



■ **TOP TACTICS**
FOR
YOUR FASHION
E-COMMERCE

BY SEMRUSH

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Introduction

Conducting high-level research into how fashion consumers' spending, shopping behavior, and attitudes towards new technologies are changing can be costly and time-consuming. Which is why we have done it for you.

Exploring how things are and where they are heading, this research dives deep into the statistics, global trends, and behavior of consumers shaping the e-commerce fashion industry in 2018 and beyond, to help you decide on a future course of action.

The research will help you assess where you currently stand and how aligned your marketing strategy is by providing you a holistic view of the current digital landscape and traffic dynamics of the fashion e-commerce industry worldwide. More specifically, it will provide a breakdown of desktop and mobile traffic generated by both fashion aggregator (those that offer recommendations from across many different retailers based on their own preferences, for example asos.com) and brand websites (those that sell their own particular brand of clothes, for example versace.com), traffic share of individual countries on fashion sites, devices distribution stats, sources of traffic, share of branded and non-branded traffic, ratio of average website speed and bounce rate, average CPC, top fashion items in PLA ads, and a review of most expensive states for digital advertisements in the fashion industry. The study will also provide some aggregate analysis of data under each section to help e-tailers develop future strategies for their fashion sites.

We hope you find these insights helpful in fine-tuning your current marketing strategy and deciding on a future course of action. With that, let's jump in to learn what these insights are and how they relate to your specific situation.

You can

take a look at "how SEMrush helps?" area to see the key services and tools we're offering to help fashion businesses achieve their various marketing goals in the most effective way possible.

INTRO





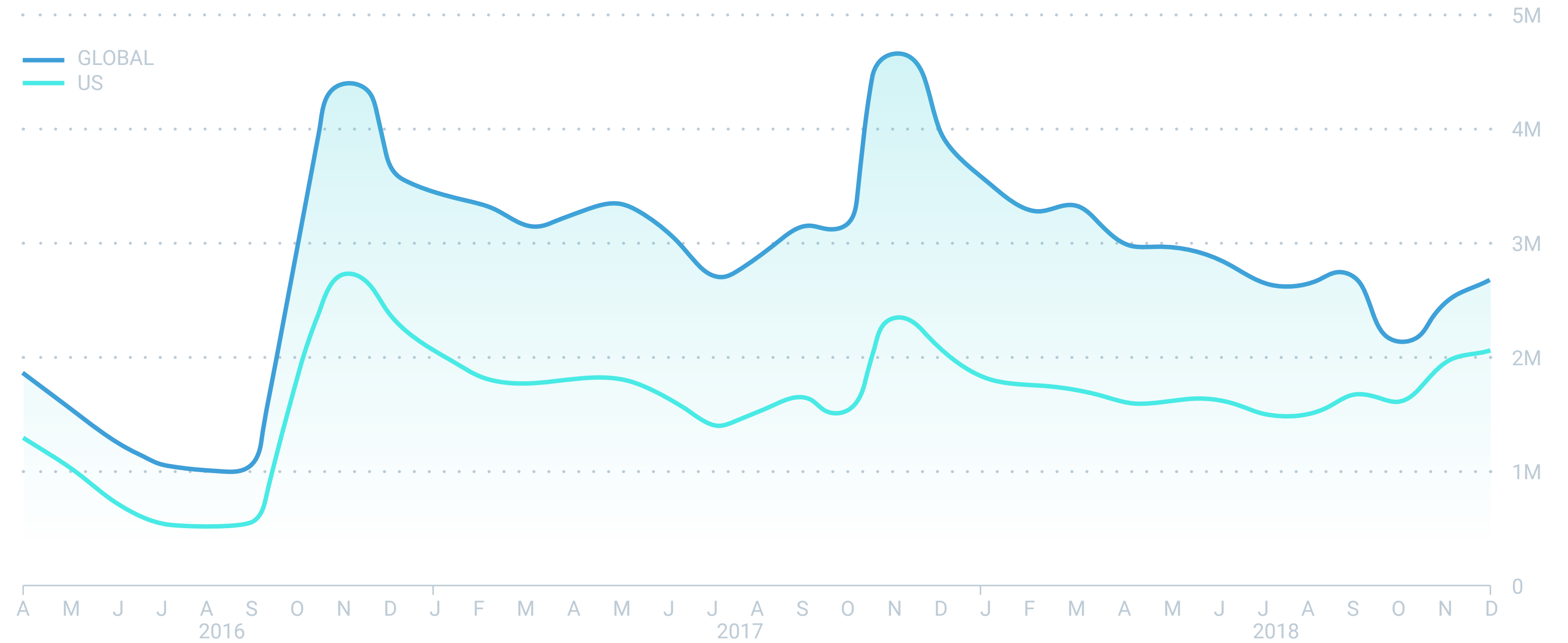
■ **How To Drive Traffic
To Your Website**

PART 1

Traffic Dynamics

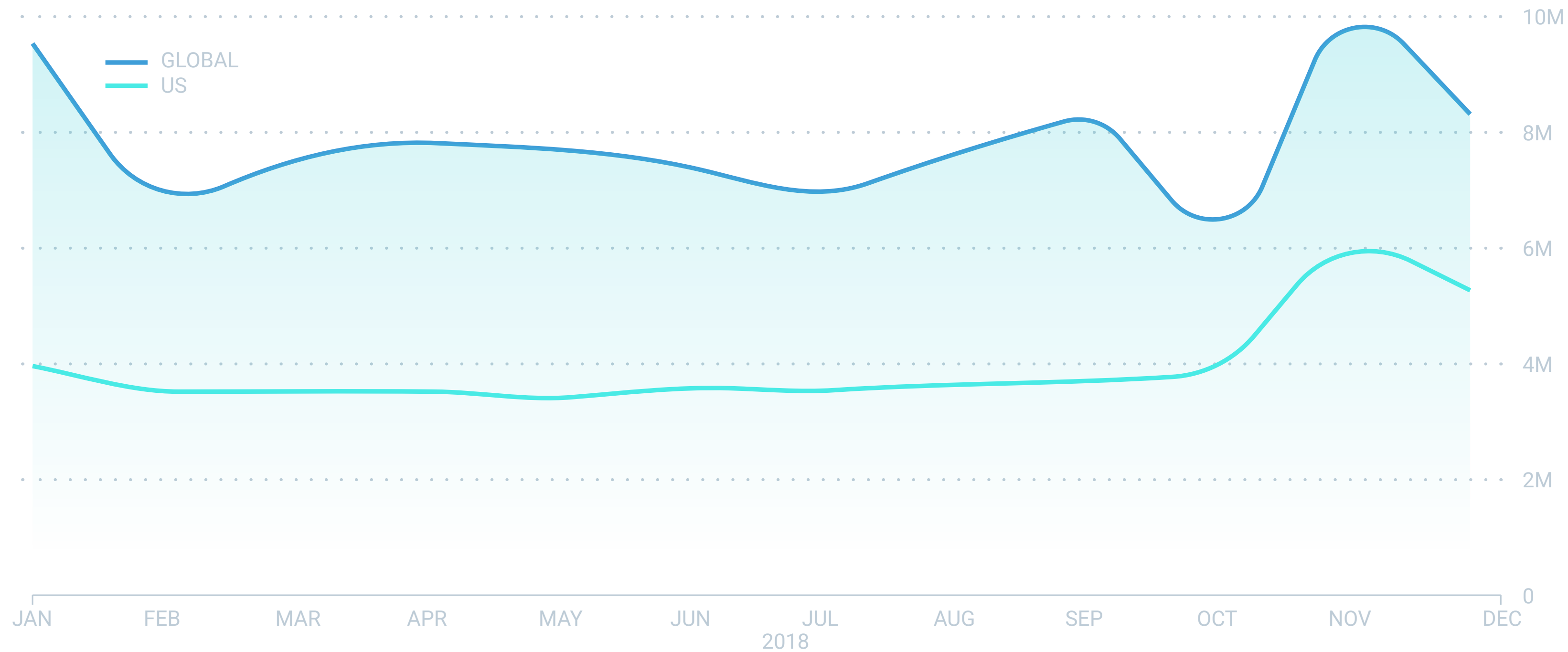
2017 was the year desktop traffic reached its peak for fashion sites globally before tailing off in 2018. Compared to previous years, a considerable increase in desktop traffic occurred. However, in 2018, mobile traffic is leading the pack! Mobile e-commerce is growing faster than general e-commerce and is responsible for 7.8 million visitors fashion sites generate globally – more than twice the volume desktop sources generate in 2018.

DESKTOP AVG. MONTHLY TRAFFIC



DYNAMICS

MOBILE AVG. MONTHLY TRAFFIC



Google's mobile first principle could be one reason why the dynamics of online traffic are changing to favor mobile-enabled sites. Starting in 2018, more and more e-commerce sites realized that being mobile-friendly and having quick, usable, graceful, and compelling content on mobile devices is the key when it comes to generating online traffic. Although this might have led to a slight decrease in desktop traffic, the shift may not be solely

associated with Google's mobile first approach. The role of e-commerce sites in focusing more on mobile users and optimizing their online properties around mobile devices could be another factor. Mobile devices' ease of use, portability, and convenience benefits coupled with better mobile shopping experience made possible by fashion sites are leading to their increased popularity in 2018 and the years to come.

