Knock the Competition Out with a Killer Content Strategy

TURN YOUR E-COMMERCE SITE INTO A MARKETING MACHINE

QAT Global 2012

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A bad web site is like a grumpy salesperson.

Jakob Nielsen

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Building Your Strategy

ESSENTIALS FOR CREATING EXCEPTIONAL CONTENT

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Know thy user, and you are not thy user

Arnie Lund

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Quality

GIVE CUSTOMERS A REASON TO COME AND MOPTIVATE THEM TO BUY

- Add ratings for user reviews
- How-to pages
- Product details
- Q&A content
- Help and FAQ pages
- Trust marks from Verisign, Truste, Geotrust, Network Solutions, McAfee, Better Business Bureau, etc.
- Ask customers to use positive emails and reviews on your site
- Ask influential people to provide endorsements

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Unique

KICK DUPLICATE CONTENT TO THE CURB AND CREATE ORIGINAL CONTENT

- Every page must have unique content; duplication is deadly.
- Make title tags compelling, unique, and targeted
- Meta tags must be unique including page title and description
- Keep each page's H1, H2, and image name and alt text unique
- User generated reviews guarantee unique content and freshness
- Add editorial product images and text

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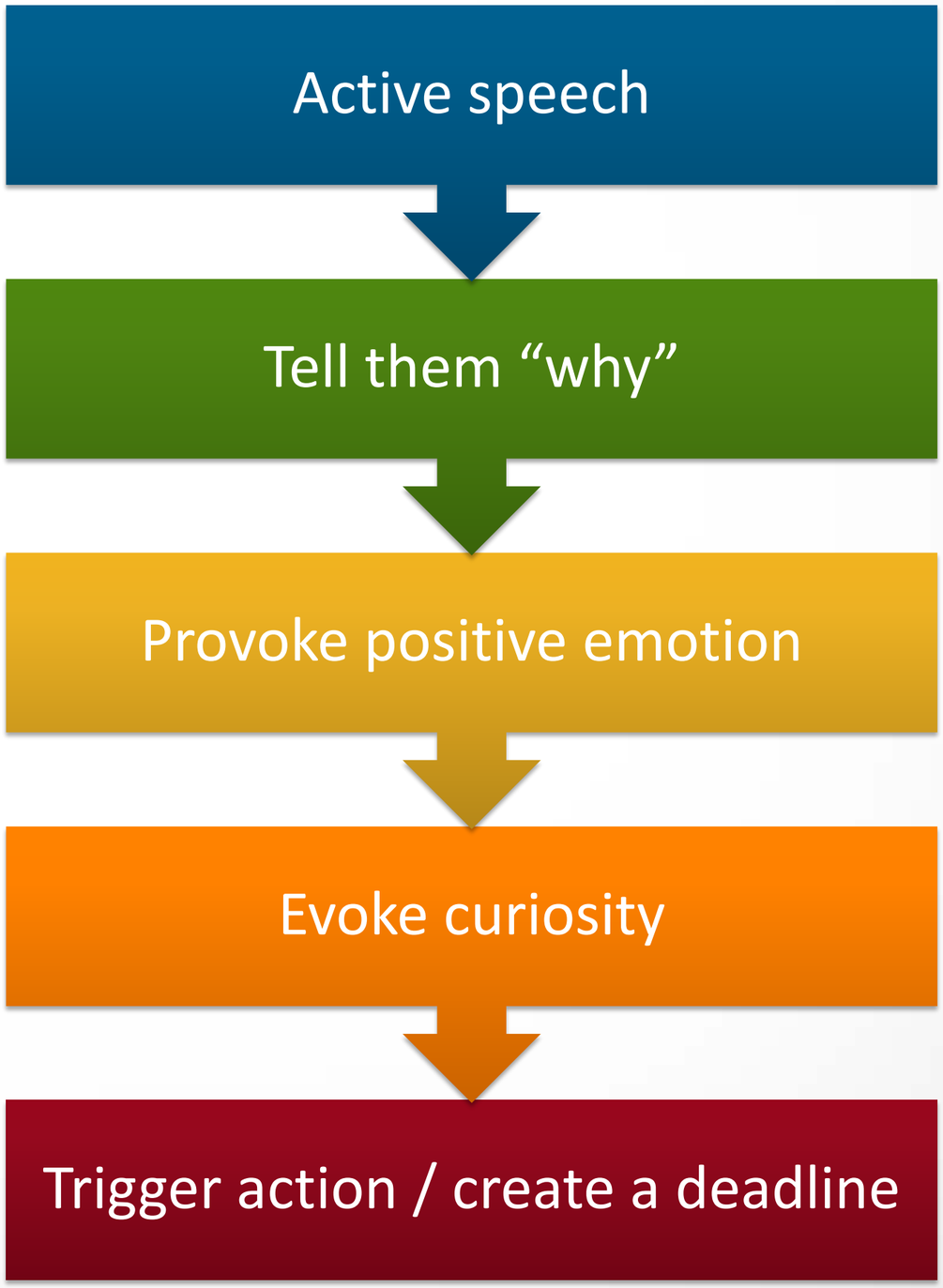
Interesting

