



**Now & Later: Marketing Tactics to
Build Traffic and Convert to
Buyers**

March 24, 2011



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Marketing
Consultant



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Wisser**

SEO Specialist

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

The screenshot shows a Google search for "buy hot sauce". The search bar is at the top with the text "buy hot sauce" and a search button. Below the search bar, it says "About 2,860,000 results (0.50 seconds)".

On the left side, there is a navigation menu with options: Everything, Images, Videos, News, Shopping, and More. Below this, it shows the location "Austin, TX" and a "Change location" link. At the bottom of the left sidebar is a "Show search tools" link.

The main search results area contains several organic results:

- Buy Hot Sauce Online - Best Selection Of Hot Sauces Around** (Ad)
Use Coupon Code TENSPO For 10% Off
Pepper Extracts - Hottest Sauces On Earth - Ghost Pepper - Hot Sauce Gift Sets
hotsauceworld.com
- Central Market - Eat the Heat at your local Central Market**
March 16-29. It's hot
Show map of 4477 S. 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.hotsauceworld.com/hotsaucebycase.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 Sauce (Hot)
www.hotsauceworld.com/ - Cached - Similar
Show more results from hotsauceworld.com

Below the organic results is a section for "Shopping results for buy hot sauce" with four product listings:

Tabasco 5oz Original Hot Sauce \$4.99 Amazon.com	TEXAS PETE HOT SAUCE ★★★★★ (14) \$7.99 Amazon.com	Georgia Tech Yellow Jackets Hot Sauce \$14.99 Walmart	Cholula Original Hot Sauce \$3.59 CVS Nearby stores

Below the shopping results are more organic results:

- InsaneChicken Hot Sauce and BBQ Sauce Store**
Our price: \$31.95. Quantity. Buy Now. Add to wish list. Danny Cash's Jolokia Havoc Hot Sauce See details - Danny Cash's Jolokia Havoc 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 igourmet.com.
www.igourmet.com/hot-sauce.asp - Cached - Similar

On the right side, there is an "Ads" section with several sponsored results:

- 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 \$75!
hotsauce.com is rated ★★★★★
Google Checkout
www.hotsauce.com
- The Hot Sauce Store**
The Hot Sauce Store offers all your favorite fiery hot sauces.
www.heavenlyheathotsauce.com
- Buy Hot Sauce**
Shop Asian Grocery Store Online Now
Order Food, Snacks, Ships Next Day.
asianfoodgrocer.com is rated ★★★★★
Google Checkout
www.asianfoodgrocer.com
- Secret Aardvark Hot Sauce**
Can't find it in a store near you?
Order all our products online!
www.secretavardark.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%**
Moving our warehouse you get 50% off on purchases \$25.00 or more.
hotsaucehawaii.com is rated ★★★★★
Google Checkout
www.hotsaucehawaii.com

At the bottom right of the ads section, there is a link: "See your ad here >".

Pay-Per-Click Results

Google Search Instant is on ▾

About 2,860,000 results (0.50 seconds) Advanced search

Everything
Images
Videos
News
Shopping
More

Austin, TX
Change location

Show search tools

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Hot Sauce by the case at Hot Sauce World. Save when you buy a case of hot sauce.
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Organic Search Results

Google buy hot sauce Search

About 2,860,000 results (0.50 seconds) [Advanced search](#)

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Shopping Feed Results

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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's mean angry older brother.



King of the Grill Our Price: \$4.99

This signature grilling sauce is a moderately hot sauce with a tangy 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, serrano and pequin peppers creates Rosa Redhot's smooth burn.



Firestarter #5 Our Price: \$8.99

Firestarter #5 is one of the year's best selling sauces! This insanely spicy cayenne and habanero blend will add some serious spice to any food!

