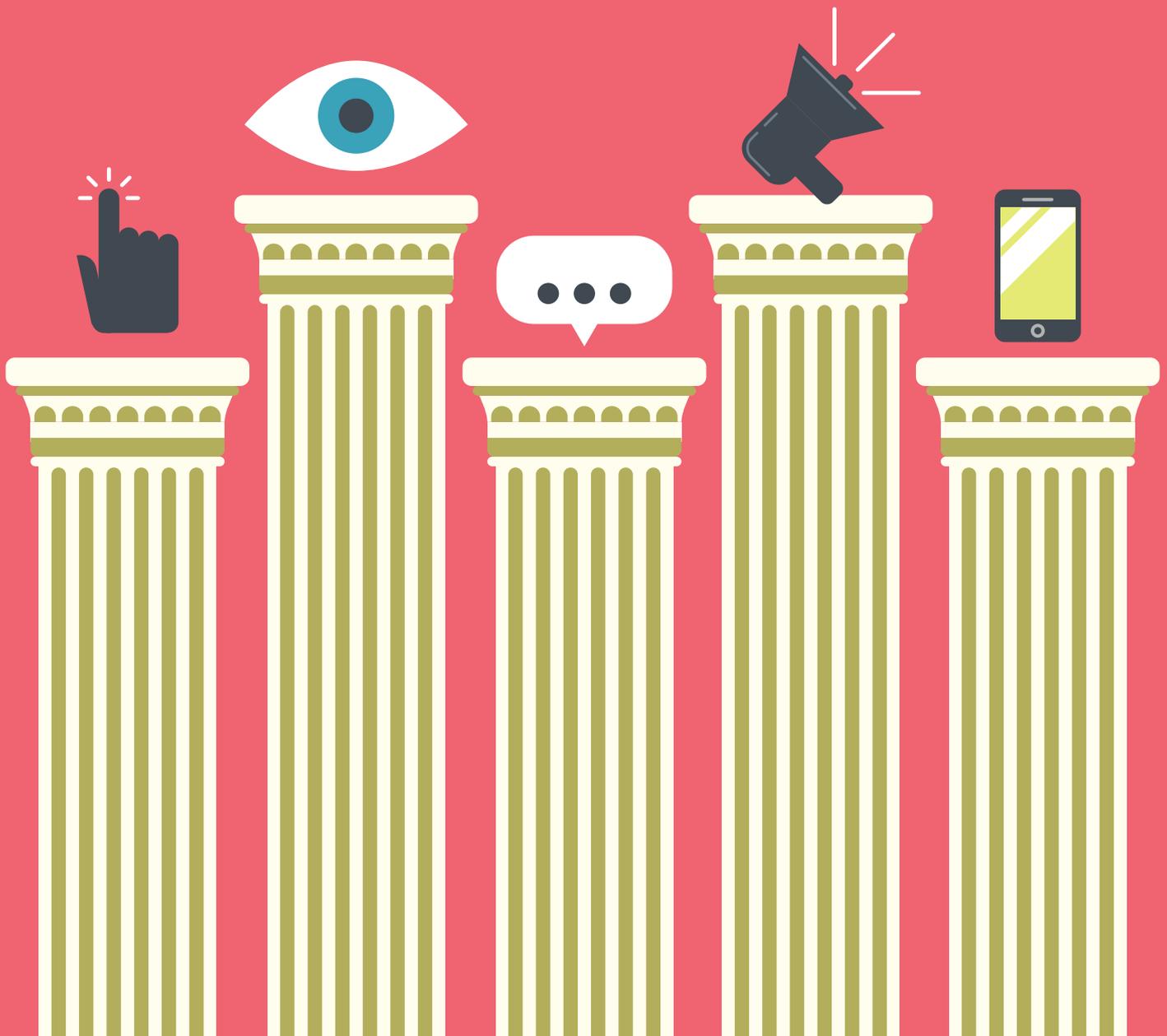


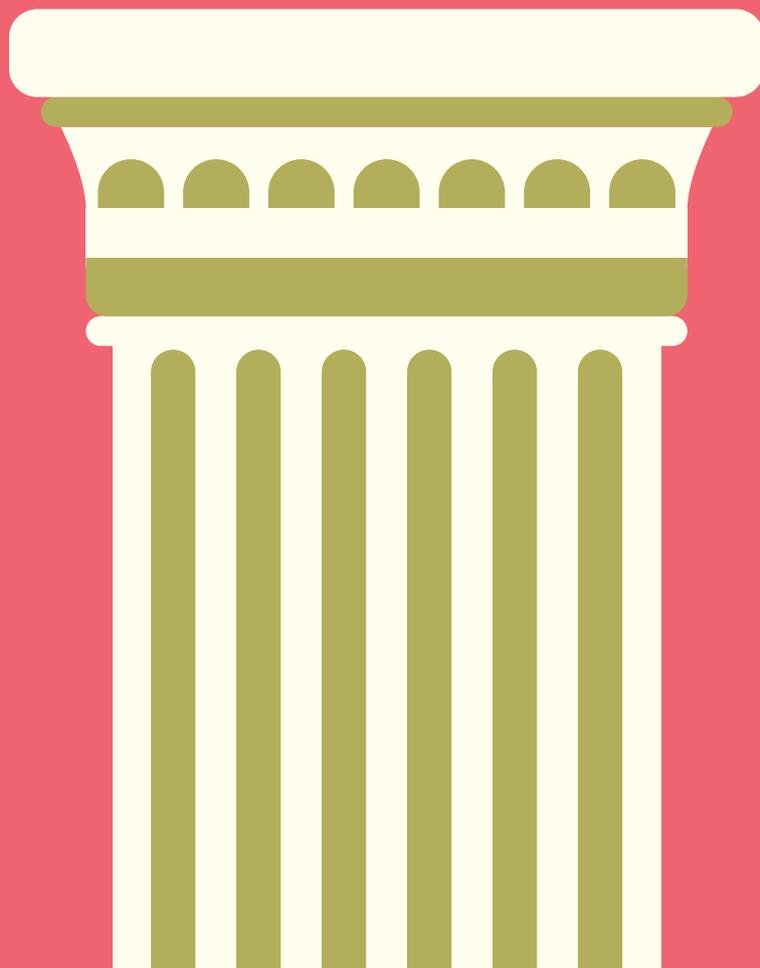


CLICK.CO.UK[®]

5 PILLARS OF ECOMMERCE SUCCESS



USABILITY



USABILITY

Help customers to find what they're looking for quickly and easily, and complete a purchase, when they're on your site.

