Rank Higher and Sell More with Product Listing Optimization

Rise to the top and dominate search results on Amazon or Google Shopping

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Who is this white paper for?

Anyone looking to get their products on the first page of any sales channel.

Ecommerce has changed—what worked a decade ago just won't cut it anymore. **If you truly want to win at selling online, you need to find a way to manage and optimize your product content.** Keep reading for those golden nuggets on how PLO can help you maximize exposure in a multichannel world.

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Ecommerce used to be easy

If we look back on the late 90s to early 2010s, you'll remember how easy ecommerce was. **All you needed was a webstore and a basic understanding of the ins and outs of Google ads.**

It was the days of limited artificial intelligence and the ability to keyword stuff without penalties. If your brick-and-mortar store invested in a basic Shopify webshop and complemented it with a reusable paid strategy, the chances of your efforts paying off were sky-high. Nowadays, you've almost got to read between the lines to succeed.

The ecommerce landscape is growing at a blistering pace—you've either got to put in extra effort to shape up, or you will be left behind. There is no recipe for success; it changes every day.
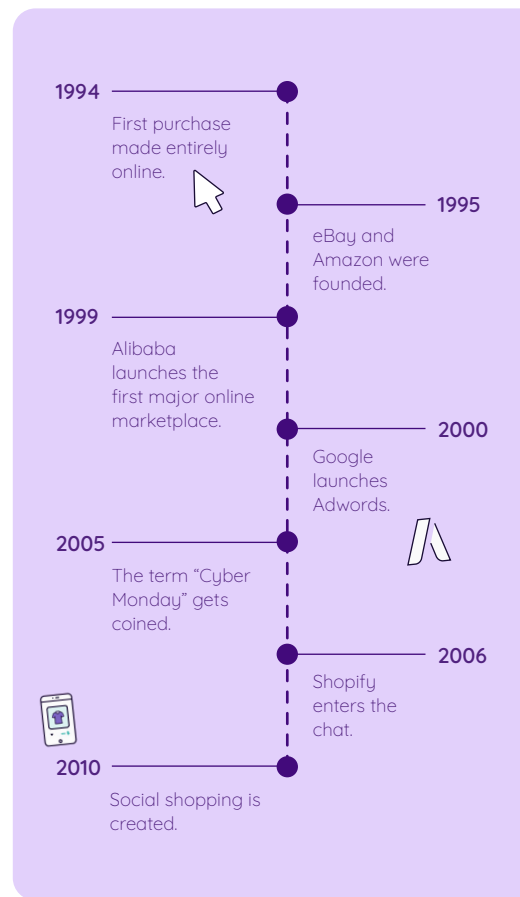
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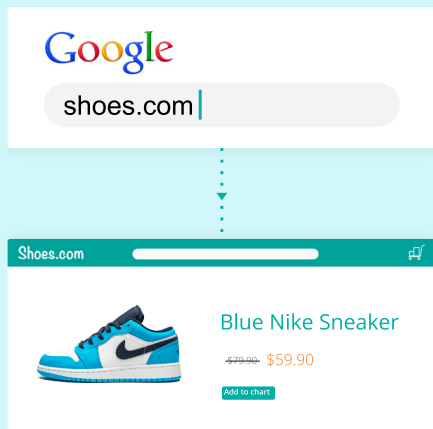
Ecommerce changed everything

The concept of ecommerce dates back to the early 1970s. After years of decoding this life-changing phenomenon, the first purchase (made entirely online) was in 1994. Shortly after, iconic brands such as Amazon and eBay arrived on the scene in 1995, followed by search engines Yahoo and then Google. Each one of these brands has come full circle since its inception.

Today, ecommerce is all about multichannel. Not only has it changed the way we do business and purchase goods across the globe but it's also become the future of retail as we know it.

When things looked up in 2010, and accredited publications such as Forbes started making statements on how "the web has become the place for commerce," imagine if we knew then what we know now? The same goes for ecommerce platforms such as Shopify, which won over the hearts of many in 2006. If a decade ago, ecommerce accounted for only 8% of total retail purchases, and now, sales represent nearly 20% of spending through all channels (social, CSEs, marketplaces, etc.), the limit is truly endless.

1994 — First purchase made entirely online.

1995 — eBay and Amazon were founded.

1999 — Alibaba launches the first major online marketplace.

2000 — Google launches Adwords.

2005 — The term "Cyber Monday" gets coined.

2006 — Shopify enters the chat.

