Now & Later: Marketing Tactics to Build Traffic and Convert to Buyers
March 24, 2011

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Agenda

- Paid Search (PPC)
- Shopping Feeds
- Search Engine Optimization (SEO)
- Conversion Optimization
Intro to Online Marketing

- About **80%** of eCommerce marketing campaigns that **drive sales** come from PPC Advertising, Shopping Engines and SEO*
- Driving traffic immediately vs. long-term
- Converting traffic to sales

*Reflects generally accepted statistics averaged from various resources: CPC Strategy, Forrester Research, Internet Retailer, MerchantAdvantage, and Practical eCommerce
Search Engine Results Page
Organic Search Results

buy hot sauce

Hot Sauce by the Case - Buy Hot Sauce in Bulk and Save
Hot Sauce by the case at Hot Sauce World. Save when you buy a case of hot sauce.
www.hot sauce world.com/buy hot sauce by the case.html

Hot Sauce Super Store - HotSauceWorld.com
At Hot Sauce World you will find a huge selection of hot sauce and other hot stuff.
Hottest Hot Sauce - Mad Dog 357 Ghost Pepper Hot Sauce - Hot Sauce (hot)
www.hot sauceworld.com - Cached - Similar

Shopping results for buy hot sauce

Tabasco Hot Sauce
Original Hot Sauce
$4.95
Amazon.com

Texas Petes Hot Sauce
$7.99
Amazon.com

Georgia Peach Jalapeno Hot Sauce
$14.99
Walmart

Chileolita Original Hot Sauce
$1.59
Walmart

InsaneChick'in Hot Sauce and BBQ Sauce Store
Our price: $31.95. Quantity: Buy Now. Add to wish list. Danny Cash's Jolokia Habanero Hot Sauce Details - Danny Cash's Jolokia Habanero Hot Sauce...
www.insanechick'in.com - Cached - Similar

HOTSAUCE - The Original Hot Sauce Emporium since 1995
Shop Hot Sauces, Fiery Foods, and Hot Sauce Gifts for Chili Heads and Hot Sauce Aficionados Worldwide. Always Fast and FREE Shipping over $75.
www.hot sauce.com - Cached - Similar

Hot Sauce - Buy Hottest Gourmet Habanero Jalapeno Jolokia Pepper
Hot Sauce: Buy hot sauces and thousands of gourmet foods from over 100 countries online at gourmet.com
www.gourmet.com/hot sauce.asp - Cached - Similar
Shopping Feed Results

Buy sauce Online - Best Selection Of Hot Sauces Around
Use Coupon Code TENSPOIT For 10% Off Pepper Extracts - Hottest Sauces On Earth - Ghost Pepper - Hot Sauce Gift Sets
hot sauce world.com

Central Market - Eat the Heat at your local Central Market
March 16-29. It's hot. ◇ Show map of 6477 St. Lamar Blvd. Austin, TX 78745
centralmarket.com

The Hot Sauce Stop - HUGE selection of fiery & gourmet sauces,
Best shipping rates around:
www.TheHotSauceStop.com

Hot Sauce by the Case - Buy Hot Sauce in Bulk and Save.,
Hot Sauce by the case at Hot Sauce World. Save when you buy a case of hot sauce.
www.hot sauces world.com/hotsauces/buycase.html - Cached - Similar

Hot Sauce Super Store - HotSauceWorld.com
At Hot Sauce World You will find a huge selection of hot sauce and other hot... Hottest Hot Sauce - Mad Dog 357 Ghost Pepper Hot Sauce - Hot )
www.hot sauce world.com - Cached - Similar
◇ Show more results from hot sauce world.com

Shopping results for buy hot sauce

Tabasco Solo
Original Hot Sauce
$4.95
Amazon.com

Texas Pete
HOT SAUCE
$7.99
Amazon.com

Georgia Tech
Vegan Jalapeno Hot Sauce
$14.99
Walmart

Chili Sauce
Original Hot Sauce
$3.99
Walmart

Nearby stores

InsaneChicke Hot Sauce and BBQ Sauce Store◇
Our price $31.95. Quantity. Buy Now. Add to wish list. Danny Casy's Jolokia Hot Sauce 
Info details - Danny Casy's Jolokia Hot Sauce ...
www.insanechicken.com - Cached - Similar

HOTSAUCE.COM - The Original Hot Sauce Emporium since 1995!◇
Shop Hot Sauces, Fiery Foods, and Hot Sauce Gifts for Chili Heads and Hot Sauce Aficionados Worldwide! Always Fast and FREE Shipping over $75.
www.hotsauce.com - Cached - Similar

Hot Sauce - buy Hottest Gourmet Habanero Jalapeno Jolokia Pepper ◇
Hot Sauce - Buy hot sauces and thousands of gourmet foods from over 100 countries online at
gourmet.com
www.gourmet.com/hot-sauce.asp - Cached - Similar

