



Plug & Play

eCommerce strategies  
for success.

By Peter Richman, Plug & Play

# eCommerce strategies

## Search engine optimisation

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## Conversion rate optimisation

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Pay per click advertising

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Paid social

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Affiliate marketing

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Influencer marketing

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Earned media

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Transactional marketing

Email marketing

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Mass marketing

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Outbound marketing

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Drip marketing

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Social media marketing

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Affinity marketing

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Personalisation

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Mobile optimisation

Employee marketing

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Referral marketing

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Retargeting

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Segmentation

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Behavioural marketing

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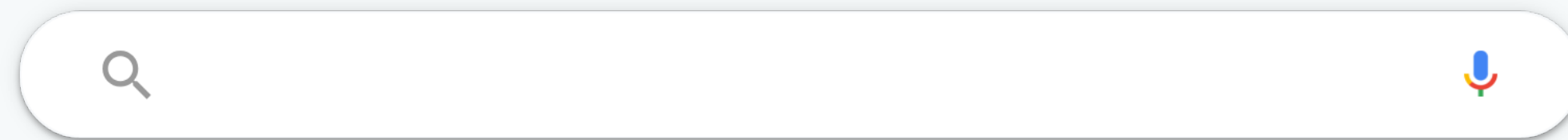
Content marketing

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# How to be found

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# How Google works



- The algorithm
- Making it to the top
- Being realistic

# Which battles to fight



Search engine optimisation 

Search engine optimisation

Search engine optimisation **meaning**

Search engine optimisation **google**

Search engine optimisation **techniques**

Search engine optimisation **definition**

Search engine optimisation **keywords**

- Where you're fighting
- Why you're fighting
- Who you're fighting

“Strategy is the process of choosing what not to do”

# Meet Home & Roost

- Small family run retailer
- Sell rabbit hutches & chicken coops
- Domain authority - 25

The screenshot shows the Home & Roost website interface. At the top, the logo 'Home&Roost' is on the left, and contact information (hello@homeandroost.co.uk, 01843 821128, Live Chat, Login) is on the right. A navigation menu includes Rabbits, Guinea Pigs, Chickens, Cats, Dogs, Birds, Accessories, About us, Blog, and Contact us. Below the menu is a banner with icons for Worldwide Shipping, Fast Delivery, Quality British Wood, Warranty, Money Back Guarantee, and 5 Star Trust Pilot Reviews. The main content area features a breadcrumb trail: Home & Roost > Products > 4ft Rabbit Hutches > 4ft Chartwell Double Luxury Rabbit Hutch. The product title is '4ft Chartwell Double Luxury Rabbit Hutch'. The price is shown as £124.99 - £319.96, with a note: 'Hurry, next dispatch deadline ends in 1hr 20min (Mon - Fri)'. The 'Features' section lists: 'Choose at the checkout when to be in with our flexible delivery options', 'Deeper and higher than all other rabbit hutches on the market', 'Robust 10mm timber side panel and sleeping door construction', and 'Designed and manufactured right here in the UK'. The 'Dimensions' section lists: 'Exterior: Width 4ft X Height 4.3ft X Depth 2.23ft', 'Interior: Floor Depth 1.6ft X Floor Height 1.8ft', and 'Sleeping Area: 1.6ft X 0.25ft'. There are dropdown menus for 'Cover' (No Cover Selected) and 'Run' (No Run Selected), both with 'Clear' links. The current price is £124.99, and the status is 'In Stock' with a green checkmark. A quantity selector shows '1' and an 'Add to basket' button is visible.

# Keyword list

Keyword	Ranking	Min search volume	Max search volume	Difficulty
rabbit runs	10	11501	30300	29
rabbit run	7	11501	30300	32
rabbit hutch	-	9301	11500	25
rabbit hutches	-	1701	2900	25
guinea pig hutches	-	1701	1700	20
rabbit hutch for sale	-	851	1700	28
rabbit hutch and run	7	851	1700	24
wooden rabbit run	-	851	1700	41
large rabbit run	-	851	1700	21
rabbit run for sale	-	851	1700	34
rabbit pen	-	851	1700	38
buy rabbit hutch	10	501	850	21
folding rabbit run	2	501	850	33
rabbit house	-	501	850	34



# Ranking Analysis - Before

Keyword: rabbit hutches      Search volume: 1.7k - 2.9k      Difficulty: 25      H&R page authority: 31      H&R domain authority: 25      Current rank: Not on pg. 1 of Google

Google Rank	Website	Page Authority	Domain Authority
#1	Pets at Home	25	56
#2	Pets at Home	1	56
#3	Cages World	25	30
#4	Jollyes	18	39
#5	Ebay	1	89
#6	Pet Planet	21	45
#7	Amazon	1	94
#8	Zooplus	20	48
#9	Gumtree	1	75

# Ranking Analysis - After

Keyword: rabbit hutches      Search Vol: 1.7k - 2.9k      Difficulty: 30      H&R page authority: 33      H&R domain authority: 20      Current rank: 2

