



Maximizing ROI in e-Commerce with Search

June 12th, presented by Guillaume Bouchard

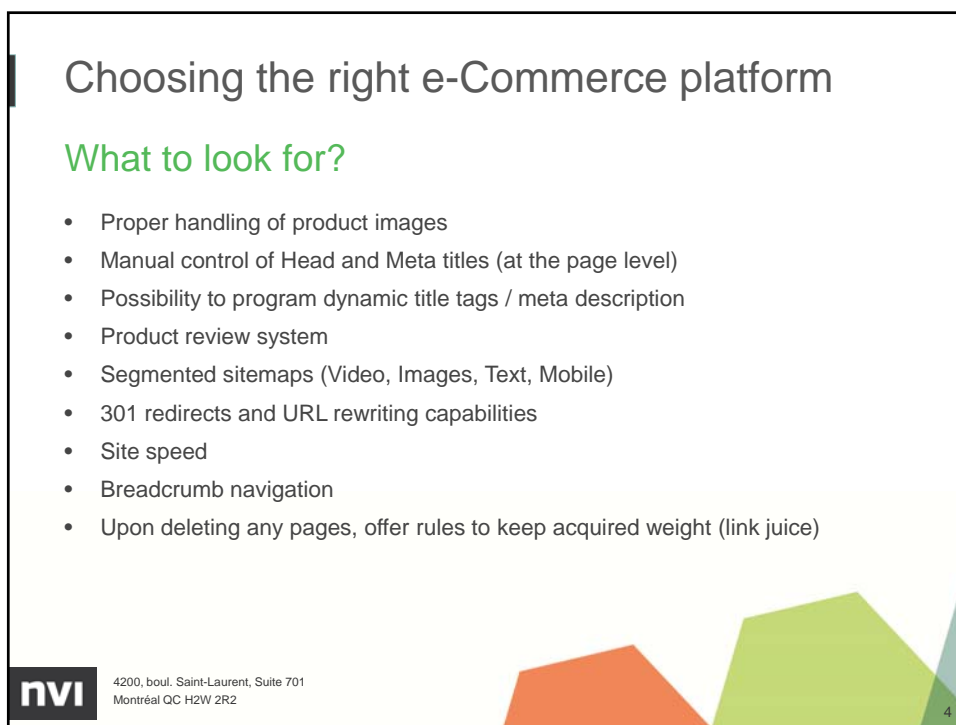
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Choosing the right e-Commerce platform

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Choosing the right e-Commerce platform

What to look for?

- Proper handling of product images
- Manual control of Head and Meta titles (at the page level)
- Possibility to program dynamic title tags / meta description
- Product review system
- Segmented sitemaps (Video, Images, Text, Mobile)
- 301 redirects and URL rewriting capabilities
- Site speed
- Breadcrumb navigation
- Upon deleting any pages, offer rules to keep acquired weight (link juice)

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Choosing the right e-Commerce platform

Magento vs Shopify



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Choosing the right e-Commerce platform

Magento vs Shopify

MAGENTO	SHOPIFY
Self-hosted solution (PHP / MySQL)	Hosted by Shopify (SaaS)
Open source	Shop owner doesn't have access to source code
Unlimited customization	Core functionality cannot be modified
Design is highly flexible	Design is highly flexible
Tech support is not cheap	Tech support is included
Suited for companies with highly skilled PHP programmers	Suited for companies without PHP programmers available

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E-commerce sites: 2009 vs. 2012

Home » Catalog » WOMEN HANDBAGS, LEATHER PURSES » 3948368 We Accept

Categories

View All Categories:

