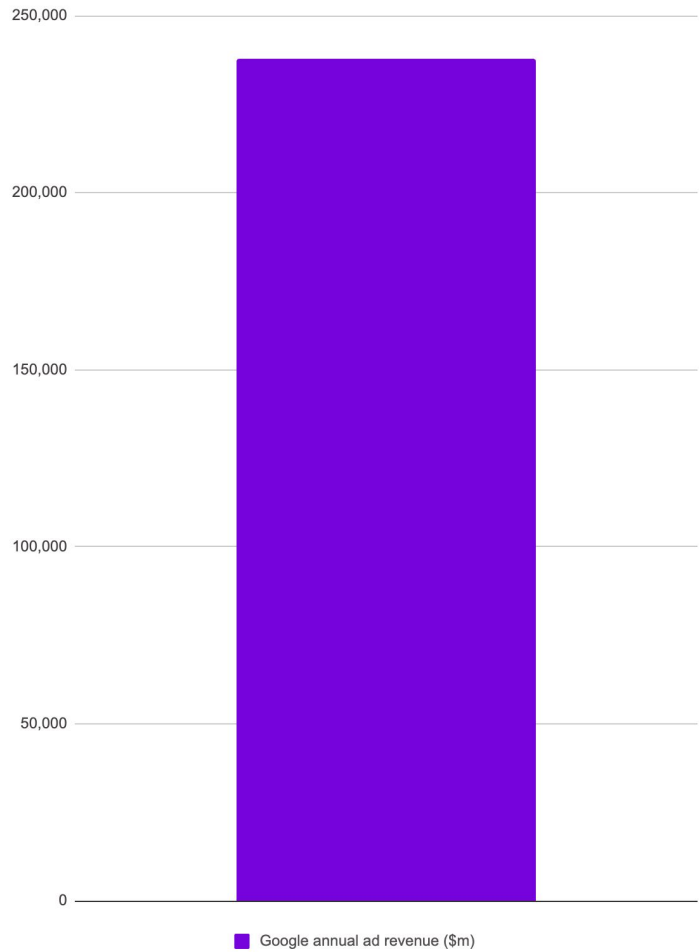


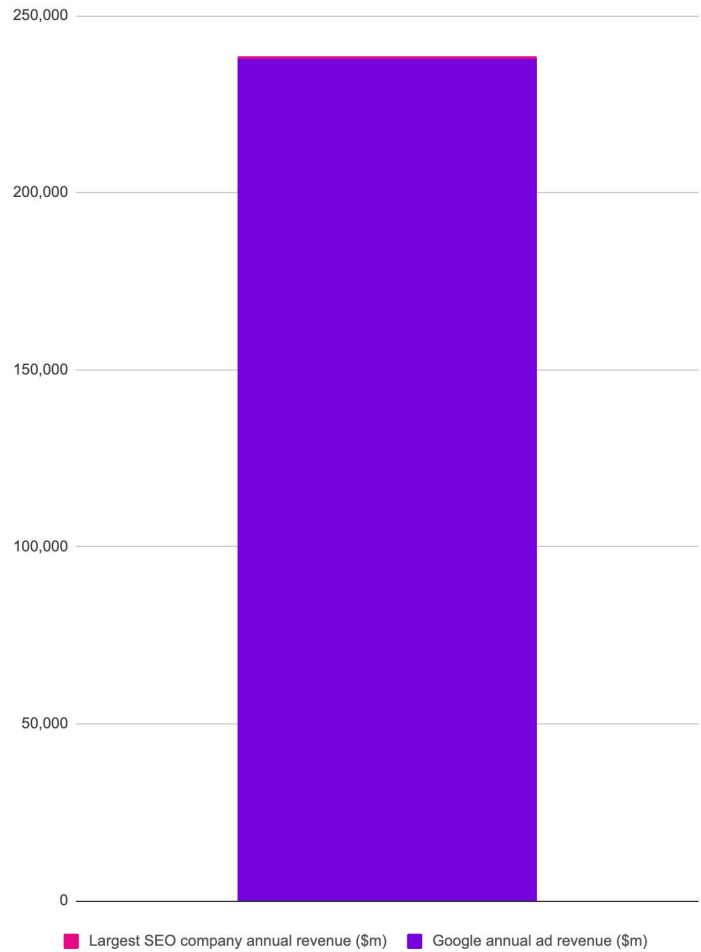
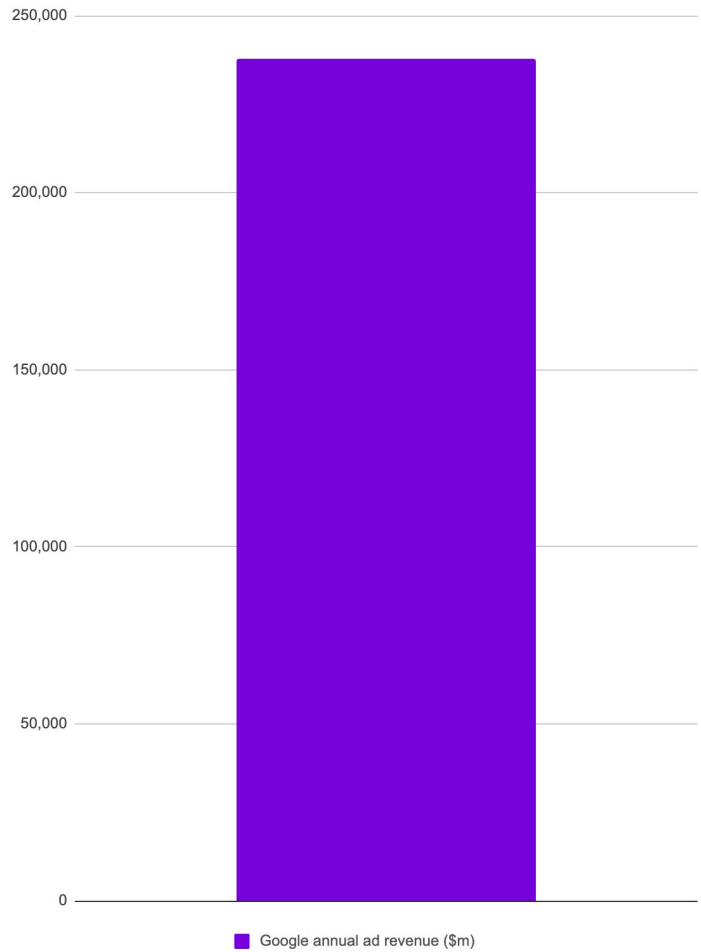
Making SEO a Performance Channel for ecommerce

@willcritchlow / @SearchPilot

This opinion might surprise you:

Most retailers **should**
spend more on paid
search than on SEO.





This opinion might surprise you:

Most retailers **should**
spend more on paid
search than on SEO.

Just not that much
more.

Data-driven insights that drive exponential growth for the world's biggest websites



Waters™



petco

M&S



**FLIGHT
CENTRE™**



Dental

omio





Get the recording and slides

(Only needed if you didn't
pre-register)

bit.ly/searchpilot-recording

Making SEO a Performance Channel for ecommerce

@willcritchlow / @SearchPilot

Making SEO a Performance
Channel for e-commerce

**WHAT IS a performance
channel?**

@willcritchlow / @SearchPilot

What leaders expect of a **PERFORMANCE CHANNEL**

**Performance
Channel**

What leaders expect of a **PERFORMANCE CHANNEL**

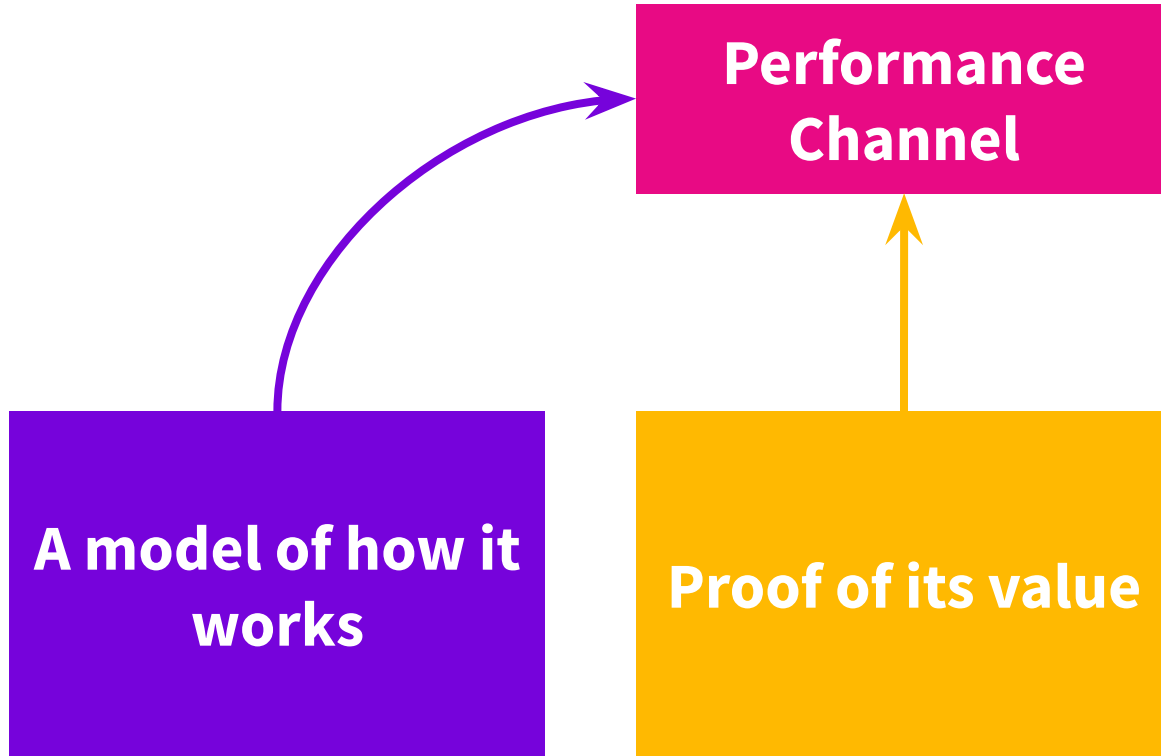


A diagram consisting of two rectangular boxes. The box on the left is blue and contains the text 'A model of how it works'. The box on the right is red and contains the text 'Performance Channel'. A curved blue arrow points from the top-right corner of the blue box to the top-left corner of the red box.

