

magento **live**


GERMANY **2013**





Danny Essner

**Head of Merchant Marketing
Magento**

 @dessner

THE
CLICK
SIDE
OF
SEO



The Importance of Click Rate Optimization

The image shows a Google search interface for 'iPhone 5S'. At the top left is the Google logo. To its right is a search bar containing the text 'iPhone 5S' and a blue search button with a magnifying glass icon. Below the search bar, the page is divided into two main sections. On the left is a green sidebar containing organic search results. On the right is a white box titled 'Shop for iPhone 5s on Google' with a 'Sponsored' label, containing four product listings for iPhone 5s models with their respective prices. A green arrow points from the text 'PAID SEARCH RESULTS' to the sponsored product listings. A blue arrow points from the text 'ORGANIC SEARCH RESULTS FROM HERE DOWN' to the organic search results in the sidebar.

Google

iPhone 5S

Ads related to iPhone 5s

iPhone 5s
www.apple.com/ | Buy now | Tips and tricks | Features | Built-in apps

iPhone 5s at Best Buy® - BestBuy.com
www.bestbuy.com/ | iPhone 5s now available at Best Buy®, visit site for details. Best Buy has 8,887 followers on Google+ | iPhone 5s - iPhone 5c - iPhone 5 - iPhone 4s | 2200 Eastridge Loop, Ste 1094, San Jose, CA - (408) 270-4157

iPhone 5s at Target - Target.com
www.target.com/ | Find Is iPhone 5S Today. Shop Is iPhone 5S at Target.com. | 533 Coleman Ave, San Jose, CA - (408) 346-2023

Apple - iPhone 5s
www.apple.com/iphone-5s/ | With a new fingerprint identity sensor, a 64-bit A7 chip, a faster, better iSight camera, and ultrafast LTE wireless, iPhone 5s is forward thinking.

iPhone 5s - Buy iPhone 5s in 16GB, 32GB, or 64GB - Apple Store ...
store.apple.com > Apple Store > Shop iPhone

Shop for iPhone 5s on Google

Sponsored

brand New+ Apple iPhone... \$854.99	Apple iPhone 5s 16gb - Gol... \$998.00	Apple iPhone 5s (latest Mo... \$949.99	Sealed Apple iPhone 5s 16... \$919.99

