



# Rethink Garden Retail Marketing



# Enhancing your Business with SEO

How to boost sales,  
drive footfall and attract  
local customers?



# Who is Garden Connect?



Among top-25 most innovative suppliers of the garden retail industry (EFSA)



Winner of Effie Award 2018 for an innovative online marketing campaign



GCA & HTA member



6 certified Google marketers



Voted the most innovative supplier to the Dutch Garden Industry by 100+ garden retailers





# What the \$%@#% is SEO?

**S**earch **E**ngine **O**ptimisation

You could also say: Google Optimisation

Improve your website to rank better on Google allowing you to get more qualified website visitors.

But perhaps you're just interested in more customers...



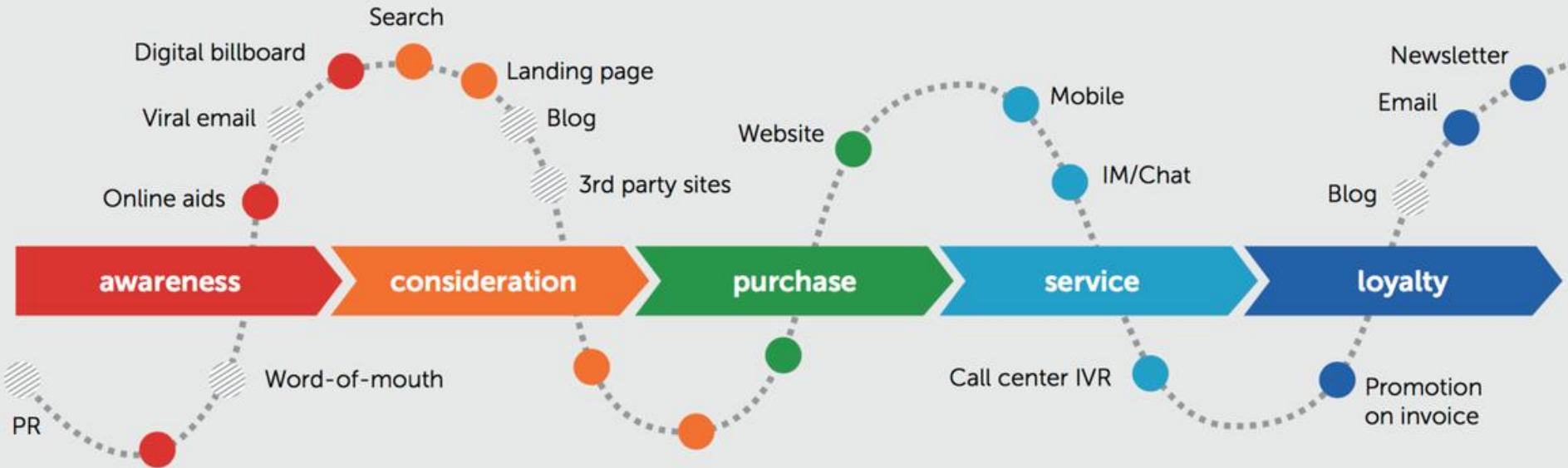
# Why does SEO matter to any garden centre?

Your customers are using it everyday to:

- find new stores
- find new products
- find information
- find reviews/re-assurance



# DIGITAL TOUCHPOINTS



# PHYSICAL TOUCHPOINTS



Managed touchpoint

Unmanaged touchpoint

# The key to success: search intention

1. Informative
2. Exploratory
3. Product information

Best barbecues 2019  
Weber chaircoal barbecues  
Weber Smokey Joe

Awareness

4. Online purchase
5. Off-line purchase

Weber Smokey Joe online  
Weber Smokey Joe Solihull

Purchase

6. Service

How to clean barbecue

Service

# But what do you need to do to rank in Google?

Just improve 3 things:

