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# Understanding your ecommerce potential in 2018

Chris Thomas, Apex Ecommerce

@ApexEcommerce

@e\_nation  
enterprisenation.com/join

#GoandGrow

# Understanding Your Ecommerce Potential in 2018

Chris Thomas, Apex Ecommerce

# Contents

- Good business principles
- Defining your ecommerce potential
- PACT and setting the right foundations
- Tools & tricks

# My Profile

- Trained at Accountant with KPMG
- Setup Online Fashion Store Cloggs in 2001
- Sold to JD Sports in 2013, exiting in 2016
- Set up Retail Focussed Ecommerce Agency, **Apex Ecommerce** in Summer 2016



**Christopher Thomas JP**  
Owner, MD at Apex Ecommerce



@chris\_thomas79



[linkedin.com/in/chris-thomas-apex/](https://www.linkedin.com/in/chris-thomas-apex/)



[chris@apex-ecommerce.co.uk](mailto:chris@apex-ecommerce.co.uk)

# What we do



Understand

Develop

Support

# Growth in the UK

- Growth generally perceived as a worthy goal
- And yet most firms don't focus on it...
- 2/3 of business record no employment growth
- 1/3 record no sales growth
- Down to lack of understanding of what could be achieved



# Good Business is Good Ecommerce

**Some common traits in success**

# Good Business is Good Ecommerce

- **Know your goals**
- **Keep motivated**
- **No one is inspired by a 'lazy' leader**



# Good Business is Good Ecommerce

- **Evolution not Revolution**
  - Current is always flawed, Past has gone but what can we learn?
- **What's important is the direction that you are headed?**
  - Weekly improvements to your knowledge and business operations
  - Compound Interest & Builds Momentum
- **Track progress from where you were**
  - We can plan where we'll aim to be in 3 years but it's a long way away
  - What can you achieve by tomorrow is more manageable and satisfying

# Good Business is Good Ecommerce

- **Surround yourself with like-minds**
  - Have they got your best interests at heart?
- **Clear and consistent decision making method**
  - Minimises the chance you'll get it wrong
  - Breeds confidence within your team
- **Leave your ego at the door**
  - Radical Transparency, don't be scared of criticism it's how we evolve

