

# BRICKS TO CLICKS: ECOMMERCE MARKETING FOR PIKE PLACE MARKET VENDORS



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PRESENTED BY ROBBIN BLOCK

**PART 2**

BE FOUND & CONVERT

PERSONALIZATION  
LOCALIZATION  
CUSTOMER EXP.

MEDIA LIST

HIGH AFFINITY  
COMMUNITY

HIGH  
CONVERTING,  
MOBILE WEBSITE

KEYWORDS

WELL-TIMED  
PROMOTION

SELECTIVE  
PRODUCT MIX

SEO

EMAIL LIST

“MERCHANDISING”  
ON-SITE CONTENT

REPEAT CUSTOMERS

## HOW TRAFFIC ARRIVES AT AN ECOMM WEBSITE (AVERAGES)

- ▶ Direct searches of known brand ~ 50%
- ▶ **Search ~ 20%**
- ▶ **Referral ~ 12%**
- ▶ Advertising

KEYWORDS

SEO/SEM

GOOGLE STACK

LINK BUILDING

# INBOUND LINKS

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# HYPERLINKING, INBOUND LINKS



www.yourdomain.com

HOMEPAGE ON  
YOUR WEBSITE

OTHER PAGE ON  
YOUR WEBSITE

OFF-SITE CONTENT  
YOU MAY  
CONTROL:  
NEWSLETTER,  
BYLINE, AD...

www.yourdomain.com/other page

# WHAT GOOGLE CARES ABOUT

## Delivering search results that match exactly what the searcher is looking for

organic natural soap bar

All Shopping Images Maps News More Settings Tools

About 307,000,000 results (0.58 seconds)

**Dr. Squatch Soap Co. | Natural Manly Soap | DrSquatch.com**  
**Ad** [www.drsquatch.com/](http://www.drsquatch.com/)   
★★★★★ Rating for drsquatch.com: 4.3 - 1,923 reviews  
Better Skin. Better Smells. Manly. **Natural. Soap.** Come Get Yours. Shop Today!  
[Cedar Citrus Soap](#) · [Soapscribe](#) · [Shop Cologne](#) · [Why Natural Soap](#) · [Pine Tar Soap](#)

**Organic Soap | Handcrafted Natural Skincare**  
**Ad** [www.hawaiianbathbody.com/](http://www.hawaiianbathbody.com/)   
Handcrafted **Natural Soap**, Body Wash, Lip Balm, Soaking Salts, Lotions & Much More!  
Hawaiian Bath & Body® - Handcrafted With **Organic** & Locally Grown Ingredients. Shop Now!  
Fast Delivery. 100% Satisfaction. Great Quality. Special Offers. Types: Our Story, **Soap**.  
[Christie Shinn](#) · [Body Wash](#) · [Body Mist](#) · [Kukui Nut Oil](#) · [Body Oil](#) · [Our Story](#)

**Schmidt's™ Bar Soap | For Face & Body | schmidts.com**  
**Ad** [www.schmidts.com/Schmidt's/Bar-Soap](http://www.schmidts.com/Schmidt's/Bar-Soap)   
Aromatic and moisture-rich, Schmidt's **soaps** provide a luxurious cleansing routine. Vegan.

**Wholesale Natural Bar Soap | Organic Soap For Your Business**  
**Ad** [shop.botaniesoap.com/natural/business](http://shop.botaniesoap.com/natural/business)   
Wholesale pricing and bulk discounts. We supply everything you need for your business. Talk...

**Natural Organic Soap | Chagrin Valley Soap**  
<https://www.chagrinvalleysoapandsalve.com> > [products](#) > [natural-bathbody](#)   
Cleanse, moisturize and soothe your skin with **all natural handmade soap** made with **organic** oils and plant butters, pure essential ... **Soap: Camping & Trail Bar ...**  
[Aloe, Aloe, Aloe](#) · [Soap: Castile, Simply](#) · [Camping & Trail Bar](#) · [Bamboo Charcoal](#)

# IMPACT YOUR ABILITY TO RANK IN SEARCH RESULTS

1. Fast-loading, mobile site
2. Attractive content – match *meaning*
3. Click-through's from organic search (CTR)
4. Localization, personalization  
(*how, why, where, when, near me* in search phrases)
5. Reviews on Google
6. Earned media shared across networks
7. Google ads indirectly impact organic

## QUALITY ON-SITE CONTENT

- ▶ Clearly ID your USP and become an authority  
"organic natural herb soaps"
- ▶ Answer questions people are seeking through search –  
reduce *bounce rate*
- ▶ Quality, engaging, shareable,  
linkable information on different  
entry pages

