

From Clicks to Customers

Boost Your Ecommerce Growth with Google Ads & SEO

Meet Your Presenters



Marina @  MARKETING WORKS



Kiran @  Growisto



Tell Us About Yourself

We'll talk about:

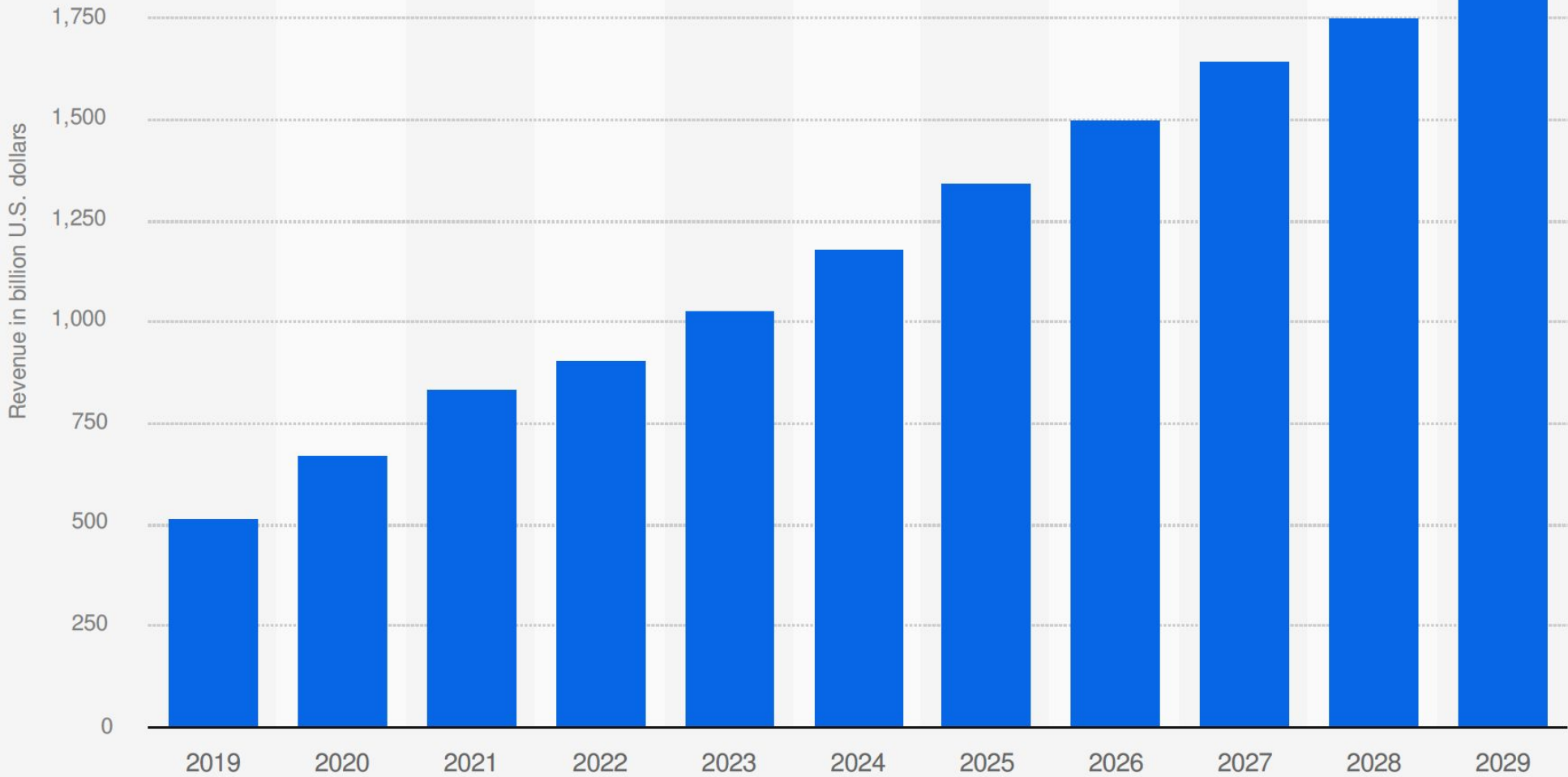
- Online shopping landscape
- Thinking from the **Customer Perspective**
- Best marketing channels for Ecommerce
- Choosing the right Ecommerce platform
- DOs and DON'Ts of designing your store
- Q&A



Building your store is just the beginning.
It needs Marketing to thrive.

Common Challenges

- Lack of website traffic
- Poorly converting traffic (< 1% CVR)
- I don't know what my website traffic is...
- Too many platforms to operate and connect
- High customer acquisition cost



E-commerce By the Numbers



273_{MM}
shop
online

40%
shop
weekly

81%
research
online

60%
start with
search

Get to know the Customer

Awareness

Consideration

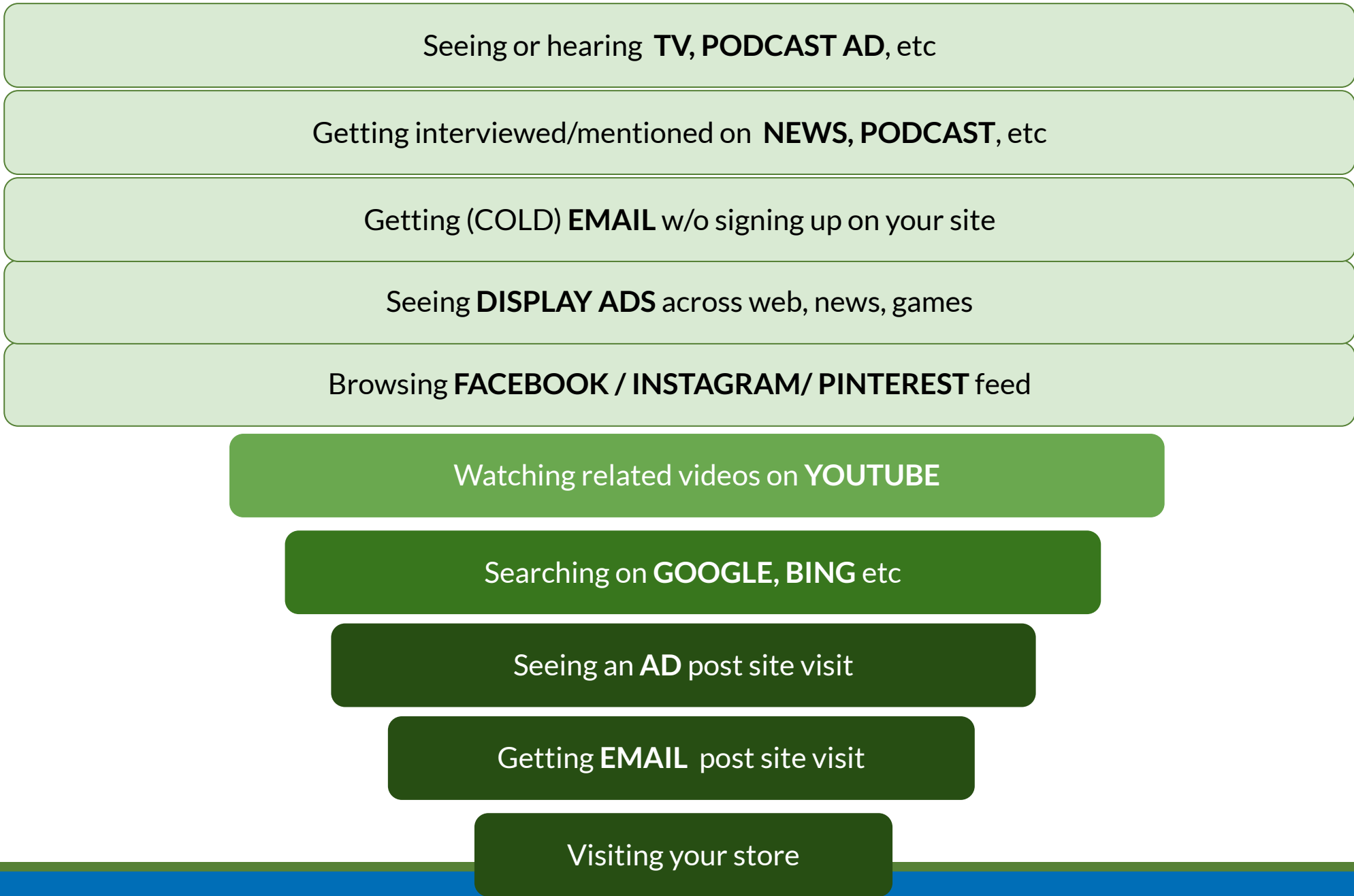
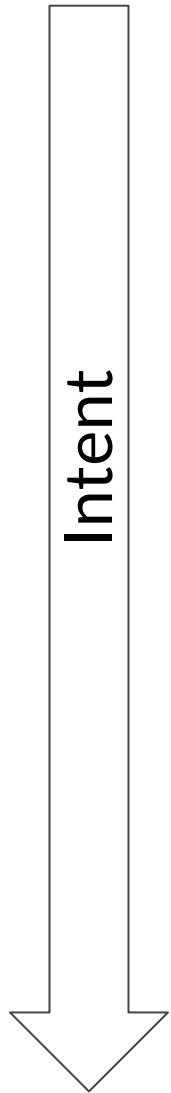
Purchase

Intent

People who **WOULD BE** interested
if they **KNEW** about your product.
Maybe not ready to buy.

People looking for
SOMETHING like your
product

Your
customers



How do **YOUR** customers shop
for **YOUR** products?



They might be:

- Talking with friends
- Browsing YouTube, social media for inspiration
- Reading blogs and product reviews, use AI tools
- Searching for other brands or models to compare
- Walking into a store to see in person

Think from Customer's Perspective

How do your customer's shop for your products?