Make your search box stands out. Try experimenting with different colours and sizes of buttons, or varying the position or copy, as part of a conversion rate optimisation (CRO) exercise.

Ensure your site search can handle **long tail semantic searches**, as customers who search in greater detail are likely to be much closer to conversion. According to MyTotalRetail.com, sites with a semantic-based search bar experience a 2% abandonment rate compared to the 40% abandonment rate reported by sites that feature a text-based search bar.

Autocomplete allows customers to search smarter. Printerland.co.uk found that customers who landed on an autocomplete page were 4 times more likely to convert than those who didn't, and 6 times more likely if the autocomplete included product photos and prices.

The screenshot displays the Printerland.co.uk website interface. At the top, there is a navigation bar with links for Home, Contact Us, About Us, Public Sector, Managed Print, International Orders, and Customer Support. The main header features the Printerland logo, the tagline 'The UK's no.1 for Printers & Ink', and a prominent phone number '0800 840 1992' with a call-to-action 'Call us FREE Mon - Fri 8:30am - 6:00pm' and 'FREE Next Day Delivery on all Orders Over £125*'. A search bar is positioned below the header, containing the text 'hp inkjet' and a 'Search Products' button. To the right of the search bar, there is a shopping cart icon showing '0 Items' for '£0.00' and a 'View Basket' button. Below the search bar, a 'Search Suggestions' dropdown menu is visible, listing several HP Officejet models. The main content area is divided into several sections: a 'Products' list on the left, a large promotional banner for an 'A3 Colour Laser Printer for the price of A4' with a '£200 Cashback' and a price of '£520.72 ex VAT', and a 'Quick finder' section on the right with dropdown menus for 'Manufacturer', 'Type', and 'Sub Type', and a 'Start Search' button. A vertical 'PRICE PROMISE' banner is located on the far right. At the bottom, there are smaller product listings for an '11dn ID Printer' and a 'Lexmark X544dw A4 Colour Multifunction Laser Printer'.

ASOS
Discover Fashion Online

blue dress

Welcome to ASOS. Join | Sign In

WOMEN | MEN

Help | Saved Items | Bag £0.00 (0)

STUDENTS: 10% OFF 24/7 + MORE GOOD STUFF + UNLIMITED NEXT-DAY DELIVERY TO THE UK ONLY. £3.50 A YEAR* FREE DELIVERY WORLDWIDE* (MORE INFO HERE)

Home > Search results for blue dress

REFINE BY

Blue Dress

1,366 styles found | View 204 per page

View: [Grid] [List]

Sort by: Relevance, What's new, Price high to low, Price low to high

GENDER

MEN

WOMEN

PRODUCT TYPE

Beachwear

Basics

Blazers

Coats

Dresses

Jackets

Jeans

Juggers

Knitwear

STYLE

A-Line

A-Line Dresses

A-Line Skirts

Bandeau Dresses

Beach Dresses

Blazers

Bodycon Dresses

Bomber Jackets

Buttoned blouses

COLOR

Beige

Black

Blue

Brown

Copper

Cream

Gold

Green

Grey

Navy

Multi

Pink

Purple

Red

White

ASOS Denim Classic Dungaree Dress With Raw Hem in Mid-Wash Blue £35.00

ASOS Denim Sleeveless V-Neck Midi Dress with Button Front in Midwash Blue £42.00

ASOS Denim Smock Dress in Mid-Wash Blue £25.00

Quick View Save

Make it easy to filter results. Asos.com allows users to filter by product type, style, colour, size and price range (and include or exclude several options within each), as well as customise how they view results, with the choice to 'save' a product for later comparison.

Only Denim Shirt Dress

£40.00

Free Delivery & Returns

Blue

Select Size

ADD TO BAG

SAVE FOR LATER

Product Brand Info

Dress by Only

- Cotton-mix denim
- Point collar
- Button placket
- Regular fit - true to size
- Machine wash
- 45% Cotton, 30% Lyocell, 25% Polyester
- Our model wears a UK 8/ EU 36/ US 4 and is 173cm/5'8" tall

Size Guide

View Catwalk Shop the Look

Twitter LinkedIn Facebook Share Google+

PRODUCT CODE: 811168

Use custom algorithms and enhanced landing page content to cross-sell and up-sell by displaying alternatives when a product is out of stock, or by suggesting complementary products and services.

Shop the Look You might also like

EXCLUSIVE

Only Child Crystal Woven Bracelet

£46.00 £32.00

River Island Black Fringe Saddle Bag

£45.00 £27.00

STERLING SILVER

ASOS Sterling Silver 30mm Sleek Ho...

£12.00

Checkout process

A smooth, secure checkout is crucial for eCommerce success. You need to ensure:

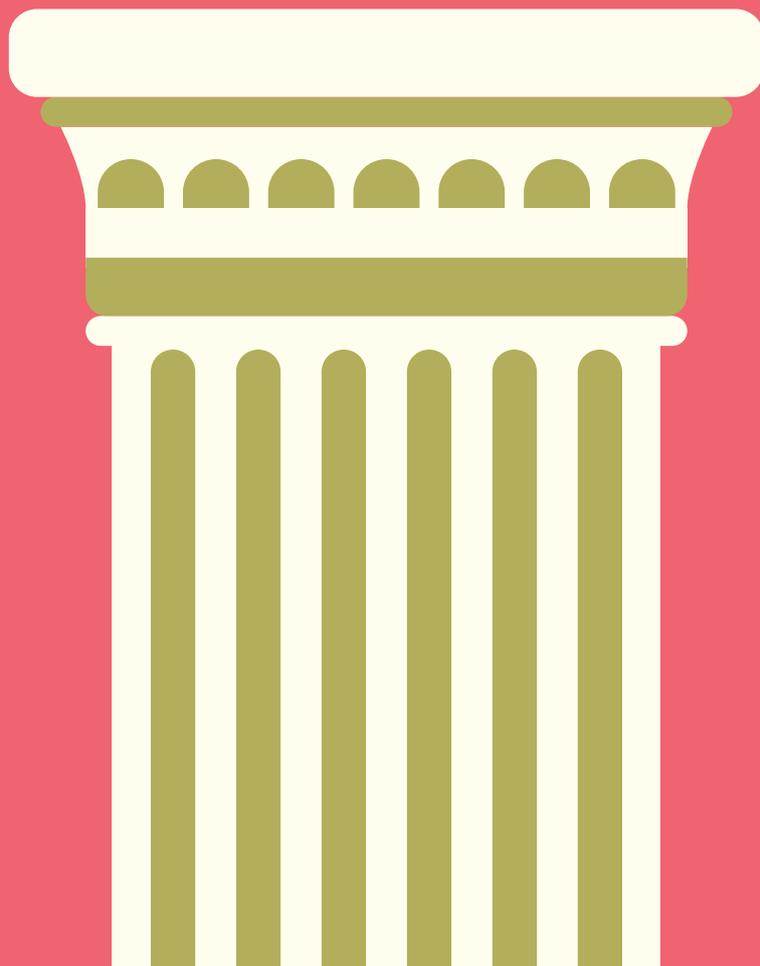
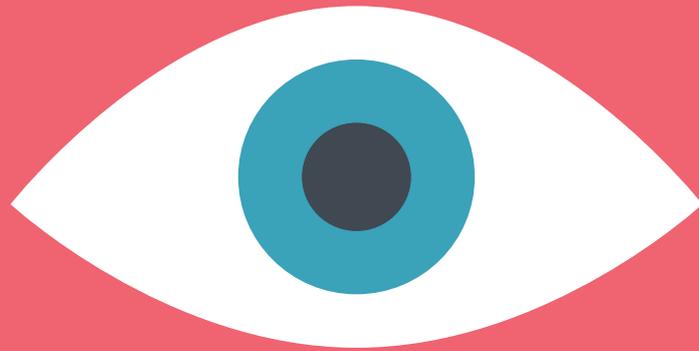
- Strong calls-to-action (CTAs) on your checkout page to entice your customers to do what you want them to do
- Prominent shopping basket buttons on your product pages
- A user-friendly payment process on your checkout page

The checkout process is often the first port of call for testing, because all visitors making a transaction will have to go through this process. Our [blog post](#) contains further information on how to do this.

OTHER USABILITY FACTORS

- Clear, simple website design
- Fuss-free, intuitive navigation
- Fast loading times (less than 3 seconds per page)
- Prices updated in real-time to ensure accuracy
- Contact details, including social media, clearly visible
- Ts & Cs and returns information easy to find
- Prompt responses to customers via email and instant chat

VISIBILITY



VISIBILITY

Organic search traffic has long been one of the most valuable sources of traffic for eCommerce sites – and user experience and SEO strategy are no longer mutually exclusive.

That means when you optimise your website for visitors, you're improving the chances of ranking well in search engine results (otherwise known as your organic search performance).

Keyword optimisation

Keyword research is one of the most worthwhile exercises in search marketing – and marketing in general. As well as enabling you to target the correct keywords, it will give you a much greater insight into what your customers want.

Search marketing is about quality as well as quantity: 'how many' isn't the only focus, but also 'how many of the right kind'.

Use **relevant, meaningful keywords** in your headers/subheaders, page copy, product descriptions, image filenames/alt tags, meta titles/descriptions and URLs.

For keyword research, try [Google AdWords Keyword Planner Tool](#) and [Google Trends](#). Our [Simple Guide to SEO](#) also contains in-depth guidance on researching and selecting keywords, as well as lots of other useful info.

Product pages

These should be reachable by as few clicks as possible from your home page. A rule of thumb is to follow a logical structure of categories and sub-categories, and do not go more than three levels deep before reaching a product-specific page. This will make sure search engines can find the pages deep in your site that will serve long tail searches.

Semantic markup

You can insert [semantic mark-up code](#) on your page templates to communicate to search engines aspects of your business that you want to highlight, such as location(s), opening hours, reviews, photos, or offers and events.

This information then accompanies your search result listings, giving more exposure to your brand and allowing you to stand out from competitors. Search engines also use this information to help determine the relevance of your website's content to users' search queries, further boosting your organic search visibility.

Good quality content

Great content throughout your eCommerce site not only boosts customer engagement, retention and conversions – search engines also reward user-friendly pages in their rankings.

Aim to make every page compelling, with substantial, unique, relevant and engaging content. This goes for the copy on your product description pages as well as in your blog posts. AO.com – renowned for its engaging, user-friendly approach to the potentially dry subject of white goods retail - features high-quality, product-specific copy on its content pages:

Product Overview

With this Bosch Integrated Fridge Freezer you're getting a product that's built to last. There's 259 litres of capacity in total, which gives you space for 14 shopping bags full of food. Designed to be hidden behind your furniture door there's an even split of space between fridge and freezer. There are 3 drawers in the freezer including a Big Box, perfect for larger items like cuts of meat. The fridge has a FreshSense drawer, which has been designed to keep your veg in shape for longer.

Customer Reviews

This product hasn't been reviewed yet...
Want to be the first to write a review? [Click here >](#)

Specification

| Product Detail | Fridge | | |
|---------------------------|------------------------------|------------------------------|------------|
| Dimensions | (H)177.2 x (W)54.1 x (D)54.5 | Fridge Capacity (Net) ⓘ | 159 Litres |
| Brand | Bosch | Number of Shelves (Fridge) ⓘ | 3 |
| Colour | White | Anti Bacterial Protection ⓘ | Yes |
| Category | Fridge Freezers | Auto Defrost Refrigerator ⓘ | Yes |
| SKU | KIV85V39G_WH | Bottle Storage ⓘ | Yes |
| Dimensions With Packaging | (H)184 x (W)62 x (D)64 cm | Dairy Compartment ⓘ | No |
| Weight | 64 Kg | Egg Tray ⓘ | Yes |
| Weight With Packaging | 70 Kg | Salad Crisper ⓘ | Yes |

As well as in-depth buyer guides, helpful articles and FAQs <http://ao.com/help-and-advice...>

How can we help you?