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
 - Spicely 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

hottest red habanero sauce Search Instant is on ▼

About 133,000 results (0.20 seconds) Advanced search


▶ [World's Hottest Sauces - The World's Nine Hottest Sauces!](#) Ad


All Available. On Sale.
tastewhatshot.com


[Pure Habanero Red Savina Hot Sauce - 4 oz. Amazon.com Grocery ...](#) ☆ 🔍
The distinctive flavor of the **Habanero** can lend a balance to any chef's recipe. Contains the world's **hottest** commercially grown **Habanero** the "**Red Savina**" ...
www.amazon.com > ... > Sauces & Dips > Sauces > Hot Sauces - **Cached**

[Hottest Hot Sauce and Worlds Hottest Hot Sauce](#) ☆ 🔍
Danny Cash's Radical Heat **Hot Sauce**. Wait for it... the **red habanero** burn will Pure **Habanero Red Savina Hot Sauce - Habanero Pepper, Salt And Vinegar**. ...
www.hotsauceworld.com/hottest-hot-sauce.html - **Cached** - **Similar**

[Shopping results for hottest red habanero sauce](#)

 [Santa's Smokin' Chimney Red Habanero Hot Sauce](#)
\$6.95 - Amazon.com

 [Mane Sharp's Fiery Hot Red Habanero Sauce, 5oz.](#)
\$4.75 - www.HotSauce.com

 [Hot Sauce \(Medium\) Lguana Rockin' Red Habanero Sauce, 2oz.](#)
\$2.69 - Hot Sauce World

[Habanero Sauce - Mayanik Red Habanero Pepper Sauce 5 oz.](#) ☆ 🔍
2 posts - 1 author
Mayanik **Habanero Hot Sauce**, with its natural vibrant **red** color, demands the attention of our senses. It is the perfect companion to the most abundant ...
www.mexgrocer.com > Hot Sauces > Imported Hot Sauces - **Cached**

Ads

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Fiery Fun With **Hot Sauce**, **Wing Sauce**, **BBQ Sauce** & More. Shop Online Now!
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Bargain Prices. Smart Deals. Save on **Red Habanero Sauce!**
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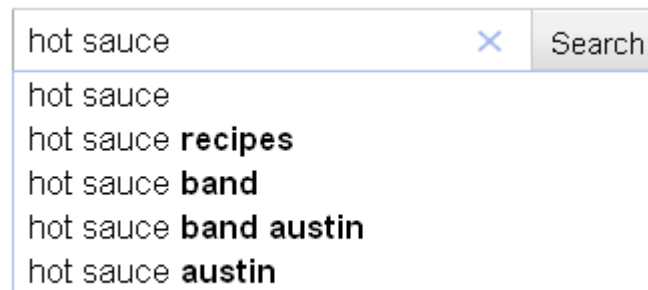
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PPC – Negative Keywords

- **Exclude Popular Informational Topics**
 - Allergies
 - Recipes
- **Omit Unrelated Search Engine Results**
 - Basketball
 - Band

Searches related to **hot sauce**

[hot sauce recipes](#) [hot sauce streetball](#)
[making hot sauce](#) [hot sauce basketball](#)
[hottest sauce](#) [hot sauce band](#)
[hot pepper sauce](#) [hot sauce and1](#)



hot sauce × Search

- hot sauce
- hot sauce **recipes**
- hot sauce **band**
- hot sauce **band austin**
- hot sauce **austin**

About 11,400,000 results (0.09 seconds)

[Advanced search](#)

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

Sponsored links

[Hot Sauce Depot](#)

A wide selection of **Hot Sauce**, **BBQ Sauce**, **Wing Sauce**, and more.

www.hotsaucedepot.com

[Hot Sauce of the Month](#)

9 Different Clubs to choose from.

Great gifts! Low prices on the net

www.saucegirl.com

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
an amazon services™ product

NexTag®
Comparison Shopping

Google™
product search beta

the find

Shopping.com™

Become
Shopping Your Way

bing™

shopzilla
.com

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 Practical eCommerce



Integrated Search Results

Google buy hot sauce Search

About 2,860,000 results (0.50 seconds) Advanced search

Instant is on ▾

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Google & Bing Shopping Results

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About 82,700 results (0.26 seconds) [Advanced search](#)