20-45%

Avg. Bounce Rate Ecommerce/Retail

### Reduce Bounce

Deliver on search, make a good case, reduce confusion

Good design, clarity, speed, targeted content, navigation

Add links to deeper content

Internal links with keywords



# QUALITY OVER QUANTITY

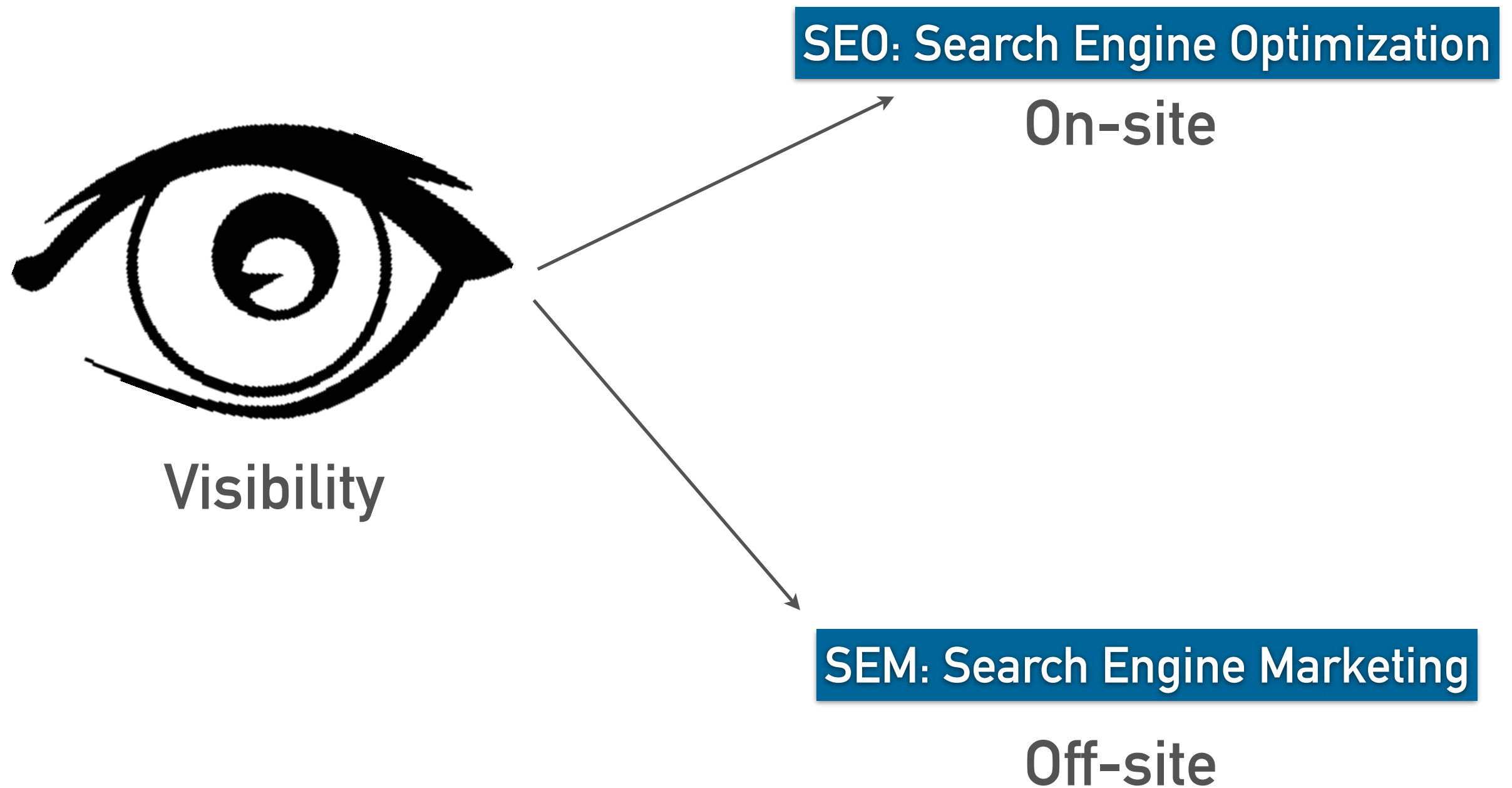
QUALITY METRICS

/ = HOME PAGE

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	21.12% ↑ 969 vs 800	0.96% ↑ 88.34% vs 87.50%	22.29% ↑ 856 vs 700	6.36% ↓ 65.94% vs 62.00%	10.01% ↓ 2.05 vs 2.28	14.83% ↓ 00:01:16 vs 00:01:29
1. /						
Mar 1, 2016 - Aug 31, 2016	969 (100.00%)	88.34%	856 (100.00%)	65.94%	2.05	00:01:16
Aug 30, 2015 - Feb 29, 2016	800 (100.00%)	87.50%	700 (100.00%)	62.00%	2.28	00:01:29

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# HELP SEARCH ENGINES FIND YOUR SITE



## KEYWORDS: DIGITAL DNA

keywords + *Wedding Flowers* **NOT** *Floral Designers*  
relevance +  
location +  
personalization +  
inbound links  
= Rank

**200+ parameters**

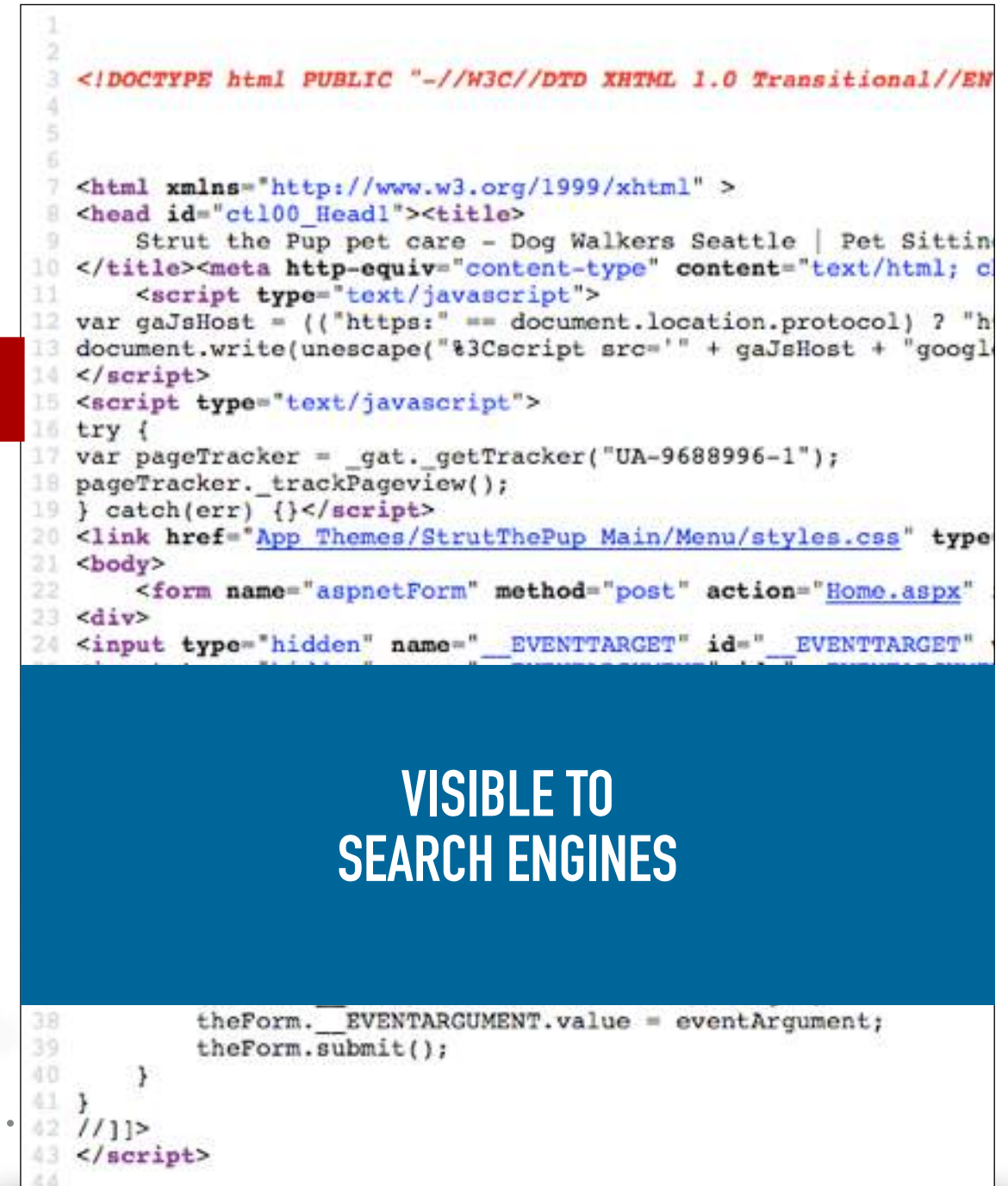


**Free SEO guide:**

[www.blockbeta.com/google-resources](http://www.blockbeta.com/google-resources)

# DON'T "KEYWORD STUFF"

## SEO: ON-SITE





## SEO —> SEARCH ENGINE RESULTS PAGE

Google ~~Blockbeta Marketing~~

Google psychographics by zip code

TITLE

Get Demographics and Psychographics by Zip - Blockbeta

<https://www.blockbeta.com › blog › get-demographics-and-psychographic...>

URL

Dec 28, 2008 - It includes U.S. market segmentation data that you can drill down by **zip code** to discover demographics and **psychographics**. "MyBestSegments encompasses a variety of categories about consumer markets, including travel, eating out, shopping, auto purchases and much more!"

