

# It pays to be discoverable

The importance of Search Placement, and why landing a top 10 ranking matters (a lot) for sales



With more consumers shopping online, it's more important than ever that your products are discoverable and visible in retailer search results. But what is the actual sales impact of ranking higher in search? Profitero sought to answer this question using our daily Amazon sales and search placement data. We believe the findings are directionally applicable to any retailer and underscore the critical importance of investing in paid and organic search optimization, as well as analytics to monitor and benchmark performance.

**"You have to be discoverable. You have to be found. You have to be on page 1. Investing in search across your retailers will be one of the best marketing investments for your brand as more shoppers buy online."**



**Laura Hyland**  
VP eCommerce,  
Henkel

## Research highlights



Moving from  
Page 2 to Page 1

**50%**  
sales increase



Winning a Top 10 Spot  
on Page 1

**86%**  
sales increase



Optimizing for popular (vs.  
less common) keywords

**2x**  
sales lift



Getting to top of page 1  
organically vs. paid

**4x**  
sales lift

## Here are 4 key findings from Profitero’s research:



### 1. Get as many products to page 1 as you can.

Moving from page 2 to page 1 (organically) can increase sales by **50%**, on average. If you are not already, start benchmarking your share of page 1 across high-volume online retailers and identifying high-priority products that are not placing on page 1 for key category terms. Adding specific keywords to titles and product descriptions can help boost their relevancy and make them more discoverable to retailers’ search algorithms.



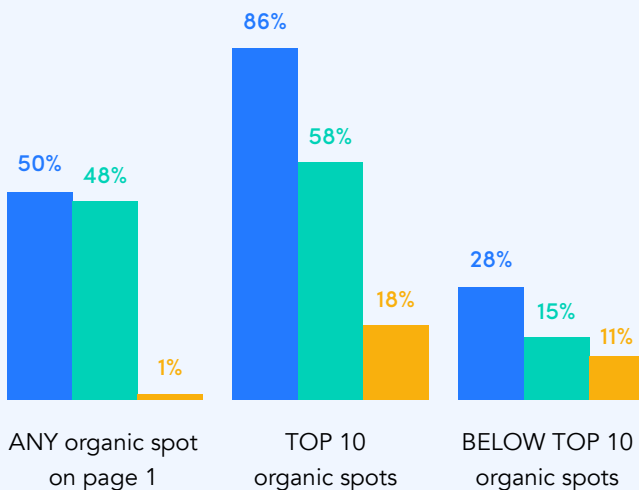
### 2. Aim high.

While it’s great to be on page 1, where you really want to be is in the top 10 search results. Moving there from page 2 (organically) can almost double your sales. Products already on page 1 can get a **63%** sales boost by ranking in the top 10. To consistently rank in the top 10 spots, a product will need to nail all the fundamentals — i.e. have high in-stock rates, lots of customer reviews, and be a top sales performer in the category. So it’s important you monitor all health aspects of your top products.

### Uplift of moving from page 2 to page 1 of search results, organically

For \*high frequency keywords

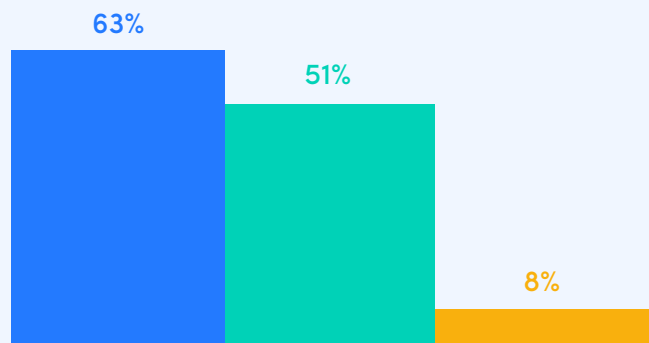
● Sales ● Traffic ● Conversion



### Products already on page 1

Uplift of moving to the top 10 organic spots for \*high frequency keywords

● Sales ● Traffic ● Conversion



Source: Profitero; \*High frequency keyword = among the top 250k search terms on Amazon.com; April 19 - May 19, 2020

## Research methodology

Using our daily item-level view of Amazon sales, traffic & conversion, and search placement data, Profitero studied the impact of more than 12,000 unique change events across the digital shelf, spanning 34,000 products in multiple categories. Change events analyzed include: products moving from page 2 to page 1 of search results; products moving up the page in search results; and earning organic placement versus paid sponsorship on page 1.