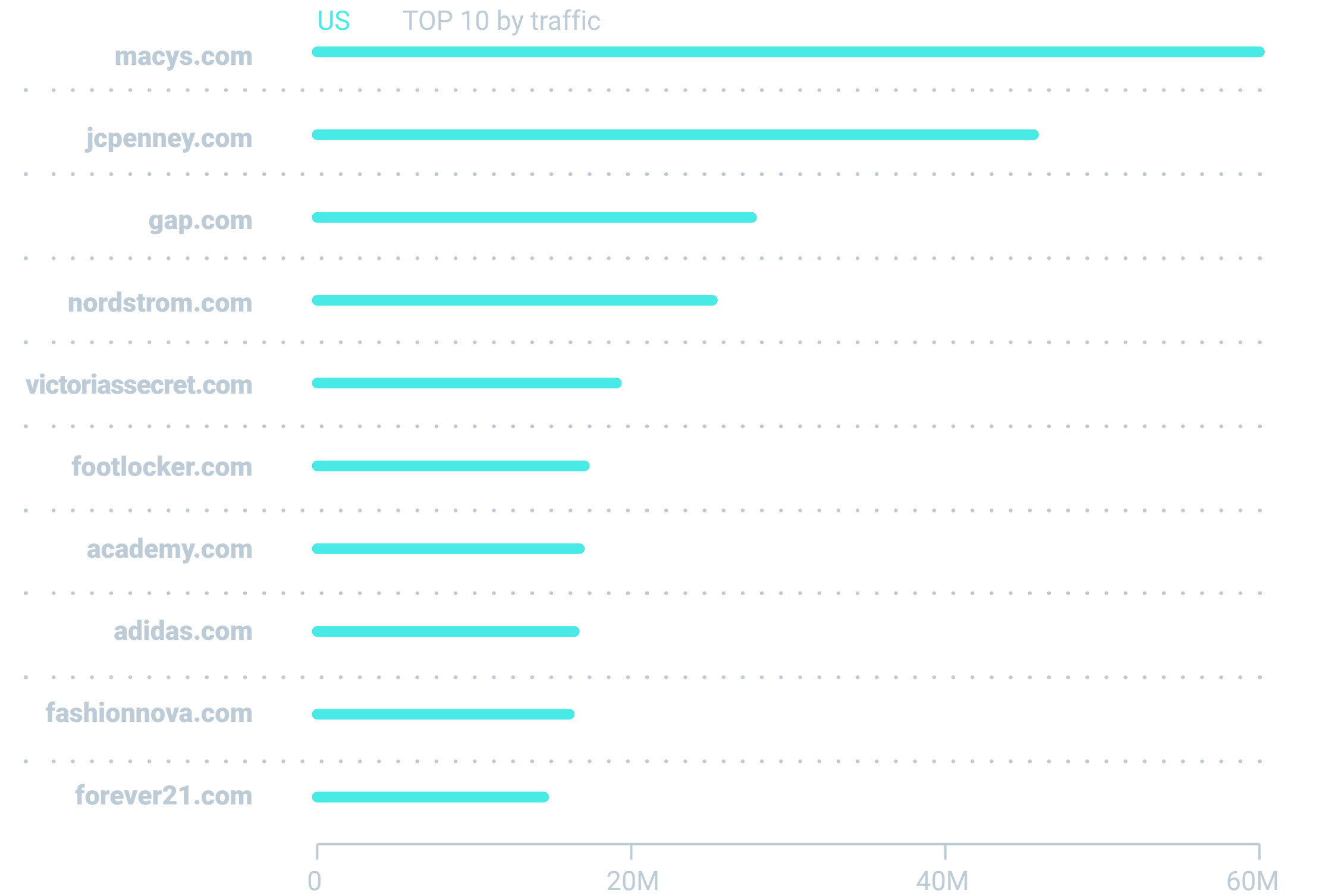
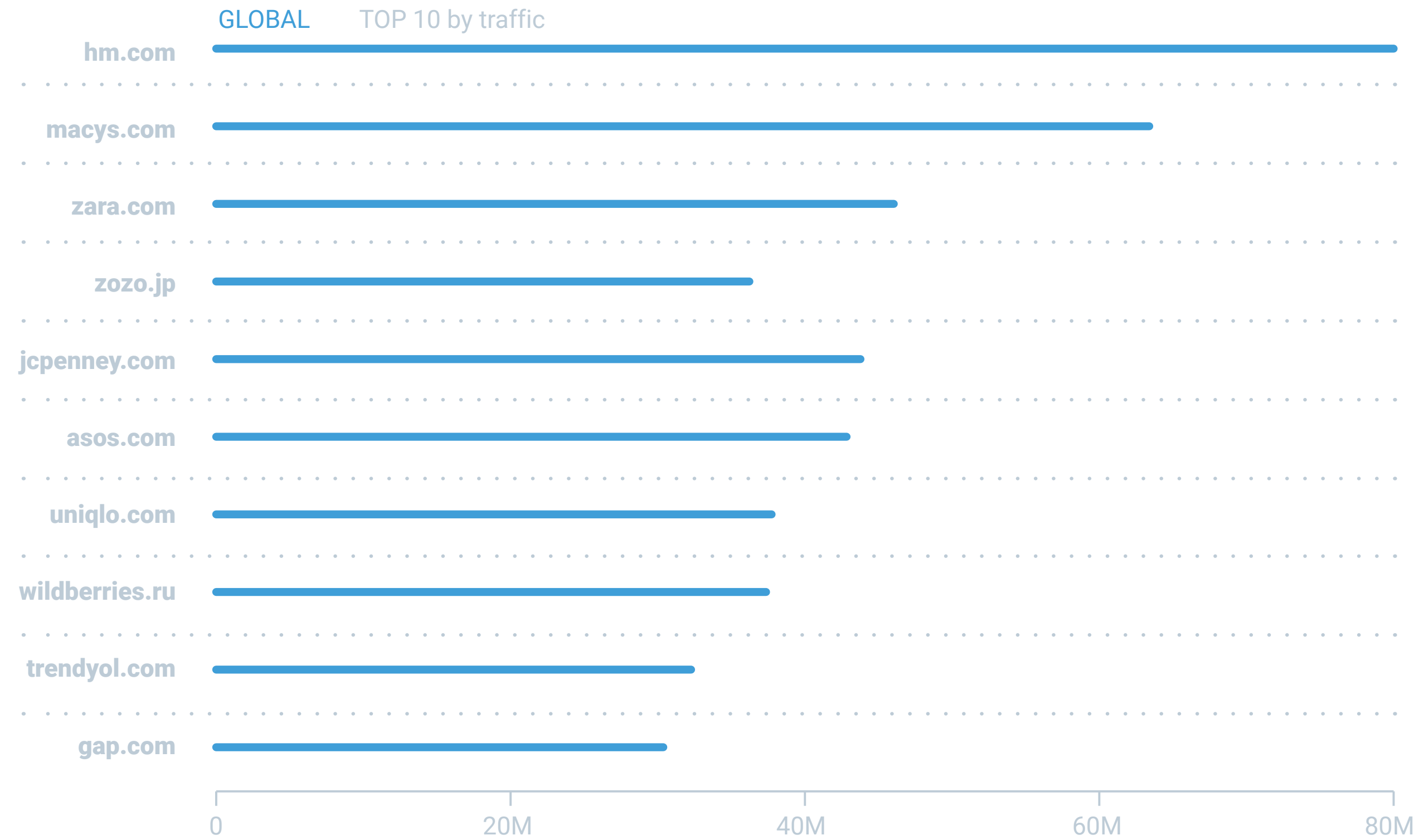
**Being
mobile-friendly
is the key**



TOP 10

It's clear that fashion sites operating in the US can no longer consider mobile as optional in their marketing strategies. This same is going to be true for brands and aggregators selling globally as they will also need to ensure their sites are conveniently available on mobile. However, this should not lead us to believe that desktop traffic has shrunk to the point it's become irrelevant now. Desktop is still a major source of traffic after mobile and it's hard to say it can be abandoned any time soon!

As regards the top brands with the most traffic volume in 2018, HM stands first globally, followed by Macy's and Zara. In the US, Macy's is ahead of the pack, followed by J. C. Penny and Gap.