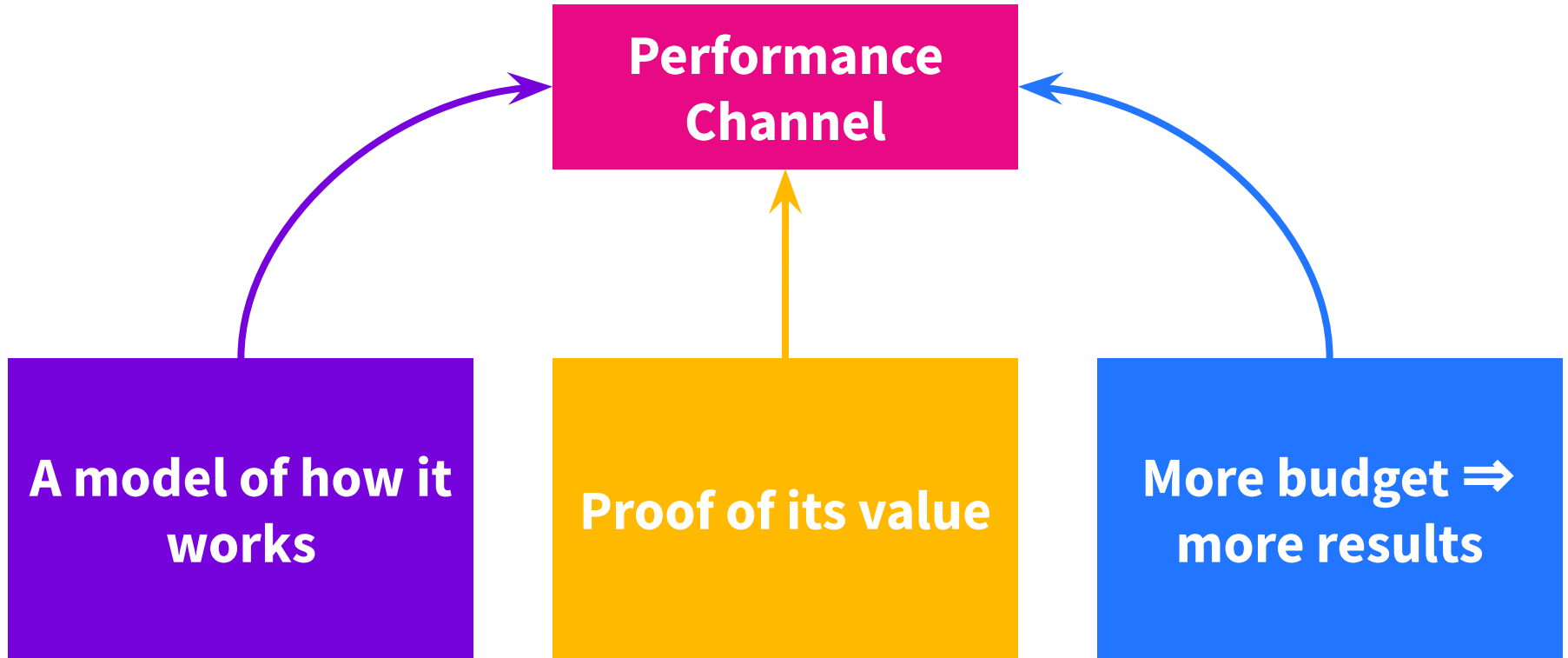
**Performance
Channel**

**A model of how it
works**

What leaders expect of a **PERFORMANCE CHANNEL**



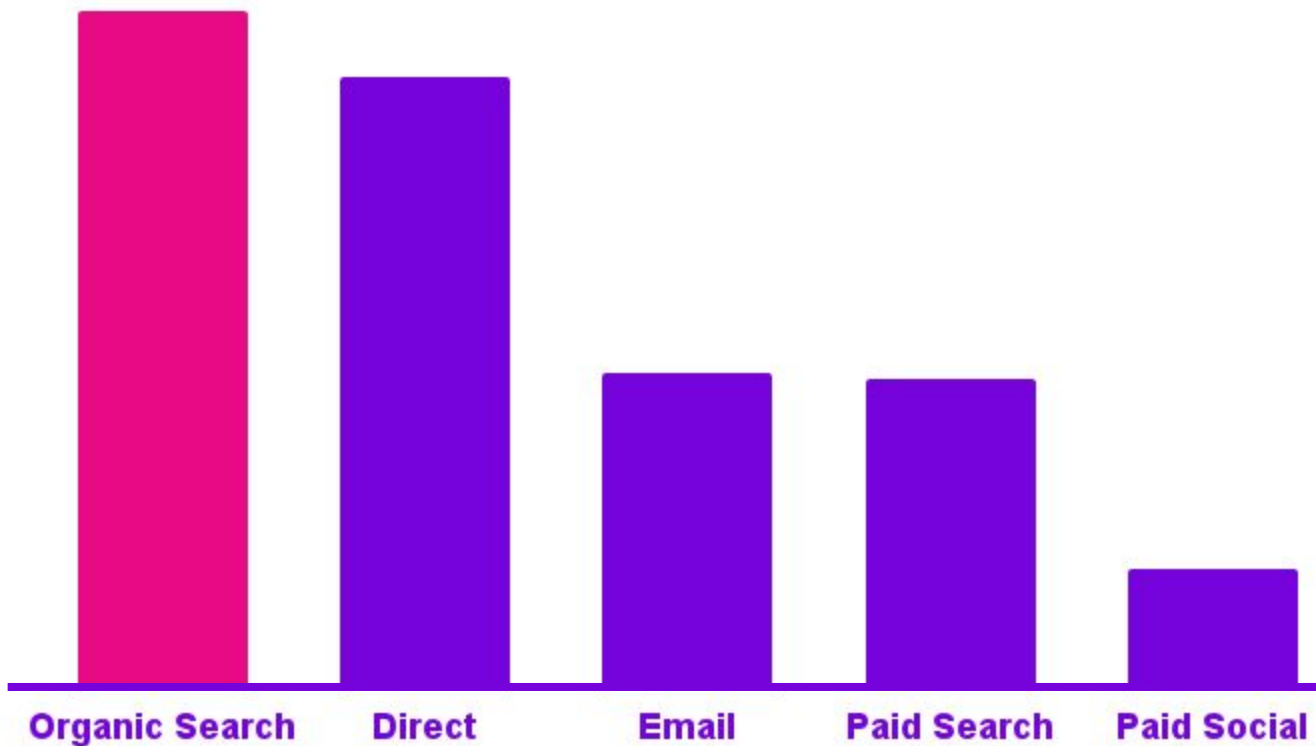
What leaders expect of a **PERFORMANCE CHANNEL**



Can you
answer the
question:

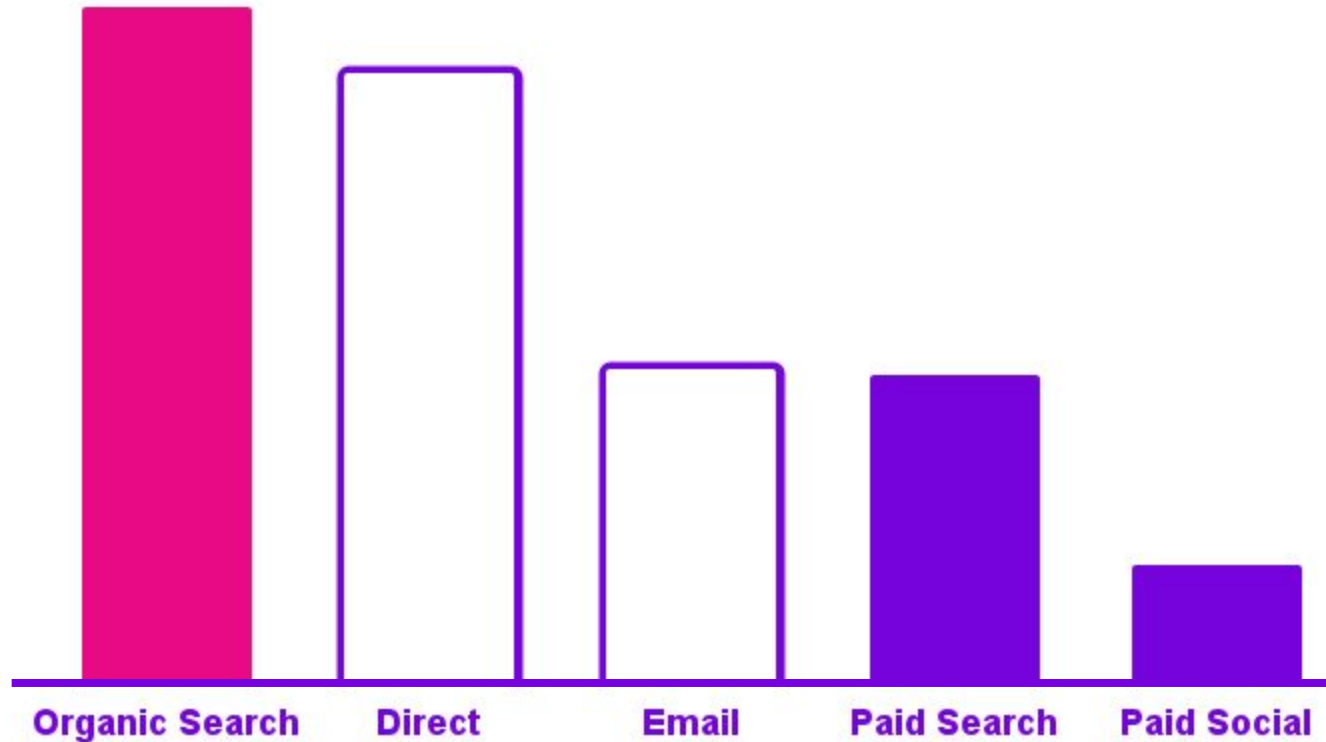
What would you
do with an extra
\$1m?

Organic search is a **HUGE** channel



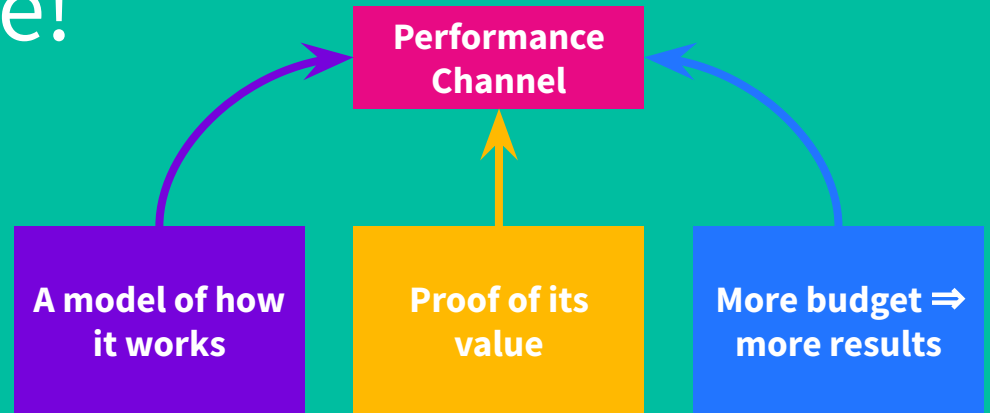
Source: real aggregated anonymised data

Even more when we think about getting NEW customers



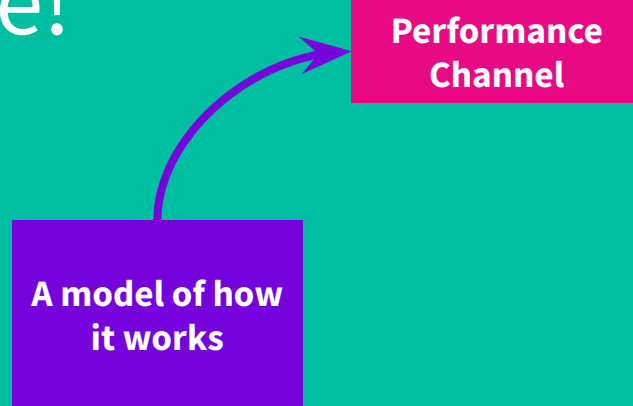
But it isn't always a performance channel

So let's make it one!

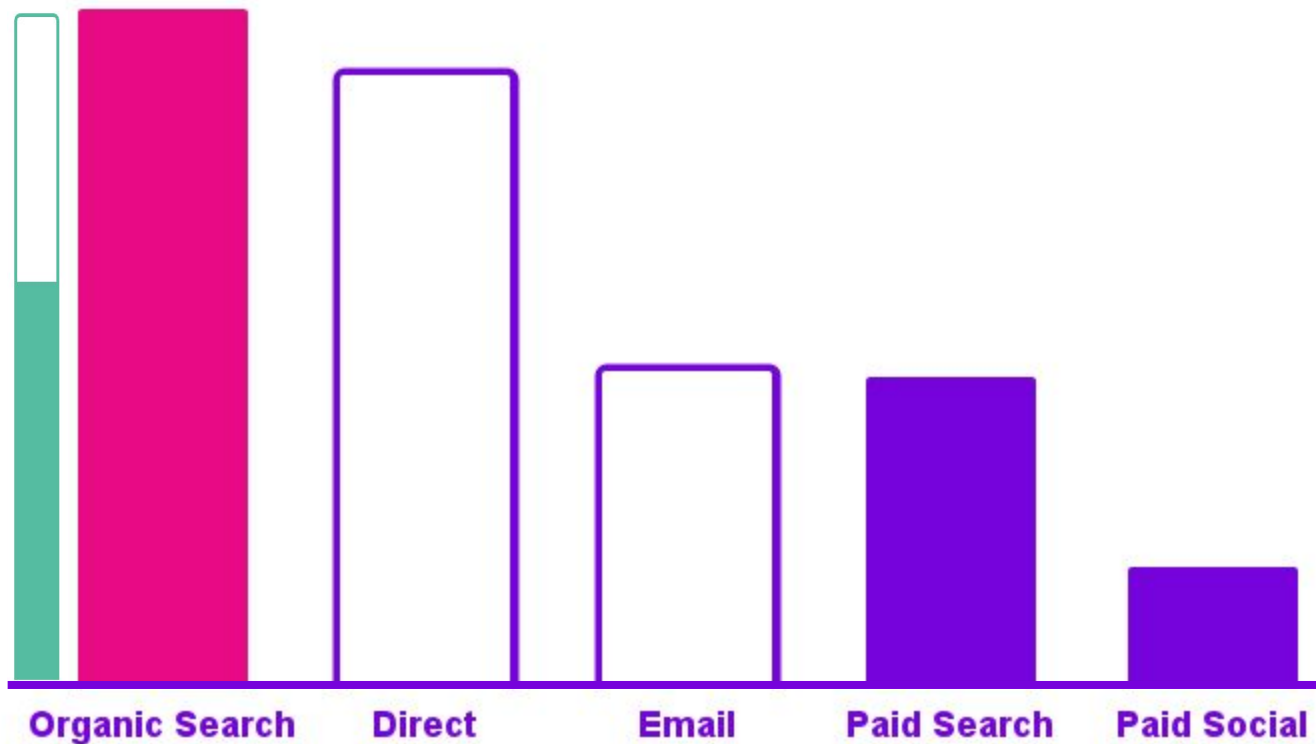


But it isn't always a performance channel

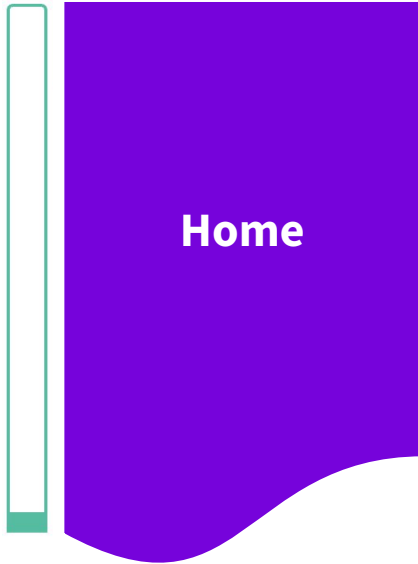
So let's make it one!



Let's talk about UNBRANDED organic



Where does UNBRANDED search land?

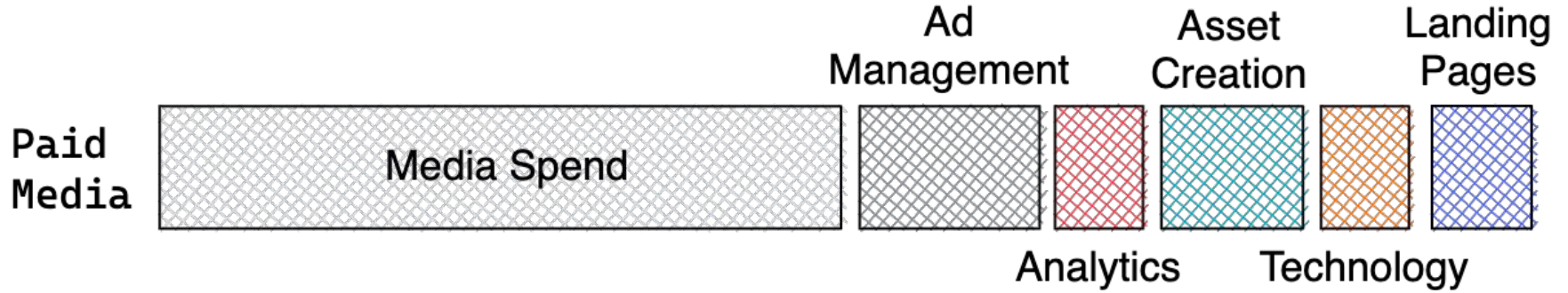


This is why everything
we do is focused on
SCALABLE site
sections

Anecdote:

“We **over-spent**
on paid search
last month by
more than our
entire **annual** SEO
budget”

What is an “SEO budget”?

