

5 DIGITAL PILLARS OF ECOMMERCE

Harry J. Gold
CEO, Overdrive Interactive

Overdrive Interactive

- Overdrive helps companies compete and win in today's digitally transformed marketplace
- Integrate:
 - Consulting and strategy
 - Purpose driven creative
 - Search marketing (SEO/SEM/PLAs)
 - Social media marketing
 - Online media (banner/display)
 - Content and creative
 - Website and application development
 - Analytics and optimization



Retail and eCommerce Clients



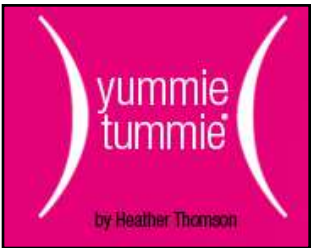
If it isn't fresh, it isn't Legal!®



DENON



MISSOURI STAR
— QUILT CO. —



tires-easy.com

BOATER'S WORLD
Marine Centers



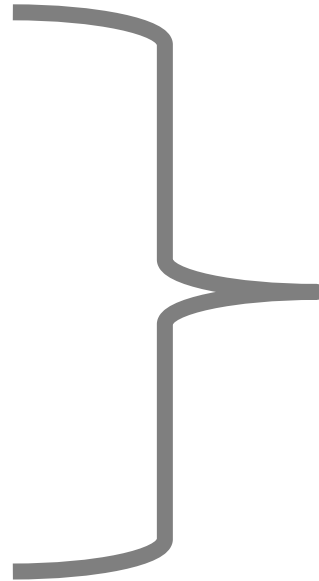
PAULA YOUNG
America's Choice for Beautiful Hair

Many eCommerce Pillars Depending on Who You Talk To...

- Brand (essence, awareness, reputation)
- Website
- Product
- Customer service and experience
- Affiliate programs
- Email and marketing automation
- CRM systems and databases
- Social trust
- Security and speed

Overdrive's 5 Pillars of Ecommerce Success

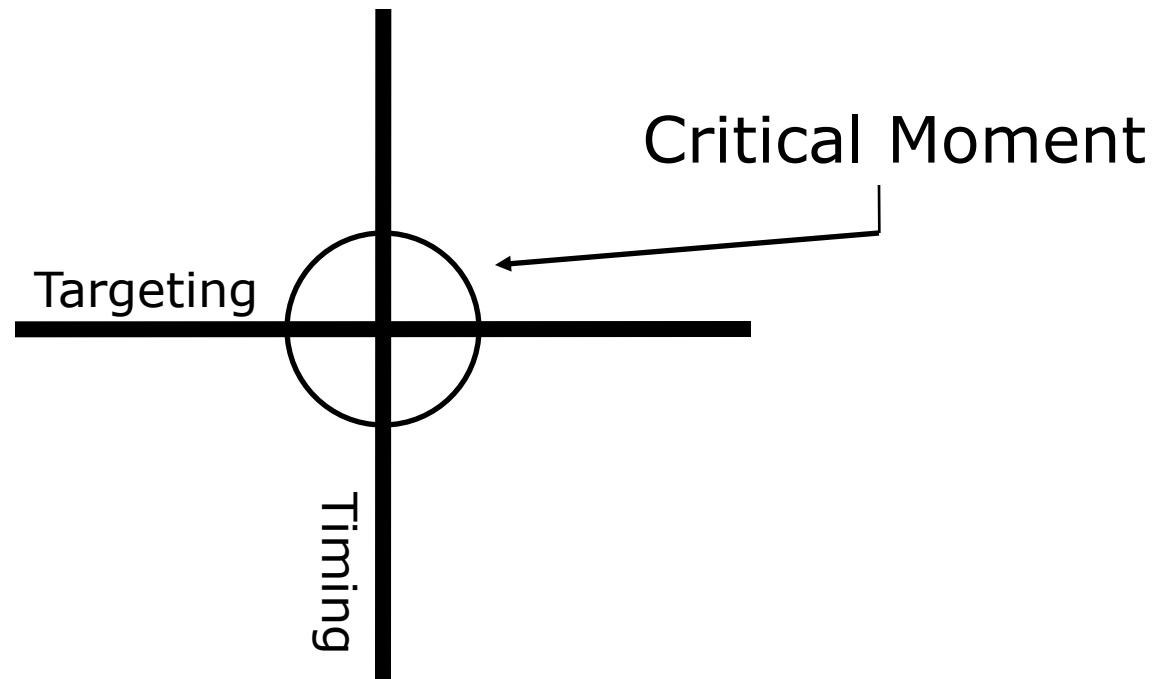
- SEO
- SEM
- PLAs
- Remarketing
- Social advertising



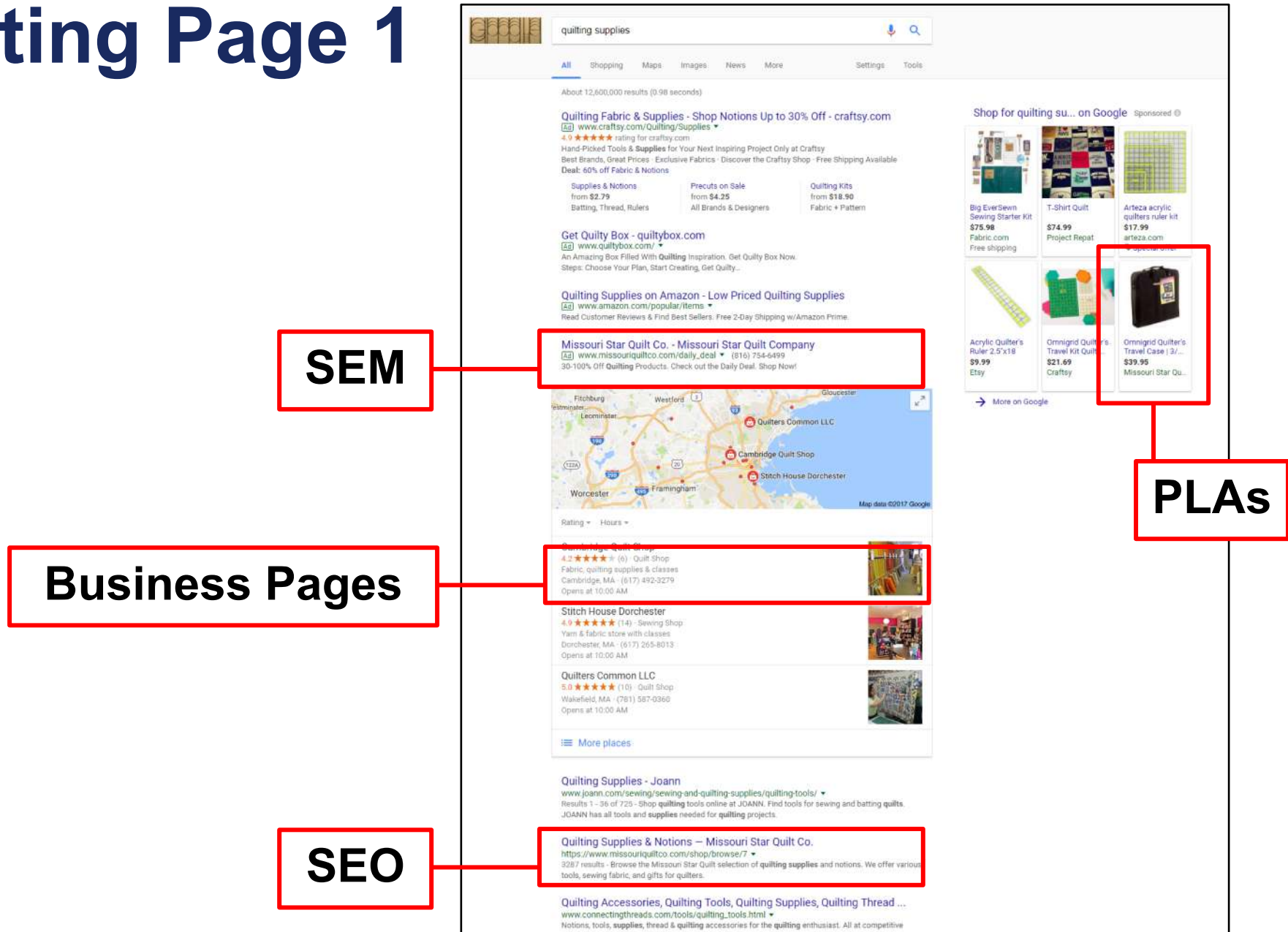
- Scalability and reliability
- New customers
- Optimization testing
- Measured marketing
- Competitive advantage

Why are SEO, SEM and PLAs Pillars?

- Let's do a little exercise...

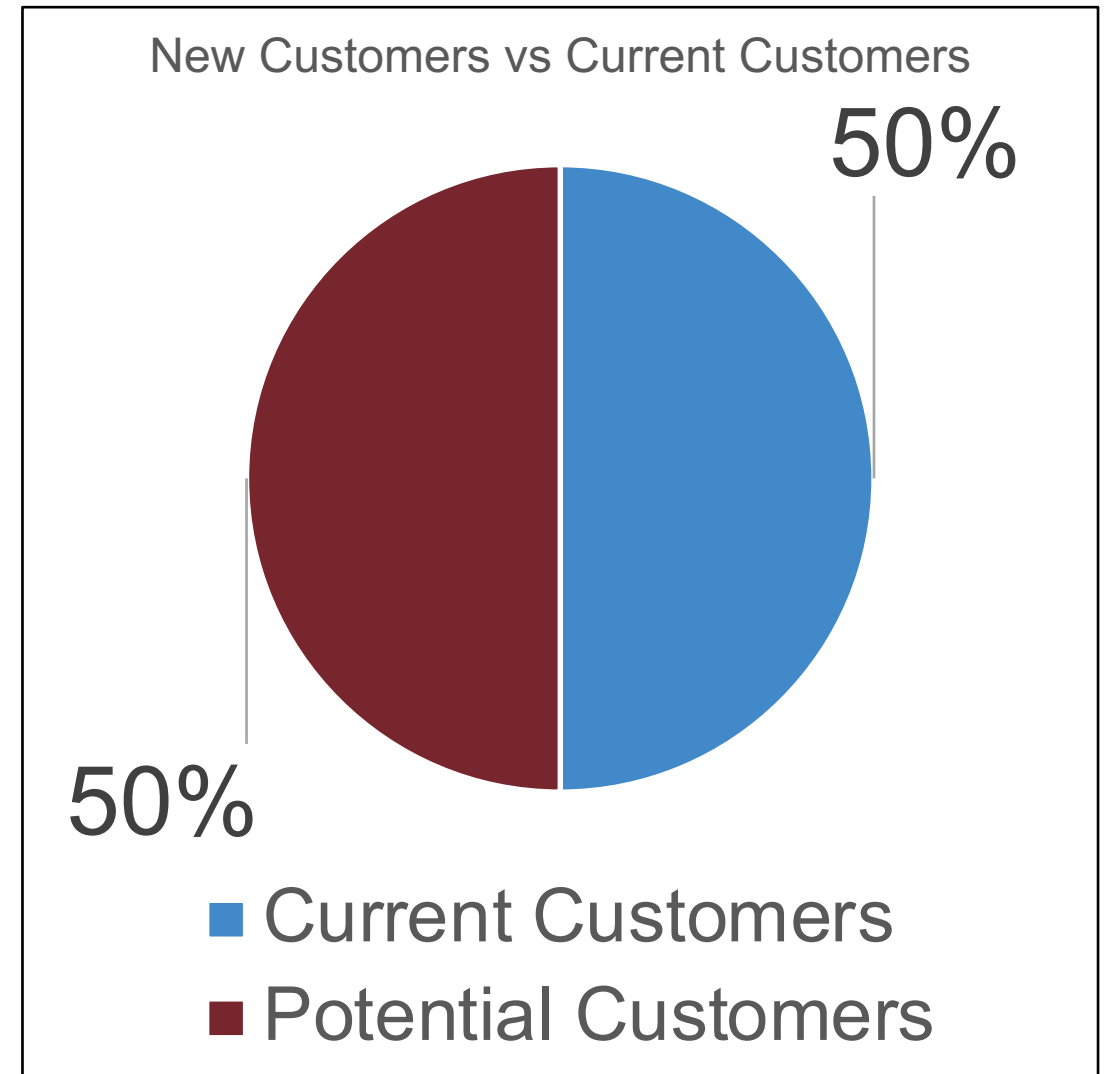


Dominating Page 1



Search: Retention AND Lead Gen

- Search is the front line in the battle to acquire, retain and grow customers
- Minimal search presence means both current and prospective customers are not finding your products and services
- Case study assumptions:
 - Client: major restaurant supply company
 - Client market share: 50%
 - Commercial restaurant product term searches per year: 22,234,568
 - Current customer searches and account fragmentation incidents of risk: 11,117,284



Commercial Oven (444,000 Impressions Per Year)

e	commercial oven	Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
		32	\$95	1.6K	37K	\$3.1K	4.4%	\$1.91	2
All Shopping Images News Maps More									

About 339,000,000 results (0.65 seconds)

See commercial ovens

Cooking Performance...
\$2,149.00
WebstaurantSto...
Free shipping

Winholt NHPL-1810/HH Half...
\$899.00
WebstaurantSto...
Free shipping

Vulcan VC44GD-NAT Natural Ga...
\$7,590.00
WebstaurantSto...
Free shipping

Blodgett SHO-100-E Single De...
\$3,095.00
WebstaurantSto...
Free shipping

Doyon JAOP14 Two Section Jet...
\$23,867.25
WebstaurantSto...
Free shipping

Commercial Oven | #1 Rated Restaurant Supplier

www.webstaurantstore.com/Equipment/Ovens

★★★★★ Rating for webstaurantstore.com: 4.6 - 27,462 reviews - Return policy: Most items 30+ days
Order Your **Commercial Oven** By 2PM EST-We Will Ship To Your City Today! Food Service Guides.
Tailgate Equipment · Customizable Products · Restaurant Equipment · Food Service Education

Commercial Ovens | Restaurant Ovens for Sale - WebstaurantStore

<https://www.webstaurantstore.com/42715/commercial-ovens.html>

Shop our restaurant & commercial oven selection to find the perfect oven for your foodservice business.
Wholesale prices, fast shipping, & superior service!
Commercial Convection Ovens · Countertop Convection Oven · Rotisserie Oven

Commercial Oven | Commercial Ovens for Sale - RestaurantSupply

<https://www.restaurantsupply.com/commercial-ovens>

Shop our commercial ovens to find the right oven for your restaurant or food service business.
Wholesale prices, fast shipping and superior service. If you're ...
Convection Ovens · Gas Convection Ovens · Bakery Deck Ovens

3:26

commercial oven

Google

commercial oven

ALL SHOPPING IMAGES NEWS VIDEOS

See commercial ovens

Electric Gas Vulcan Blodgett Duke Gar

Cooking Performance Gro...
\$2,149.00
WebstaurantStor...
Free shipping
Quick view

Winholt NHPL-1810/HH Half Siz...
\$899.00
WebstaurantStor...
Free shipping
Quick view

Restaurant Ranges 24"-72" | We Can Help

SEM

- 444,000 estimated “commercial oven” impressions per year
- \$37,200 per year to cover this single term (AdWords only – no PLAs)

SEO

- #1 for “commercial oven”
- 52,800 searches per year

Dominated by WebstaurantStore.com*

Your account isn't active - To activate your account and start running your ads, enter your billing information.