2010 — Social shopping is created.

Ecommerce may be limitless. But it has many moving parts

A successful ecommerce strategy includes: in-store (or a physical store), multichannel, and omnichannel commerce offerings. **Today's thriving brands are everywhere; they're selling on multiple channels, in multiple languages, and in multiple regions.** It's crucial to recognize how one single purchase involves multiple touchpoints across multiple channels. Each type of selling offers customers a unique experience that requires equal attention.

If we look at American shoppers alone:

+ **74% of consumers** shop in-store at large retailers
+ **54% of consumers** shop on online marketplaces
+ **44% of consumers** shop on online web stores
+ **36% of consumers** shop at category-specific online retailers

These statistics show that customers shop where it is most convenient for them, whether it is based on affordability, quality, or brand preference.

If you're not meeting your customers at every digital touchpoint, you're missing out on a huge opportunity to create brand awareness and bring in more sales. It's not enough to offer a single channel any more. **Customers want it all. And it's up to you to be everywhere for them.**

Source: capturly.com

Multichannel marketing and selling
Average percent increase in revenue

		190%
	120%	
38%		

Cart only   +1 channel   +2 channels   +3 channels

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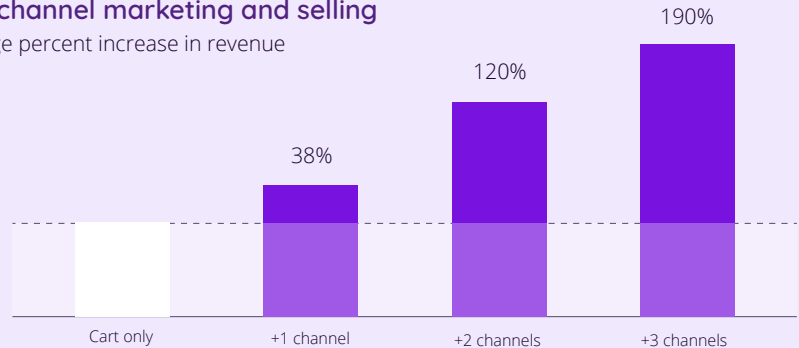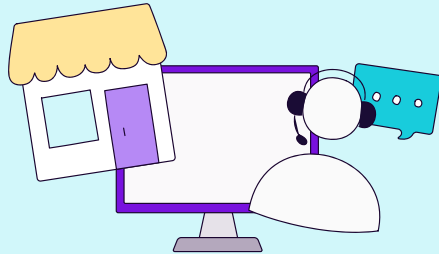
Fast facts: omnichannel vs multichannel commerce

Multichannel means selling products on multiple channels.

Focus:
+ Channel-centric
+ Customer engagement-focused
+ Growth in sales channels

Omnichannel means providing consistent customer service and brand experiences on all channels.

Focus:
+ Customer-centric
+ Customer experience focused
+ Quality support on various channels

To scale your ecommerce business, you need both.

You can't put all your products in one basket

Source: techcrunch.com

When we said that ecommerce "was" easy, it also only entailed one channel.

Now, there are a host of challenges that come with selling on 2, 3, 4, or even 5 channels!

+ **Brands have to manage product data across a number of sales channels**
+ **Each sales channel requires product information in different formats**
+ **Each sales channel has its own algorithm to determine your ranking potential**

As you can see, complexity is the name of the ecommerce game. Right now, there are 150+ global online marketplaces (and more

peeking their heads out), TikTok is acquiring eight new shoppers every second, and millennial customers are demanding videos on your Amazon product pages. What does this mean for your business? More content.

And by content, we mean optimized product information that caters to every sales channel.

No two sales channels are the same, and you have to do double the work. So, double (or triple) the descriptions, keywords, and images. **What works on one channel doesn't always work on another.**

There's a great opportunity for product listing optimization

When you think about product listing optimization (PLO), the first thing that jumps to mind is SEO, right? And you're not wrong.

SEO is crucial to a product's success, but it's not the only optimization approach that drives conversions in ecommerce. PLO entails tailoring product content to each channel's algorithm in order to improve its rankings and sales potential.

By working your content to support each channel's requirements, you can differentiate your brand. You don't always have to win on Amazon's Buy Box or rank on the first page for your product. Become a category leader or subcategory leader in your field and reap the same rewards.