MAKE CUSTOMERS FALL IN LOVE – OR AT LEAST SERIOUS WANT

- Write your own product descriptions that focus on features, benefits, and uses
- Include details about product origins
- Ask customers what product information they expect and want to see on pages
- Have customers vote on what new products you are thinking about carrying



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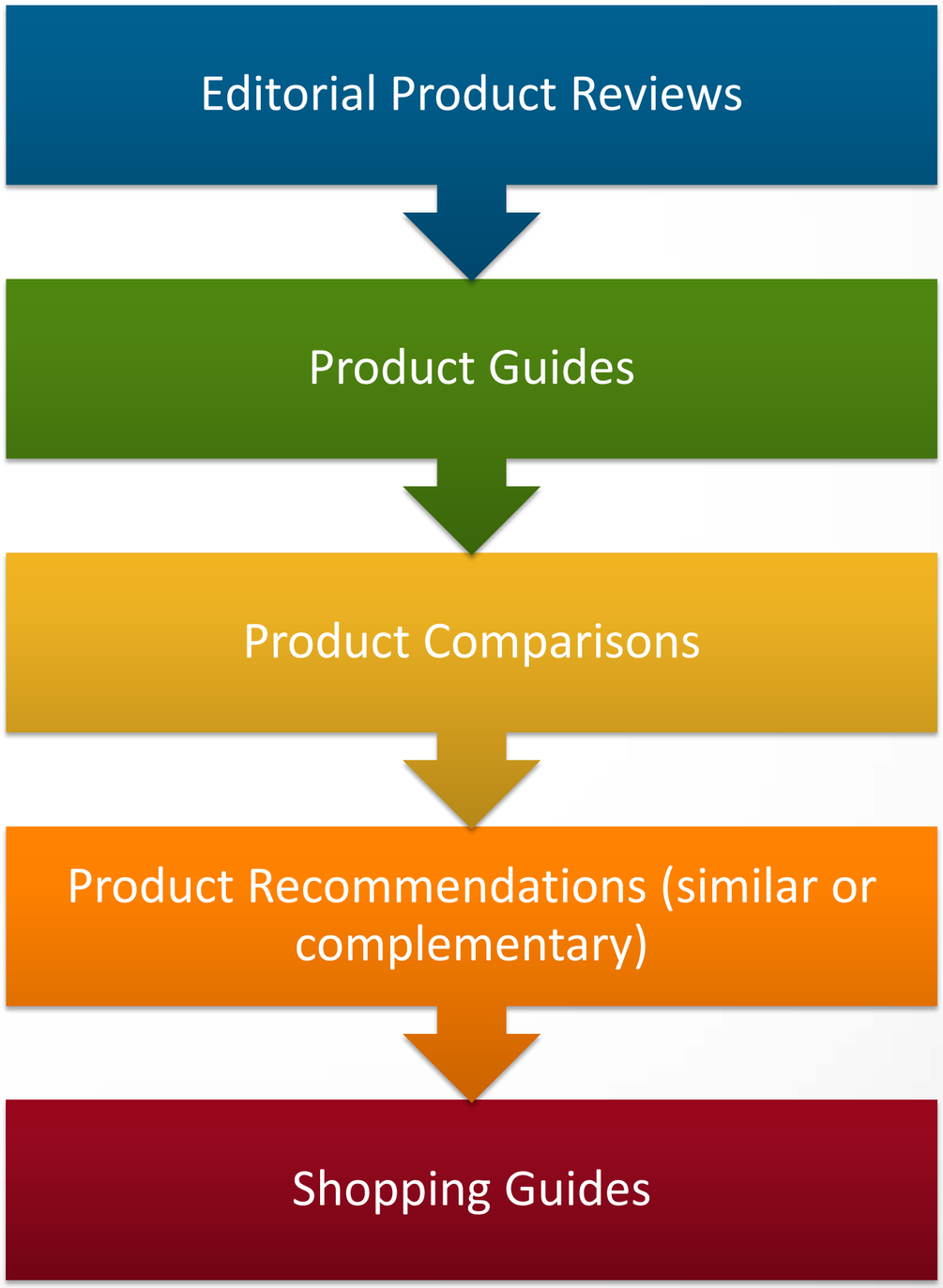
Relevant