Keyword ideas

Locations: United States Language: English Search networks: Google

Plan overview

FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

CREATE CAMPAIGN

DOWNLOAD PLAN

Ad groups

Keywords

Locations

SEM Stats

Your plan can get **32 conversions** for **\$3.1K** and a **\$3** max. CPC

Conversion rate : 2.00%, Value per conversion -



Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
32	\$95	1.6K	37K	\$3.1K	4.4%	\$1.91	2



Keyword (by relevance)

Avg. monthly searches

Competition



commercial oven

4,400



High

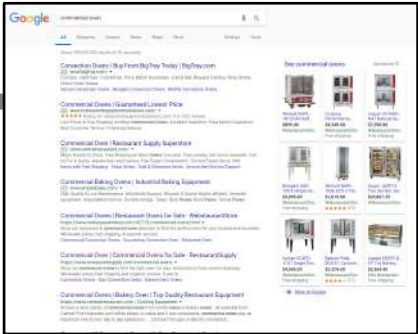
SEO Stats

Poor Search Presence = Market Share Erosion

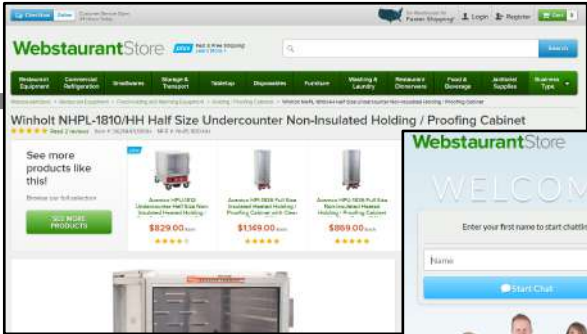
- All companies lose prospects AND existing customers as those business buyers conduct procurement searches and connect with competitors



1. Jane Smith at Great Bites Restaurant needs a commercial oven.



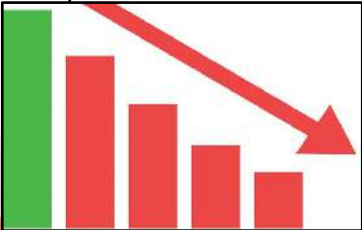
2. Jane conducts a Google search on “Commercial Oven.”



3. Jane clicks on WS and fills out chat request form.



4. Jane discusses ovens and other products with WS for other 27 restaurant locations.



1. SEO (Search Engine Optimization)

SEO Case Study: Karmaloop.com

■ SEO Results

- 140%+ increase in organic search traffic
- 92%+ increase in search referred sales

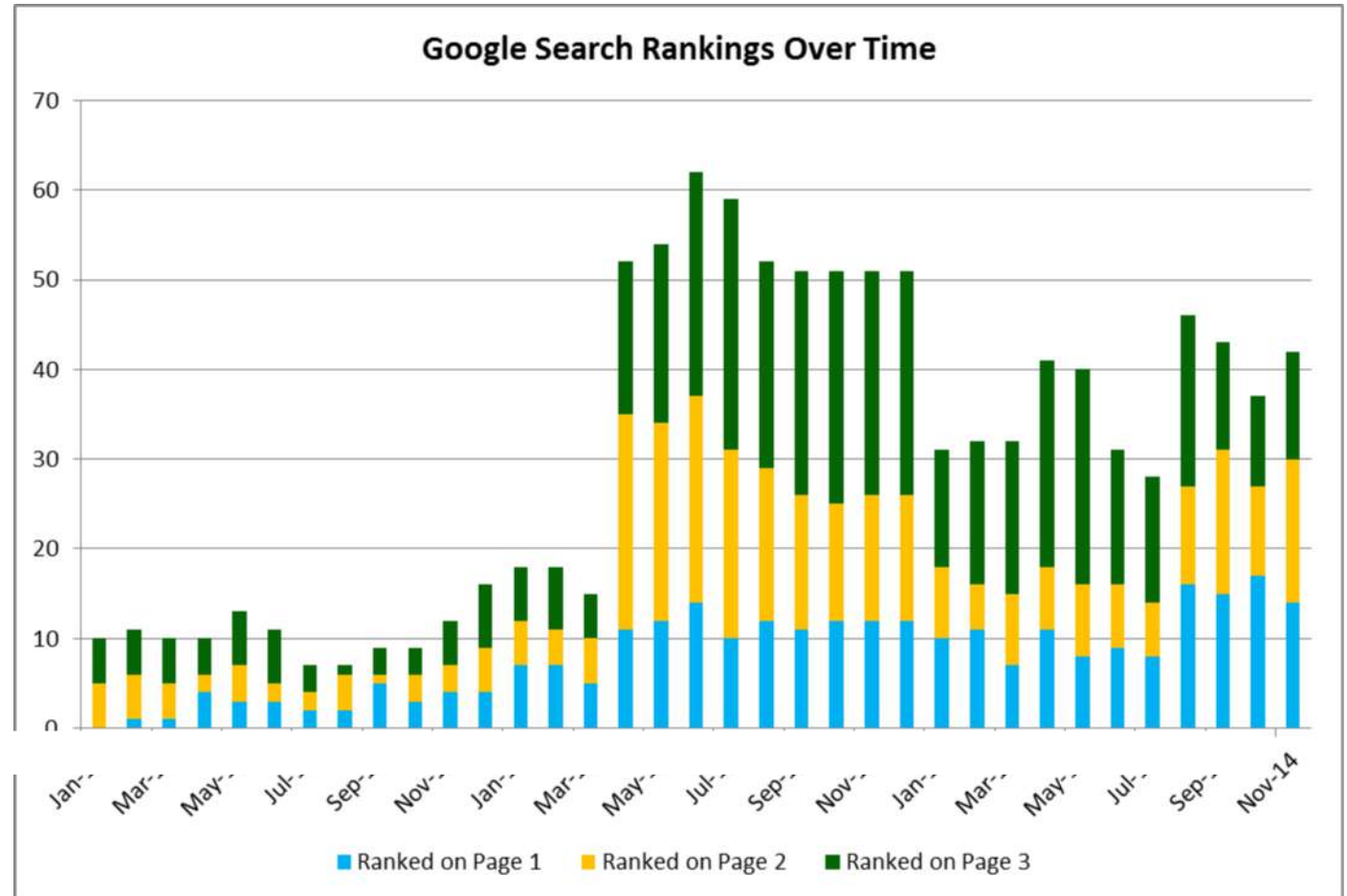
■ Ongoing SEO Tactics:

- Implementation of dynamic xml site maps
- Code assessments and corrections
- Meta data refresh
- Deep and authoritative content development
- Unique product description and on-page optimization
- Daily tracking, reporting and recommendations
- Social and PR integration



SEO Case Study

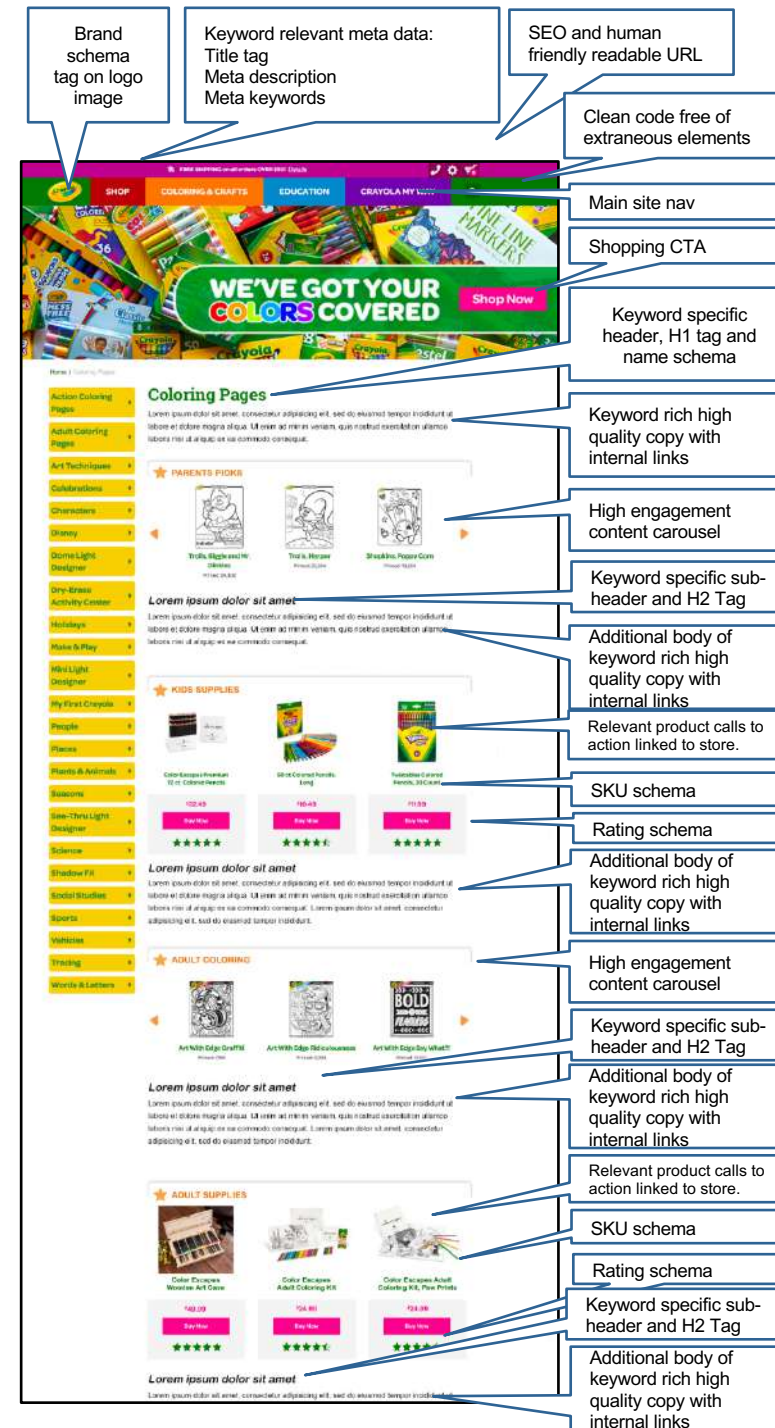
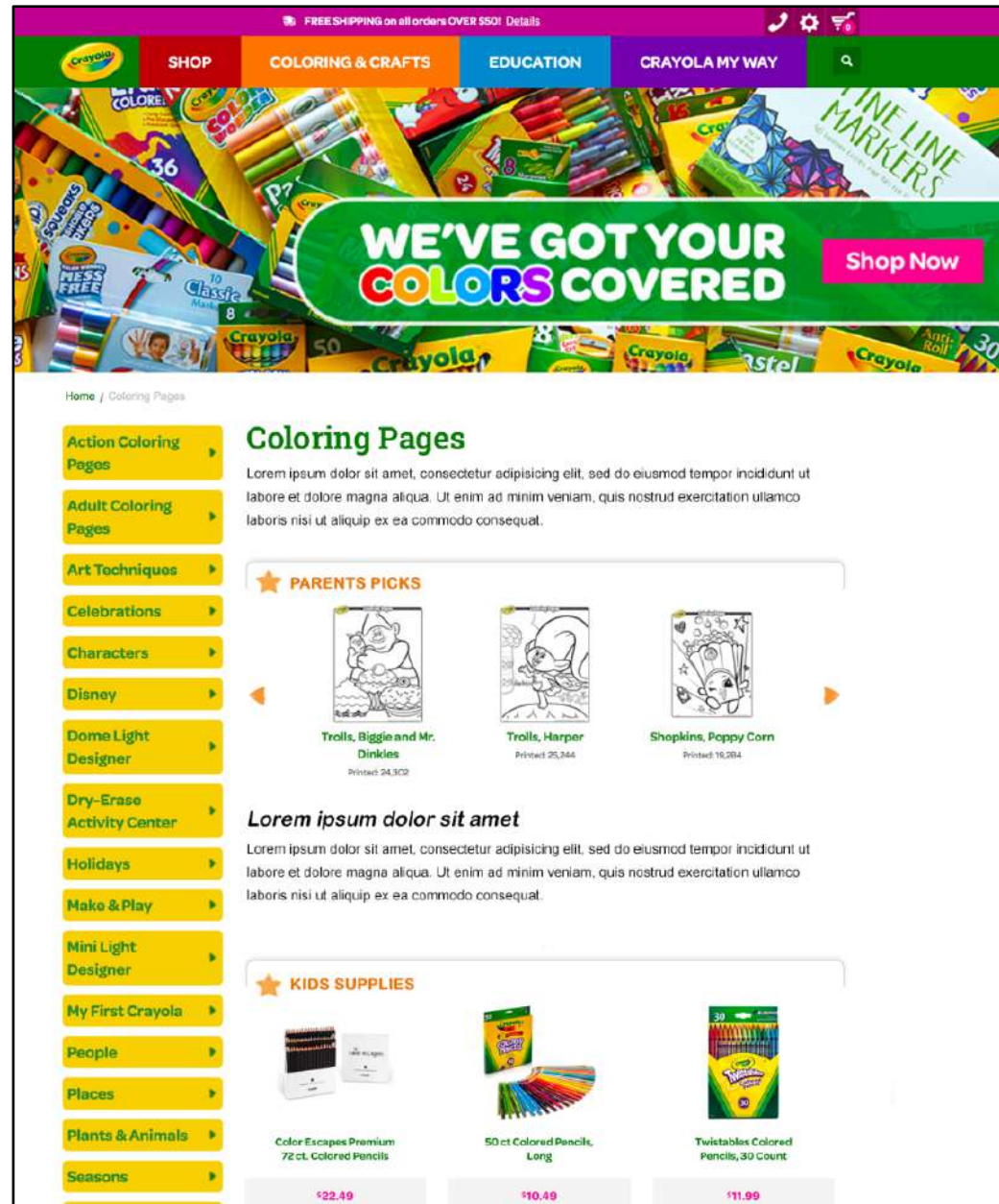
- Rankings up: 320%
- Organic Search traffic up 64%
- Conversions up 54%
- Actions:
 - Code assessment
 - Content development
 - Meta tag development
 - Interlinking
 - XML site maps
 - Monthly keyword tracking
 - Competitive analysis
 - More...



Overdrive SEO Process



Page Level SEO



BrightEdge SEO Management Platform

Track	Columns						
	Keyword	Blended Rank	Blended Rank Change	Page	Search Volume		
<input type="checkbox"/>	type 2 diabetics	39	10 ▲	www.medtronicdiabetes.com/treatments/insulin-pump-therapy-type-2	201,000		
<input type="checkbox"/>	type2 diabetes	72	29 ▲	www.medtronicdiabetes.com/treatments/insulin-pump-therapy-type-2	201,000		
<input type="checkbox"/>	diabetes symptoms	87	14 ▲	www.medtronicdiabetes.com/AboutDiabetes/SymptomsOfDiabetes	135,000		
<input type="checkbox"/>	time and date	22	2 ▲	www.medtronicdiabetes.com/customer-support/device-settings-and-features/utility-se	110,000		
<input type="checkbox"/>	glucose	19	1 ▼	www.medtronicdiabetes.com/treatments/continuous-glucose-monitoring	90,500		
<input type="checkbox"/>	prescriptions	87	14 ▲	www.medtronicdiabetes.com/customer-support/ordering-and-billing/prescriptions	90,500		
<input type="checkbox"/>	pump	61	1 ▼	www.medtronicdiabetes.com/treatments/insulin-pump-therapy-for-kids	60,500		
<input type="checkbox"/>	glucagon	74	16 ▲	www.medtronicdiabetes.com/lowshighsandsickdays	49,500		
<input type="checkbox"/>	calibrate	60	1 ▼	www.medtronicdiabetes.com/customer-support/sensors-and-transmitters-support/cali	27,100		
<input type="checkbox"/>	diabetes type 2	41	8 ▲	www.medtronicdiabetes.com/treatments/insulin-pump-therapy-type-2	27,100		
<input type="checkbox"/>	diabetes type2	54	4 ▼	www.medtronicdiabetes.com/treatments/insulin-pump-therapy-type-2	27,100		
<input type="checkbox"/>	diabetic type 2	51	No Change	www.medtronicdiabetes.com/treatments/insulin-pump-therapy-type-2	27,100		
<input type="checkbox"/>	infusion	77	5 ▲	www.medtronicdiabetes.com/products/infusion-sets	27,100		
<input type="checkbox"/>	blood glucose level	49					
<input type="checkbox"/>	blood glucose levels	79					
<input type="checkbox"/>	bolus	21					
<input type="checkbox"/>	bolus	20					

