



## **Best Practises to Drive Sales Online**





tribalchoice  
building business online

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[www.tribalchoice.com.au](http://www.tribalchoice.com.au)



# Agenda

## 1. Stats and Background

## 2. Design Best Practises

- Home Page Design
- Product Page Design
- Navigation
- Reading vs. Scanning

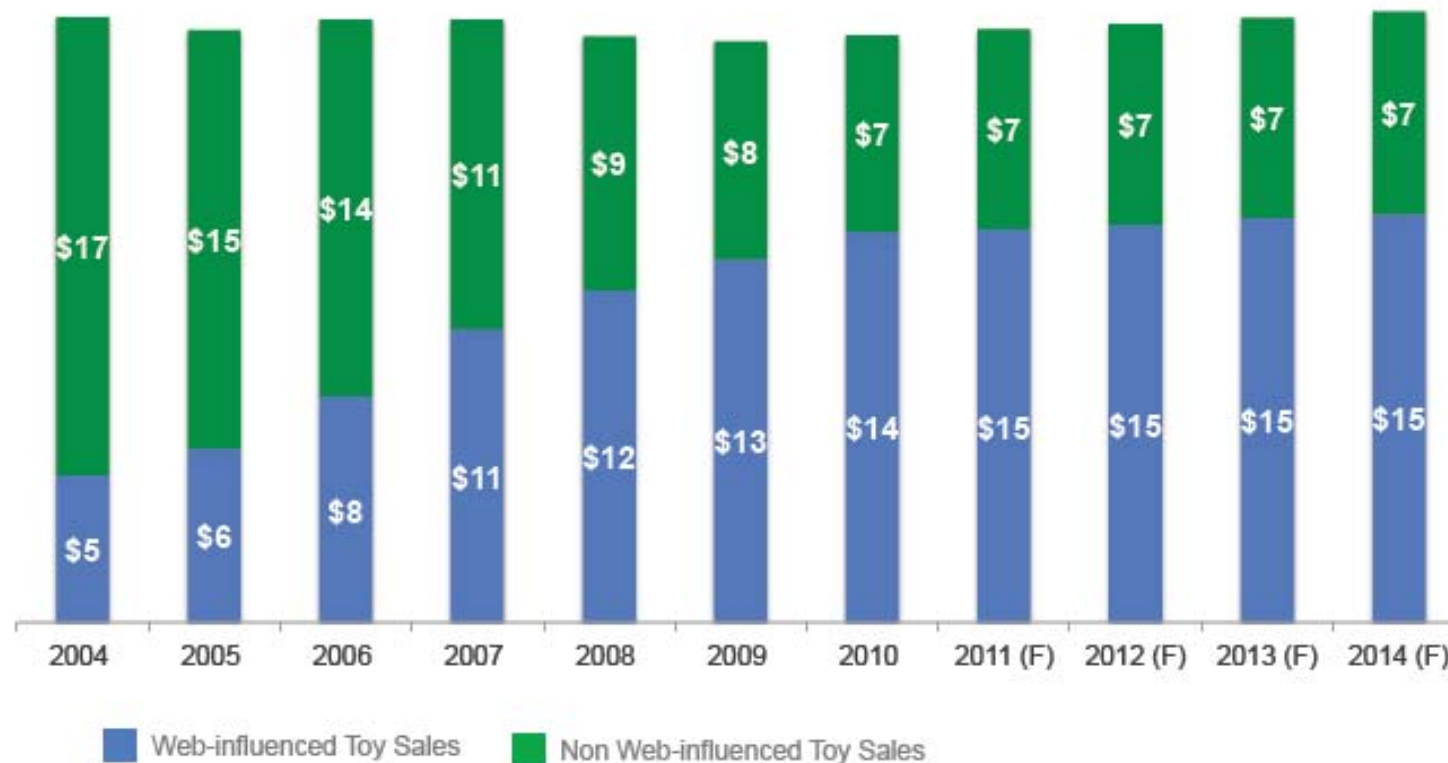
## 3. Getting Found

## 4. Summary

## 5. Questions

## ONLINE INFLUENCES NEARLY TWO-THIRDS OF TOY PURCHASES

Online & Offline Toy Sales (millions), % of online influence



Source: Trajectory Survey; Percent shown= online influenced sales

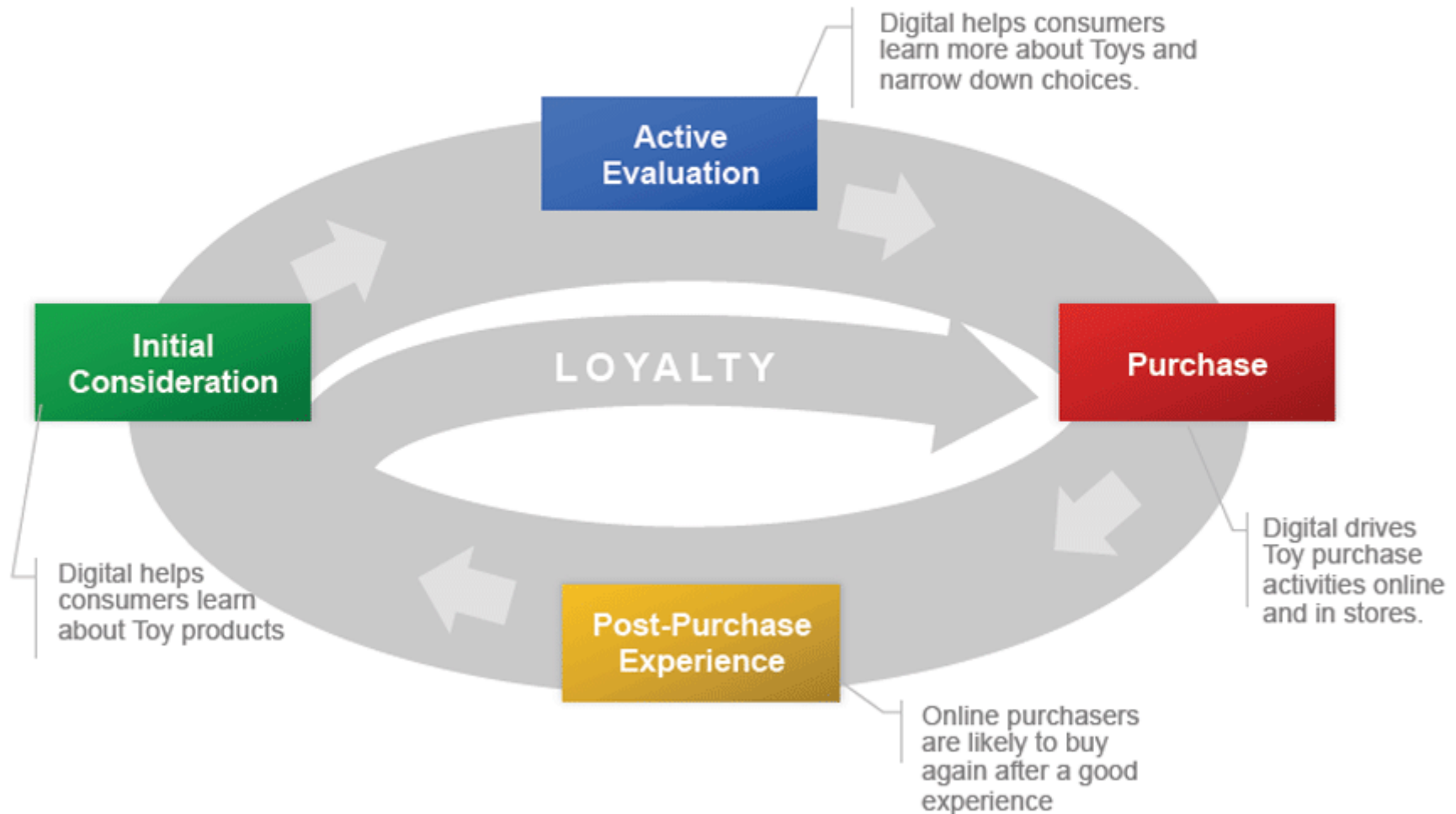
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Google Confidential and Proprietary



## ●●●● DIGITAL IS KEY IN THE CONSUMER JOURNEY

On average shoppers, use **3 different online resources** while shopping for Toys



# Interesting Stats

- 6 out of 10 SMB websites in the U.S. are missing either a local or toll-free telephone number on the home page to contact the business.
- 74.7% of SMB websites lack an email link on their home page for consumers to contact the business.
- 65.7% of SMB websites lack a form-fill option to enable consumers



# Home Page

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building business online







[HOME](#) | [GIFT VOUCHERS](#) | [STORE LOCATOR](#) | [CAREERS](#) | [ABOUT US](#) | [A-Z INDEX](#) | [HELP CENTRE](#)

[Toys](#)

[Nursery & Baby](#)

[Outdoor & Wheeled](#)

[Video Games](#)

[Special Offers](#)

[Online Store](#)



PRODUCT SEARCH

Search by Keyword or Catalogue Number

SEARCH »

★ Free Shipping on Orders Over £40★



Order Online by 5pm & Get Next Working Day Delivery\*

[\\*Read Terms & Conditions](#) »

**SPEND £20 ON LEGO CITY**  
**AND GET A FREE LEGO CITY MINI MOVIE COLLECTION DVD**  
**WORTH £9.99!**



**CITY**



[Buy Online »](#)

Offer applies to LEGO City line only. Offer valid while stock of DVD lasts.