1. Content
2. Technique
3. Popularity





# Always start at the end!

Identify keywords you want to rank on

Find related keywords

Check search volume

Create families of keywords

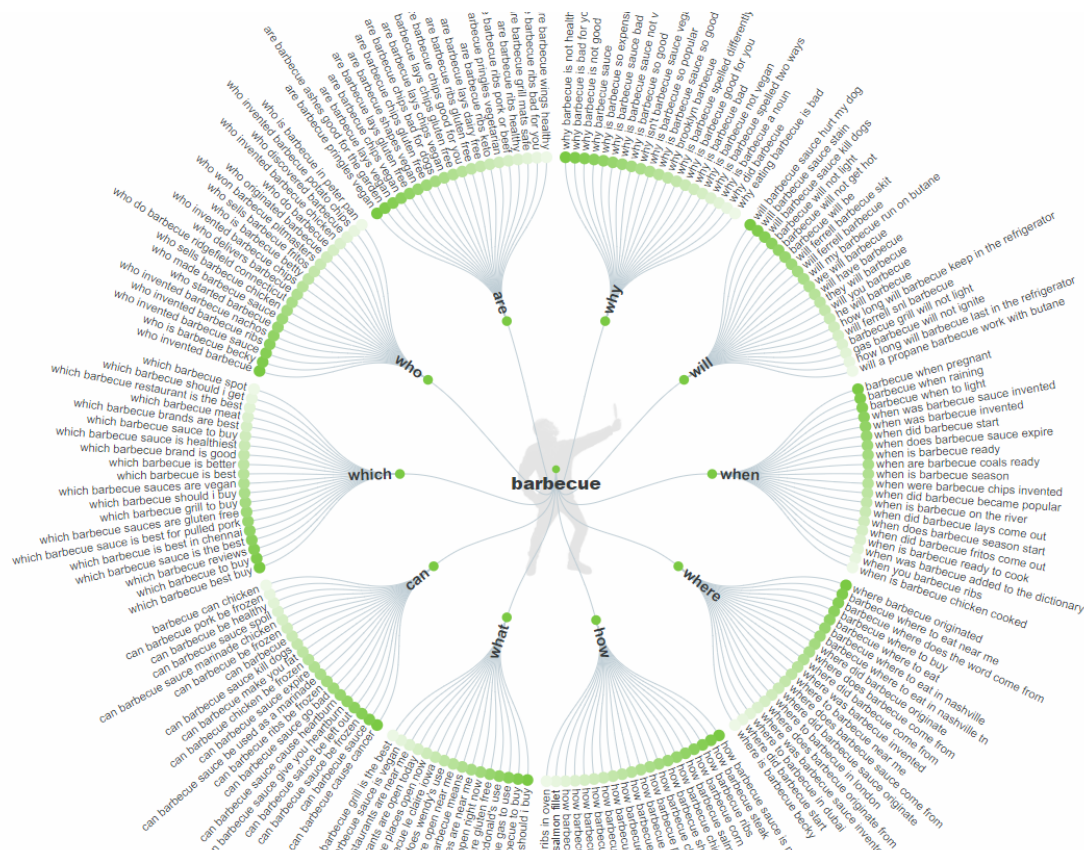
Work > 3 months ahead



30,677 keywords

<input type="checkbox"/> Keyword	KD	Volume ▼
<input type="checkbox"/> + barbecue	9	28K
<input type="checkbox"/> + gas barbecue	1	7.0K
<input type="checkbox"/> + barbecue sauce	8	6.2K
<input type="checkbox"/> + barbecue grill	4	5.5K
<input type="checkbox"/> + argos barbecue	1	3.2K
<input type="checkbox"/> + asda barbecue	0	3.0K
<input type="checkbox"/> + weber barbecue	8	2.6K
<input type="checkbox"/> + barbecue chicken	13	2.0K
<input type="checkbox"/> + tesco barbecue	0	2.0K
<input type="checkbox"/> + barbecue covers	0	1.9K
<input type="checkbox"/> + charcoal barbecue	0	1.8K
<input type="checkbox"/> + barbecue sauce recipe	9	1.7K
<input type="checkbox"/> + barbecue recipes	21	1.6K
<input type="checkbox"/> + red's true barbecue	2	1.5K

Think about questions - [answerthepublic.com](https://www.answerthepublic.com)



# Case 1, content & footfall

How to drive footfall to this centre in Breda (NL)?