- Keyword gap analysis
- Improvement analysis

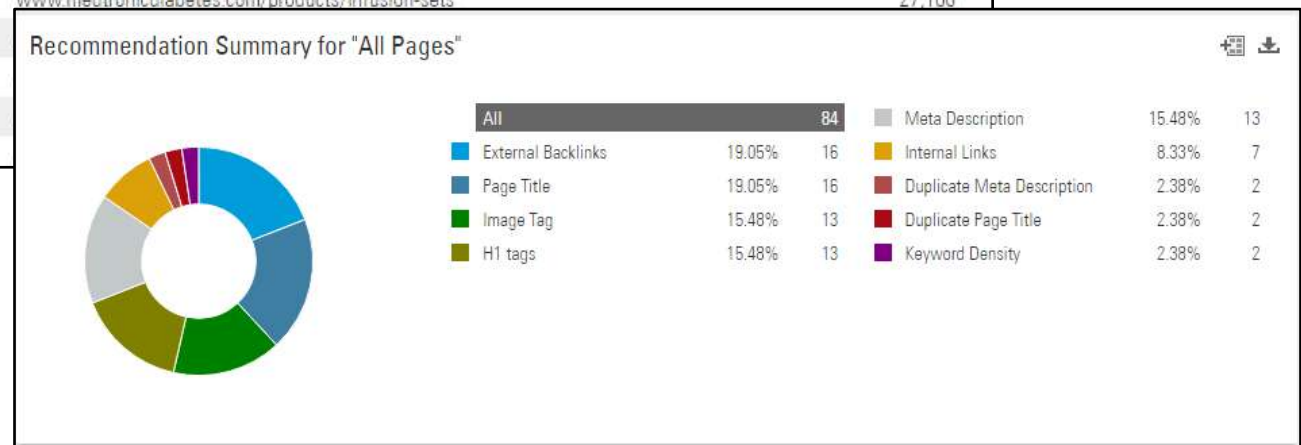
myomnipod.com

g Keywords Long Tail Keywords Conte

Does not contain medtronic × Save Filter

medtronicdiabetes.com

Keyword Gap Analysis





Shop Categories

Help

Welcome Log In
Account Tools

(0)
Lists

All ▾

SEARCH

Home

Janitorial & Maintenance

Browse Janitorial & Maintenance

(83,300 items)

- ▶ Air Purifiers
- ▶ Awnings, Canopies & Shelters
- ▶ Bags-Hamper, Laundry & Mesh
- ▶ Bathroom Partitions
- ▶ Bathroom Supplies
- ▶ Cleaning Supplies
- ▶ Dry Cleaning & Laundry Supplies
- ▶ Floor Care Machines & Vacuums
- ▶ Floor Cleaning Replacement Parts
- ▶ Garbage Can & Recycling
- ▶ Hand Dryers & Towel Dispensers
- ▶ Janitorial & Cleaning Carts
- ▶ Ladders
- ▶ Leak Diverter
- ▶ Lubricants & Rust Prevention

Janitorial & Maintenance Supplies



Outdoor Metal Slatted
Waste Receptacles



Best Value
Trash Containers



Fiberglass
Step Ladders



Vinyl Grid
Matting

as low as
\$17²⁵

shop now

dyson airblade



Global Industrial™
High Velocity
Hand Dryer



Xlerator®
Hand Dryer

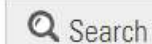


LIVE CHAT



Google US

globalindustrial.com



Search

Overview

High Ranking Keywords

Long Tail Keywords

Content Strategies

Site Comparison

Filters ▾

750,791 ↑41%

Data Cube Score - Search Vol x CTR

230,842 ↑14%

Total Organic Keywords

33,332 ↑7%

Ranked on Page 1

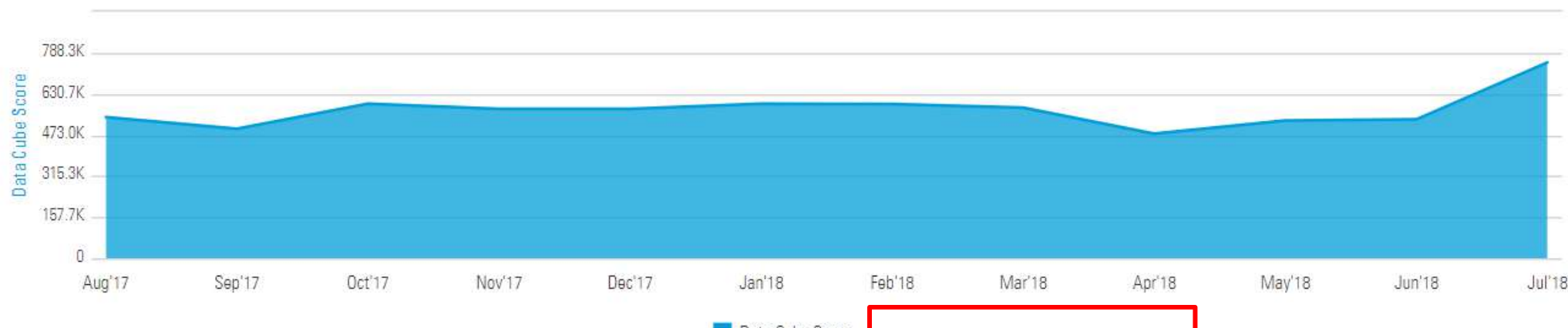
33,927 ↑14%

Ranked on Page 2

29,914 ↑18%

Ranked on Page 3

Content Performance



750,791 ↑41%

Data Cube Score - Search Vol x CTR

230,842 ↑14%

Total Organic Keywords

33,332 ↑7%

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 Google US ▾

globalindustrial.com

 Search

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Ranked on Page 1

Applied Filters: Keyword Contains janitorial × [Save Filter](#)

Applied Filters: Keyword Contains janitorial ×

59 ↓6%

Total Organic Keywords

9 ↑200%

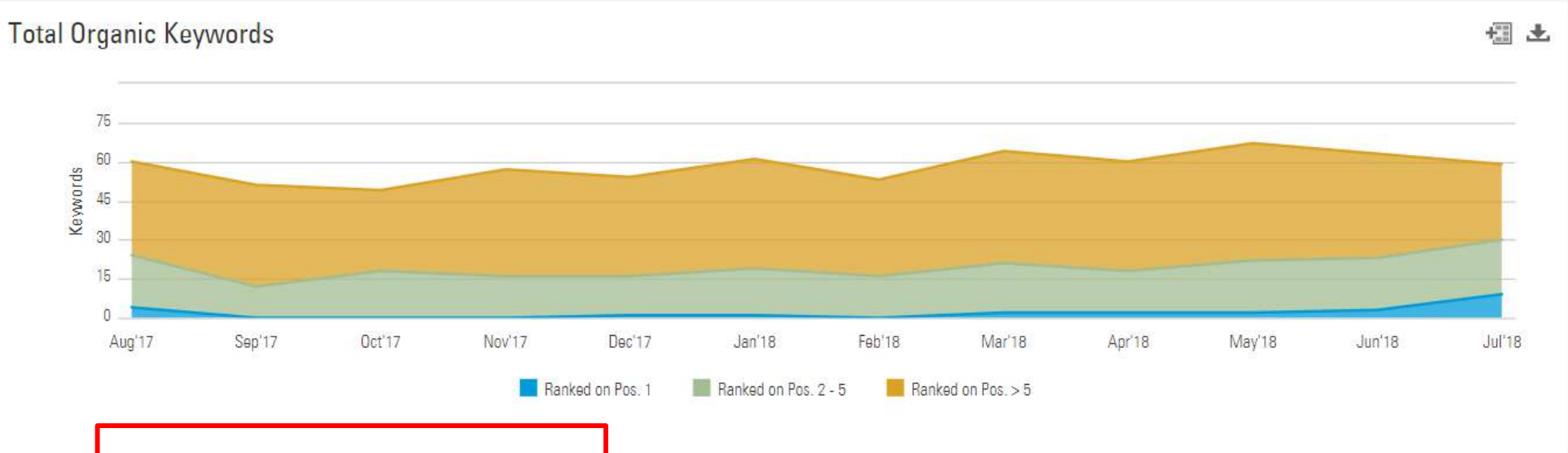
Ranked on Pos. 1

21 ↑5%

Ranked on Pos. 2 - 5

29 ↓28%

Ranked on Pos. > 5



59 ↓6%

Total Organic Keywords

9 ↑200%

Ranked on Pos. 1

21 ↑5%

Ranked on Pos. 2 - 5

29 ↓28%

Ranked on Pos. > 5

Track		Columns									
<input type="checkbox"/>	Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category					
<input type="checkbox"/>	janitorial cart	7	6 ▲	www.globalindustrial.com/c/janitorial-maintenance/cleaning-carts/carts	2,400	Regular Web Listing					
<input type="checkbox"/>	janitorial cart	6	6 ▲	www.globalindustrial.com/c/janitorial-maintenance/cleaning-carts	2,400	Regular Web Listing					
<input type="checkbox"/>	janitorial cart	4	3 ▲	www.globalindustrial.com/p/janitorial-maintenance/cleaning-carts/carts/jani	2,400	Images					
<input type="checkbox"/>	janitorial carts	7	4 ▲	www.globalindustrial.com/c/janitorial-maintenance/cleaning-carts/carts	2,400	Images					
<input type="checkbox"/>	janitorial carts	7	3 ▲	www.globalindustrial.com/p/janitorial-maintenance/cleaning-carts/carts/jani	2,400	Images					
<input type="checkbox"/>	janitorial carts	5	2 ▲	www.globalindustrial.com/c/janitorial-maintenance/cleaning-carts	2,400	Regular Web Listing					
<input type="checkbox"/>	janitorial equipment supply	5	No Change	www.globalindustrial.com/t/janitorial-maintenance	1,300	Regular Web Listing					
<input type="checkbox"/>	janitorial supplies equipment	5	No Change	www.globalindustrial.com/t/janitorial-maintenance	1,300	Regular Web Listing					
<input type="checkbox"/>	janitorial equipment	4	No Change	www.globalindustrial.com/t/janitorial-maintenance	720	Regular Web Listing					
<input type="checkbox"/>	janitorial carts rubbermaid	5	96 ▲	www.globalindustrial.com/p/janitorial-maintenance/cleaning-carts/carts/rub	590	Images					
<input type="checkbox"/>	janitorial carts rubbermaid	11	3 ▲	www.globalindustrial.com/p/janitorial-maintenance/cleaning-carts/carts/rub	590	Regular Web Listing					
<input type="checkbox"/>	rubbermaid janitorial cart	2	99 ▲	www.globalindustrial.com/p/janitorial-maintenance/cleaning-carts/carts/rub	590	Images					
<input type="checkbox"/>	rubbermaid janitorial carts	10	3 ▲	www.globalindustrial.com/p/janitorial-maintenance/cleaning-carts/carts/rub	590	Regular Web Listing					
<input type="checkbox"/>	janitorial uniforms	6	1 ▼	www.globalindustrial.com/c/janitorial-maintenance/uniforms-workwear	480	Regular Web Listing					
<input type="checkbox"/>	janitorial uniforms	9	3 ▲	www.globalindustrial.com/c/janitorial-maintenance/uniforms-workwear/indu	480	Images					
<input type="checkbox"/>	janitorial mop	9	7 ▲	www.globalindustrial.com/c/janitorial-maintenance/mopping/supplies	320	Regular Web Listing					
<input type="checkbox"/>	industrial janitorial supplies	10	5 ▲	www.globalindustrial.com/t/janitorial-maintenance	260	Regular Web Listing					
<input type="checkbox"/>	janitorial cleaning carts	3	No Change	www.globalindustrial.com/c/janitorial-maintenance/cleaning-carts	110	Regular Web Listing					
<input type="checkbox"/>	janitorial mop sink	1	3 ▲	www.globalindustrial.com/p/plumbing/sinks/specialty/three-sided-splash-foi	110	Images					
<input type="checkbox"/>	janitorial mop sink	9	4 ▲	www.globalindustrial.com/c/plumbing/sinks/specialty	110	Regular Web Listing					
<input type="checkbox"/>	janitorial mop sink	1	4 ▲	www.globalindustrial.com/p/plumbing/sinks/specialty/right-side-back-splash	110	Images					
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<input type="checkbox"/>	janitorial mop sink	10	91 ▲								
<input type="checkbox"/>	janitorial vacuums	8	2 ▲								
<input type="checkbox"/>	janitorial equipment and supplies	5	1 ▼								

■ 59 page one terms containing “janitorial”

■ Annual search volume: 289,680

Show 25 entries

Showing 1 to 25

- 59 page one terms containing “janitorial”
- Annual search volume: 289,680
- Google 1 year coverage cost: \$32,213.28

[Chat Now](#)

Online

Customer Service Open
24 Hours TodaySix Warehouses for
Faster Shipping!

Login

Register

Cart 0

WebstaurantStore

plus

Fast & Free Shipping!
[Learn More](#)

Search

Restaurant
EquipmentCommercial
Refrigeration

Smallwares

Storage &
Transport

Tabletop

Disposables

Furniture

Washing &
LaundryRestaurant
DinnerwareFood &
BeverageJanitorial
SuppliesBusiness
Type [WebstaurantStore](#) > [Janitorial Supplies](#)

Janitorial Supplies



Cleaning Carts and Tools

These cleaning carts and tools are perfect for foodservice and hospitality businesses that are looking for cleaning and transport solutions.

[Shop Cleaning Carts and Tools](#)

11 CATEGORIES

Bottles, Sprayers, Hoses and
Buckets

Dusters



Janitorial Brushes



Microfiber Cloths & Mitts




Can Liner Guide

Choosing trash can liners may seem as simple as finding ones that will fit your trash can.




Janitorial Brush Buying Guide

Nothing ruins a dining out experience like messy floors, dusty windows, and dirty

 Google US ▾

webstaurantstore.com

 Search

OverviewHigh Ranking KeywordsLong Tail KeywordsContent StrategiesSite Comparison

Filters ▾

4,002,861 ↑69%

Data Cube Score - Search Vol x CTR

357,104 ↑16%

Total Organic Keywords

140,788 ↑35%

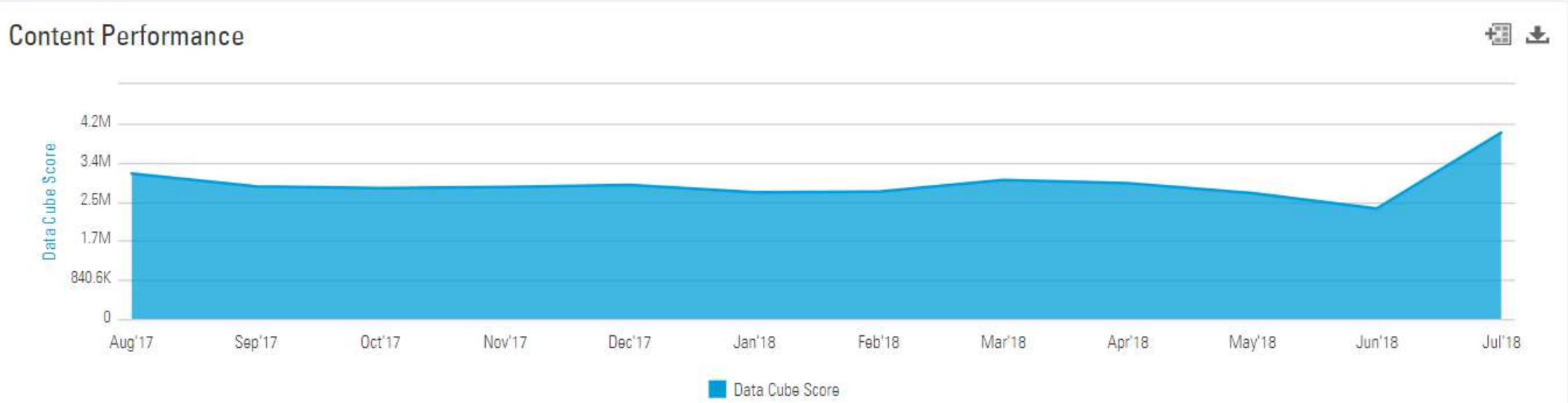
Ranked on Page 1

40,062 ↑3%

Ranked on Page 2

30,373 ↑3%

Ranked on Page 3



4,002,861 ↑69%

Data Cube Score - Search Vol x CTR

357,104 ↑16%

Total Organic Keywords

140,788 ↑35%

Ranked on Page 1

40,062 ↑3%

Ranked on Page 2

30,373 ↑3%

Ranked on Page 3

Google US ▾

webstaurantstore.com

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Ranked on Page 1

Applied Filters: Keyword Contains janitorial × [Save Filter](#)