**DESCRIPTION  
DRIVES CLICK THRU  
RATE (CTR)**

**DON'T ALWAYS CONTROL, WRITE  
LIKE AN AD, PAGE-SPECIFIC,**

## Search engine listing preview

### What Length Should I Choose for My Dog's Leash?

<https://www.ruffgrip.com/pages/what-length-should-i-choose-for-my-dogs-leash>

Size, temperament, level of training and situation will determine the best leash length for your pup. Learn why retractable leashes can be dangerous for your dog and you.

## TITLE

### Page title

What Length Should I Choose for My Dog's Leash?

47 of 70 characters used

## META DESCRIPTION

### Description

Size, temperament, level of training and situation will determine the best leash length for your pup. Learn why retractable leashes can be dangerous for your dog and you.

***Grab ideas from competitor ads***

170 of 320 characters used

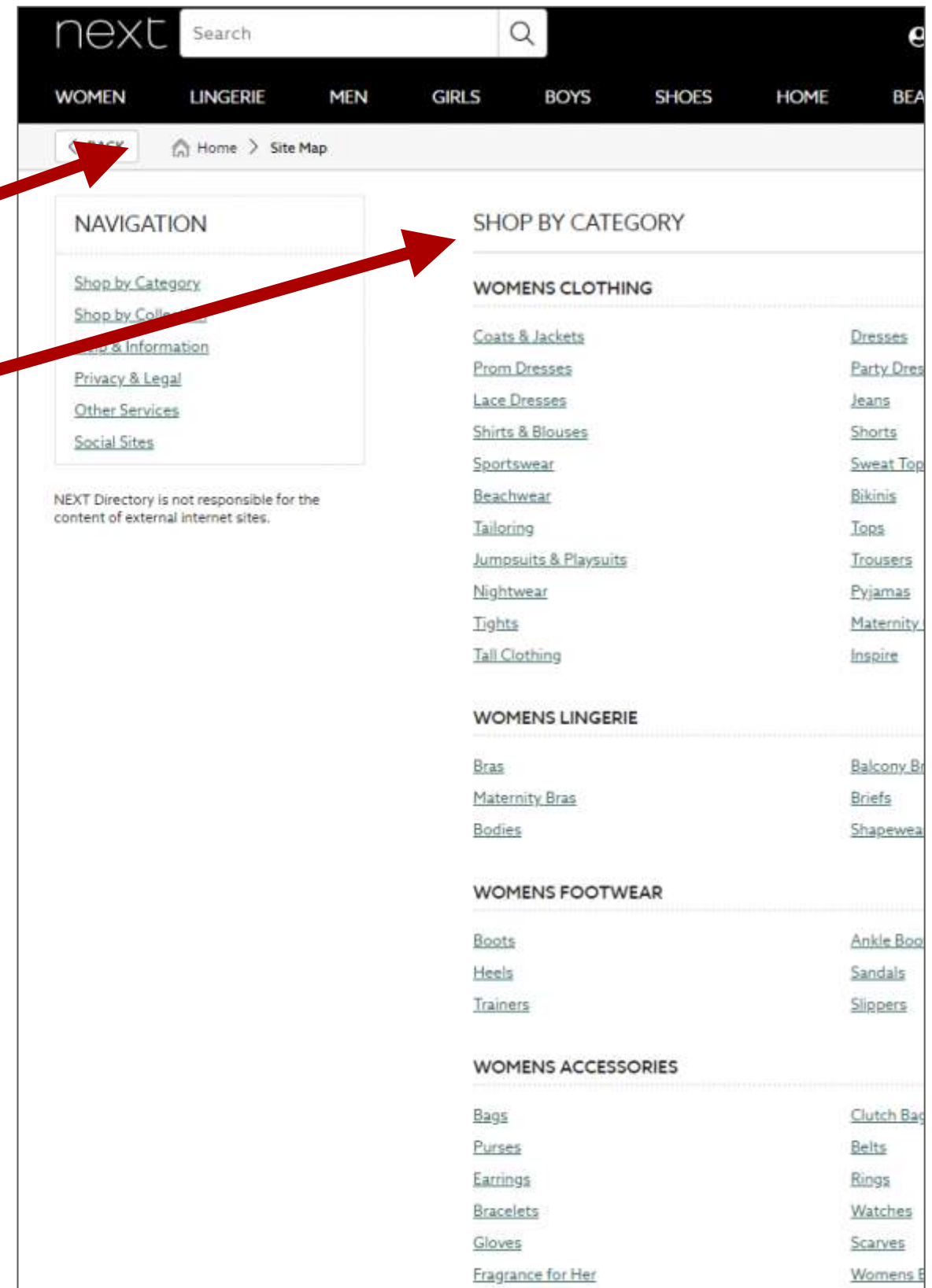
## URL

### URL and handle

[https://www.ruffgrip.com/pages/ what-length-should-i-choose-for-my-dogs-leash](https://www.ruffgrip.com/pages/what-length-should-i-choose-for-my-dogs-leash)

### WHAT MATTERS MOST RE: SEO

- ▶ Main navigation elements
- ▶ Breadcrumbs
- ▶ HTML sitemap
- ▶ Page load speed. [pingdom.com](https://pingdom.com)
- ▶ Optimize images for speed