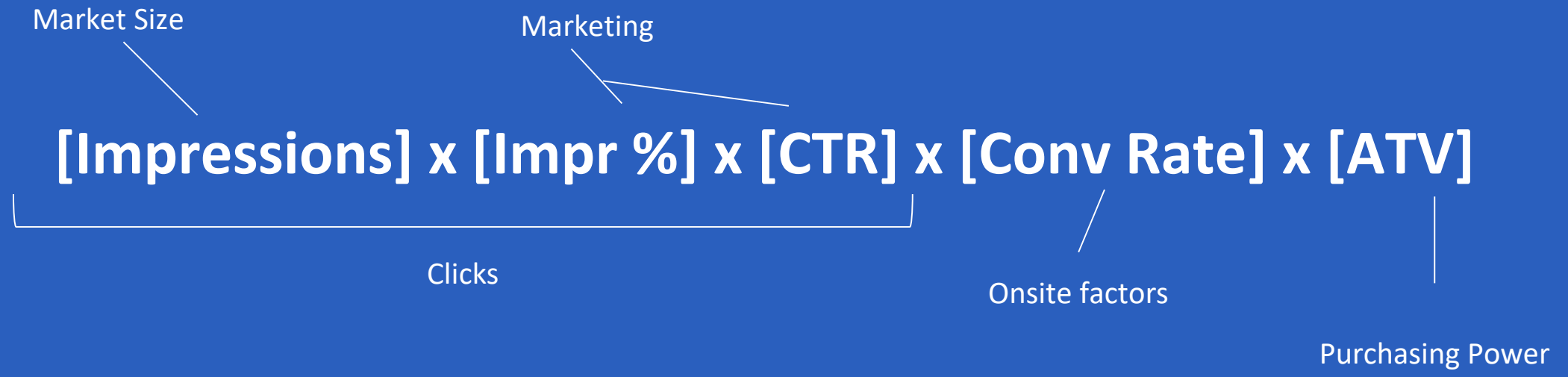
# Defining Your Ecommerce Potential

**How much should you be doing online?**

**Don't use gut feeling**

**Be data driven with everything**

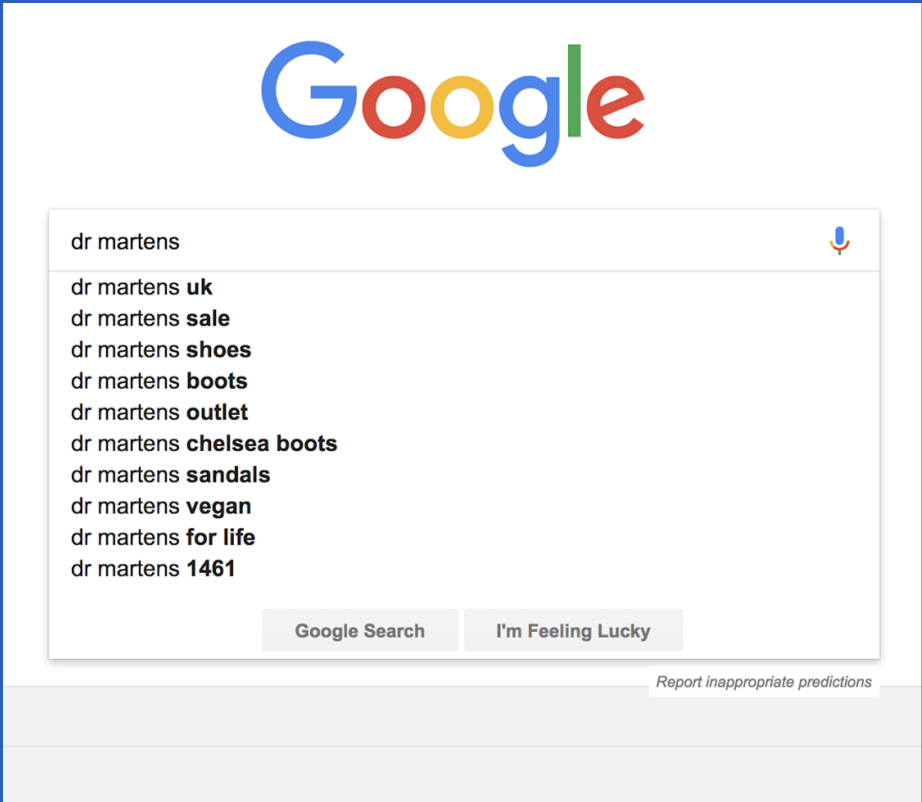
# Defining Your Ecommerce Potential



## Build Your Keyword Base

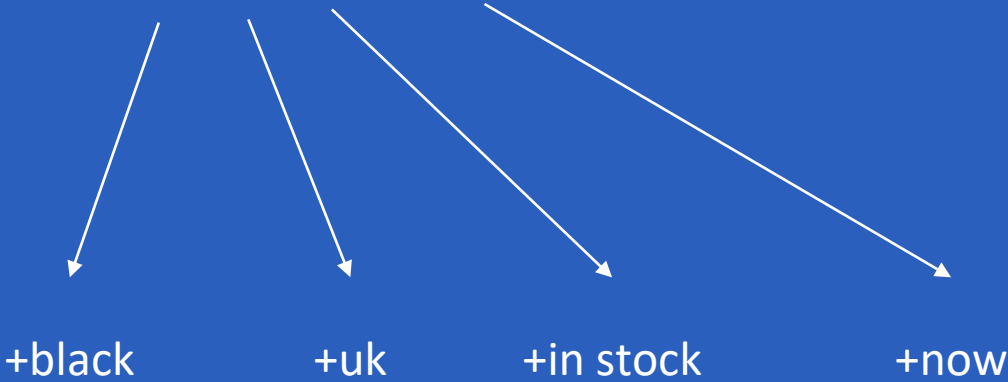
- The success of your digital marketing will begin and end with how good your keyword research is.
- Do you really know the terms your customers search with?