Hot Sauce Depot
A wide selection of Hot Sauce, BBQ Sauce, Wing Sauce and more.
www.hot sauce depot.com

Extreme Hot Sauce
Hottest Sauces, Fiery Foods & Gifts Always Free Shipping over $75!
www.hot sauce.com

The Hot Sauce Store
The Hot Sauce Store offers all your favorite fiery hot sauces, www. heavenlyhotchiliosauce.com

Buy Hot Sauce
Shop Asian Grocery Store Online Now
Order Food, Snacks, Ships Next Day,
www.asianhodgerec.com is rated
www.asianhodgerec.com

Secret Airpark Hot Sauce
Can't find it in a store near you?
Order all our products online!
www.secretairpark.com

Hot Sauce
Get it now, get it cheap
The perfect gift for the holidays
www.hot sauce planet.com

Hot Sauce Gifts and More
As seen on the Food Network?
One-stop shopping for hot sauce
www.insanechicken.com

Hot Sauce - Save Big 50%
Mention our warehouse you get 50% off on purchases $25.00 or more.
www.hot sauce hawaii.com

www.hot sauce hawaii.com

See your ad here→

Volusion®
Pay Per Click Advertising

- What is pay per click advertising?
  - Create **keywords**
  - Create **ads**
  - Ads show on the **search engines**
  - You pay any time someone **clicks** on your ad
PPC - Choosing Relevant Keywords

- **Category-level keywords**
  - Mexican hot sauces
  - Grilling hot sauces
- **Product names**
  - Firestarter number 5
- **Misspellings**
  - Hot sause
  - Spicey sauce
- **Industry terms** *(where available)*
PPC - Basic & Long-Tail Keywords

- Basic
  - Hot sauces
  - Best hot sauces
  - Buy hot sauce

- Long-Tail Keywords
  - Hottest red habanero sauce
  - Hot BBQ sauce for grilling
  - Southwestern hot sauce brands
PPC – Negative Keywords

- Exclude Popular Informational Topics
  - Allergies
  - Recipes

- Omit Unrelated Search Engine Results
  - Basketball
  - Band

Searches related to **hot sauce**

- hot sauce recipes
- making hot sauce
- hottest sauce
- hot pepper sauce

Search results:

- hot sauce
- hot sauce recipes
- hot sauce streetball
- hot sauce basketball
- hot sauce band
- hot sauce band austin
- hot sauce austin

About 11,400,000 results (0.09 seconds)
PPC- Creating Ad Text

- Comply with Policies & Regulations
  - Punctuation/Grammar
  - Text Requirements
- Include Keywords in Ad Text
  - Bold Effect
  - Relevancy
- Send Traffic to Appropriate Locations
  - Home Page
  - Category or Product Page
PPC- Maintaining Ads

- **Test Ads**
  - Create Variations
  - Collect Data
  - Pause Underperforming Ads
  - Create New Ads

- **Monitor Budgets & Bids**
  - Daily Budget
  - Keyword Bids

- **Run Regular Reporting**
  - AdWords Reports
  - Google Analytics Reporting
Shopping Feeds

- Most popular comparison shopping engines (CSEs):
  - **Free** shopping engines
  - **Cost per click** shopping engines

- Amazon Product Ads
- NexTag
- Google
- thefind
- Shopping.com
- Become
- Bing
- Shopzilla
- Buy.com
Why Utilize Shopping Feeds?

- About **50% of online shopping decisions** are influenced by shopping destination sites*
- Reach **active shoppers** looking for products like yours
- **Integration of shopping results** into search results

* Reflects generally accepted statistics averaged from various resources: CPC Strategy, Forrester Research, Internet Retailer, MerchantAdvantage, and PracticaleCommerce
Integrated Search Results

buy hot sauce

About 2,000,000 results (6.58 seconds)

buy hot sauce

buy hot sauce

Hot Sauce Depot
A wide selection of Hot Sauce, BBQ Sauce, Wing Sauce, and more.
www.hotsaucedepot.com

Extreme Hot Sauce
Hottest Sauces, Fiery Foods & Gifts Always Free Shipping over $70!
hot-sauce.com is rated 5 stars
Google guaranteed
www.hot-sauce.com

The Hot Sauce Store
The Hot Sauce Store offers all your favorite fiery hot sauces.
www.heavenlyhotshotluse.com

Buy Hot Sauce
Shop Asian Grocery Store Online Now Order Food, Snacks, Ships Next Day.
www.asianfoodgrocer.com

Secret Aardvark Hot Sauce
Can't find it in a store near you? Order all our products online!
www.secretaardvark.com

Hot Sauce
Get it now, get it cheap
The perfect gift for the holidays
www.hotsauceplanet.com