Shop by carrier

AT&T | T-Mobile | Verizon | Sprint

PAID
SEARCH
RESULTS

ORGANIC
SEARCH
RESULTS
FROM HERE
DOWN

1 Anatomy of Search Engine Results

2 Strategies for Increasing Click Through Rates

3 Measuring Performance

1

Anatomy of Search Engine Results

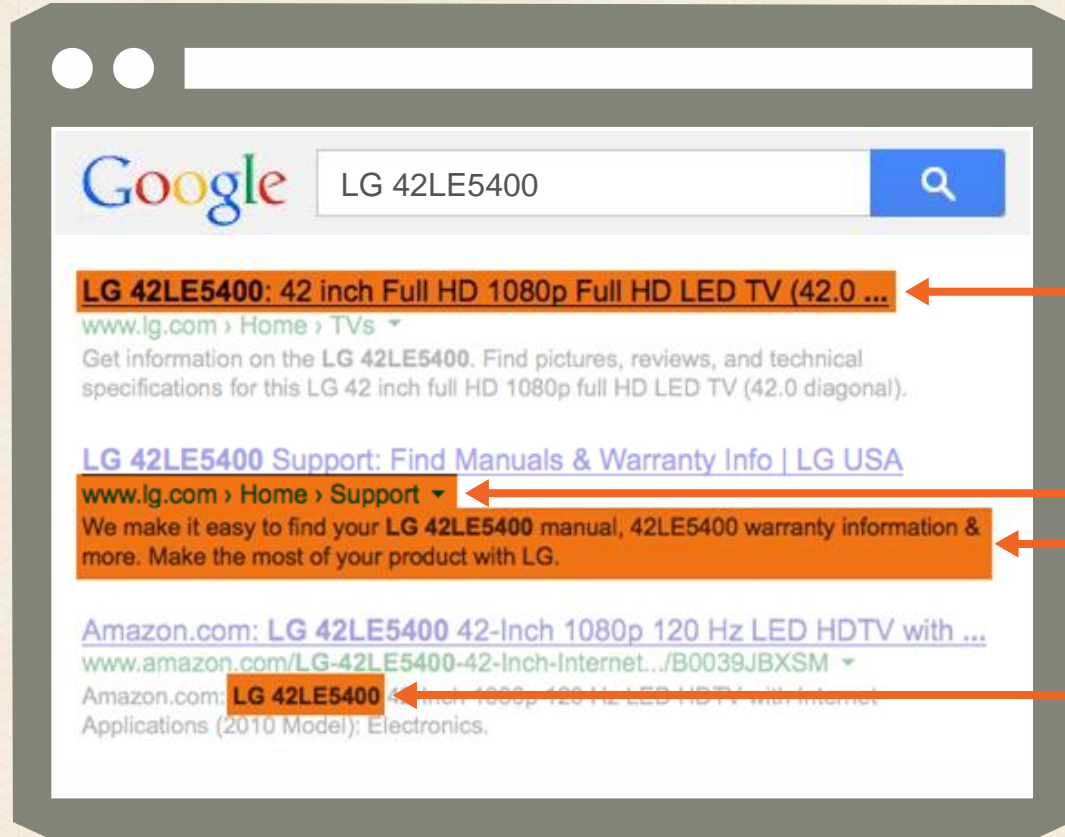
2

Strategies for Increasing Click Through Rates

3

Measuring Performance

Anatomy of Organic Search Results – *Basic*



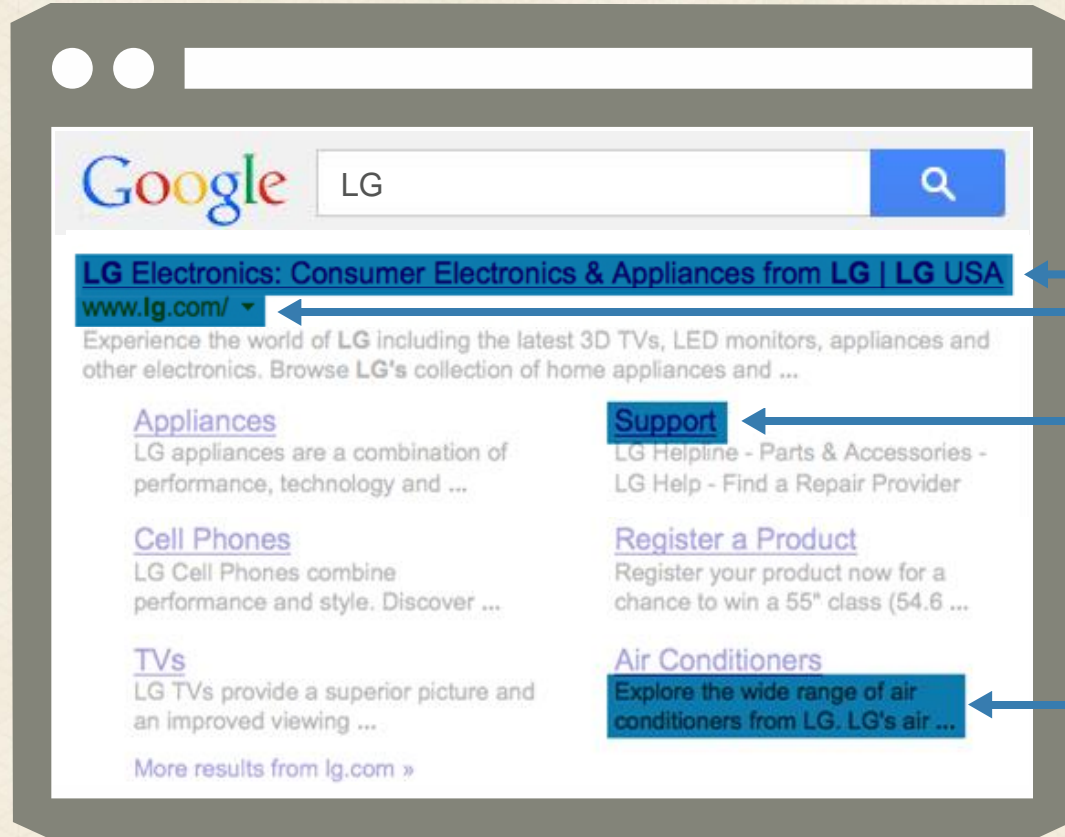
CLICKABLE
HEADLINE

URL WITH
BREADCRUMBS

160 CHARACTER
META DESCRIPTION

KEYWORDS
ARE BOLDED

Anatomy of Organic Search Results – *Site Links*



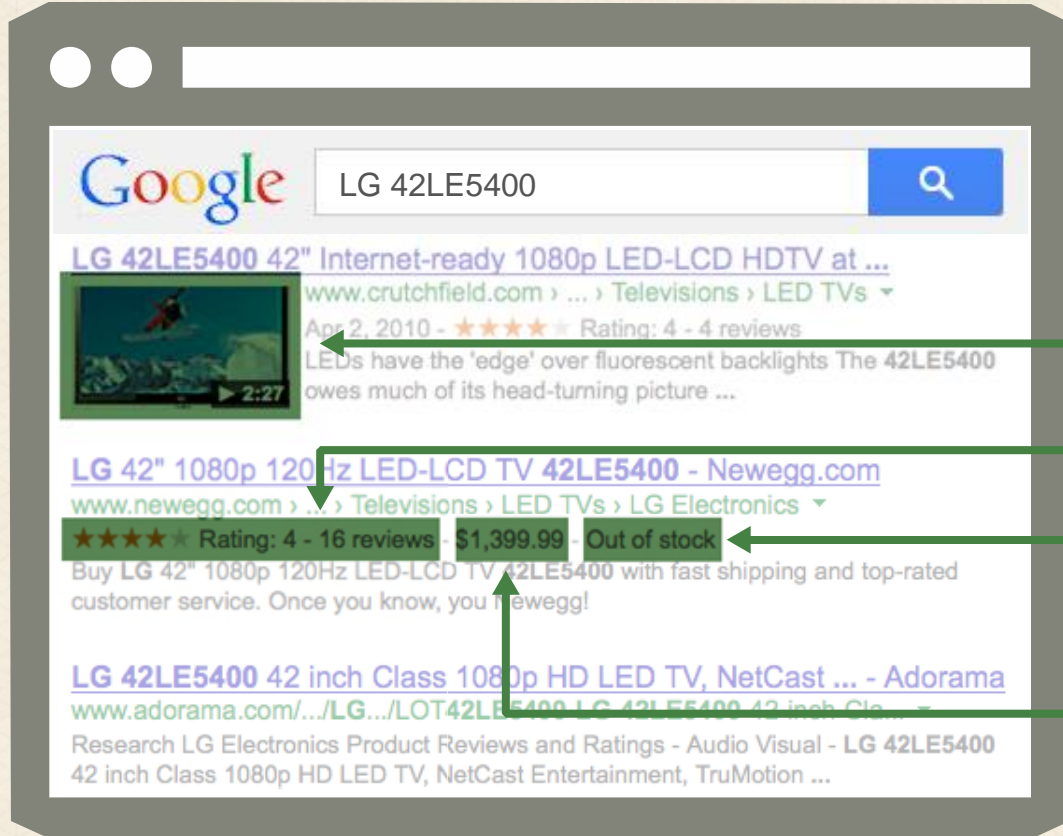
CLICKABLE
HEADLINE

SITE URL

CLICKABLE
SITE LINKS

SITE LINK
DESCRIPTIONS

Anatomy of Organic Search Results – Snippets



PRODUCT
IMAGE/ VIDEO

RATINGS &
REVIEWS

INVENTORY
AMOUNT

PRICING

1 Anatomy of Search Engine Results

2 Strategies for Increasing Click Through Rates

3 Measuring Performance

Strategies for Increasing Click Through Rates

1

Improve Rankings to Drive Clicks



2

Supplement Organic With Paid Listings



3

Leverage Rich Snippets



4

Calls to Action: Use Copy That Converts

BUY NOW!