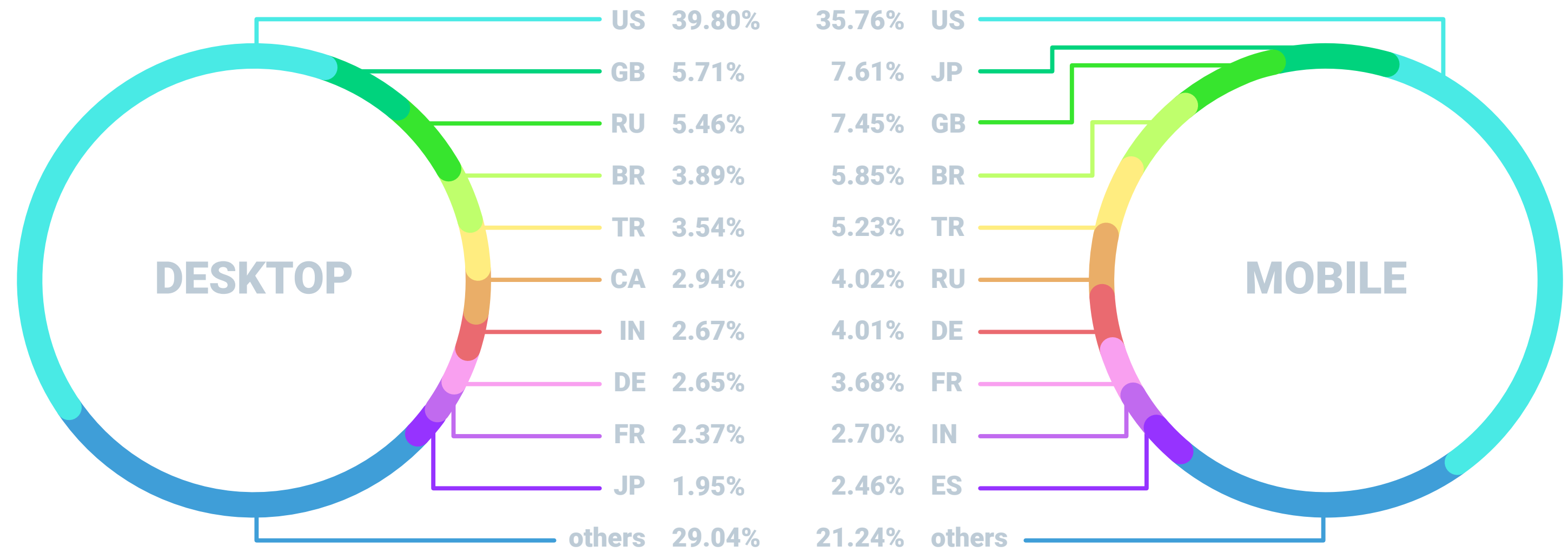


Countries Breakdown

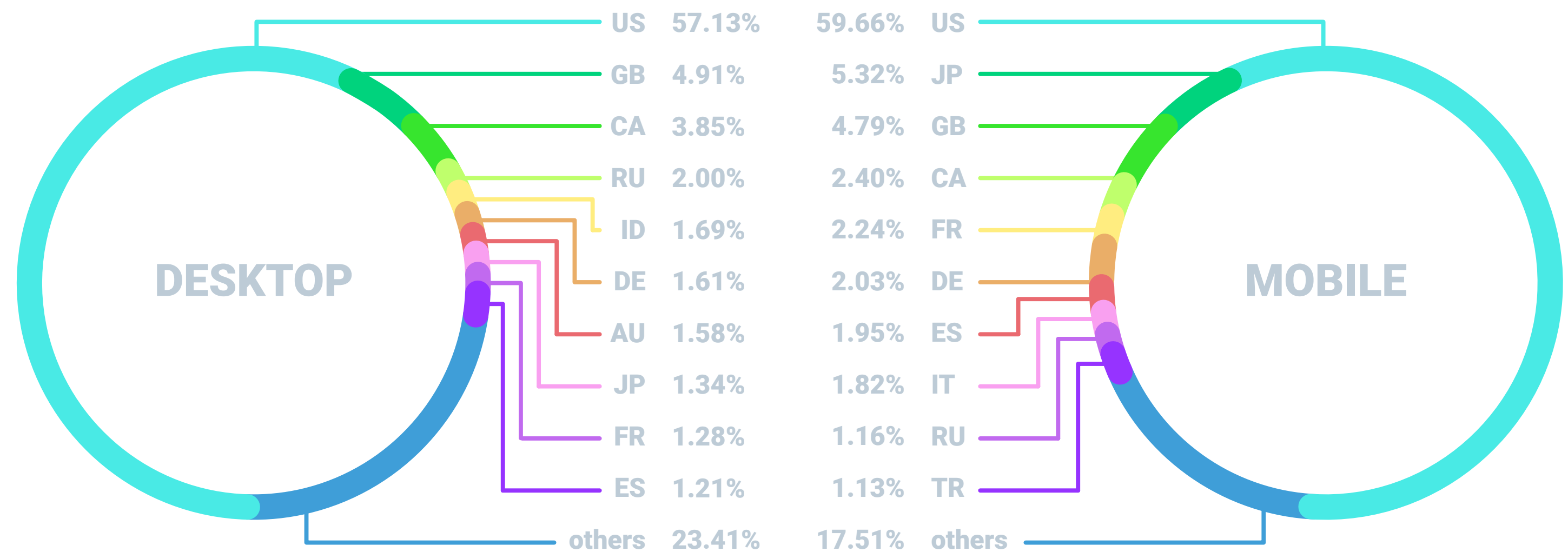
For fashion sites, whether based in the U.S. or outside, the United States is the major source of web traffic. Roughly speaking, U.S. shoppers account for 57% of traffic generated by fashion retailers in the U.S. and over 35% of traffic generated by these sites globally. Although the overall contribution of non-US countries cannot be ignored, it is clear that their individual share is very small relative to the U.S. For fashion sites, it means optimizing their online marketing strategies to focus more on where the majority of their customers come from.



GLOBAL TRAFFIC BY COUNTRY



US TRAFFIC BY COUNTRY

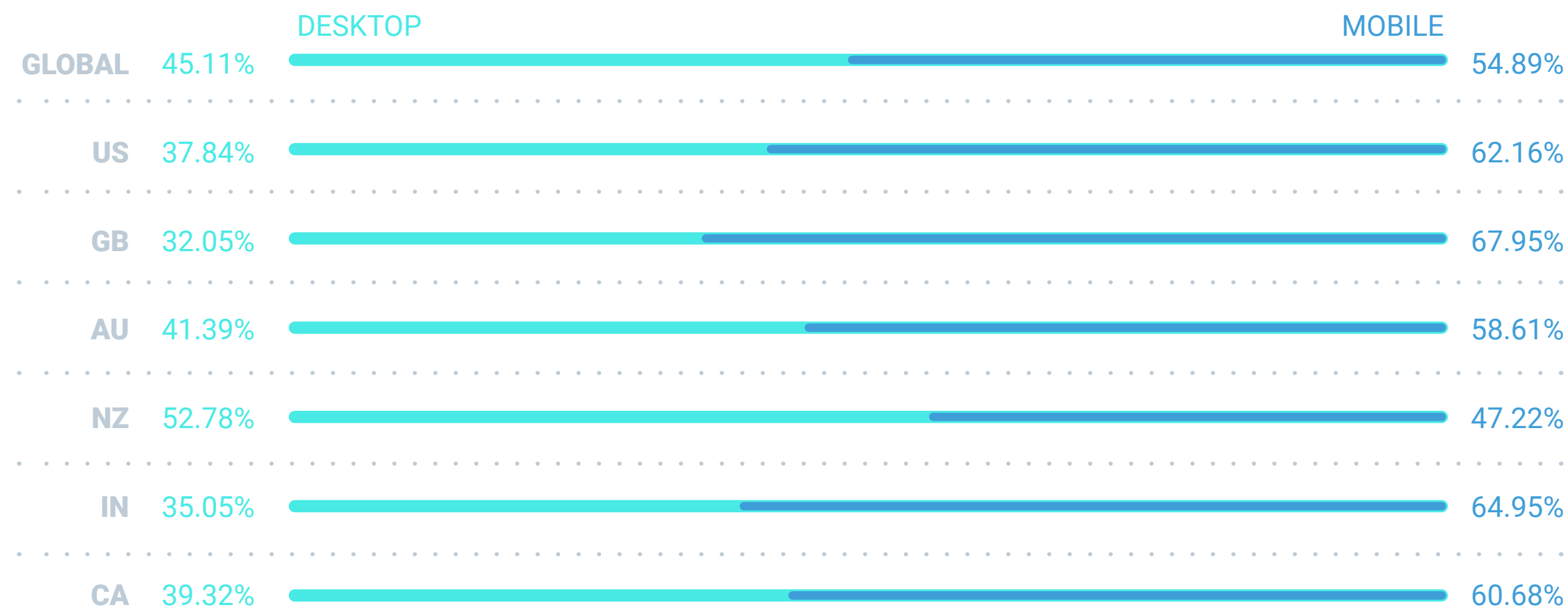


Devices Breakdown

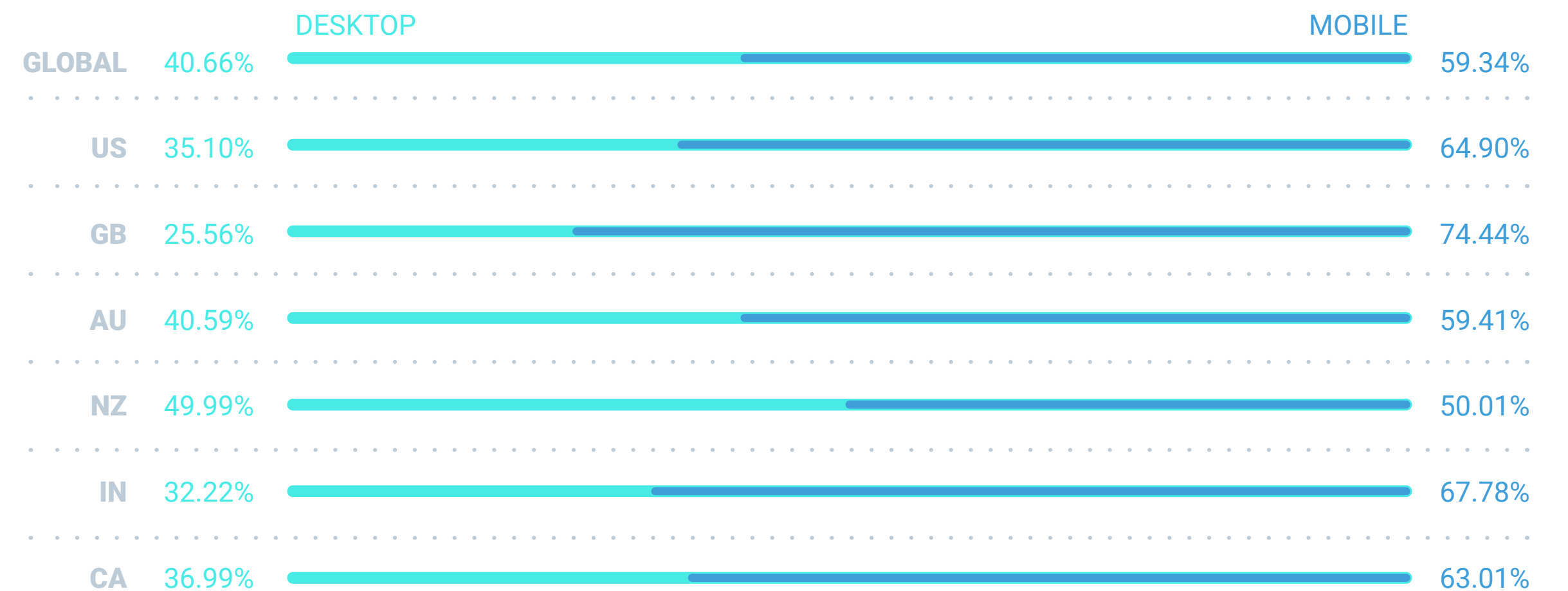
Both in the U.S. and globally, mobile traffic on fashion sites appears to surpass that generated by desktop computers. Data indicate that about 55% of visitors on fashion sites globally can be attributed to mobile. The trend appears to be consistent as we look at the traffic parameters globally: mobile traffic on fashion sites is a little less than twice the traffic that comes in through desktop. Not surprisingly, the same trend

applies to countries where ecommerce is steadily growing, including Great Britain, Australia. It is worth considering that fashion sites become proactive about this trend and focus on creating responsive web designs or business apps to offer their customers better user experience on mobile devices. The importance of adopting a mobile-focused strategy can hardly be overstated given the amount of time peo-

ple spend on their mobile devices today. According to an estimate by eMarketer, nearly as much as 72% of marketing dollars will be spent on mobile focused ads and on developing apps from where much of the growth in time spent on mobile devices is likely to come from.