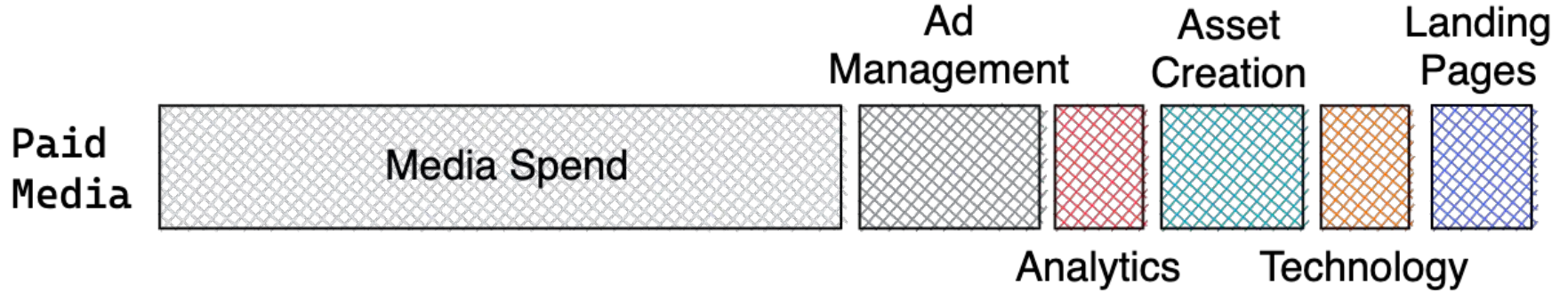


The SEO MBA Course on Executive Presence

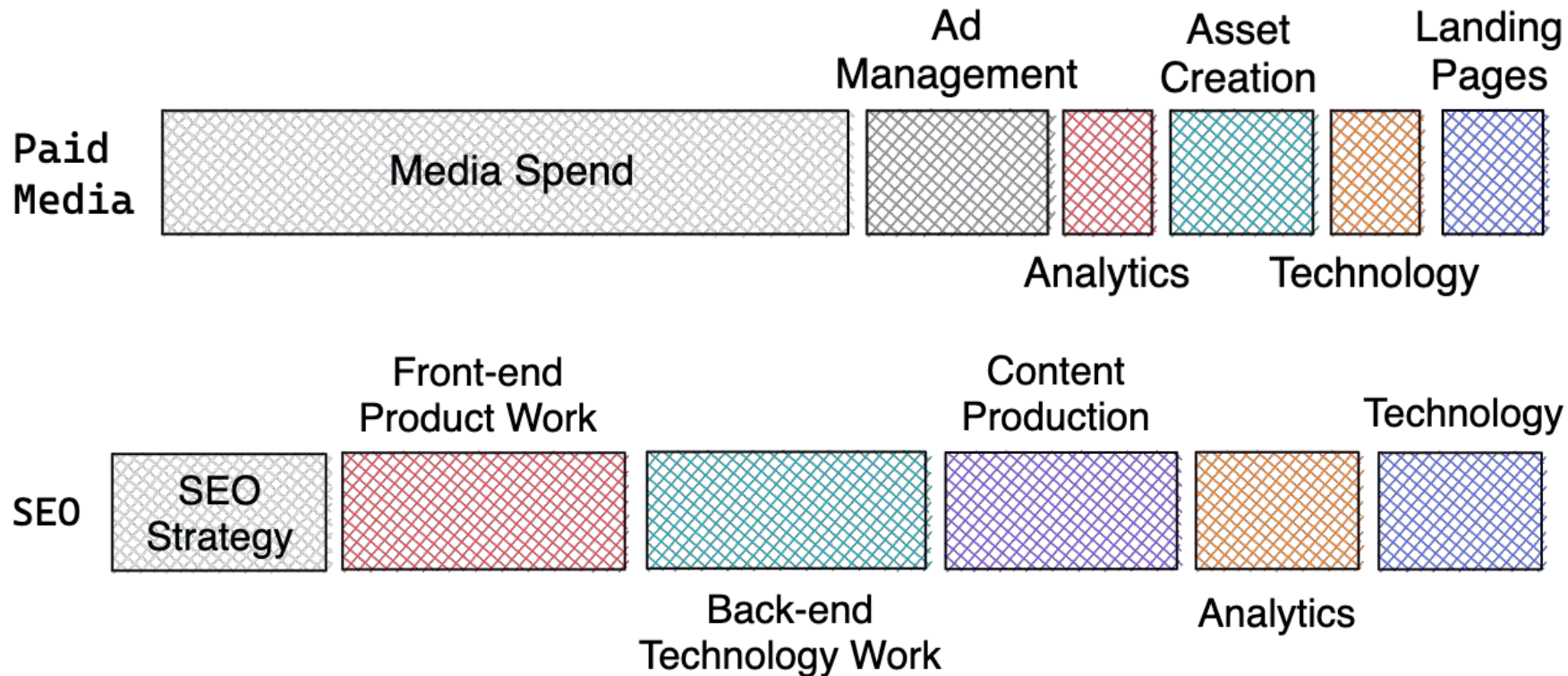
Become a more *confident* and
effective SEO professional



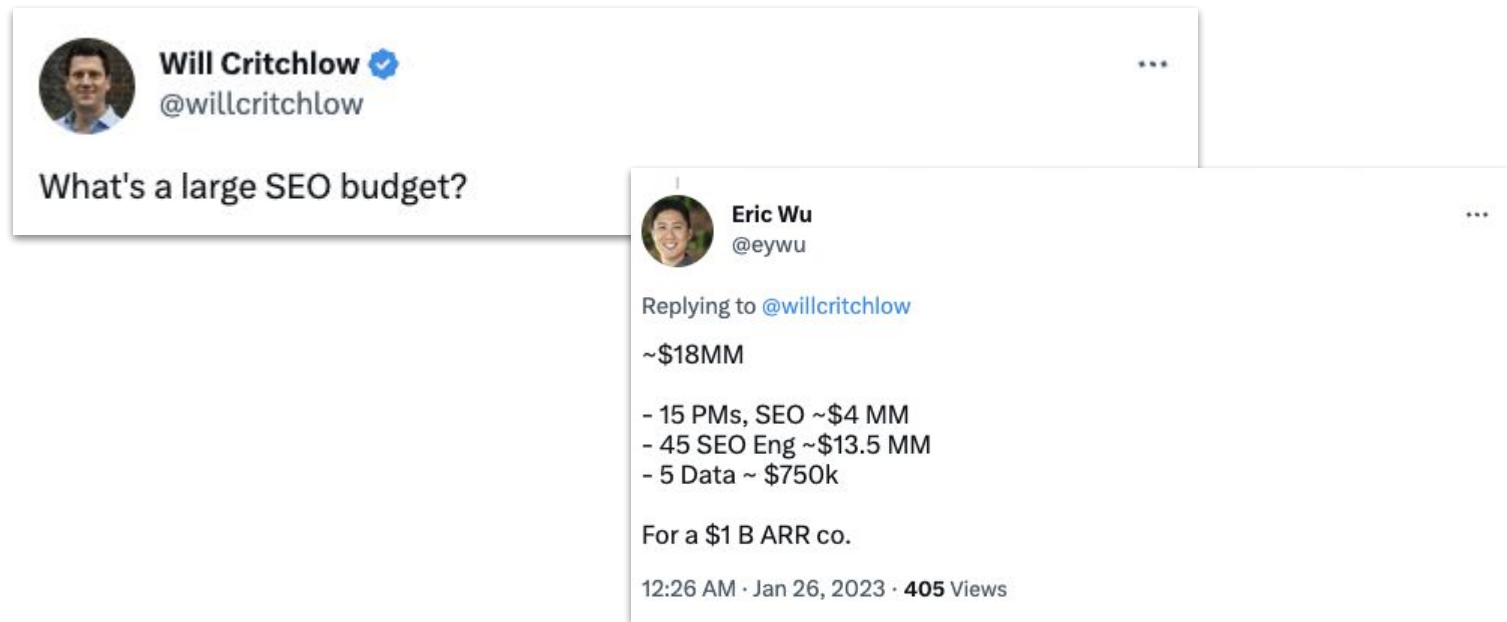
What is an “SEO budget”?



What is an “SEO budget”?



Remember the **SCALE** of company budgets



I know people spending half a million dollars a year on rank tracking.
\$2.5m / year just on improving their footer links.

Investing \$280k in improving our plant care guides, with updated editorial, new pages and new design could bring us incremental \$6m

	No investment	Conservative	Aggressive
<i>Existing Pages</i>	Organic Traffic	7,820,000	11,040,000
	Organic Revenue	\$2,346,000	\$4,968,000
<i>New Pages</i>	# of new guides	200	500
	New Organic Traffic	1,920,000	9,000,000
	New Organic Revenue	\$576,000	\$4,050,000
	Total Revenue	\$2,346,000	\$3,750,000
Investment	\$0	\$140,000	\$280,000
Incremental revenue	-\$414,000	\$850,000	\$5,978,000
<i>Investment Required</i>	Updating pages		\$60,000
	New pages		\$80,000
	Design work		\$5,000
	Development work		\$15,000

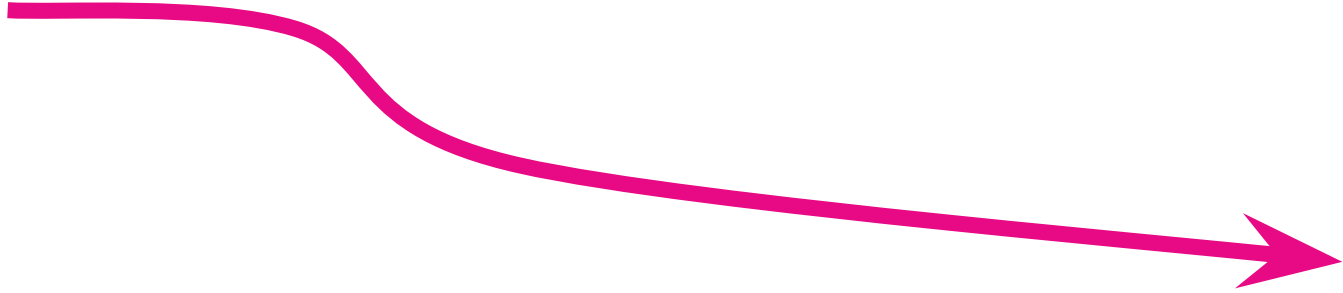
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<i>Investment Required</i>	Updating pages		\$60,000
	New pages		\$80,000
	Design work		\$5,000
	Development work		\$15,000

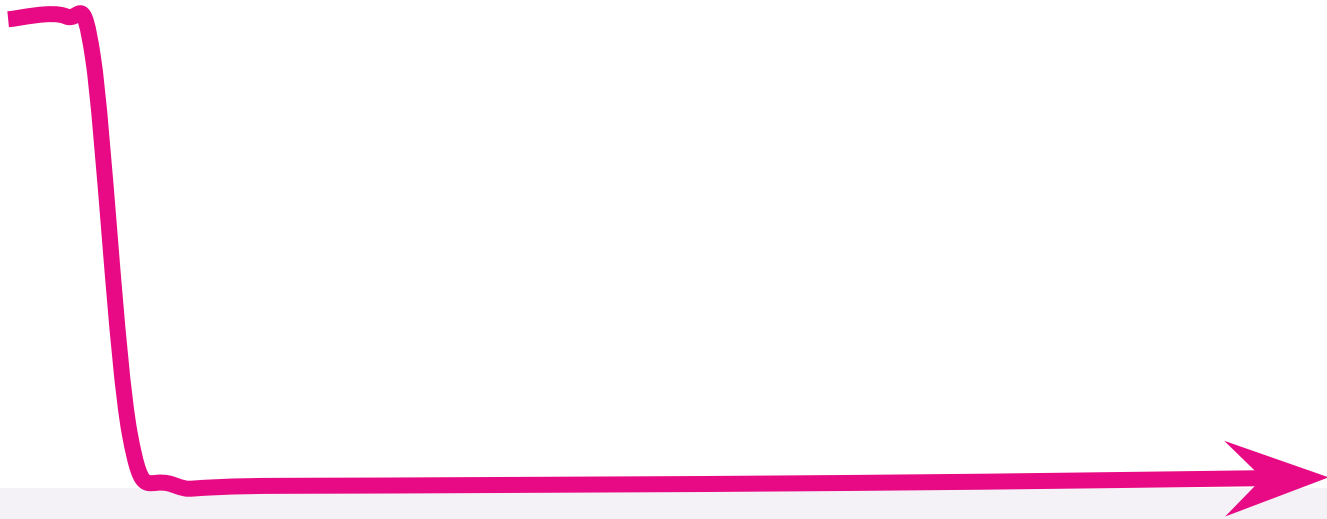


What do you think would happen if you did **NO** SEO?

What do you think would happen if you did NO SEO?



Of course, if you stopped spending on paid search...



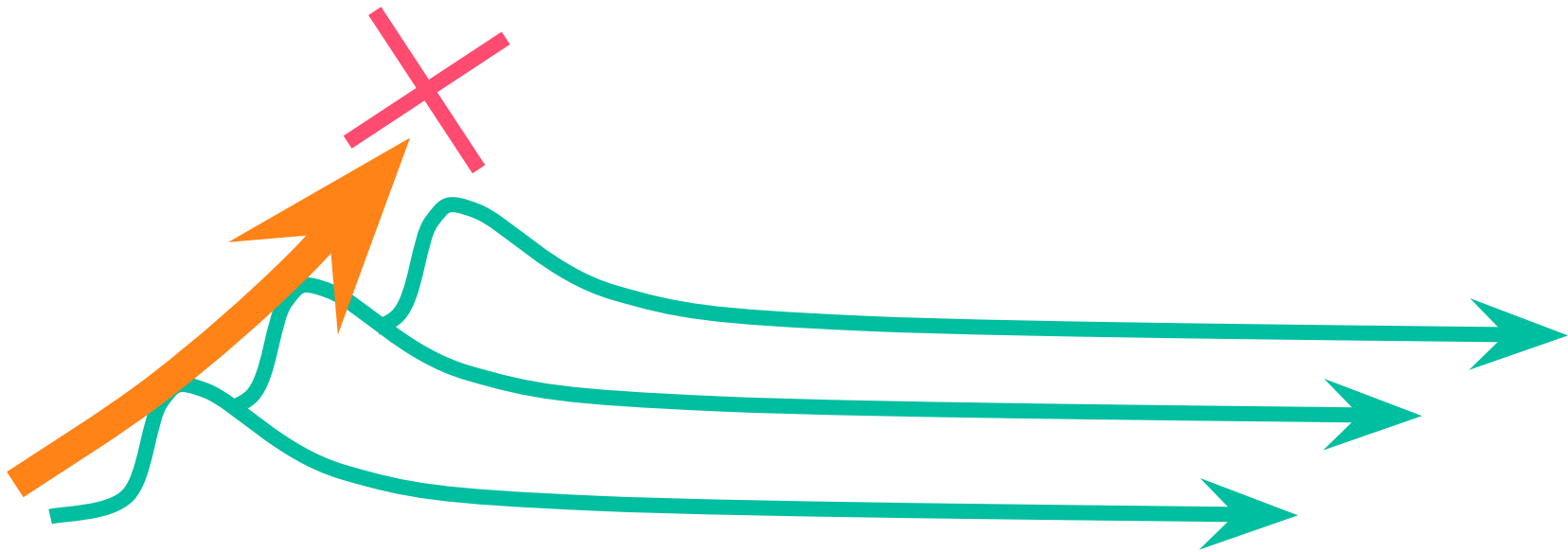
There's a CapEx vs. OpEx discussion to have here for the finance geeks