Google Rank	Website	Page Authority	Domain Authority
#1	Pets at Home	39	64
#2	Home & Roost	33	20
#3	Amazon	47	94
#4	Ebay	47	92
#5	Zooplus	31	54
#6	The Rabbit Hutch Company	20	16
#7	Rabbit Hutches	32	20
#8	Feel Good UK	21	28
#9	Rabbit Hutch World	30	18
#10	Gumtree	35	82

# SEO Keyword Rankings

## Search Visibility

6.21%

▲ 3.29%

## Rankings

#1-3	78	▲ 45	#4-10	153	▲ 104
#11-20	41	▼ 6	#21-50	43	▲ 15

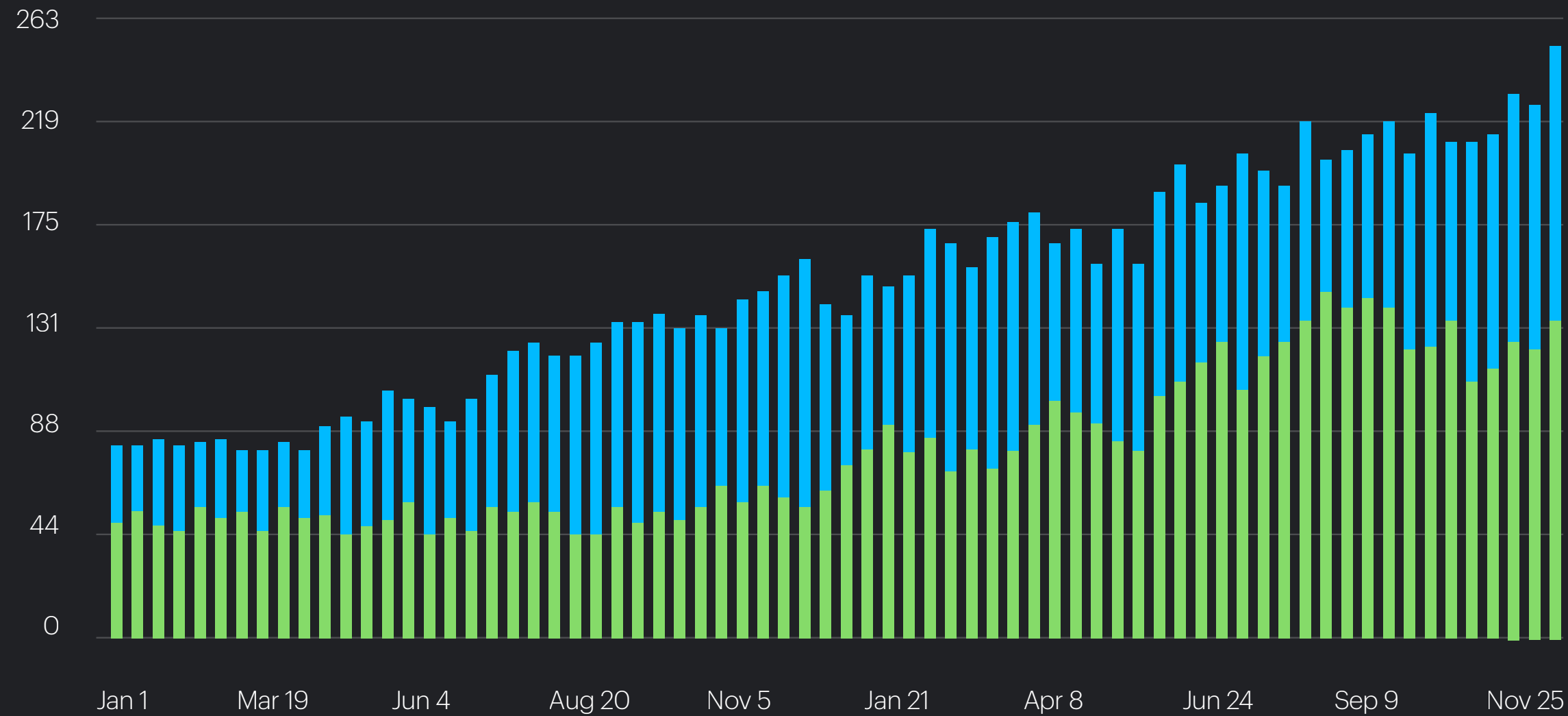
93 tracked keywords are not in the top 50

## Movement

120    47

Moved up    Moved down

Organic rankings on Google en-GB



# Organic Results

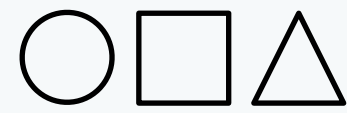
+106%

Increase in organic traffic

+48%

Increase in website organic revenue

# Tips for successful investment



Research all variations of keywords



Consider intent



Think outside the box



Invest in the tools you need

# Customer acquisition cost model

Model	Example
Market Size	10,000
X	X
Market Penetration	5%
=	=
Traffic	500
X	X
Conversion Rate	1.5%
=	=
Sales	7.5 sales (£750 revenue)
X	X
Profit Margin	40%
=	=
Profit	£300

# How to increase conversion rate

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# How does your conversion rate compare?