01 02 03

**CLICK HERE  
TO VIEW OUR  
RANGE OF  
SWINGS AND  
SLIDES**



**Pre-Order any new  
Video Game for FREE**



[More Info »](#)

**UP TO 25% OFF  
BARBIE®**

*Barbie*

\*Selected Items Only

[More Info »](#)



**Shop  
by Age  
Range:**



0-9 Months



9-18 Months



18 Mths-3 Years



3-5 Years



6-8 Years



9-11 Years



12+ Years

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[Toys](#)[Nursery & Baby](#)[Outdoor & Wheeled](#)[Video Games](#)[Special Offers](#)[Online Store](#)

PRODUCT SEARCH

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SEARCH »

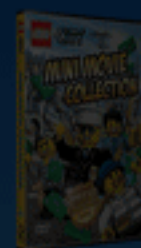
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9-18 Months



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3-5 Years



5-8 Years



8-11 Years



12+ Years

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**Pre-Order any new  
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3-5 Years



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12+ Years

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PRODUCT SEARCH

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Buy Online »

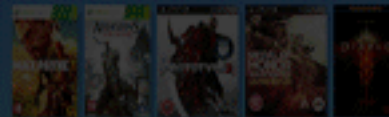
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BARBIE™**

*Barbie*

\*Selected Items Only

More Info »



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by Age  
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0-9 Months



9-18 Months



18 Months - 3 Years



3-5 Years



5-8 Years



8-11 Years



12+ Years

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## SMYTHS Latest Star Buy Highlights



Delta Double Swing and SeeSaw  
Was £89.99 **Now £44.99**

[More Details](#)



WWE Elimination Chamber  
Was £59.99 **Now £49.99**

[More Details](#)



8ft Trampoline & Enclosure  
Was £219.99, £109.99 **Now £79.99**

[More Details](#)



Baby Rock Pink  
£29.99

[More Details](#)



Missy Kissy  
Was £24.99, £22.99 **Now £19.99**

[More Details](#)



Fliker 3 Black and yellow  
Was £64.99 **Now £54.99**

[More Details](#)



Skylanders Pirate Seas Adventure  
Pack  
£19.99

[More Details](#)



Clam Shell Sand and Pool Set  
Was £17.99 **Now £14.99**

[More Details](#)



### FREE SMYTHS Winter Catalogue

Get your copy of our  
catalogue delivered FREE  
to your door.

[REQUEST A CATALOGUE >>](#)

### SMYTHS Home Delivery

FREE Delivery on  
Orders Over £40\*

Order by 5pm for Next  
Working Day Delivery\*



[START SHOPPING NOW >>](#)



SMYTHS Competitions  
Enter to Win!

[GET MORE INFO >>](#)

Congratulations to our competition winners...



## Welcome to SMYTHS Toys...

...one of the market leaders in the children's entertainment sector with 36 toy stores already open throughout the UK, Smyths are set to expand even further in 2012. Our toy range has something to suit all age groups, from inquisitive newborns right through to the child in every adult. The most popular toys include Hello Kitty and Disney Princess, cute Sylvanian Families, as well as Ben 10, Star Wars and Toy Story products. We here at Smyths take care to stock all the outdoor toys you'll ever need, such as trampolines, swings & slides, bikes and more.

To enhance your child's imagination, choose from our wide range of Lego or why not visit our Electronic Learning section to nurture their developing minds with the Leapfrog LeapPad or Vtech Innotab. Get active and stay healthy using the Wii Fit and experience a whole new world of gaming with the Xbox 360, Nintendo Wii and Playstation 3. When you are on the go, have a little fun with the Nintendo 3DS or PSP Vita.

An active baby or toddler requires a lot of special care, which is why we stock an extensive range of baby toys, buggies and car seats to make things a little easier for Mum and Dad. Make sure your item is in store with our On-Shelf Guarantee with the added benefit of free home delivery. Visit your nearest Smyths store to experience the very best value on toys available anywhere in the UK and Ireland. Please don't hesitate to contact us if you have any further queries.