It's fair to think WINNING CHANGES DECAY too

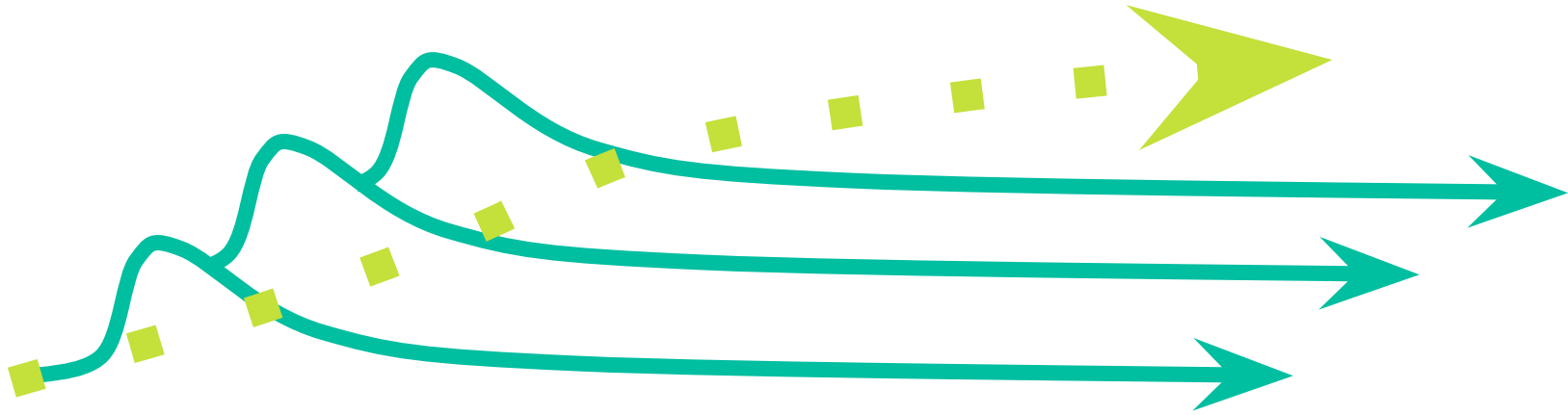


The advantage will eventually be competed away as competitors copy you, or diluted as Google makes changes, or become outdated as the market shifts.

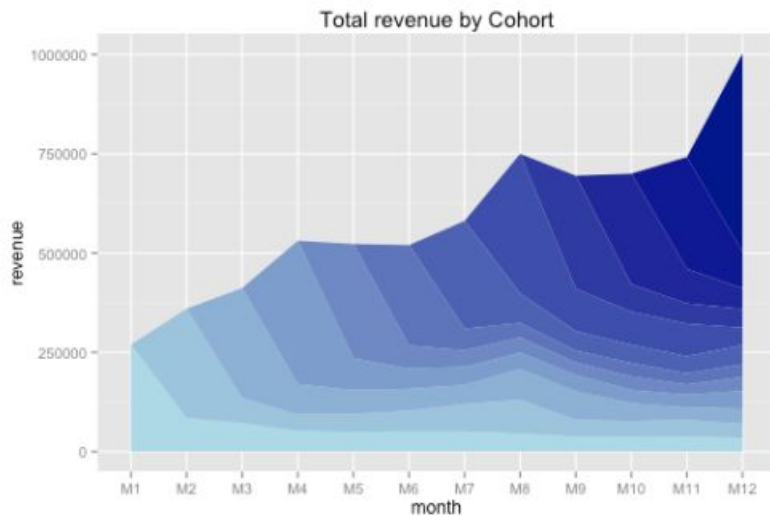
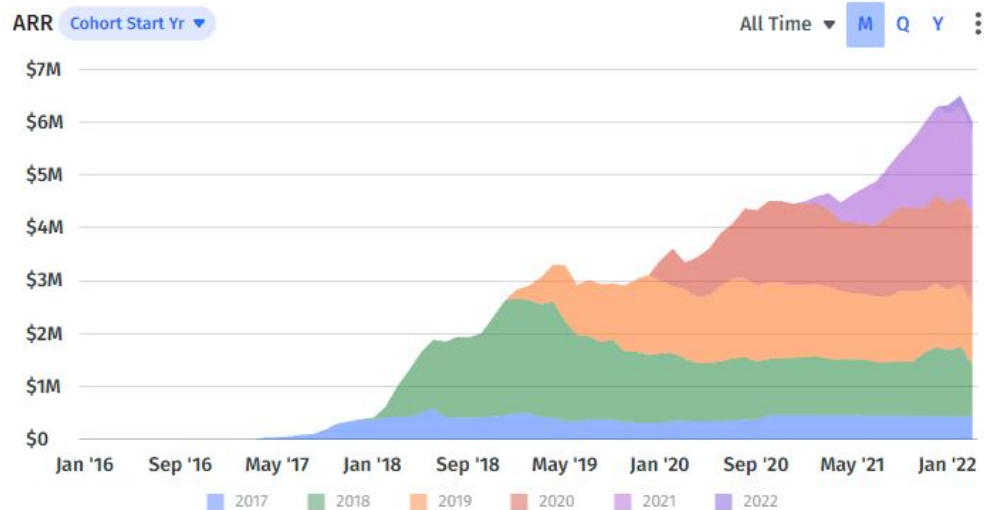
So you can't sensibly just STACK good ideas



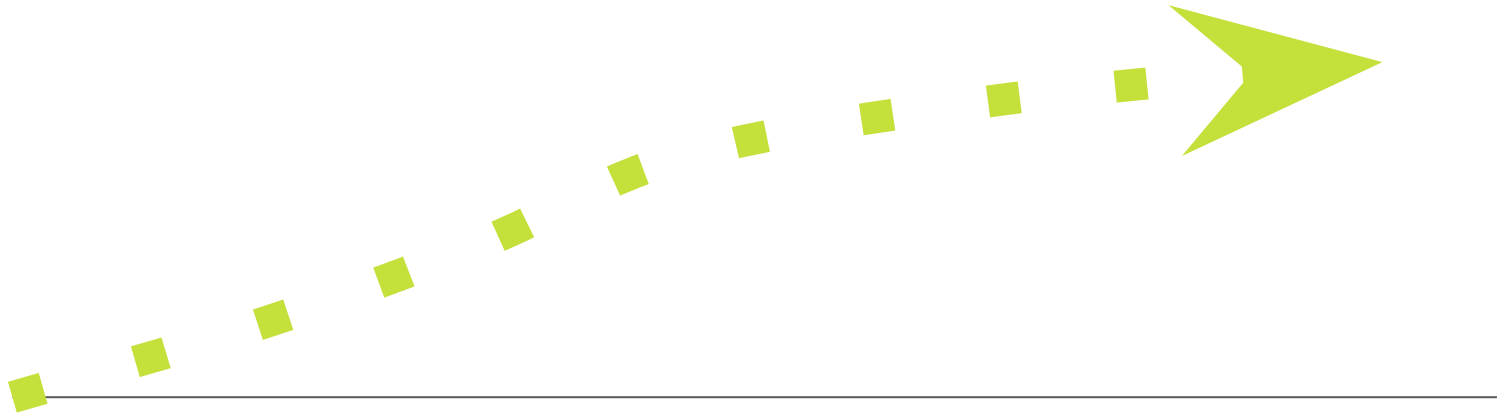
The impact of doing the right things is more gradual



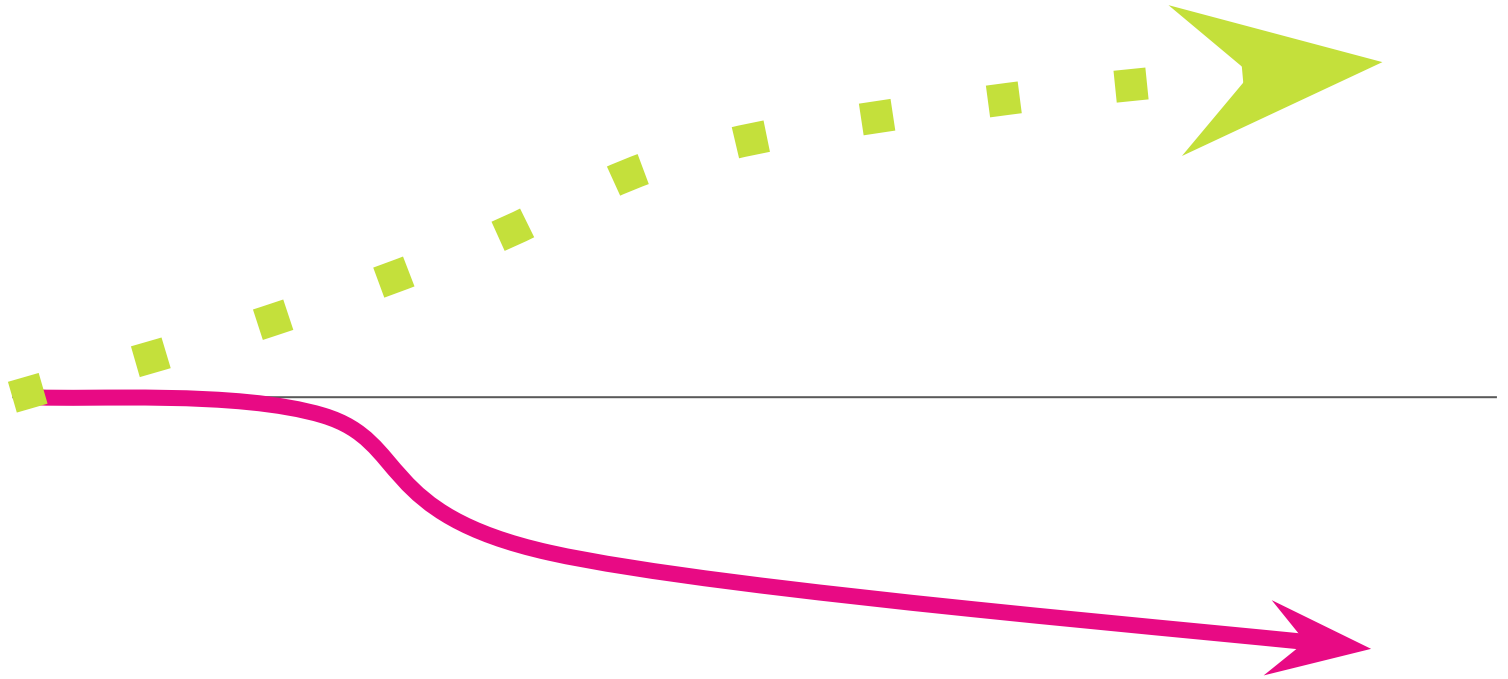
You've probably seen cohort charts that look like this:



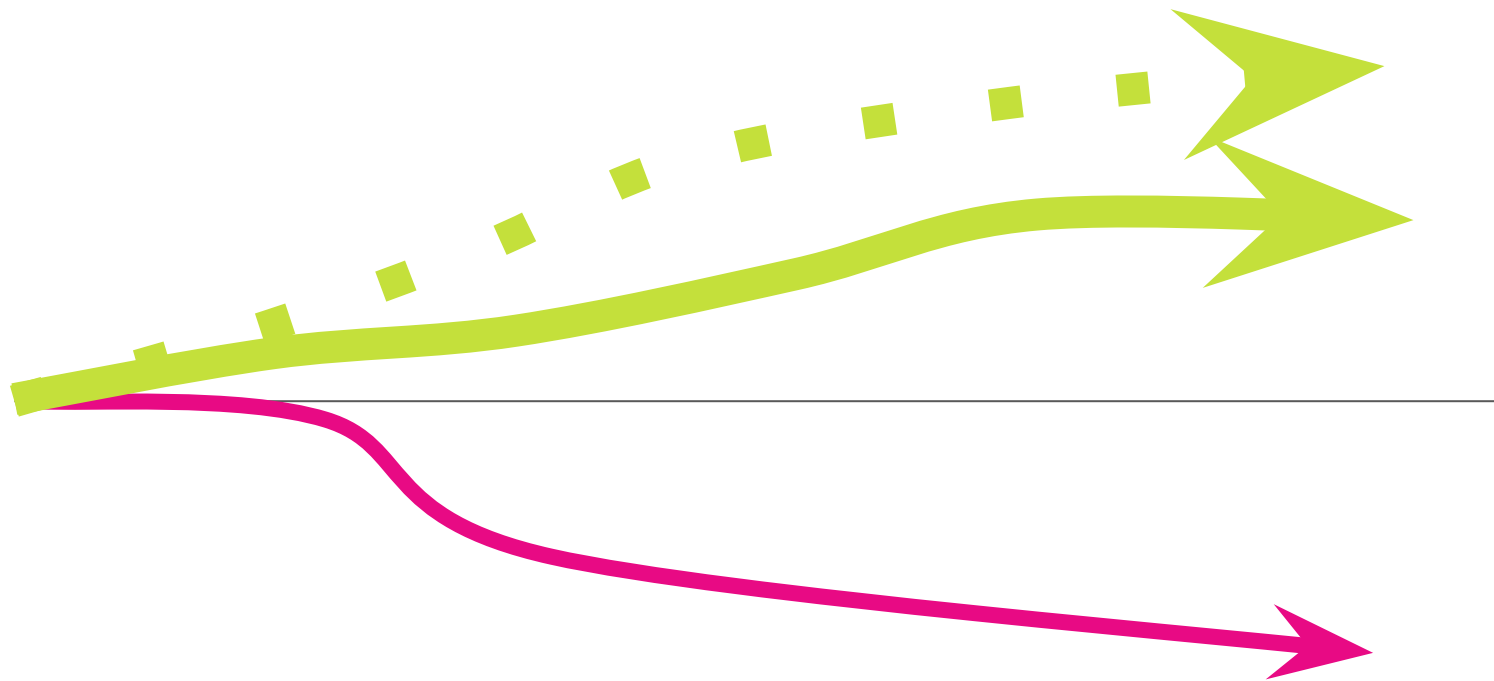
Anyway, combine the effects of your effort...