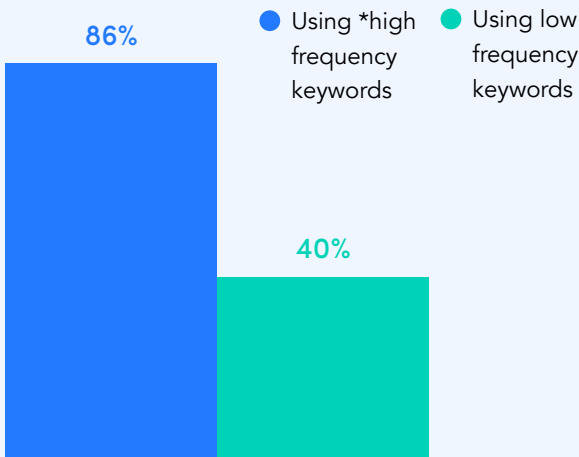
Note: This analysis primarily focuses on products moving onto or up page 1 organically, controlling to exclude sponsored placement.



**3. Keep close tabs on the trends.** Optimizing for relevant, high-frequency keywords gets you **2X** the sales lift as low-frequency keywords; the flip side: less competition for less popular search terms means you still come out ahead. Thus, it's critically important you regularly monitor changes in search frequency — using tools like Profitero — so you can adjust your page content and paid search campaigns on the highest ROI terms.

### Using high vs. low frequency keywords

Sales uplift of appearing in the top 10 spots of search results, organically

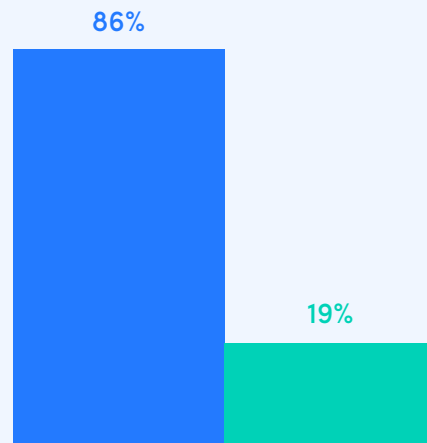


**4. Earn placement if you can.** Earning a top 10 ranking organically is worth **4X** more than getting there via paid search (sponsorship). This is because consumers value relevance above all things. Sure, it still pays to sponsor, but in the long term, products with the overall best proposition and best digital shelf health will grow sales more efficiently.

### Moving onto page 1 organically vs. sponsored

Sales uplift of appearing in the top 10 spots on page 1 vs. page 2

● Organic ● Sponsored



Source: Profitero; \*High frequency keyword = among the top 250k search terms on Amazon.com; April 19 - May 19, 2020

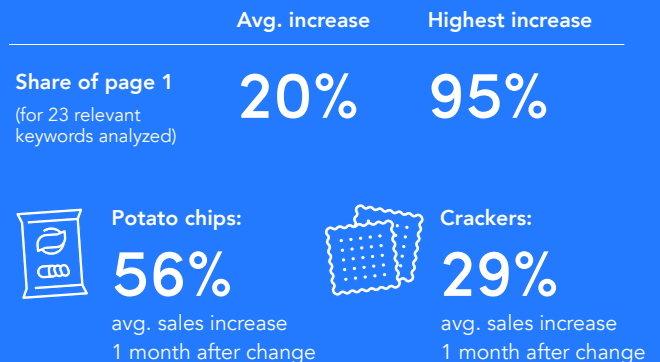
## How a leading snacks manufacturer boosted search placement & sales on Amazon by optimizing content for keywords