5

Utilize Sitelinks



1

Anatomy of Search Engine Results

2

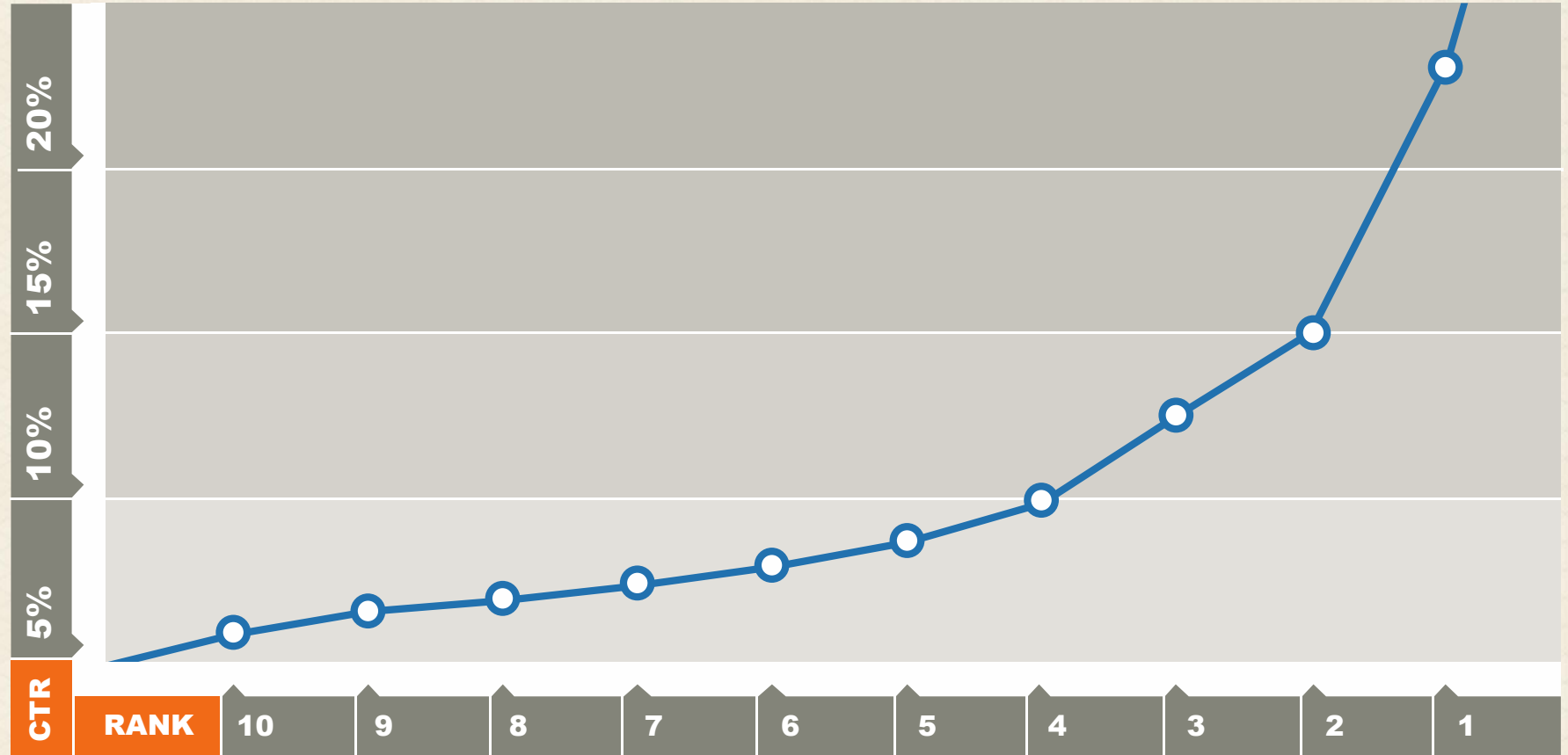
Strategies for Increasing Click Through Rates

- 1** Improve Rankings to Drive Clicks
- 2** Supplement Organic With Paid Listings
- 3** Leverage Rich Snippets
- 4** Calls to Action – Use Copy That Converts
- 5** Utilize Sitelinks