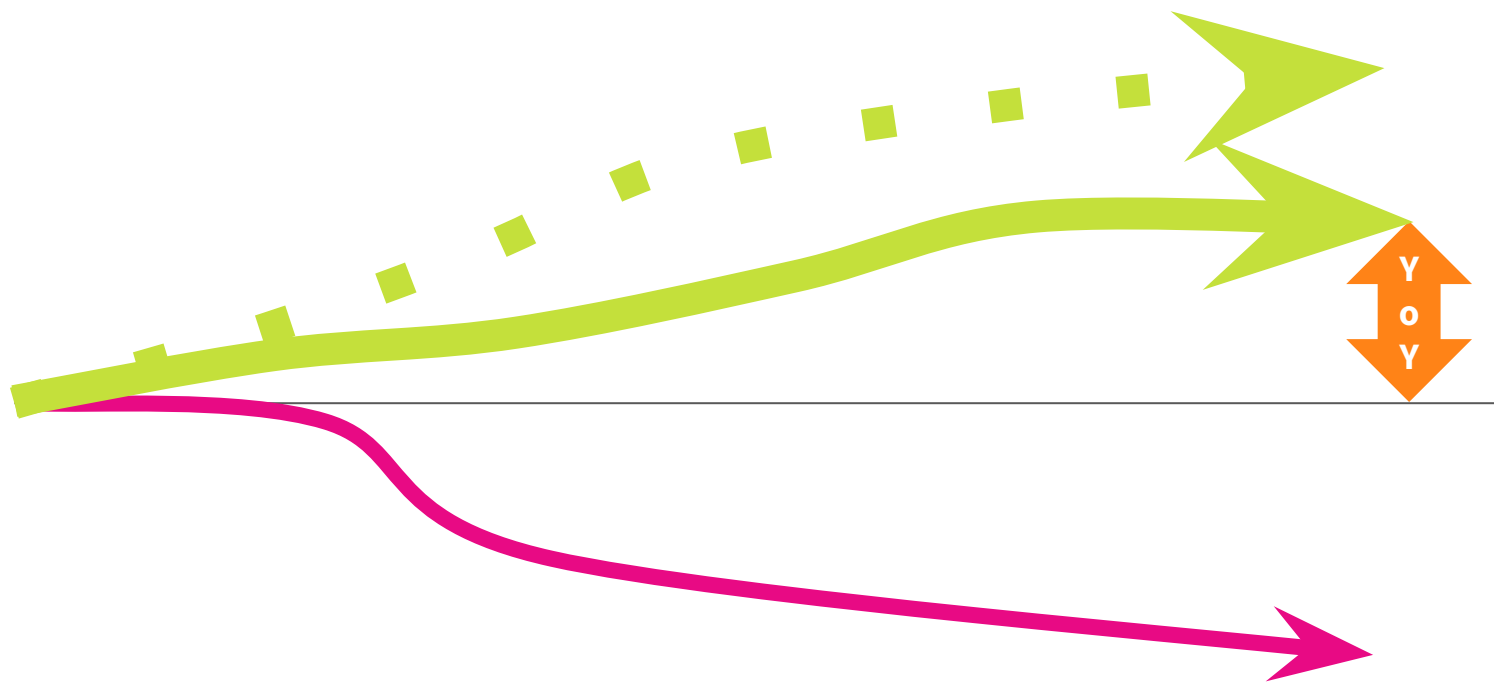
with what would have happened if you'd done nothing



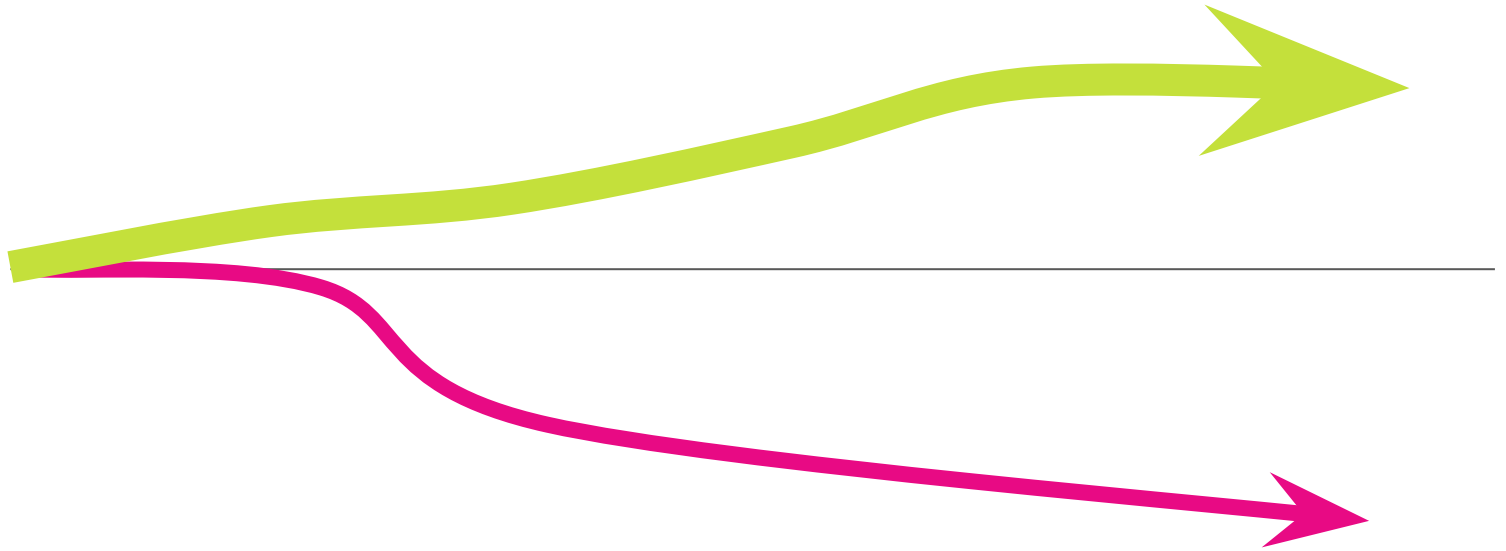
...to get a forecast for year over year



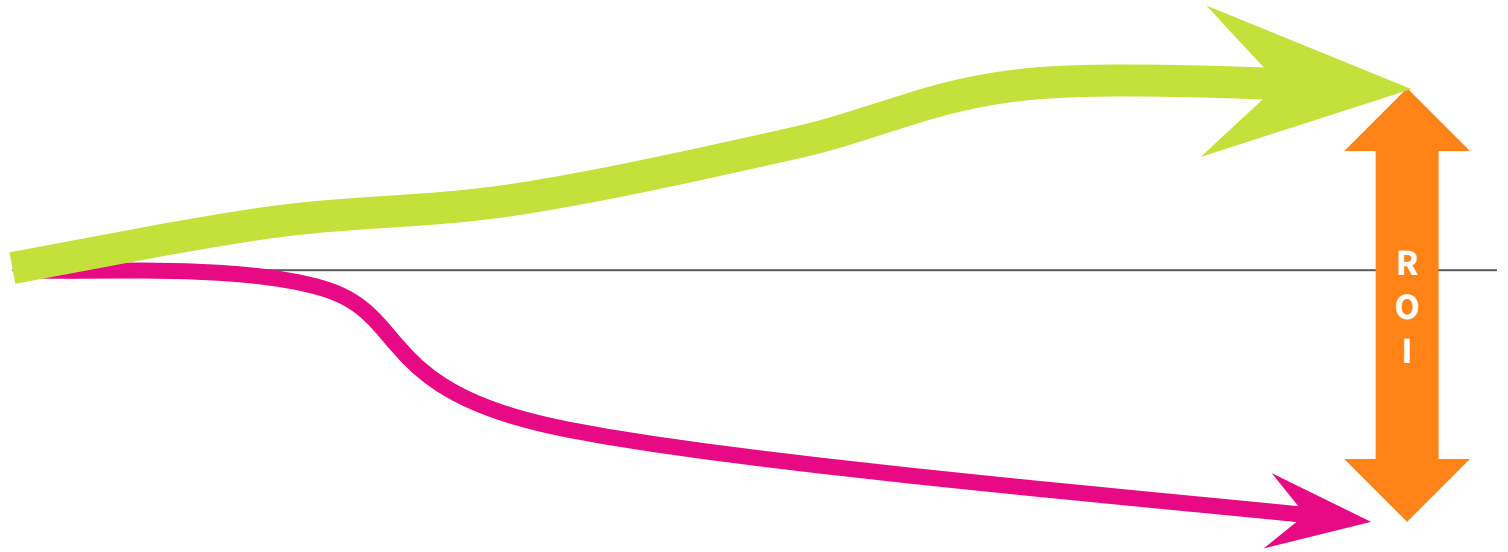
...to get a forecast for year over year



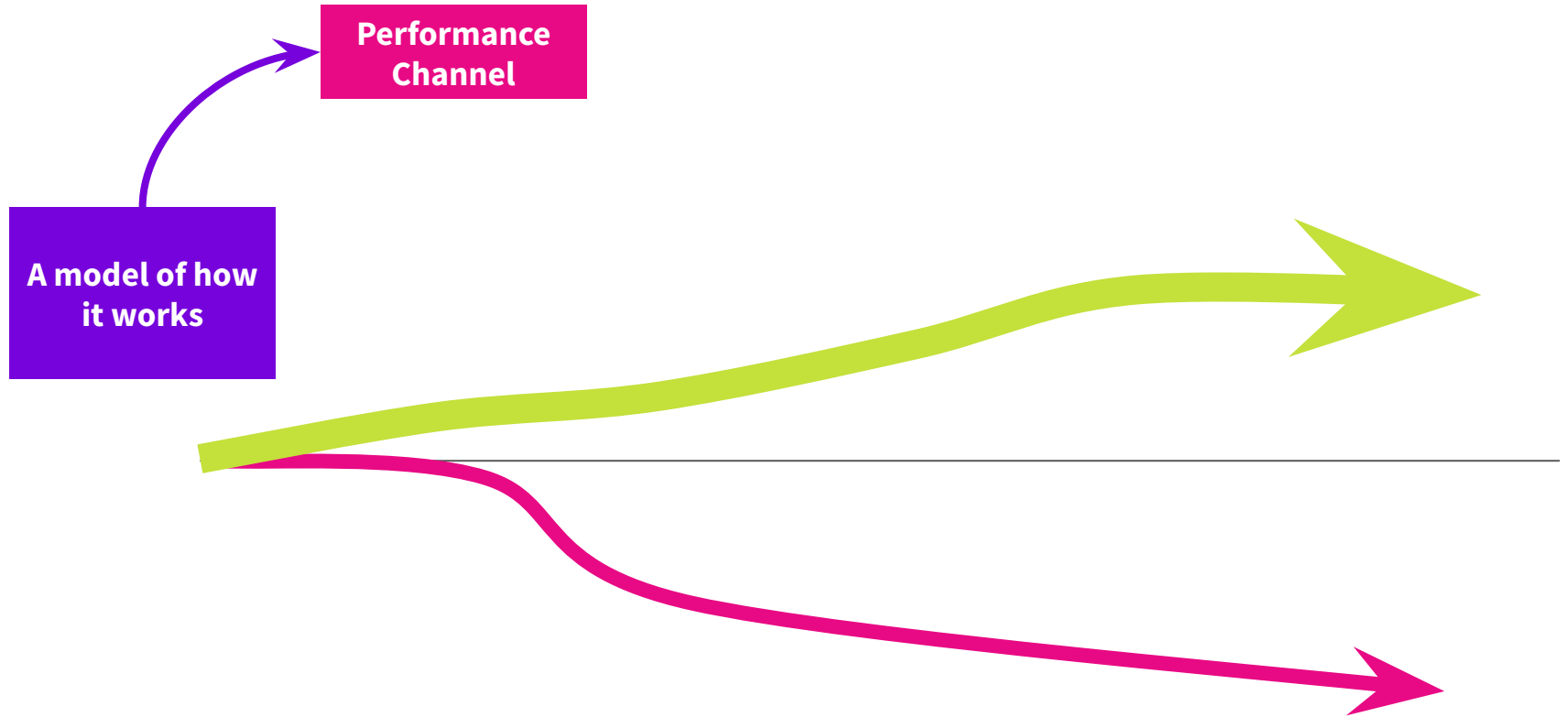
and invest to do better than you otherwise would