SURROUND PRODUCTS WITH SUPPORTING CONTENT

- Search engines look at models like Latent Dirichlet Allocation (LDA) to analyze word relationships and the relevance of context.
- Display Facebook wall posts to share how customers like your products and services
- Shopping guides that bring together items from multiple categories (for example "Halloween" could bring together costumes, décor, candy, and tableware. "Summer Essentials" could bring together beach toys, outdoor games, sandals, swimwear, grilling accessories, and outdoor lighting.)



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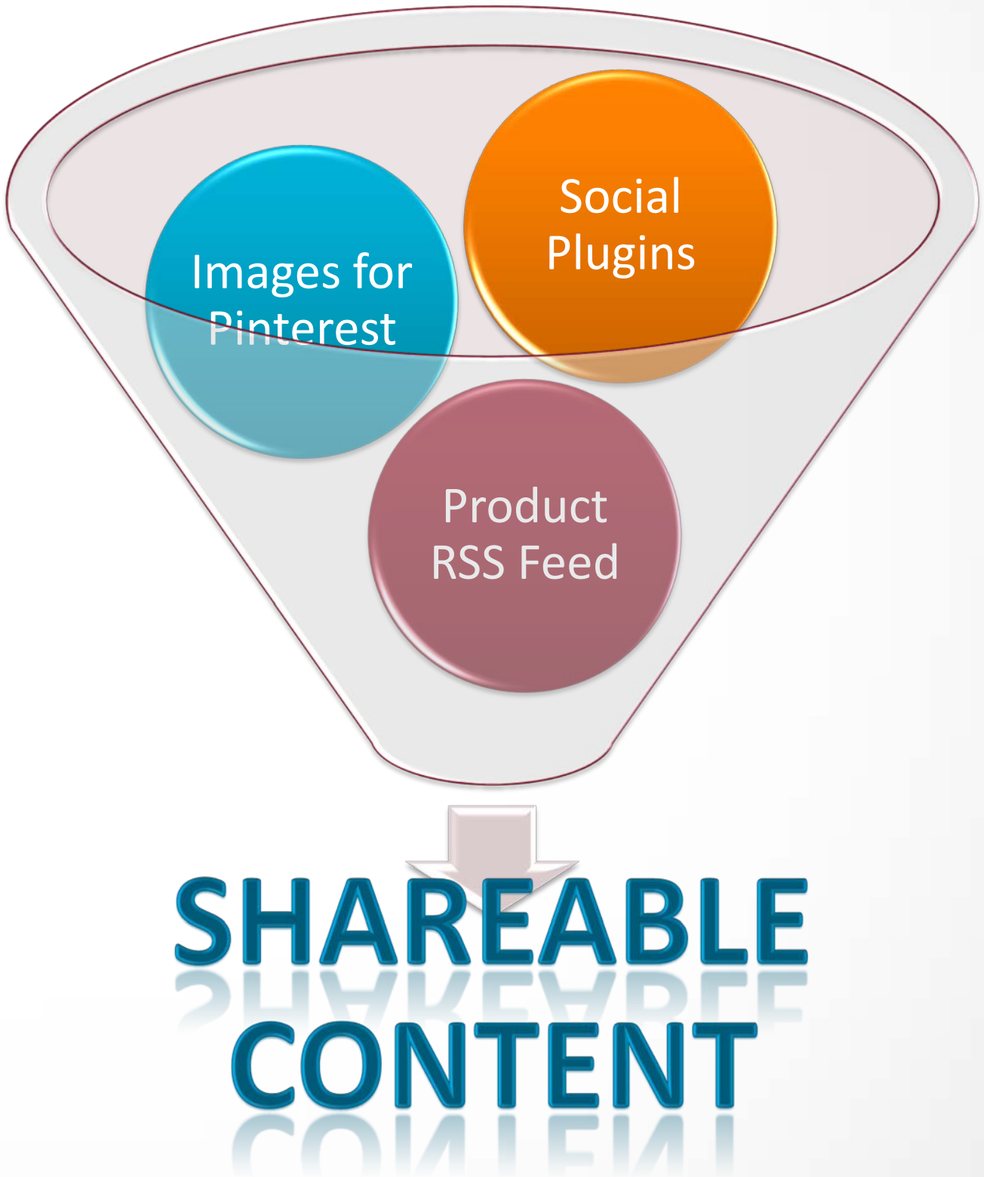
Shareable