Your location: Austin, TX 78701 - [Change](#) Sort by: **Relevance**

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Hot Sauce
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Tabasco 5oz Original Hot Sauce
This is the genuine article. Tabasco Pepper **Sauce**. Original heat! Our classic creation - always the first choice of **hot sauce** lovers around the ...
[Add to Shopping List](#)

\$4.99
[Amazon.com](#)
★★★★★ [5,410 reviews](#)



Georgia Tech Yellow Jackets Hot Sauce 6.6oz Habenero Flask
An extra **hot**, Habanero chile pepper **hot sauce** in a distinctive flask bottle. Adds a wonderful flavor and heat level.
[Add to Shopping List](#)

\$14.99
[Walmart](#)
★★★★★ [693 reviews](#)



TEXAS PETE HOT SAUCE
Our famous blend of 3 different types of peppers, aged to perfection to bring out the natural, bold flavor. The result is a rich, delicious **sauce** ...
[Add to Shopping List](#)

\$7.99
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★★★★★ [5,410 reviews](#)

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In stock nearby ^{Need!}

Google Checkout

Free shipping

New items

Any category

Condiments & Sauces

Jams & Jellies

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Over \$100

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Sort by: **best match** | best user ratings | best expert ratings | price View: 1-16 of 12,600 results

CATEGORY

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Sports & Outdoors

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Clothing & Shoes

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BRAND

Hot Sauce Harry's

Zazzle

Regal

Amazing Clubs

CafePress

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PRICE

\$0 - \$10

\$10 - \$25

\$25 - \$50

\$50 - \$75

\$75 - \$100


above \$100

SHOW ONLY


Available products

SEARCH HISTORY


Search more to see your history




Hot Sauce Harry's Kentucky Wildcats Hot Sauce **\$5.99** and up (10 stores)
Kentucky Wildcats Cayenne Hot Sauce is premium blend cayenne pepper sauce with officially licensed Kentucky Wildcats colors and logo.
[Compare prices](#) Add to list




Hot Sauce Harry's South Carolina Gamecocks Hot Sauce **\$5.99** and up (10 stores)
South Carolina Gamecocks Cayenne Hot Sauce is premium blend cayenne pepper sauce with officially licensed South Carolina Gamecocks colors and logo.
[Compare prices](#) Add to list



Hot Sauce Harry's Oklahoma State Cowboys Hot Sauce **\$5.99** and up (8 stores)
Oklahoma State Cowboys Cayenne Hot Sauce is premium blend cayenne pepper sauce with officially licensed Oklahoma State Cowboys colors and logo.
[Compare prices](#) Add to list



Hot Sauce Harry's Mississippi State Bulldogs Hot Sauce **\$5.99** and up (8 stores)
Mississippi State Bulldogs Cayenne Hot Sauce is premium blend cayenne pepper sauce with officially licensed Mississippi State Bulldogs colors and logo.
[Compare prices](#) Add to list



Shopzilla Results



hot sauce

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Hot Sauce? How about these?

▼ **See matches in:**

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- [99 Volts](#)
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Get price w/ tax & shipping



Original LOUISIANA Hot Sauce

Description: Blended from authentic Louisiana long cayenne peppers, our **hot sauce** is aged ... [More](#)
[Compare Prices](#)

\$1.04

at CajunGrocer.com



Franks Original Red Hot Hot Sauce 1 Gallon

Made from aged cayenne peppers and other premium ingredients, Franks Red **Hot hot sauce** ... [More](#)

\$13.99

at The WEBstaurant Stor...



Cholula Hot Sauce 5oz (150ml) -[import from Mexico]-

Cholula, **Hot Sauce** 5oz (150ml) -[import from Mexico]-
[More](#)
[Compare Prices](#)

\$3.75

at www.SauceNSpice.com



Jamaican Jerk Hot Sauce 10 oz

Jamaican Jerk **Hot sauce** is flavored with Jamaican style seasonings used as a condiment ... [More](#)

\$5.99

Free Shipping!