Source: littledata.io

\*(sessions) Jul 18

Sector	Conversion rate*
Home Furnishings (Global)	0.40%
Home & Garden (Global)	0.60%
Business & Industrial (Global)	0.70%
Visual Art & Design (Global)	0.70%
Art & Entertainment (Global)	1.10%
Technology & Computing (Global)	1.10%
Hobbies & Interests (Global)	1.30%
Style & Fashion (Global)	1.40%
Clothing (Global)	1.40%
Automotive & Vehicles (Global)	1.50%
Health & Fitness (Global)	1.50%
Retail (Global)	1.50%
Consumer Electrics (Global)	1.80%
Food & Drink (Global)	2.40%



# Overcoming barriers to purchase

Site speed

57%

Of consumers abandon a site after waiting 3 seconds

High quality pictures

58%

More product is sold when product pages include lots of varied product pictures

Delivery cost

40%

Of shoppers have abandoned shopping baskets because free delivery wasn't available

Trustworthiness

79%

Of people trust reviews as much as a personal recommendation

# What did Home & Roost do?

- Reassurance bar
- Trust Pilot integration
- Clear imagery
- Countdown timer
- On page basket

The screenshot shows a product page for a rabbit hutch. The header includes the Home & Roost logo, contact information, and navigation links. The main content area features a large image of the hutch, a price tag of £124.99 (reduced from £319.96), and a countdown timer. Below the main image are smaller thumbnail images. The right sidebar contains a 'Features' section, 'Dimensions', 'Cover' and 'Run' dropdowns, an 'Add to basket' button, a 'Description', a Trustpilot review score of 4.8/5, and a customer review from Katie Mitchell. The footer contains additional product information and social media links.

Home & Roost

4ft Chartwell Double Luxury Rabbit Hutch

£124.99 - £319.96

Hurry, next dispatch deadline ends in **1hr 20min** (Mon - Fri)

**Features**

- Choose at the checkout when to be in with our flexible delivery options
- Deeper and higher than all other rabbit hutches on the market
- Robust 10mm timber side panel and sleeping door construction
- Designed and manufactured right here in the UK

**Dimensions**

- Exterior: Width 4ft X Height 4.3ft X Depth 2.2ft
- Interior: Floor Depth 1.5ft X Floor Height 1.8ft
- Sleeping Area: 1.6ft X 0.25ft

**Cover**  [Clear](#)

**Run**  [Clear](#)

£124.99 In Stock ✓

1

**Description**

A double hutch is a pet house with two levels, one on top of the other connected by a ramp or stairs. A double hutch is perfect for animal lovers with more than one little friend to care for. A double will have twice the floor space of a single hutch yet still have the same footprint, perfect if the room is at a premium. Going up and down the ramp is also an excellent exercise for your pets.

4.8 / 5 - 24 reviews Trustpilot

**Katie Mitchell** December 14

★★★★★

Great value for money would highly recommend.

**Jason Thompson** November 11

★★★★★

Great hutch for my two rabbits at a great price. Delivery was prompt and without problems. Great all round.

**Need help?** [Contact us](#)

**Categories:** 4ft Rabbit Hutches, Featured, Quality Rabbit Hutches

**Share:** [Facebook](#) [Twitter](#) [Pinterest](#) [Google+](#) [Mail](#)

4ft Chartwell Double

All hutches in the Chartwell range come with a handy under door clearing bar. Cleaning is simple, just twist the two toggles and remove the bar stopper. A gap is then left under the doors that you can use to sweep the waste through into a bin or container.

All Chartwell Double Rabbit Hutches are manufactured in the UK using 10mm Scandinavian Tongue and

# How to get the most from your marketing

$$\begin{aligned} &\text{Market Size} \\ &\quad \times \\ &\text{Market Penetration} \\ &\quad = \\ &\quad \text{Traffic} \\ &\quad \quad \times \\ &\quad \text{Conversion Rate} \\ &\quad \quad = \\ &\quad \quad \text{Sales} \\ &\quad \quad \quad \times \\ &\quad \quad \text{Profit Margin} \\ &\quad \quad \quad = \\ &\quad \quad \text{Profit} \end{aligned}$$

# Summary



Understand your start position  
& set up the tracking you need



Pick your battles



Think outside the box



The most important  
success metric is profit



Prioritise investment based  
on the return you will see



If it's not working, stop

## Plug & Play

Please feel free to  
contact me...

02039 938 236

[hello@plugandplaydesign.co.uk](mailto:hello@plugandplaydesign.co.uk)

[www.plugandplaydesign.co.uk](http://www.plugandplaydesign.co.uk)