GETTING CUSTOMERS TO TELL EVERYONE THEY KNOW

- Images optimized for sharing on Pinterest
- Social plugins to facilitate share across social networks
- Create a product RSS feed that contains an alternate version of your product information



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Converting

MAKING THE TRANSITION FROM BROWSING TO BUYING

- Navigation and categories should correspond to user behavior
- Include link to contact form on every page on the site to maximize conversion
- Use clear call to actions and place them strategically on pages
- Offer user-focused features like “Add to wishlist” and “Send email alert when product becomes available” to product pages
- Add a “Subscribe to …” option to pages to get permission to send visitors ads, newsletters, and other marketing materials
- Minimize steps in the checkout process

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Quantity

BUILDING A SITE WITH SUBSTANCE

- Create content around long tail keyword phrases that have low competition
- Supplement on page product content with blog articles that link to specific pages
- Text, not images!
- Create product videos targeted to customer segments (some products should have several)

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Getting Started

TIPS FOR CONTENT CREATION

- Mix it up – make sure you use synonymous phrases in your content
- Unbalanced balance – vary the number of keywords included in the content from page to page (no one naturally writes content with three keywords in every page)
- Deliver more – provide widgets and other interesting elements to pages for added stickiness

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Turning Visitors into Customers

PAGE SPECIFIC STRATEGIES

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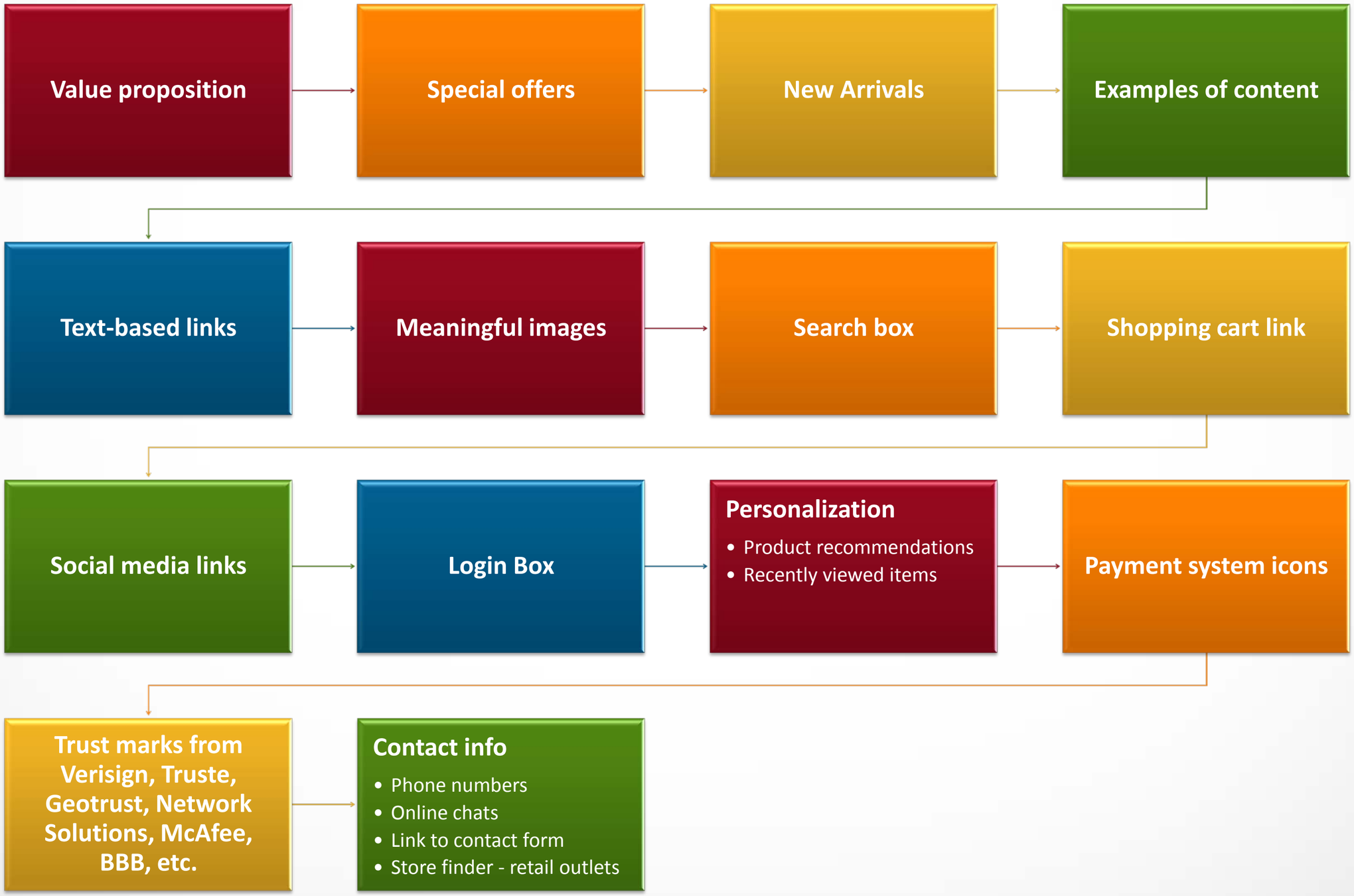
Home Page