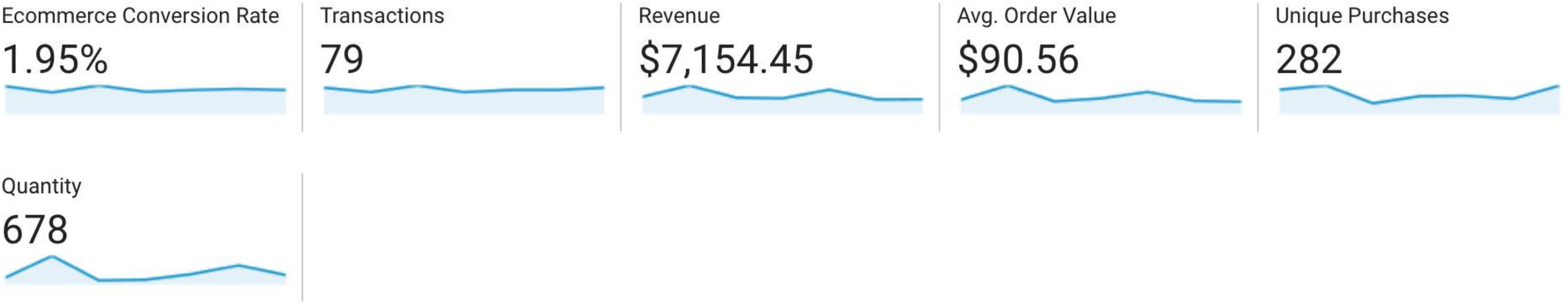
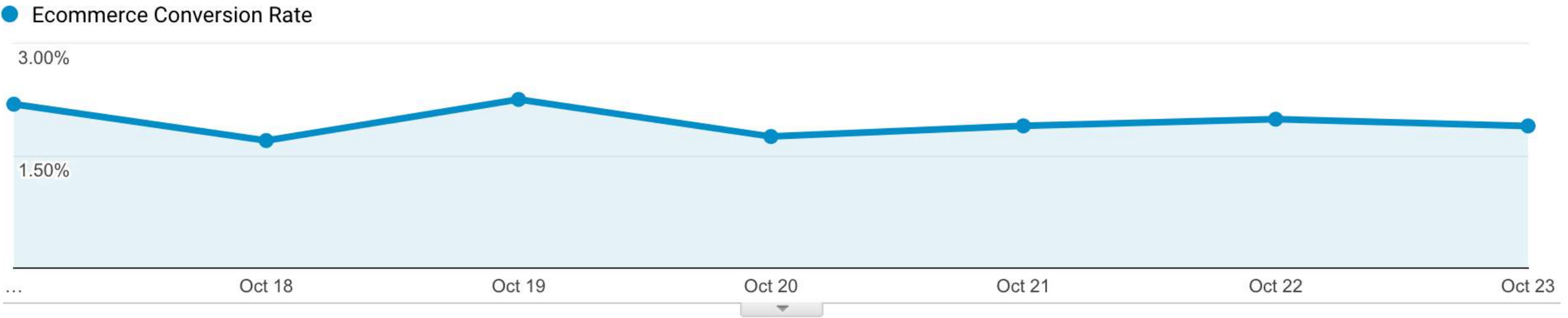
# GOOGLE CORE MARKETING STACK

Google Analytics + Google Search Console		Discover Keywords	Google Merchant (ecommerce)	Google MyBusiness
Marketing Working?	Visibility	Keyword Planner	Feed products and manage details (for Google Shopping too)	"Knowledge Graph" – side of search results page. Reviews and posts.
	Sitemap	Google Trends		
analytics.google.com	search.google.com/search-console	ads.google.com google.com/trends	google.com/intl/en/retail/solutions/merchant-center	business.google.com



JUST THE OVERVIEW. LOTS OF DRILLDOWN DATA AVAILABLE.

# GOOGLE ANALYTICS: ECOMMERCE



# WHAT MARKETING IS DRIVING SALES?

## CONVERSION

Default Channel Grouping	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
<b>SOURCE</b>	766 % of Total: 100.00% (766)	751 % of Total: 100.40% (748)	888 % of Total: 100.00% (888)	5.74% Avg for View: 5.74% (0.00%)	3.75 Avg for View: 3.75 (0.00%)	00:01:06 Avg for View: 00:01:06 (0.00%)	3.15% Avg for View: 3.15% (0.00%)	28 % of Total: 100.00% (28)	\$1,164.31 % of Total: 100.00% (\$1,164.31)
Organic Search	615 (79.46%)	604 (80.43%)	692 (77.93%)	4.05%	3.54	00:01:02	2.31%	16 (57.14%)	\$699.37 (60.07%)
Direct	125 (16.15%)	124 (16.51%)	148 (16.67%)	11.49%	4.34	00:01:05	5.41%	8 (28.57%)	\$289.54 (24.87%)
(Other)	13 (1.68%)	3 (0.40%)	27 (3.04%)	22.22%	6.15	00:03:13	11.11%	3 (10.71%)	\$125.94 (10.82%)
Email	3 (0.39%)	2 (0.27%)	3 (0.34%)	0.00%	11.00	00:03:09	33.33%	1 (3.57%)	\$49.46 (4.25%)
Referral	4 (0.52%)	4 (0.53%)	4 (0.45%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
Social	14 (1.81%)	14 (1.86%)	14 (1.58%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

# GOOGLE "MARKETING STACK" — MAXIMIZE

## SEARCH CONSOLE: SITEMAP

### Blockbeta - Marketing Strategy Consultant Seattle

<https://www.blockbeta.com/>

Is marketing making you mad? We can help. Websites, marketing plans, and results. Free :30 consult.

#### Website Services

Website Building Services. We always take a marketing ...

#### blockbeta & Robbin block

blockbeta & Robbin block. Speaking Topics · Testimonials ...

#### Block's Blog

Block's Blog. Charge More for Services by Sharpening Your ...

[More results from blockbeta.com »](#)

#### Robbin Block

Robbin Block, Creative Marketing Strategist. Picture. Combine the ...

#### Company Fact Sheet

Company Fact Sheet: Blockbeta Marketing. Blockbeta Marketing ...

#### Guides

Guides & How-To's. names and domains guide. Picture. go to ...

### Blockbeta Marketing - Home | Facebook

<https://www.facebook.com> › Places › Seattle, Washington › Business Service

**Blockbeta** Marketing - Seattle, Washington - Rated 5 based on 2 Reviews "My meeting with Robin was on fire. She got where I was going and more..."

### Blockbeta Marketing | LinkedIn

<https://www.linkedin.com/company/blockbeta-marketing>

Learn about working at **Blockbeta** Marketing. Join LinkedIn today for free. See who you know at **Blockbeta** Marketing, leverage your professional network, and ...

### Blockbeta Marketing - Seattle, WA - Alignable

<https://www.alignable.com/seattle-wa/blockbeta-marketing>

Highly Recommended: 10 local business owners recommend **Blockbeta** Marketing. Visit this page to learn about the business and what locals in Seattle have to ...