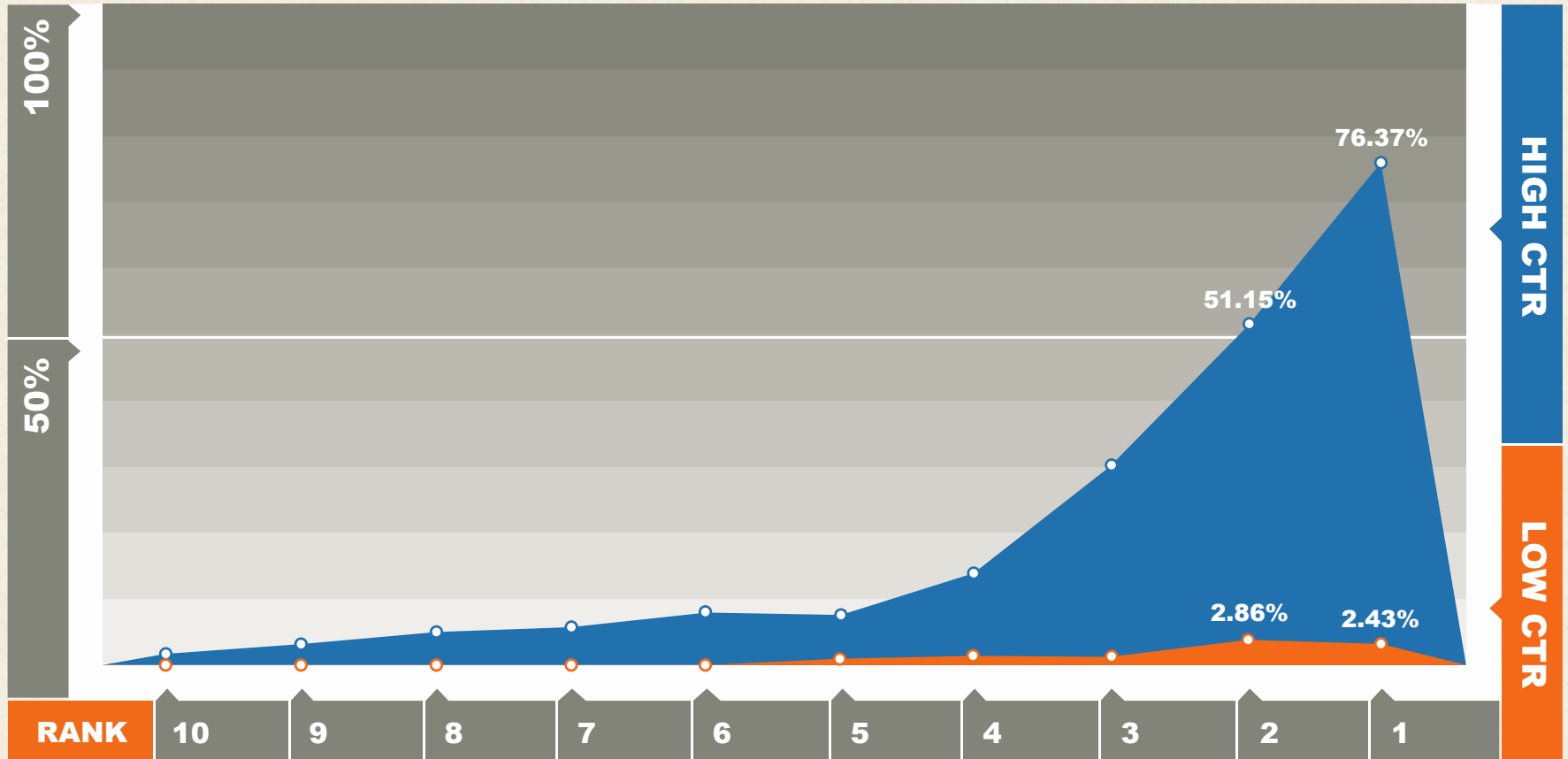
3

Measuring Performance

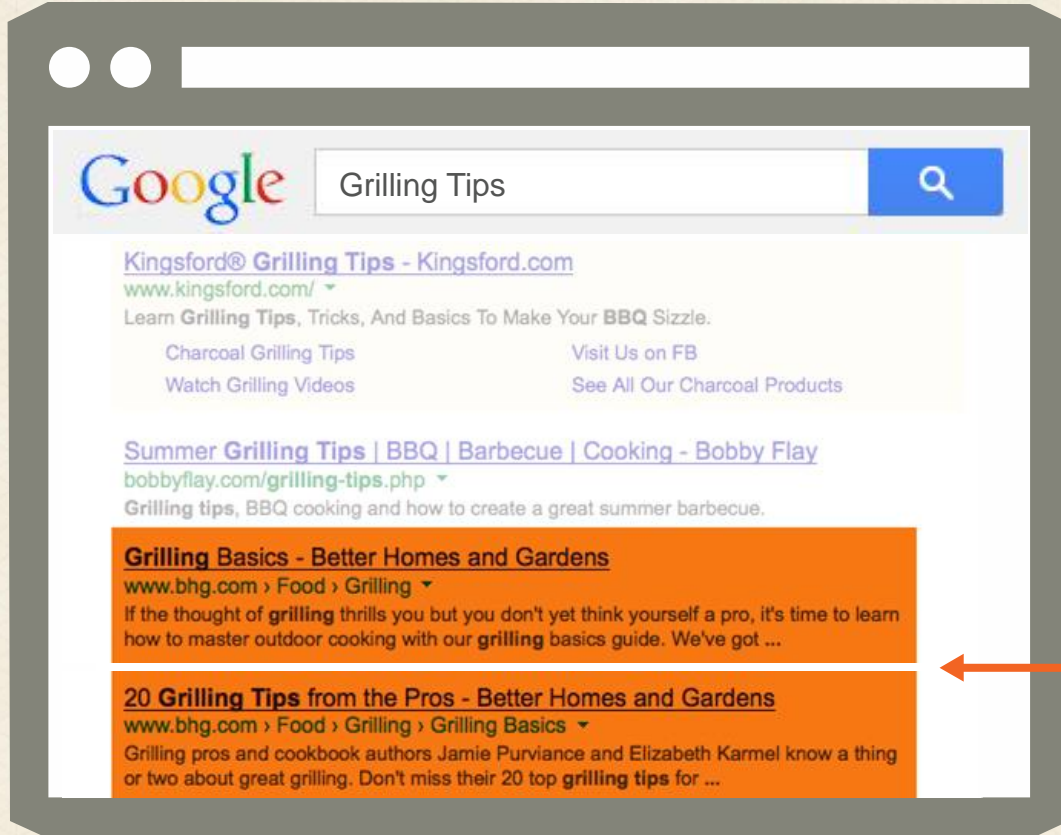
Rank Drives Click Through Rate



But CTR Ranges Vastly, Even in Spot #1



Increase Share of Voice Through Link Clustering



MULTIPLE SEARCH RESULTS FROM THE SAME BRAND



1

Anatomy of Search Engine Results

2

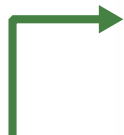
Strategies for Increasing Click Through Rates

- 1 Improve Rankings to Drive Clicks
- 2 Supplement Organic With Paid Listings
- 3 Leverage Rich Snippets
- 4 Calls to Action – Use Copy That Converts
- 5 Utilize Sitelinks

3

Measuring Performance

**PAID
SEARCH
RESULTS**



Ads related to **magento** ⓘ

MagentoCommerce.com - Magento eCommerce
www.magentocommerce.com/ ▾
Drive Your Online Sales With Today's Leading eCommerce Platform!

Upcoming Events	Customer Success Stories
Plans & Pricing	Sign Up For A Free Demo
Fashion eCommerce	Increasing Orders eBook

Magento eCommerce Experts 1 (877) 535 7549
www.aoemedia.com/Magento ▾
Seeking **Magento** experts in Oregon, California or Washington? Visit us!
📍 251 Rhode Island Street, San Francisco, CA

Magento Pros From \$17/hr - oDesk.com
www.odesk.com/Magento_Experts ▾
Find Top Rated **Magento** Experts In The Most Trusted Online Workplace
oDesk has 10,705 followers on Google+

**ORGANIC
SEARCH
RESULTS**



Magento Ecommerce Software & Ecommerce Platform Solutions
www.magentocommerce.com/ ▾
Magento is the eCommerce software and platform trusted by the world's leading brands. Grow your online business with **Magento**!
You've visited this page 3 times. Last visit: 7/18/12

Log into Magento Admin Page Log in to Admin Panel. User Name: (admin). Password: (123123 ...	Magento Connect Welcome to Magento Connect - the world's largest eCommerce ...
Download Release Notes - SVN - Magento User Guide - ...	Compare Our Products Compare Our Products. Highlights: Magento Community Open ...
Demo Magento's demo store allows you to explore the latest version of ...	User Guides The following user guides, eBooks, and articles provide a wealth of ...