# Summaries



# Keys for a successful, Google friendly text

## Tuinplanten in ons tuincentrum nabij Breda

In ons tuincentrum vindt u verschillende soorten buitenplanten. Deze zijn onder te verdelen in de volgende categorieën:

- Perkplanten uit eigen kwekerij
- Eénjarige tuinplanten
- Vaste tuinplanten
- Bomen
- Heesters
- Coniferen
- Bloembollen
- Zaden
- Rozen
- Klimplanten
- Bedrijfsplanting voor buiten



Natuurlijk zijn er in elke categorie planten weer grote verschillen. Zowel qua formaat van de buitenplanten, bloeiperiode, standplaats en hoeveelheid verzorging. Zo is er voor ieder een geschikte tuinplant te vinden!

## Perkplanten uit eigen kwekerij

Onze buitenplanten zijn altijd vers, maar de perkplanten in ons tuinplanten assortiment misschien wel het meest vers van allemaal. Deze komen namelijk uit onze eigen kwekerij! Naast vers zijn deze perkplanten ook scherp geprijsd. Voor perkplanten moet u dus zeker bij ons tuincentrum in Breda zijn!





# How do we measure footfall?

We can't be 100% sure

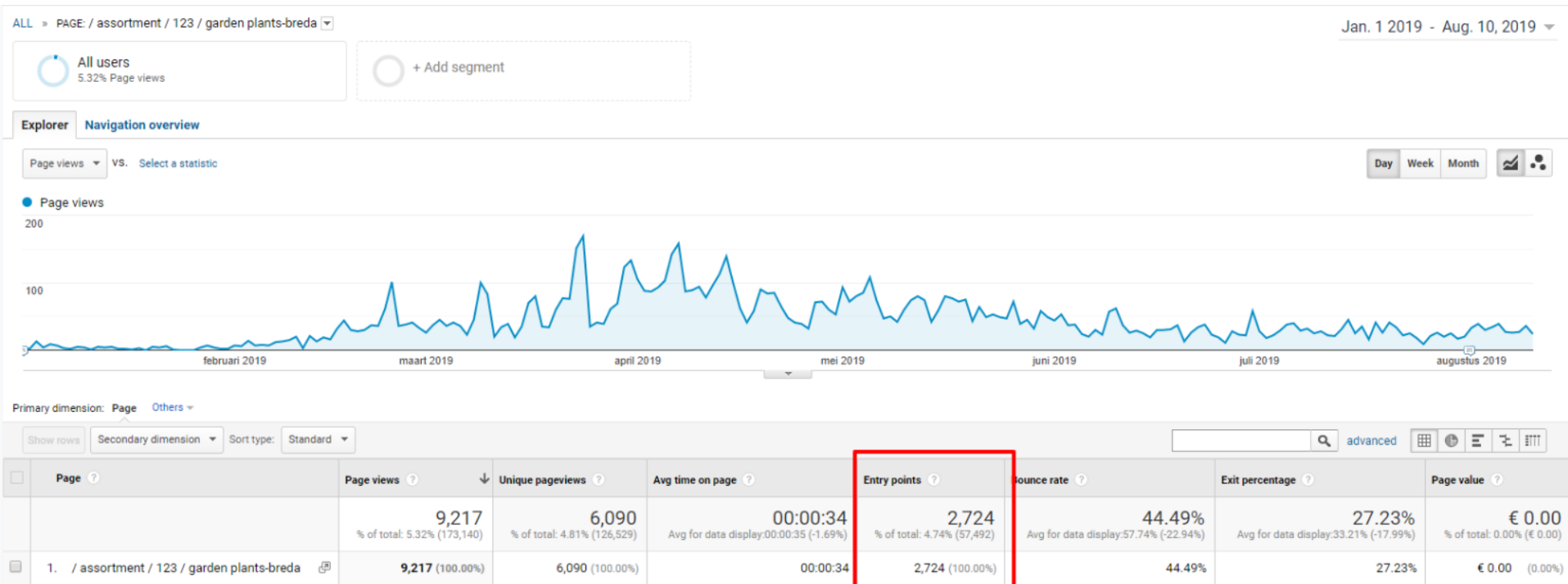
However...

- new entrances on this page
- from the Breda-area

*You wouldn't end up on this page if you didn't have the intention to buy plants in Breda, would you?*



# Result: 2,724 new visitors in 2019



## Case 2, content & footfall

How to generate more footfall to the barbecue department of a garden centre?