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)

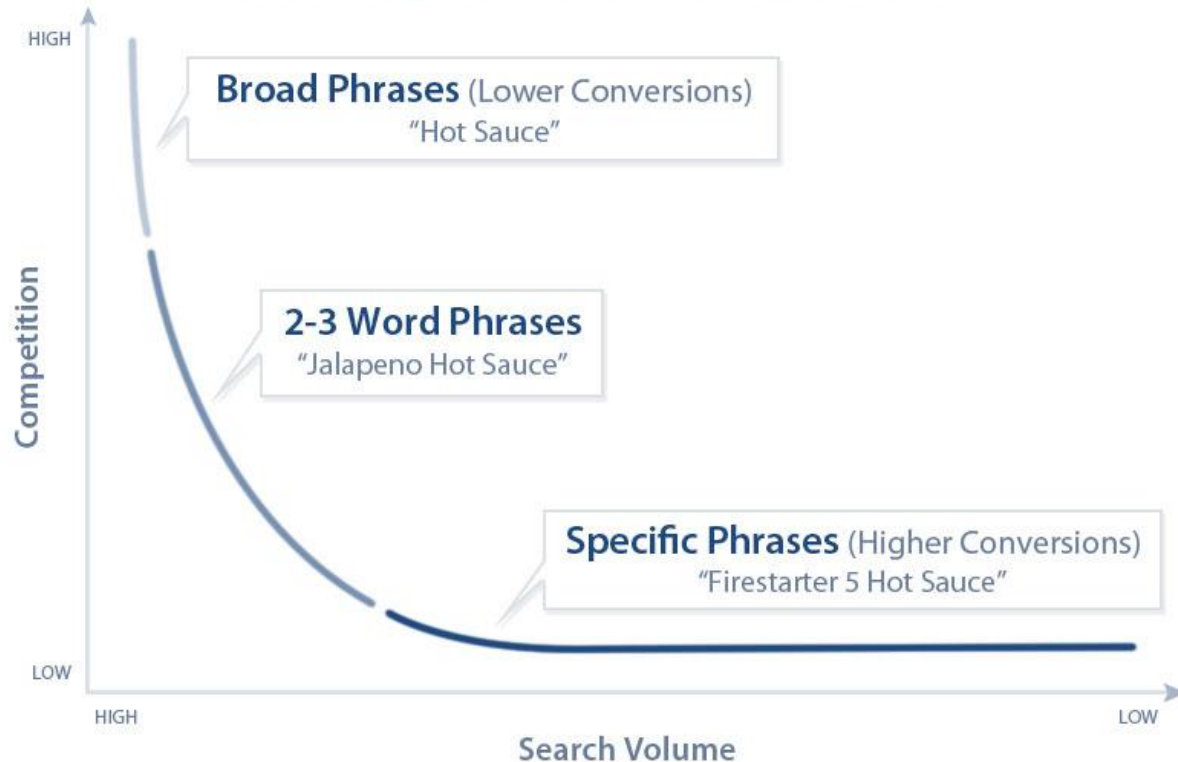
- **93% of internet traffic** begins at a search engine*
- Volusion's Custom SEO clients experience an average **1,453% increase** in organic traffic from their target keywords after 12 months