# Impressions - Building the Market Size

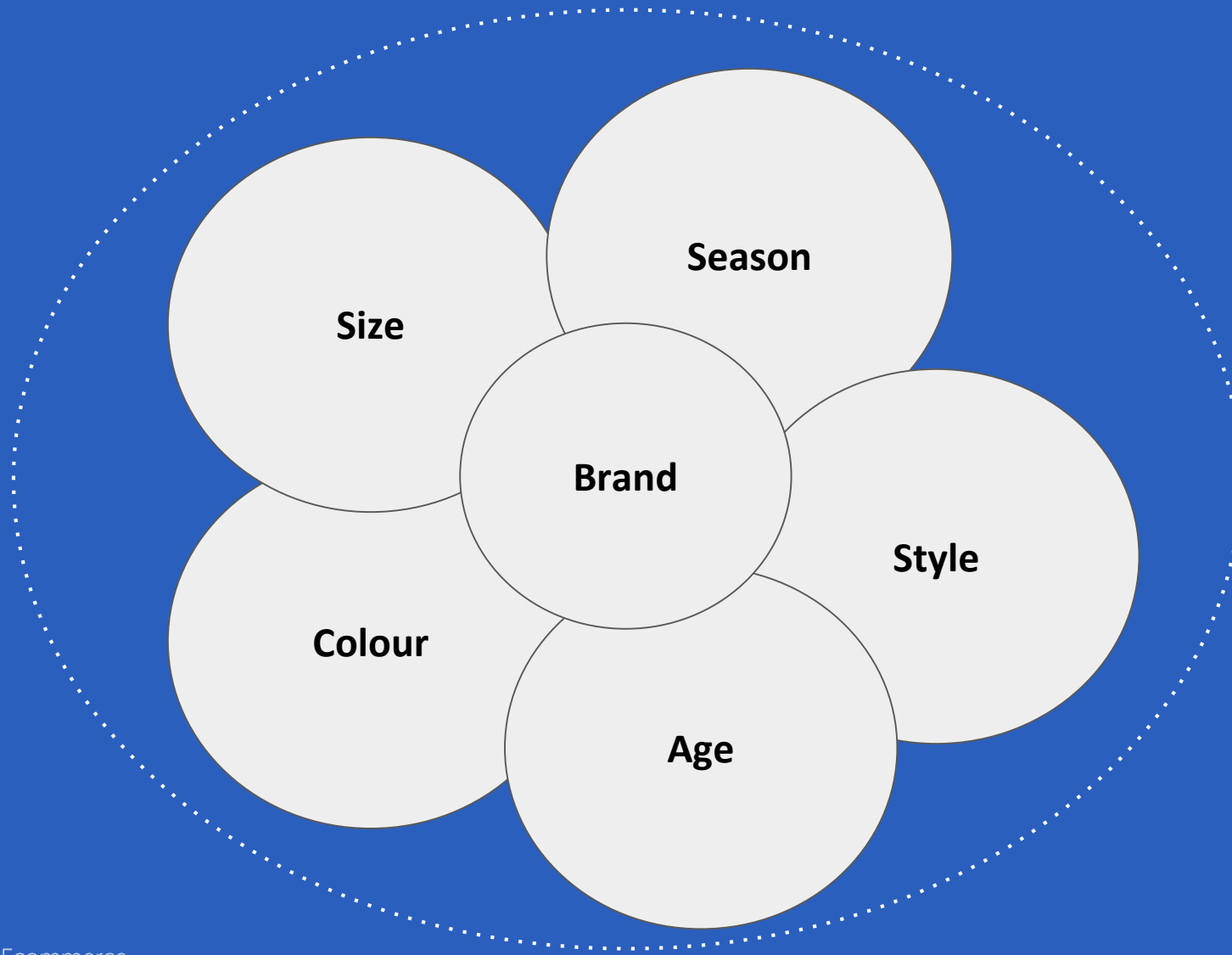


## Use Match Types Effectively

- **+Dr +Martens +Sale**



# Impressions - Setting the Market Size



By constantly finding new keyword targets you can control your market size.