and invest to do better than you otherwise would

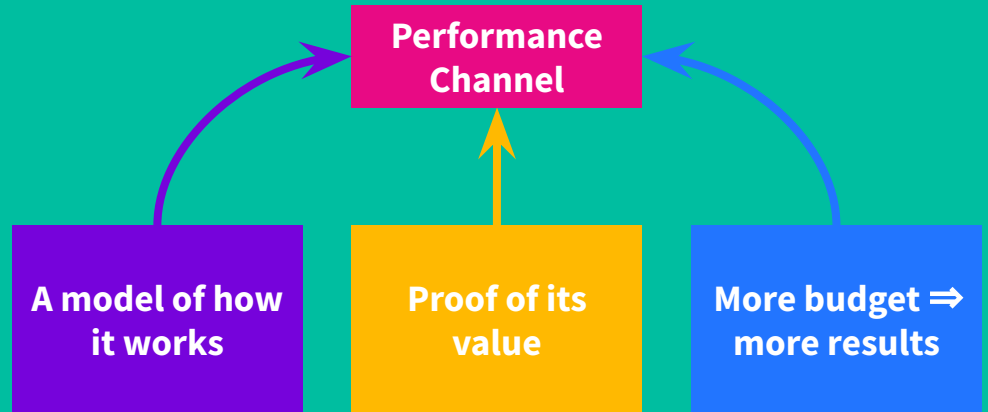


and invest to do better than you otherwise would



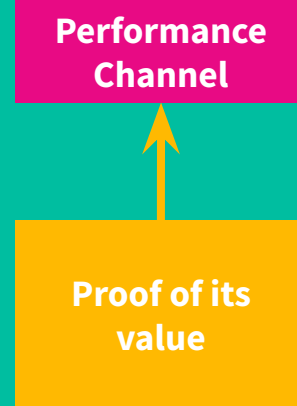
The path to PERFORMANCE CHANNEL

Proving the value of SEO

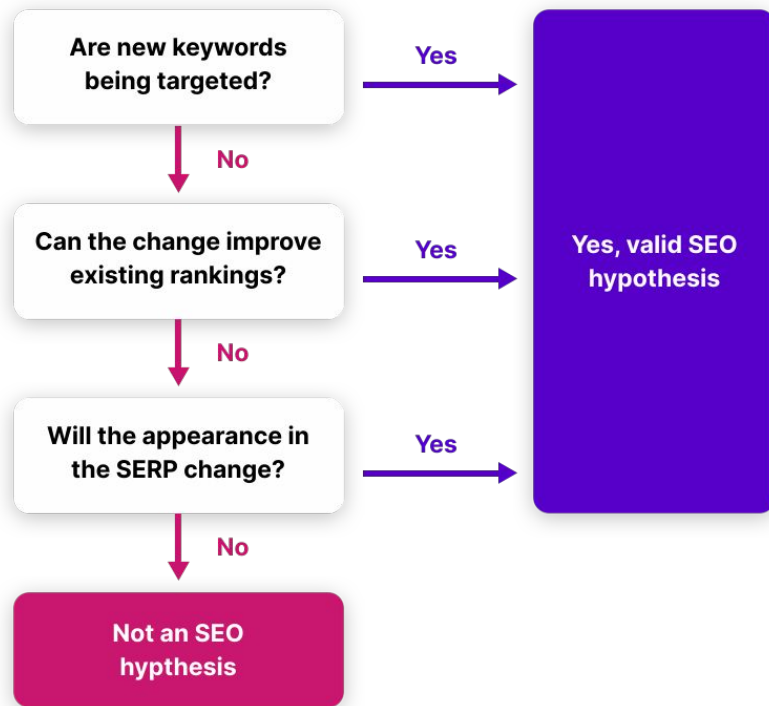


The path to PERFORMANCE CHANNEL

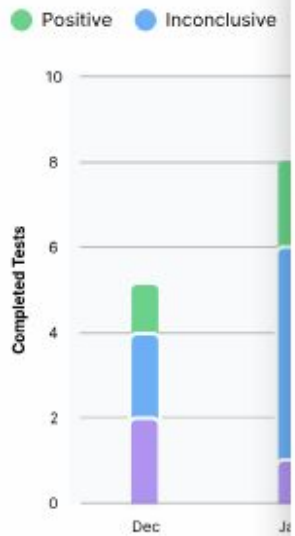
Proving the value of
SEO



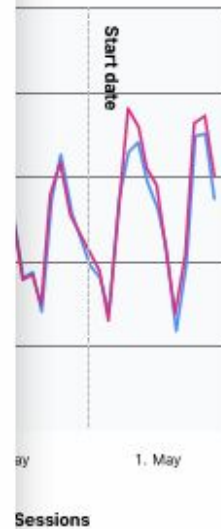
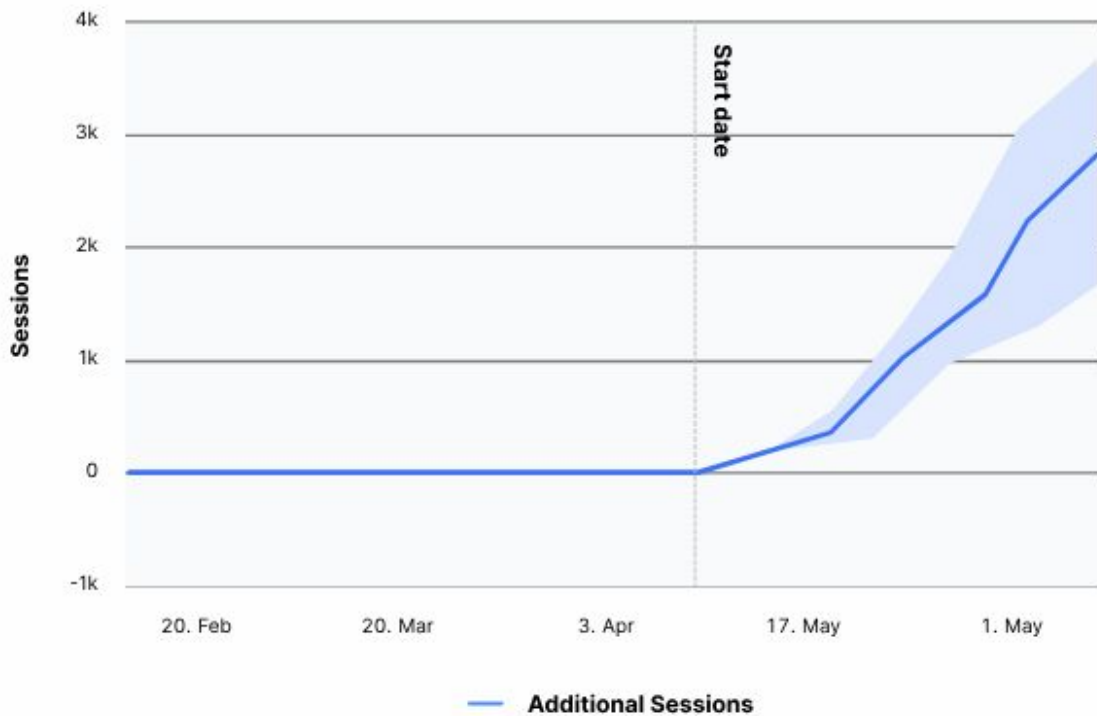
Three Levers



Completed Tests Sum



Estimated Additional Sessions



Test adding pricing table

Services

Inconclusive

-

↑ 0.8%

Update title and H1

Products

Positive

7,930 won

↑ 9.2%

Update meta description

Products

Negative

3,458 rescued

↓ -6.4%

🕒 22 mins read

[Updated 2024] What is SEO A/B testing? A guide to setting up, designing and running SEO split tests

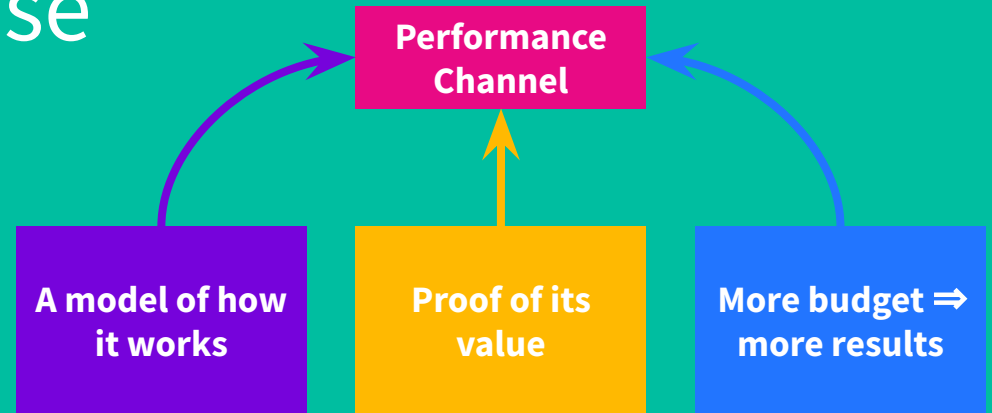
Posted December 23, 2020 by [Craig Bradford](#)

Last updated June 20, 2024



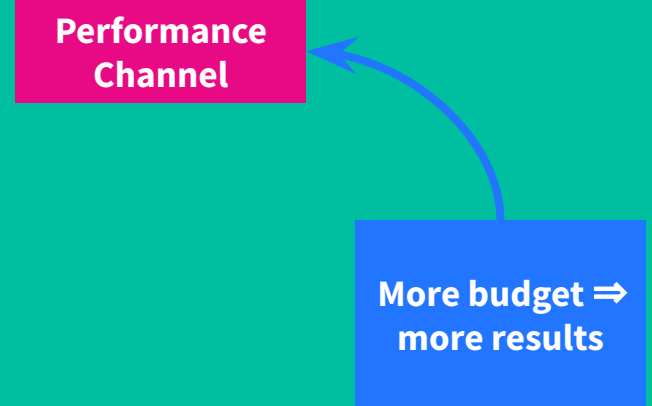
The path to PERFORMANCE CHANNEL

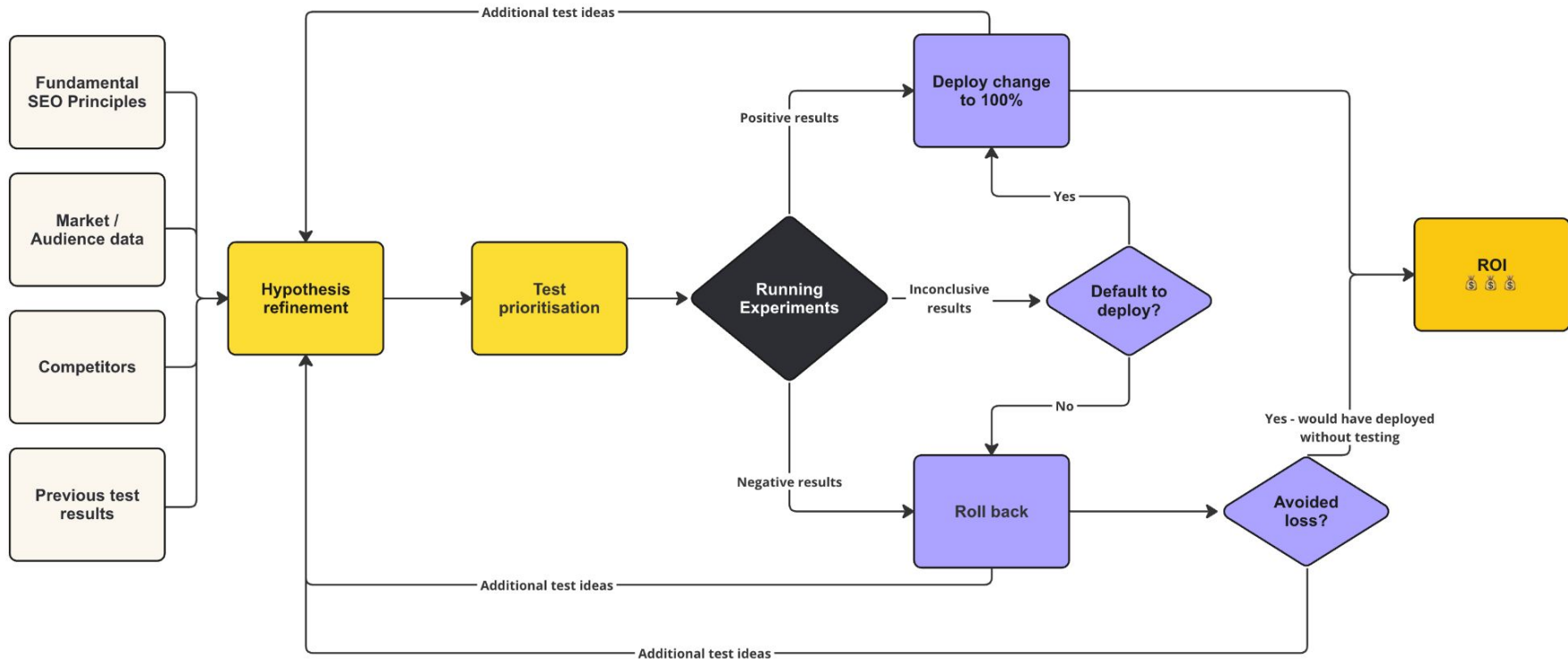
Managing the *program* to increase results



The path to PERFORMANCE CHANNEL

Managing the
program to increase
results





◀ Return to Articles

🕒 60 mins watch

[Webinar Replay] - Optimizing Search: Designing an Effective SEO Experimentation Program (Pt1)

Webinar

SEO A/B Testing

Posted May 16, 2024 by [Sam Nemzer](#)

Last updated June 21, 2024



Optimizing Search:
Designing An Effective
SEO Experimentation
Program For Greater ROI

Part 1

Presented by
Sam Nemzer
Senior Testing Consultant

Watch the replay

SearchPilot | Webinar

The thumbnail features a pink and purple color scheme. It includes an illustration of three people (two men and one woman) interacting with a large screen displaying a bar and line chart. A yellow button with the text 'Watch the replay' is positioned at the bottom left of the graphic. The SearchPilot logo and 'Webinar' tag are in the top right corner.

<https://bit.ly/effective-seo-experimentation>

◀ Return to Articles

🕒 60 mins watch

[Webinar Replay] - Optimizing Search: Designing an Effective SEO Experimentation Program (Pt1)

Webinar

SEO A/B Testing

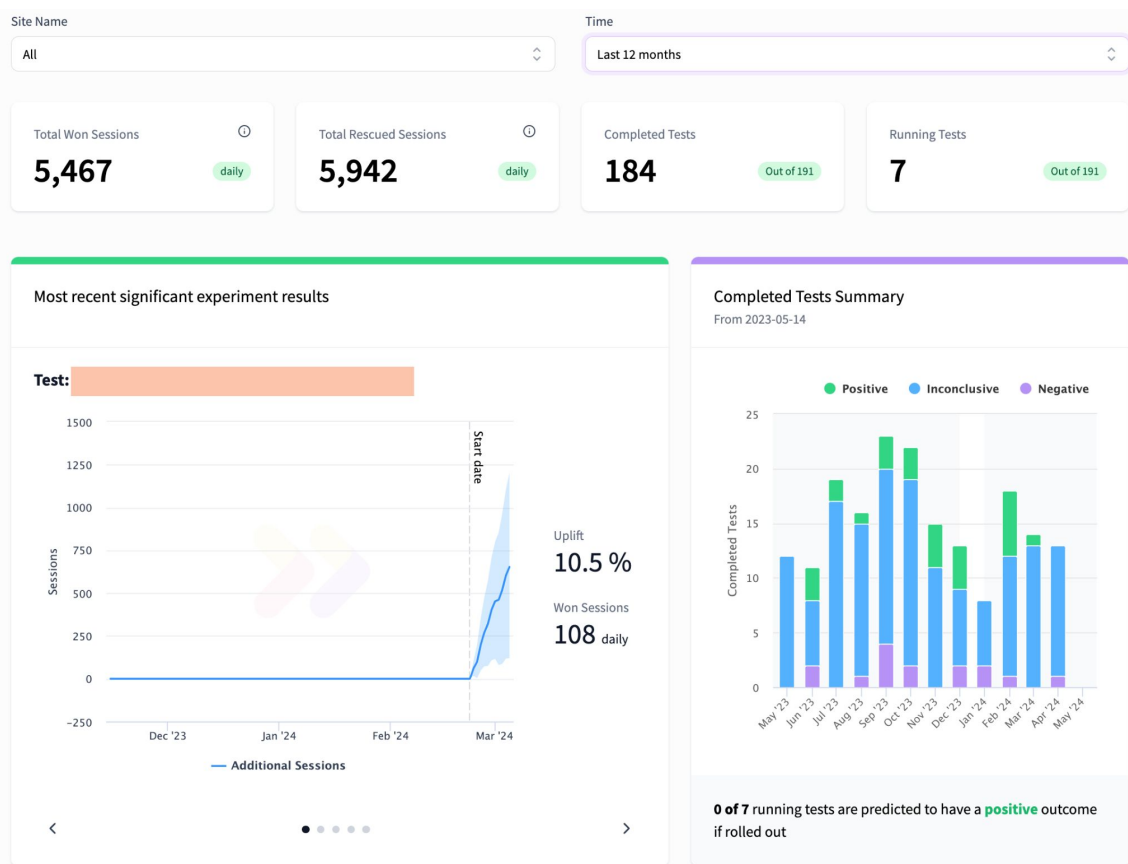
Posted May 16, 2024 by [Sam Nemzer](#)

Last updated June 21, 2024



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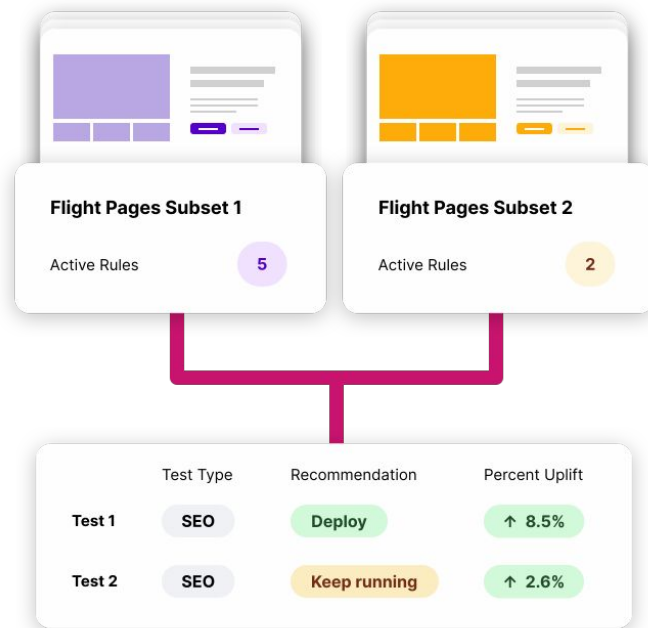
Experimentation **programs** are what make the difference



An individual test result is unpredictable

If we knew what the result would be beforehand, we wouldn't need to test!