# Find keywords with right intention

Weber barbecue *London*

Barbecues *Birmingham*

Grill *Glasgow*

BBQ *Belfast*

Big Green Egg *Manchester*



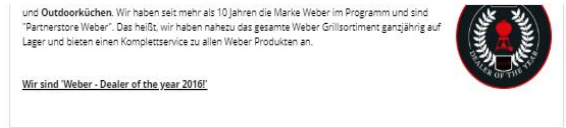
# Update website

## Visual pages

## Easy to recognise

## Authority (Dealer of the Year)

## Link website - store





# Create new content

Explain benefits of gas barbecues

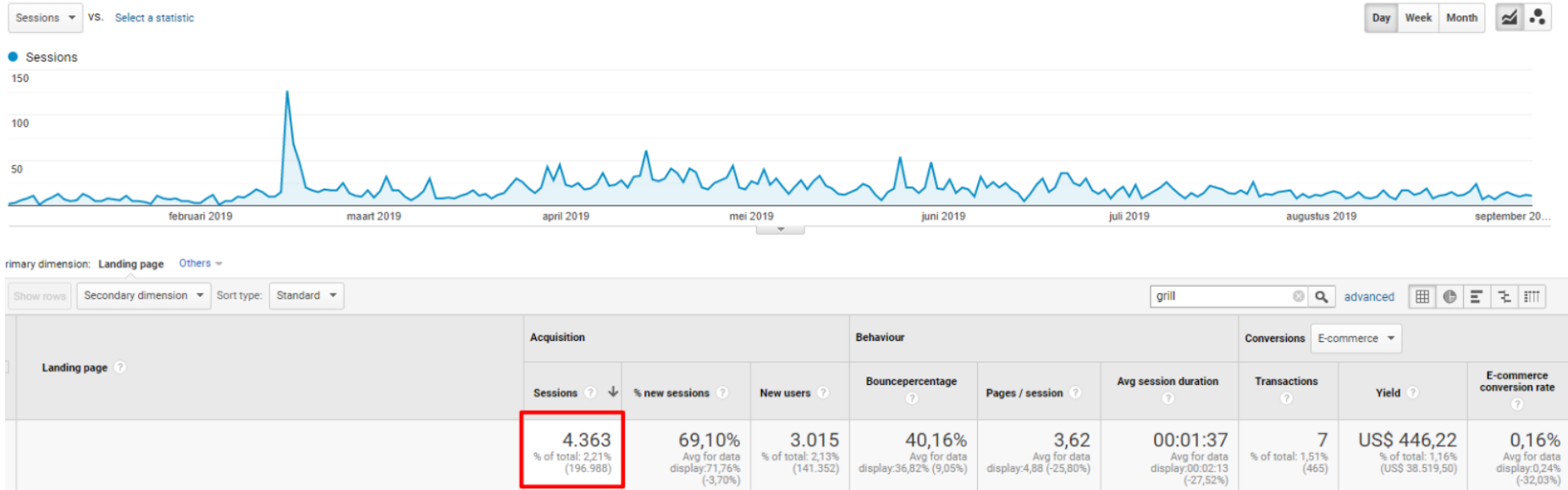
How does a gas barbecue work?

What are the benefits vs other grills?

Great in informative stage



# Result: 4,363 new visitors in 2019



## Case 3, popularity

How to gain more popularity to improve rankings for a canopy-showroom website?



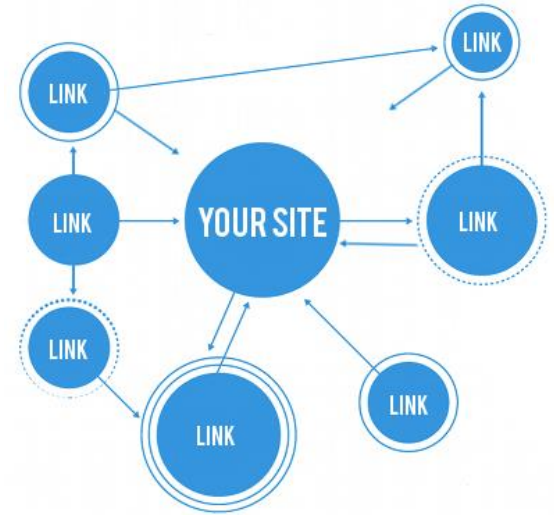
# Popularity is based on links

Links for websites count as votes

More votes = higher popularity

Links from popular websites have more impact

3 type of links



# Guest blog links

Expensive but powerful

Use the right tags

Write your own posts

Build partnerships with relevant blogs about gardening, home deco, etc.