### Blockbeta Marketing Seattle WA, 98109 – Manta.com

## GOOGLE MY BUSINESS



## Blockbeta Marketing

Website

Save

5.0 ★★★★★ 28 Google reviews

Hours: **Closed** · Opens 9AM Tue

Memorial Day might affect these hours

Phone: (206) 335-5929

Appointments: [timetrade.com](http://timetrade.com)

[Edit your business information](#)

Know this place? [Answer quick questions](#)

### Questions & answers

Be the first to ask a question

Ask a question

Send to your phone

Send

## REVIEWS

### Reviews

Write a review

Add a photo

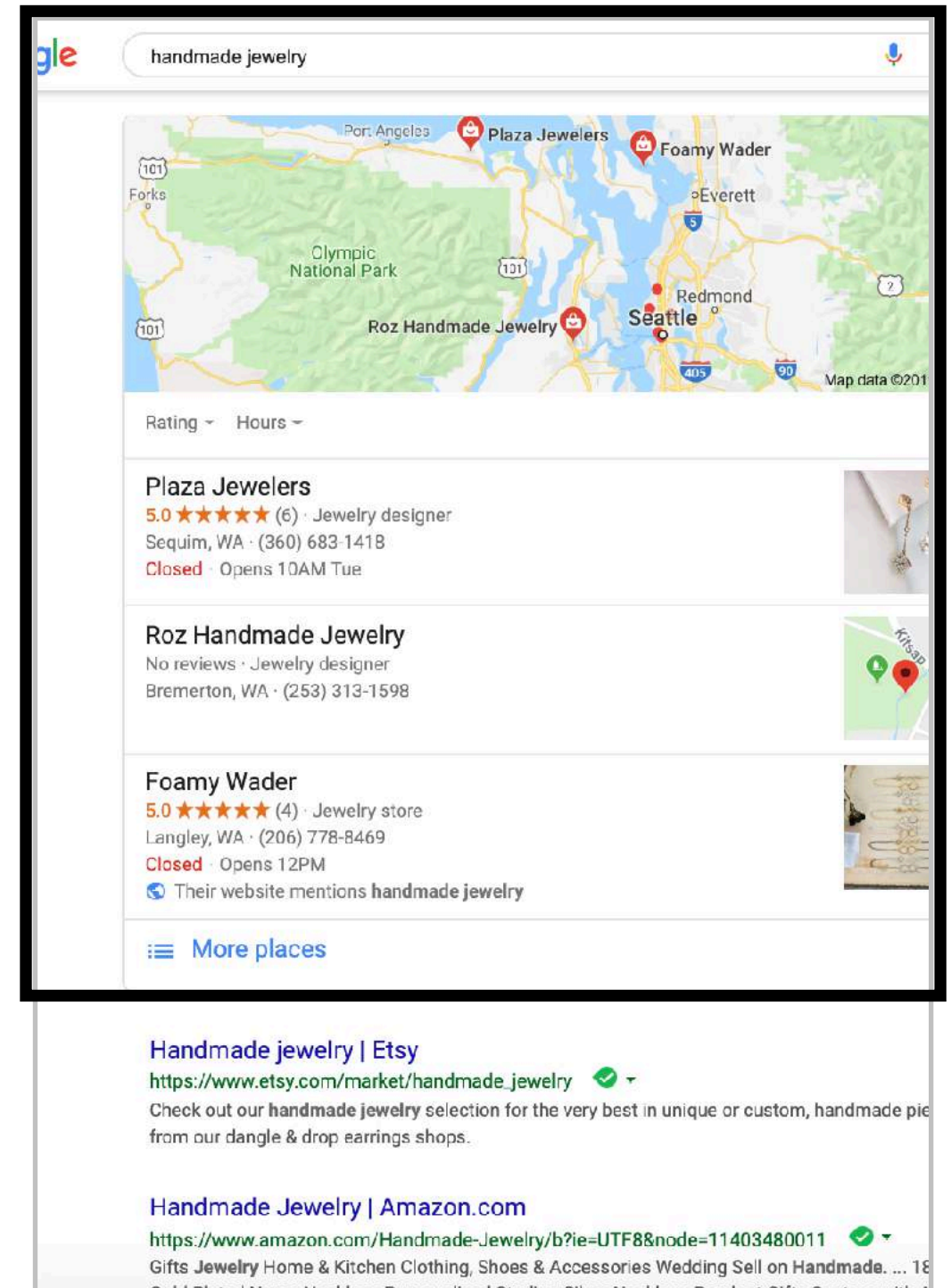


"I'd highly recommend signing up for an Mpower hour with her."