They might be:

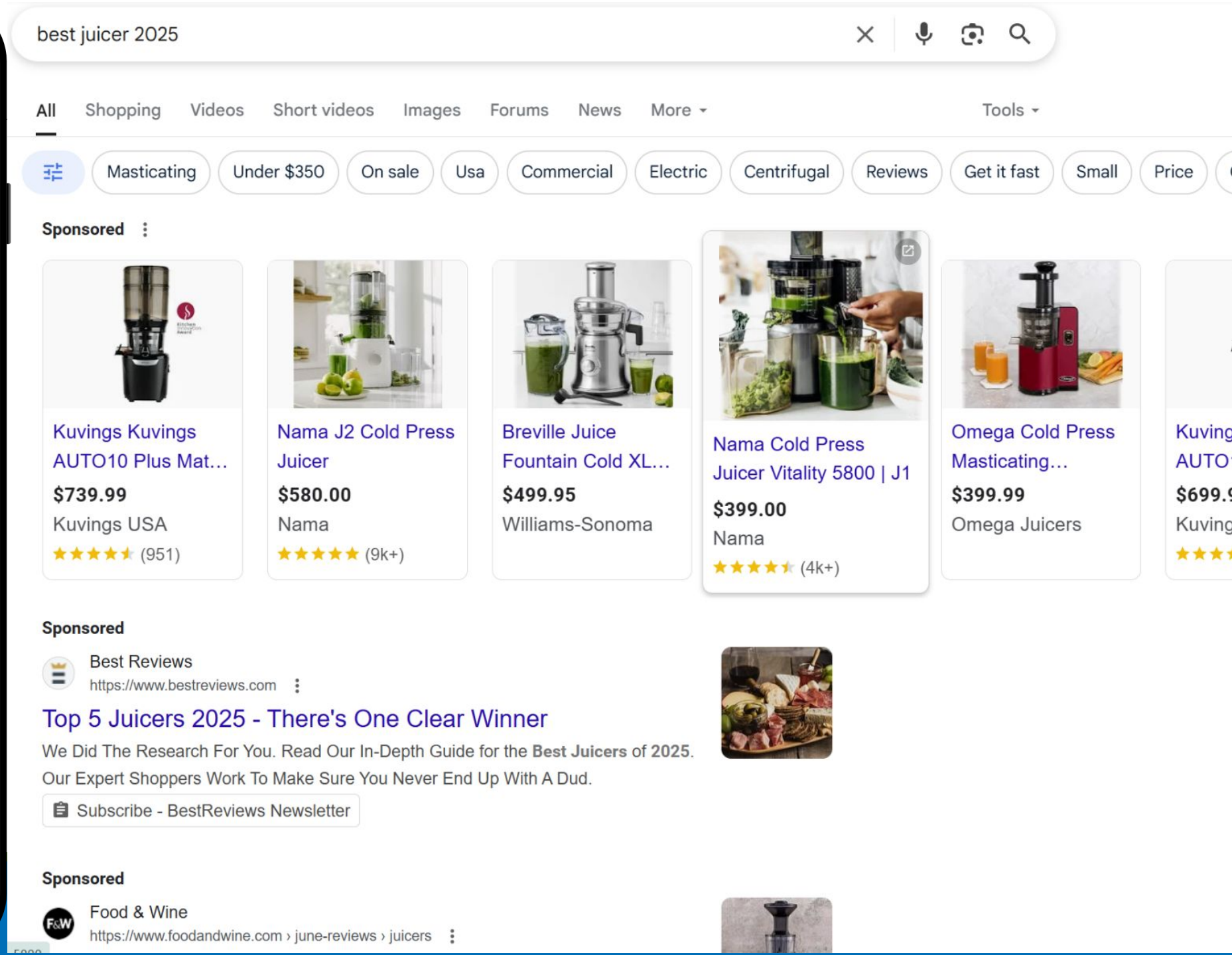
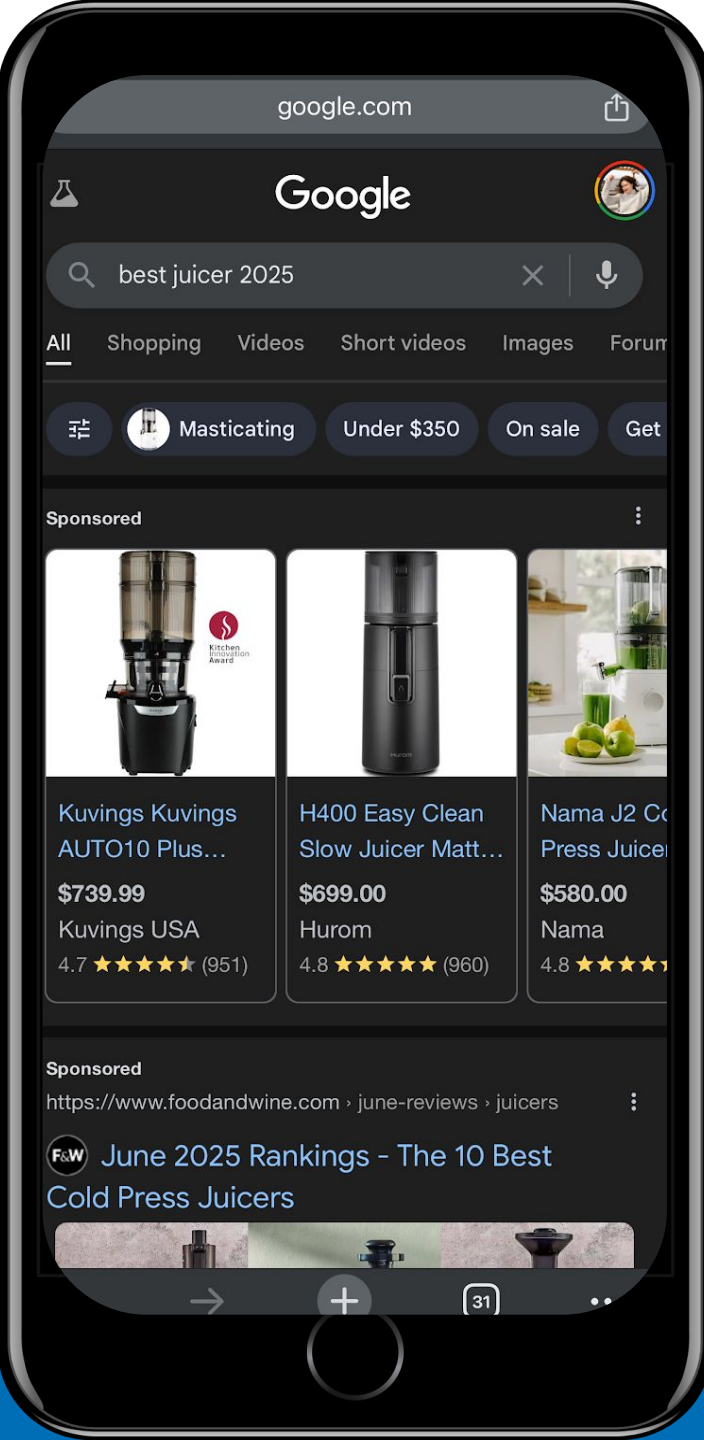
- Talking with friends

ONLINE: Can be tracked & influenced

- Walking into a store to see in person

Think from Customer's Perspective

How do your customer's shop for your products?