Applied Filters: Keyword Contains janitorial ×

109 ↑15%

4 ↑100%

37 ↑54%

68 ↓1%

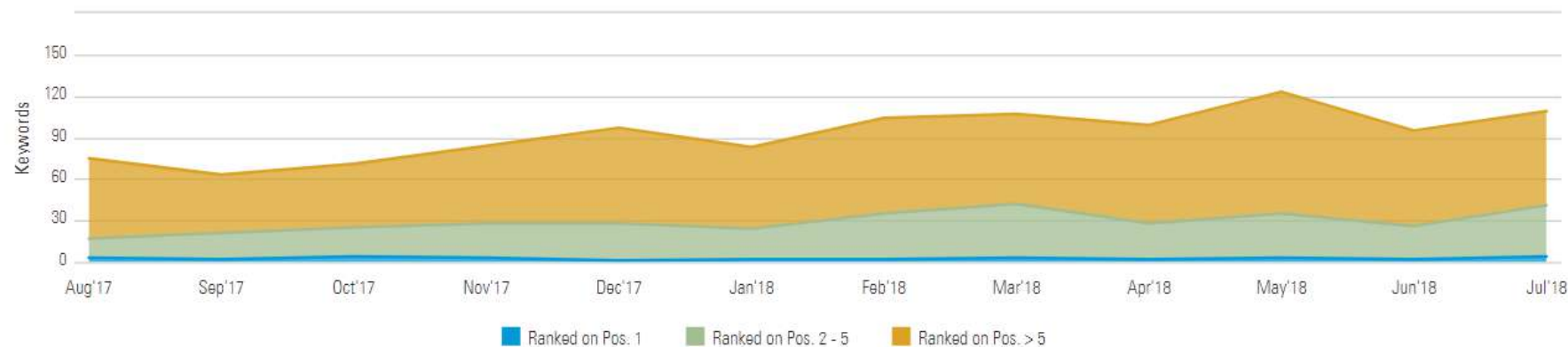
Total Organic Keywords

Ranked on Pos. 1

Ranked on Pos. 2 - 5

Ranked on Pos. > 5

Total Organic Keywords



109 ↑15%

Total Organic Keywords

4 ↑100%

Ranked on Pos. 1

37 ↑54%

Ranked on Pos. 2 - 5

68 ↓1%

Ranked on Pos. > 5

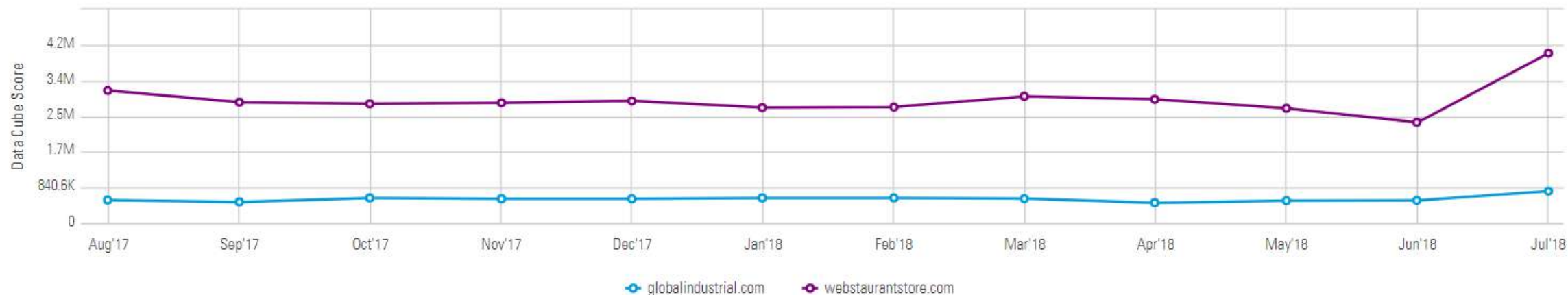
Track		Columns									
	Keyword		Blended Rank	Blended Rank Change		Page		Search Volume		Category	
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<input type="checkbox"/>	janitorial supplies		7	1 ▼		www.webstaurantstore.com/restaurant-janitorial-supplies.html		22,200		Regular Web Listing	
<input type="checkbox"/>	janitorial supply		6	5 ▲		www.webstaurantstore.com/restaurant-janitorial-supplies.html		22,200		Regular Web Listing	
<input type="checkbox"/>	janitorial carts		4	No Change		www.webstaurantstore.com/24807/janitor-carts-and-janitor-caddies.html		2,400		Regular Web Listing	
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<input type="checkbox"/>	janitorial carts		7	1 ▲		www.webstaurantstore.com/24807/janitor-carts-and-janitor-caddies.html		2,400		Images	
<input type="checkbox"/>	janitorial cart		4	97 ▲		www.webstaurantstore.com/24807/janitor-carts-and-janitor-caddies.html		2,400		Images	
<input type="checkbox"/>	janitorial supplies equipment		11	No Change		www.webstaurantstore.com/restaurant-janitorial-supplies.html		1,300		Regular Web Listing	
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<input type="checkbox"/>	janitorial supply stores		10	3 ▲		www.webstaurantstore.com/restaurant-janitorial-supplies.html		880		Regular Web Listing	
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<input type="checkbox"/>	janitorial carts rubbermaid		10	3 ▲		www.webstaurantstore.com/24807/janitor-carts-and-janitor-caddies.html?venc		590		Regular Web Listing	
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<input type="checkbox"/>	rubbermaid janitorial carts		9	7 ▲		www.webstaurantstore.com/24807/janitor-carts-and-janitor-caddies.html?venc		590		Regular Web Listing	
<input type="checkbox"/>	janitorial carts rubbermaid		8	93 ▲		www.webstaurantstore.com/video-2919/rubbermaid-quick-cart-applications.ht		590		Videos	
<input type="checkbox"/>	commercial janitorial supplies		5	No Change		www.webstaurantstore.com/restaurant-janitorial-supplies.html		480		Regular Web Listing	
<input type="checkbox"/>	janitorial cleaning supplies		5	No Change		www.webstaurantstore.com/restaurant-janitorial-supplies.html		390		Regular Web Listing	
<input type="checkbox"/>	janitorial supplies wholesale		13	1 ▲		www.webstaurantstore.com/restaurant-janitorial-supplies.html		390		Regular Web Listing	
<input type="checkbox"/>	cleaning janitorial supplies		3	1 ▲		www.webstaurantstore.com/restaurant-janitorial-supplies.html		390		Regular Web Listing	
<input type="checkbox"/>	janitorial cleaning supply		3	1 ▲		www.webstaurantstore.com/restaurant-janitorial-supplies.html		390		Regular Web Listing	
<input type="checkbox"/>	clean janitorial supply		7	No Change							
<input type="checkbox"/>	janitorial mop		10	7 ▲							
<input type="checkbox"/>	janitorial mop		3	7 ▲							

Show 25 entries Showing 1 to 25 of 109

- 109 page one terms containing “janitorial”
- Annual search volume: 1,339,440
- Google 1 year coverage cost: \$158,889

Comparative Report: “All Terms”

Content Performance



Month of **Jul 2018** (compared to Month of Jun 2018)

Select Different Periods

Columns

Site	Data Cube Score	Data Cube % Change	Total Organic Keywords	Total Organic Keywords % Change	Ranked on Page 1	Ranked on Page 1 % Change
globalindustrial.com	750,791	40.98% ▲	230,842	14.13% ▲	33,332	7.17% ▲
webstaurantstore.com	4,002,861	68.64% ▲	357,104	16.01% ▲	140,788	35.29% ▲

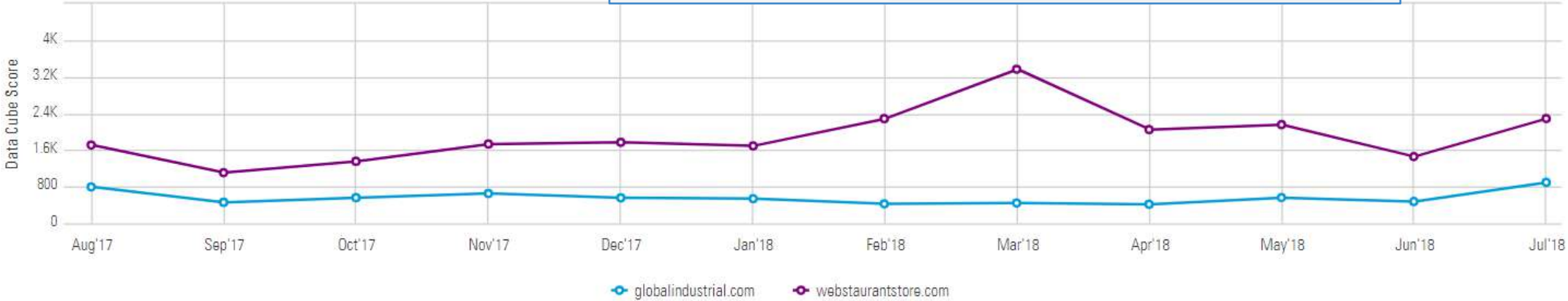
Comparative Report: “Janitorial”

Content Performance

Keyword Gap Analysis

Content Performance

Applied Filters: Keyword Contains janitorial



Month of Jul 2018 (compared to Month of Jun 2018)

Select Different Periods

Columns

Site	Data Cube Score	Data Cube % Change	Total Organic Keywords	Total Organic Keywords % Change	Ranked on Page 1	Ranked on Page 1 % Change
globalindustrial.com	894	87.51% ▲	165	13.79% ▲	59	6.35% ▼
webstaurantstore.com	2,288	56.88% ▲	281	4.85% ▲	109	14.74% ▲

Show 25 entries

Showing 1 to 2 of 2 entries

First Previous 1 Next Last

Side by Side Comparison

KPI	globalindustrial.com	webrestaurantstore.com
Datacube score	750,791	4,002,861
Page 1 Rankings	33,332	140,788
Page 1 Rankings “Janitorial”	59	109
Estimated Yearly “Janitorial” Search Volume	289,680	1,344,360
Estimated Yearly “Janitorial” Clicks	20,883	104,245
Estimated Yearly “Janitorial” Search Value	\$32,213	\$158,889

The screenshot shows the Global Industrial website's 'Janitorial & Maintenance Supplies' page. The header includes the Global Industrial logo, a phone number (1.888.978.7759), and navigation links like 'Log In', 'View Cart', 'Contact Us', 'Track Order', and 'Quick Order'. A search bar is present with a 'SEARCH' button. The main content area features a list of product categories on the left, including 'Air Purifiers', 'Awnings, Canopies & Shelters', 'Bags-Hamper, Laundry & Mesh', 'Bathroom Partitions', 'Bathroom Supplies', 'Cleaning Supplies', 'Dry Cleaning & Laundry Supplies', 'Floor Care Machines & Vacuums', 'Floor Cleaning Replacement Parts', 'Garbage Can & Recycling', 'Hand Dryers & Towel Dispensers', 'Janitorial & Cleaning Carts', 'Ladders', 'Leak Diverter', and 'Lubricants & Rust Prevention'. The main product display includes 'Outdoor Metal Slatted Waste Receptacles', 'Best Value Trash Containers', 'Fiberglass Step Ladders', and 'Vinyl Grid Matting' (priced at \$17.25). A 'LIVE CHAT' button is visible on the right side of the product display.

The screenshot shows the WebrestaurantStore website's 'Janitorial Supplies' page. The header includes the WebrestaurantStore logo, a phone number (1.888.978.7759), and navigation links like 'Log In', 'Register', and 'Cart'. A search bar is present with a 'Search' button. The main content area features a list of product categories on the left, including 'Restaurant Equipment', 'Commercial Refrigeration', 'Smallwares', 'Storage & Transport', 'Tabletop', 'Disposables', 'Furniture', 'Washing & Laundry', 'Restaurant Dinnerware', 'Food & Beverage', 'Janitorial Supplies', and 'Business Type'. The main product display includes 'Cleaning Carts and Tools' (described as 'perfect for foodservice and hospitality businesses that are looking for cleaning and transport solutions'), 'Can Liner Guide' (described as 'Choosing trash can liners may seem as simple as finding ones that will fit your trash can'), and 'Janitorial Brush Buying Guide' (described as 'Nothing ruins a dining out experience like messy floors, dusty windows, and dirty'). A grid of product categories is shown at the bottom, including 'Bottles, Sprayers, Hoses and Buckets', 'Dusters', 'Janitorial Brushes', 'Microfiber Cloths & Mitts', and 'Cleaning Carts and Tools'.

Keyword Gap Analysis

Applied Filters: Keyword Contains janitorial × Blended Rank Better than 11 × Search Volume Greater than 49 ×

<input type="checkbox"/>	Keyword ⓘ ↕	Blended Rank ⓘ ↕	Blended Rank Change ⓘ ↕	Page ⓘ ↕	Search Volume ⓘ ↕
<input type="checkbox"/>	☰ janitorial supplies	7	1 ▼	☰ www.webstaurantstore.com/re	22,200
<input type="checkbox"/>	☰ janitorial supply	6	95 ▲	☰ www.webstaurantstore.com/re	22,200
<input type="checkbox"/>	☰ janitorial supply stores	10	91 ▲	☰ www.webstaurantstore.com/re	880
<input type="checkbox"/>	☰ janitorial supplies store	8	No Change	☰ www.webstaurantstore.com/re	880
<input type="checkbox"/>	☰ commercial janitorial supplies	5	No Change	☰ www.webstaurantstore.com/re	480
<input type="checkbox"/>	☰ janitorial cleaning supply	3	1 ▲	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ janitorial cleaning supplies	5	No Change	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ cleaning janitorial supplies	3	1 ▲	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ clean janitorial supply	7	No Change	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ janitorial products	9	92 ▲	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ janitorial dust mop	8	2 ▲	☰ www.webstaurantstore.com/si	
<input type="checkbox"/>	☰ janitorial cleaning products	7	No Change	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ list of janitorial supplies	7	No Change	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ professional janitorial supplies	10	No Change	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ janitorial carts for sale	9	92 ▲	☰ www.webstaurantstore.com/2	
<input type="checkbox"/>	☰ janitorial cleaning supplies nee	7	1 ▲	☰ www.webstaurantstore.com/re	
<input type="checkbox"/>	☰ used janitorial carts	4	1 ▲	☰ www.webstaurantstore.com/le	
<input type="checkbox"/>	☰ unisource janitorial supply	2	99 ▲	☰ www.webstaurantstore.com/vi	
<input type="checkbox"/>	☰ unisource janitorial supply	2	99 ▲	☰ www.webstaurantstore.com/fa	
<input type="checkbox"/>	☰ unisource janitorial supply	2	99 ▲	☰ www.webstaurantstore.com/vi	
<input type="checkbox"/>	☰ janitorial vacuum cleaners	6	3 ▲	☰ www.webstaurantstore.com/1	50
<input type="checkbox"/>	☰ online janitorial supplies	8	2 ▼	☰ www.webstaurantstore.com/re	50
<input type="checkbox"/>	☰ online janitorial supply	10	4 ▼	☰ www.webstaurantstore.com/re	50
<input type="checkbox"/>	☰ janitorial supplies online	6	No Change	☰ www.webstaurantstore.com/re	50
<input type="checkbox"/>	☰ janitorial vacuum cleaners	7	94 ▲	☰ www.webstaurantstore.com/le	50

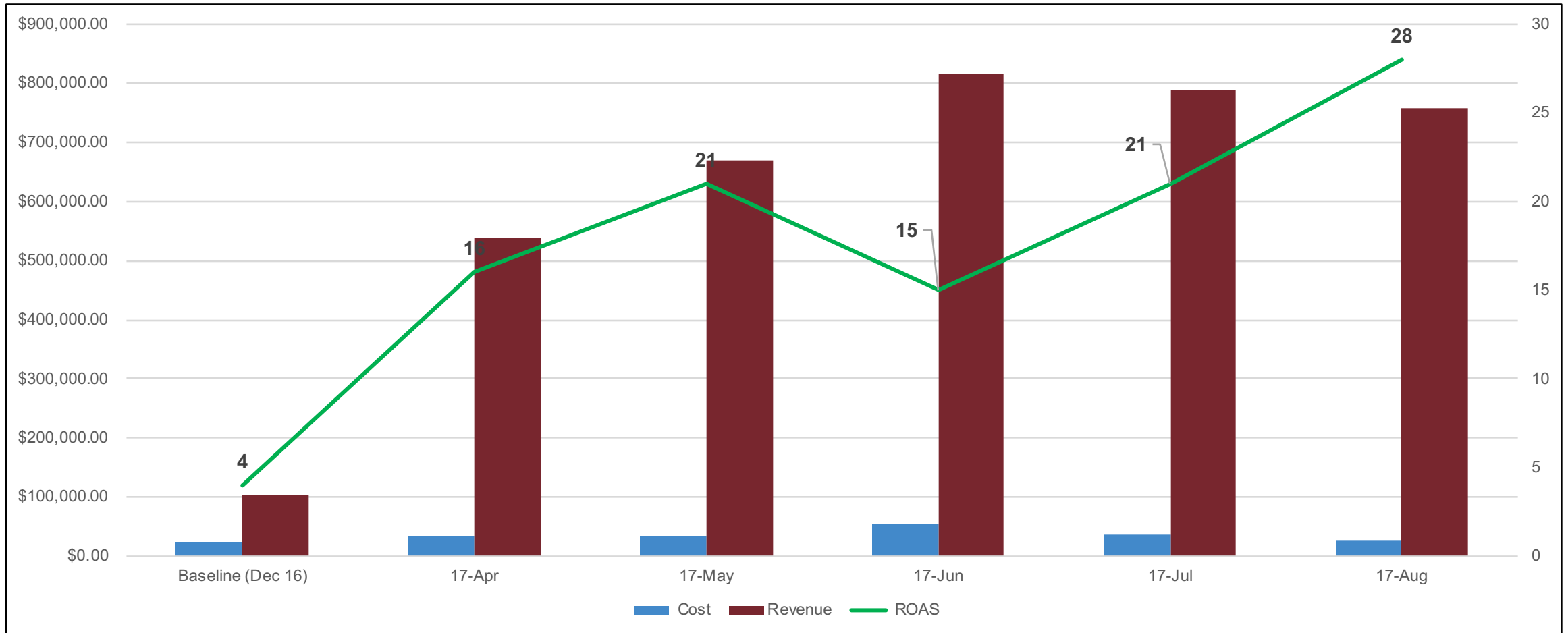
- 25 terms with over 600 searches per year
- 594,360 total searches per year
- Google estimate per year value: \$118,842
- Estimated annual clicks: 78,607

Helpful SEO Takeaways...