# Niche links

## Resource pages

## Gardening

## Home deco

## Pets

## Food

## Plants

## and so on...



Home

Plants Index

Garden Buildings

Garden Centres/Nurseries

Gardener's Blogs

Gardens to Visit

Gardening Articles UPDATED

General Information

Hints and Tips

Monthly Gardening Jobs

Organic Gardening

Plants for Places

Shows & Events

Societies & Associations

Supplies & Services

Water Gardening & Ponds

Wildlife/Wildflowers



Garden Centre since 1952

Putting Greens

At DIY Garden,  
we reviewed the best  
garden shredders  
Here's what we found

Green's Hydroponics -  
Hydroponic Supplies  
for UK growers.

Greenhouse Stores -  
Greenhouses for sale, top  
brands, aluminium and  
wooden greenhouses.  
Nationwide installation  
service.

Buy Garden  
Furniture  
Covers



Welcome to **Debby's Gardening Links** - one of the UK's most comprehensive link directories for gardening and plant related supplies and services. If you have any links to add to the Directory, know of any gardening tips or have any ideas on things to add please [email me](#).



The A - Z of Debby's Garden Links

USEFUL SITES

<p>Acers</p> <p>Advertising</p> <p>Alpines</p> <p>Art &amp; Sculpture</p> <p>Artificial Grass</p> <p>Artificial Plants</p> <p>Bamboo</p> <p>Barbecues</p> <p>BBQs</p> <p>Birdhouses</p> <p>Bog Plants</p> <p>Bonsai</p> <p>Books</p> <p>British Flowers</p> <p>Buildings</p> <p>Bulbs</p> <p>Cacti</p> <p>Car Protection</p> <p>Childrens Play Equip</p> <p>Chrysanthemum</p> <p>Clematis</p> <p>Cloches</p> <p>Clothing</p> <p>Coastal Plants</p> <p>Compost &amp; Composting</p> <p>Conservatories</p> <p>Construction</p> <p>Containers</p> <p>Contemporary Sculpture</p> <p>Decking</p> <p>Design &amp; Landscaping</p> <p>Directories</p> <p>Dovecotes</p> <p>Dry (Plants for dry areas)</p> <p>Education</p> <p>Fencing</p> <p>Fertiliser</p> <p>Florists</p> <p>Forums</p> <p>Monthly Gardening Jobs</p>	<p>Gardeners Blogs</p> <p>Gardening Articles</p> <p>Gardening Coaching</p> <p>Gardening Gloves</p> <p>Gardens to Visit</p> <p>Gates</p> <p>Gazebos</p> <p>General Garden Supplies</p> <p>Gifts</p> <p>Gloves</p> <p>Greenhouses</p> <p>Groundcover Plants</p> <p>Guest Posts</p> <p>Hammocks</p> <p>Hardy Perennials</p> <p>Hedging</p> <p>Herbaceous Plants</p> <p>Herbs</p> <p>Hints and Tips</p> <p>History</p> <p>Holidays</p> <p>Clematis</p> <p>Home Offices</p> <p>Homepages</p> <p>Hot Tubs &amp; Spas</p> <p>House Signs</p> <p>Humour</p> <p>Hydroponics</p> <p>Irrigation Equipment</p> <p>Japanese Maples</p> <p>Labelling</p> <p>Lawns</p> <p>Lawnmowers</p> <p>Lighting</p> <p>Link Sites &amp; Directories</p> <p>Log Cabins</p> <p>Machinery</p> <p>Mailboxes</p> <p>Mail Order Plants</p> <p>Marquee Hire</p> <p>Mentoring</p> <p>Monthly Gardening Jobs</p>	<p>Patio Heating</p> <p>Perennials</p> <p>Pergolas</p> <p>Personal Homepages</p> <p>Pests and Diseases</p> <p>Photography</p> <p>Plant Pots</p> <p>Plants Index</p> <p>Plant Support</p> <p>Play Equipment</p> <p>Polytunnels</p> <p>Propagation</p> <p>Rabbit Resistant Plants</p> <p>Recruitment</p> <p>Recycling</p> <p>Roses</p> <p>Sculpture</p> <p>Seeds</p> <p>Shade (Plants for)</p> <p>Sheds</p> <p>Shows and Events</p> <p>Skip Hire</p> <p>Slug Resistant Plants</p> <p>Societies &amp; Assocs</p> <p>Software</p> <p>Soil Testing</p> <p>Spas &amp; Hot Tubs</p> <p>Statues &amp; Ornaments</p> <p>Structures</p> <p>Submit a Link</p> <p>Summerhouses</p> <p>Sundials</p> <p>Supplies &amp; Services</p> <p>Television</p> <p>Tools</p> <p>Topiary</p> <p>Trees</p> <p>Tree Surgeons</p> <p>Tropical Plants</p> <p>Turf</p> <p>Vegetables</p>	<p>Great selection of <a href="#">Conservatory Furniture</a></p> <p><a href="#">water features</a> from waterfeatures2go - the premier water feature specialist.</p> <p><a href="#">www.conservatorvifurniture.com</a></p> <p><a href="#">Outdoor Luxury Furniture</a> Finest quality Teak and Outdoor Rattan Garden Furniture</p> <p><a href="#">Outdoor Sofas</a></p> <p><a href="#">Log Cabins</a> - Huge Range of Log Cabins &amp; Summerhouses at Discount Prices</p> <p>Buy quality affordable <a href="#">Garden Sheds</a> from <a href="#">Sheds.co.uk</a></p> <p><a href="#">UK Flowers and Plants</a></p> <p><a href="#">Buy a rotavator for your garden from Mols Valley Farmers</a></p> <p><a href="#">Cynot Marquee Hire</a> for all occasions such as weddings, fetes, Bar mitzvahs, birthdays and corporate events in Essex</p> <p>GreenFields are an artificial turf supplier for <a href="#">rugby pitch</a> and rugby field installations.</p> <p>Large range of stylish <a href="#">Garden Ornaments</a> for your garden at affordable prices.</p> <p><a href="#">DIY Conservatories</a> - Premium self build <a href="#">DIY conservatory</a> from DIY2Go</p> <p><a href="#">Electric Fencing</a> - Wide range of electric fencing &amp; products</p>
---	---	--	---