MAKING THE ULTIMATE FIRST IMPRESSION



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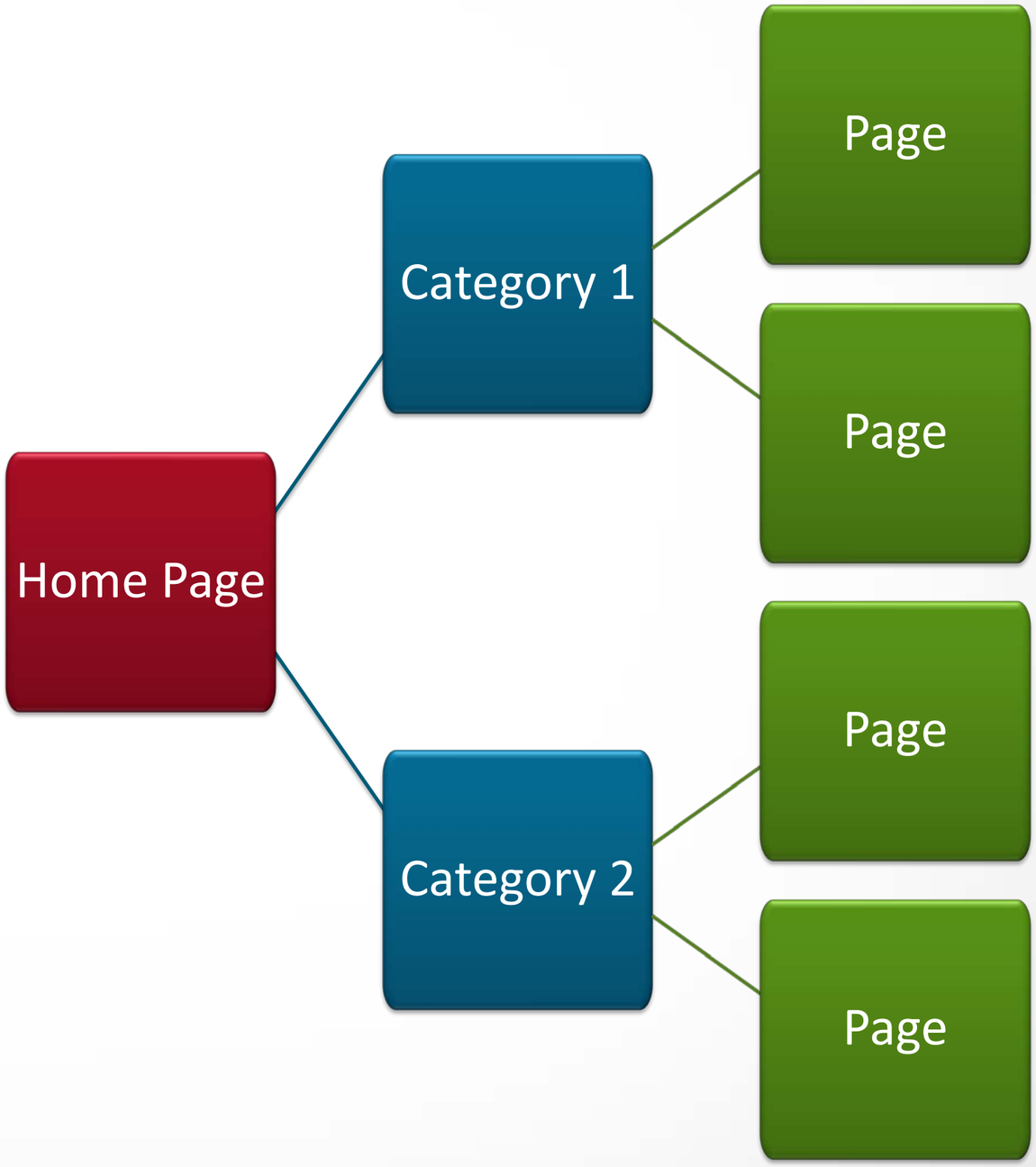
Navigation

HELPING CUSTOMERS FIND THEIR WAY AROUND YOUR SITE IN LOGICAL PATHWAYS

- Primary navigation
  - Place on left column
  - 2-3 levels of subcategories
- Product sorting page navigation
  - Filter options – price, color, fabric, size, most recent, etc
- For complex products, a search wizard to walk visitors through the parameters needed to identify the specific product they are seeking can be helpful



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A common mistake that people make when trying to design something completely foolproof is to underestimate the ingenuity of complete fools.

Douglas Adams

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Product Detail Pages

PUTTING IT ALL TOGETHER IN A WAY THAT MAKES SENSE TO CUSTOMERS & SEARCH ENGINES

Above the fold

- Product title
- Product images
  - Link small images to larger, high resolution images
  - Drag-box zoom feature
  - 360 degree views
  - Use consistent image placement and backgrounds
  - Include editorial type images to support standard product images
- Pricing
- Call to action / Add to cart button
- Short overview product description placed high on page
- Social media and sharing buttons
- Shipping Info link
- Specific product-related promotions, discounts, and up-selling
- Overall product rating