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# Summary

1. Clear links to your navigation
2. Graphical images to Special Offers/Seasonal Deals
3. Speak to your customers needs
4. Links to important content on your site (SEO)
5. If you are NOT a well known brand, include a concise tagline



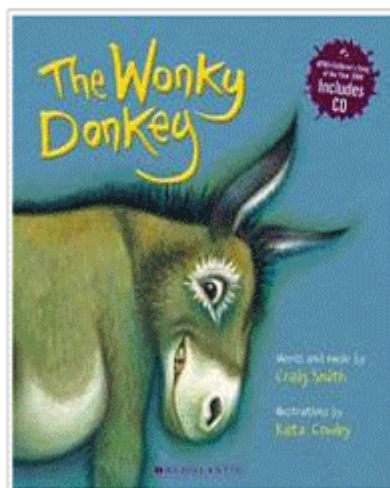


# Product Pages

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[Browse Departments](#) ▼Search [Search](#)[View Trolley](#)**Books**[Authors](#)[A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)[Home](#) > [Books](#) > [Children's Books](#) > [Early Learning & Picture Books](#)[View large image](#)

## The Wonky Donkey (Book + CD)

Paperback

By [Craig Smith](#)★★★★★ (avg. of 29 ratings) [21 customer reviews](#)List Price: ~~\$22.99~~Our Price: **\$16.99**You Save: **26%** (\$6.00)**In stock at Mighty Ape** ?

Ships tomorrow!

[Add to Trolley](#)[Add to Wish List](#)

Email me when:

- ☐ Item comes in stock
- ☐ The price drops
- ☐ Item is available used

[Add to Collection](#)[Write a Review](#)[Sell Yours](#)[Product overview](#)[Images](#)[Customers also purchased](#)[Customer reviews \(21\)](#)[Customer discussion](#)[Feedback](#)

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4 likes. [Sign Up](#) to see what your friends like.

0

Seen a lower price? [Ask us to beat it](#)



Piece Count ▶

Kids Themes ▶

Adult Themes ▶

Other products



Mega Bloks



Mega Puzzles



Board Dudes



Rose Art



## Disney Panorama Jr.

Detailed View



Item # 51028

150 Pieces

Age 6 +

MSRP: \$5.99

++ Wish List

Share It

Where to Buy?

Description Where to Buy?

Let your child join all of their favorite and timeless Disney characters in a classic group picture as you help piece together the Disney Panorama Jr. puzzle. This 150-piece puzzle is made of 100% MEGA Puzzles! Designed for younger puzzle solvers, this 21" x 7" puzzle shows all of your child's beloved Disney characters in one panoramic group portrait! This puzzle is perfect for a family activity.

## Pokemon The Movie: White - Victini and Zekrom



HOVER TO ZOOM

▶ [PLAY VIDEO](#)

[CLICK TO VIEW](#)

### PRODUCT DETAILS

### SHIPPING INFORMATION

### REFUNDS & RETURNS

SKN: 238082

During their travels through the Unova region, Ash and his friends Iris and Cilan arrive in Eindoak Town, built around a castle called the Sword of the Vale. The three Trainers have come to compete in the town's annual battle competition, and Ash manages to win with some unexpected help from the Mythical Pokemon Victini! It turns out Victini has a special bond with this place...

Quantity

1

~~WAS \$19.99~~

**NOW \$14.99**

**ADD TO CART**

**Add to  
WISH LIST**



Average Customer Rating



Rate this product

[Read reviews](#)



Standard (what's this?)



Estimate delivery cost for this item

Postcode:

**Get Estimate**





Shop ▾

Participate ▾

Community ▾

Info ▾



0 items

view cart

Search Tees



BUY A FULL PRICE HOODY

Size information



Guys

Girly

Babies

Kids

Unisex

Inches

Centimeters

## Babies

Size	Chest
0-3 M	13-15
3-6 M	16-17
6-12 M	18-19
12-18 M	20-21
18-24 M	22-23

## Toddlers

Size	Chest
2T	23-24
3T	25-26
4T	27-28
5/6	29-30

Slim fit: Hugs your body.

Regular fit: Feels pretty normal.

Oversized fit: Made to look slouchy.

Machine wash cold, tumble dry low, and don't iron that amazing design! Please note, our products may shrink a bit after washing.

GUYS ▾

GIRLY ▾

I'm Like a Bird! by Lim Heng Swee



Babies

One Piece

Fit size info

6M  
22 left12M  
27 left18M  
28 left24M  
15 left

Baby Tee

Fit size info

12M  
47 left18M  
41 left

Baby Zip-Up Hoody

Fit size info

12M  
sold out18M  
8 left

Toddler Tee

Fit size info

3T  
32 left4T  
38 left5/6T  
30 left

Toddler Zip-Up Hoody

Red Regular Fit size info

2T  
sold out4T  
33 left5/6T  
31 left

You'll like these too



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Shop Guys | Shop Girly

Add to cart



**Search**



[Advanced Search](#)

