

# How to win search on Darty.com

Decoding the SEO algorithm to make your products more findable



Darty (Darty.com) is one of Europe's largest omnichannel electrical retailers, headquartered in France and part of the Fnac Darty Group. Darty operates more than 200 stores in France, but has an increasing focus on omnichannel.

In its **full year results**, the group reported that eCommerce sales grew by more than 55% in 2020 and accounted for 29% of overall sales. Click and collect orders increased by 30% YOY.

The Fnac Darty Group expects at least 30% of its revenue to be generated online by 2025, including half from omnichannel sales through click and collect.

Winning electronics online in France means selling your products on **Darty.com** — and winning on Darty.com starts with search.

**Are you taking the right steps to make sure your brands and products are findable on Darty.com?**

## Darty eCommerce highlights

Source: Company reports

**55%**

eCommerce sales growth in 2020

**200+**

stores (majority offer click and collect option)

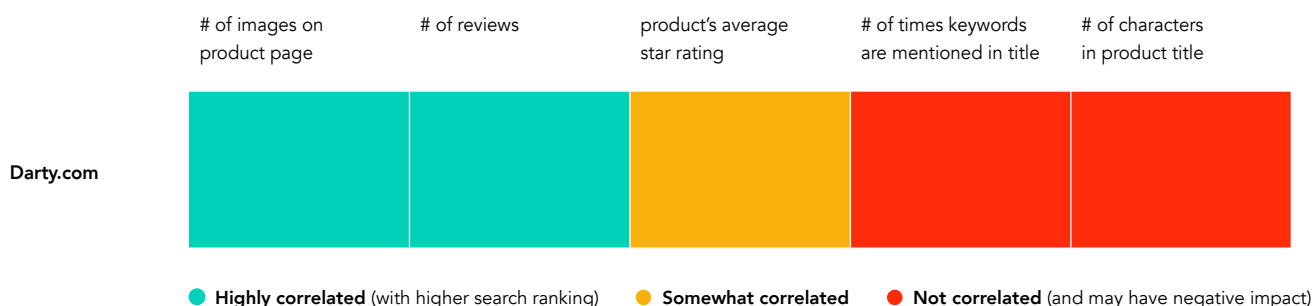
**30%**

of sales expected to be generated online by 2025

## I. What matters for boosting search rank performance on Darty.com

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **Darty.com**. This allowed us to isolate the content factors that most influence where a product ranks in search results on Darty.com.

We share this research so you can be more informed when developing your Search strategy — and so you can consider Profitero as an analytics partner when you are ready to take your strategy to the next level.



## II. What search-optimised content looks like on Darty.com

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **Darty.com**. Below are some benchmarks you should aim for. Profitero also can create a similar SEO reverse-engineering analysis for any category you're focused on.



### Appliances — home

#### Product content attribute

#### Benchmark to aim for

- |                        |  |
|------------------------|--|
| <b>Product title</b>   | <ul style="list-style-type: none"><li>• Mention most relevant search term <b>1 time</b></li><li>• Title of <b>~48 characters</b> in length</li></ul> |
| <b>Image count</b>     | <ul style="list-style-type: none"><li>• <b>6 images</b></li></ul>  |
| <b>Review count</b>    | <ul style="list-style-type: none"><li>• Best-performing products had <b>34 reviews</b></li></ul>   |
| <b>Avg star rating</b> | <ul style="list-style-type: none"><li>• <b>4.3 stars</b> or higher</li></ul>   |



### Appliances — kitchen

#### Benchmark to aim for

- |                        |  |
|------------------------|--|
| <b>Product title</b>   | <ul style="list-style-type: none"><li>• Mention most relevant search term <b>1 time</b></li><li>• Title of <b>~59 characters</b> in length</li></ul> |
| <b>Image count</b>     | <ul style="list-style-type: none"><li>• <b>5 images</b></li></ul>  |
| <b>Review count</b>    | <ul style="list-style-type: none"><li>• Best-performing products had <b>23 reviews</b></li></ul>   |
| <b>Avg star rating</b> | <ul style="list-style-type: none"><li>• <b>4.4 stars</b> or higher</li></ul>   |



### Appliances — personal

#### Product content attribute

#### Benchmark to aim for

- |                        |  |
|------------------------|--|
| <b>Product title</b>   | <ul style="list-style-type: none"><li>• Mention most relevant search term <b>1 time</b></li><li>• Title of <b>~53 characters</b> in length</li></ul> |
| <b>Image count</b>     | <ul style="list-style-type: none"><li>• <b>5 images</b></li></ul>  |
| <b>Review count</b>    | <ul style="list-style-type: none"><li>• Best-performing products had <b>24 reviews</b></li></ul>   |
| <b>Avg star rating</b> | <ul style="list-style-type: none"><li>• <b>4.3 stars</b> or higher</li></ul>   |



### Electronics

#### Benchmark to aim for

- |                        |  |
|------------------------|--|
| <b>Product title</b>   | <ul style="list-style-type: none"><li>• Mention most relevant search term <b>1 time</b></li><li>• Title of <b>~54 characters</b> in length</li></ul> |
| <b>Image count</b>     | <ul style="list-style-type: none"><li>• <b>5 images</b></li></ul>  |
| <b>Review count</b>    | <ul style="list-style-type: none"><li>• Best-performing products had <b>16 reviews</b></li></ul>   |
| <b>Avg star rating</b> | <ul style="list-style-type: none"><li>• <b>4.5 stars</b> or higher</li></ul>   |

Contact us to learn more about how our digital analytics can help you win in search, content and pricing for any online retailer website.

#### About Profitero

Profitero's analytics platform helps you monitor and improve the health of your eCommerce business, across hundreds of unique retailer sites and 50 markets worldwide. Using our digital shelf benchmarking tools and sales analytics you'll see where you're losing ground to competitors and what you need to improve in order to win more traffic, convert more shoppers and grow faster.

Contact us to learn how we are helping the world's leading brands grow their online sales 1.7x faster than competitors.

[sales@profitero.com](mailto:sales@profitero.com)

#### Methodology

To produce this report, Profitero analysed four weeks worth of search placement and content data, collected daily (314,530 instances on 372 keywords) on the retailer's website.

Dates for the data analysed: 12 Feb - 12 Mar 2021

Placement and content data were cross-referenced, matching products appearing on search results with their respective product content. The correlation between content and search placement allowed us to understand attributes that may cause a product to rank highly on a retailer's website. For the purpose of this initial analysis, we only examined the impact that content has on search. Other factors such as price, promotional activity, availability and sales history may also contribute to the retailer's search performance.