- Inspire Me >**
Home 16.2k
Coffee Machines 4k 71%
- Help Me Choose >**
Brands at AO
Buying Guides
Our Best Buys
- Help With My Order >**
Promotions
Delivery
Finance
- Help With My Product >**
TV How To Guide
Laundry Troubleshooting
Aftercare

Popular Questions

- Do you offer trade-in and how does it work?**
We offer trade-in as a promotion on selected products. You can see what's currently available here. Simply trade-in a like-for-like appliance and we'll give you cash back into your bank. We can even collect your old item when we deliver your new one. [Find out more here.](#)
- I've heard there's a product safety notice on Hotpoint, Indesit and Creda appliances. Do I need to do anything?**
Indesit Company have issued safety notices relating to condenser fans on certain tumble dryers (series between April 2014 and September 2015) from the brands Hotpoint, Indesit and Creda. To read the safety notices and check your item, please go to either <https://safety.hotpoint.eu/> or <https://safety.indesit.eu/>.
- Trending Today**
Why can't I have the delivery code I want?
Can I have my order delivered to a store?
How do I take my old appliance or remove offer?
Why isn't my discount code working?
What do these energy labels mean?

Popular Articles

- TV Buying Guide**
From 4K to Smart, find out everything you need to know about your next TV. [Find out more >](#)
- How to buy built-in and integrated appliances**
We're here to make buying built-in appliances simple. [Find out everything you need to know here.](#) [Find out more >](#)
- Cooking Installation**
Our expert installation team are on hand to install your new appliance. [Find out more >](#)

And a blog in the form of a 'lifestyle hub, featuring news, reviews and video round-ups...

life Make yourself at home

KITCHEN LIFE HOME LIFE CONNECTED LIFE FAMILY LIFE

★ EDITOR'S PICK

THE VEGETABLE COOKBOOK
Kitchen Tips, Kitchen Life
The ultimate guide to preparing and cooking vegetables you may never have tried (or heard of before).

5 OF THE BEST ACTIVITIES TO KEEP THE KIDS BUSY THIS HALF TERM
Family Fun, Family Life
Keep the kids entertained this half term with our round-up of the best activities.

SIMPLE VALENTINE'S DAY CRAFT ROUND-UP
Crafts, Home Life
It's not too late to get crafting for Valentine's Day with our super simple round-up!

MEET THE TEAM
View all contributors >

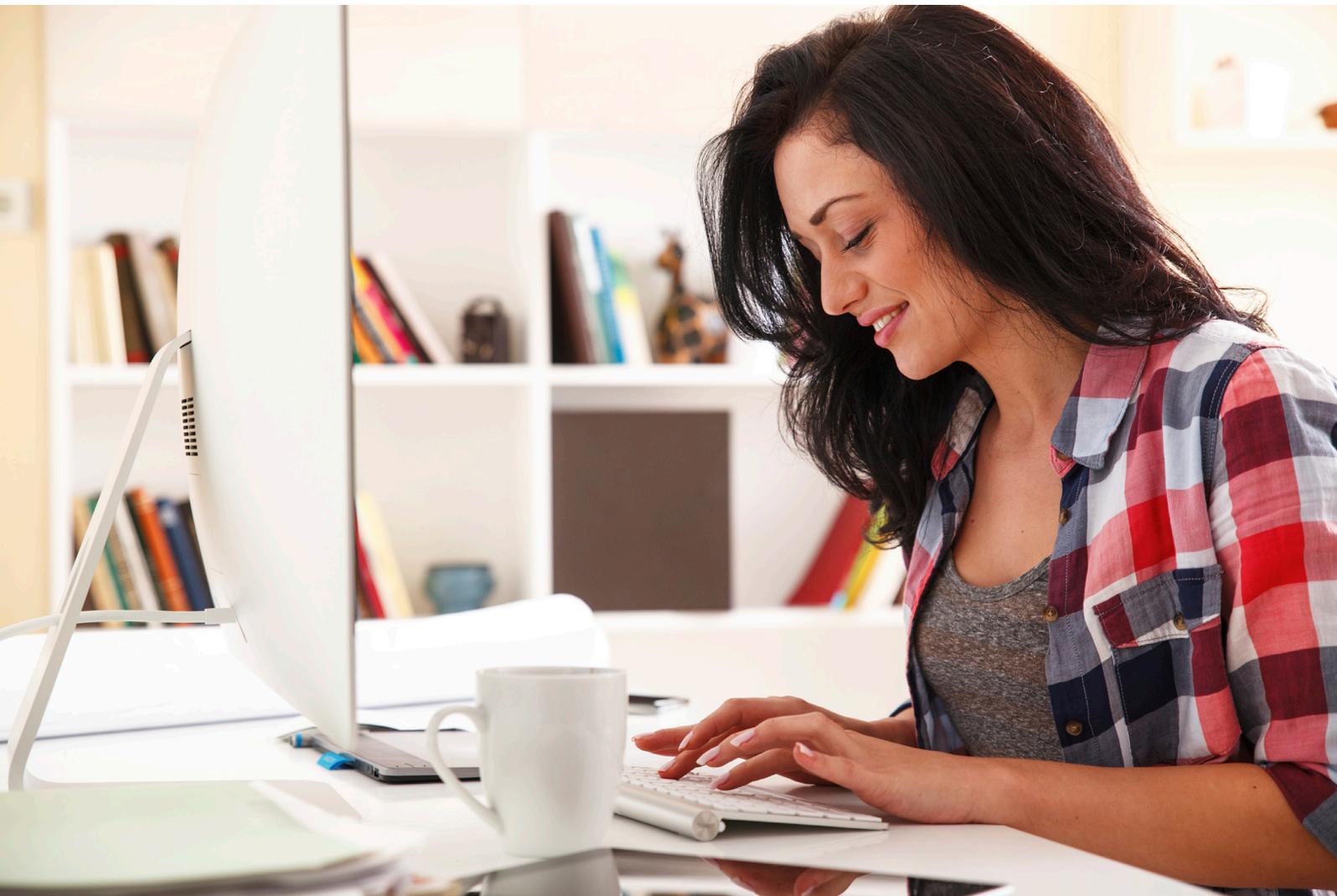
SUBSCRIBE TO AO LIFE
AO Life is a lifestyle hub that brings together the latest news, no-nonsense reviews, content and video round-ups of the things that make life great. We're passionate about food, family, home interiors and the latest technology and gadgets.
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[Subscribe now](#)