GLOBAL DEVICES BREAKDOWN

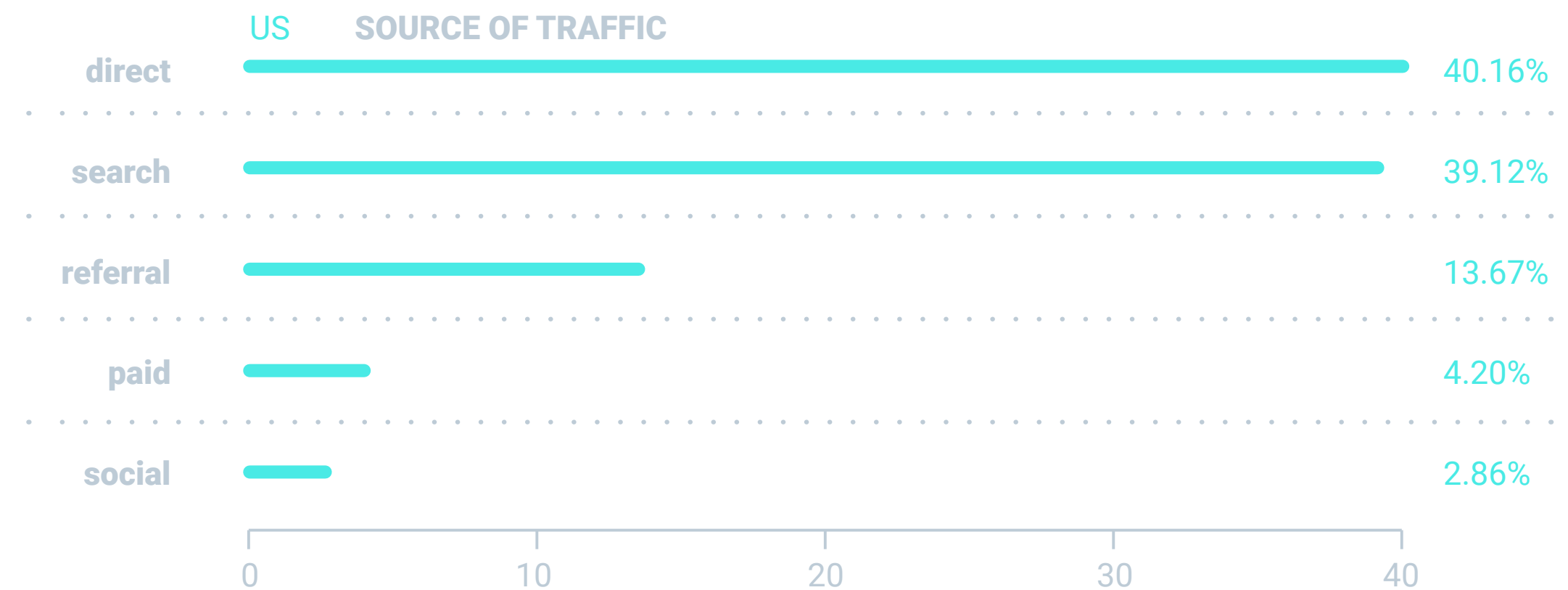
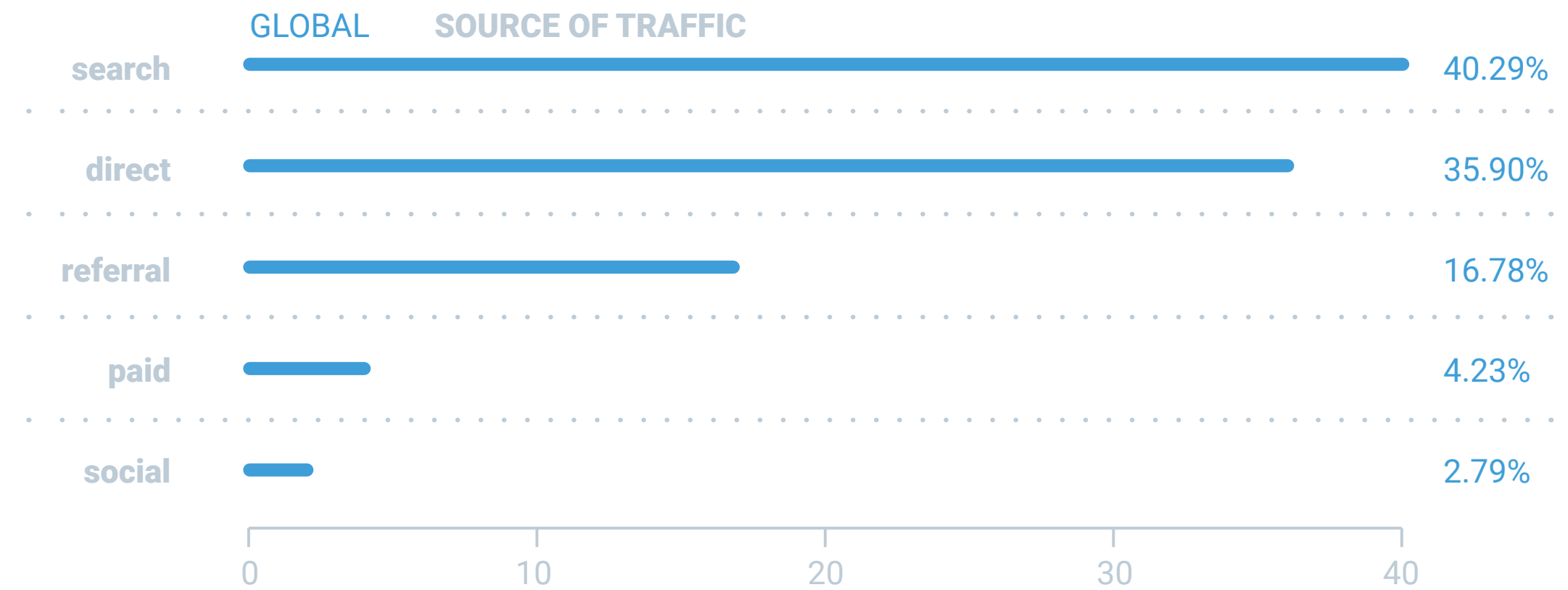


US DEVICES BREAKDOWN

Sources of Traffic

Knowing where the site traffic originates from is imperative for fashion sites to be able to channel their marketing efforts in the right way. Looking at the sources of desktop traffic on fashion sites, it's clear that direct traffic takes the lead in the U.S. (with 40%) while search claims the majority of traffic globally (with 40%). Together, direct and search are responsible for about 80% of the total traffic in both the US and globally. Referral is the third major source globally (with about 17%) followed by paid (4%) and social (3%).