### PROBLEM

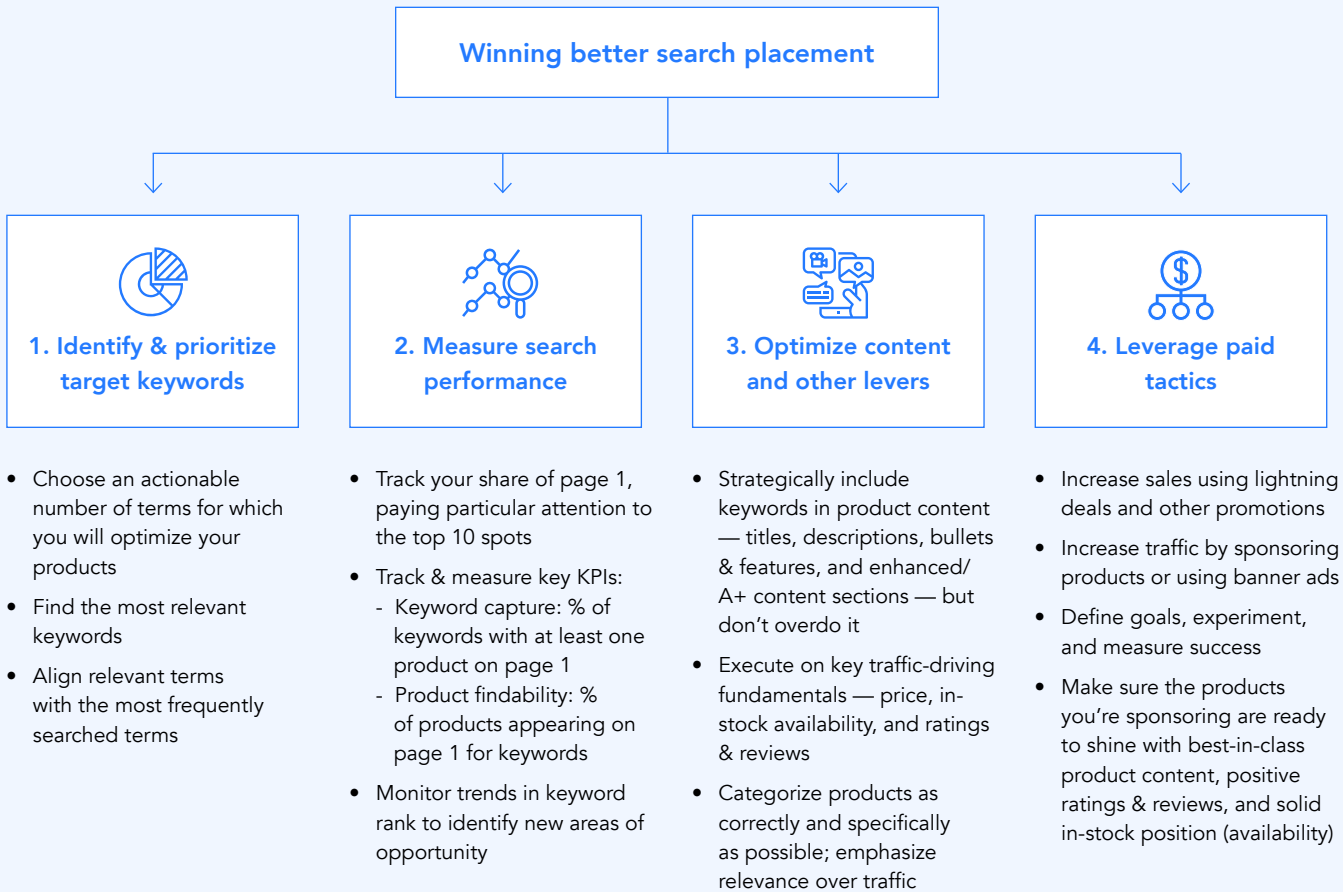
Using Profitero's analytics, a leading snacks maker learned its brands were not placing high in search results on Amazon for key category terms — largely due to suboptimal content

### SOLUTION

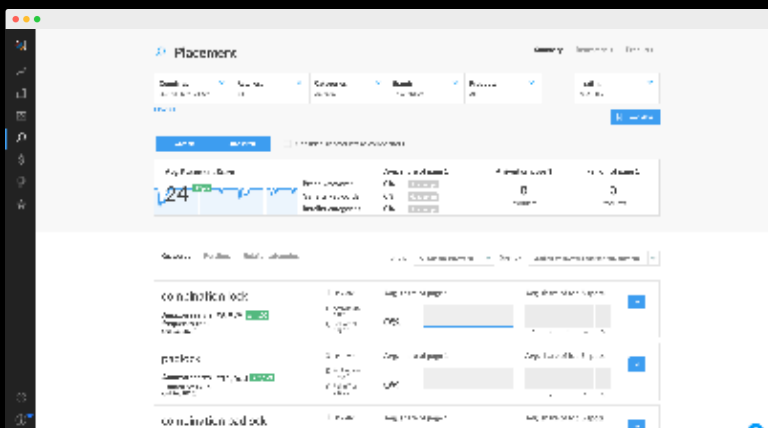
Optimized product content for relevant keywords, increasing avg. number of bullets from 2 to 4, and optimizing descriptions & images



## Your Search Placement playbook: How to action this research



## How Profitero's data and analytics can help you optimize your search placement



- Metrics tracking daily share of search and placement changes across any retailer
- Keyword search frequency and traffic data for Amazon
- Prescriptive recommendations for content enhancements to improve organic SEO rank
- Daily alerts notifying you when you fall off of page 1