TWITTER
Not feeling productive this month? Here's some tips & tricks to help kick start your productivity!
[https://t.co/7WwUu0U1](#)
1 month ago

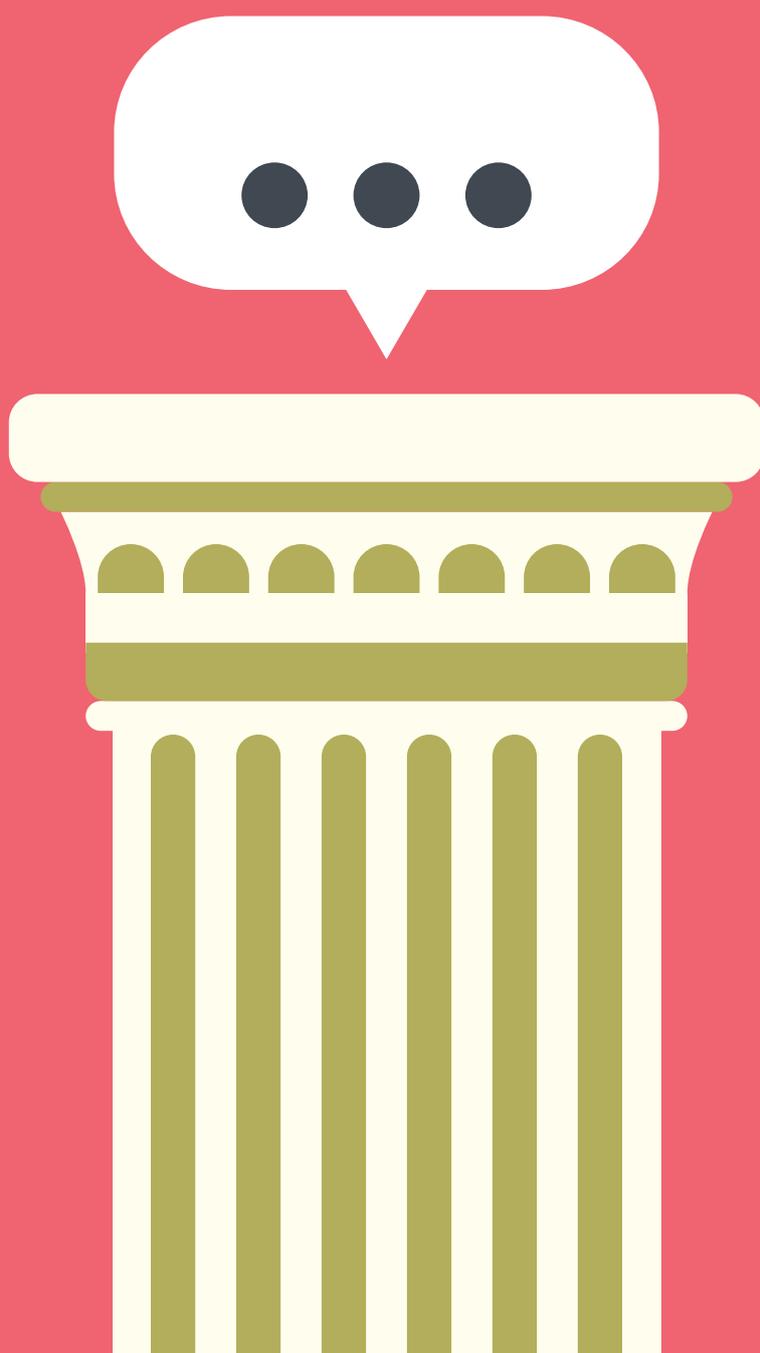
Outreach

Blogger outreach adds a further strand to your content marketing activity by having it featured on relevant third party blog sites. This means developing and maintaining relationships with relevant bloggers and offering them unique, relevant, high-value content that their audience will find useful and interesting.

It's a great inbound marketing strategy, and it can also boost your organic search visibility (SEO) when bloggers with trusted and established sites (ie, those with a high domain authority/DA) link back to your site. For more information, download our [Link Building Through Outreach eBook](#).