While there might be a diverse portfolio of brands competing online, there's more opportunity now than ever before. **You don't need to be the Nike's of the world to sell online—product listing optimization can help you shine**. But to get anywhere using this free tactic, it starts with knowing.
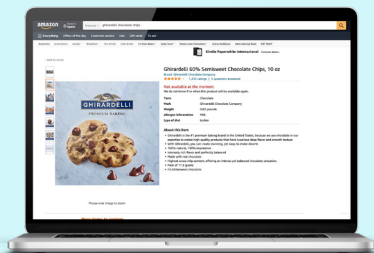
Product Description

Make baking a bite better with GHIRARDELLI 60% Cacao Bittersweet Chocolate Premium Baking Chips. A great addition to your Valentine baking ingredients, GHIRARDELLI chocolate baking chips are perfect for your favorite Valentine's Day cookie recipes.

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Knowing how to optimize your content to rank higher, knowing how each marketplace and sales channel works, and knowing how you can maximize high opportunities in low-competition areas.

Sure, each marketplace's business model might be worlds apart, but search algorithms are similarly designed to make your products appear (and rank) when certain elements are triggered.

> **Take Amazon, for example. 80% of all sales happen on the first page. Why? Because they match user searches. These brands meet Amazon's basic requirements, and their A10 algorithm has specifically prioritized those listings according to previous sales volume, availability, price, reviews, ratings, and fulfillment by Amazon.**

Optimize products for different channels in half the time

Product managers already spend 90% of their week on data-related activities, so you can only imagine how long manual data entry would take for multiple channels. Not to mention the cost you will incur due to slow data entry. Small businesses earn 33% less profit over five years due to slow time to market and lose up to 15-25% a year on sending products to market that are poorly presented.

Customers' shopping requirements change daily, and it's your responsibility to support these needs. If you know what works on each channel, you'll stop optimizing blindly. PLO can help make it possible for your products to rank organically on sales channels. You will increase sales without actually spending more on ads.

But how do you manage all this tailored content? Spreadsheets are impractical—each product requires a new listing for a new channel—and that's where a Product Information Management tool really comes in handy. Some of the best brands in the world use a Product Information Management (PIM) tool to get their products to market faster and ensure brand consistency.

A good PIM tool is to multichannel commerce what Hootsuite and Buffer are for social media. It's a single source of truth to help manage, optimize, and distribute product data to sales channels.

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6 ways to improve product listing optimization

1. Know what works on each channel

Each channel has its own visual and content requirements. What works on Amazon will not work on Google Shopping, Walmart, or Facebook. Each platform's algorithm is designed to prioritize certain information, which, in turn, triggers rankings. **The first step to winning at product listing optimization is tailoring your listings to suit each sales channel.** Do your research and monitor your competitors' content on each channel. This process is not a once-off. You will need to keep analyzing the performance and looking for gaps to improve your product data.

2. Focus only on the most important information

When listing a product, **communicate only the details you want customers to know about your offering**. Incorporate rich content, for example, images, videos, in-depth product specs, and much more, that tell a story and engage customers. Your product content management needs to be error-free and must meet the requirements of the platform you're selling on.

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3. Incorporate search keywords naturally

Do your keyword research for the platform you're posting on. **Incorporate high-volume keywords or commonly searched questions** and phrases into your product title, description, and alt-text in images. This will enable you to compete with sites that are advertising the same (or similar) products.

### 4. Communicate with the existing channel's audience

Use language that supports both your brand tone and the platform you're selling on. Ensure your content is relevant to these customers, and **customize information according to location**.

For example, attributes such as color, sizing, market, and language are commonly ignored by new sellers.

As you generate real-time data on how customers engage with your brand on these platforms, you will get to know what makes them click. This will guide you on how to improve your offerings.