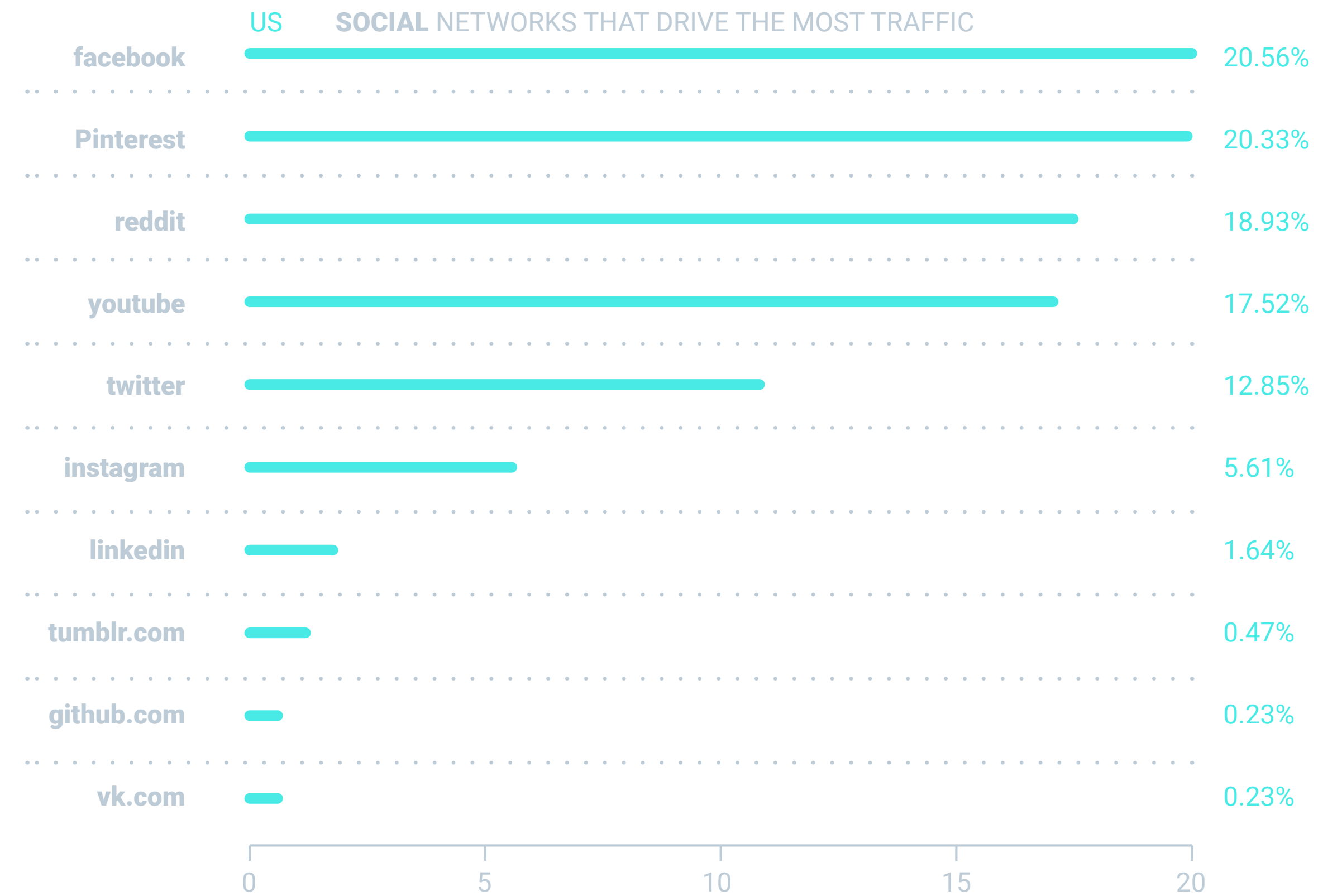
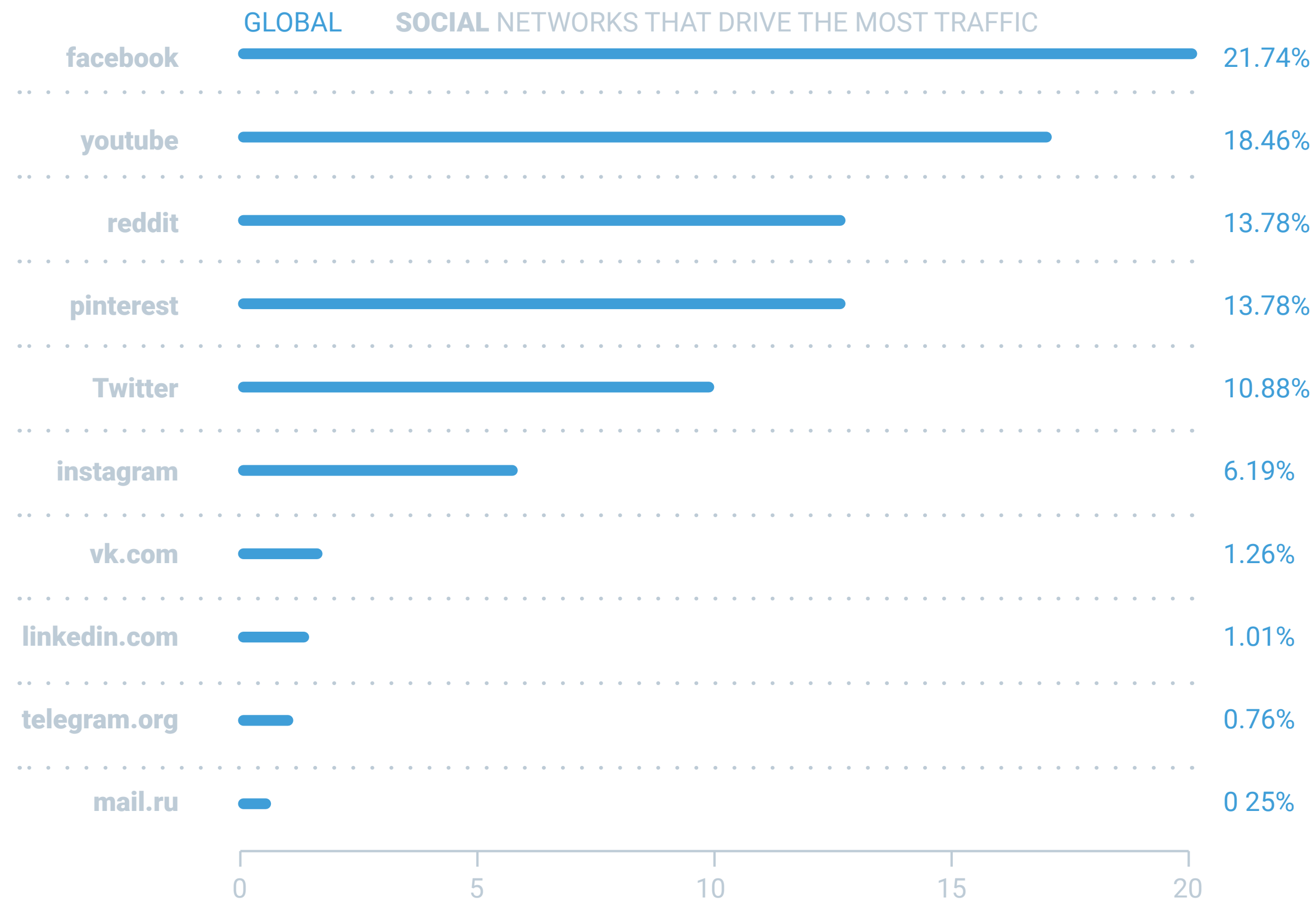
Speaking specifically of the US, direct traffic is important as it provides insight into customer loyalty and brand recognition. Direct traffic being the most popular source of traffic on fashion sites indicates that fashion shoppers would like to stay loyal to where they shop if the experience is good. Therefore, it's worth considering that fashion sites work on to constantly improve their user experience, usability, and accessibility in order to acquire, retain, and grow their recurring customer base. Investing in a site's user experience would also mean getting more brownie points from the search engines which turn out to be the second largest source of web traffic generated on fashion sites.



Traffic from Social Networks

Although the share of social traffic on fashion sites, both in the U.S. and globally, is not quite large compared to other sources, to ignore it in your marketing strategy is not an option either. If you can build a solid presence on social networks like Facebook, Pinterest, or YouTube, your chances of getting more relevant visitors on the site are much better than without a social media presence. To start off, you may focus on a few social platforms which have the utmost relevance and potential for your fashion site.

As data indicate, Facebook is the most popular social platform in the U.S. and worldwide with a popularity share of 21%. It's followed by Pinterest, Reddit, YouTube, Twitter, and Instagram with popularity shares ranging from 6% to 20%. So focusing on these few platforms to deploy your social media marketing strategy could result in increased traffic and improved brand awareness.



Branded and Non-branded Traffic Share



US – BRANDED AND NON-BRANDED TRAFFIC

Branded searches appear to be more popular on brand sites operating in the US. Data shows that 65.78% of the total traffic fashion sites generate in the US comes from the users searching for specific brands.

While data proves targeting non-branded search terms to be quite essential from a traffic and conversion standpoint, the overall marketing strategy marketers design must also factor in the power of branded

search terms. It appears that, given the current traffic landscape of fashion brands and aggregators in the US and elsewhere, fashion businesses can discover more qualified leads online by relying on the strengths of brand and blending non-branded search strategies with branded search tactics to produce maximum results.

Branded keywords are those search terms that usually include a brand name or some variation of it and are unique to a specific domain, such as "Semrush", "Semrush tool", "Semrush com", etc. Non branded keywords, on the other hand, are those terms that don't reference a brand name or any variation of it.



BRAND

Categories of referring websites

Reddit.com and buzzfeed.com, for example, are two of the referring domains that route relatively higher amounts of referral traffic to fashion sites.

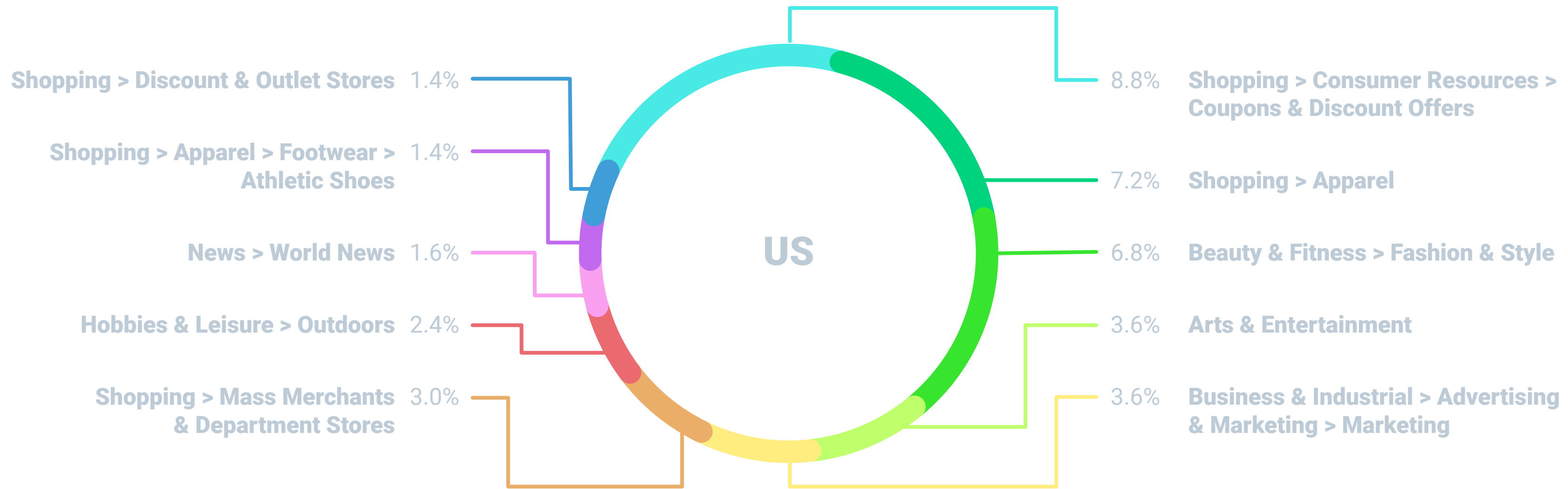
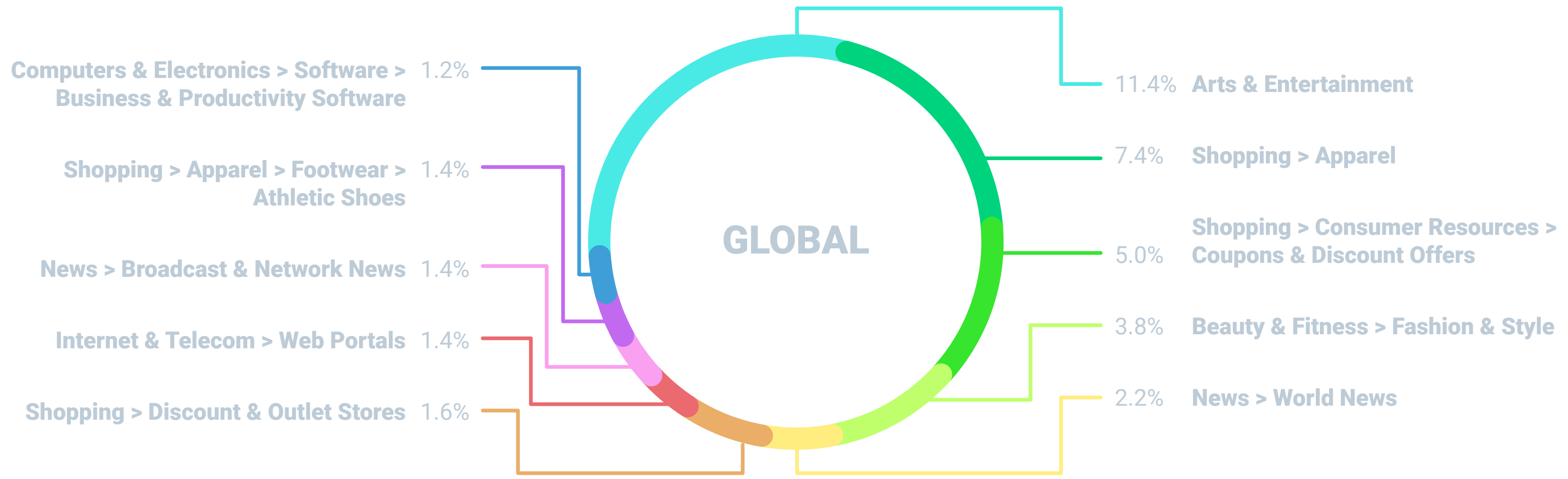
Fashion sites are getting backlinks from external websites (referring domains) within a variety of related categories. Globally, the Arts & Entertainment category being in the lead, with 11% of sites in this category providing links that point back to fashion sites. Within the category, however, some domains contribute more than others.