COMMUNICATIONS



COMMUNICATIONS

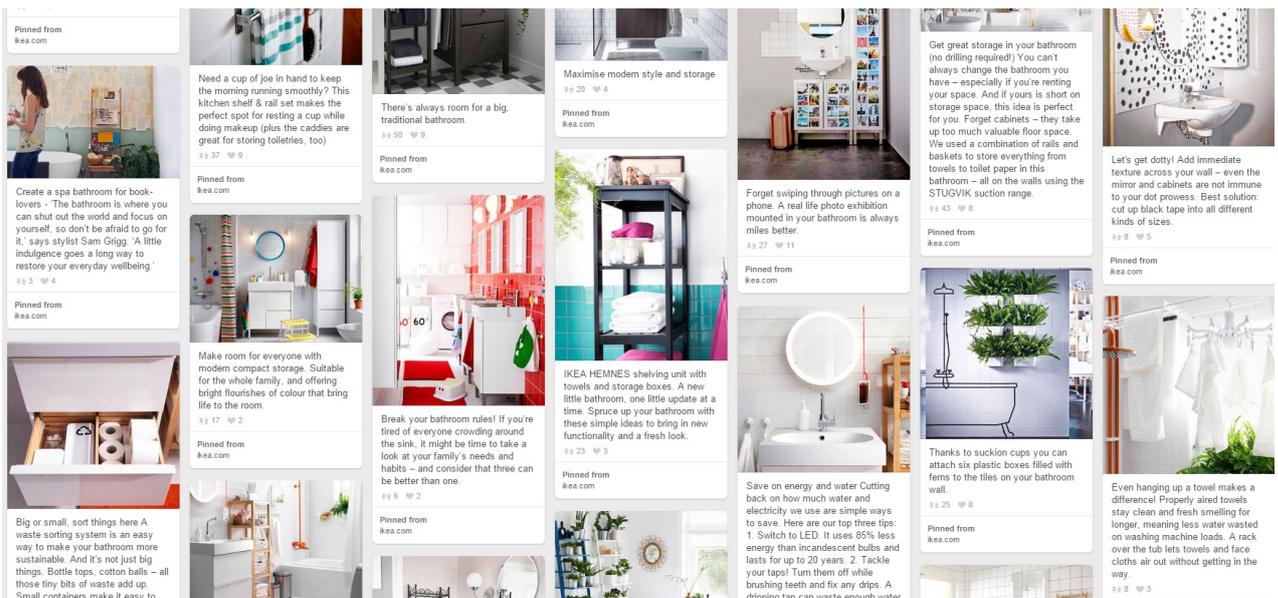
Social media and review sites mean there's now more than you and your customer involved in the decision to buy: third party reviews and other user-generated content are increasingly influential.

Social media

Social media is the ideal platform to showcase products, demonstrate how they look or work and even allow users to indulge in a little fantasy browsing with aspirational images and inspirational ideas, as well as allowing customers to upload their own content. Research indicates that visuals are processed 60,000 times faster than text. Furthermore, 40% of people respond better to visual than to text alone.

With sites such as Facebook and Pinterest featuring 'buy now' buttons, it's even possible to use social media as an additional sales platform.

Ikea's Pinterest boards feature a range of ideas for the home, as well as tips and DIY how-tos:



Increase your shareability factor by aiming to provoke a response with your content, especially interest, amusement, pleasure or excitement - research shows that buying decisions are based on 80% emotion and 20% logic.

Reviews

Customers trust people more than businesses, so reviews on social media sites like TrustPilot, or left on your own site, can be a powerful way of driving sales and brand awareness for your company. For example, you could encourage your customers to leave short reviews after they purchase something and reward them with a special discount on their next order.

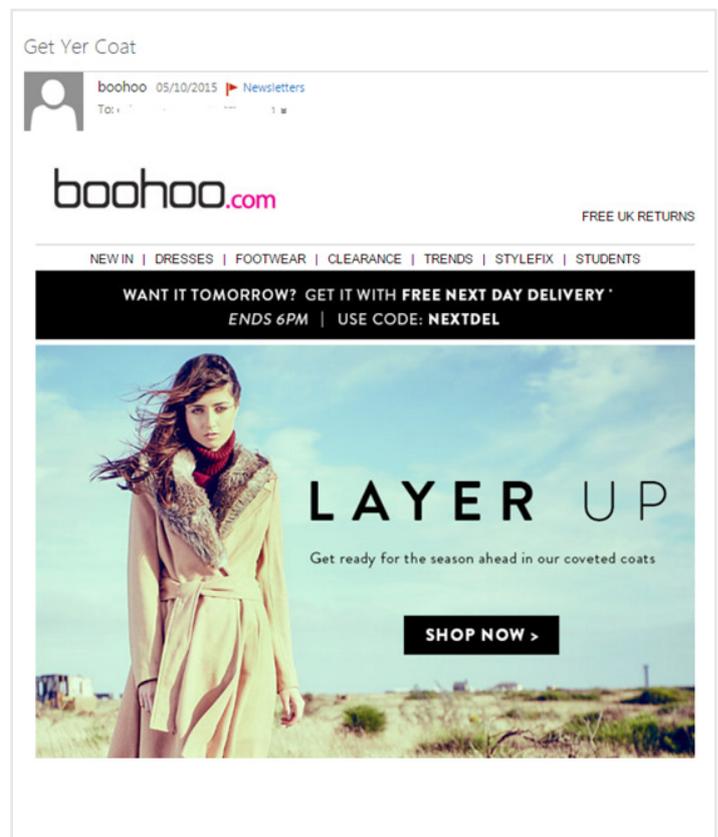
According to Internet Retailer, you can increase your eCommerce conversion rate by up to 76% by adding product reviews to your online store, while Jupiter Research found that 77% of consumers read reviews before purchasing online.