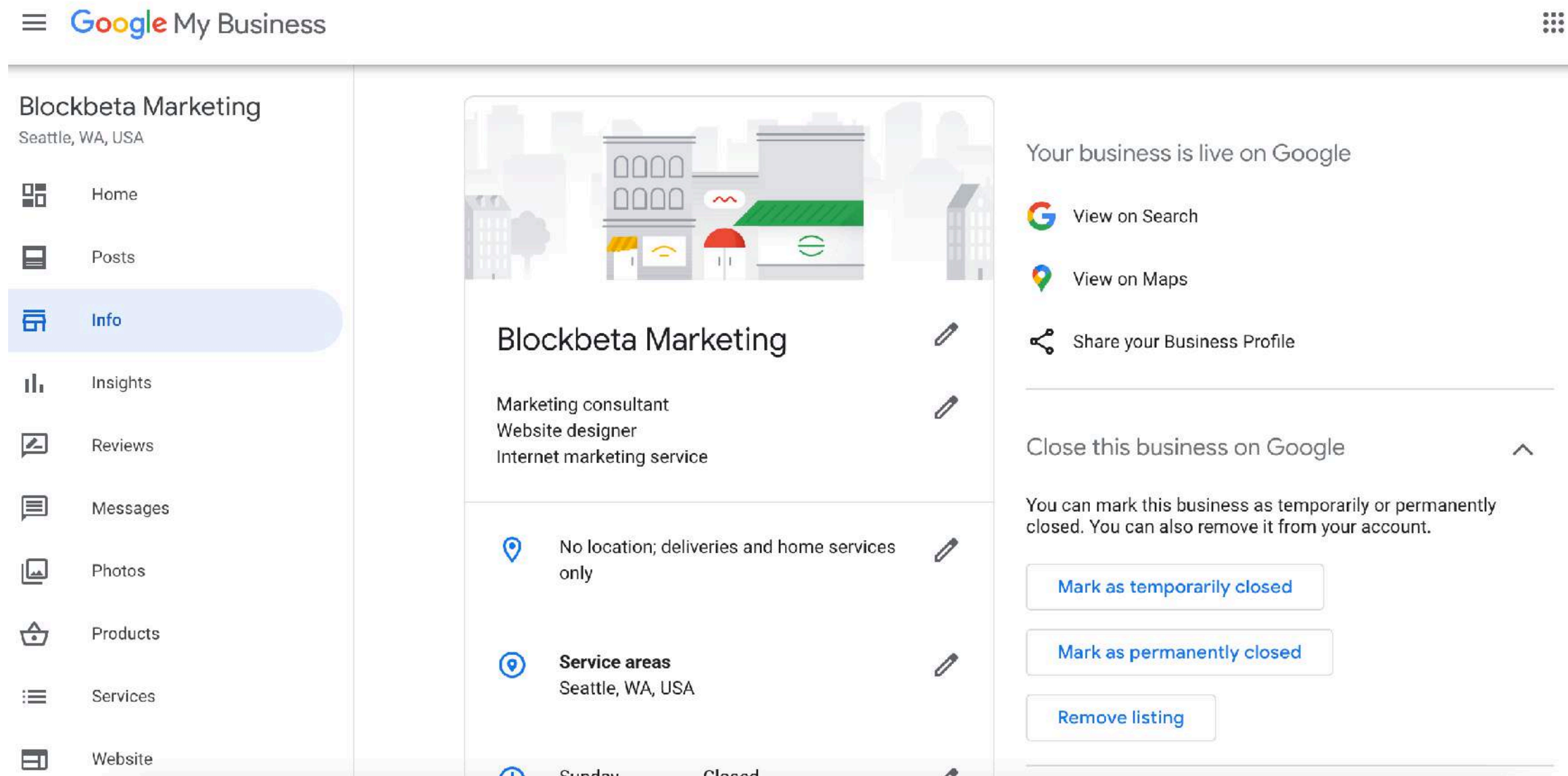


# GOOGLE MY BUSINESS FOR “LOCAL” TO RESOLVE THE “NEAR ME” SEARCH

- ▶ Google My Business resolves searches like:
  - ▶ “coffee shop near me”
  - ▶ “Cafe Vita”
  - ▶ “what time does Cafe Vita close?”
  - ▶ “walking distance to Cafe Vita?”
- ▶ Choose **right category in GMB** – see what competitors are doing
- ▶ Consistent NAP (name, address, phone)
  - **use** [moz.com/local](https://moz.com/local) **or** [whitespark.ca](https://whitespark.ca)
- ▶ On your website, keyword terms that **combine service and location** –  
*plumber in Wallingford*



# MANAGE FROM GOOGLE MY BUSINESS DASHBOARD



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# LEARN MORE ABOUT SEO

The logo for Search Engine Watch features the text "Search Engine Watch" in a bold, black, sans-serif font. Above the text is a horizontal line with a small, multi-colored bar (red, orange, yellow, green, blue, purple) on the right side.

[searchenginewatch.com](http://searchenginewatch.com)

The logo for Search Engine Land features the text "Search Engine Land" in a blue, sans-serif font. Above the text is a stylized graphic of a blue gear or arch with a green dot at the top.

[searchenginejournal.com](http://searchenginejournal.com)



**Seattle Search**  
N E T W O R K

COME TO OUR  
MEETINGS

[seattlesearchnetwork.com](http://seattlesearchnetwork.com)

CRO: CONVERSION RATE OPTIMIZATION

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**CONVERSION**

# YOU NEED 200 VISITORS TO MAKE \$540

- ▶ Average add-to-cart rate ~ 8.5%
- ▶ Average conversion rate ~ 2.72%\*
- ▶ Average order ~ \$100

$$200 * .027 * \$100 = \$540$$

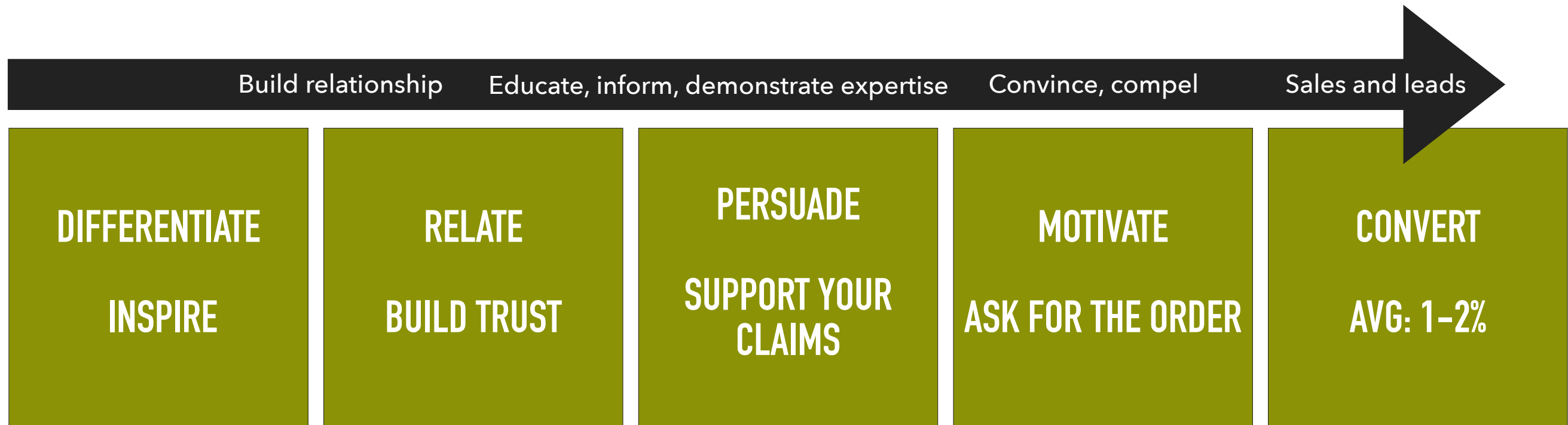




IT MAY TAKE THE WHOLE SITE TO GET VISITORS TO PURCHASE, BUT THEY'LL NEVER SEE IT IF YOU CAN'T GET THEM PAST THE HOME PAGE

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## HOW TO DRIVE CONVERSION



**HOME PAGE "PORTAL"**

**\$\$ MONEY PAGES:  
products/check-out**

# PURCHASE PATH EXAMPLE

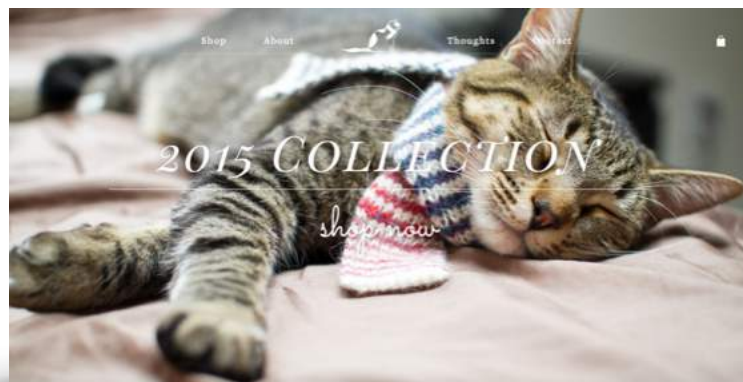


I'm a beginner maker   "jewelry making instructions"   Beginner "pillar" page   Beginner "Wishlist"   Soldering gun   Purchase

# MERCHANDISING ESSENTIALS

**PROMOTE SPECIFIC PRODUCTS**

Reduce overwhelm (40% leave),  
recommend; “best sellers”