- Take SEO very seriously and do it!
 - You will look back and say it was the best thing you ever did for your business
- Document, prioritize and share your target terms on a hot sheet
 - Relevance and search volume
 - Competitive presence
 - Category and product terms
 - Profitability and CLV (customer life time value)
- Optimize on categories and products
 - Category pages: “fishing tackle” with static and dynamic elements that draw people into the shopping experience
 - Product pages: “Shimano Baitrunner D ” with clean code and unique descriptions for each published instance
- Know where you stand by monitoring your SEO health
 - Website code compliance and content optimization
 - Competitive presence under target terms and the full universe of terms
 - Know and track your ROI KPIs (traffic, actions, sales, leads)

2. SEM (Paid Search)

Ecommerce Case Study: SEM Volume and Efficiency



- 600% increase in ROAS from December to August

Paid Search Management Process



Commercial Oven: \$37,200 Per Year


commercial oven

All Shopping Images News Maps More Settings Tools


About 339,000,000 results (0.65 seconds)

See commercial ovens


Sponsored




Cooking Performance...
\$2,149.00
WebstaurantSto...
Free shipping




Winholt NHPL-1810/HH Half...
\$899.00
WebstaurantSto...
Free shipping



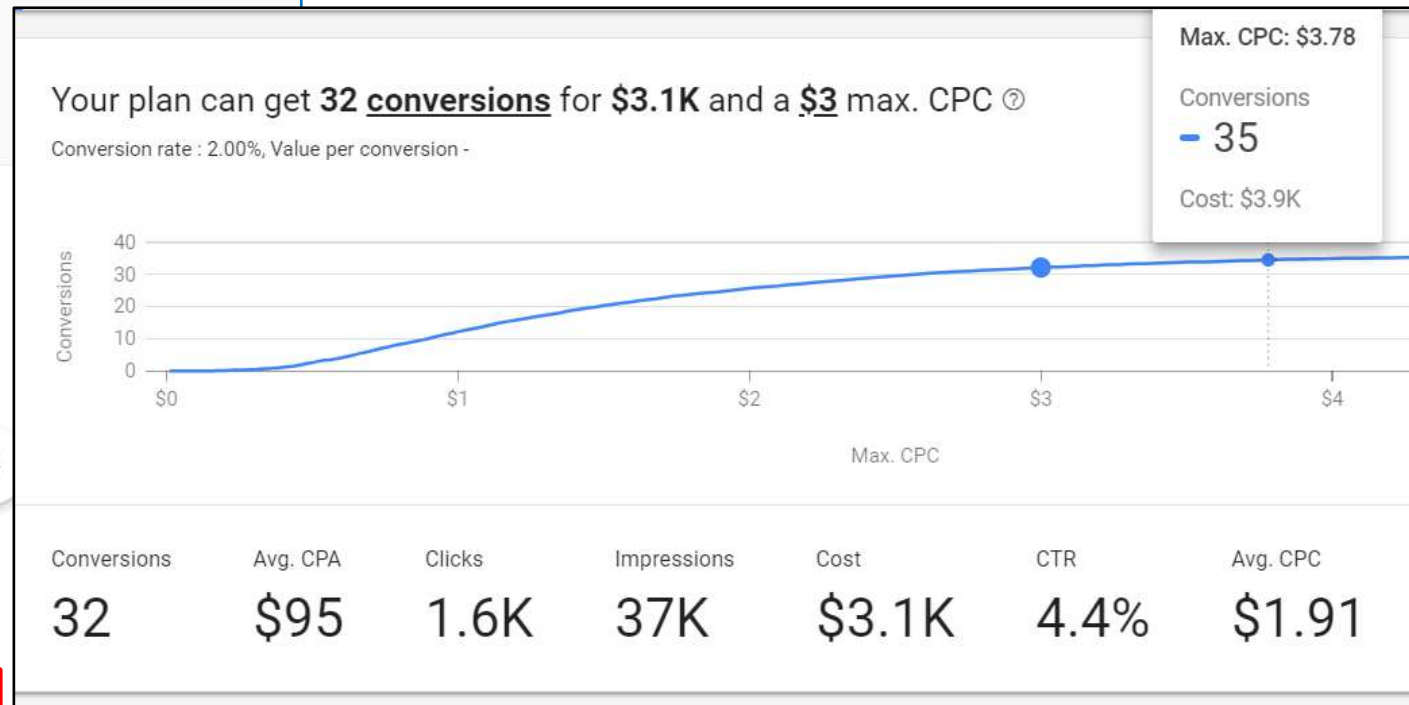
Vulcan VC44GD-NAT Natural Ga...
\$7,590.00
WebstaurantSto...
Free shipping



Blodgett SHO-100-E Single De...
\$3,095.00
WebstaurantSto...
Free shipping



Doyon JAOP14 Two Section Jet...
\$23,867.25
WebstaurantSto...
Free shipping



Commercial Oven | #1 Rated Restaurant Supplier

www.webstaurantstore.com/Equipment/Ovens

★★★★★ Rating for webstaurantstore.com: 4.6 - 27,462 reviews - Return policy: Most items 30+ days
Order Your **Commercial Oven** By 2PM EST-We Will Ship To Your City Today! Food Service Guides.
Tailgate Equipment · Customizable Products · Restaurant Equipment · Food Service Education

Commercial Ovens | Restaurant Ovens for Sale - WebstaurantStore

<https://www.webstaurantstore.com/42715/commercial-ovens.html>

Shop our restaurant & **commercial oven** selection to find the perfect oven for your foodservice business.
Wholesale prices, fast shipping, & superior service!
Commercial Convection Ovens · Countertop Convection Oven · Rotisserie Oven

Commercial Oven | Commercial Ovens for Sale - RestaurantSupply

<https://www.restaurantsupply.com/commercial-ovens>

Shop our **commercial ovens** to find the right oven for your restaurant or food service business.
Wholesale prices, fast shipping and superior service. If you're ...
Convection Ovens · Gas Convection Ovens · Bakery Deck Ovens

**\$37,200 per year
to cover this
single term!**

Google estimated metrics: Oct. 2018

The big question is:

How can I afford to be at the top for the top searched terms in my space?

Battle is Won on The Landing Page

Old Environment

Express Registration:

To register for A 15 Minute Guide to Enterprise Content Management, please enter your name and e-mail address below.

*First Name:

*Last Name:

*E-mail Address:

Submit Online

Reset

Copyright

rights Reserved. | Privacy Policy |

New Environment

ServicosSupport & TrainingLeadership & InnovationAbout EMCMore Information

Get the White Paper:
15 Minute Guide to Enterprise Content Management

Get Access Now!

Content is at the heart of your business.

Enterprise content management enables organizations to leverage enterprise knowledge assets for competitive advantage. This paper will help you understand the importance of information lifecycle management for enterprise content management users, identify key drivers for information lifecycle management, why organizations need to adopt an information lifecycle management strategy, and the benefits of information lifecycle management for enterprise content management users.

15 Minute Guide covers the following topics:

- What is enterprise content management (ECM)? What types of technologies should I be considering to manage the unstructured content that is growing exponentially in my organization?
- Why should I care about ECM and its related technologies? Why should I consider ECM to be a strategic necessity? Why should I move it up the priority list for investment?
- Are there already things I should be doing something to manage all this unstructured content, but when should I be looking to implement?
- How can I successfully implement such technologies when they're likely to cross departments and functions and include suppliers, partners, and customers?
- Where should I start?

>> Get access now

Registration

To view this information, please take a moment to tell us about yourself.

*Country

Please select

*First Name

*Last Name

*E-mail Address

*Company Name

*Phone

*Job Title

☐ Send me communications on my key business and technology priorities

* Required Fields

SUBMIT

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	Old Environment	New Environment	% Change
Conversion Rate	1.07%	14.46%	1,251%

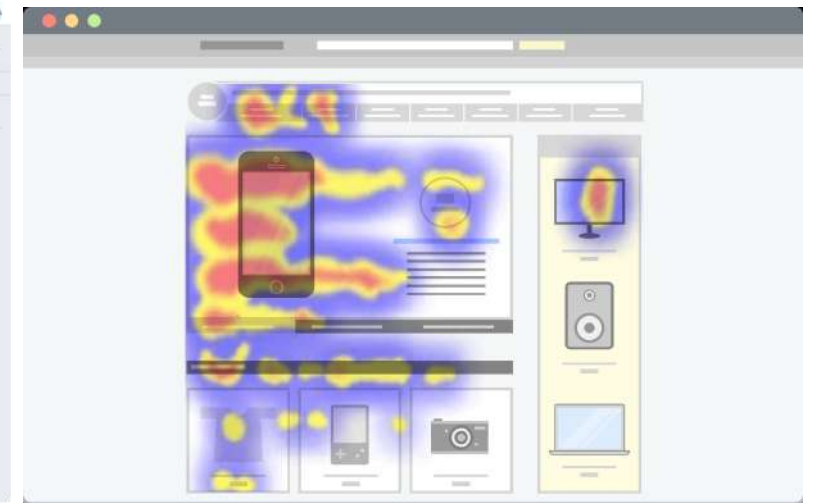
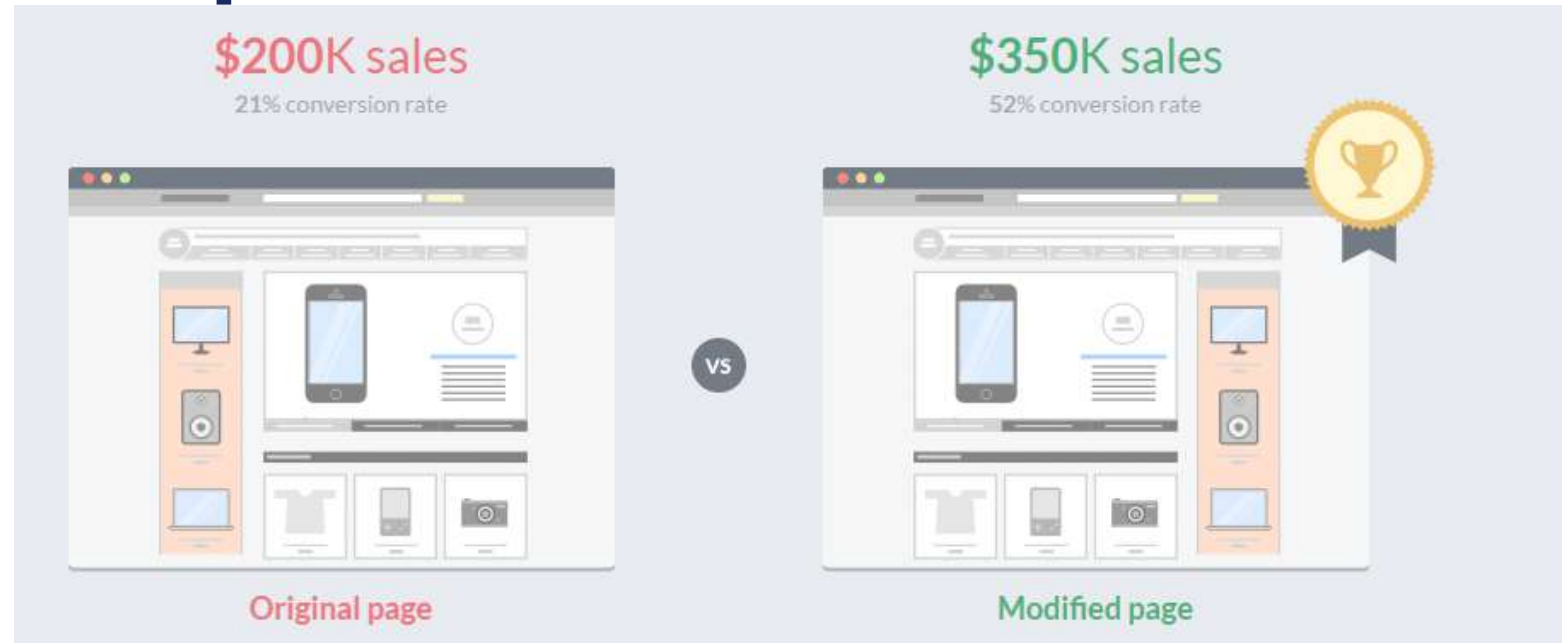
Conversion Rate Optimization via VWO

- Landing page CRO for ecommerce

- Prices
- Offers
- Copy
- Images
- Video
- Page structure
- Associated products

- KPIs

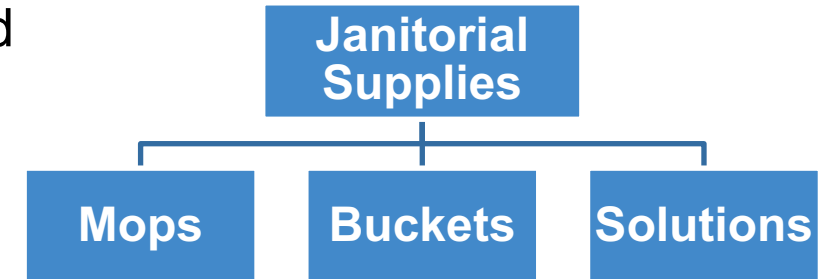
- Conversion rate
- Average sale



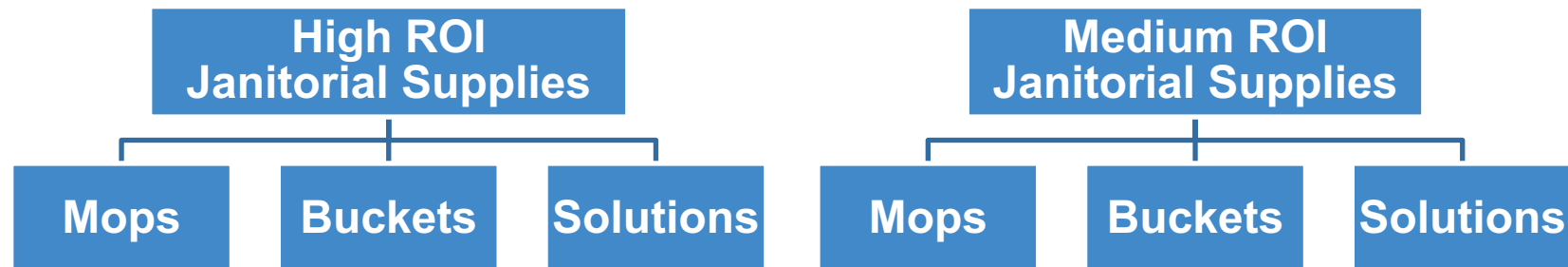
Account Structure Product vs. ROI Taxonomy

- One budget and impression share level for entire category and campaign
- Lower performing terms may be depriving high ROI terms of budget