# What's the Competition Doing?

- **Competitor Gap Analysis**
  - How much traffic are they getting?
  - How big is their product range?
  - What PR are they getting?
  - What do their books look like - Are they profitable?

# PACT

**Foundations for realising your potential**

**Don't use gut feeling**

**Be data driven with everything**

# PACT - Where did it come from?

- **Data Overload**
  - Hard to know which stats to look at
  - Easy to get distracted
- **Opinion Overload**
  - Everybody's got a view usually
  - Personal viewpoints can take over

# PACT - The Principles of Ecommerce Success

Factors which if absent prevent sales >

**Essential factors**

Factors which help sales

> **Contributory**

factors

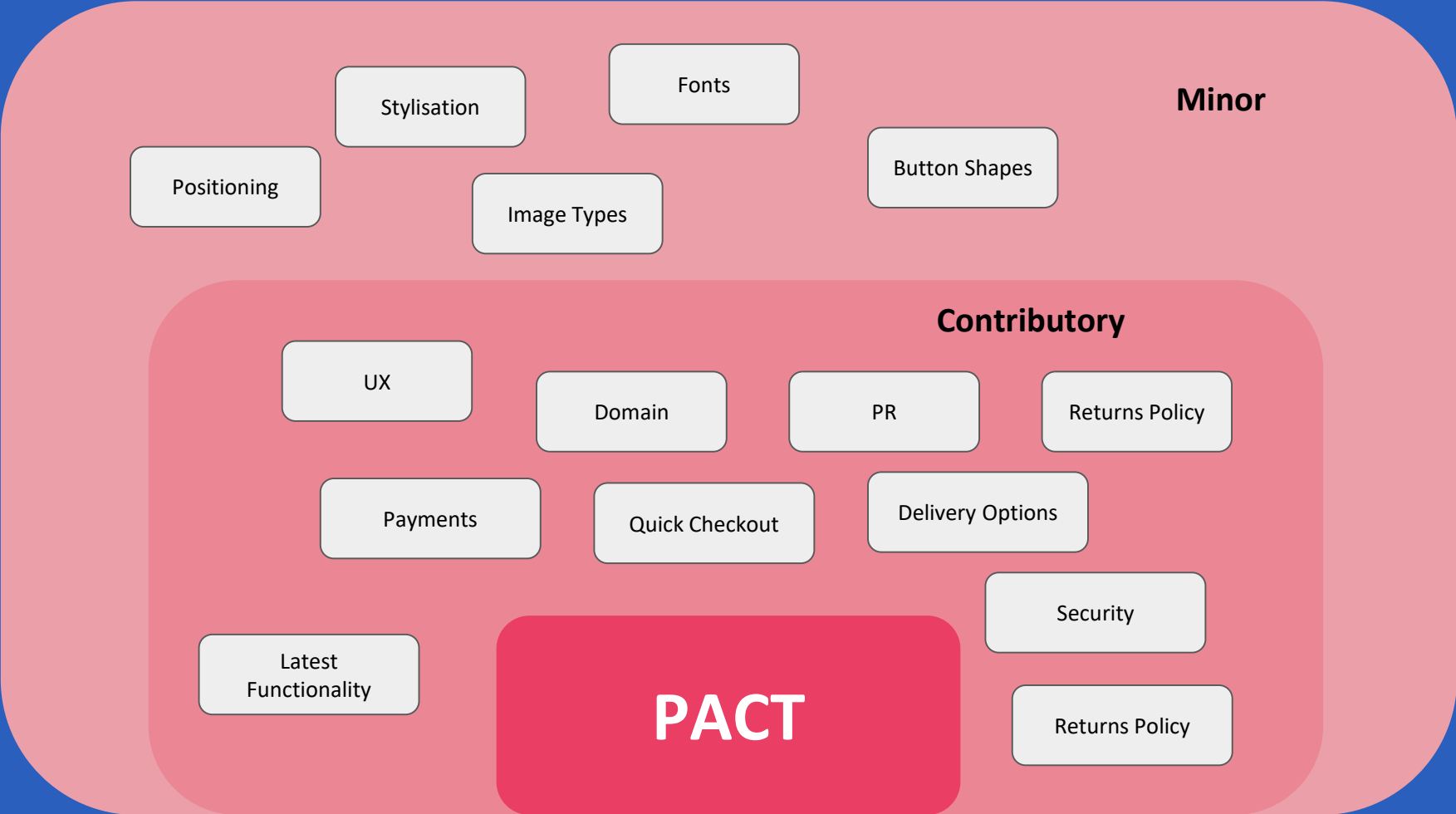
Factors which influence sales

> **Minor factors**

There are only **4 essential** factors....

# PACT - The Principles of Ecommerce Success

Importance



# PACT - The Principles of Ecommerce Success

**PRODUCT**

**AVAILABILITY**

**COMPETITIVENESS**

**TRAFFIC**

These are the only Essential factors

They are responsible for 100% of your sales but are often overlooked whilst efforts are focussed on the contributory and minor factors.

Don't get distracted!

# PACT - The Principles of Ecommerce Success

- **PRODUCT** No. of skus, in demand; market conditions
- **AVAILABILITY** visible; prominent; in-stock; accurate data
- **COMPETITIVENESS** price; service; promotion; usp
- **TRAFFIC** quantity; valuable; quality; targeted



# Defining Your Ecommerce Potential

**[Impressions] x [Impr %] x [CTR]**

**x**

**[Conv Rate] x [ATV]**

**Off Site**

**On Site**



**Product**

**Traffic**

**Availability & Competitiveness**

# Tools, Tips & Tricks

**Some handy hints**

# Tools

- **Moz.com** - Domain analysis
- **SEMRush** - Keyword Analytics, Competitor Analysis
- **Majestic SEO** - Backlink Link Analysis
- **Authority Labs** - Rank tracking
- **Google & Facebook** - Real time Search & Audience Data

## Be All Over Your Competition

- Competitor Link Crawls
  - What links are they getting?
  - Who are they doing business with?
- Competitor Google “site:...” search