- BABY CAR SEATS
- BABY CLOTHING
- BEDDING, QUILTS AND COMFORTERS
- Car and Portable DVD Players
- College Sports: Club Apparel
- COOKWARE
- Electronic Home theater systems
- Golf Club Equipment
- Hair
- Care Shavers/Dryers
- Home and garden
- KIDS CAR3, BIKES
- KNIVES, SELF DEFENSE
- LADIES
- PERFUME, FRAGRANCES
- LCD Monitors, Home Theater System
- LCD TV/DVD
- Players, Home Theater
- Men Club Shirts
- Men Club Suits
- MEN/WOMEN WATCHES
- ML BASEBALL
- Musical Instruments
- N.F.L. CLUBS Suits
- NBA GEAR
- NOTEBOOKS, LAPTOPS
- Poker Sets
- PROJECTORS, Home Theater Systems
- TEENAGER FURNITURE

Bestsellers

01. 1300 DRESS SHIRT
02. 7IN PORT DVD PLAYER
03. 2590 LUCASINI DRESS SHIRT/TIE
04. 48 NAVY/WHITE UMBRELLA*
05. Acer AS5720-4353 Notebook
06. Flashing NFL Pin/Pendant - Green Bay Packers
07. Gateway ML-6732 Notebook
08. Lucasini Spread Collar Dress Shirt
09. Sony VAIO VGN-FW140E/N 16.4" Notebook (2.26GHz Core 2 Duo P8400)
10. Sony VAIO VGN-S2670RC 13.3" Notebook (2.4GHz Core 2 Duo T7700 2G)
11. Titanium MicroScreen Shaver
12. 10MP EZSHR D19 CAMERA
13. 14.7" High-Resolution Widescreen TFT Keef Mount Monitor
14. 15.5" Intel i700 TV w/ DVD SLOT
15. 15W LCD/DVD TV COMBO

Coach SoHo Straw Tote Black Style F11684

Discount Price: **\$298.00**

Item #: **4299061**

In Stock: **4**

Item Name: **Coach SoHo Straw Tote Black Style F11684**

Brand: **Coach**

Weight: **1.00**

Click image for larger view.

DIMENSIONS APPROX. 13" X 10" X 6"
 FRONT POCKET WITH DECORATIVE BUCKLE AND MAGNETIC CLOSURE
 DOUBLE PATENT LEATHER STRAPS WITH REINFORCED GRIP
 LEATHER BOTTOM
 BRASS HARDWARE
 TWO INTERIOR MULTI FUNCTION POCKETS
 BOLD MULTICOLOR INTERIOR
 TWO INTERIOR SLIP POCKETS
 COACH LEATHER CREED PATCH AND EMBOSSED SERIAL NUMBER
 LEATHER COACH HANG TAG*

This product was added to our catalog on Saturday 16 May, 2009.

[reviews](#) [add to cart](#)

[What's new?](#)

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- Low-res product images
- Alt Tags are not optimized
- Duplicate content from manufacturer's website
- No sharing buttons or comments section
- Poor product descriptions
- Poor user experience
- External links with same anchor text pointing only to category/subcategories

E-commerce sites: 2009 vs. 2012

Home » Gadgets » Cell Phone Gadgets »

Olloclip iPhone Camera Lens

Through a fisheye lens!

- Quick-connect lens system for iPhone 4/4S
- Includes fisheye, wide-angle, and macro lenses
- Take amazing photos and videos
- Read more...

\$69.99

Please select...

Quantity:

[BUY NOW](#) or [add to wish list](#)

1,725 people like this.

Click to zoom

Shop Description Additional Images Customer Action Shots

Through a fisheye lens!

Checking emails, brewing a cup of Dagobah Green Tea, hanging up your collection of ThinkGeek bobbleheads, putting on Wild Cherry Peppi lip balm, using Poikiteen Hand Sanitizer to protect yourself from germs, refilling your red Swingline stapler, eating Tibbles nibble cereal, reading the newspaper... everything is cooler through a fisheye lens.

Buy Now! [Add to Wish List](#) [Add to Cart](#) [Compare this with...](#)

Buy this and earn **475 Geek Points**

Share the AWESOME!