Email campaigns

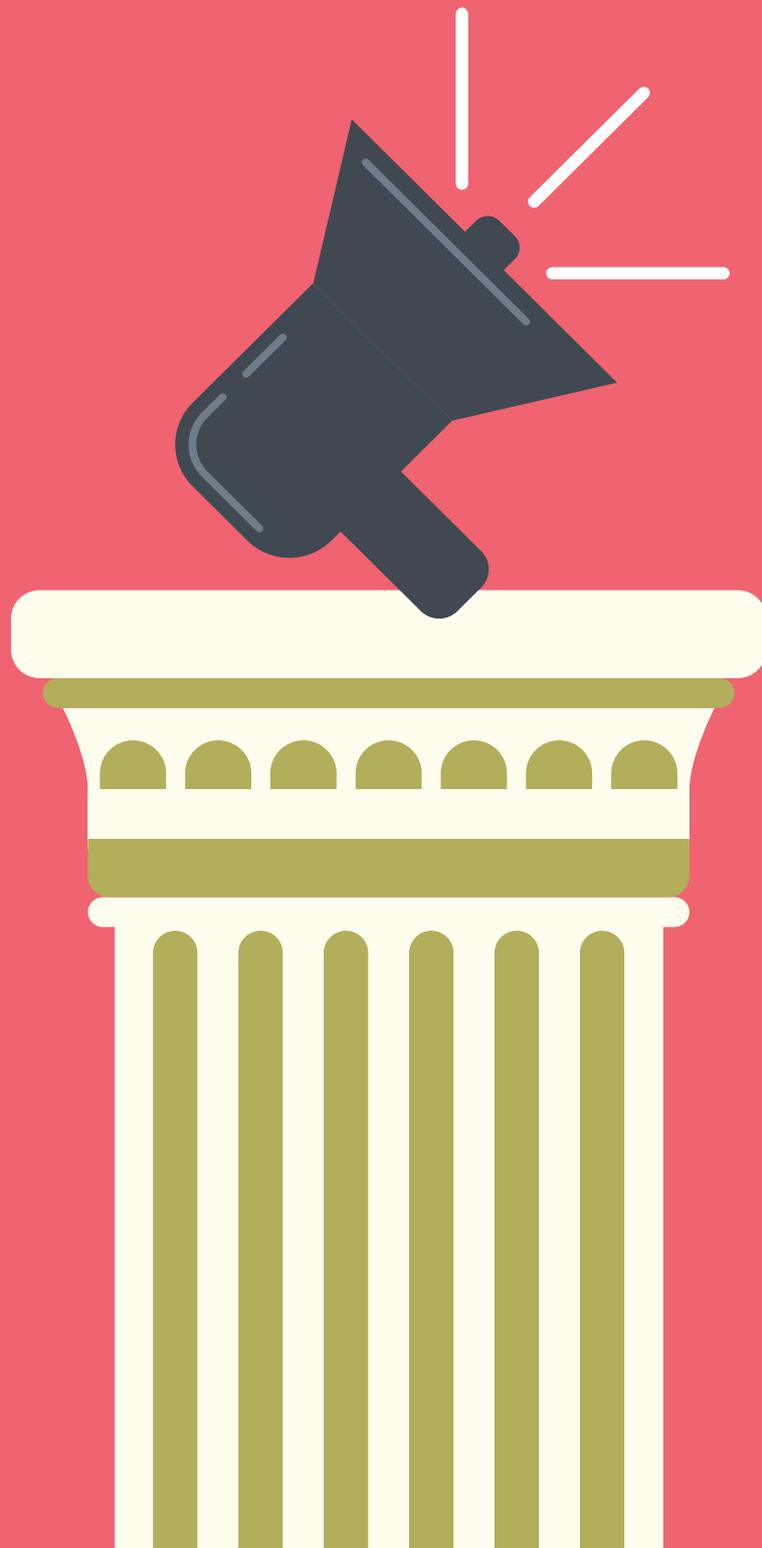
Email should be a key part of any eCommerce marketing strategy as it's an effective way to keep in regular contact with your customer base, establish brand identity and build trust, all factors that are key to securing repeat visits and purchases.

Hook customers in with an irresistible subject line, snappy copy, enticing imagery and a strong call to action, such as this Boohoo example:

When planning your campaign, think in terms of developing an ongoing dialogue with your customer base; encourage and provide the opportunity for recipients to engage with your brand.



PROMOTION



PROMOTION

Paid search (PPC) advertising gives you greater control over your presence on SERPs than a reliance on organic search results alone.

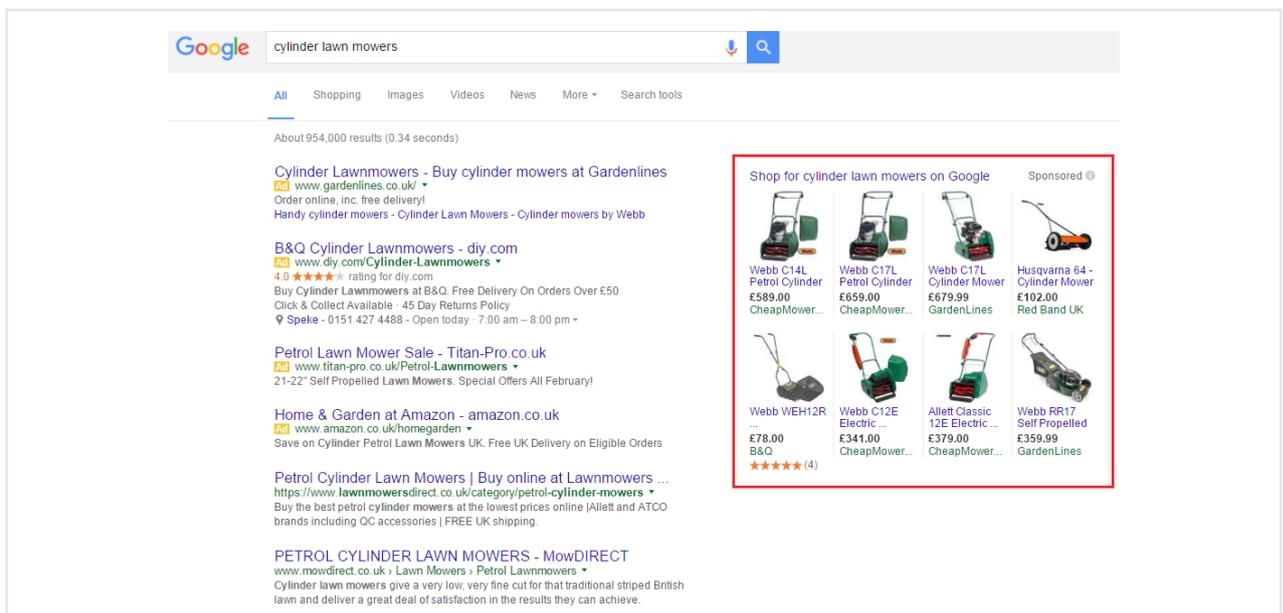
Shopping Campaigns

Shopping Campaigns have become an increasingly crucial part of a marketer's online strategy. They are a powerful way to showcase your products across Google and Bing to drive high quality traffic to your site.

Ads can include a product image, title, price, extensions, promotions and your domain name. Their visual nature means that conversion rates are typically higher than for text-only ads.

You create ads that target specific keywords related to your business, and your ads appear above organic search results on Google when people search for these keywords (as shown in the image below). The cost of your ads depends on a range of factors, including the competitiveness of the keyword you're targeting, but you only pay if visitors actually click on your ad.