Product Taxonomy



ROI Taxonomy



- Maximize impression share and budget for high ROAS and conversion volume (10+) terms
- Use all funds until 95%+ impression share or point of diminishing returns is reached

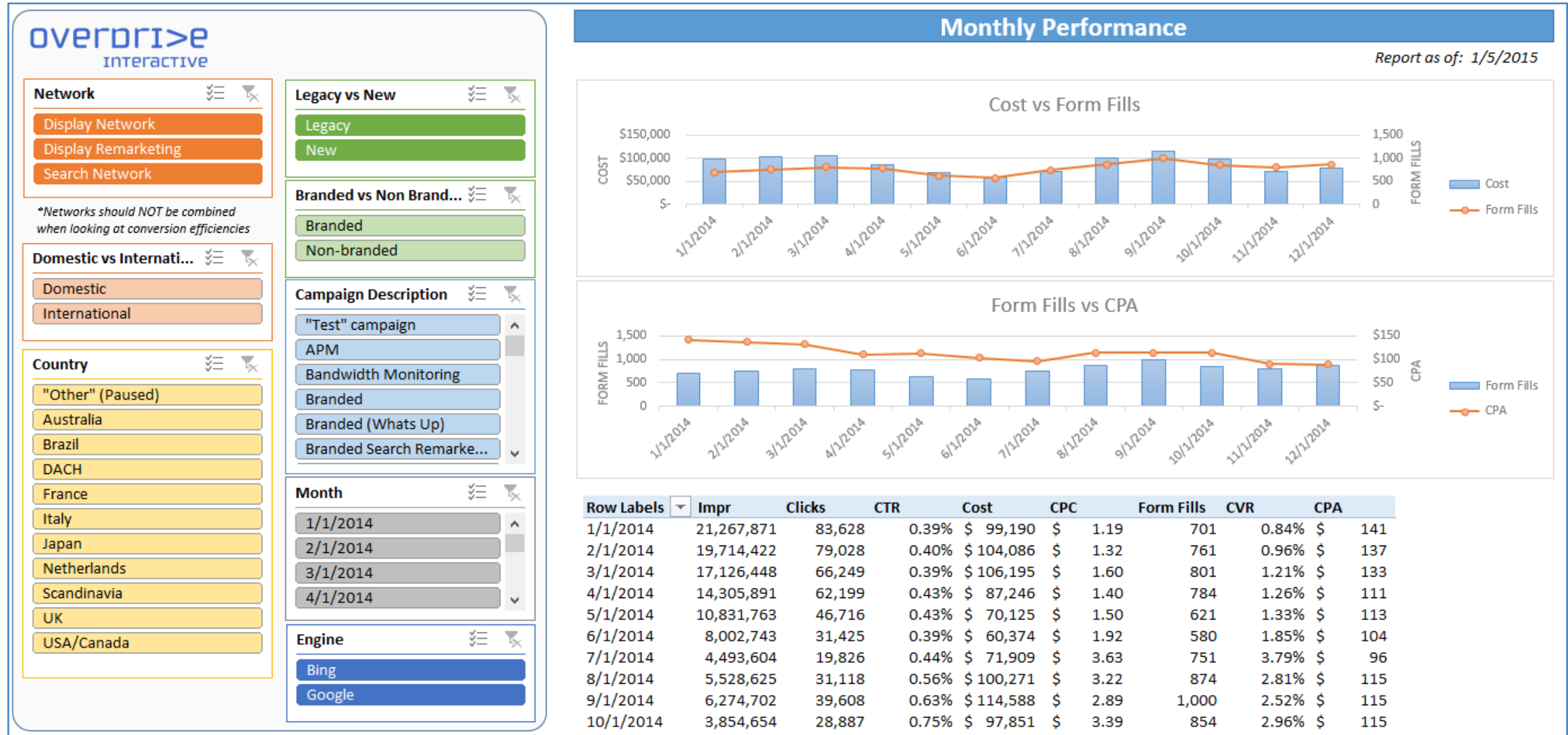
- Utilize remaining budget for medium performing terms
- Migrate performing terms into High ROI campaign

Reveal the Full Value Keyword Level Call Tracking & Click to Call

Google search results for "webstaurant". The search bar shows "webstaurant" with a search icon. Below the search bar are tabs for ALL, SHOPPING, NEWS, MAPS, and IMAGES. The first result is an advertisement for "WebstaurantStore® (Official) | #1 Rated Restaurant Supplier" with the URL "www.webstaurantstore.com/". The ad text describes the store's offerings and includes a "Call (717) 392-7472" button at the bottom, which is highlighted with a red box.

Campaign	Clicks	CTR ?	Avg. CPC ?	Calls ?	Missed calls ?	Rcvd. calls ?	Avg. call duration ?
Total	156,095	3.16%	\$2.32	13,309	138	13,171	8 mins 56 secs
Insurance CA	2,286	13.51%	\$2.15	691	8	683	9 mins 21 secs
Insurance MA	1,784	1.52%	\$1.46	537	6	531	8 mins 49 secs
PPO NY	1,183	0.89%	\$1.59	514	5	509	8 mins 7 secs
HMO FL	1,118	1.18%	\$1.48	485	5	480	6 mins 19 secs
HMO CA	919	0.92%	\$1.68	466	3	463	8 mins 37 secs
Why TX	1,408	1.22%	\$1.90	458	5	453	9 mins 17 secs

Sample Paid Search Topline



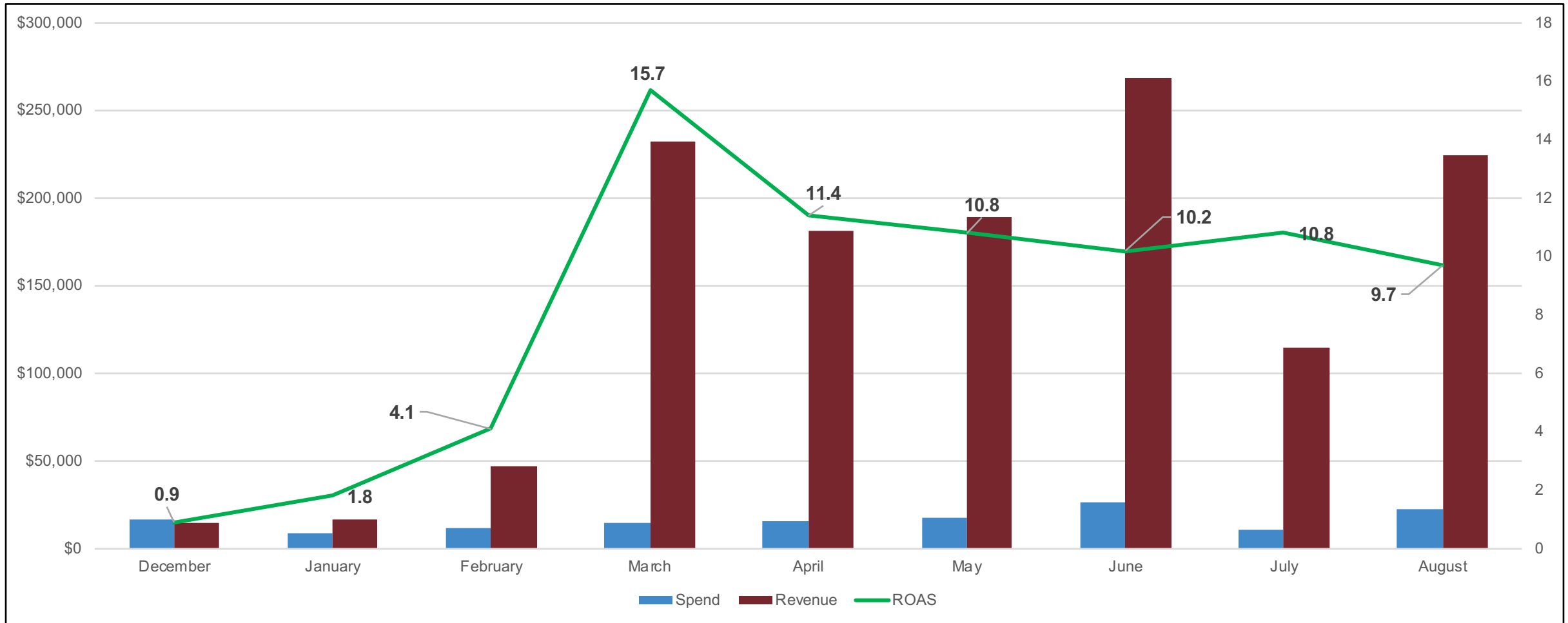
Helpful SEM Takeaways...

- Know your KPIs
 - Meet with your people and have a weekly (if not daily) tracking summit
 - Question why things did not work / Question why things did work
- Test an ROI based campaign taxonomy
 - Focus your budget and impression share on what works!
 - Have multiple ROI thresholds set in your bid management platform
- Reveal the full value
 - Track phone calls and online purchases to their source
- Over time, know your new customer rate and value
 - Identify customer sources and product sales that yield high value customers
 - Bid higher on terms and products that yield high value repeat customers
- Implement zealous CRO (conversion rate optimization)
 - The battle is won on the landing page – make the best of this one chance!
 - Great landing pages turn non-performing terms into performing terms

3. PLAs and Feeds (Paid Search)

Ecommerce Case Study

PLAs (Product Listing Ads)



- 978% increase in ROAS from December to August

PLAs/Shopping Feed Advertising

amazon Google

facebook SORT↕PRICE R Rakuten Bing

PriceRunner Walmart shopzilla SHOPRUNNER

FlexShopper
lease the brands you love

ebay

X Nextag

Feed Creation, Management & Optimization

Category	Title	Link	SKU	Price	Image
Sporting Goods > Exercise & Fitness > Cardio Machines >	Comfort R Recumbent Bike	http://www.hc	HB0002-01	599.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	Comfort U Upright Bike	http://www.hc	HB0005-01	499.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	EX-57 Elliptical	http://www.hc	HEP0032-00	499.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	EX-59	http://www.hc	HEP0010-01	629.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	EX-59 Elliptical	http://www.hc	HEP0043-00	629.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	EX-79 Elliptical	http://www.hc	HEP0085-01	799.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	EX-79 Elliptical	http://www.hc	HEP0088-01	999.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	M4 Indoor Cycle	http://www.hc	HFC001HOS	399.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	RC30 Recumbent Bike	http://www.hc	HB0043-00	429.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	T101 Treadmill	http://www.hc	HTM0544-01	629.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	T202 Treadmill	http://www.hc	HTM0545-01	799.99 USD	http://www.h
Sporting Goods > Exercise & Fitness > Cardio Machines >	T303 Treadmill	http://www.hc	HTM0507-01	999.99 USD	http://www.h

Dynamic Product Feed 72 Fields

treadmill

Google

All Shopping Images News Videos More Search tools

About 32,800,000 results (0.45 seconds)

NordicTrack® Treadmills - Columbus Day Sale: Ends Monday
www.nordictrack.com/Treadmills
 4.3 ★★★★★ rating for nordictrack.com
 Clearance Prices on Premium Treadmills. Free Shipping & Low Financing.
 Free Shipping - Premium Quality - 30-Day Trial - No-Interest Financing
 X11i Incline Trainer Commercial 2450 Treadmill
 Commercial 1750 Treadmill X7i Incline Trainer

Shop For Treadmills Online - #1 Consumer Rated Treadmills
www.solefitness.com/Treadmills (866) 780-7653
 SOLE Is The Fastest Growing Brand In Fitness. Top Quality & Customer Support.
 "Best Buy" in fitness - #1 in Customer Service - Free Shipping!
 Products: , New Sole F83 Treadmill, New Sole F65 Treadmill, New Sole F80 Treadmill...
 Sole F85 New Model - Sole TT8 Light Commercial - Sole F63 New Model - Sole F80 New Model

Shop for treadmill on Google

Sponsored

New Sole F63 Treadmill \$999.99 Sole Fitness

Nordic Track Commercial ... \$1,449.00 NordicTrack

New Sole F80 Treadmill \$1,499.99 Sole Fitness

Nordic Track C 700 Treadmill \$799.00 NordicTrack

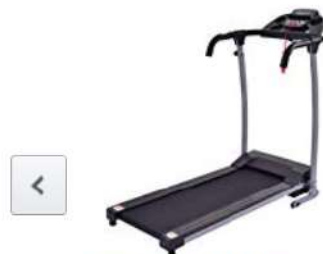
New Sole TT8 Treadmill \$2,499.99 Sole Fitness

Nordic Track X7i Incline ... \$1,599.00 NordicTrack

NordicTrack C 830 Treadmill ... \$799.00 NordicTrack

New Sole F85 Treadmill \$1,999.99 Sole Fitness

Sponsored products related to this item (What's this?)



GoPlus 800W Folding Treadmill Electric Motorized Power Fitness Running Machine W/Mo...
 ★★★★★ 303
 \$205.99



GoPlus 2.25HP Electric Treadmill Foldable Running Jogging Fitness Machine for Home ...
 ★★★★★ 28
 \$249.99



GoPlus 1100W Folding Treadmill Electric Motorized Power Fitness Running Machine w/ ...
 ★★★★★ 110
 \$179.99




Sunny Health & Fitness Asuna SpaceFlex Motorized Running Treadmill with Auto...
 ★★★★★ 2
 \$769.99 prime

amazon


Google Merchant Feed Powered Merchandising and Dynamic Ads

Shop for burton snowboard on Google


Sponsored ⓘ




Burton Clash Snowboard 2...
\$251.90
evo.com
★★★★★ (11)




Burton Chopper Sno...
\$179.95
Sport Chalet




Burton After School Speci...
\$239.95
Zappos.com



Burton Lip-Stick Pro...
\$335.95
The-House.c...
Special offer



Burton Feather Snowboard...
\$251.90
evo.com
★★★★★ (9)



Blender Snowboard
\$225.00
Jack's Surfbo...

2015 Nug...
\$377...
The-House.c...
Special offer

2015 Nug...
\$377...
The-House.c...
Special offer

The-House.com

Free Watch or Headphones, up to \$130 value, w/ Snowboards
Expires in 71 days • Discount is automatically applied at checkout.


No code required Shop

MISSOURI STAR QUILT CO.

Free Shipping \$100+ / Flat \$5 Shipping
Need Help? Call (888) 571-1122

Daily Deals Community 0 Items Sign In

Precut Fabric Yardage Notions & Supplies Patterns Shop Catalog Books & BLOCK Quilting Kits

**Julia's Garden - Floral Stripe Pink Yardage**
by Deborah Edwards for Northcott

Yards:


Add to Basket

Price: **\$9.95**
MSRP: \$10.50
Shipping: Worldwide

This item will earn you **29 Points** in Quilter's Cash

These pink floral stripes would make lovely wallpaper, but they'd look lovelier in your quilt! Julia's Garden is a garden indeed! Full bouquets, petals and flowers tossed across pastel colors, and even some plaid for fun. One of the great things about this garden is you don't have to go [Show More](#)

Take a look at other fabrics in the [Julia's Garden](#) collection



Julia's Garden - Floral Stripe Pink Yardage in Cotton | by Northcott

\$9.95


MISSOURI STAR
— QUILT CO. —

Shop now!

Match Google and Amazon's Taxonomy

- All product databases must be converted from retailers' product taxonomy to Google and Amazon's database taxonomy

505374 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Candle Making Kits
4778 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Drawing & Painting Kits
6382 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Fabric Repair Kits
6989 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Incense Making Kits
502979 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Jewelry Making Kits
6829 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Mosaic Kits
7096 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Needlecraft Kits
503758 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Scrapbooking & Stamping Kits
4986 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Craft Kits > Toy Craft Kits
505372 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials
24 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper
505399 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Cardstock & Scrapbooking Paper
2532 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Construction Paper
8168 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Craft Foil
505400 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Drawing & Painting Paper
2967 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Origami Paper
6110 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Transfer Paper
2741 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Art & Craft Paper > Vellum Paper
505380 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Craft Fasteners & Closures
4226 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Materials > Craft Fasteners & Closures > Buttons & Snaps
505408 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
505409 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
6145 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Ma
500056 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
4174 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Ma
505378 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
505417 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
500094 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
505416 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
499879 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
505415 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
505414 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting
6558 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting Ma
505381 - Arts & Entertainment > Hobbies & Creative Arts > Arts & Crafts > Art & Crafting

Acceptable categories:

- 1604 or 'Apparel & Accessories > Clothing'
- 203 or 'Apparel & Accessories > Clothing' > Outerwear'
- 5598 or 'Apparel & Accessories > Clothing' > Outerwear > Coats & Jackets'

Invalid categories


- 166 or 'Apparel & Accessories'
- Failing to provide any 'google product category'

Google Shopping Pricing Intelligence

- Shopping price intelligence
- Puts competitive pricing at managers' fingertips
- Enables reactive and immediate pricing optimization

Recertified - PlayStation 3 CECHG01 120GB H...