Shopify

Ecommerce platform for inventory and order management



Google Merchant Center

Platform for staging product info before advertising on Google

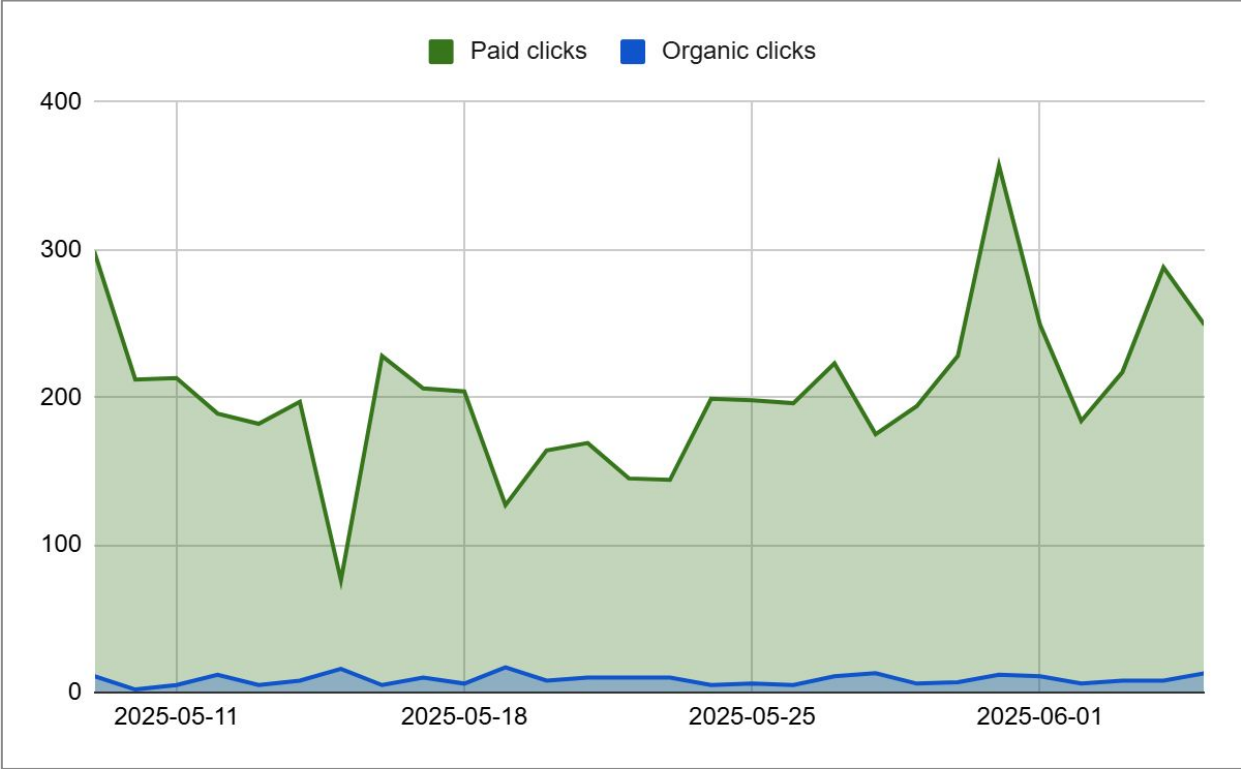


Google Ads

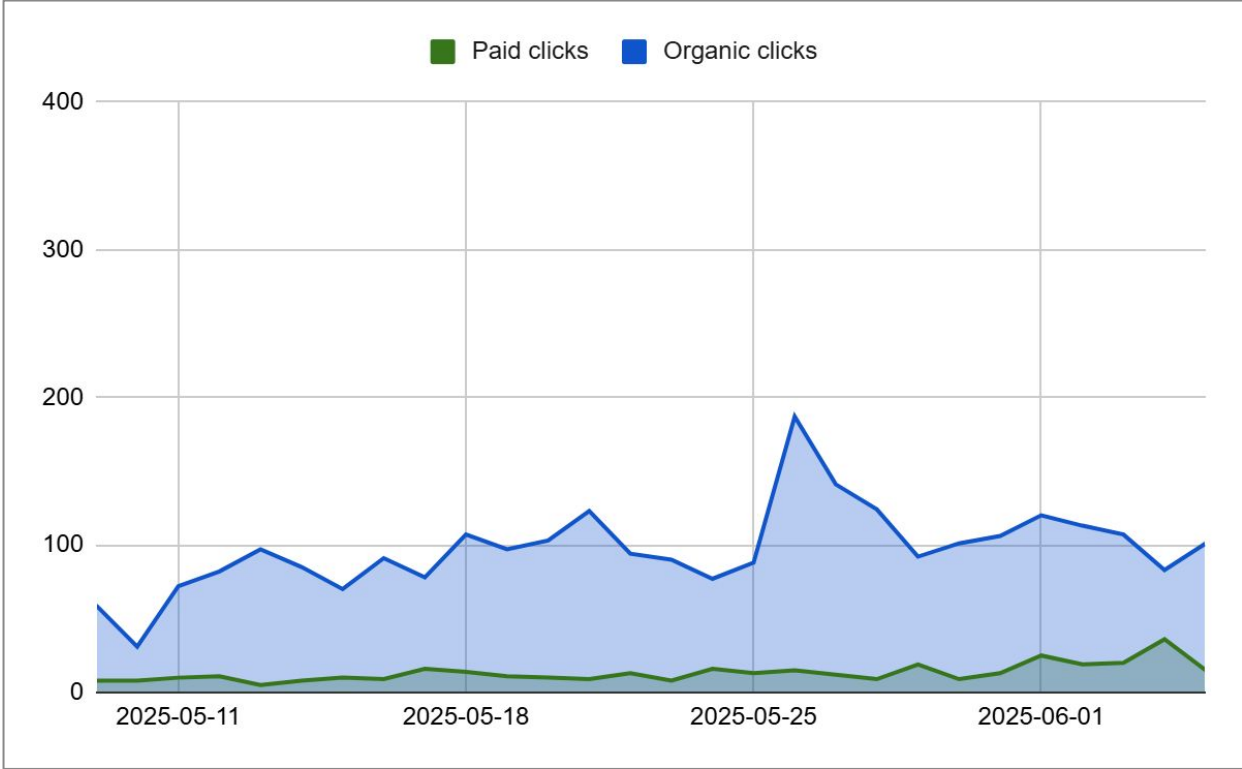
Platform for managing Google + YouTube ad campaigns