5. Adjust taxonomy and filtering per channel

Certain marketplaces and comparison search engines (CSEs) act as their own mini-website to house your brand. You can pick and choose your products as you wish and add filtering options that are seamless for the user.
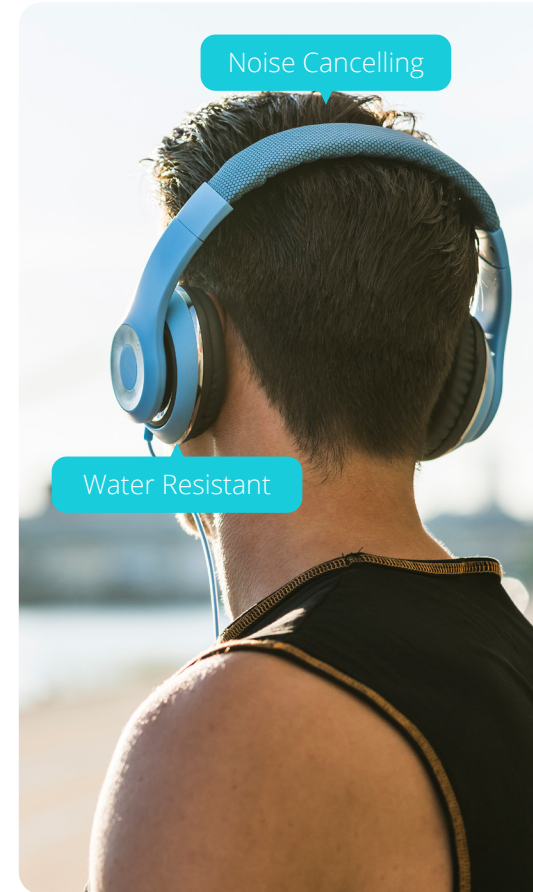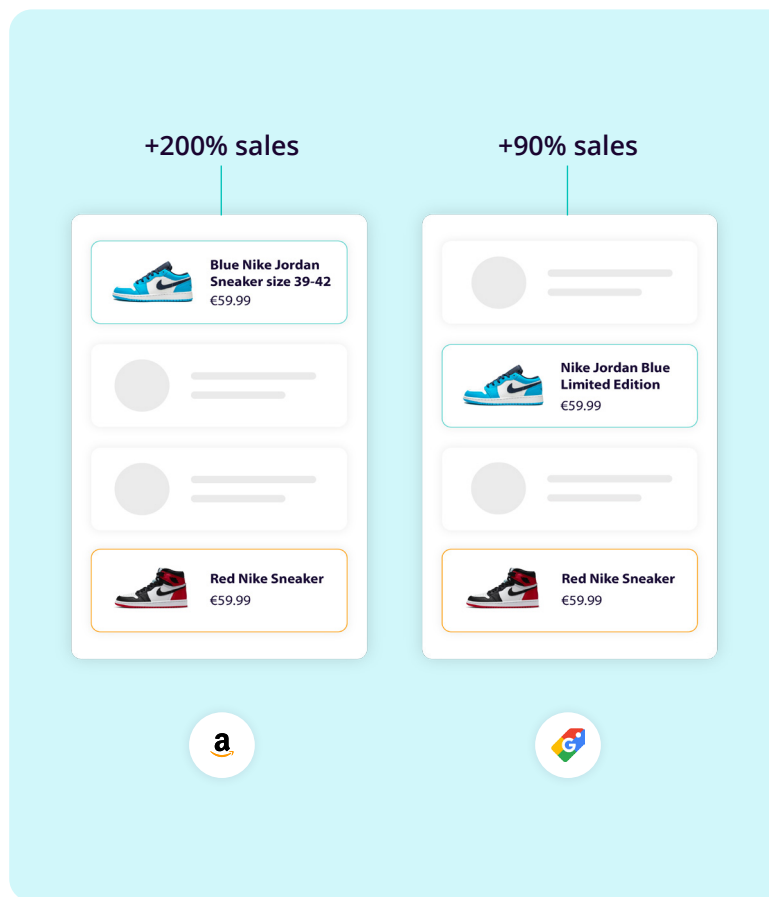
There is an art to each channel; you cannot just syndicate your content without a plan. **Make sure you have a set-out taxonomy structure on every channel** so that customers can easily filter your offerings based on their unique search. Don't let something as "small" yet so "big" cause your customers frustration.

6. Optimize product images accordingly

It's no surprise that images are a deciding factor for users when purchasing online. Much like every channel has its own product information requirements, it's the same when it comes to imagery and other visual assets.

Channels have strict criteria on the sizing, background, quality, and focal point in pictures. You don't want to fluff them up with borders, text, or props. **Keep it clean, and ensure you mirror the features you described in your copy in your images.** Again, this is a constant test. Follow the rules and keep optimizing your images to drive conversions.

+200% sales

+90% sales

Blue Nike Jordan
Sneaker size 39-42
€59.99

Red Nike Sneaker
€59.99

Nike Jordan Blue
Limited Edition
€59.99

Red Nike Sneaker
€59.99

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Getting PLO right with Plytix

When selling products online, there's a fine line between providing customers with very specific content and overwhelming them with a ton of irrelevant paragraphs.