Customer Action Shots

see more action

Your Fellow Smart Members Also Bought

see more items

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- Multiple images
- Alt Tags are optimized
- Unique content
- Sharing buttons & FB comments
- Fun product descriptions
- Great overall UX
- Natural linkgraph, juicy links acquired via a blog or high quality content pages



IP Geolocation

Why?

IP geolocation allows you to detect where a visitor is located and tailor their experience to their geographical needs.

- Global navigation (avoiding the country selector landing page)
- Offer and product localization (geographically-specific)
- Experience optimization (based on internet connection type)
- Multi channel (avoiding steps to find closest store, lookup store inventory)
- Checkout optimization
- Fraud prevention

Browser language detection

What about language on multilingual sites?

- Identify the primary language of users visiting your site from each country and province
- If the majority of visitors from a province are French, have a browser language detection to bring visitors from that province to your French landing page by default (if their browser is in French)
- A cookie would be stored that would remember the user's choice and still allow them to change their language preference



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Rich Snippets

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Rich Snippets

Use rich snippets to sell directly from SERPs

Rich snippets allow e-commerce sites to markup their HTML and content so Google can enhance the snippets displayed in the SERPs

What types of e-commerce content are supported?

- Product Reviews/Ratings
- Product Images
- Product Prices
- Product Availability



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Rich Snippets

How to implement rich snippets

- 1) Selecting a markup format:
 - Microdata
 - Microformats
 - RDFa
 - hProduct
- 2) Mark up your products
- 3) Use Google's rich snippet testing tool to ensure your marked-up data is properly formatted and appearing

Note: while any of the three markup formats can be used, Google recommends using HTML5 Microdata



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Rich Snippets

The outcome



- Rich snippets allow you to attract potential buyers while they are searching for products on Google
- They increase the CTR from organic SERPs
- They are a visual way for businesses to display their products, prices and reviews quickly



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hProduct

Visual display of product page using hProduct

Magers & Quinn :: Books :: Cooking :: Quick and Easy Cooking :: Gordon Ramsay's Fast Food



Gordon Ramsay's Fast Food

Recipes from the F Word

By [Ramsay, Gordon](#)

New

ISBN: 1554700647 **Contributors:** [Sargeant, Mark](#) (Contributor); [Quah, Emily](#) (Contributor); [Mead, Jill](#) (Photographer) **Publisher:** Amer Youth Hostels **Published:** 2008 **Pages:** 255 **Weight:** 2.70lbs. **Height:** 10.25" **Width:** 8.00" **Depth:** 1.50" **Language:** English

New: \$27.99

Pub. price: \$35.00

Hardcover

Out of stock

M909

Publishers Comments

A celebrity host of Hell's Kitchen features more than one hundred accessible recipes that are organized in accordance with everyday needs and special occasions, in a volume that places an emphasis on fast preparation and features complementary tips on stocking a pantry.



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Optimize your e-Commerce site for Mobile

Mobile usage in numbers (North America)

	U.S.	EU5	Canada	Japan
Sent text message	74.3%	84.4%	69.2%	44.4%
Took photos	60.3%	59.8%	55.1%	63.9%
Used email	40.8%	30.0%	35.9%	57.3%
Accessed social networking/ blog	35.3%	25.7%	31.2%	19.6%
Accessed weather	35.2%	23.2%	29.8%	35.1%
Played games	31.4%	27.5%	30.8%	15.3%
Accessed search	29.5%	20.4%	25.6%	30.8%
Accessed maps	26.5%	18.2%	21.6%	19.4%
Accessed news	25.5%	20.0%	20.1%	24.3%
Listened to music	23.8%	27.4%	23.0%	13.3%
Accessed sports info	21.8%	16.5%	16.0%	19.7%
Accessed financial news or stock quotes	15.1%	11.3%	11.4%	17.9%
Accessed online retail	12.2%	8.2%	6.1%	10.0%