Common Online Store + Marketing Configuration

Store 1: Running only **Paid Ads**



Store 2: Running multiple **Organic** channels



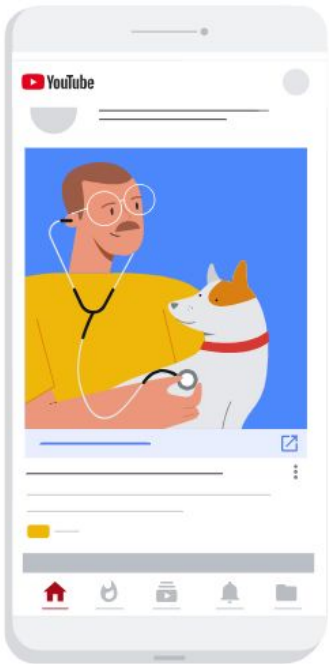
Reality of Organic vs Paid traffic



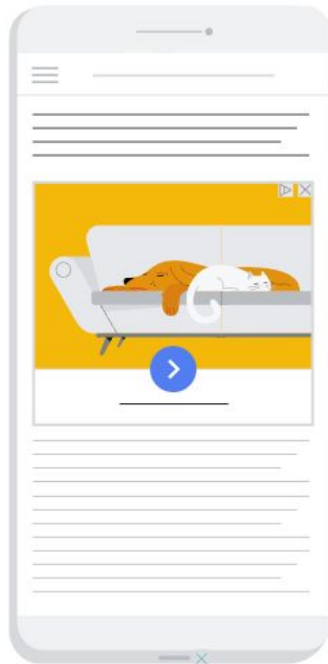
Google Ecosystem



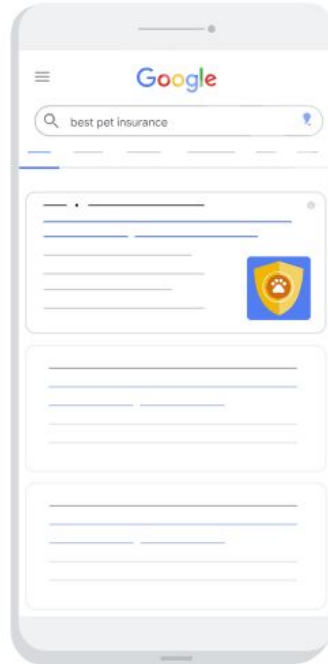
YouTube



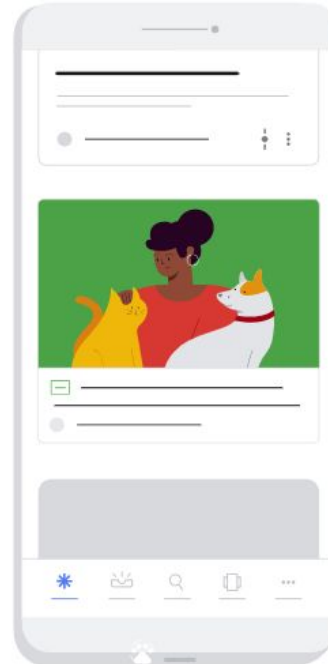
Display



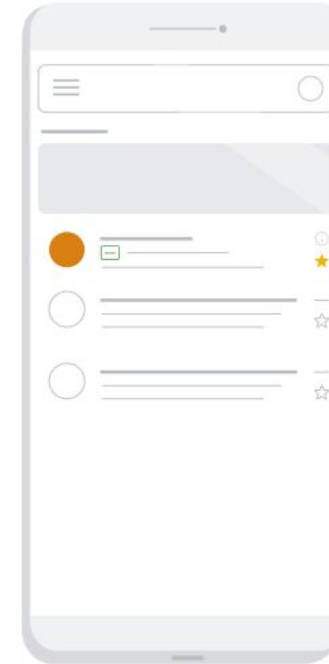
Search



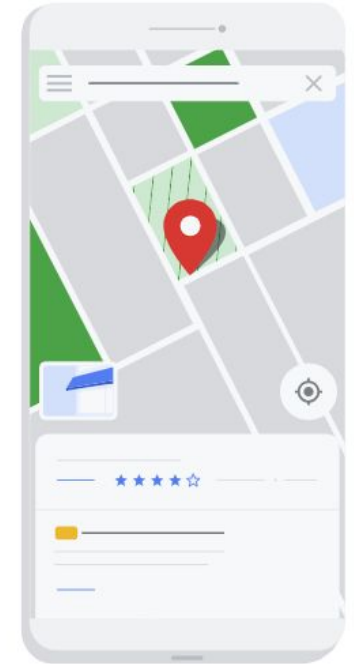
Discover

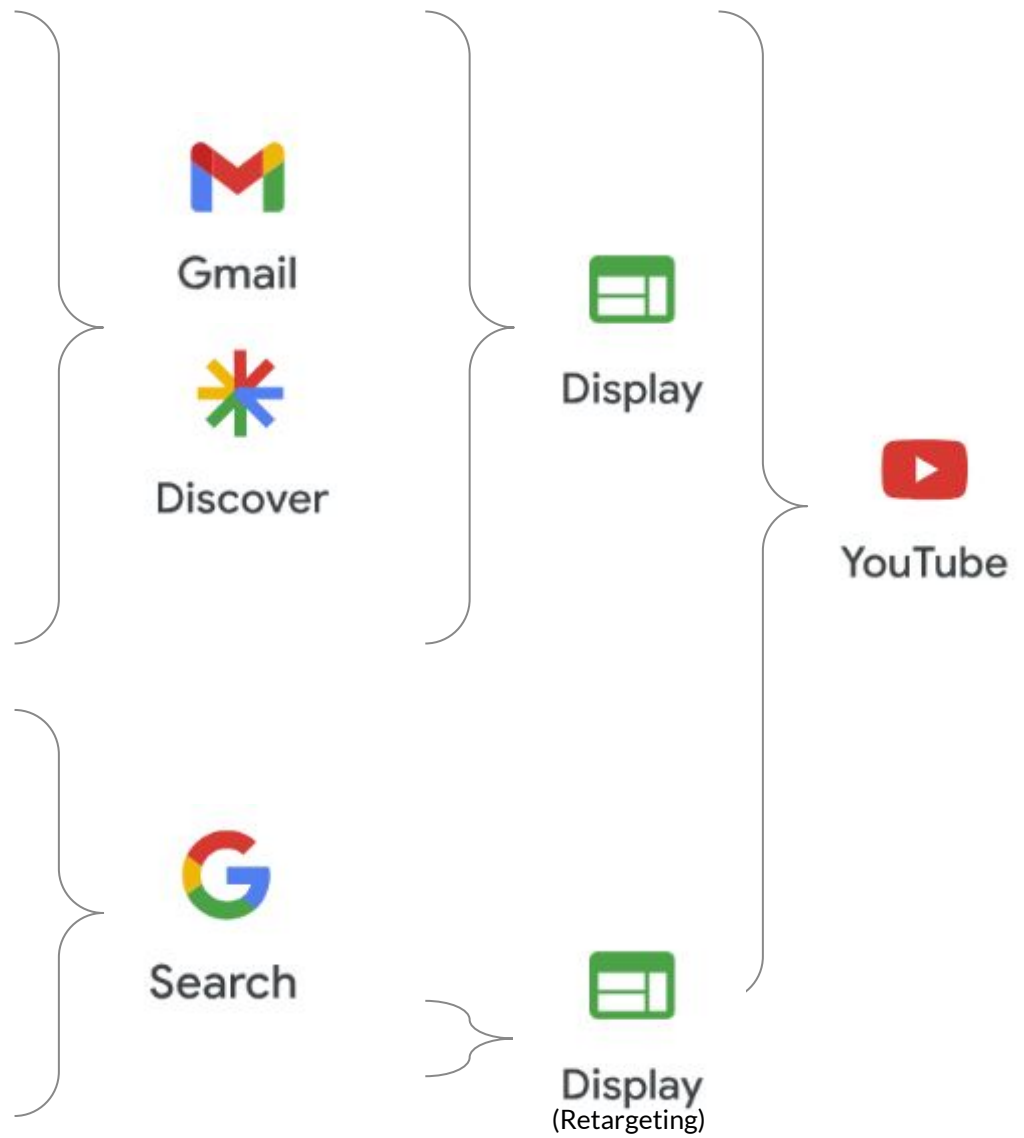


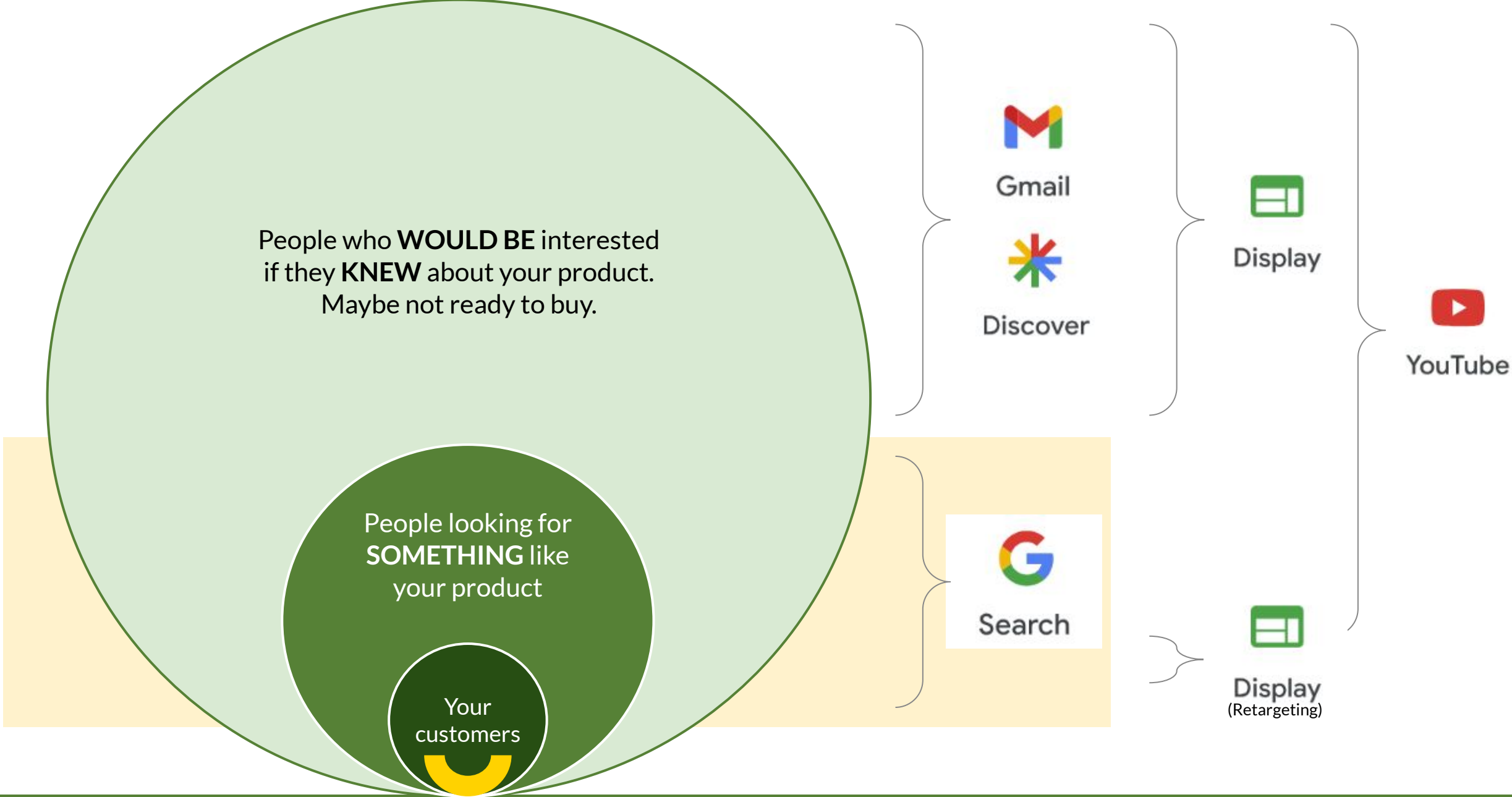
Gmail



Maps







Best Campaigns for Ecommerce



Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign.