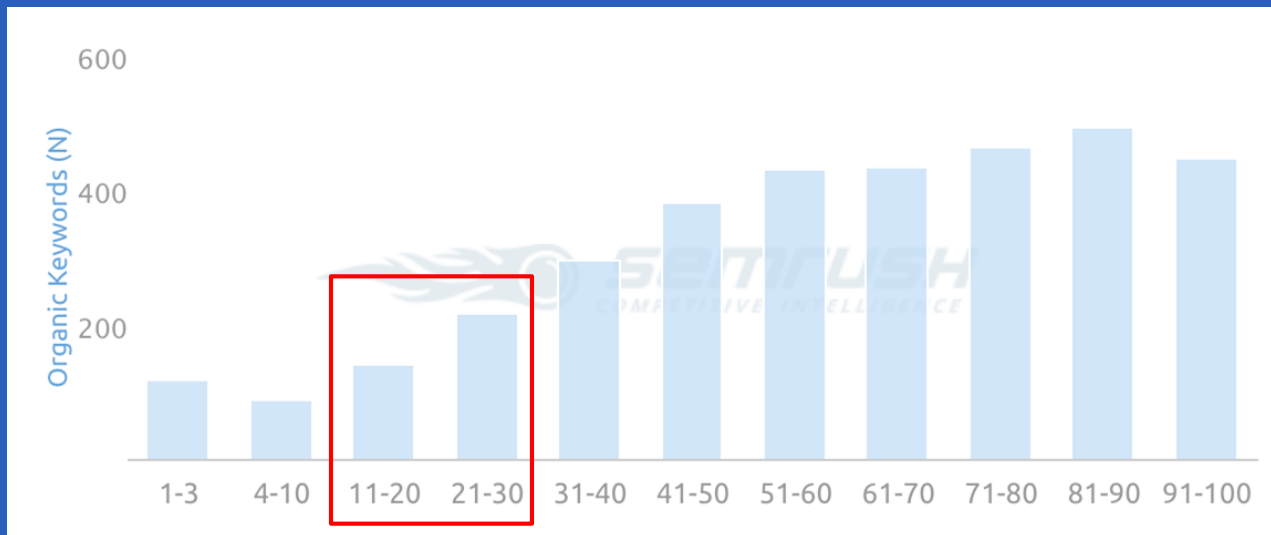
The screenshot shows a Google search interface. The search bar contains the text "site:visualsoft.co.uk". Below the search bar, the "Tools" button is highlighted with a red box. In the filter section, the "Past month" dropdown is also highlighted with a red box. The search results are as follows:

- Glenwood Paint Supplies**  
[glenwooddecoratingsupplies.dev.visualsoft.co.uk/](http://glenwooddecoratingsupplies.dev.visualsoft.co.uk/) ▼  
30 Mar 2018 - Glenwood Paint Supplies offer a huge range of decorative, trade, wood finishing and industrial paint, supplying trade, DIY and industry.
- Dancewear Central: Tanzbekleidung - Online Shop für Tanzkleidung ...**  
[dancewearde.dev.visualsoft.co.uk/](http://dancewearde.dev.visualsoft.co.uk/) ▼ Translate this page  
3 days ago - Entdecken Sie Tanzbekleidung und Tanzschuhe für Männer, Frauen und Kinder von den bekanntesten Herstellern bei Dancewear Central. Wir bieten Ihnen eine riesige Auswahl an Tanzkleidung und Zubehör in unserem Online-Shop. Bestellen Sie jetzt Ihr Tanz-Outfit und profitieren Sie von einer versandkostenfreien ...
- IdealSealants.com | Silicones, Sealants, Adhesives & More**  
[idealsealants.dev.visualsoft.co.uk/](http://idealsealants.dev.visualsoft.co.uk/) ▼  
21 Mar 2018 - IdealSealants.com are an online supplier of silicones, sealants, adhesives and more from brands such as Siroflex, Den Braven and Idealseal.
- 80s Casual Classics, Adidas, Fila, Lacoste, Ellesse, Pretty Green**  
[casualclassics.dev.visualsoft.co.uk/](http://casualclassics.dev.visualsoft.co.uk/) ▼  
2 days ago - The only website selling an original mix of Adidas Originals, Sergio Tacchini, Lacoste, Fila, Ellesse, Lyle & Scott, Diadora, Lois, Kickers & more.
- Legally Glam - Lifestyle Blog - Inspiring Creative Women to Live ...**  
[applewood.dev.visualsoft.co.uk/](http://applewood.dev.visualsoft.co.uk/) ▼  
9 Apr 2018 - Lifestyle Blog - Inspiring Creative Women to Live Incredible Lives.

- By using the “site:” search function I can see what content my competitors are adding to the website....

## Short Term Wins

- What's ranked on Page 2/3?



Organic Keyword Page Distribution

## Abandonment Techniques

- Remarketing, don't lose them!
- Cart & Browser Abandonment

# Summary



# Summary

- Get the business fundamentals in place first
- Track progress
- Be data driven in everything
- Focus on what's important - don't get distracted
- Don't ignore competitors