Instead, we focus on what we **can control**.



How do we **MEASURE** an experimentation program?

Increase in
sessions?

Learnings?

Revenue
impact?

How can we MANAGE an experimentation program?

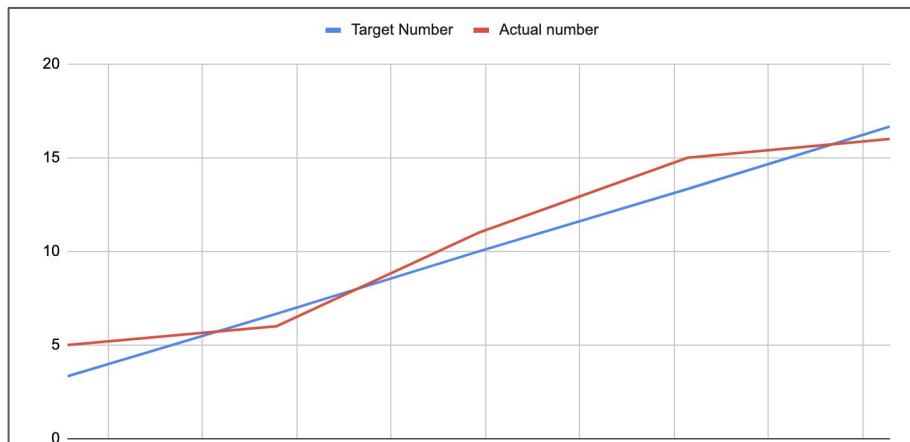
Quantity of
tests

Quality of
test
hypotheses

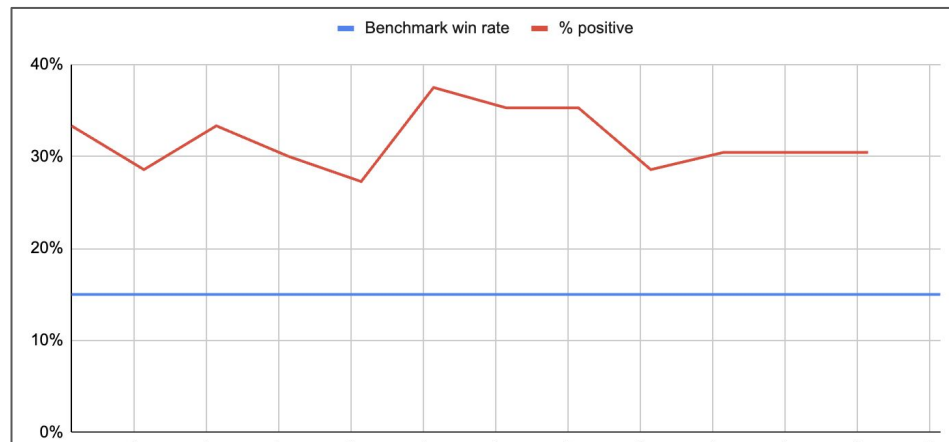
Quality of
test
analysis

Metrics to track

Number of tests



Test win rate



◀ Return to Articles

🕒 60 mins watch

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<https://bit.ly/effective-seo-experimentation>

Recap

Bringing it all together

Organic Search

Biggest channel

Organic Search

Biggest channel

Biggest
opportunity

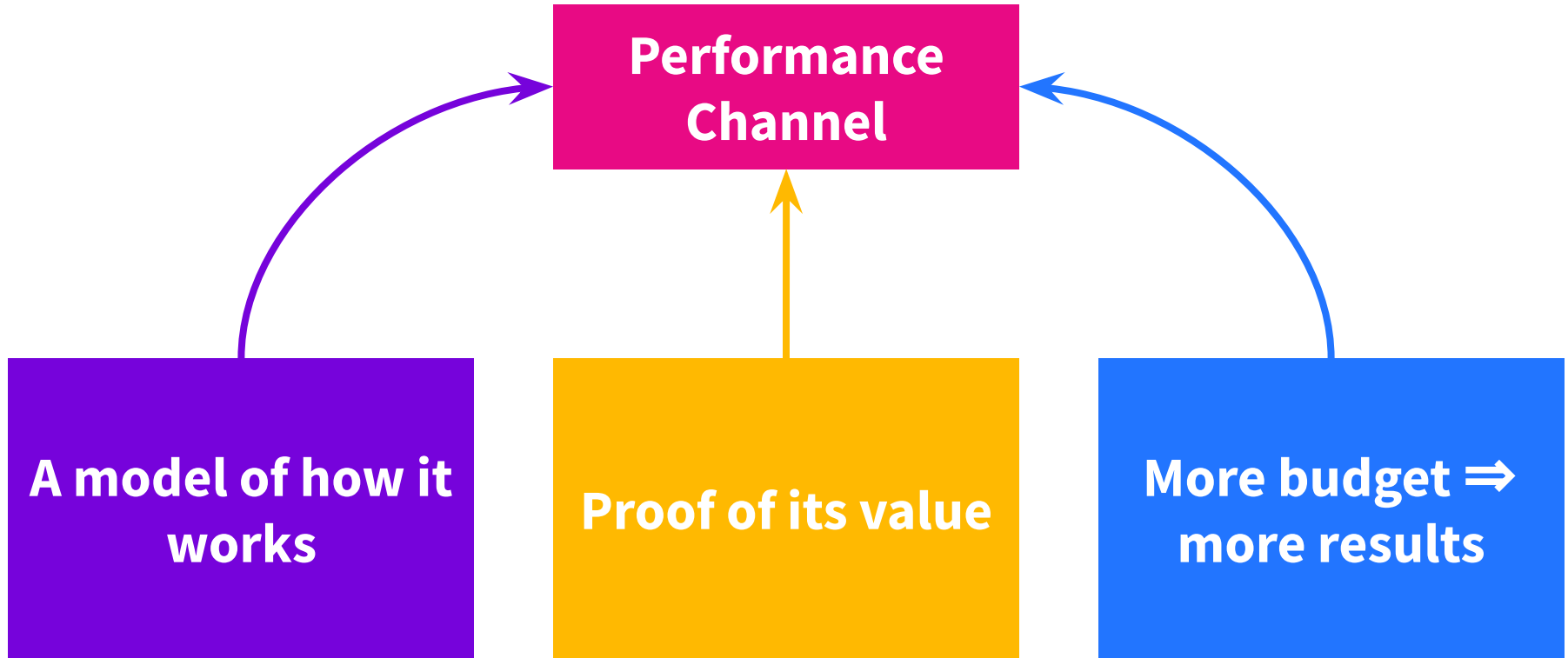
Organic Search

Biggest channel

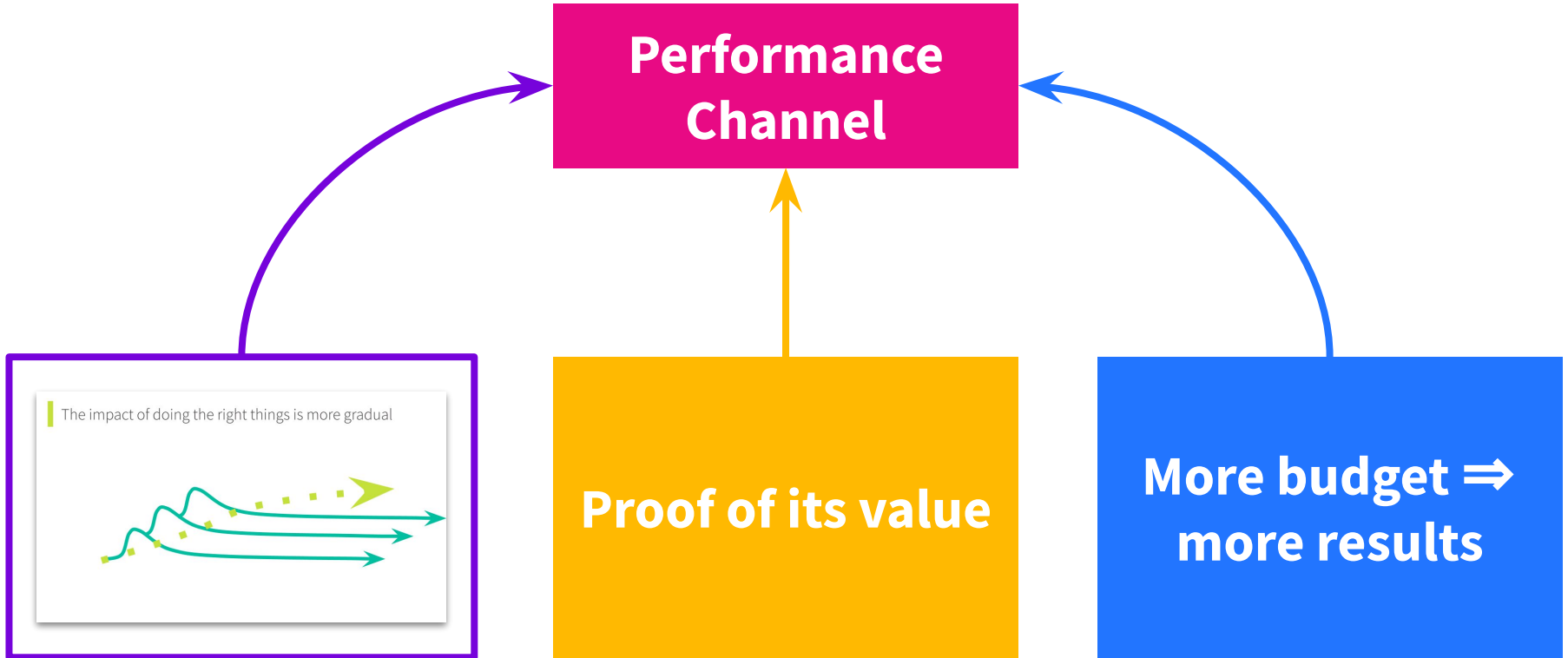
Biggest
opportunity

Least
understood
channel

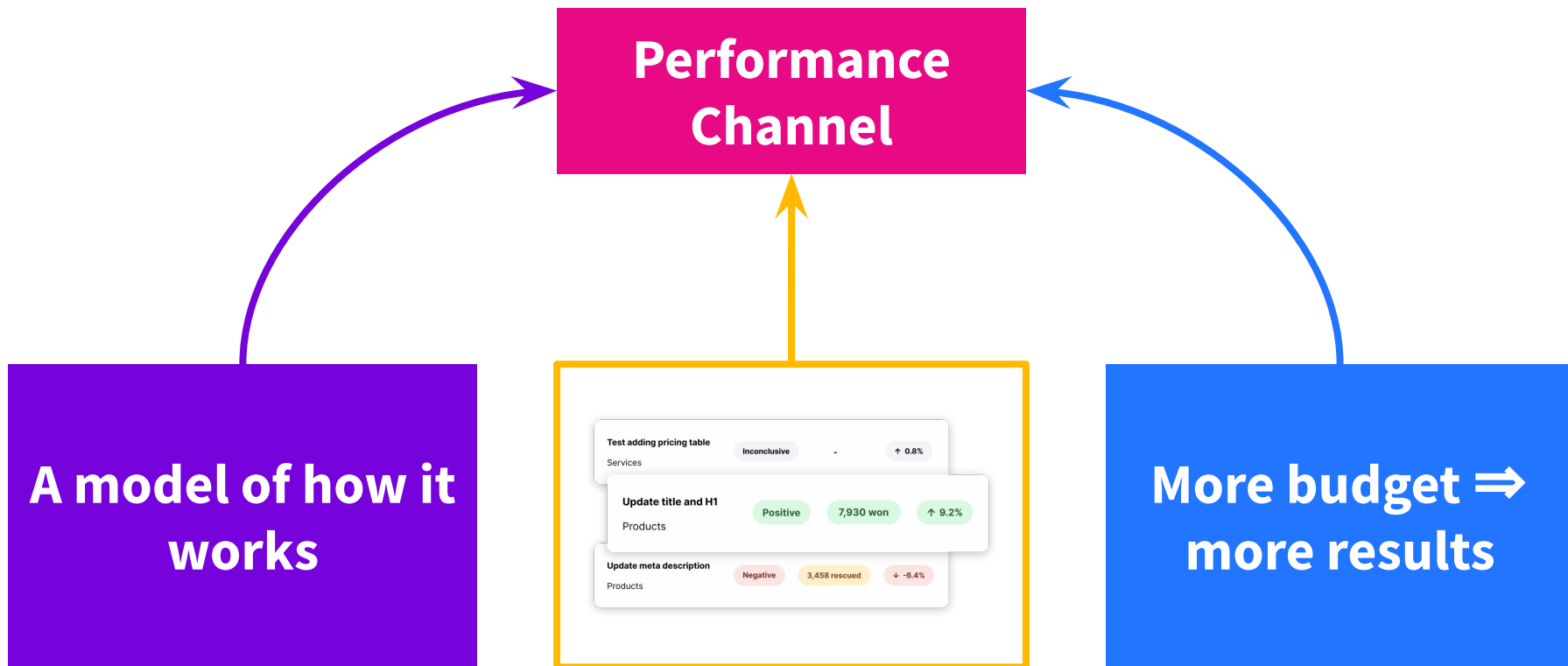
Recap: we said this is a **PERFORMANCE CHANNEL**