## Browse Toys

- Playmobil Toys
- Chuggington Wooden Railway
- Thomas The Tank Engine and Wooden Train Sets
- Sylvanian Families and Calico Critters
- Lego and Duplo Toys
- Tomy Trains and Pre School Toys
- Dolls and Accessories
- Brio Toys
- Fisher Price Take-n-Play and Take Along Thomas
- Chuggington Toys Diecast Trains from Learning Curve
- H. M. Armed Forces
- TV Character Toys
- Silver Cross Dolls Prams
- Gibsons Puzzles and Games
- Aquaplay Canal Systems
- Outdoor Toys and Bikes
- Schleich Animals and Knights
- Britains Farm Toys
- Meccano and K'Nex Construction Toys
- Breyer Horses
- Bruder Toys
- Preschool Toys
- Pillow Pets
- V Tech Toys
- Leap Frog Toys

[Home Page](#) > [Products](#) > [TV Character Toys](#) > [Skylanders Spyro's Adventure](#) > [Skylanders Spyro's Adventure Character Pack - Chop Chop](#)



[Click Here for Larger Image](#)

## Skylanders Spyro's Adventure Character Pack - Chop Chop

Product Code: AC09891A

**Price : £10.00**

8 in stock

Qty

**Add to Cart**

## Description

Skylanders are special action figures that come to life! Just take a Skylander, place it on the Portal of Power and BOOM! the Skylander will come to life in the video game. There are over 30 Skylanders - each with unique abilities and powers.  
Age 3+

Note: 5030917103759

Availability: 8 in stock

## Reviews for Skylanders Spyro's Adventure Character Pack - Chop Chop

Product isn't rated yet.

★ [Write a Review](#) ★

## Your Cart

Your shopping cart is empty!

Need help with your shopping?  
[Call us Free on 0800 137880](#)

## Currency

British Pound

☐ Hide VAT / sales tax from prices  
This conversion is a guide ONLY. You will be charged in Pounds Sterling

Shopping with us is Safe

**PayPal**

VISA

World Wide Shipping

We deliver internationally!  
Just select your country on the checkout!

Maximum delivery charge to mainland UK  
**only £4.95**  
Order before 2.30pm for next working day delivery

edward-the-blue-engine



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# Summary

1. Clear calls to action – Don't Make Me Think
2. Answer customers questions at point of purchase
3. Inspire confidence and safety in your Online Shop
4. Provide great images





# Navigation

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Traditional & Innovative Toys, Gifts & Games

# Mulberry Bush



 Quick shop

 My account

 My basket

0 items  
£0.00

Enter keyword or item code

Search

Call: +44 (0)1403 790796 or email: [sales@mulberrybush.co.uk](mailto:sales@mulberrybush.co.uk)

[Search with our Toy Finder](#)

Wooden  
Toys

Babies &  
Toddlers

Children's  
Toys

Educational  
& Craft Toys

Games &  
Puzzles

Home &  
Outdoors

New Toys

Offers

[Home](#) > [Our Range of Toys](#) > [Wooden Toys - Fire & Police Sets](#)

Refine your search:

## Wooden Toys - Fire & Police Sets

Categories:

7 toys matching: Fire & Police Sets

Wooden Toys (187)

- Fire & Police Sets (7)
- Construction & Roadwork Sets (14)
- Animals: Farm, Zoo & Safari (9)
- Dinosaur (1)
- Castles & Palaces (18)
- Toolsets & Carpenter's Tools (7)

[Select from more Wooden Toys](#)

[Select from all Categories](#)

Age:

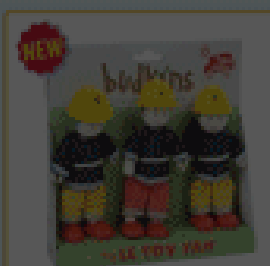
- ☐ 0-1 (0)
- ☐ 1-3 (7)
- ☐ 3-5 (7)
- ☐ 5-7 (7)
- ☐ 7-11 (6)
- ☐ 11-14 (1)

Price range:

- ☐ Up to £5 (0)
- ☐ £5 - £10 (0)

Sort by: Default

Shows: 20 items

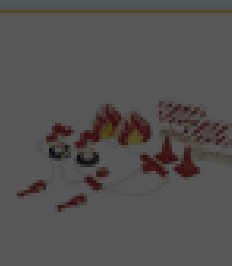


Budkins Fireman  
£12.99

In stock

[view details](#)

[Buy](#)



Fire Accessories  
£15.99

In stock

[view details](#)

[Buy](#)



Fire Engine  
£36.99

★★★★☆

In stock

[view details](#)

[Buy](#)