In the U.S., referring domains that generate the most links for fashion sites include retailmenot.com, lyst.com, custhelp.com, aeropostale.com, amazon.com, msn.com, reddit.com, buzzfeed.com along with many others. All of these domains fall in the top 10 categories that account for about 57% of the total external links fashion sites receive from referring domains.

A key takeaway for fashion site owners and marketers out there is to understand which referring domains are contributing the most when it comes to providing relevant backlinks to fashion sites. So, [when planning a link building strategy](#), it is worth keeping in mind that **categories such as Arts & Entertainment, Beauty & Fitness, and Sports are generating the most links for fashion sites.** Also of importance are shopping categories like Coupons & Discounts Offers, Apparel, Discount & Outlet Stores, Athletic Shoes.

These insights are as good as the use fashion sites make of them. However, it is worth noting that according to our data, messengers also generate a good amount of referral links for fashion sites. An ever increasing amount of users are sharing links via messengers, and this might be useful to the fashion websites in terms of leveraging their digital marketing efforts.

CATEGORIES OF REFERRING SITES



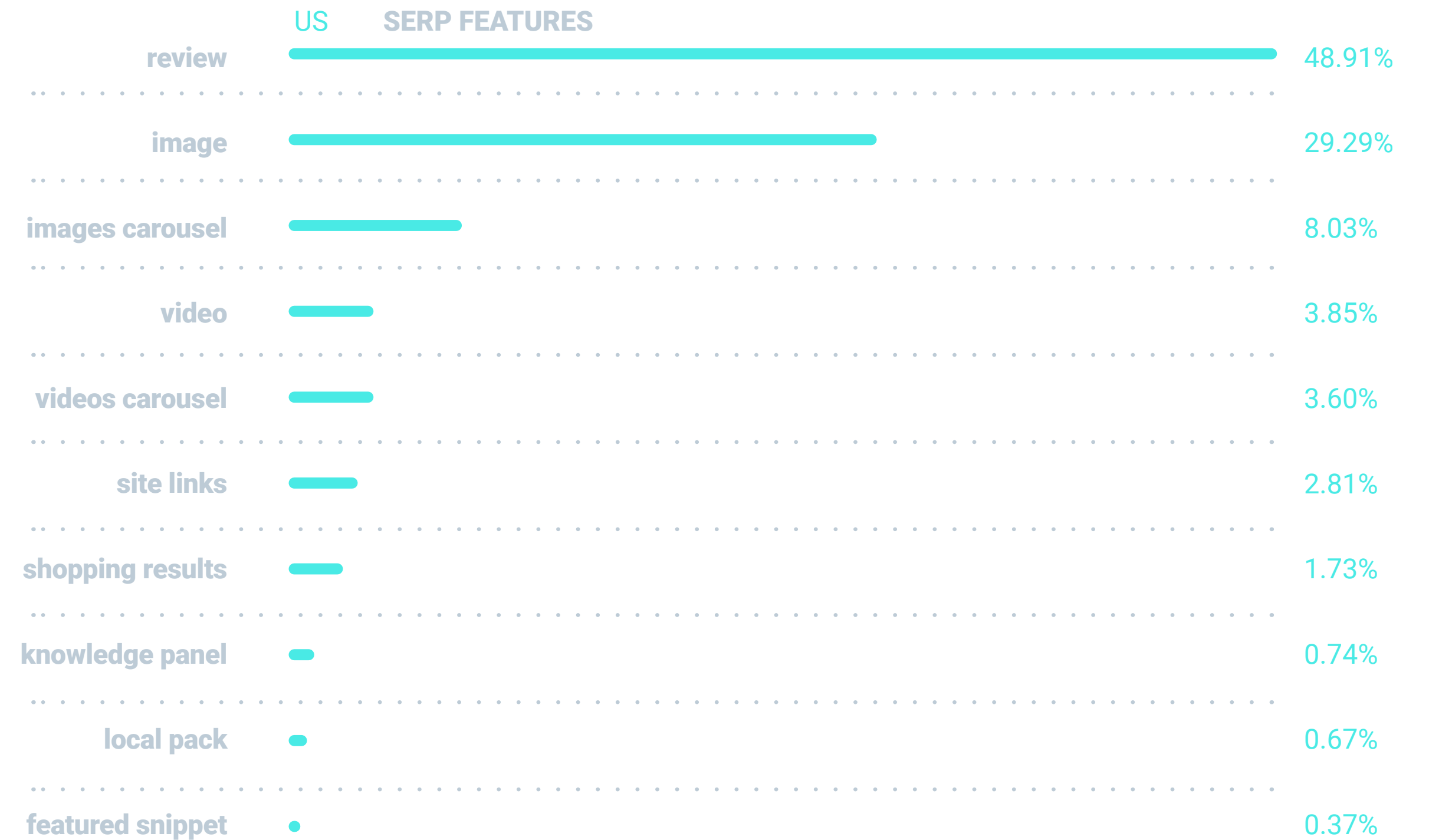
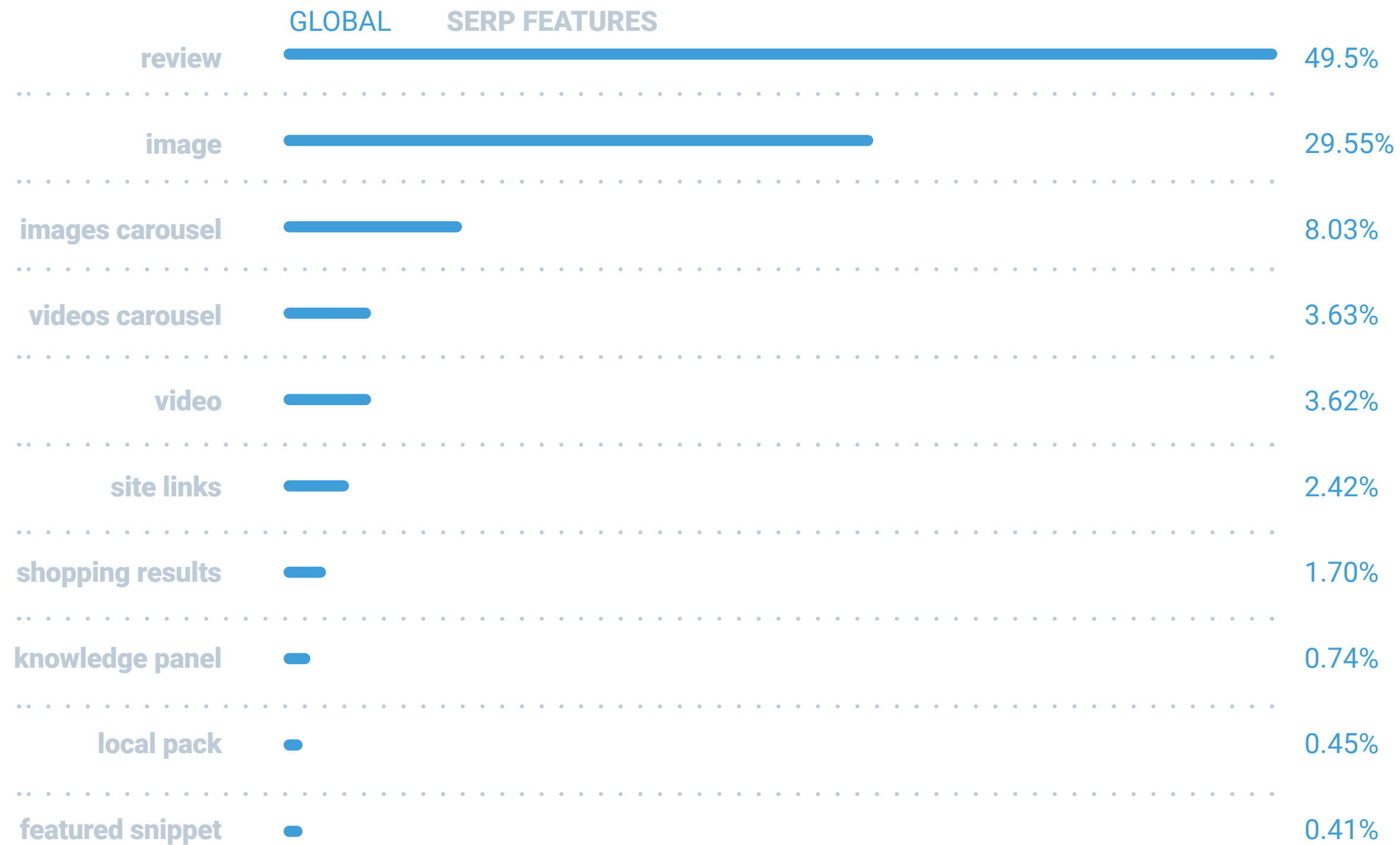
SERP Features

Traditional organic search results (that include a title, a link, and a short description) have not changed much in appearance from the early days of Google. However, besides traditional organic results, Google has added a number of non-organic results to its SERPs which are called "features". Some of the most prominent SERP features fashion sites are currently utilizing include: review, image, images carouse, video, video

carousel, site links, shopping results, knowledge panel, local pack, and featured snippet. SERP features are a great way fashion sites can get on the front page of Google and drive a ton of attention towards their sites.