4.3 ★★★★★ 158 user reviews



Shop now

Sponsored ⓘ

\$89.99 · Refurb4Less	Refurbished, free shipping, no tax
\$89.99 · Newegg.com	Refurbished, free shipping, no tax
\$69.99 · eBay	Used, no tax
\$40.00 · eCrater	Free shipping, no tax
\$135.00 · World Wide Voltage	No tax

[✓ View all sellers and prices](#)

Google Merchant Feed Audit

Best Practice	Problem Count
Title contains Brand	 18
Title contains Color	 2,545
Title contains Size	 629
Title contains whitespace at beginning	 0
Title contains whitespace at end	 0
Title does not contain HTML	 609
Title does not contain HTML Entities	 609

Helpful Feed/PLA Takeaways...

- Know your KPIs
 - Meet with your people and have a weekly (if not daily) tracking summit
 - Question why things did not work / Question why things did work
- Align product database and Google/Amazon shopping taxonomy
 - This is the big ROI lever that should be pulled first!
- Keep feeds up-to-date in terms of product selection, availability and pricing
 - Out of date feeds or back ordered inventory waste tons of money!
- Alternative campaigns, buckets and segments by:
 - Price point/COGS, historical performance and ROI, seasonality, Holidays and more...
- Constantly optimize your feeds
 - Ensure titles contain brand, keywords, size, color, availability, condition, etc.
 - Check for broken links and images
 - Adjust bids and pricing based on ROAS and competitive pricing intelligence
- Integrate feeds with retargeting and dynamic product ads
 - Give the consumer a second chance!

4. Remarketing

Google Display Network

The screenshot shows a TechTarget website with a teal header. The main navigation bar includes the TechTarget logo, a 'SearchSecurity' button, and a search bar labeled 'Search the TechTarget Network'. Below the header, there are several content sections. A red box highlights a Google Ad for 'SIEM Buyer's Guide: 2015' from dcig.ndm.net/logrhythm, with the text 'Review The Leading SIEM Vendors Identified by DCIG. Free Report'. Below this, there are three columns of content. The first column is titled 'Latest TechTarget resources' and contains links to 'Card Autographed!', 'Strasburg's Topps Rookie Card Available Exclusively Online During His MLB Debut', and 'IPL and Topps Partner to Introduce Exciting Range of Collectables'. The second column is titled 'The rise of' and contains links to 'Star Wars Galaxy 5 Now Available' and 'Garbage Pail Kids Flashback On Sale Now'. The third column is titled 'Cloud' and contains a link to 'Insider edition: 2009 Bowman Sterling NFL Case Rip-party' and a link to 'Click here to watch 09 NFL Rookie interviews!'. At the bottom, a red box highlights a Google Ad for LinkedIn Jobs, featuring the text 'Get 50% off your first job post.' and a 'GET STARTED' button. The footer of the page contains various links including 'CPAIA Training Label Information', 'Privacy Policy', 'Terms & Conditions', 'Contact Us', 'Corporate Partners', 'Topps of the Class FAQ', and 'Customer Support'.

TechTarget SearchSecurity Data Security and ... > All Search the TechTarget Network

-ADS BY GOOGLE

SIEM Buyer's Guide: 2015
dcig.ndm.net/logrhythm
Review The Leading SIEM Vendors Identified by DCIG. Free Report

Latest TechTarget resources

SearchCloudSecurity

The rise of

Cloud

Insider edition:

Card Autographed!
Strasburg's Topps Rookie Card Available Exclusively Online During His MLB Debut
IPL and Topps Partner to Introduce Exciting Range of Collectables

Star Wars Galaxy 5 Now Available
Garbage Pail Kids Flashback On Sale Now

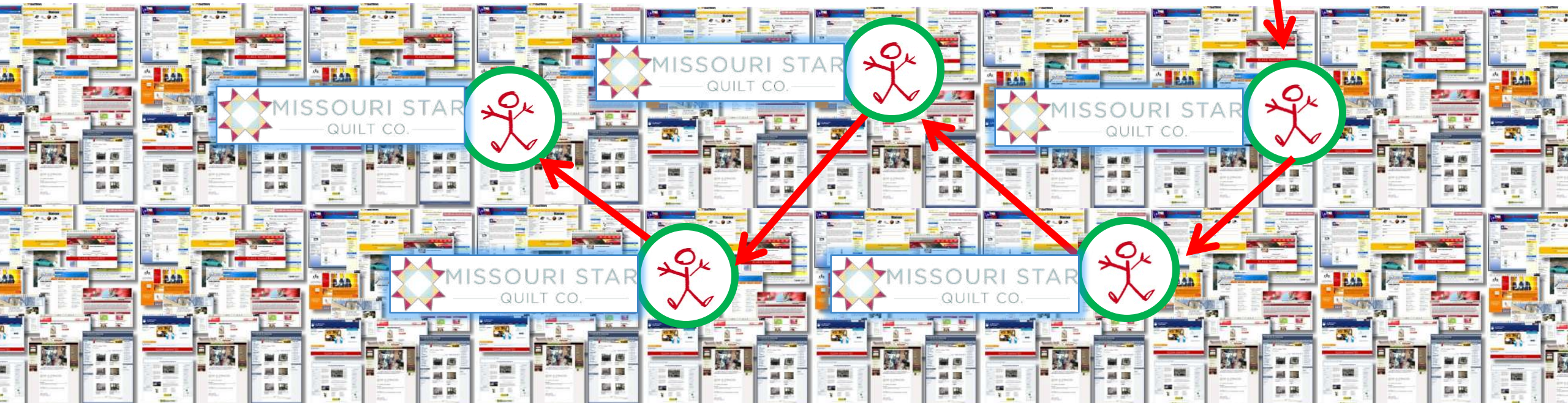
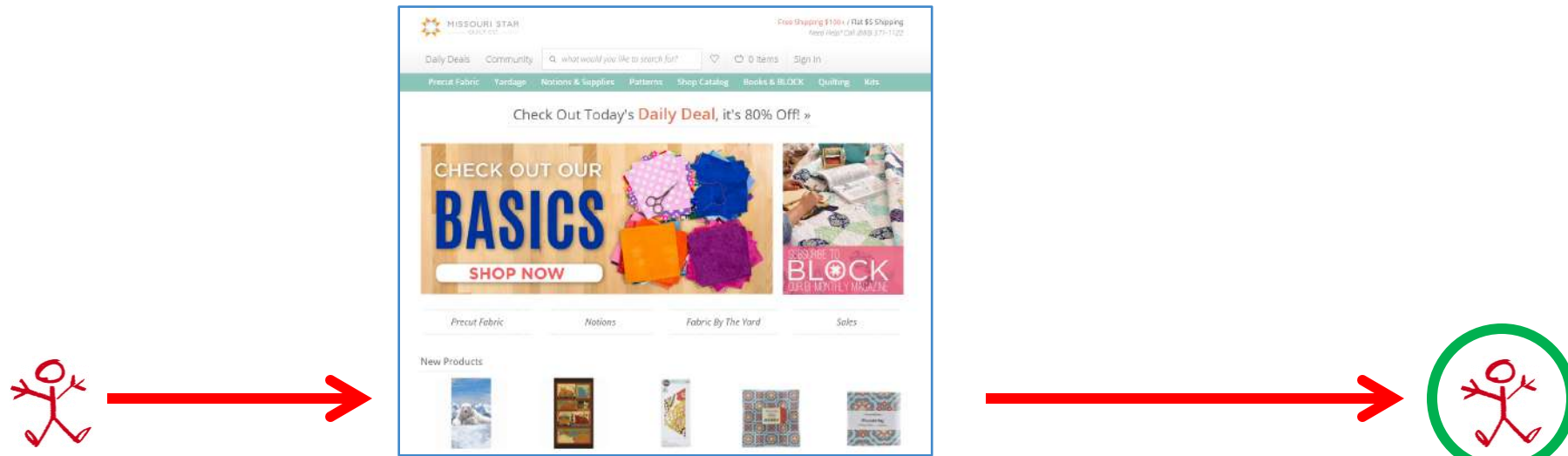
2009 Bowman Sterling NFL Case Rip-party
Click here to watch 09 NFL Rookie interviews!

LinkedIn Jobs **Get 50% off your first job post.** **GET STARTED**

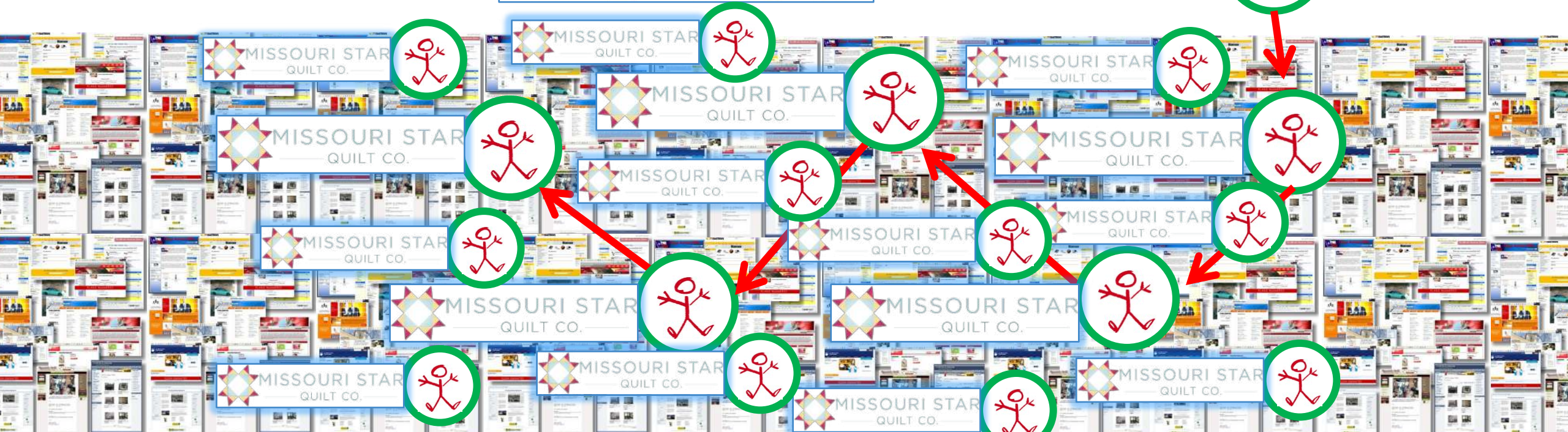
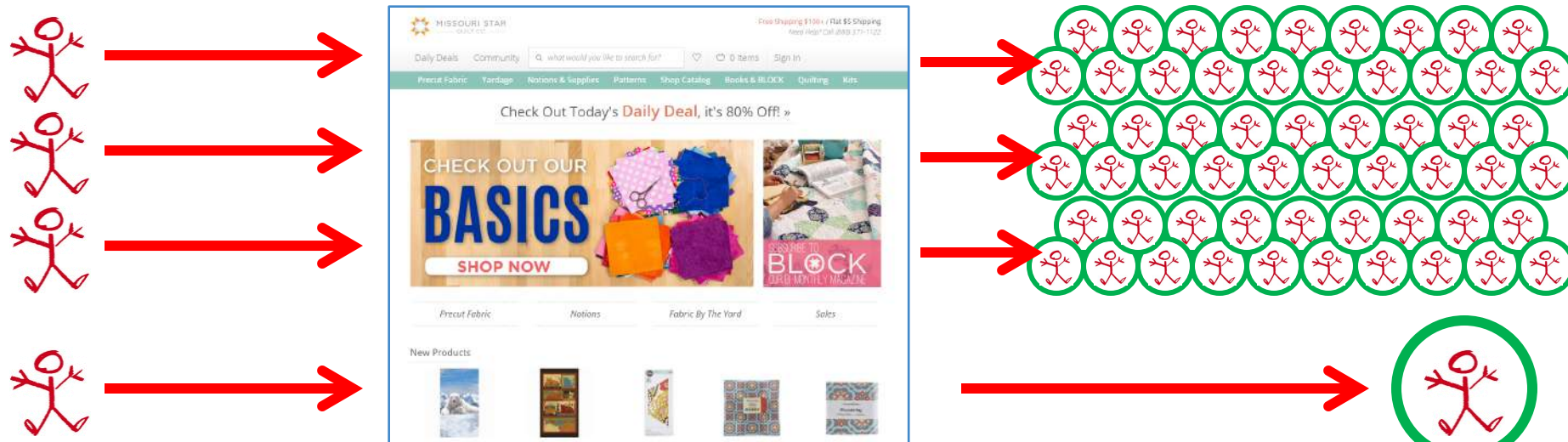
*disclaimer
Ads by Google

CPAIA Training Label Information Privacy Policy Terms & Conditions Contact Us Corporate Partners Topps of the Class FAQ Customer Support
Topps is a registered trademark of The Topps Company, Inc.

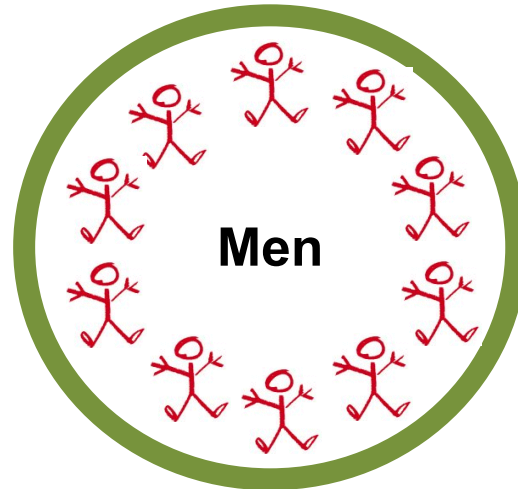
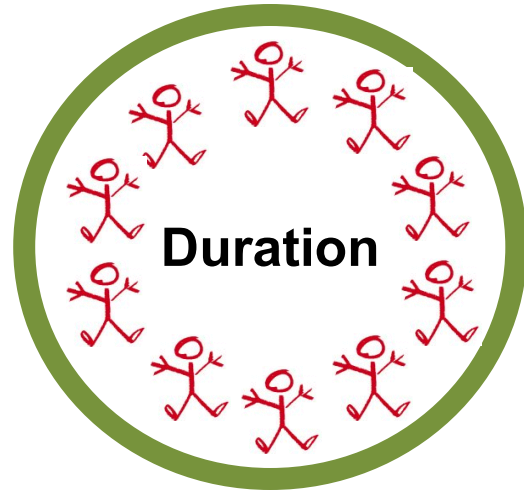
Display via Retargeting



Display via Retargeting



Segmented Retargeting Cookie Pools



Helpful Retargeting Takeaways...