(Google "Gardening Links")

# General links

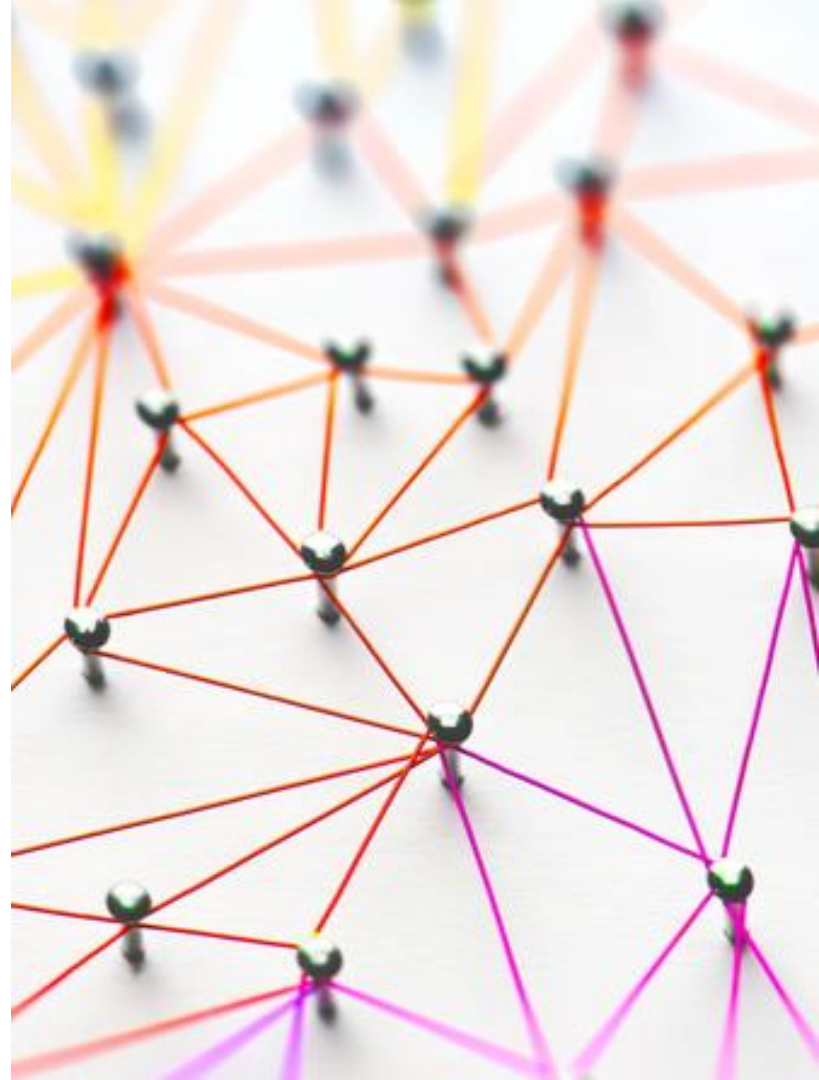
Simple links, focussed on  
your business  
Non-gardening