Shopping

Showcase your products to shoppers as they explore what to buy



Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



Display

Reach customers across 3 million sites and apps with engaging creative



Video

Reach viewers on YouTube and get conversions

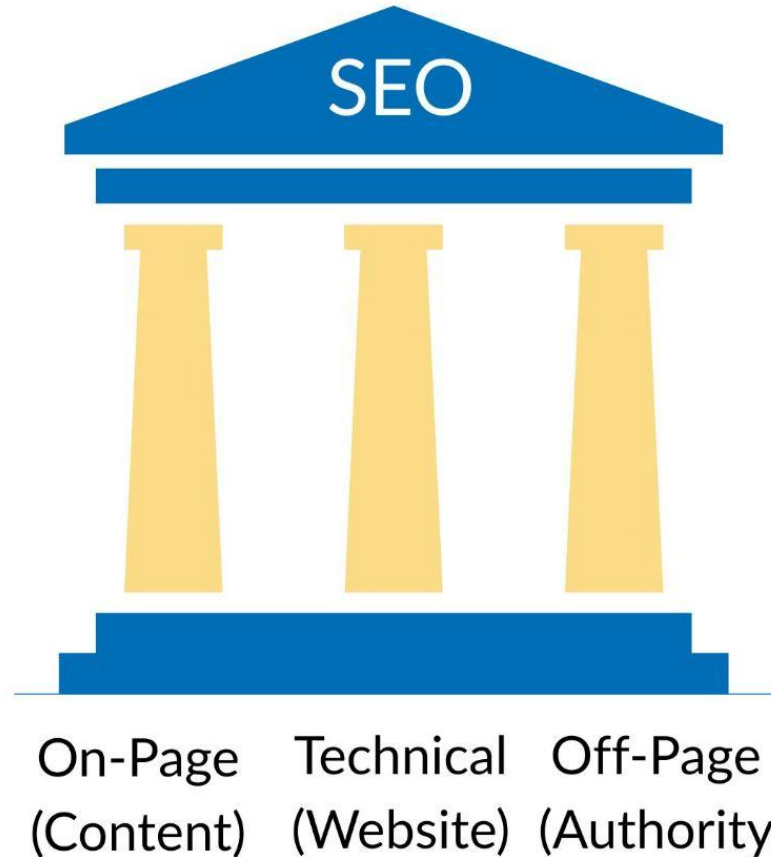
Google

89.5%
market share

 Microsoft Bing

4%
market
share

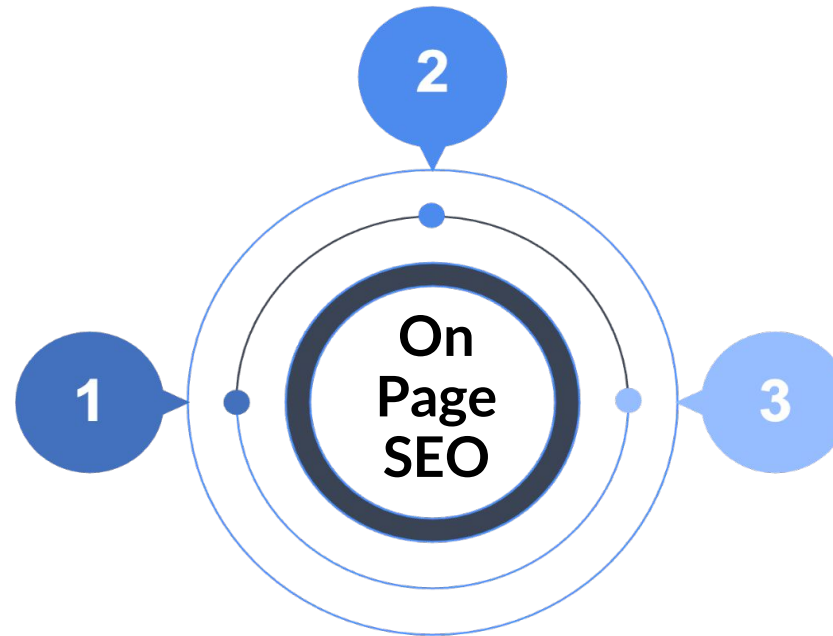
SEO Setup Approach: 3 Main Pillars



On-Page: "SEO is about helping search engines understand your content" - Google

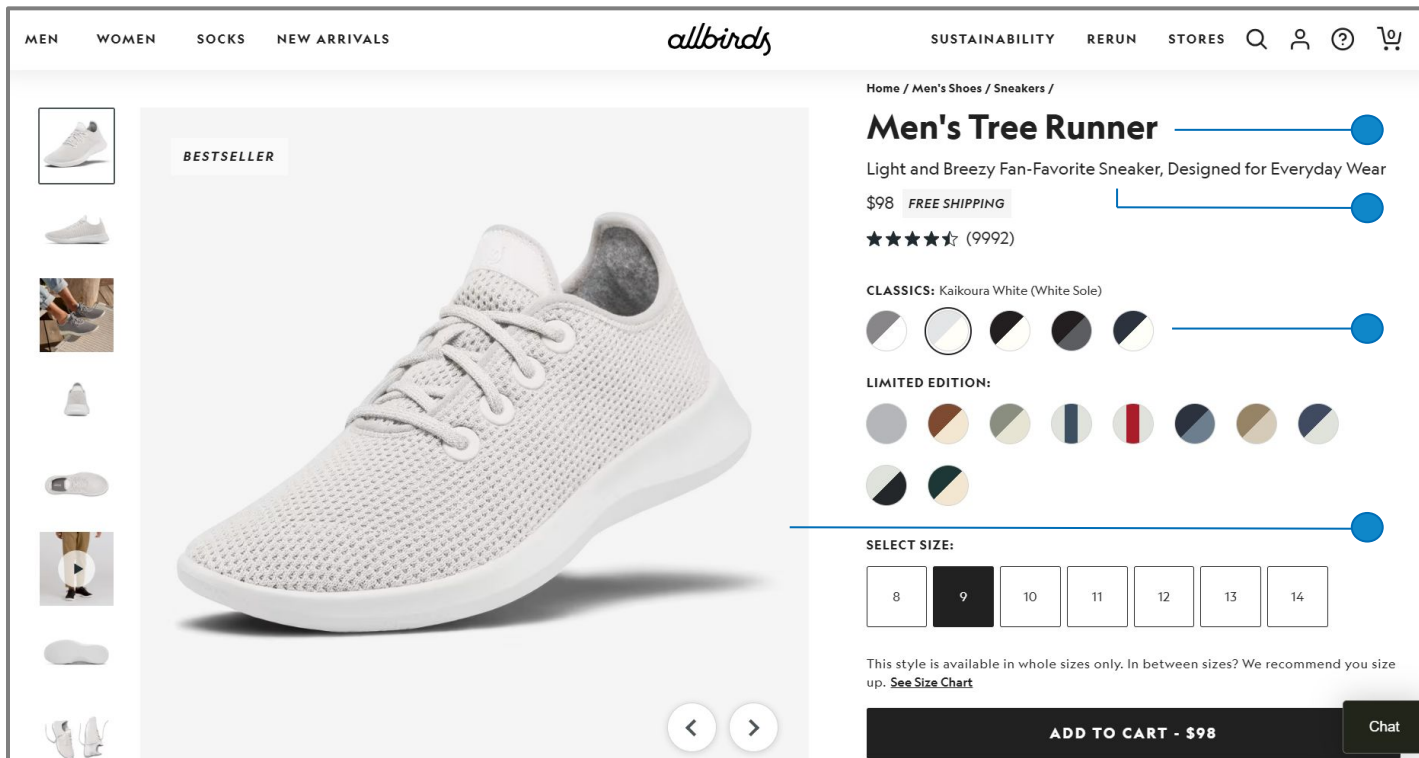
Create multiple
collection pages

Improve product page
content - detailed title,
description, good images,
video if possible



Enhance SEO tags
(title tags, meta
descriptions)

Improve product details page to highlight the key elements of your product



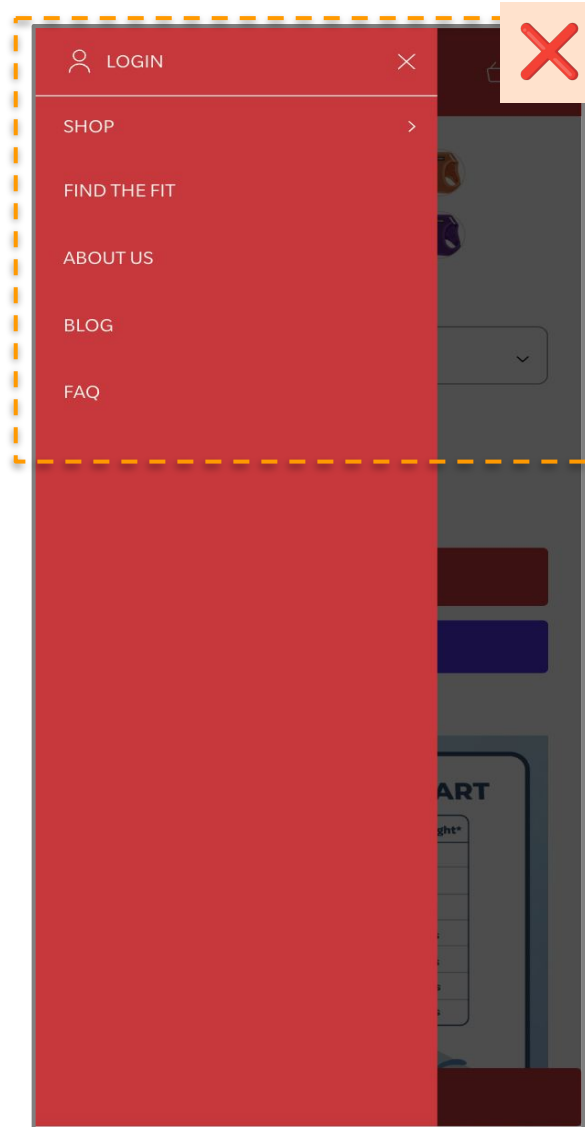
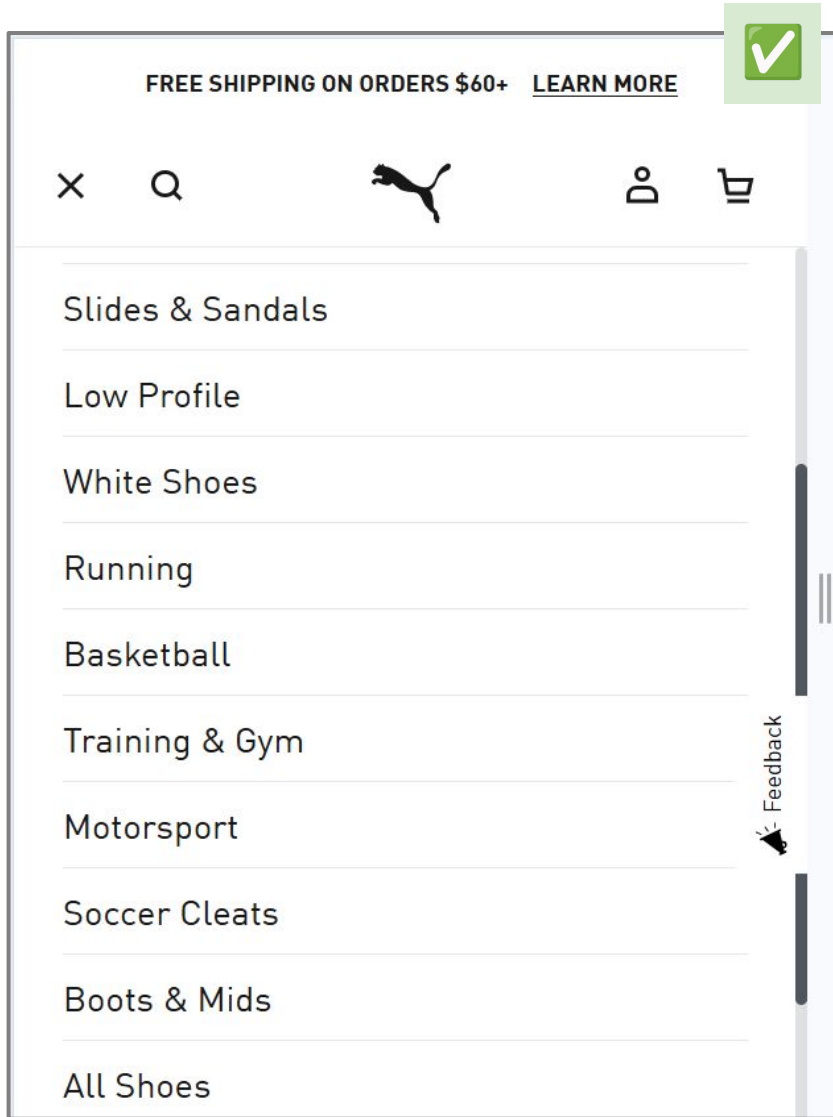
✓ What to Do:

1. Prominent product title
2. Highlight the unique selling proposition of your products - eg. Designed for everyday wear
3. Show variant options clearly
4. Images and videos
 - Detailed product description
 - FAQs and product reviews

✗ What Not to Do:

- Don't hide price
- Don't make the pages too long
- Don't add long blocks of text before add-to-cart button

Create multiple collection pages that represent your products



✓ What to Do:

- Add multiple collection pages
- Create collections based on
 - Product category
 - Occasion
 - Use
 - Color

✗ What Not to Do:

- Avoid using “Shop” in the menu
- About Us, Privacy Policy, etc can be added in the footer