Lifestyle Images/  
Video

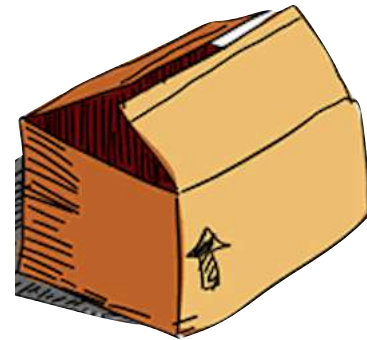


Multimedia Navigation

# INCREASE CONVERSION

## ▶ Money-Related:

- ▶ Free shipping
- ▶ Coupon codes
- ▶ Value-based pricing



## ▶ Trust:

- ▶ Safe: Shipping, returns, secure
- ▶ Reviews - store, support, products

## ▶ Shopping Experience:

- ▶ Make it easy to find products
- ▶ High quality product images
- ▶ Detailed product descriptions (videos or demos)

## ▶ Checkout:

- ▶ Smooth, short process
- ▶ Let customers checkout as guests
- ▶ Show shopping cart contents
- ▶ Easy to understand form

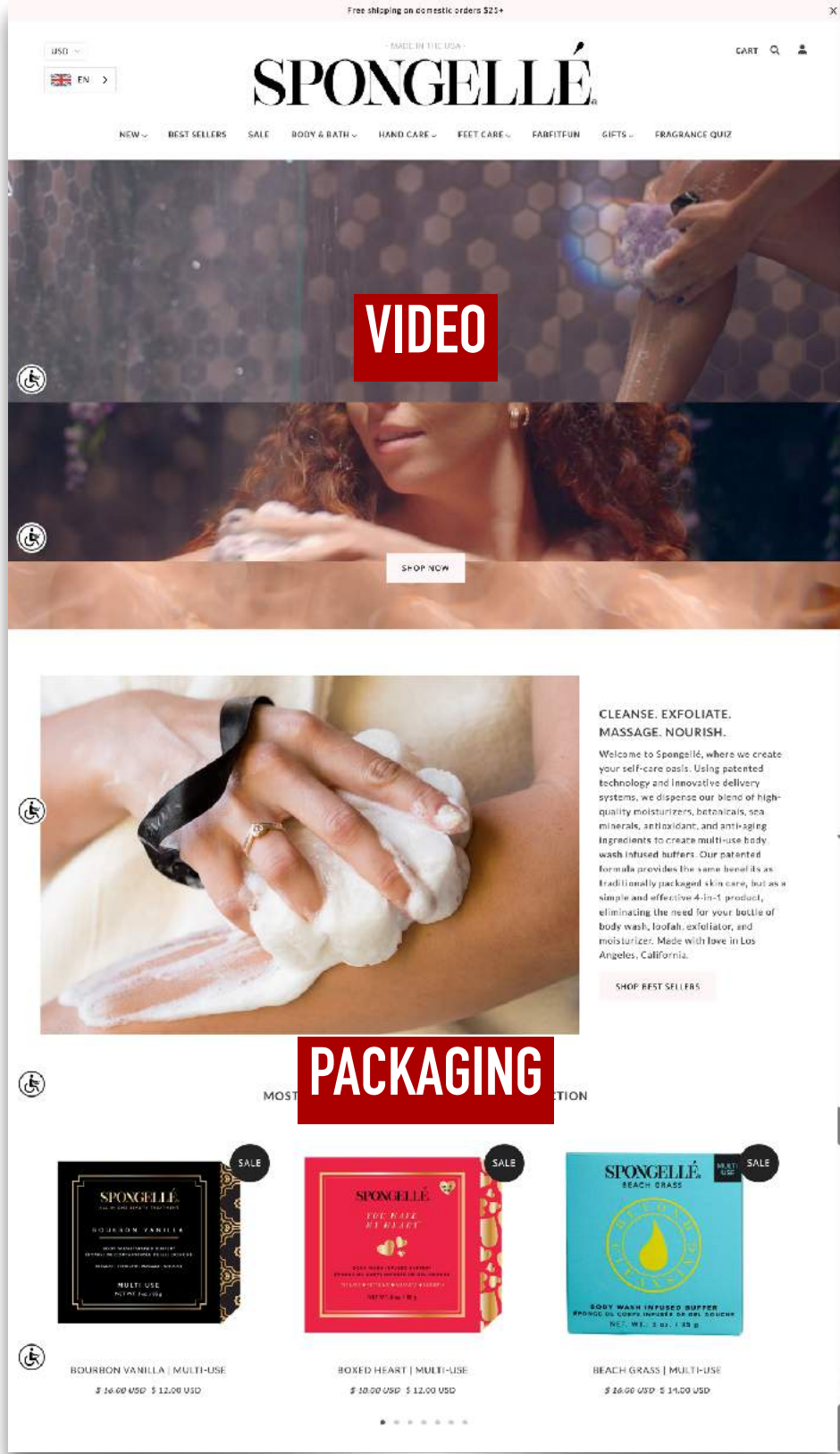
## ▶ Customer support/marketing:

- ▶ Live chat software (if you're around to answer during business hours)
- ▶ Cart abandonment emails



SPONGELLÉ: MARKETER TO THE MAX

FREE SHIPPING



CLEANSE. EXFOLIATE.  
MASSAGE. NOURISH.

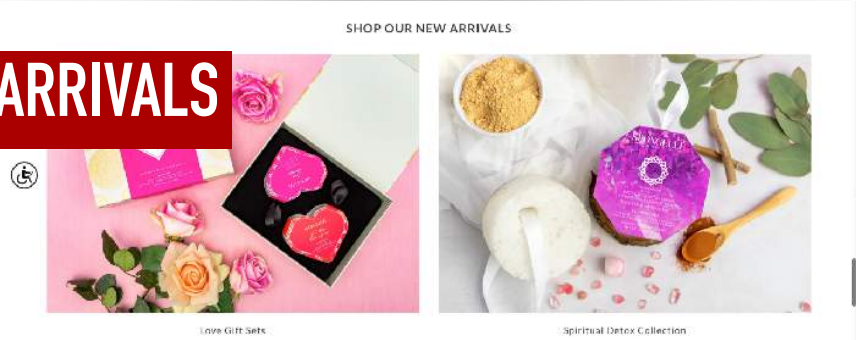
Welcome to Spongellé, where we create your self-care oasis. Using patented technology and innovative delivery systems, we dispense our blend of high-quality moisturizers, botanicals, sea minerals, antioxidant, and anti-aging ingredients to create multi-use body wash infused buffers. Our patented formula provides the same benefits as traditionally packaged skin care, but in a simple and effective 4-in-1 product, eliminating the need for your bottle of body wash, loofah, exfoliator, and moisturizer. Made with love in Los Angeles, California.