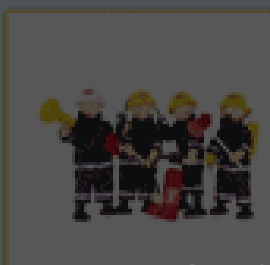


Fire Engine with Sound  
£14.99

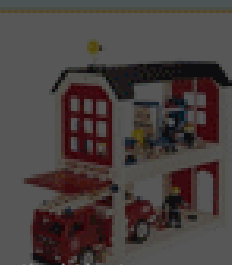
In stock

[view details](#)

[Buy](#)



Fire Fighters  
£22.99



Fire Station  
£44.99



Fire Station & Engine  
Package

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Traditional & Innovative Toys, Gifts & Games

# Mulberry Bush

Call: +44 (0)1403 790796 or email: [sales@mulberrybush.co.uk](mailto:sales@mulberrybush.co.uk)



Quick shop



My account



My basket

0 items  
£0.00

Enter keyword or item code

Search

Search with our Toy Finder

Wooden  
Toys

Babies &  
Toddlers

Children's  
Toys

Educational  
& Craft Toys

Games &  
Puzzles

Home &  
Outdoors

New Toys

Offers

Home > Our Range of Toys > Wooden Toys - Fire & Police Sets

Refine your search:

## Wooden Toys - Fire & Police Sets

Categories:



7 toys matching: Fire & Police Sets

Wooden Toys (187)

- Fire & Police Sets (7)
- Construction & Roadwork Sets (14)
- Animals: Farm, Zoo & Safari (9)
- Dinosaur (1)
- Castles & Palaces (18)
- Toolsets & Carpenter's Tools (7)

Select from more Wooden Toys

Select from all Categories

Age:



- ☐ 0-1 (0)
- ☐ 1-3 (7)
- ☐ 3-5 (7)
- ☐ 5-7 (7)
- ☐ 7-11 (6)
- ☐ 11-14 (1)

Price range:



- ☐ Up to £5 (0)
- ☐ £5 - £10 (0)

Sort by: Default

Show: 20 Items



Budkins Fireman  
£12.99

In stock

[view details](#)

[Buy](#)

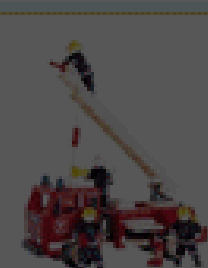


Fire Accessories  
£15.99

In stock

[view details](#)

[Buy](#)



Fire Engine  
£36.99

★★★★☆

In stock

[view details](#)

[Buy](#)

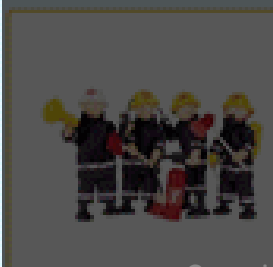


Fire Engine with Sound  
£14.99

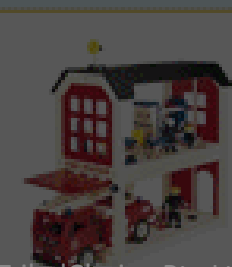
In stock

[view details](#)

[Buy](#)



Fire Fighters  
£22.99



Fire Station  
£44.99




Fire Station & Engine  
Pack  
£49.99

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# Summary

1. Consistent best practise position
2. Top and left hand side of the page
3. Allow drill down options if possible






# Reading vs. Scanning

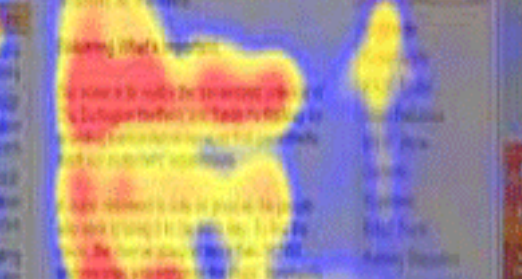
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building business online







**BNSE**  
BANK OF NORTH AMERICA  
SECURITIES



**Company**  
BNSE

**Symbol**  
BNSE

**Exchange**  
NYSE

**Market**  
NYSE

**Volume**  
1,234,567

**Price**  
\$123.45

**Change**  
+\$1.23

**High**  
\$124.56

**Low**  
\$122.34

**Open**  
\$123.45

**Close**  
\$123.45

**52 Week High**  
\$125.67

**52 Week Low**  
\$121.23

## BNSE

### Investment & Finance

**Financial Data Summary**

The following table provides a summary of the financial data for BNSE, including key metrics such as revenue, profit, and market capitalization. This information is intended to provide investors with a comprehensive overview of the company's financial performance.

Metric	2023	2022	2021
Revenue	\$1.2B	\$1.1B	\$1.0B
Profit	\$0.3B	\$0.2B	\$0.1B
Market Cap	\$1.5B	\$1.4B	\$1.3B
EPS	\$1.23	\$1.12	\$1.01
P/E Ratio	12.5	11.8	11.0
Dividend Yield	2.5%	2.3%	2.1%

For more information on BNSE's financial performance, please visit our website at [www.bnse.com](http://www.bnse.com).