Enhance the title tag and meta description

Title Tag



Nike

<https://www.nike.com> › pegasus-41-mens-road-running... ⋮

Nike Pegasus 41 Men's Road Running Shoes

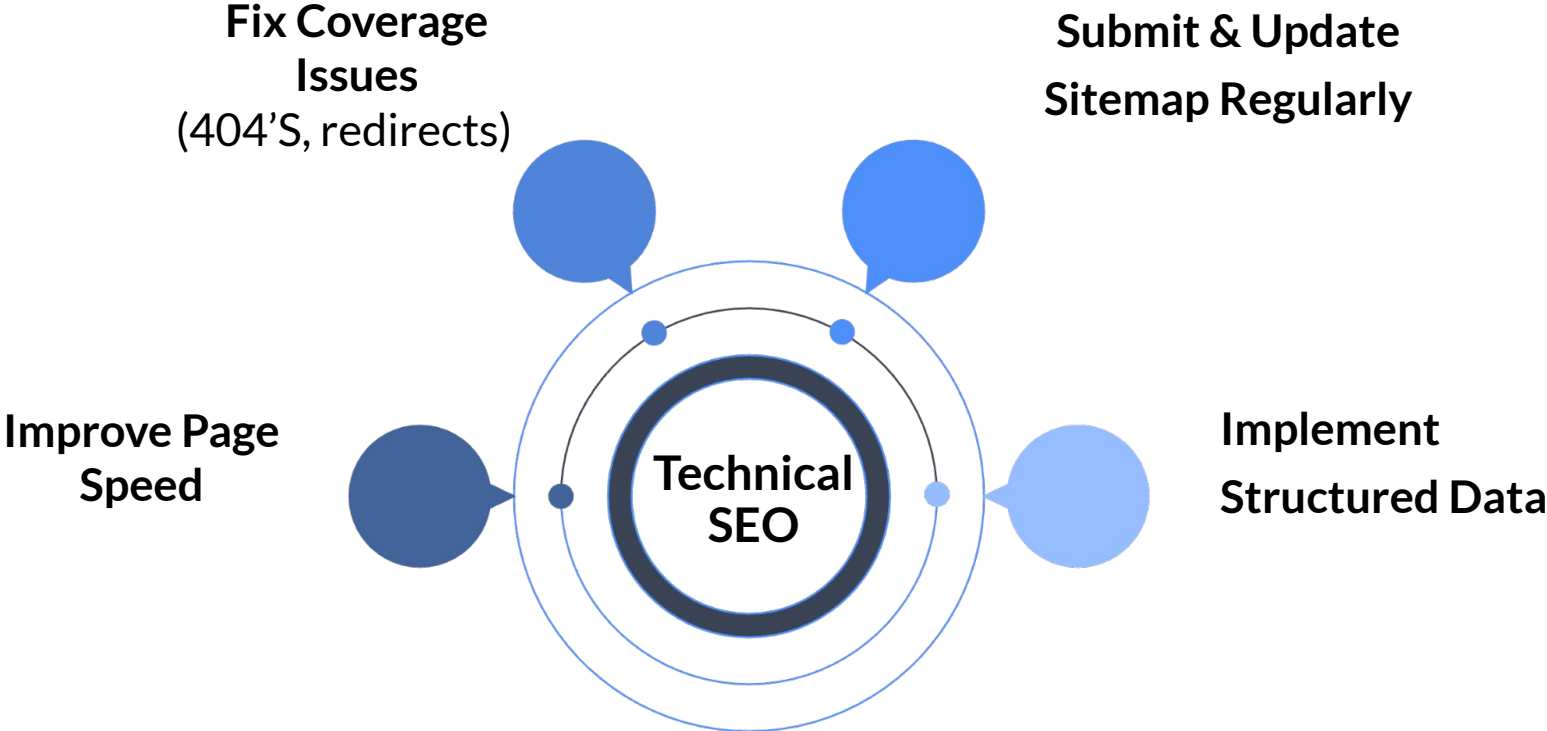
Style: FD2722-013. [View Product Details](#). **Nike Pegasus 41**. \$145. Springy foam plus snappy Air Zoom units equals our most energized ride. Responsive cushioning in ...

\$91.97 to \$155.00 · In stock · [Store nearby](#) · Free delivery · Free 60-day returns



Meta Description

Technical SEO: Give your users a good experience while letting Google understand your website better



Add right structured data for all your pages



Nike

<https://www.nike.com> › [pegasus-41-mens-road-running...](#) ⋮

Nike Pegasus 41 Men's Road Running Shoes

Style: FD2722-013. [View Product Details](#). **Nike Pegasus 41**. \$145. Springy foam plus snappy Air Zoom units equals our most energized ride. Responsive cushioning in ...

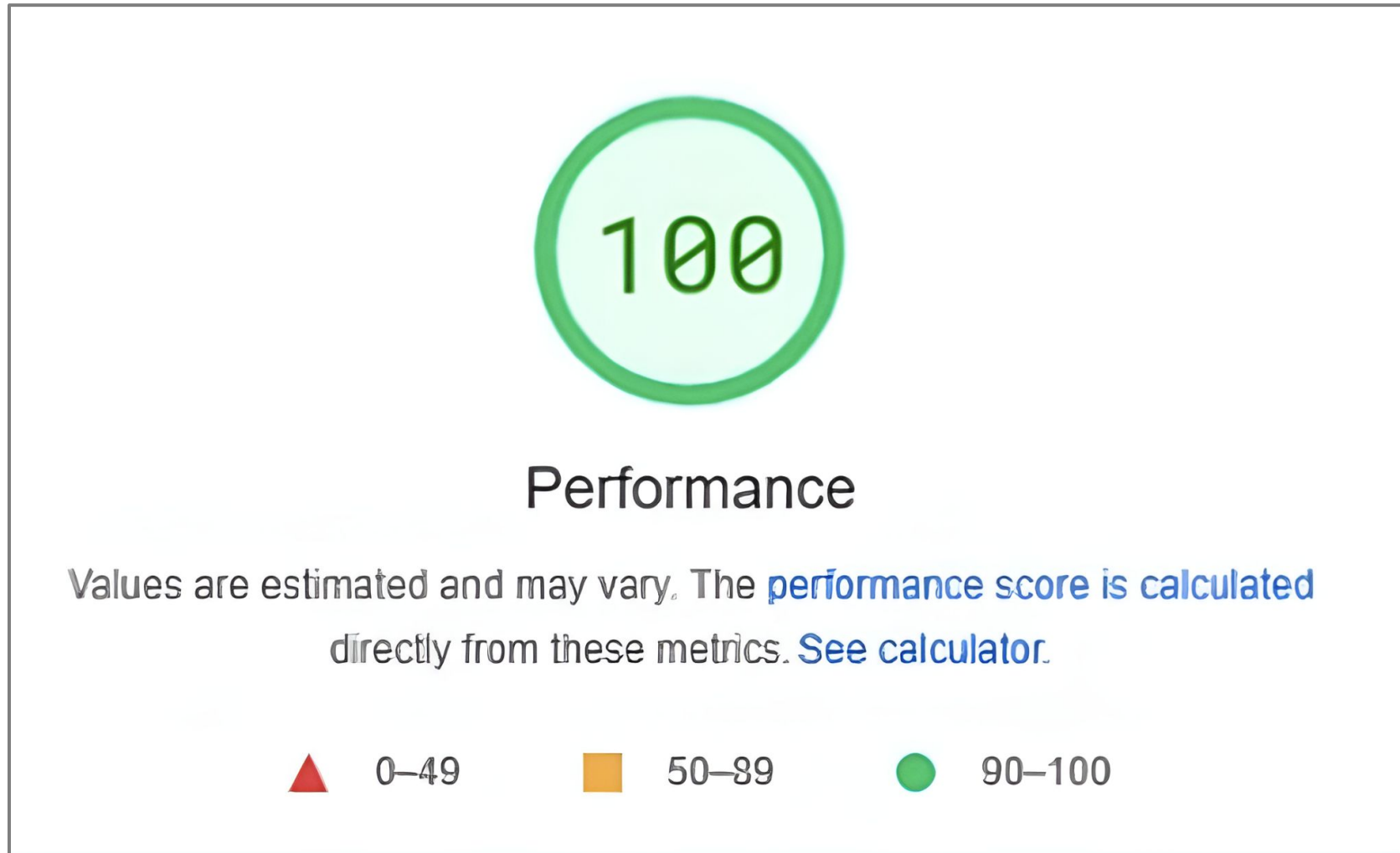
\$91.97 to \$155.00 · In stock · [Store nearby](#) · Free delivery · Free 60-day returns



✓ Nike Pegasus 41 Men's Road Running Shoes	4 non-critical issues ? ^
type	Product
name	Nike Pegasus 41 Men's Road Running Shoes
image	https://static.nike.com/a/images/t_default/887859e5-9b50-4c19-a9bb-733f55f88cb2/AIR+ZOOM+PEGASUS+41.png

offers	
type	AggregateOffer
lowPrice	91.97
highPrice	155
priceCurrency	USD
availability	http://schema.org/InStock

One second delay in page speed reduces conversion rate by 7%



Building high-quality backlinks is as important as it was in 1998

- Social Media Promotion
- Community engagement
- Advertisement, both offline and online
- Word of mouth
- Interviews
- Influencer marketing
- Guest posting



Mentions on the internet
Backlinks from other websites

[Attend The Best Event To Build & Scale Your Business](#)

How To Drive Urgency On Your E-commerce Website For Better Conversions

Creating a sense of urgency helps to fasten up the purchasing process and increase chances of impulse buys. But is that enough?

BY [KIRAN PATIL](#) MAR 17, 2021

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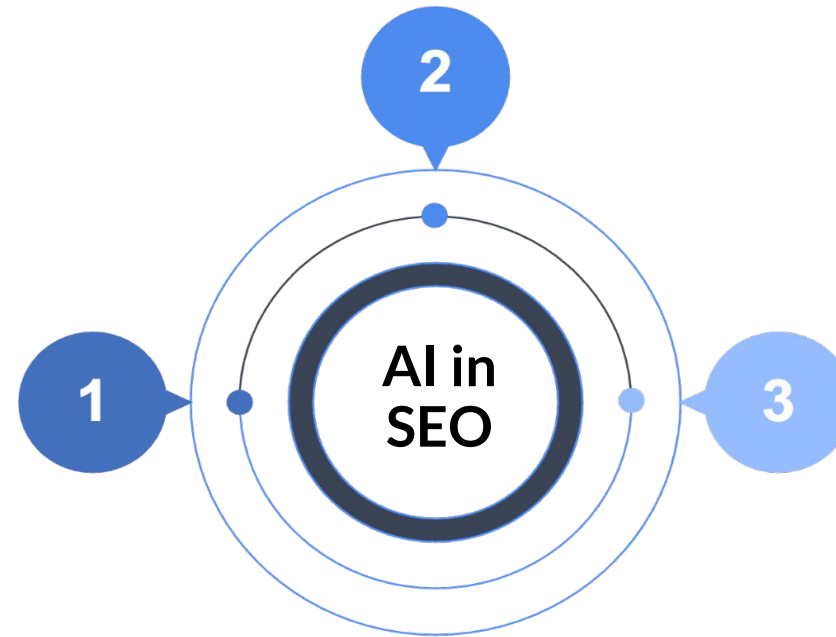
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AI is changing the nature of search

Use AI in Content
Creation

AI Overview in Google
Search



Focus on Featuring in
Answers from
ChatGPT, Perplexity,
Gemini, etc

Google

All Images Shopping Short videos Forums Videos News More Tools

Face Kids' Water-resistant Spray Adult Get it today Lotion Organic Under \$25 Sport Sensitive Skin Reviews Amazon

Sponsored

Peak Performance Sun Stick SPF50

\$24.00

Freaks of Nature

★★★★★ (6)

Get it by 6/24

0.7 ounce · Stick · SPF 50 · Cruelty-free

La Roche-Posay Anthelios Melt-In Milk Sunscreen S...