More results from magentocommerce.com »

Ads ⓘ

Want to Sell More Online?
volusion.com/CompareVarienMagento ▾
Join Our Store & Sell 3x More.
See How. Start Your Free Trial Now!

Ugly Magento Website?
www.transformagency.com/Magento/ ▾
Tired of the typical **Magento** sites?
Check our portfolio. Get a quote.

Bigcommerce.com™ Official
www.bigcommerce.com/vs.Magento ▾
The Easiest Way To Sell Online!
Start Fully-Featured Free Trial Now

Hire Magento Developers
www.s4support.com/Magento-Developers ▾
for \$6/ Hr, 24x7 Support, Save money
Risk Free Trial available. Call now

A Better Shopping Cart
www.3dcart.com/vsMagento ▾
See Why 3dCart is Better:
Try Our Shopping Cart Free!

Top 10 eCommerce Builders
www.top10ecommercesitebuilders.com/ ▾
The Best eCommerce Deals on the Web
Limited Time Offers - From \$4.99/m!

Magento by Zflow Corp
www.zflow.com/ ▾
1 (888) 478 6008
Leading **Magento** Solution Provider
Call Today for Expert Consultation

Organic Share of Voice Increases 68% when supported by Paid Search



1

Anatomy of Search Engine Results

2

Strategies for Increasing Click Through Rates

- 1 Improve Rankings to Drive Clicks
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- 5 Utilize Sitelinks

3

Measuring Performance

Rich Snippet Types - *Author*

**AUTHOR
NAME**

**AUTHOR
PICTURE**

The screenshot shows a browser window with search results. The first result is a link to '40 Checkout Page Strategies to Improve Conversion Rates' from blog.kissmetrics.com, dated Feb 22, 2012. The second result is '21 tweaks to increase your Ecommerce conversion rate | The ...' from www.weaky.com, dated May 9, 2013, by Ivan Lim. This result has a rich snippet showing an author picture, the author's name 'by Ivan Lim', and 'in 90 Google+ circles'. The third result is '15 Fresh Resources for Increasing Ecommerce Conversions ...' from unbounce.com, also by Ivan Lim. This result has a rich snippet showing the author's name and 'in 90 Google+ circles'. Arrows from external labels point to these specific elements in the search results.

**GOOGLE+
FOLLOWER
COUNT**

**LINKS TO
OTHER
ARTICLES
BY AUTHOR**

Rich Snippet Types - *People*

PHOTO



[John Donahoe](#) - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/John_Donahoe
John Donahoe II (born April 30, 1960) is president and CEO of Ebay Inc. (since March 31, 2008). In his second employment chapter, he oversees eBay's 2 ...

News for john donahoe



[eBay CEO John Donahoe Is Bullish On Digital Currency, And He's Keeping Tabs On Bitcoin](#)
TechCrunch - by Chris Velazco - 17 hours ago
There's no doubt that Bitcoin is getting plenty of attention these days -- we've seen folks like the Winklevoss Twins and Chamath Palihapitiya ...

[eBay president John Donahoe: PayPal may accept bitcoin in the future](#)
CoinDesk - by Emily Spaven - 11 hours ago

[Ebay to expand the range of digital currencies it accepts](#)
Financial Times - 1 day ago

John Donahoe - Forbes

[www.forbes.com/profile/john-donahoe/](#)
John Donahoe on Forbes. ... John J. Donahoe has been a director of Intel since 2009 and President and CEO of eBay Inc., a global online marketplace in San ...

John Donahoe: Executive Profile & Biography - Businessweek

[investing.businessweek.com/research/stocks/people/person.asp?...](#)
3 days ago - Mr. John J. Donahoe has been the Chief Executive Officer and President at eBay Inc. of PayPal, Inc. since March 2008. Mr. Donahoe served as ...

John Donahoe | CrunchBase Profile

[www.crunchbase.com/people/john-donahoe](#)
John has been President and CEO of eBay Inc. since March 31, 2008. Under John's leadership, the company has become.

John Donahoe (Donahoe John) on Twitter

[https://twitter.com/Donahoe_John](#)
The latest from John Donahoe (@Donahoe_John). I am the CEO of @eBayInc. San Jose, CA.



John Donahoe

Business person

John Donahoe II is president and CEO of Ebay Inc.. In his second employment chapter, he oversees eBay's 2 modules : eBay Marketplaces, and PayPal. In March 2005 he was hired as president of eBay Marketplaces. [Wikipedia](#)

Born: April 30, 1960 (age 53)

Education: Dartmouth College, Stanford Graduate School of Business

People also search for



Meg Whitman

Pierre Omidyar

David A. Marcus

Marc Andreessen

Kenneth I. Chenault

[Feedback](#) / [More info](#)

JOB
TITLE

COMPANY
AFFILIATION

LOCATION

Rich Snippet Types – *Business/ Organization*

LOCATION &
CONTACT
INFORMATION

Ad related to banana republic ©

[BananaRepublic.com - Banana Republic® Official](#)

[www.bananarepublic.com/](#)

40% Off Your Purchase. Online Only. Free Ship On \$50+ & Free Return!

Banana Republic has 1,525 followers on Google+

[Women's Sale](#)

[Dresses](#)

[Sale](#)

[Shoes & Handbags](#)

[New Arrivals](#)

[Pants by Fit](#)

[Banana Republic: Clothes, Shoes, and Accessories for Women and ...](#)

[bananarepublic.gap.com/](#)

FREE Shipping on Orders Over \$50. Banana Republic Offers Modern, Refined Clothing for Men and Women, Plus Shoes and Accessories.

1 Google review · Write a review

2855 Stevens Creek Blvd. San Jose, CA 95123
(408) 260-4760

[Women's Apparel](#)

Find stylish women's apparel at Banana Republic. Offering a ...

[Men's Apparel](#)

Banana Republic is the best place to buy all men's apparel. We ...

[Petite Apparel](#)

Find women's petite clothing at Banana Republic. We have a ...

[More results from gap.com »](#)

[Big and Tall Clothing](#)

We offer an exclusive collection of refined men's big and tall ...

[Store Locator](#)

FIND A STORE. Use our store locator to find a Banana ...

[Banana Republic Factory Store](#)

Banana Republic Factory Store Offers Modern, Refined Clothing ...