**Key Takeaways:**

- BNSE's revenue has grown by 10% over the past three years, driven by strong performance in its core business segments.
- The company's profit has increased by 20% over the same period, reflecting improved operational efficiency and cost management.
- BNSE's market capitalization has grown by 15% over the past three years, reflecting investor confidence in the company's growth prospects.
- The company's EPS has grown by 12% over the past three years, reflecting strong earnings growth.
- BNSE's P/E ratio is currently 12.5, which is in line with the industry average.
- BNSE's dividend yield is currently 2.5%, which is attractive for investors seeking income.

BNSE is a leading provider of financial services, offering a wide range of products and services to its clients. The company's strong financial performance and growth prospects make it an attractive investment opportunity for investors.

The screenshot shows a web browser window. On the left side, there is a large, colorful, abstract graphic. It features a blue background with yellow and red shapes, possibly representing a map or a stylized figure. On the right side, there is a list of links or a table of contents. The links are listed in a column and include various topics such as "Introduction", "Getting started", "Using the API", "Using the SDK", "Using the CLI", "Using the GUI", "Using the API", "Using the SDK", "Using the CLI", "Using the GUI", "Using the API", "Using the SDK", "Using the CLI", "Using the GUI". The browser's address bar shows a URL starting with "http://".

[illegible]



## Product Features

- 2-4 players
- ages 6 and up
- 45 minutes
- Games Magazine Award: Best Family Game Runner-up 2007
- Mensa Best Mind Game Award Winner 2007; Major Fun Award Winner 2007

## Product Details

**Product Dimensions:** 10.5 x 10.4 x 2.6 inches ; 2 pounds

**Shipping Weight:** 2.6 pounds ([View shipping rates and policies](#))

**Shipping:** This item is also available for shipping to select countries outside the U.S.

**ASIN:** B000054395

**Item model number:** M32016

**Our recommended age:** 8 - 12 years

**Manufacturer recommended age:** 6 years and up

**Amazon Best Sellers Rank:** #22 in Toys & Games ([See Top 100 in Toys & Games](#))  
#4 in [Toys & Games](#) > [Games](#) > [Board Games](#)

**Average Customer Review:** ★★★★★ (396 customer reviews)

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## Frequently Bought Together



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- ☒ **This Item:** Qwirkle Board Game by MindWare **\$17.46**
- ☒ **Spot It** **\$10.99**
- ☒ **Blink Card Game** The World's Fastest Game by Mattel **\$5.99**

## Product Description

### Amazon.com Product Description

An addictive strategy game in the tradition of Sequence, Scrabble, and Othello, the Qwirkle Board Game from MindWare has a simple, straightforward premise: match tiles and win points. But the real joy of the game lies in plotting and scheming your way to victory. Winner of the Parent's Choice Gold Award and a Mensa Select National Competition Winner, Qwirkle is destined to be a family game night favorite. This game is designed for ages six and up and for two to four players.



This award-winning strategy game is easy to learn. [View larger.](#)



### Mix, Match, Score, and Win

Qwirkle consists of 108 wooden blocks with six different shapes in six colors. Using the blocks, players attempt to score the most points by building lines that share the same shape or color. The simple setup makes this an instant winner for younger kids, while adults will enjoy strategizing to win.

### How to Play

A typical game of Qwirkle lasts about 45 minutes--longer when you're first learning how to play--and players will likely catch on to the rules in no time at all. The game can be set up anywhere, although a large tabletop is best to accommodate the generous number of tiles. The only other thing you'll need is a pencil and paper to keep track of everyone's point count.

Each tile has an illustration on the back (circle, eight-point star, four-point star, square, clover, or diamond). Each of these symbols appears in six different colors (red, yellow, orange, green, blue, and purple). In total, the game has three tiles each of the 36 possible color-symbol combinations. To help make sure you don't lose any tiles in between games, Qwirkle comes with a drawstring storage pouch.

### Straightforward, Easy-to-Follow Rules

As in Scrabble, the game starts with players drawing their own "hand" of six tiles. The player with the most tiles that share something in common (color or symbol) plays their pieces and wins points. And so it goes until the pieces make up a giant grid. One rule about scoring: only one tile counts toward a line, so that duplicate tiles don't count. For instance, if someone has three diamonds, and two of them are green, they can only count one of those diamonds for points.