- Know your KPIs
 - Meet with your people and have a weekly (if not daily) tracking summit
 - Question why things did not work/Question why things did work
- Segment
 - ROI levels, purchase consideration duration, products and categories, sex, etc...
- Go dynamic
 - Use dynamic ads from Google and Criteo that display products recently examined by the prospect
- Test different ad formats and networks
 - Google Dynamic Ads vs Criteo
 - Google Display Network vs Centro (DSP network)
- Entice with better offers quickly
 - New price, limited time, free shipping, etc.
- Test durations and negative cookies
 - Match cookie duration to purchase consideration phases
 - Change or suppress ads after purchase



Social Advertising

Social / Facebook Case Study

- Benchmark ROAS: 4
- Goal ROAS: 11
- Launch baseline ROAS (November 2016): 16
- Peak ROAS: 44
- August ROAS: 21

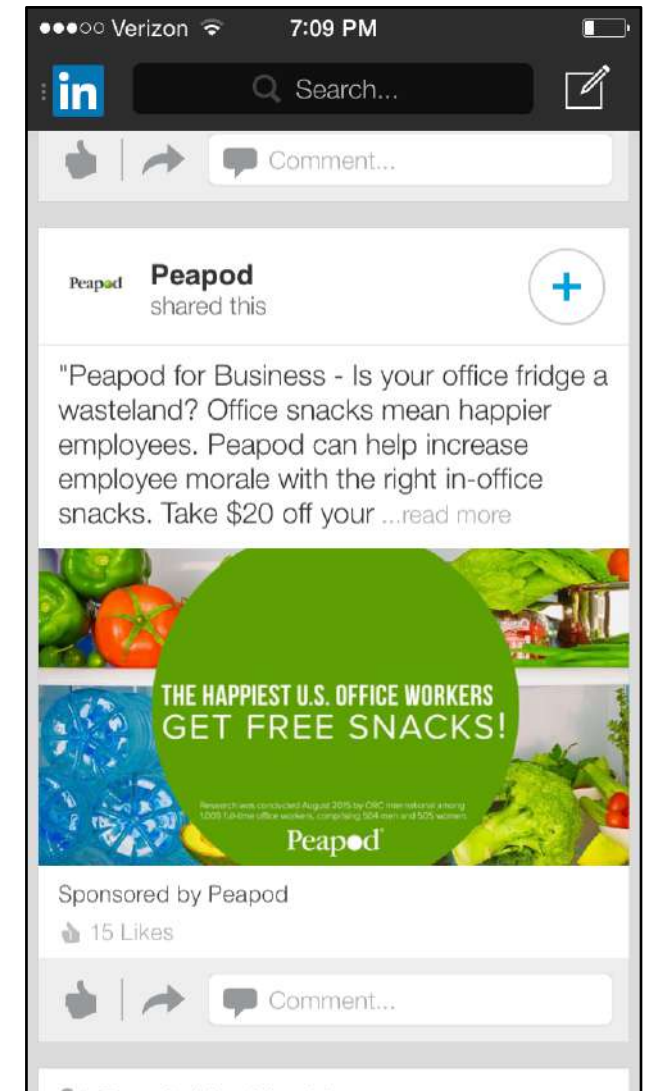
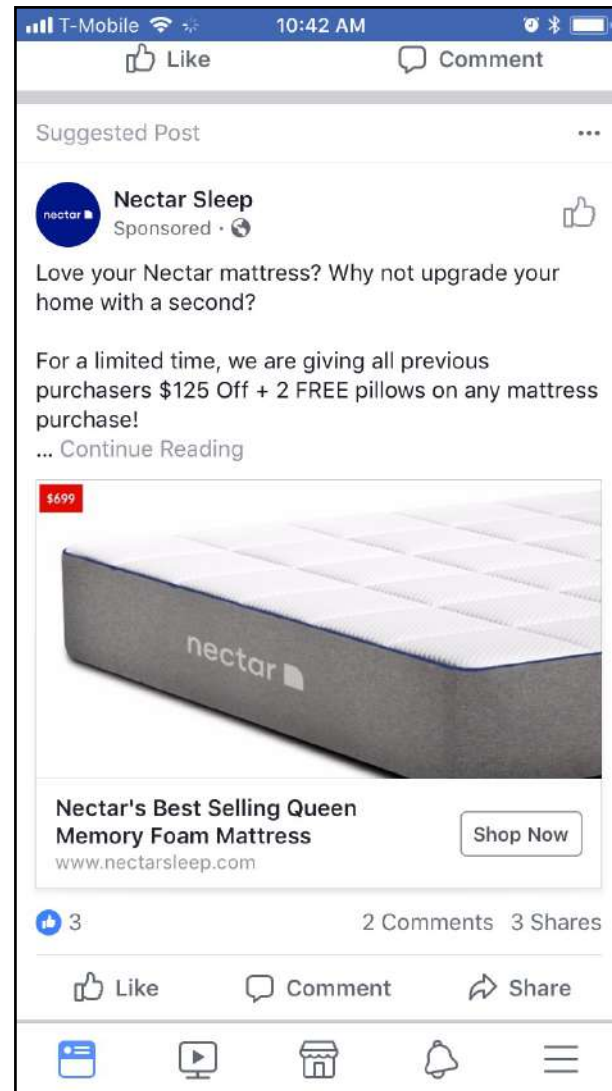
Month	Impressions	Clicks	CTR	Cost	CPC	Revenue	ROAS
November-16	8,010,051	127,519	1.59%	\$ 46,710.44	\$ 0.37	\$ 734,591.09	16
April-17	8,262,237	126,167	1.53%	\$ 26,415.83	\$ 0.21	\$ 1,157,368.83	44
May-17	4,239,887	81,496	1.92%	\$ 17,307.48	\$ 0.21	\$ 751,712.64	43
June-17	10,421,532	142,301	1.37%	\$ 58,412.57	\$ 0.41	\$ 1,147,500.27	20
July-17	10,996,520	136,437	1.24%	\$ 57,369.60	\$ 0.42	\$ 1,215,980.58	21
August-17	6,931,831	111,515	1.61%	\$ 43,685.25	\$ 0.39	\$ 920,373.01	21

Integrated Results


Tactic	Spend	Revenue	ROAS
Facebook	\$382,494.80	\$9,315,669.65	24
SEM	\$267,450.00	\$5,371,471.50	20
PLAs	\$278,542.00	\$5,614,413.40	17

- Facebook proved to be the most successful tactic but hit an audience reach and performance cap (CRO and daily deals to custom audience has yielded an ROAS as high as 44 but quickly degraded if deals were not constantly refreshed)
- SEM (with text based retargeting) had a healthy 20 ROAS and still has room to scale with surgical CRO
- PLAs drove a 17 ROAS and have significant potential to scale with other channels and CRO


Social Ads



Facebook Audience: Stone Masons

 **Norton Abrasives**
23 hrs · 🌐




Our saws love cutting blocks, not hands. Make sure you're following these masonry saw best practices.






Masonry Saw Best Practices

We have been training masons since the first masonry saw was invented in 1937 by Norton Clipper. These simple steps can help ensure your saw is working its hardest instead of you, and that you're getting the job done quickly and safely.

WWW.NORTONABRASIVES.COM

 Like  Comment  Share

 Write a comment...  

Potential Audience:

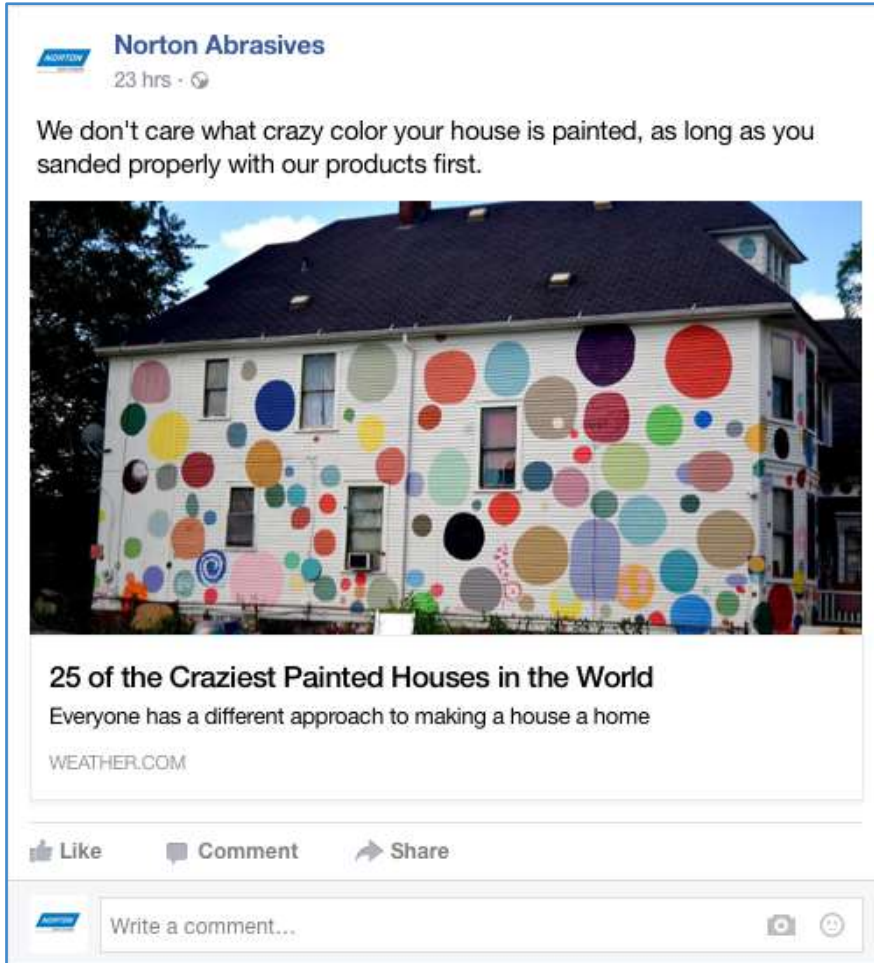
Potential Reach: 2,200,000 people



Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Masonry
 - Field of study: Masonry
 - Employers: Masonry
 - Job title: Stone Mason, Brickmason or Masonry
- Interest expansion:
 - Off

Facebook Audience: Serious DIY'er



Potential Audience:

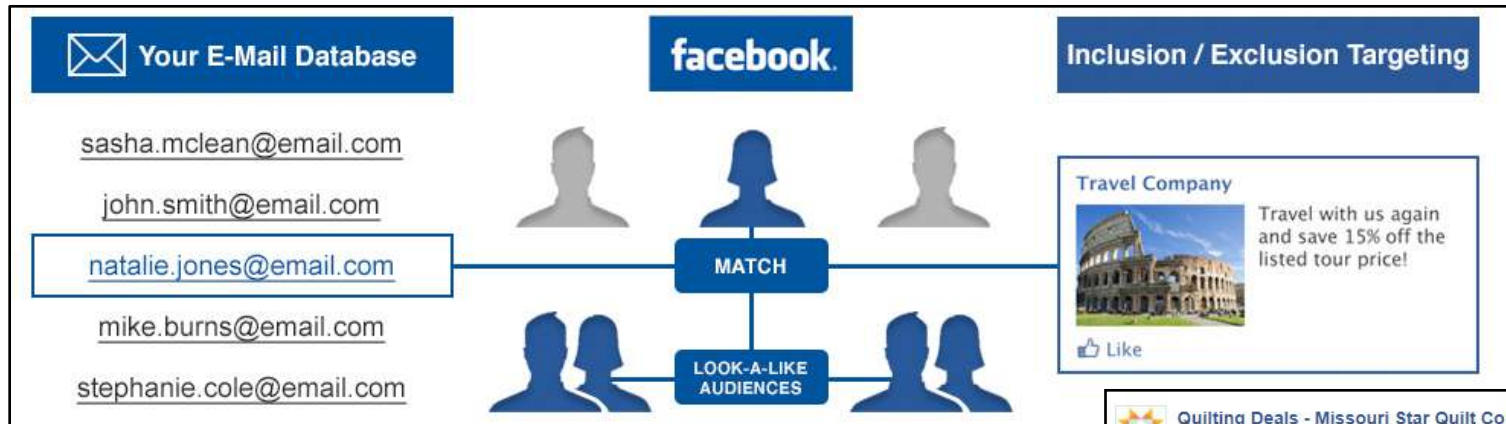
Potential Reach: 31,000,000 people



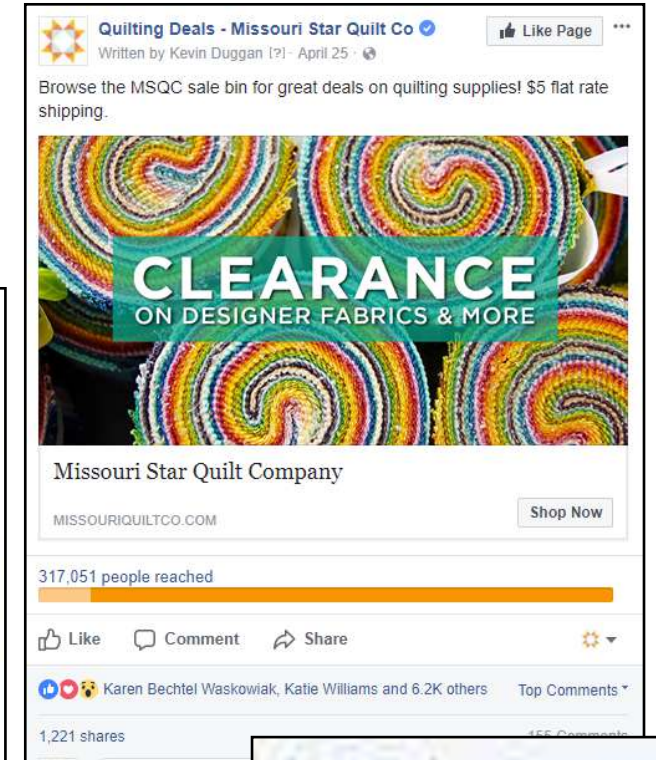
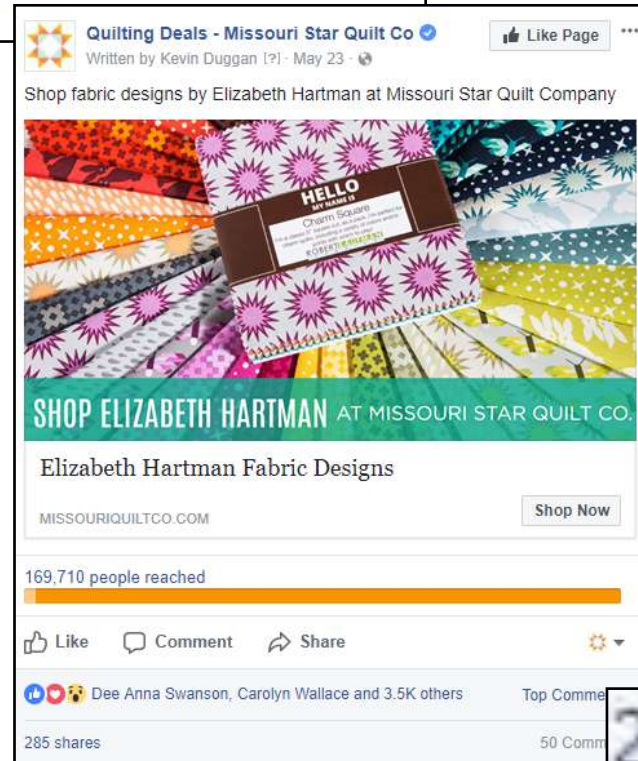
Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Renovation, Home Improvements, Home Decoration & Design, Remodeling My Home, Architecture & Design, Building Design+Construction, Home repair, Do it yourself, Home improvement, Remodeling My House, DIY Network, Home construction, Custom home, Home Design, Architecture & Interior Design, Home Designing, Fixer-upper, House-building or Home Renovations
 - Behaviors: Home renovation
- Interest expansion:
 - Off

Custom Audiences with Relevant Offers



- Segment by purchasing history – show people what they like to buy
- Always be refreshing offers
- Extend the winning ads with Look-A-Like targeting
- Capitalize on the SHARES!



1,221 shares

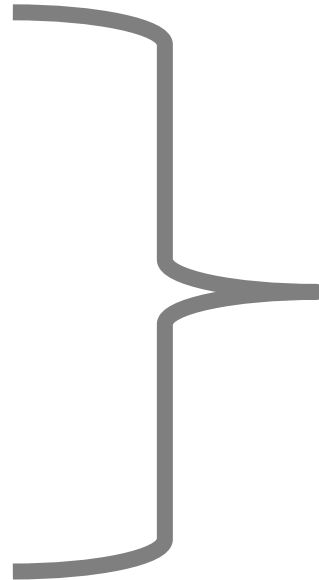
285 shares

Helpful Social Advertising Takeaways...

- Know your KPIs
 - Meet with your people and have a weekly (if not daily) tracking summit
 - Question why things did not work / Question why things did work
- Create and segment your custom audiences
 - Purchases, behavior, CRM data, etc...
- Test lots and lots of pre-approved ads and offers
 - Don't let your ads burnout
 - Have ads and offers locked and loaded and ready to go at all times
 - Test various calls to action buttons
 - Match imagery to your audience
- Create social urgency
 - Limit "today only" to impulse purchases, daily deals
- Integrate with search
 - Match high ROI products and keywords to likely social audiences

Overdrive's 5 Pillars of Ecommerce Success

- SEO
- SEM
- PLAs
- Remarketing
- Social advertising



- Scalability and reliability
- New customers
- Optimization testing
- Measured marketing
- Competitive advantage

Thank You & Any Questions?

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