Below the fold

- Detailed product description with features, specifications, etc placed below the fold
- Videos – professional and user generated
- Product recommendations
- Related products
- Product comparisons
- Item reviews / comments
- Shipping fees, times, and options
- Stock status
- Links to warranty and return information
- Contact link

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Category/Product Sorting Pages

THE PATH FROM FROM EVERYTHING TO THE PERFECT THING

- Set default for the site to sort by most popular or best sellers
- Customize category sorting to highlight high inventory items, clearance items, or new arrivals
- Use multi-level sorting rules to optimize conversions (i.e. high inventory, best seller)
- Allow customers to sort on popular parameters such as highest or lowest priced items, best-selling items, newest items and/or use filters such as size, color, brand to quickly reach the products they are most interested in
- Display all products by default if 50 or less
- Include a quick view option

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Checkout

GET THEIR MONEY BEFORE THEY CHANGE THEIR MIND

- Minimize content on the pages to only essentials
- Aim for a single page checkout
- Illustrate the checkout steps for multi-page checkouts and make them clear
  - Page 1 – billing and shipping info, shipping method, payment info, gifting instructions
  - Page 2 – Review of page 1 plus their cart items and accurate tax and shipping info (include edit links for each area), checkout/submit button
  - Page 3 – Confirmation page to verify order was placed correctly, link to print receipt, option for new customers to save their info to an account
- Don't require customers to register to checkout
- Only collect customer information that is truly needed to process the order
- Make it easy to edit the shopping cart – add, update, remove, or save items for later purchase
- Include trust marks and a link to your privacy policy
- Tell the customer when to expect delivery
- Provide clear order processing confirmation and receipt
- Prominently display your customer service number
- Make sure the checkout process works seamlessly on all platforms!

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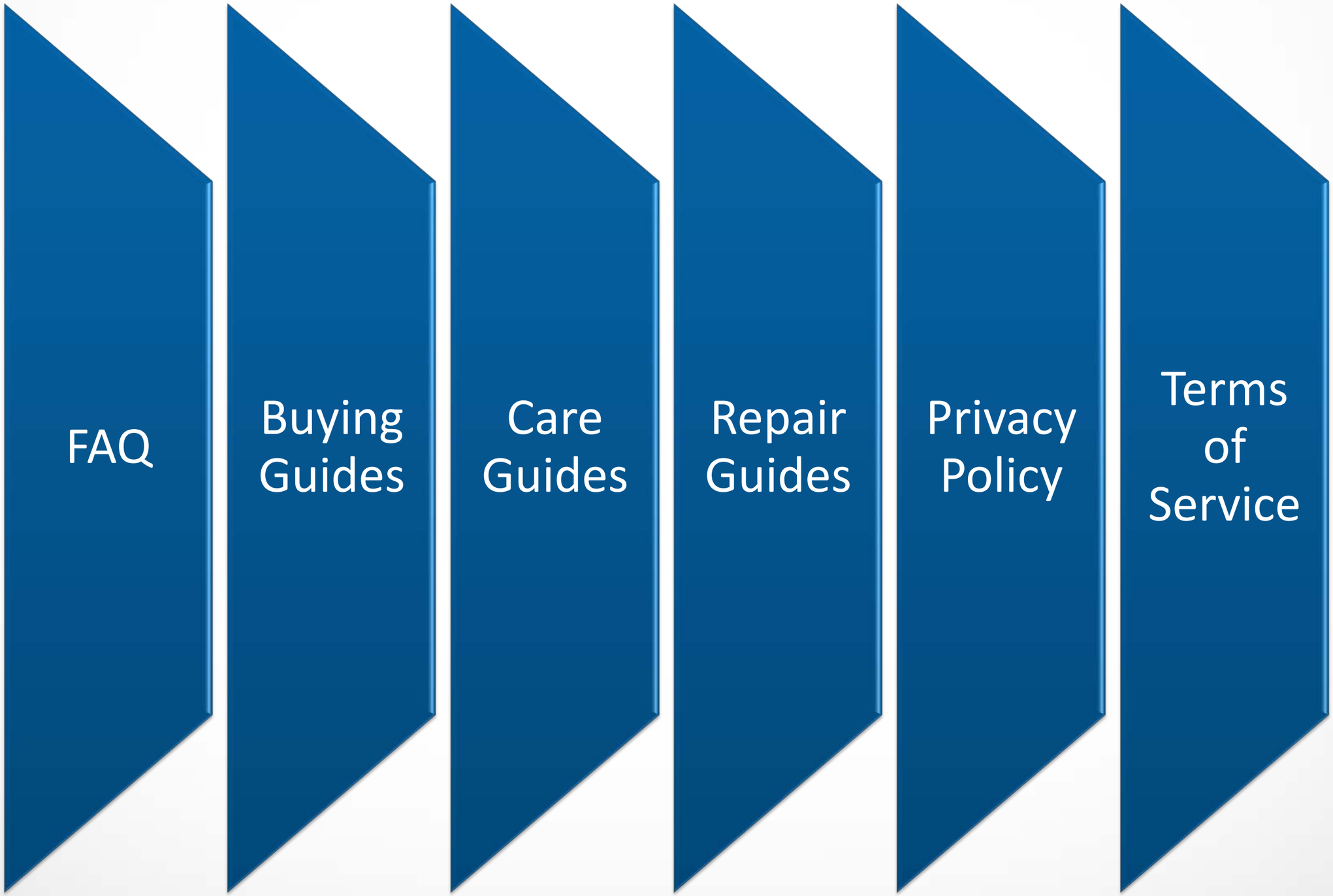
Other Pages