\$26.99

Amazon.com

30-day returns (most)

3 ounce · Lotion · SPF 100 · Anthelios

SALE

Blue Lizard Sport Mineral Sunscreen Spray SPF 50+...

\$17.31 \$20

Amazon.com

Special offer

30-day returns (most)

5 ounce · Spray · SPF 50

Neutrogena Sport Face Sunscreen SPF 70+, Oil-Free...

\$10.68

Amazon.com

Special offer

30-day returns (most)

2.5 ounce · Lotion · SPF 70 · Sport

Freaks of Nature Peak Performance Sunscreen Broad...

\$38.00

LovelySkin.com

★★★★★ (48)

Free by 6/18

1.7 ounce · SPF 50

Sky and Sol Face and Body Sunscreen SPF 50

\$29.99

Sky and Sol

★★★★★ (1k+)

Get it by 6/23

3 ounce · SPF 50 · Organic

Sunscreen for outdoor activities

From sources across the web

Blue Lizard Minera...

Badger Clear Zinc ...

SPF 50 PLAY Ever...

Thinksport Clear Zi...

Supergoop! Glows...

Supergoop! Unsee...

Black Girl Sunscree...

CeraVe Hydrating ...

Coppertone Sport ...

13 more Feedback

The New York Times

<https://www.nytimes.com> Personal care

The 4 Best Sunscreens of 2025 | Reviews by Wirecutter

May 7, 2025 — We've found that the "reef-safe" physical sunscreen Thrive Bodyshield SPF 50 and

Google

All Shopping Forums Short videos Images Videos Web More Tools

Face Adult Toddler Sun Care & Tanning Get it today Lotion Body Water-resistant Amazon Reviews Woman Boy

AI Overview

For outdoor activities, it's generally best to choose a **broad-spectrum sunscreen with an SPF of 30 or higher**. Broad-spectrum protection means the sunscreen protects against both **UVA** and **UVB** rays. "Sport" sunscreens, or those that are water-resistant, can be particularly helpful for activities like swimming or heavy sweating, where reapplication is crucial.

Here's a more detailed breakdown:

SPF (Sun Protection Factor):

An SPF of 30 or higher is recommended. SPF 30 blocks about 97% of

Show more

Reddit · r/SkincareAddiction

70+ comments · 2 years ago

[Sun Care] Best Sunscreen for people who work outside.

La Roche Posay Anthelios UVMune 400 invisible fluid spf 50. It's about 20\$ where I live and it's totally worth it, best sunscreen I've tried, and has amazing filters. Korean sunscreens are good too ...

Any **good sunscreen for outdoor work?** : r... 7 posts Dec 26, 2023

Sunscreen recommendations : r/running - Reddit 123 posts Apr 30, 2024


More results from www.reddit.com

People also ask

- What is the best sunscreen for exercising outside?
- What sunscreen should I use if I work outside?
- Which SPF is best for outdoor use?
- Is SPF 30 or SPF 50 better?

Feedback

Locations: Abu Dhabi | Canada | Florida | London | Nevada | Ohio

 **Cleveland Clinic** | healthessentials

Health Library | Find a Doctor | Make an Appointment






🔍 What can we help you find? Search


March 23, 2023 / [Diet, Food & Fitness](#) / [Exercise & Fitness](#)

Love Outdoor Workouts and Sports? Don't Forget Your Sunscreen

—

Make sure you use a high SPF formula, apply enough and reapply throughout the day



Look for a sunscreen with a high sun protection factor (SPF) level

"In general, SPF 30 or above is OK," says Dr. Vij. "But since most people don't put it on frequently enough or use enough, you may need a higher SPF."

Consider that if you use less than one-quarter of what you need — as many people do — and you use SPF 30 sunscreen, you're only getting one-fourth the full amount, which is 7 or 8 SPF, or essentially nothing.

You also want to look for a broad-spectrum sunscreen, which means it has UVA and UVB protection. And make sure you check [the expiration date on your sunscreen](#). Most formulas are good for about three years.

Put on sunscreen anytime you go outside

If you're only outside for 20 minutes, you still need sun protection.

It's easy to think that if you're out for short time, [sunscreen](#) isn't necessary. But it's still exposure, and depending on the time of day, you can get a sunburn in very little time.







Also, 20 minutes can easily turn into 40 — so get into the habit of applying sunscreen whenever you head outside.

Even a little bit of sun exposure can cause skin aging and worsen sun-sensitive issues like [melasma](#).

"A daily facial moisturizer with sunscreen is an essential component of your morning ritual," Dr. Vij states.

Skill Requirements

Pillar	Marketing (SEO, content writing, social media)	Tech
Content	✓	
Develop SEO Optimized Website	✓	✓
Website Authority	✓	

Feature						
Ease of Usage	High	High	Moderate	Moderate	Low	High
Customized Checkouts	Basic	Advanced	Basic	Moderate	Advanced	Not Available
App Integrations	Advanced	Advanced	Moderate	Basic	Advanced	Basic
Design Flexibility	Moderate	Advanced	Moderate	Moderate	Advanced	Basic
B2B Features	Basic	Advanced	Moderate	Advanced	Advanced	Not Available
Custom/Configurable Products	Basic	Advanced	Basic	Basic	Advanced	Basic

Exploring Ecommerce Platform Trade-offs

1. New to Ecommerce?

2. Want to cater to B2C and B2B customers together?

3. Have a catalog (without checkout) in WordPress or WIX?

Which of these situations best defines you?

Your Business Objectives

Basic Ecommerce Features

Product Market Fit

Fast Loading Time

Basic Integrations

We
Recommend:



Focus - Offline Brand & New To E-commerce

Developed an e-commerce platform for a furniture and home décor retailer



METHODOLOGY

- ✓ Implemented Shopify store with a pre-built Shopify theme
- ✓ Setup automated inventory sync to avoid stockouts
- ✓ Used Shopify apps for automated customer engagement
- ✓ Enabled Shopify sync to manage large catalogues

RESULTS

↑ **40%**
contribution from online sales within
the first 3 months

↑ **25%**
increase in repeat purchases
using online channel from
offline customers

Your Business Objectives

Basic Ecommerce Features

B2B features - bulk pricing, multi-user customer

Fast Loading Time

Basic Integrations

We
Recommend:



Focus - Brand needs a robust e-commerce platform with both B2C and B2B customers

E-commerce platform for a home appliances brand with a focus on both B2B & B2C customers



METHODOLOGY

✓ Built B2B features

- Bulk ordering
- Custom pricing
- Multi-user account management
- User credit

✓ Developed B2C features

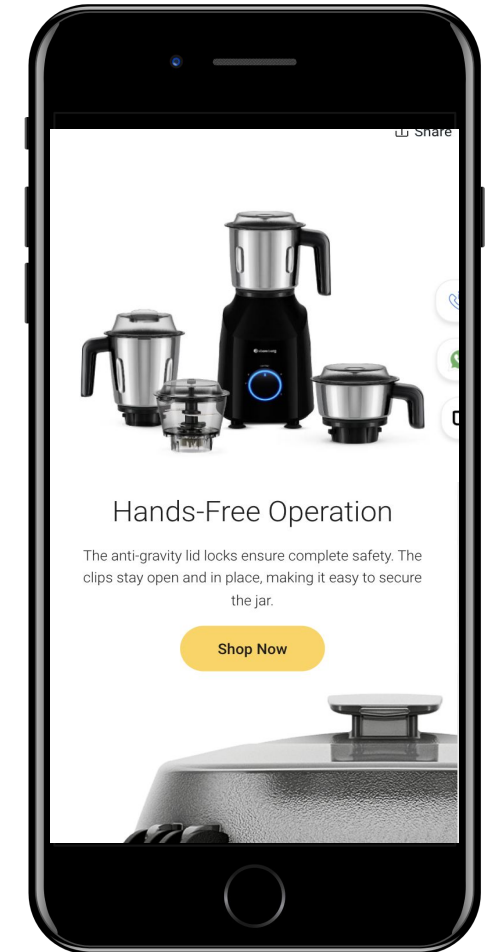
- Enhanced product discovery
- Streamlined checkout with multiple payment gateways
- Product comparison features

✓ Integrated third-party tools

RESULTS

↑ **20%**
Increase in B2B orders

↓ **23%**
Time reduced to place orders



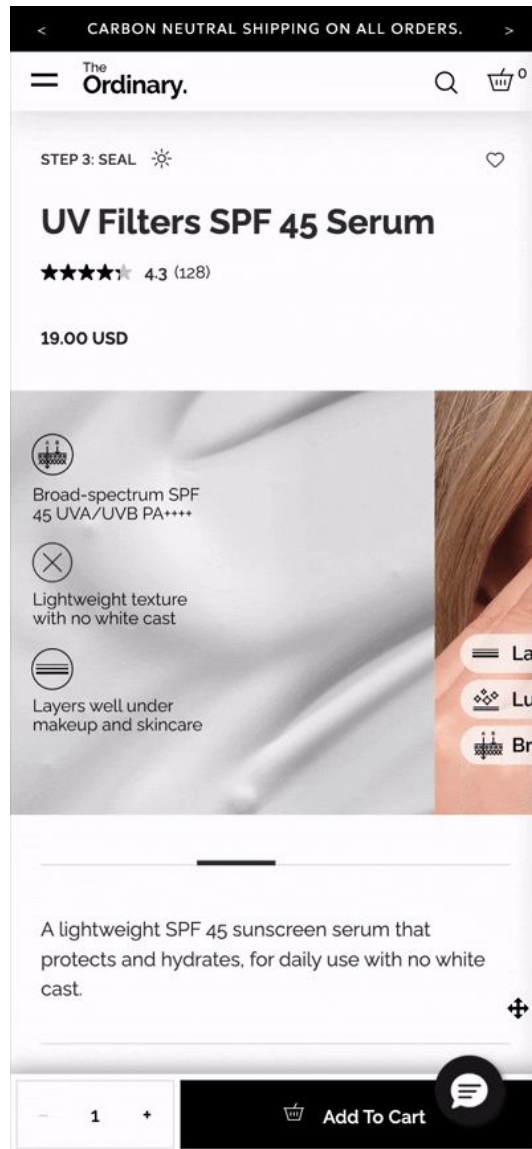
Limitations

- ✓ Limited built-in eCommerce features
- ✓ Weaker inventory management tools
- ✓ Scalability issues with growth
- ✓ Fewer native payment options
- ✓ Basic shipping/customization controls
- ✓ More plugins = more maintenance



Brand with website on WordPress or WIX?

