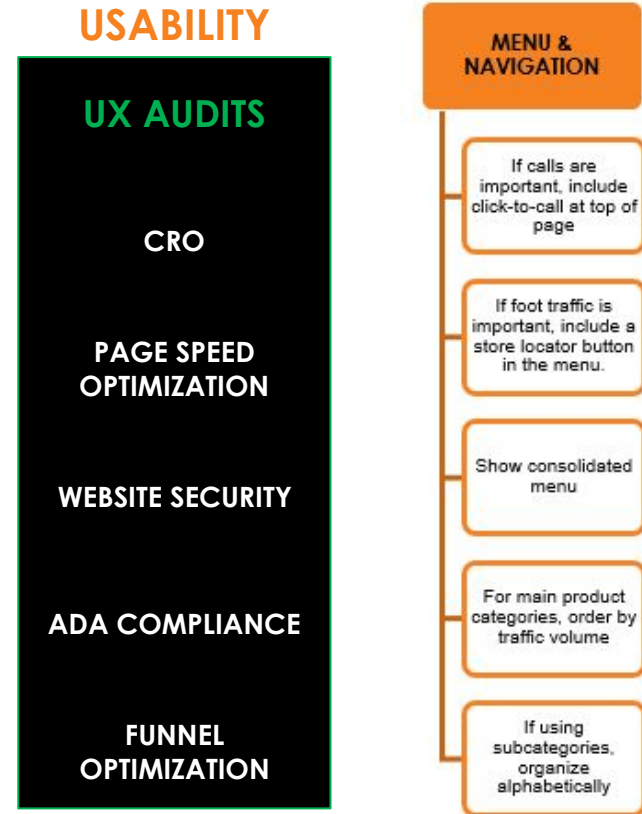- Use legible font sizes (16px+)

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GIVING VISIBILITY & NARRATIVE TO THE BUYER'S JOURNEY: NAVIGATION

Provide Content and UX for Seamless Shopping Experience

- Use strategic **navigation-based** terms across category and **mid-funnel** pages, in tandem with UX element audits, to maintain traffic and move to desired next step.

*Source: Google Page Speed Test

USABILITY

UX AUDITS

CRO

PAGE SPEED OPTIMIZATION

WEBSITE SECURITY

ADA COMPLIANCE

FUNNEL OPTIMIZATION

MENU & NAVIGATION

- If calls are important, include click-to-call at top of page
- If foot traffic is important, include a store locator button in the menu.
- Show consolidated menu
- For main product categories, order by traffic volume
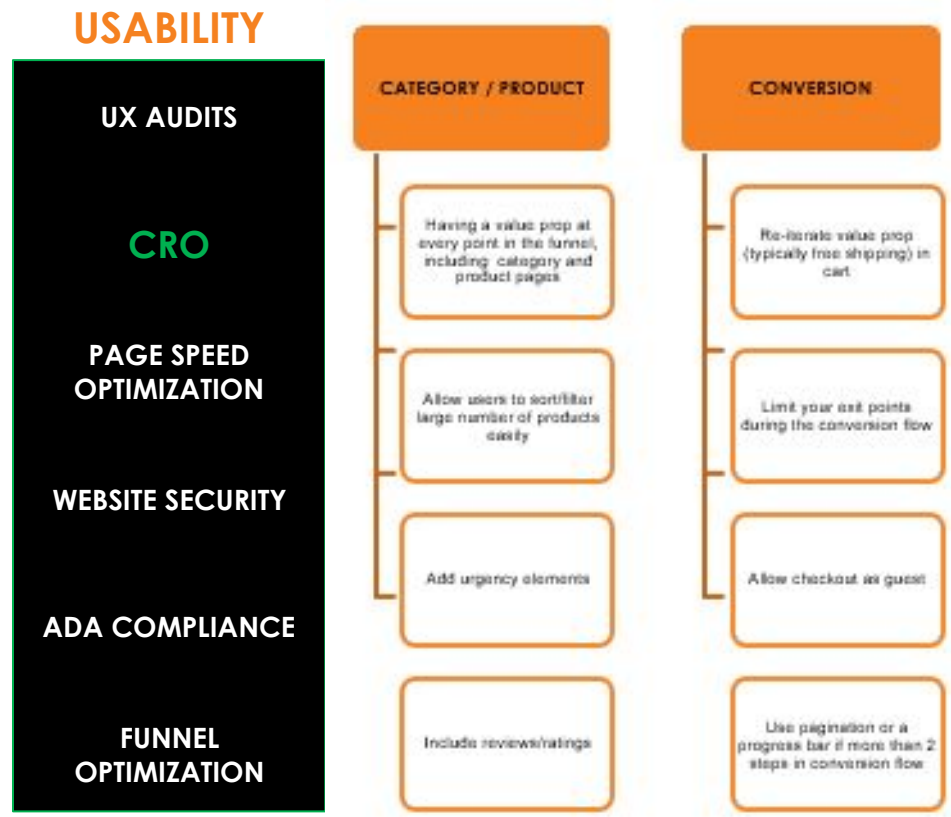- If using subcategories, organize alphabetically

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GIVING VISIBILITY & NARRATIVE TO THE BUYER'S JOURNEY: CONVERSION

Be Cart-Ready

- Research **transaction-based** terms for **ready-to-buy** users, **bottom-of-funnel**, to apply to product pages while also providing the maximum range of checkout options and other conversion considerations to the cart page and beyond.