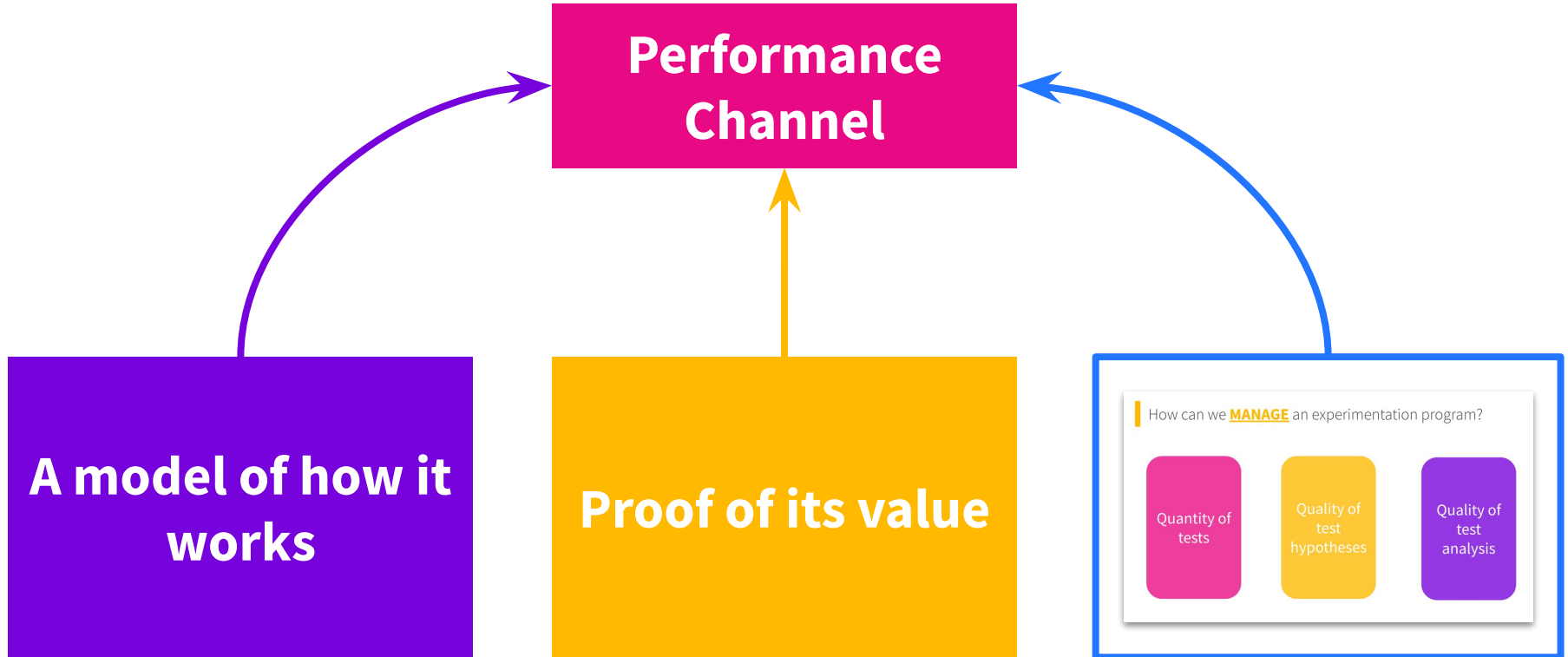
Recap: we said this is a **PERFORMANCE CHANNEL**



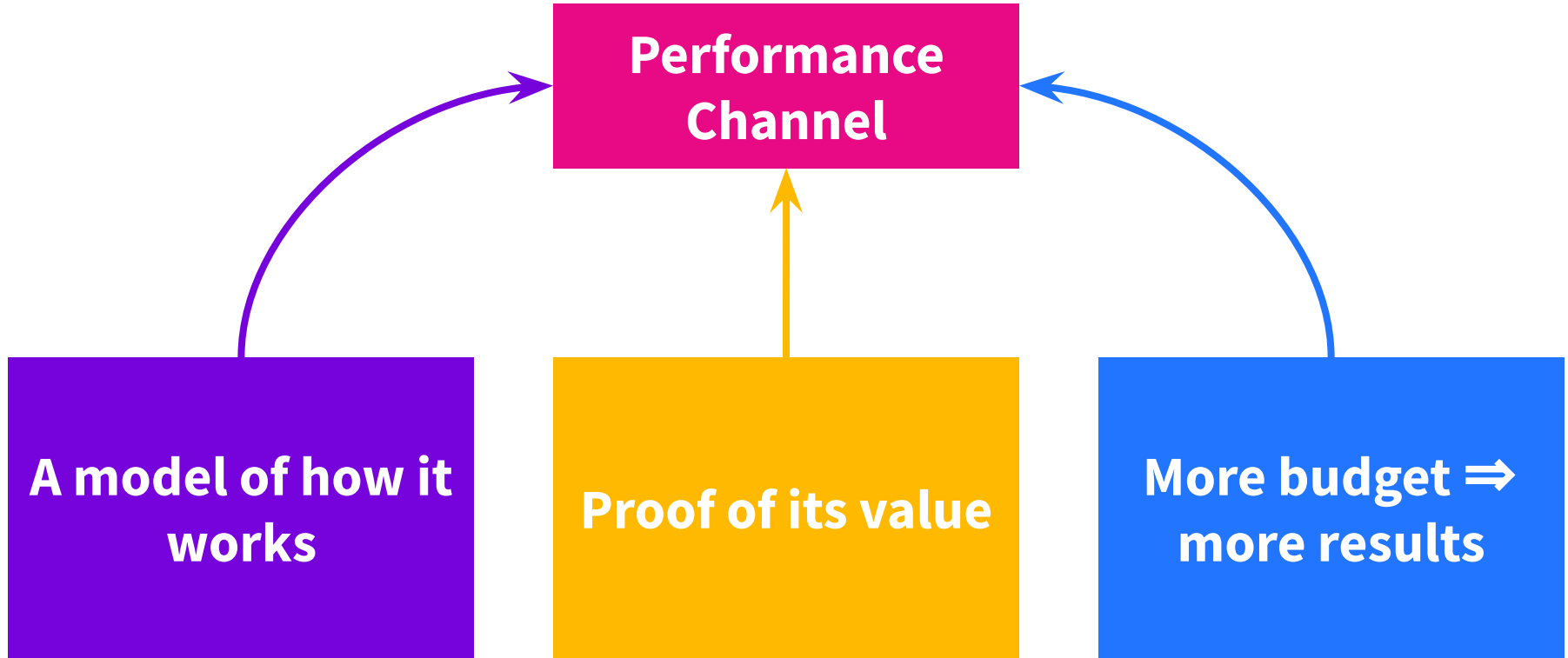
Recap: we said this is a **PERFORMANCE CHANNEL**



Recap: we said this is a **PERFORMANCE CHANNEL**



Recap: we said this is a **PERFORMANCE CHANNEL**



Can you
answer the
question:

What would you
do with an extra
\$1m?

Want more?

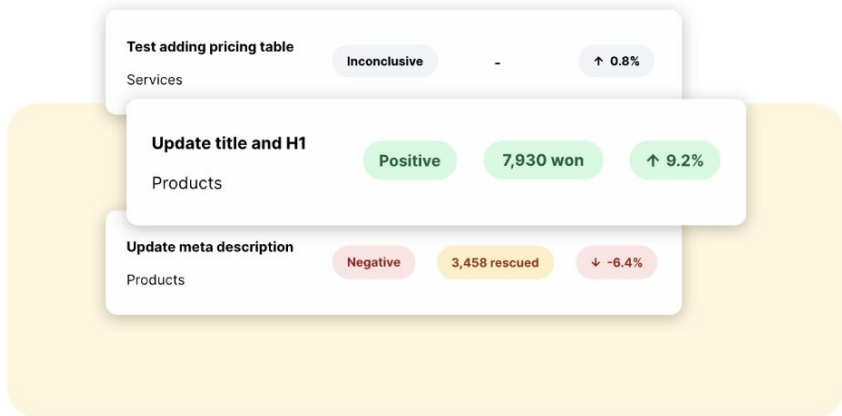
SEO test your online shop (and avoid the drop)

In retail, competition is fierce, prices are pressured, and trends are transient.

Thriving in this market means deploying the **right** website changes fast. (And never deploying the wrong ones).

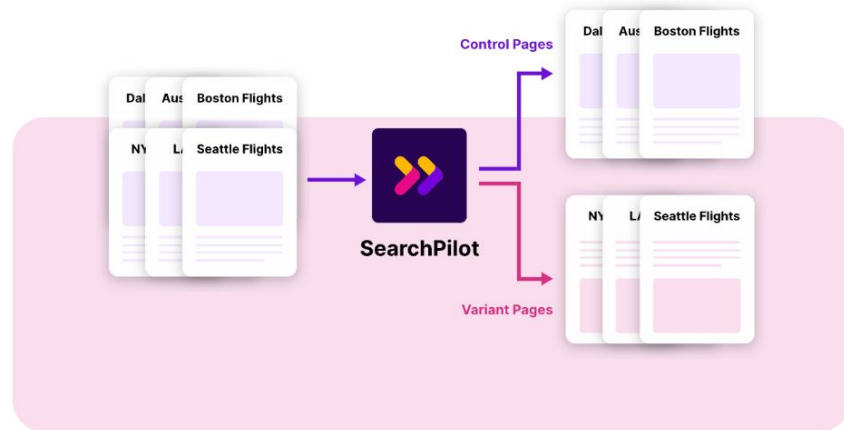
SearchPilot ensures every change you make has been tested and proven to build traffic and boost the bottom line.





SEO done differently

Prove what works and what doesn't. And start making a measurable difference to your site.

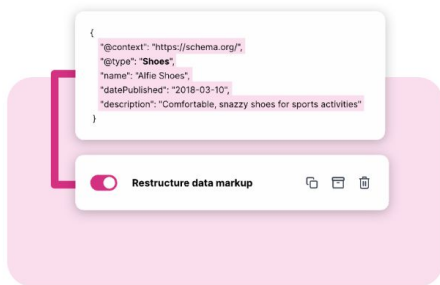


True SEO testing

We don't split users, we split pages. Each page has one version, one page to crawl, one robust result.

SEO A/B testing for retail sites

SearchPilot gives your SEO teams answers specific to your site.

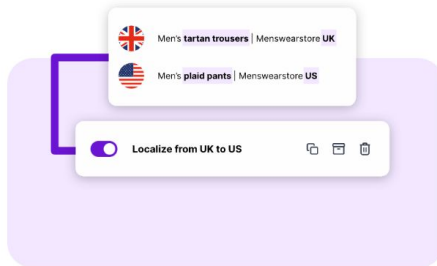


Structured data markup

Which of the many markup options is going to provide the best ROI?

Is it worth adding [brand names to FAQ markup](#)?

What about [breadcrumb data](#)? Is what was once best practice still the best way to go?

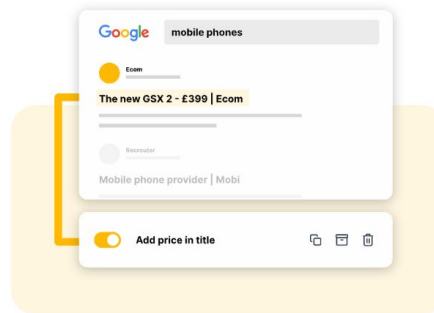


Localization and stores

Should you add a [locale to your title tag](#)?

Could [localizing UK language to US](#) (think trousers to pants) increase traffic by as much as 24%?

Does the level of [detail about your stores](#) impact traffic?



Titles and descriptions

Is it better to include [prices in titles](#)? And if you do, should they be dynamic?

What about the [brand name](#)? Where's the best position for it?

And should your [product description](#) be above the fold for more traffic?



Flight Log: tap into the biggest conversations in SEO today

Designed for marketing moguls, data deep-divers, business leaders and SEO experts alike, Flight Log is our monthly newsletter, where we collate our unmissable insights from the SEO world.

With over 25,000 monthly subscribers, you won't want to miss out.

Sign up now via the form.



<https://bit.ly/searchpilot-flight-log>

Finally...

Want **EVEN** more?



Speak to us about SearchPilot

SEO is your most undervalued and overlooked channel. It's time to turn it into a valuable catalyst for business growth and maximize your website's ROI with a robust testing platform.



The capability to conduct testing will play a crucial role in assessing the impact of our efforts in supporting this channel, all while enhancing the overall site experience for our customers.

Olivia O'Neill

Head of Digital Marketing Delivery, M&S



<https://bit.ly/searchpilot-demo>

🕒 1 min read

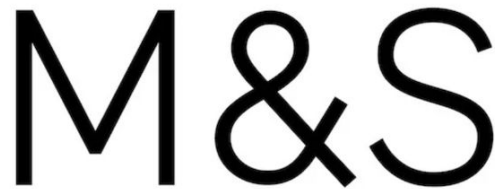
SearchPilot partners with Marks and Spencer to Power SEO Experimentation

Retail

SEO A/B Testing

Posted May 23, 2024 by [Will Critchlow](#)

Last updated June 20, 2024

The logo for Marks and Spencer, consisting of the letters 'M', '&', and 'S' in a large, black, serif font.

Receive monthly insights on
SEO and growth drivers

Get Flight Log 

Popular articles

- [\[Updated 2024\] What is SEO A/B testing? A guide to setting up,](#)

We are excited to announce a multi-year partnership with [Marks and Spencer](#), one of the UK's most iconic retail brands. The deal is the beginning of an exciting journey to bring new visibility and results to the organic search channel with measurability and accountability.

Under the partnership, SearchPilot will deploy its cutting-edge analytics and search optimisation platform across Marks and Spencer's online retail operations in the UK and Ireland. The partnership aims to bring data and insights to the Marks and Spencer team, raise the visibility and understanding of organic search within the experimentation and leadership teams, and unlock additional growth in the largest digital channel.

Thanks!

@willcritchlow / @SearchPilot

Sign up to emails at www.searchpilot.com/flight-log