Across our eCommerce client base, we find that on average, Shopping traffic is up to 50% higher than for traditional Search.



For more guidance on paid search, download our [Simple Guide to Paid Search \(PPC\)](#).

Shopping Campaign best practice includes:

- Ensuring you have a Shopping Campaign set up for both Google and Bing
- Investing in a Feed Optimisation solution, such as feedTRAX™
- Considering Amazon and eBay platforms as part of your advertising strategy
- Identifying profit margins to optimise to profit rather than just revenue/ROI

Display advertising

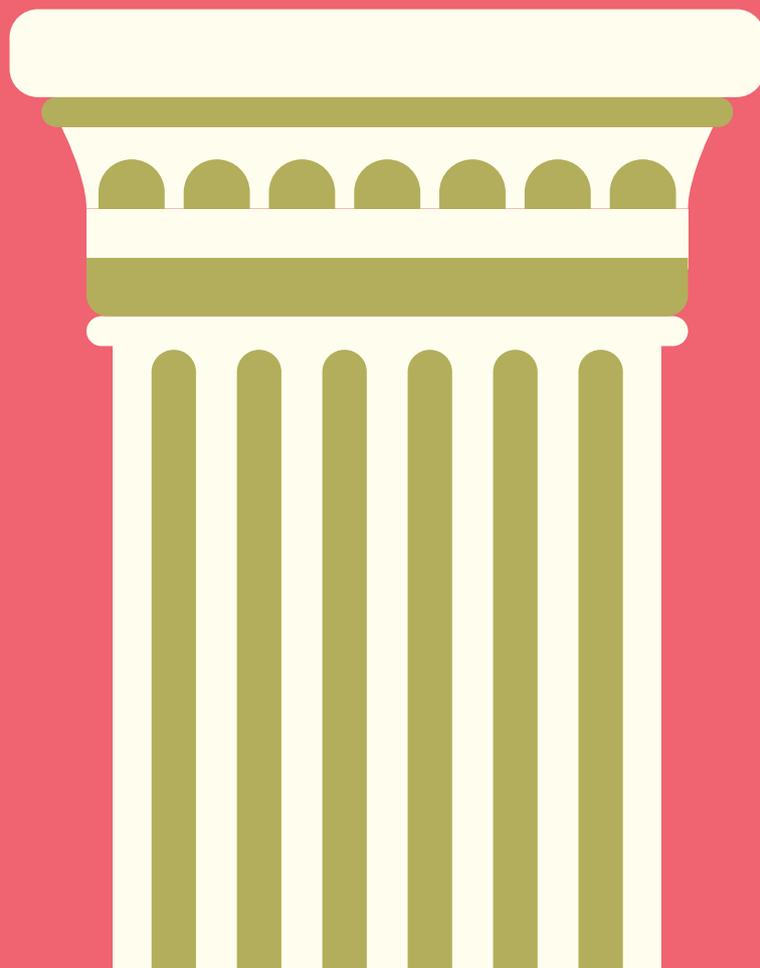
This is where your ads appear on third party websites next to content that's relevant to your product or of interest to your target audience. Ads can take the form of banners, text, images and video.

Remarketing

A powerful way to reach people who have previously visited your site or used your app by tracking items in which they've shown interest, then targeting them with highly relevant ads across third party sites they subsequently visit. Remarketing ads could include an added incentive to re-engage your prospect, such as a discount or special offer. Learn more about remarketing in [this blog post](#).

The image shows a screenshot of a website with several advertisements highlighted. The website has a 'neekly SCIENCE' logo in the top left. A red box highlights a banner advertisement for 'The Audi A5 Sportback Black Edition Plus from £379 per month*'. An orange box highlights a row of product images including books, a blue plush toy, a piggy bank, a penguin, and a pink piggy bank. A red box highlights a 'DISPLAY ADVERT' for 'Just part of the out of this world service we deliver daily' with a 'Click For Random Post' button. Another red box highlights a 'DISPLAY ADVERT' for 'Realise the potential' with a 'Find out more' button. Labels 'DISPLAY ADVERT' and 'REMARKETING ADVERT' are connected to the highlighted areas by lines.

MOBILE COMMERCE



MOBILE COMMERCE

Desktop is no longer the default for customers and marketers need to take this shift seriously, if they haven't already.

More people now visit online stores on mobiles and tablets than on desktop computers, according to Shopify and 'mobile friendliness' is an important ranking signal for Google.

Mobile-optimised, not just mobile-compatible

It is no longer a valid workaround simply to have a second, mobile friendly site: not only do these sites tend to have reduced functionality; they can often be overlooked when updating the desktop site. The solution is to go with either a responsive or adaptive site. A responsive website automatically resizes site content to match the users screen size, thereby giving mobile and desktop users the same online experience, while an adaptive site is intent-led, catering the content to the likely needs of each potential device.

It's important to remember that your website needs to be mobile-optimised, not just mobile-compatible. This means getting a clearer understanding of customers' mobile search behaviour (for example, quickly looking up a business' phone number on the go, or researching prices while in a physical store or venue), and its role in the purchasing path, so that you can focus on maximising your business' mobile experience.

GET IN TOUCH WITH US TODAY

ABOUT US

We are a multi award-winning search marketing agency working with brands & SMEs that want a tangible, measurable return from their online budget.

Our website features an online resources section, full of useful [eBooks](#). We also write a blog, where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

Call us today on

0845 205 0292

Or visit our [website](#).



WHAT OUR ECOMMERCE CLIENTS SAY

"The team at Click put together a campaign that underpinned our objectives and have achieved fantastic results within a very short space of time."

Tom Wilcock, Julian Charles

"Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none.

They're always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on.

Brilliant project planners, superb project delivery and results to boot, what more could you ask for?"

James Lane, Adjustamatic Beds

OUR ACCREDITATIONS



Accredited
Professional



OUR TECHNOLOGIES

monitor **TRAX**[™] rank **TRAX**[™] feed **TRAX**[™] link **TRAX**[™] pro **TRAX**[™]



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