Hot Sauce Gifts and More
As seen on the Food Network
One-stop shopping for hot sauce
www.insanechicken.com

Hot Sauce - Save Big 50%
Mixing our warehouse you get 50% off or purchases $25.00 or more.
hot-sauce.com is rated 5 stars
Google guaranteed
www.hotsauce.com

See your ad here...
Google & Bing Shopping Results

**Hot Sauce**
Get it now, get it cheap! The perfect gift for the holidays.
www.hotsaucetopia.com

- **Tobacco 5oz Original Hot Sauce**
  - $4.99
  - Amazon.com
  - **4.4 out of 5 stars (440 reviews)**
  - Add to Shopping List

- **Georgia Tech Yellow Jackets Hot Sauce 6.6oz Habanero Flavz**
  - $14.99
  - Walmart
  - **4.4 out of 5 stars (885 reviews)**
  - Add to Shopping List

- **Texas Pete Hot Sauce**
  - $7.99
  - Amazon.com
  - **4.4 out of 5 stars (470 reviews)**
  - Add to Shopping List

**Search History**
Search more to see your history
Shopping Feeds

- High Quality Shopping Feeds Perform Best When They:
  - Provide **detailed, relevant product info** for each product
  - Include **as many fields as possible** in each feed
  - Feature **Quality** product images
  - Are **regularly updated**
  - **Formatted** per each shopping engine’s requirements
Search Engine Optimization (SEO)

- 93% of internet traffic begins at a search engine*
- Volusion’s Custom SEO clients experience an average 1,453% increase in organic traffic from their target keywords after 12 months

Keyword Research & Selection

Strategic Keyword Selection

- **Broad Phrases** (Lower Conversions)
  - "Hot Sauce"

- **2-3 Word Phrases**
  - "Jalapeno Hot Sauce"

- **Specific Phrases** (Higher Conversions)
  - "Firestarter 5 Hot Sauce"
On-Page Optimization

On-page optimization includes:

- HTML Code
- Page Titles
- Meta tags
- Internal Linking
- Keyword Usage
- Image Optimization
- Descriptive Content
Online Exposure

- Company Blog
- Article Development
- Press Releases
- Video Publication
- Social Media – Get Involved
Measuring Results

- Tracking code (Google Analytics)
- Take baseline metrics
- Measure organic traffic growth over time
- Track results from targeted keywords
- Streamline efforts to maximize profits
Conversion Optimization

- Landing Pages
- Homepage
  - Page Layout Best Practices
  - Ease of Navigation
  - Importance of the Search Box
  - Promotions
Free Bottle of Hot Sauce
WHEN YOU SIGN-UP FOR OUR NEWSLETTER

$1 Shipping
WHEN YOU BUY 3+ BOTTLES

Feeling Spicy?
CHECK OUT OUR BLOG

Featured Products

*El Fuego Our Price: $5.99*
This is a Mexican hot sauce that can add a distinct south of the border extreme heat to any recipe. Think of El Fuego as ordinary cayenne mean angry older brother.

*King of the Grill Our Price: $4.99*
This signature grilling sauce is a moderately hot sauce with a large tomato and onion flavor that is perfect for chicken and veggies.

*Rosa Redhot Our Price: $3.99*
Don’t let the name fool you—there’s nothing ladylike about Rosa Redhot! A kick of blend of cayenne, horseradish, and habanero peppers creates Rosa Redhot’s smooth burn.

*Firestarter JP Our Price: $8.99*
Firestarter JP is one of the year’s best-selling sauces! This intensely spicy sauce mixes and habanero blend will add some serious spice to any food!
Free Bottle of Hot Sauce
WHEN YOU SIGN-UP FOR OUR NEWSLETTER

$1 Shipping
WHEN YOU BUY 3+ BOTTLES

Feeling Spicy?
CHECK OUR BLOG

Featured Products

*El Fuego* Our Price: $5.99
This is a Mexican hot sauce that can add a distinct south of the border extreme heat to any recipe. Think of El Fuego as ordinary jalapenos mean angry older brother.

*King of the Grill* Our Price: $4.99
This signature grilling sauce is a moderately hot sauce with a large tomato and onion flavor that is perfect for chicken and veggies.

*Rosedracht* Our Price: $3.99
Don't let the name fool you. There's nothing lily-livered about Rosedracht! A kickin' blend of cayenne, extreme and habanero peppers creates Rosedracht's smooth burn.

*Firestarter* Our Price: $8.99
Firestarter #4 is one of the year's best selling sauces! This fiery spicy sauce is made with hot red habanero pepper and habanero blend and adds some serious spice to any food.
Free Bottle of Hot Sauce

When you sign-up for our newsletter

$1 Shipping

When you buy 3+ bottles

Feeling Spicy?