BUILDING A FOUNDATION OF TRUST



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Failure comes when you don't listen. You can't put something out there and assume it's great. It's up to us to make sure we're listening to improve our chances for success—if not this time, next time.

Alan Lewis

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Leading innovation and driving the next generation user experience in e-commerce sites.

LEADING INNOVATION

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E-Commerce Solutions

BREAK FREE OF LOCATION AND BUSINESS HOURS CONSTRAINTS WITH QAT GLOBAL.

Break free of location and business hours constraints with QAT Global. We can help you take your business to the web 24/7 with your own online store.

- E-Commerce solutions include:
  - website or a web based system
    - custom e-commerce solutions
    - open-source systems
  - shopping cart
  - payment gateway integration
  - secure and scalable hosting
  - marketing consulting
- Benefits
  - reach more potential customers
  - sell more products
  - efficiently and accurately fulfill orders
  - drive customer satisfaction

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E-Commerce Strategy

NEXT-GENERATION ECOMMERCE STRATEGY GUIDED BY INNOVATIVE THINKING AND RESEARCH.

- 5 Steps to Developing an E-commerce Strategy
  - Business review and requirements
  - Target audience analysis and user requirements
  - Competitive analysis and opportunity planning
  - SEO keywords research and requirements
  - Prioritizing objectives and setting expectations
- Five Elements Every E-commerce Strategy Should Include:
  - Branding
  - Conversion
  - User Experience
  - Search engine visibility
  - Agility

Ready to look beyond what's happening now to create a forward-thinking e-commerce strategy? QAT Global can help you discover and define your opportunity for success online.

Download the brochure

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Repeatable Success

FOR SOFTWARE PROJECTS

For over 17 years, QAT Global has been an innovation partner delivering high quality results on time and on budget. QAT Global focuses on all aspects of R&D; we help our clients quickly get to market with new or enhanced products including custom software solutions, web software, desktop software, line of business applications, mobile applications, third-party integrations, ecommerce solutions, content management systems, rich internet applications, and mainframe applications. QAT Global has invested in key technical talent, jump start tool kits, development libraries, methodologies, and templates that have been refined over many product development efforts and achieve above average, repeatable results for our clients.

QAT Global has a flexible operating model, we work with each of our clients to determine the right fit and we design an approach that will work the most effectively for each client. This always begins with helping our clients balance insight and ideals with strategic action. Most importantly, throughout our relationship we always place the interests of our clients first.

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Thank You

WE LOOK FORWARD TO PARTNERING WITH YOU

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