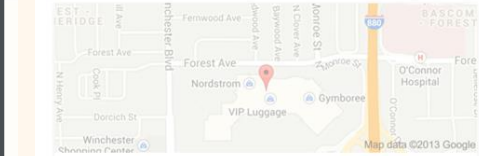
[Banana republic - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Banana_republic](#)

Banana republic is a political science term for a politically unstable country whose economy is largely dependent on the export of a single limited-resource ...

[Banana republic San Jose, CA - Yelp](#)

LOCATION &
CONTACT
INFORMATION



Banana Republic

[Directions](#)

[Write a review](#)

Address: 2855 Stevens Creek Blvd, San Jose, CA 95123
Phone: (408) 260-4760

Prices: \$\$\$

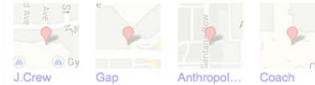
Hours: Monday 10:00 am – 9:30 pm · See all

Reviews

1 Google review

More reviews: [citysearch.com](#), [insiderpages.com](#), [judybook.com](#), [superpages.com](#)

People also search for



Are you the business owner?

[Feedback](#)

PRICE/
PRICE
RANGE

HOURS

CUSTOMER
REVIEWS

Rich Snippet Types - *Products*

IMAGES



RATINGS

[Sony Bravia XBR KDL-52XBR4 52-Inch 1080p LCD HDTV - Best Buy](#)
[www.bestbuy.com/.../olstemplatemapper.jsp?... Sony+Bravia... 52-Inch...](#)
6157 items - Shop for Sony Bravia XBR KDL-52XBR4 52-Inch 1080p LCD HDTV at Best Buy. Find low everyday prices and buy online for delivery or in-store ...

[Sony Bravia KDL-52EX701 52-inch 1080p 120Hz LED LCD TV ...](#)
[www.overstock.com > ... > Audio & Video > Televisions > LCD TVs >](#)
★★★★★ Rating: 5 - 1 review - \$1,209.99 - Out of stock
Buy Sony Bravia KDL-52EX701 52-inch 1080p 120Hz LED LCD TV (Refurbished) at an everyday discount price on Overstock.com! Get everyday free shipping ...

[52" BRAVIA® HX909 LED LCD HDTV w/ 3D - Discontinued ... - Sony](#)
[store.sony.com/52-bravia.../cat-27-catid-EOL-XBR-4K-Ultra-HDTVs >](#)

PRICE/
PRICE
RANGE

AVAILABILITY/
STOCK

Rich Snippet Types - *Events*

Ad related to britney spears tour ⓘ

[Britney Spears Tour Tickets - TicketNetwork.com](#)

[www.ticketnetwork.com/](#) ▾

Buy **Britney Spears** Tickets. Compare our prices and save!

TicketNetwork has 133 followers on Google+

[All Concerts](#)

[Sports](#)

[Theatre](#)

[Customer Testimonials](#)

[Britney Spears Tickets | Britney Spears Concert Tickets & Tour Dat...](#)

[www.ticketmaster.com](#) › [All Tickets](#) › [Music Tickets](#) › [Rock & Pop](#) ▾

Results 1 - 10 of 16 - Buy Britney Spears tickets from the official Ticketmaster.com site.

Find **Britney Spears** tour schedule, concert details, reviews and photos.

Fri, Dec 27

Britney Spears - Piece of Me

Planet Hollywood Las Vegas ...

Sat, Dec 28

Britney Spears - Piece of Me

Planet Hollywood Las Vegas ...

Mon, Dec 30

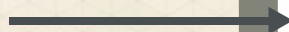
Britney Spears - Piece of Me

Planet Hollywood Las Vegas ...

3,590 people +1'd this

[Britney Spears Piece of Me Tour - Ticketmaster](#)

DATE &
TIME



LOCATION



1

Anatomy of Search Engine Results

2

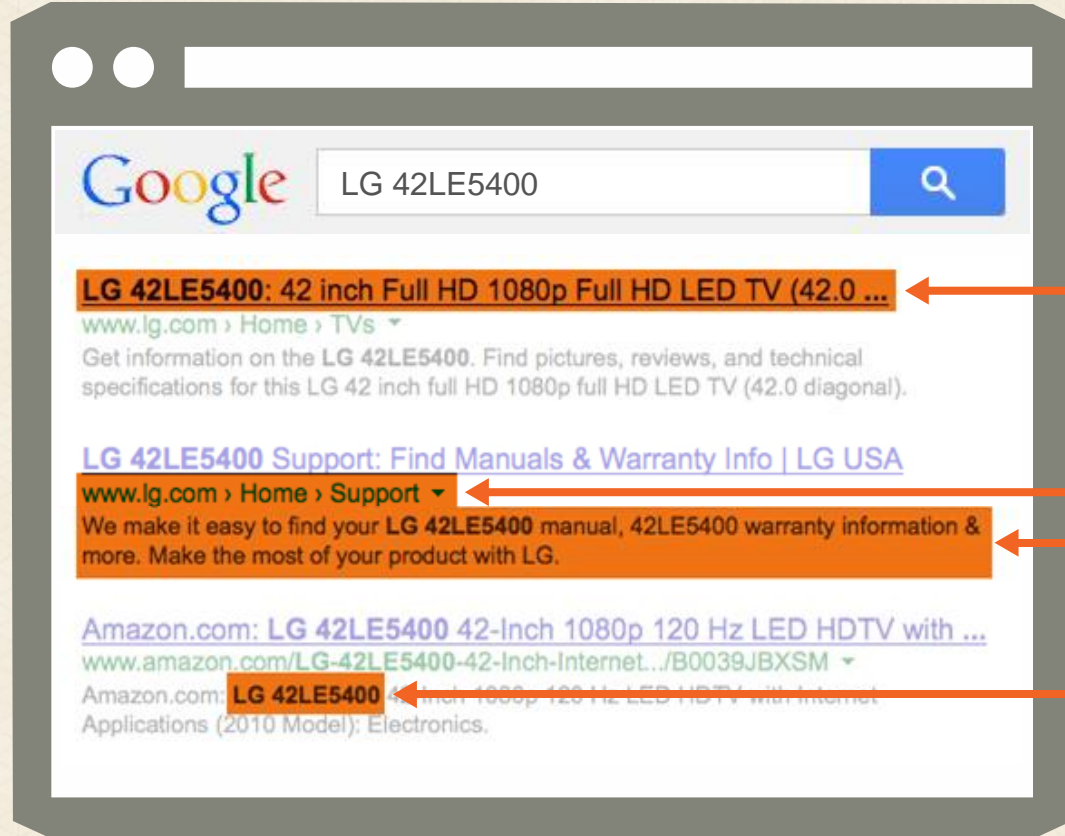
Strategies for Increasing Click Through Rates