Interestingly, "review" appears to be the most popular SERP feature among all in the fashion category; both because they help fashion shoppers to make informed decisions and fashion brands to look more appealing

to the increasing number of consumers shopping on-line. The other two features with more frequent use for fashion sites are "images" and "images carousel". As we know that SERP features could be of great value to fashion sites when it comes to enhanced visibility and improved clickthrough rate, marketers should make them a part of their SEO and digital marketing strategy.



When users search a specific word or a phrase on Google, it returns a list of results with a linked Web page title, a page URL, and a brief description of the content on that page. We know it as the "Search Engine Results Page" or "SERP" for short.

What It Means to You as a Marketer

There seems to be a dramatic shift of users from desktop to mobile as we head on to 2019. Even right now, as much as about 4.8 million additional users access fashion sites via mobile devices than via desktop. Therefore, **focusing their marketing strategy around mobile users will be imperative for fashion brands in the days to come.** Fashion websites and apps that cater to the demands and requirements of mobile users will have a better chance of attracting users and improving marketing ROI. That being said, desktop will still remain important from a marketing standpoint and optimizing brand websites to create more user-friendly experience will become more necessary than ever.

Mobile use is dominating and it's quite possible that some customers base their first impression of you on their first experience with your site. As we look through the past trends, it appears that sites providing better online experience to users also manage to engage and convert them into repeat customers. This is true both in the case of mobile and desktop users. The

fact that the great share of traffic comes from direct sources tells us that **customer loyalty tends to be higher where the previous shopping experiences are positive.** Therefore, to attract, retain, and convert online traffic into future repeat customers, fashion sites will need to ensure that their customers, both on desktop and mobile devices, get better, smoother, and more seamless shopping experience.

As a future course of action, **marketers should take advantage of online visibility management software for more specific insights** and take appropriate action to enhance their sites' performance, increase traffic, and improve conversion. Some important parameters to look into may include traffic sources, customers' buying journey, the site's bounce rate, conversion rate, and SEO optimization needs. This is especially important since search traffic takes the lead globally and hence it's crucial to work on optimizing your website for search engines.

How SEMrush helps?

Traffic Analytics

Provides estimations of a competing domain's desktop and mobile traffic. Gives you insight into traffic data for any website: total traffic volume, mobile traffic volume, visitors engagement and behaviour, countries breakdown, traffic sources and destinations. Our analysis is based on the anonymized proprietary and clickstream data from multiple third-party data sources and behavior of over 200 million real internet users.

Analyze competitors' traffic



PPC Keyword Tool

Helps create, optimize, and improve your keywords strategy. From collecting keywords through multiple channels to managing and fine-tuning your list by eliminating duplicate and competing keywords, the tool helps you find best keywords for PPC campaigns and, as a result, achieve your ROI goals.

Set up your profitable PPC campaign



Backlinks Analytics

Helps you conduct a deep link analysis of all referring domains' authority, gain competitive link intelligence on your rivals' backlinks, spot new referral traffic sources, and improve your link building strategy with the insights gained. View the types and geolocation of all your site's incoming links, see anchor texts, and discover both the referring site's and your site's target webpages.

Check your backlinks



Backlink Audit

Provides an in-depth look at your domain's backlinks and helps with securing your SEO link building efforts from Google penalties. Analyze the links that are putting your site at risk, determine how backlinks affect your website using the toxic markers, and monitor new backlinks for your e-commerce.

Discover and disavow toxic backlinks



Link Building Tool

Collects a list of link building opportunities for your website and helps you to run an outreach campaign in order to contact website owners, acquire the best backlinks for your website backlink profile, and rank higher.

Start building your backlinks



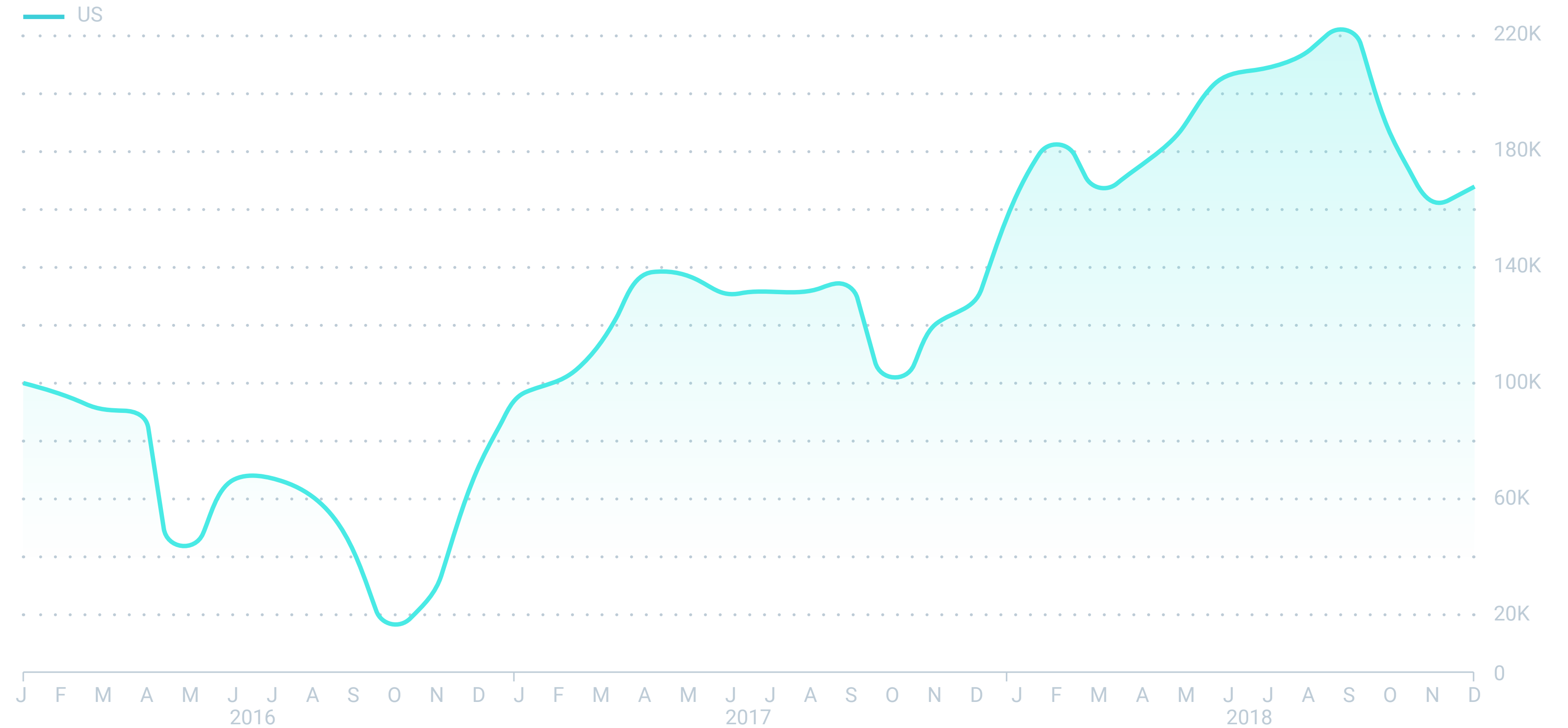
A woman with short blonde hair, wearing a white button-down shirt, is the central figure. She holds a magnifying glass in her right hand and a smartphone in her left. The entire image is overlaid with a semi-transparent teal color. The text 'How to Advertise' is in white, and 'PART 2' is in a light teal color.

■ How to Advertise

PART 2

Spend on advertising

As per U.S. data, the average cost of advertising in Google Ads has steadily increased for fashion sites over the last few years. From a monthly average of \$99,935 in Jan 2016, the cost has hiked up to \$165,710 in Jan 2018 (up by 65%). In the last twelve months alone, the average advertising cost has increased by about 32%, indicating that fashion sites are increasingly relying on paid advertising across Google's marketing platform. The data also help us infer that fashion sites are generating potentially higher revenue from advertising campaigns they run on Google Ads as the search engine keeps improving its advertising platforms by introducing new tools and features to help companies drive sales and conversions.