PRO TIP 1: Make “Add to Cart” CTA Button Clearly Visible



✓ What to Do:

- Place a sticky “Add to Cart” button as users scroll through
- Must have in mobile layout
- Non-intrusive but clearly visible

✗ What Not to Do:

- Don't block important content
- Avoid any delay in button visibility

PRO TIP 2: Upsell & Cross-sell Effectively

You've Got Great Taste

Congrats! You get free standard shipping.



Men's Tree Runner Go

Twilight White/Hanami Orange (Twilight White Sole)

Size: 13.5

\$120

Subtotal

\$120.00 USD

[VIEW CART & CHECKOUT](#)

[CONTINUE SHOPPING](#)

You Might Also Like



Anytime No Show Sock

Blizzard

\$14



Anytime No Show Sock

Natural Black

\$14



Recycled Belt Bag

True Black

\$35



Men's Tree Dasher 2

Twilight White/Hanami Orange (Twilight White Sole)

\$135

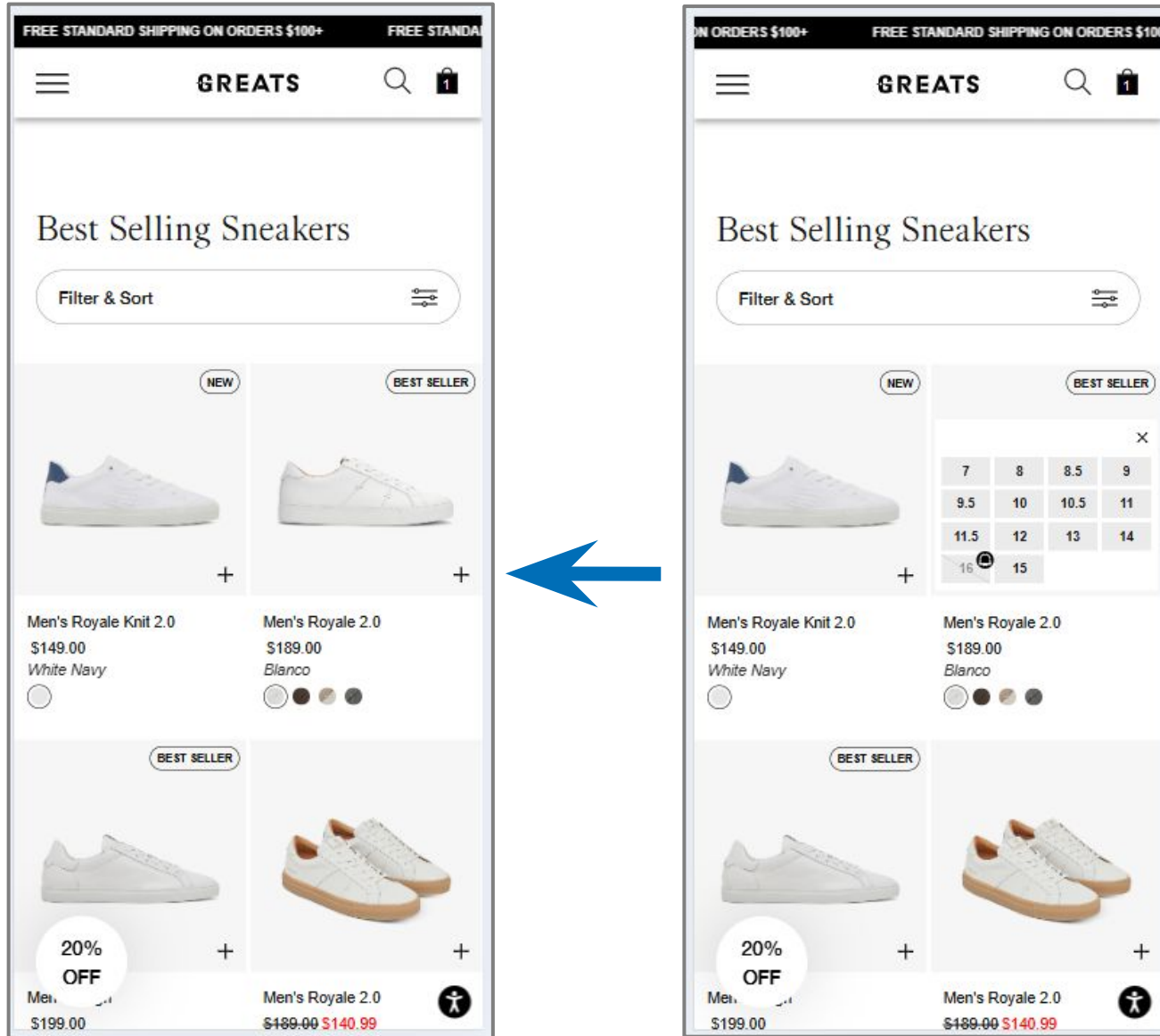
✓ What to Do:

- Identify upsell & cross-sell opportunities
- Add recommended items on Cart page
- Add sections such 'Recently-viewed', 'Previously-bought'

✗ What Not to Do:

- Avoid too many product suggestions
- Avoid using distracting elements
- Don't display irrelevant or unrelated products

PRO TIP 3: Enable Quick Add Feature on Collection Page



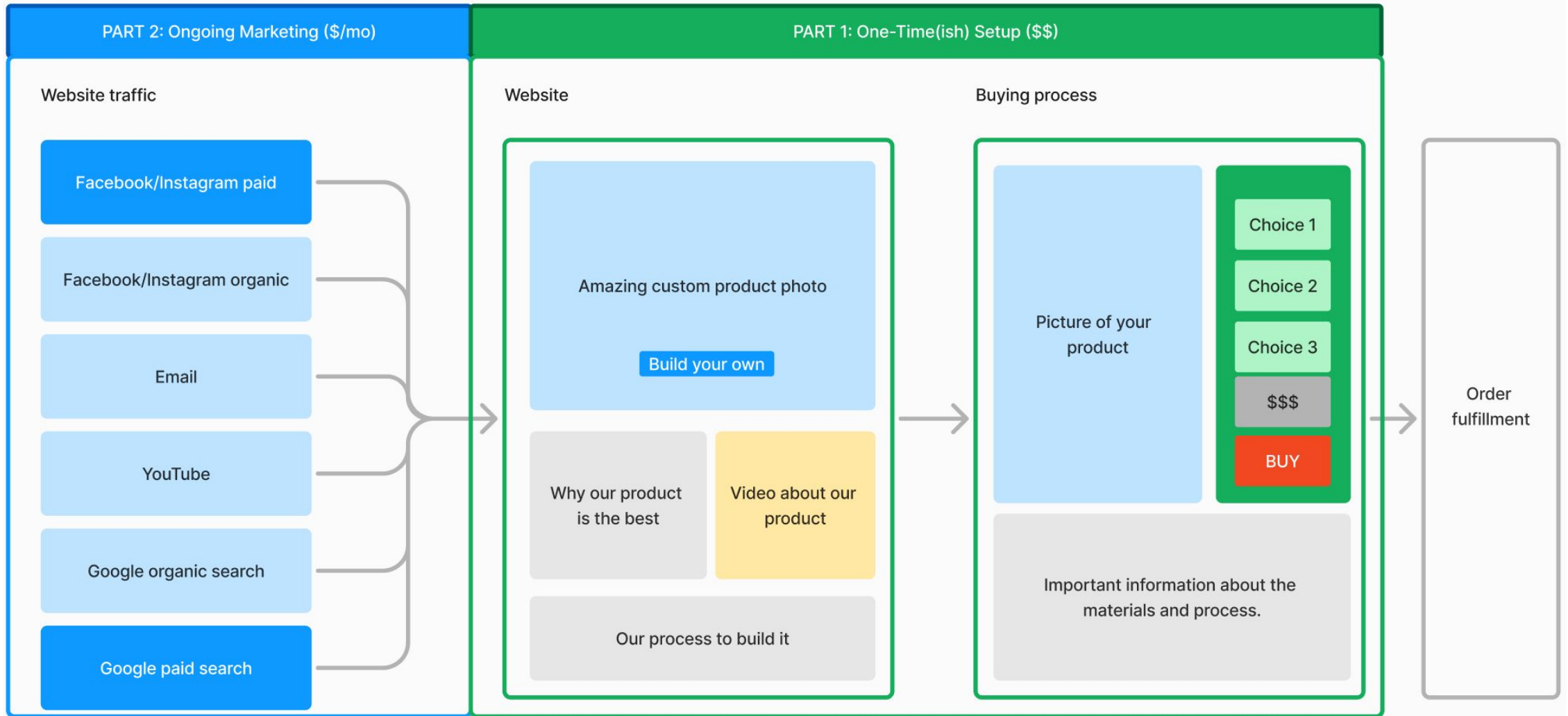
✓ What to Do:

- Show variants on clicking + or quick add
- When user clicks on a variant, add product to cart

✗ What Not to Do:

- Avoid in case of multi-dimensional variants - eg. size and color
- Avoid when there are too many variants

Bringing It Together



FREE 30-minute consultation
w/Growisto



kiran@growisto.com

FREE 30-minute consultation
w/Marketing Works



marina@marketingworks.io

Q&A