To avoid inaccuracies and duplicate content, you can use a PIM for small businesses to manage your content. This tool is built for multichannel commerce to help you rank higher using product listing optimization and sell more.

This is how Plytix caters to your multichannel commerce needs.

1. Fair and affordable pricing

Pricing is a top priority for SMBs because they (usually) have smaller piggy banks to work with. These tools can go from $0 to $250,000 per year, and everywhere in between. Often, extreme solutions are designed for enterprises with features that SMBs don't need. But not Plytix. **We're very upfront with our costs, unlike many other PIMs on the market.** You won't encounter any hidden fees or unfair surprises—you simply pay for the features you need.

95% indicate that price is a top priority when choosing a PIM provider.

★★★★★ Nov 18, 2021

"Great value for money with excellent service and flexibility"

What do you like best?

Their support is extraordinary: When you sign up you get a customer success manager and contrary to many other companies they really care and want you to succeed. Got a problem or a question? The team on the chat will find a solution and they test it before giving you the answer

2. A tool that's easy to use

Why complicate a system that has the power to transform the way your organization works in a few clicks?

With our PIM, you do not need to have any technical knowledge or previous experience to use it. Many other PIM tools are complex to use with a steep learning curve—but we're clear-cut. We've designed our tool in a way that's easy to use and nice to look at.

92% choose software that is easy to use over more functionalities.

★★★★★ Feb 11, 2022

"Simple and Powerful"

What do you like best?
The software is easy to use. We have uploaded over 33,000 images for over 7000 products, and finding images has never been easier!

84% rate seamless product data syndication as very important.

★★★★⯪ Jan 25, 2022

"Next Generation PIM"

What do you like best?
What I like most about Plytix is the feature called "Channels". Here, we can format, edit and export our product data to our online sales channels, matching our partner's requirements for datasheets.

By automating this process, we save a lot of time previously spent managing these tasks manually.

3. Seamless channel syndication

Multichannel commerce can be complex without PIM. **Plytix has transformation built-in, making it easy to syndicate content to multiple sales channels in seconds.** We know that each channel works differently, which can be frustrating. On top of that, these channels request to receive data in all weird and complex formats. However, in Plytix, this is not a problem. You can create feeds and import content in any format, and our feed builder will ensure it meets channel requirements before

being distributed. Apart from these requirements, you can also implement your own specifics using our computed attributes feature. For example, you can apply a bulk 20% discount to certain products in a Google Shopping feed—and implement it immediately—without it affecting your Amazon feed. The great thing is that you don't need ANY coding or tech expertise to build out your feeds.

Next, **our tool guarantees simplified data-capturing and validation processes, enrichment, and optimization**. You can edit and manage tailored versions of your content in a centralized location to improve your chances of ranking on different channels. All these features aid you in delivering a consistent brand experience across every touchpoint.

4. Exceptional customer support

Just like any type of customer, SMBs value great customer support and personalized onboarding.

We do not streamline customer support, as each brand differs and deserves 1:1 personalized service.

We give all businesses—big and small—dedicated support. Our unique approach to customer success, using a metric known as Point of Minimum Churn, has gained a lot of attention in the B2B SaaS community. Using this white-glove metric, we assign values to different client behaviors, giving us the data we need to build satisfied, happy, loyal relationships.

87% value great customer support and personalized onboarding.

⭐⭐⭐⭐⭐ Dec 22, 2021

"Great product and fantastic support"

What do you like best?

Plytix is a very easy to use and yet a very powerful product. It's clearly designed with the end-user in focus, without compromising on functionality. On top of that their customer success team is absolutely amazing and really makes sure that the customers get the best possible experience and get the most out of the product - all included in the base price!

Sell more with Plytix; the leading SMB-friendly PIM

SMBs should have a fair playing field, but they don't.

That is why we make it our mission to create brand diversity in such a competitive environment.

At Plytix, we support the smaller guys—we're all about helping great brands sell great products everywhere. We've proven that selling more doesn't have to cost more. All you need is PIM and PLO to rise above your competitors.

Our PIM is designed and priced for the little guys. It's a powerful collaboration tool where data comes together and minimizes the challenges involved in creating market-ready content for all your sales channels. Plytix is your central source of truth—it's the vehicle that enables your teams to collaborate on content and get your products to market faster.

Hi, I'm Trever!

To get in touch with us, head over to our website and book a demo. Speak to a real human, like me. Someone who can help you increase your traffic, rankings and sales with PIM.