- 1 Improve Rankings to Drive Clicks
- 2 Supplement Organic With Paid Listings
- 3 Leverage Rich Snippets
- 4 Calls to Action – Use Copy That Converts
- 5 Utilize Sitelinks

3

Measuring Performance

Anatomy of Organic Search Results – *Basic*



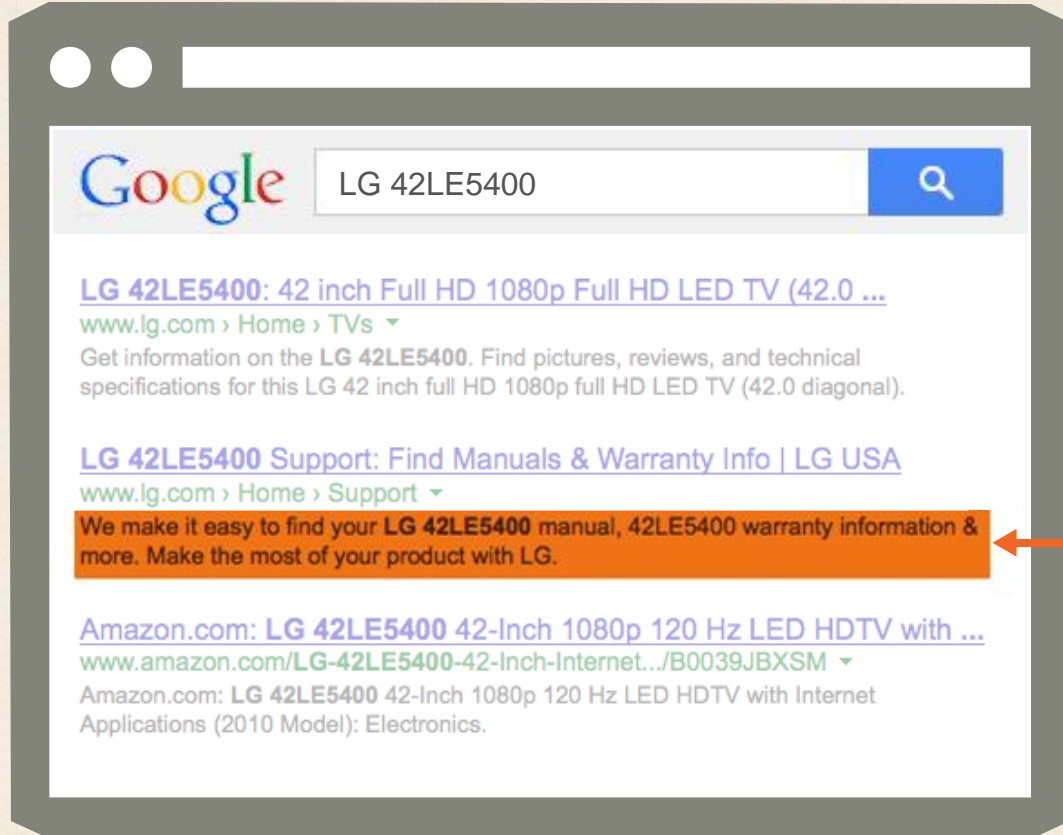
CLICKABLE
HEADLINE

URL WITH
BREADCRUMBS

160 CHARACTER
META DESCRIPTION

KEYWORDS
ARE BOLDED

Use Your Meta Descriptions Like an Ad



**160 CHARACTER
META DESCRIPTION**

**HALF
OFF**

Start Shopping ▶

Discover Why

*GET YOUR
FREE TRIAL*

SAVE 20%

Learn More

FIND OUT HOW

SEE
WHAT'S
NEW

**BUY
NOW**



1

Anatomy of Search Engine Results

2

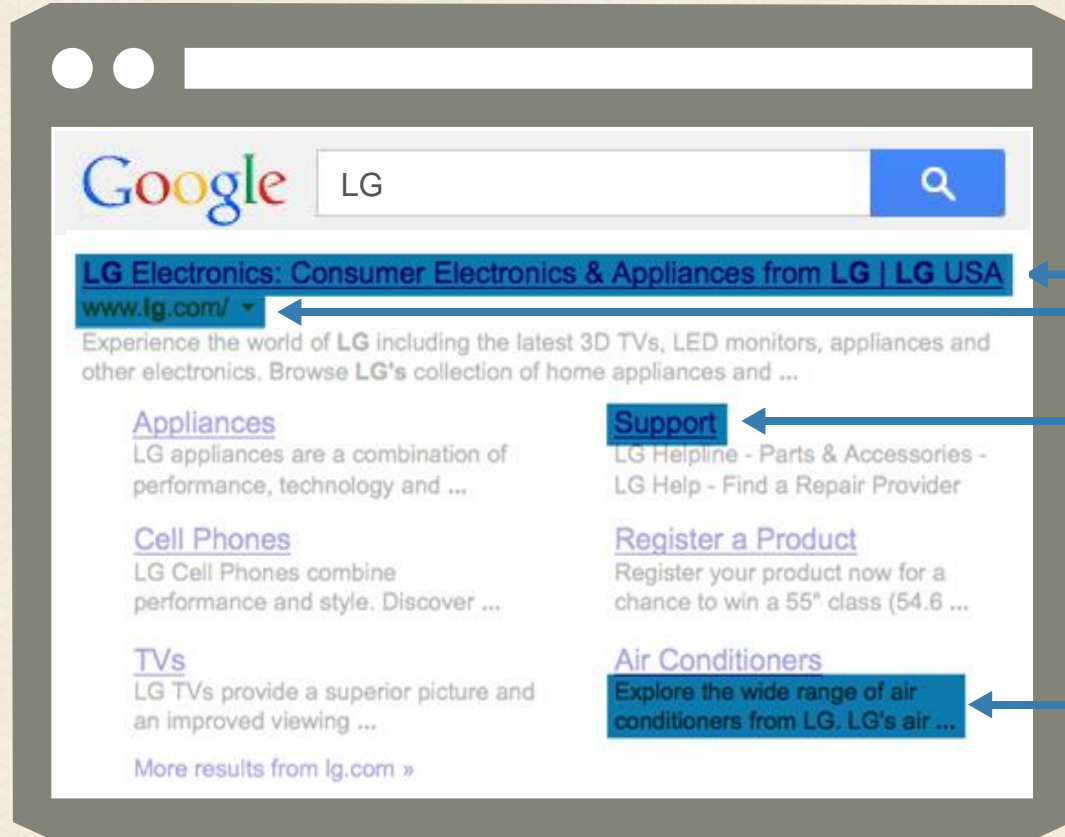
Strategies for Increasing Click Through Rates