Check out our blog

Featured Products

**El Fuego** Our Price: $5.99

This is a Mexican hot sauce that can add a distinct south of the border extreme heat to any recipe. Think of El Fuego as another version of angry older brother.

**King of the Grill** Our Price: $4.99

This signature grilling sauce is a moderately hot sauce with a large tomato and onion flavor that is perfect for chicken and sausage.

**Rosalita** Our Price: $3.50

Don't let the name fool you. There's nothing lady-like about Rosa Rossatto. A kick of blend of cayenne, jalapeno and poblano peppers creates Rosa Rossatto's smooth burn.

**Fiestarita** Our Price: $5.99

Fiestarita #9 is one of the year's best selling sauces. This fiery hot spicy chile sauce and habanero blend will add some serious spice to any food.
Free Bottle of Hot Sauce
 WHEN YOU SIGN-UP FOR OUR NEWSLETTER

$1 Shipping
 WHEN YOU BUY 3+ BOTTLES

Feeling Spicy?
 CHECK OUT OUR BLOG

Featured Products

El Fuego Our Price $5.99
This is a Mexican hot sauce that can add a distinct south of the border extreme heat to any recipe. Think of El Fuego as ordinary salsa meets angry older brother.

Kung Fu Grip Our Price $4.99
This signature grilling sauce is a moderately hot sauce with a large tomato and onion flavor that is perfect for chicken and veggies.

Rosa Redhot Our Price $3.99
Don't let the name fool you—there's nothing lady-like about Rosa Redhot! A kickin' blend of cayenne extreme and pungent peppers creates Rosa Redhot's smooth burn.

Feed Starter 25 Our Price $8.99
Feed Starter 25 is one of the year's best selling sauces! This intensely spicy cayenne and habanero blend will add some serious spice to any food.
Firestarter 49 is one of the year's best selling sauce! Drench burgers with it as they grill, marinate wings in it to kick up your tailgate, or just dip your favorite poppers in it. This insanely spicy cayenne and habanero blend will add some serious spice to any food!

Our Price: $8.99

Product Code: 10749

Choose your options...

Spice of Depth: Devon Dipping Sauce

Add to Cart
Add to Wish List

* Hottest - 4 peppers out of 4 peppers

Average Customer Reviews: ★★★★★ Based on 1 review
Write a review.

★★★★★ A Tailgate Essential

February 17, 2011

This is by far the best hot sauce I have ever bought in my life. It is mind-blowing amazing! I was blown away with this sauce. I hope you like it as much as I do. This is a great sauce that I would buy again. I can not stop eating this sauce. It is a great sauce for the money and I would recommend it to anyone who likes hot sauce.
**Cart Abandonment**

1000 Abandoned Carts, Average Cart Value of $25

<table>
<thead>
<tr>
<th>Percent Decrease</th>
<th>Additional Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>$25,000</td>
</tr>
<tr>
<td>20%</td>
<td>$5,000</td>
</tr>
<tr>
<td>10%</td>
<td>$2,500</td>
</tr>
<tr>
<td>5%</td>
<td>$1,250</td>
</tr>
</tbody>
</table>
Cart Abandonment

- How to prevent cart abandonment
  - No “surprises” in the checkout process
  - Good payment and shipping options
  - Establish trust
Which marketing method is best for an ecommerce site?

- 48% of searchers click on a company’s site if the company or brand appears multiple times in the search results*

- An online marketing strategy using a combination of techniques is recommended to maximize exposure for an ecommerce site

Online Marketing Budget Calculator
Your guide to choosing the right services

Diversifying your online marketing portfolio can be a challenging task for online business owners. Which marketing channels should you utilize? How should you allocate your online marketing budget? This marketing budget calculator can help answer those questions. If you'd like to speak with a marketing services consultant directly, please give us a call at 1.800.646.3517 x105 or contact us about our services.

1. How long have you been in business?
   - 1 year or less
   - More than 1 year

2. What are your current marketing goals?
   - Immediate boost in traffic
   - Long-term traffic growth

3. What is your monthly marketing budget (across all channels)?
   - Less than $2,000
   - $2,000-$9,999
   - $10,000-$24,999
   - $25,000+

What does this mean for you?
Newer stores looking for both an immediate boost in traffic and also longer-term traffic building can use a larger marketing budget to utilize PPC and shopping feeds extensively, as well as invest minimally in Facebook advertising to deliver high-quality targeted traffic to their site immediately. Additionally, they should dedicate a substantial portion of their budget to SEO and conversion consulting in order to get the most out of their other online marketing efforts and make sure that traffic getting to the site has the best chance to convert to sales.

*Our calculator estimates the most efficient allocation of marketing dollars but the actual ROI on your marketing efforts will vary from business to business and campaign to campaign. Volusion makes no warranties as to the accuracy of the data presented or how it may affect your specific circumstances.
Q & A

- Submit your questions to the chat box!