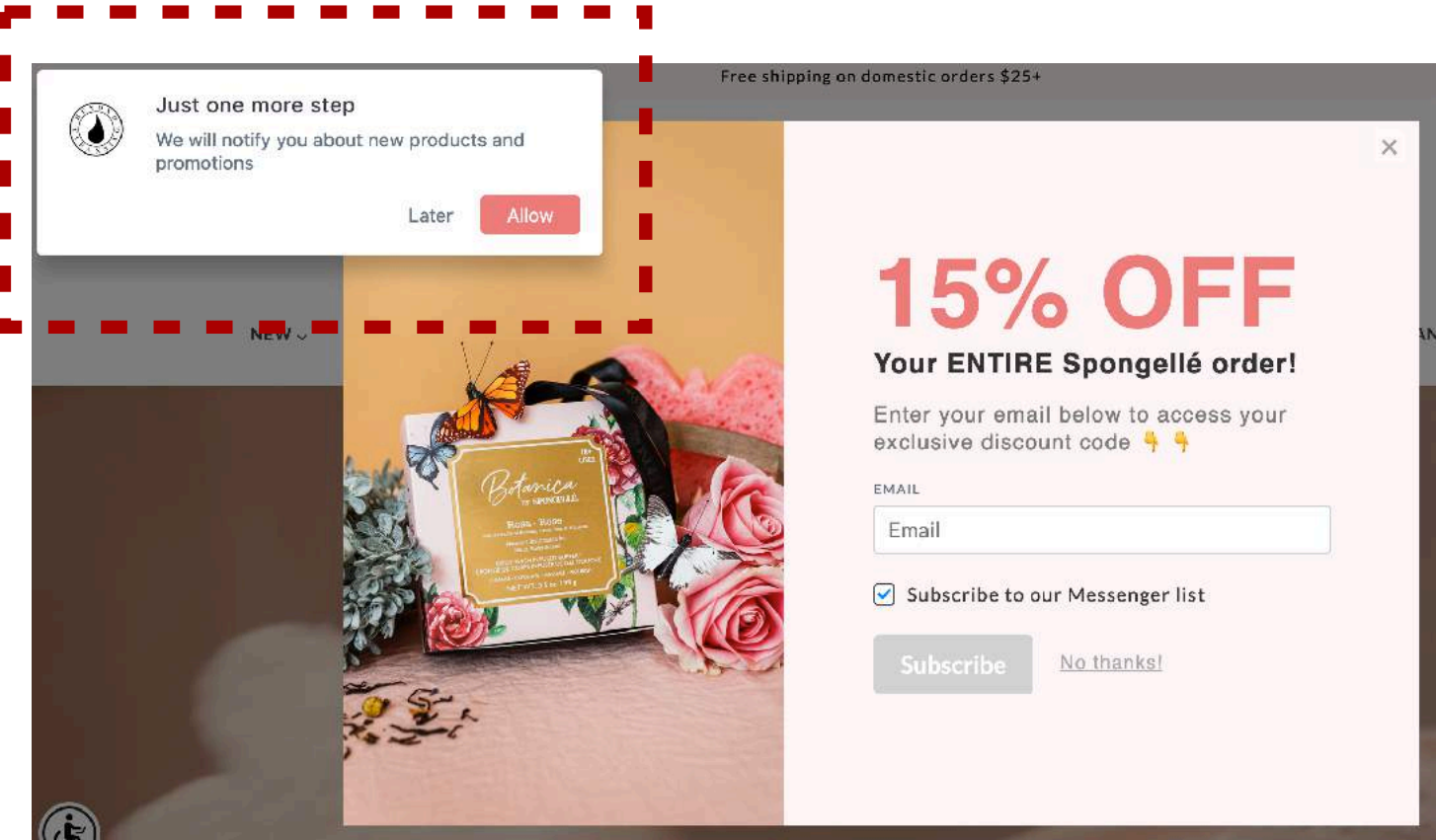


# SPONGELLE.COM: MARKETER TO THE MAX

## NEW ARRIVALS



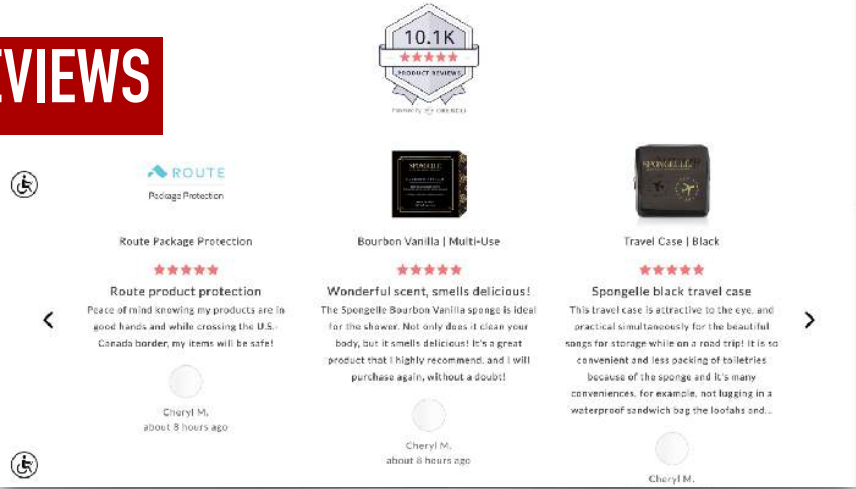
## EMAIL CAPTURE



## INSTAGRAM



## REVIEWS



## COUPON POP-UP/EMAIL CAPTURE

## IN-PACKAGE PROMO

- ▶ Customer care packages
  - ▶ Handwritten note
  - ▶ Refer-a-friend card
  - ▶ Coupon
  - ▶ "Gifts" – extras that don't cost you much, but customers value. They'll remember it.



## 1. Research keywords

- ▶ Google's keyword planner
- ▶ Google Trends

## 2. Merchandise

- ▶ Leverage the list and ideas on pages 27-31

## 3. On-site SEO

- ▶ Download the guide
- ▶ Optimize homepage, category pages, and product pages to start

## 4. Google Stack - sign up/set up

- ▶ Google Analytics; connect to ecomm store
- ▶ Google My Business
- ▶ Google Search Console

## 5. Review data

- ▶ Overall traffic
- ▶ Where is traffic coming from?
- ▶ Conversion



NEXT WEEK IN PART 3: DRIVING TRAFFIC

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# PROMOTIONS

# Q&A



A Big Picture Approach to Small Business™

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www.blockbeta.com



Twitter.com/robbinblock



Facebook.com/Blockbeta

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**We can help you build, improve or promote your website.**

**Set up a free :30 consult at [blockbeta.com](http://blockbeta.com)**