- 8M (40%) Canadians own a Smartphone

- 5% of Canadians own a tablet (of which 88% are satisfied)

- In the U.S., an estimated 77% of tablet users use it daily for about 90 minutes

- Mobile traffic is projected to surpass desktop traffic by 2015



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Optimize your e-Commerce site for Mobile

M-Commerce 2012

- In the absence of a mobile app, your products and e-Commerce site **MUST** be accessible by any type of mobile device
- Ergonomics of the tablet facilitates payment for products with a longer buying process (i.e. Travel)
- Smartphones as payment terminals will help facilitate the purchase of products with shorter buying process (i.e. event tickets, books, music)
- Mobility of smartphones coupled with geolocation can help you attract consumers to your stores (i.e. location-based coupons, deals and discounts)



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Optimize your e-Commerce site for Mobile

Make your e-Commerce site mobile-friendly

For smartphones

- Mobile subdomain
- Make content visually appealing for limited screen viewing (CSS)
- Avoid using Flash, Java, Ajax and Frames
- Test your site with W3C mobileOK and on multiple devices/browsers
- A mobile e-Commerce app gives you a competitive edge



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Optimize your e-Commerce site for Mobile

Make your e-Commerce site mobile-friendly

For tablets

- Change CSS so your site is optimized for tablet viewing
- Limit the amount of scrolling required (use Previous and Next)
- Optimize checkout process by using cookies, postal codes and Paypal
- Make it touchable – HTML5 and CSS3
- 5 viewing angles: vertical and landscape (in mobile & tablet) and desktop
- Testing
- A tablet app is recommended (though it's not picked up in organic SERPs)

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E-Commerce site as a Destination

E-Commerce site as a destination

No longer just a product catalog

- E-commerce sites are no longer just product catalog websites where optimization requires aggressive category/product page linkbuilding
- The 2012 e-Commerce site must offer users something unique that competitors cannot offer (unique selling proposition) – something that provides users with a reason to keep coming back.
- Push vs. Pull Strategy...




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E-Commerce site as a destination

RONA

PLAN IT | CHOOSE IT | DO IT



<p>WINDOWS - TERMINOLOGY AND STANDARDS</p> <p>Vocabulary and standards to be familiar with before buying a window as part of your renovation or construction project...</p> <p>Details</p>	<p>EXTERIOR DOORS - MEASUREMENT</p> <p>Techniques for measuring an exterior door as part of a renovation or new construction project.</p> <p>Details</p>	<p>WINDOWS - MEASUREMENT</p> <p>Techniques for measuring a window as part of a renovation or a construction project.</p> <p>Details</p>	<p>DOORS - TERMINOLOGY AND STANDARDS</p> <p>A guide to exterior door-related vocabulary and standards to help you buy a door for your building or renovation project...</p> <p>Details</p>
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E-Commerce site as a destination

ThinkGeek



Submit and Win with ThinkGeek Action Shots

We love to post pictures of ThinkGeek customers using our products in the real world so much that we're awarding \$100 gift certificates for the best action shots as part of our twice-monthly newsletter.

Here's how to enter to win:

1. Buy stuff from ThinkGeek. (This is the easy part.)
2. Take an awesome photo of that product in action.
3. Resize your photo so it is less than 150KB in size. ([Edit photos online here](#))
4. Email it to famous@thinkgeek.com and we'll post it anonymously on our website.
5. We'll love you forever if you list what products are in your photo and suggest a caption.



Winning photos are posted in the [newsletter](#), so be sure you're signed up to receive it.

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Social Signals

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Social Signals

Where do they belong – Where don't they belong?

The most shareable pages on an e-commerce site are the PRODUCT PAGES

While category and subcategory pages might be the most tempting pages to rank, they are the least shareable e-Commerce pages



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Social Signals

Maximizing social signals

The products themselves can be interesting but the way to maximize your pages shareability is by having:

- Unique content
- Reviews / Ratings
- Unique and high quality images
- Unique videos



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