*Source: Google Page Speed Test

USABILITY

- UX AUDITS
- CRO
- PAGE SPEED OPTIMIZATION
- WEBSITE SECURITY
- ADA COMPLIANCE
- FUNNEL OPTIMIZATION

CATEGORY / PRODUCT

- Having a value prop at every point in the funnel, including category and product pages
- Allow users to sort/filter large number of products easily
- Add urgency elements
- Include reviews/ratings

CONVERSION

- Re-iterate value prop (typically free shipping) in cart
- Limit your exit points during the conversion flow
- Allow checkout as guest
- Use pagination or a progress bar if more than 2 steps in conversion flow

DRIVING CONVERSIONS FOR VALLEY VET

ABOUT:

Valley Vet provides their customers with prescription medications, vaccines, as well as a wide variety of quality pet, horse, and farm supplies. Founded in 1985 by veterinarians, they are the one stop shop for the every animal need, and so much more. Their team hand selects the best products and everything is delivered right to the customer's door.

CHALLENGES:

Valley Vet needed to improve conversion rate (CVR) across the site and gain search engine ranking authority across key topics. The CVR trend was down both YoY and MoM, with revenue also decreasing.

SOLUTION:

After an analysis of the site, NetElixir found that CVR was down due to mobile performance and lack of search engine results authority.

Technical and UX fixes

Our first solution was to make backend and technical fixes to improve mobile speed.

NetElixir then made UX suggestions along the buyer journey — category pages, product pages, and the shopping cart. In particular, the product pages were optimized for mobile.

Built Authority

We focused on FAQ schema makeup across pages to increase authority, backlink profile and gain share of voice on the search engine results page through structured snippets.

Created Cross-Sell And Upsell Opportunities

Finally, a new strategy of offering shoppers additional recommended items during checkout to increase cart size was deployed to increase revenue.

INDUSTRY: Pet
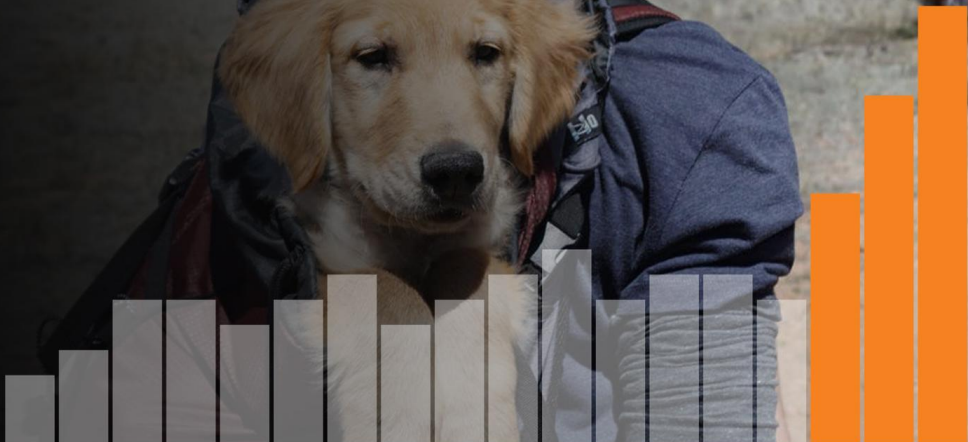
YoY SEO Results:

+40% CVR

+28% Transactions

+24% Revenue

SERVICES

SEO

Social Media

Paid Search

Analytics

MarTech

Amazon

NetElixir + VALLEYVET.COM

POLL QUESTION

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Confidential

NETELIXIR'S APPROACH TO CONTENT FOLLOWS OUR V.A.S.T. METHOD

VOICE & BRAND KNOWLEDGE

AUDIENCE UNDERSTANDING & DEVELOPMENT

STORYTELLING

TESTING DRIVEN APPROACH

GIVING VISIBILITY & NARRATIVE TO THE BUYER'S JOURNEY: INFORMATION

Focus Content On Branding

- Promote your brand with blogs, videos, how-tos, listicles
- Content should be optimized for SEO, CRO and UX
- More importantly, content should be specific to your target audience

Create Content That is Both Informative & Interesting

- What questions are your shoppers asking?
- How can you quickly and effectively answer these?
- Why is your brand the best choice for this shopper?

*Source: Google Page Speed Test

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GIVING VISIBILITY & NARRATIVE TO THE BUYER'S JOURNEY: NAVIGATION

Highlight Hero SKUs And Categories

- In addition to core brand pages, be sure to entice shoppers to explore on site while still driving conversions

Move Shoppers Along The Funnel Onsite

- Ask what barriers to conversion exist

Consider Bounce Rate and Time On Site

- Where are your shoppers spending most of their time on site?
- Where would you like shoppers to spend time?

Source: Google Page Speed Test

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GIVING VISIBILITY & NARRATIVE TO THE BUYER'S JOURNEY: CONVERSION

Speak Directly To Converters

- Live Chat

- Remarketing Emails

- Targeted Social ads

Modernize Your Thank You Page Message

- This is a great opportunity to add a note about your brand values and highlight the team behind the brand!

- Consider adding contact information, return policy or other products similar shoppers like

*Source: Google Page Speed Test

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HOW TO CHOOSE THE RIGHT CMS PLATFORM

DOWNLOAD AT

netelixir.com/university/knowledge-library/

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Q&A

NetElixir

THANK YOU

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