*<http://avtecmedia.com/marketing/internet-marketing-trends/>



Keyword Research & Selection

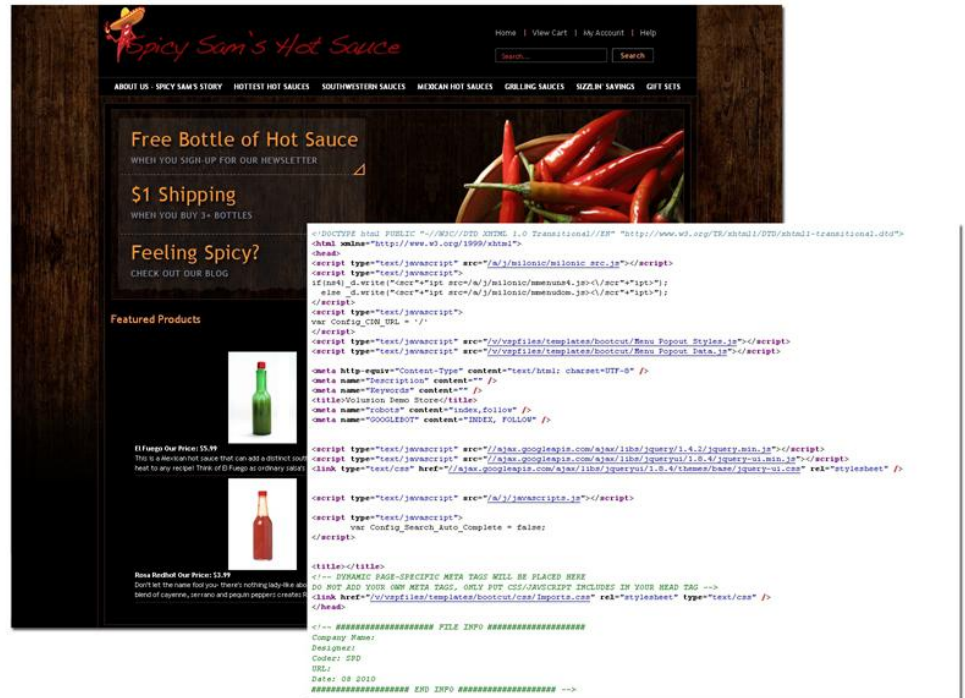
Strategic Keyword Selection



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?

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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's mean angry older brother.

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

This signature grilling sauce is a moderately hot sauce with a tangy 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, serrano and pequin peppers creates Rosa Redhot's smooth burn.

**Firestarter #5 Our Price: \$8.99**

Firestarter #5 is one of the year's best selling sauces! This insanely spicy cayenne and habanero blend will add some serious spice to any food!

Free Bottle of Hot Sauce

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Caliente Queso Sauces ▲

Caribbean Hot Sauces ▲

Curry Fire Sauces ▲

Grilling Sauces ▲

Hottest Hot Sauces ▲

Jamaican Jerk Sauces ▲

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Southwestern Sauces ▲

Spicy Teriyaki Sauces ▲

Shop By Heat Index ▼



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Firestarter #5



Firestarter #5 is one of the year's best selling sauces! 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: 1015M

Choose your options...

Cause of Death:

Qty:

Description **Heat Index**

- Hottest - 4 peppers out of 4 peppers

Average Customer Review: ★★★★★ Based on 1 reviews [Write a review.](#)

Other people found the following review helpful.

★★★★★ A Tailgate Essential

Reviewer: *Mike J. from Albuquerque, NM*

I bought this hot sauce to bring to my friend's homecoming tailgate. We are both big hot sauce enthusiasts! Every year we try to "one up" the other one with a better, hotter hot sauce. This year I won hands down! If you like hot sauces you owe it to yourself to try this bad boy!

Was this review helpful to you?

Related Products...

King of the Grill

Our Price: \$4.99



February 17, 2011

Cart Abandonment

1000 Abandoned Carts, Average Cart Value of **\$25**

Percent Decrease	Additional Sales
100%	\$25,000
20%	\$5,000
10%	\$2,500
5%	\$1,250

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

*<http://blog.onlinemarketingconnect.com/frame/index.php?url=http://econsultancy.com/blog/7027-20-stats-you-might-not-know-about-user-search-behaviour>

Overview

Design

Marketing

- [PPC](#)
- [SEO](#)
- Shopping feed management
- Facebook advertising
- Site analytics
- Conversion consulting
- Marketing calculator**
- Case Studies

Professional

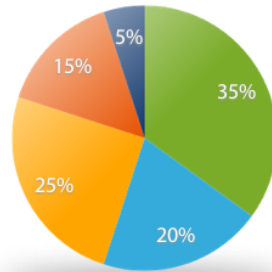
Enterprise

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 would 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
 - Immediate boost in traffic and 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+



Service	Budget
SEO	35%
Paid Search (PPC)	20%
Shopping Feeds	25%
Conversion Consulting & Optimization	15%
Facebook Advertising	5%

What does this mean for you?

Newer stores looking for both an immediate boost in traffic and also longer-term traffic building with a larger marketing budget should 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.

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*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!