Yelp

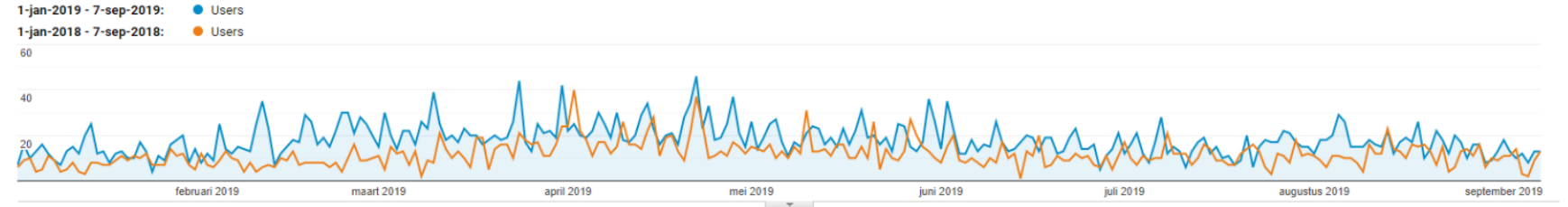
Pages about your city

Local citations

Tripadvisor



# Result: 51,62% more visitors compared to 2018



Primary dimension: **Keyword** Source Landing page Others ▾

Show rows Secondary dimension ▾ Sort type: Standard ▾

Keyword ?	Acquisition			Behaviour			Conversions Goal 1: Request a quote ▾		
	Users ? ↓	New users ?	Sessions ?	Bouncepercentage ?	Pages / session ?	Avg session duration ?	Request an offer (Conversion percentage goal 1) ?	Request a quote (Achievements goal 1) ?	Request an offer (Value goal 1) ?
	53,93% ↑ 4.013 versus 2.607	52,95% ↑ 3.914 versus 2.559	54,47% ↑ 4.852 versus 3.141	15,54% ↓ 39,45% versus 46,70%	223,69% ↑ 9,19 versus 2,84	10,84% ↑ 00:02:06 versus 00:01:54	0,00% 0,00% versus 0,00%	0,00% 0 versus 0	0,00% € 0,00 versus € 0,00
1. (not provided)									
1-jan-2019 - 7-sep-2019	3.939 (98,03%)	3.844 (98,21%)	4.754 (97,98%)	39,50%	9,21	00:02:06	0,00%	0 (0,00%)	€ 0,00 (0,00%)
1-jan-2018 - 7-sep-2018	2.598 (99,65%)	2.550 (99,65%)	3.132 (99,71%)	46,62%	2,84	00:01:54	0,00%	0 (0,00%)	€ 0,00 (0,00%)
Change percentage	51,62%	50,75%	51,79%	-15,26%	224,01%	9,93%	0,00%	0,00%	0,00%

## Case 4, technique

What's the importance of the speed of your website?





# How does speed relate to SEO?

Google uses speed to rank websites

To offer a better user experience after clicking on search results



# But there's more reason to speed up...

## 1. Amazon: 1% sales loss for every 100ms load time

Back in 2007 Amazon **discovered a connection between load time and turnover**. It was proven that for every 100ms extra loading time, Amazon loses a turnover of 1%.