- A Improve Rankings to Drive Clicks
- B Supplement Organic With Paid Listings
- C Leverage Rich Snippets
- D Calls to Action – Use Copy That Converts
- E Utilize Sitelinks

3

Measuring Performance

Anatomy of Organic Search Results – *Site Links*



CLICKABLE
HEADLINE

SITE URL

CLICKABLE
SITE LINKS

SITE LINK
DESCRIPTIONS

1 Anatomy of Search Engine Results

2 Strategies for Increasing Click Through Rates

3 Measuring Performance

Measuring Click Through Rate

$$\text{CTR} = \frac{\text{Number of Clicks}}{\text{Number of Impressions}}$$

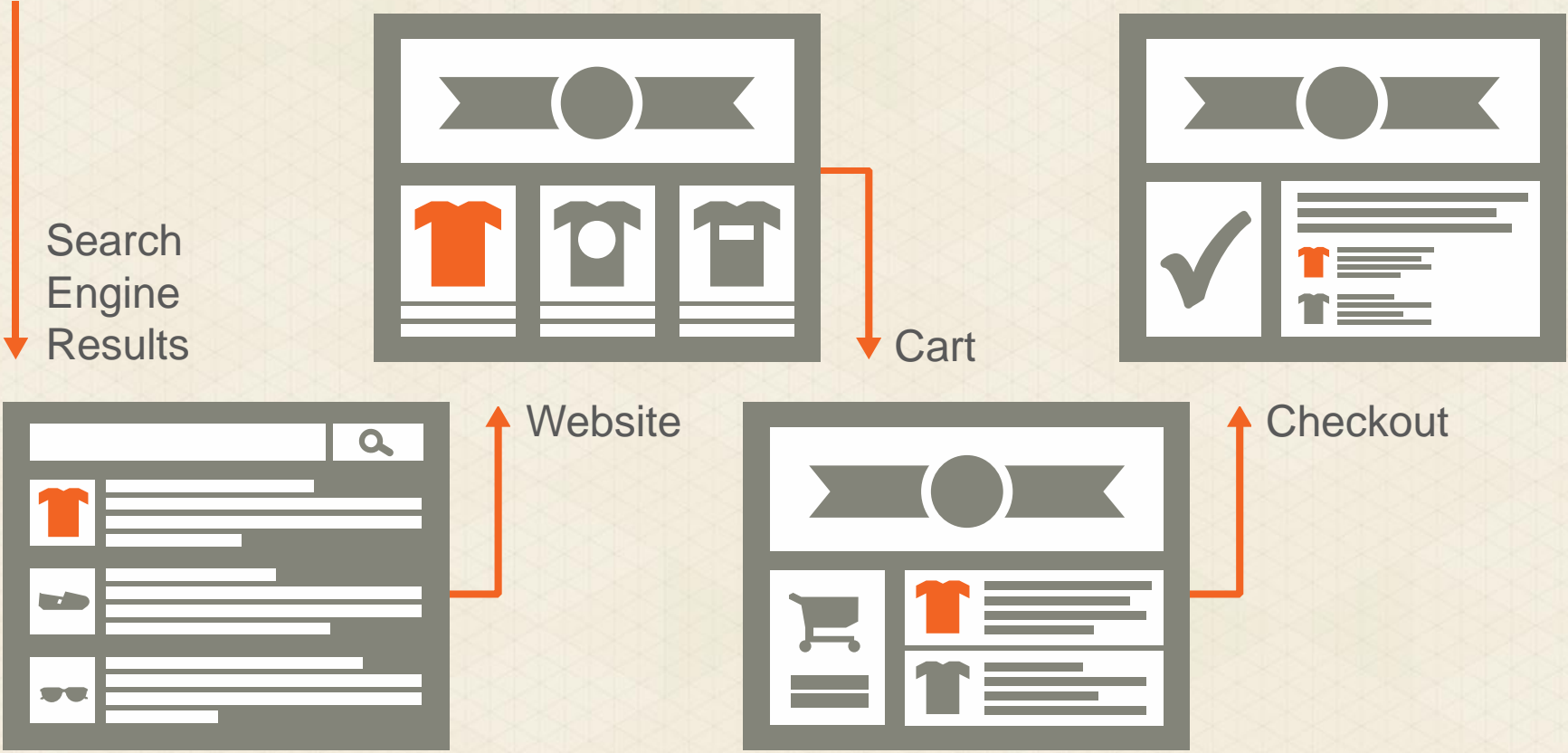
Check Out Google Webmaster Tools



The image shows a screenshot of the Google Webmaster Tools interface. At the top, there are two white circles representing window controls. Below them is a white search bar. The main content is a table with the following columns: Query, Impressions (with an upward arrow), Clicks, and CTR. The table lists ten search queries related to 'magento enterprise', with the highest number of impressions being 15,000 for 'magento enterprise' and the highest CTR being 42% for 'magento enterprise vs community'.

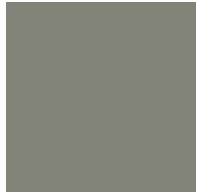
Query	Impressions ▲	Clicks	CTR
☆ magento enterprise	15,000	2,000	13%
☆ magento enterprise edition	1,300	200	15%
☆ magento enterprise vs community	400	170	42%
☆ magento enterprise download	320	70	22%
☆ magento enterprise 1.13	200	60	30%
☆ magento enterprise cost	200	50	25%
☆ magento enterprise pricing	170	60	35%
☆ magento enterprise features	170	60	35%
☆ magento enterprise support	170	22	13%

We Don't Stop With Clicks

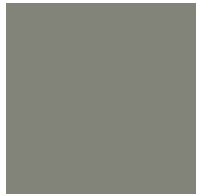




Questions?



[Redacted text block containing four lines of placeholder text]



[Redacted text block containing four lines of placeholder text]



Thank You