



## 3 Secrets of Search Engine Marketing That E-Commerce Retailers Often Miss

Would you like to learn how to increase conversion rates and search engine visibility by taking advantage of a ready-to-buy audience? What if you learned how successful e-commerce retailers use this same tactic?

Better still, what if you could leverage this tactic to attract high-quality traffic and brand exposure to your online and local retail stores and earn more customers?

If standing out in the search engine crowd is a priority, it pays to take a closer look at how search engine marketing helps e-commerce retailers capitalize on digital marketing.

### SEM is King in Visibility

E-commerce sales are growing. With [eight-in-ten Americans shopping online](#), you can mastermind strategic and targeted efforts to appear in the top search results and drive traffic to your e-commerce website. Search engine marketing (a.k.a. SEM) is a solid marketing strategy that ensures customers can find your site. It encompasses both search engine optimization (SEO)

and paid search activities. You can also use SEM to maintain control over how your retail business presents itself to customers.

As an e-commerce retailer, your website can serve as a powerful tool to convert online shoppers into customers. When customers perform an online product search, you want to be their first point of contact. Customers should easily find your site, learn about your products, get what they'd like to buy, use the shopping cart, and complete a purchase effortlessly.

Optimization involves ongoing work and attention. It can be challenging to master, so it isn't a task to take on independently. You'll accomplish more with strategic partners.

Employing search gurus with expertise in Google Partners Adwords, Analytics, and Bing Partners is a foolproof plan for e-commerce marketing success. Search partners will provide expanded reach with ads and profitable campaigns on multiple sales channels for the greatest return on your investment.

With a well-defined e-commerce strategy, marketing coordination, and specialty experts, your internet retail business can increase site traffic and drive the results it needs to grow.

## SEM and Google Shopping Converts

With your online retail store in a better position to maximize profitability, the next strategic move is to increase customer conversions. A popular choice of e-commerce retailers is the use of internet ads. In the past year alone, more emphasis was placed on one marketing tactic in particular — Google Shopping.

This digital sales channel consists of product listing ads. They usually appear at the top center or top right of results when people search for a product. The key to success with Google Shopping is to show up in the right searches to score in SEM clickthrough rates.

To run Google Shopping Ads, your e-commerce retail site will need Google Adwords and Google Merchant accounts. Shopping campaigns are maintained with Google Adwords, the primary place where daily budgets, bids, and ad and product details live.

Google Merchant is the source of data feeds, which is a collection of information about your product inventory. Google uses this feed to create your product ads, keyword queries and more.

Paid search results are 1.5 times more likely to convert click-throughs from search engine results, so they play a key role in turning visitors into paying customers. As with most digital marketing, a fully-optimized Google Shopping campaign is more likely to return higher conversions and sales.

## SEM Clicks with Mobile

The importance of mobile is rapidly changing paid search but in a positive way. More searches are done on mobile devices than desktop computers these days. What's more, online shoppers are responding to the ads they see. Improving the quality of your site optimization increases the chances of potential customers interacting with your display ads, visiting your e-commerce store, and making a purchase.

Mobile search is on the rise. The web is constantly evolving and new developments emerge daily. To stay in the online marketing game, you'll need to meet customer expectations and offer a pleasant buying experience.

An optimized website is no longer an option, it's a necessity. Your e-commerce business's main goal is to attract and retain customers. Don't run the risk of losing impatient and frustrated website visitors to competitors.

There is so much more to a search engine marketing strategy than optimization, pay-per-click (a.k.a. PPC) advertising, and coordinating digital ads. It's the customer experience that can make or break your marketing efforts.

With click rates improving for paid search, this is the right time for e-commerce retailers to invest in search engine marketing. Convert more of your e-commerce marketing investment to sales and improve customer click-through ratios to make search engine placement an integral part of your retail marketing strategy.