## 2. Walmart: +2% conversion per 1 second load time improvement

Walmart, one of the top retail chains in the world, also realized that optimizing the load times in their online shop had a significant impact on their conversion rate. They saw a **2% increase in conversion for every second of improvement**. At Walmart's scale that's real money!

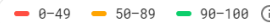


# So how can you check this?

You can check your own website speed via Google Pagespeed Insights. Use it as a starting point; it doesn't tell you the whole story nor do all issues matter.



<https://www.cowellsgc.co.uk/>



**Field data** — The Chrome user [experience](#) report [does not have enough real speed data](#) for this page.

**Origin Summary** — The Chrome user [experience](#) report [does not have enough real speed data](#) for this origin.



## Lab data



● First view with content (FCP)	0.7 s	● First useful display (FMP)	0.7 s
■ Speed index	2.3 s	● First time CPU was inactive	1.0 s
● Time to interactive	1.2 s	● Max potential delay for first entry	80 ms



**Recommendations** — These optimizations can speed up the loading of your page.



# How did we test this?

Put in a superfast,  
dedicated server (spent  
some £££'s on it!)

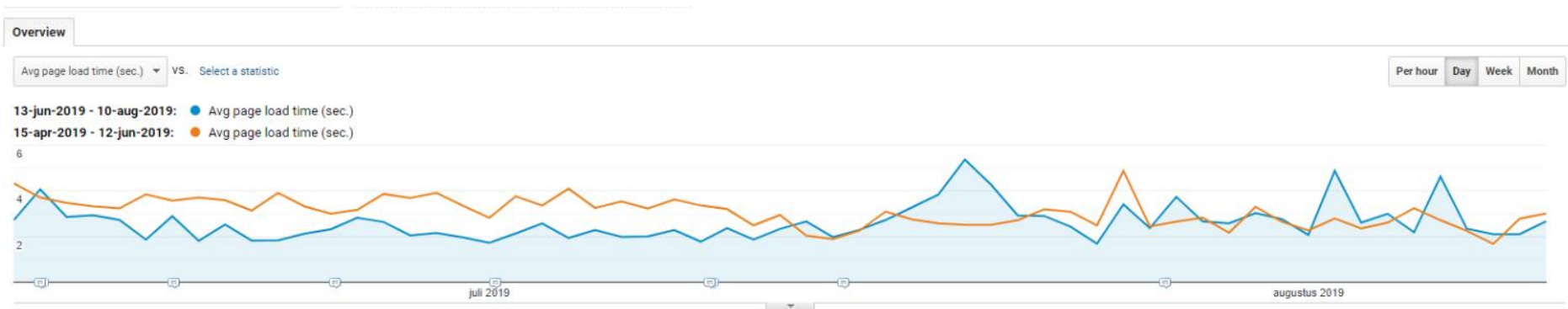
Optimise the Pagespeed  
score

Remove elements from  
the website



# What happened with the speed?

The load time went down by 15.81%



Avg page load time (sec.)

-15,81%

2,53 versus 3,01



Avg diversion time (sec)

-14,96%

0,07 versus 0,08



Avg domain lookup time (sec)

5,11%

0,01 versus 0,01



Gem. serververbindingstijd (sec)

3,17%

0,04 versus 0,04



Gem. serverreactietijd (sec)

-34,37%

0,76 versus 1,16



Avg page download time (sec)

11,43%

0,10 versus 0,09





# But more importantly...

Sales went up by 43,42% and conversion rates improved by 8,33%

## Yield and conversion rate

Yield

**43,42%**

€ 128.981,12 versus  
€ 89.931,40



E-commerce conversion rate

**8,33%**

0,78% versus 0,72%



## Transactions

Transactions

**65,86%**

1.234 versus 744



Avg order value

**-13,53%**

€ 104,52 versus € 120,88



# So what's next?

There are no shortcuts. Sorry to disappoint you.  
Don't try the "£50 to solve all your SEO problems now"  
companies, it won't work

Outsource parts of it, get some knowledge in house  
(especially about content), check the Digital Garage

It's not a one-time job, it's a recurring process



# Thank you very much!

E-mail

[edwin@gardenconnect.com](mailto:edwin@gardenconnect.com)

Instagram

[@gardenconnectonline](https://www.instagram.com/gardenconnectonline)

