

5 KEY TIPS TO IMPROVE ONLINE SALES

*Easy wins to get visible
online and boost sales*

YULAN CREATIVE



THE OFFLINE / ONLINE RETAIL CHALLENGE

Brands and retailers today are in a state of acute awareness that the “generalised” approach to retail has disappeared. The advent of digital is polarizing businesses into those that lean in and understand how to leverage the power of tech, social media and data capture, to those who do not.

This is a massive challenge for even the biggest brands that are being forced to embrace digital and differentiate themselves in a new era of online retail. It is no surprise then that the fashion and lifestyle brands that are expanding their bricks and mortar presence are the ones that were once purely E-Commerce. They were already a digital business from the outset and have all the data they need at their fingertips.

If you are a retailer that’s struggling with market visibility, all is not lost. There is a real groundswell of support from customers and landlords alike who realise that a diverse high street with wonderful independent brands is something we need to build communities. But you can’t standstill. We are in a mobile obsessed era. All retailers, from an independent multi-brand fashion boutique, a florist or perhaps a tiny shop selling plastic-free wholefoods, can leverage social media, technology and be Omni-channel in their approach to boost footfall and sales online. **Here are five key tips to improve your visibility and boost sales.**



1

MAKE YOUR URL'S SEARCH AND READER-FRIENDLY

I've helped brands who continually make life difficult for themselves by naming items in a very complex way online. Take for example a women's brand that has a wide leg quite androgynous style pant. I've seen brands work description and a style name into the URL'S which really makes no sense at all when customers search. That's fine when your brands are established but customers don't generally search by style name.

They might write for example:

tamara-classic-man-pant-wide-leg-black

Better wording would be:

black-womens-tailored-trousers-wide-leg

2

E-COMMERCE PRODUCT TITLES

Keep this short and succinct so that products are displayed easily. Fewer than 60 characters (55 to be exact) works best. Describe what the product is not what the product does. Brands can get a little too creative here.

They might write for example:

Ultimate Versatile Swing Dress

Better wording would be:

Sleeveless Crepe Swing Dress

3

PRODUCT DESCRIPTIONS

This is a great opportunity for brands to then go into the details about the product. Use this as a space where you can communicate the value of the item.

It's here that you can use your own branded tone of voice and get more creative with the copy. What are the benefits and what's distinctive? Just don't forget to list the nitty-gritty details as well. Let's follow on from the crepe dress as an example.

Item:

Sleeveless Crepe Swing Dress

Description:

"This Italian crepe dress is an incredibly versatile wardrobe hero taking you from boardroom to evening with ease. It's flattering swing silhouette finishes just above the knee. This quality 100% Italian viscose fabric features a unique high twist which reduces creasing and makes it easy to pack when travelling"

4

USE THE “BRAND-MODEL-ITEM” TYPE

If you are a retailer that’s selling a selection of items from other brands make sure you make it easy for customers to find your item by adding the product titles so they can be searched easily. For instance, if you are stocking a limited edition of a Nike trainer, make sure you add the actual maker’s title of the product. Such as Nike Air Max 270 React Shoe. (nike-air-max-270-react-shoe) It’s a no brainer but it’s amazing what retailers forget when they list items online.

5

PRODUCT IMAGES

Some brands and retailers have not woken up to the importance of investing in good photography. Let’s say this plainly. Good photography sells. Bad photography not only makes you look unprofessional but you lose any chance of converting that online search into a sale. Consumers are spoilt with incredible content flowing 24/7 and can tell within seconds if they would shop with you. Product shots need to be crisp, high-resolution, professional, and clearly lit. Include several angles. It’s easier and more versatile to shoot on a clean white background. I repeat: professional photography is crucial if you are serious about E-Commerce.

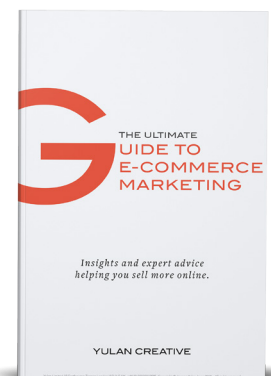


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