### Qwirkle Board Game

- Ages: Six and up
- Players: Two to four

### At a Glance:

- A fun twist on Scrabble and matching games
- Players strategize to make matches and earn points
- Comes with 108 wooden tiles
- Winner of Parent's Choice Gold Award and Mensa National Competition



# Summary

1. Think about your content structure – optimise for scanning
2. Use bullets and headings around customer needs.



# Getting Found

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[-] Search Terms (5)

1 - 5 of 5



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90,500

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90,500

6,600

[-] Keyword ideas (100)

1 - 50 of 100



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320



★ abc kids games ▾

Low

60,500

33,100



★ childrens educational toys ▾

High

5,400

880



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5,400

1,300



★ bbc kids games ▾

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1,300



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High

5,400

880



★ wooden toys online ▾

High

590

170



[-] Search Terms (5)

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[-] Keyword ideas (100)

1 - 50 of 100



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<input type="checkbox"/>	★ educational toys online ▾	High	880	320
<input type="checkbox"/>	★ abc kids games ▾	Low	60,500	33,100
<input type="checkbox"/>	★ childrens educational toys ▾	High	5,400	880
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<input type="checkbox"/>	★ wooden toys online ▾	High	590	170

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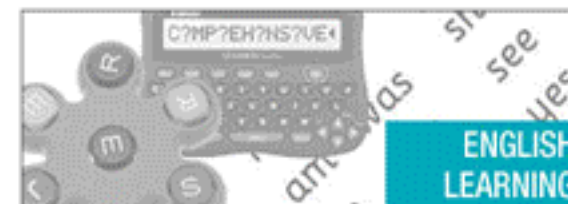
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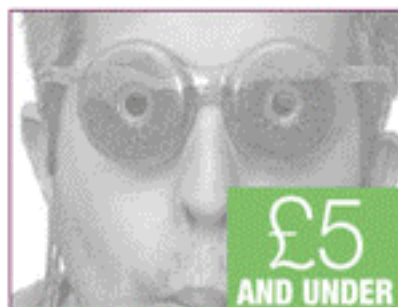
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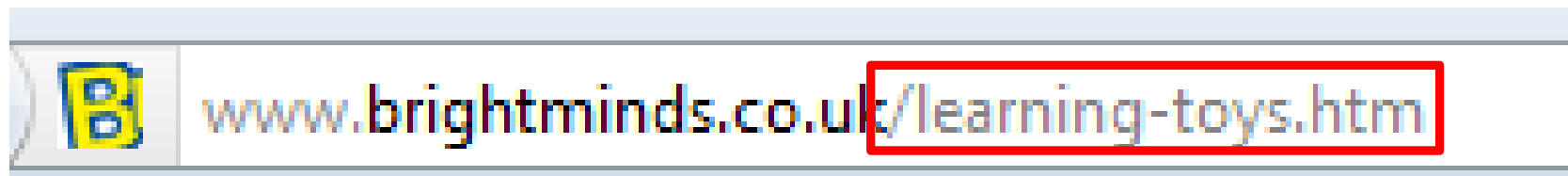
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[www.johnlewis.com/educational-toys](http://www.johnlewis.com/educational-toys)

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# Summary

1. 1<sup>st</sup> Step is keyword research – understand your customers
2. URL Structure – use the keywords
3. Content – use the keywords
4. H1 – use the keywords





# Summary

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# Summary

1. Homepage
  - Speak to your customers needs
  - Clear links to navigation
2. Product Pages
  - Don't Make Me Think
  - Answer customers questions
3. Navigation
  - Consistent best practise position
4. Content
  - Optimise for scanning using bullets and headers
5. Getting Found
  - Do keyword research



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## Example Websites

- <http://www.smythstoys.com/>
- <http://www.toysrus.com.au/>
- <http://www.mulberrybush.co.uk/>
- <http://www.threadless.com/>
- <http://www.amazon.com/>
- <http://www.brightminds.co.uk/>
- <http://www.toysdirect.com/>
- <http://www.mightyape.com.au/>
- <http://www.megabloks.com/>

## Statistics

- [http://www.thinkwithgoogle.com/insights/library/studies/role-of-digital-for-toy shoppers/](http://www.thinkwithgoogle.com/insights/library/studies/role-of-digital-for-toy-shoppers/)
- <http://www.marketingpilgrim.com/2012/04/majority-of-small-business-websites-are-missing-contact-information.html>
- [http://www.useit.com/alertbox/reading\\_pattern.html](http://www.useit.com/alertbox/reading_pattern.html)

## Keyword Tool

- [https://adwords.google.com/o/Targeting/Explorer?\\_c=1000000000&\\_u=1000000000&ideaRequestType=KEYWORD\\_IDEAS](https://adwords.google.com/o/Targeting/Explorer?_c=1000000000&_u=1000000000&ideaRequestType=KEYWORD_IDEAS)

## Homemade LightBox

- <http://www.studiolighting.net/homemade-light-box-for-product-photography>