ADVERTISING

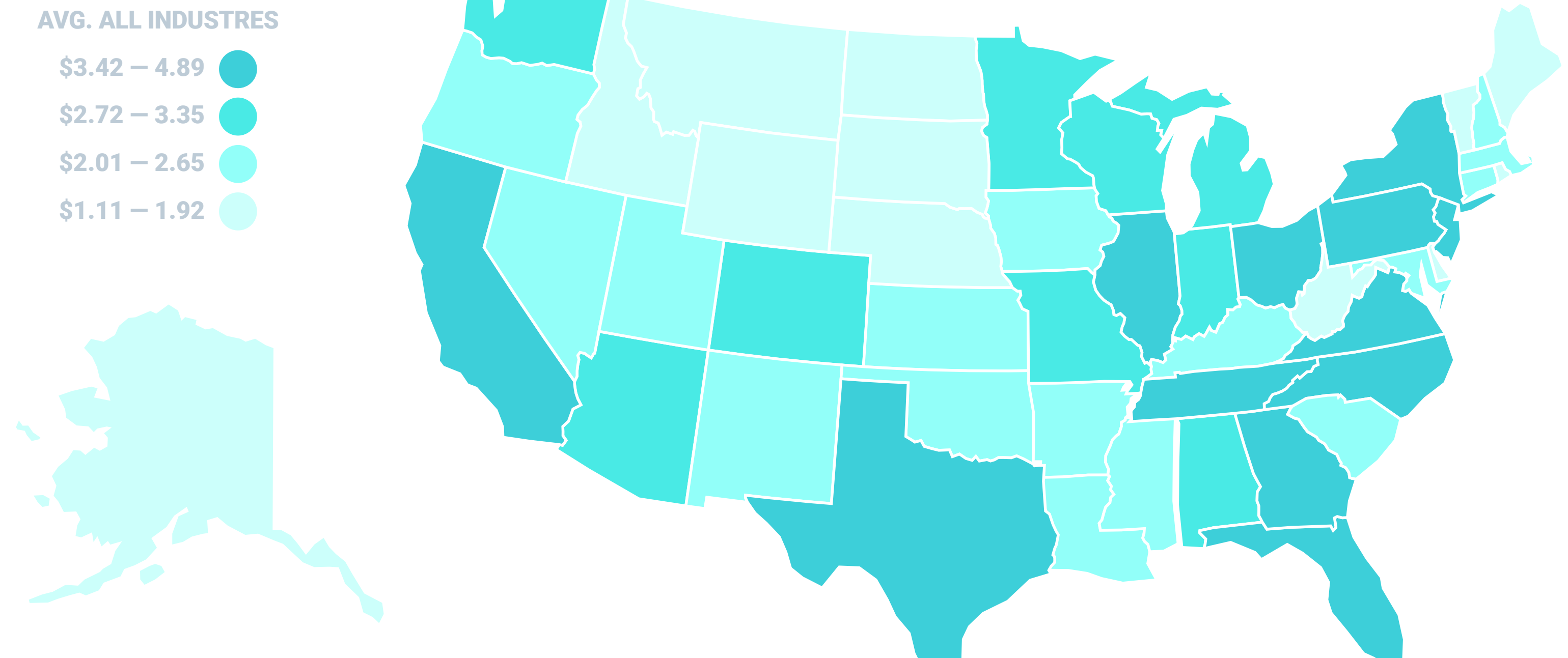
SEMrush CPC map – most expensive states

Knowing how much Google ads cost in your segment is important. It helps you estimate how much you should shell out to advertise on Google. Although there's no one-size-fits-all answer to the problem, you can draw insights from past trends and data records to help you choose a strategy that suits your budget and advertising requirements.

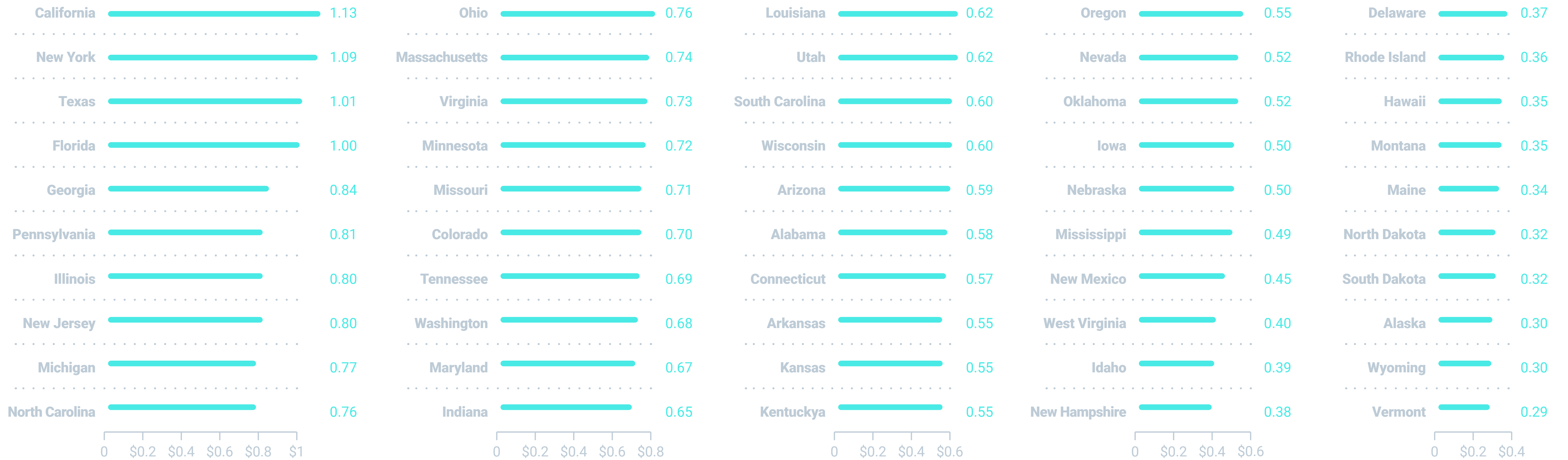
Our analysis for average CPC is based on the US data which represent almost 60% of the total web traffic generated by fashion sites worldwide. We have included states with the highest and lowest average CPC rates, the industry average CPC for fashion retail segment, and the most expensive and most popular keywords for the industry based on our analysis of 53,652 keywords.

Thus, in the United States, the most costly state for fashion advertising turns out to be California where the average CPC rate is as high as \$1.13. It's followed by New York and Texas where advertisers on average spend \$1.09 and \$1.01 for every click they receive, respectively. On the other hand, Vermont, Wyoming, and Alaska are the three states where the average per click costs are some of the lowest.

CPC MAP – AVERAGE U.S. CPC BY STATES (ALL INDUSTRIES)



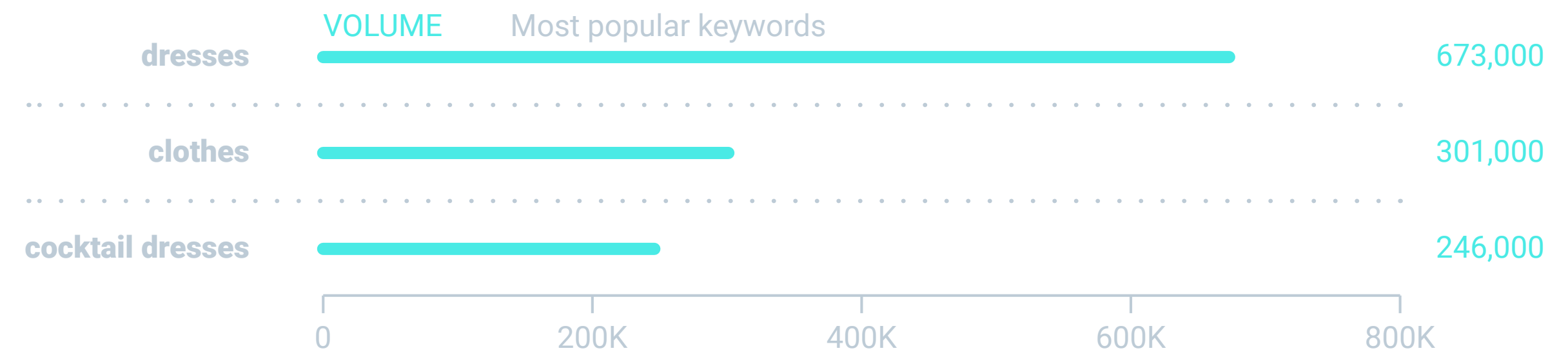
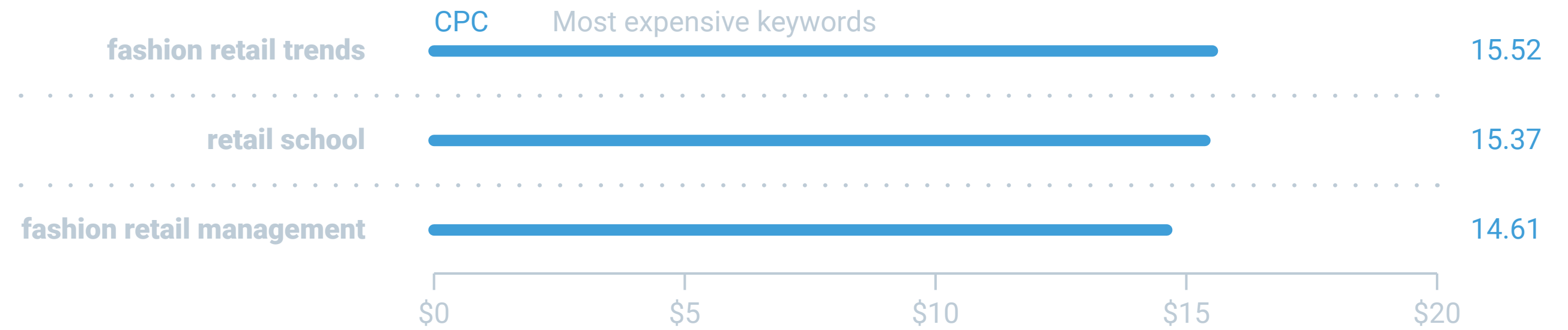
AVERAGE CPC BY STATE — FASHION RETAIL



Overall, the fashion retail industry’s average cost per click rate is \$1.42 in the U.S. (average CPC in the country as a whole is higher than that in every single state). Fashion industry turned out to be one of the cheapest in terms of advertising – [compare its average CPC to other industries](#)’. And if we go some months back to analyze the average CPC trend and keywords volume, we notice a slight fluctuation in the average cost of advertising, while keywords’ search volume growing at a steady rate.

As for the most expensive and most popular keywords in the fashion segment, “fashion retail brands”, “retail school”, and “fashion retail management” appear to be the most expensive keywords. And “dresses”, “clothes”, and “cocktail dresses” appear to be the most popular keywords.

FASHION RETAIL – US (NOVEMBER DATA)



RETAIL

Top Items in PLAs

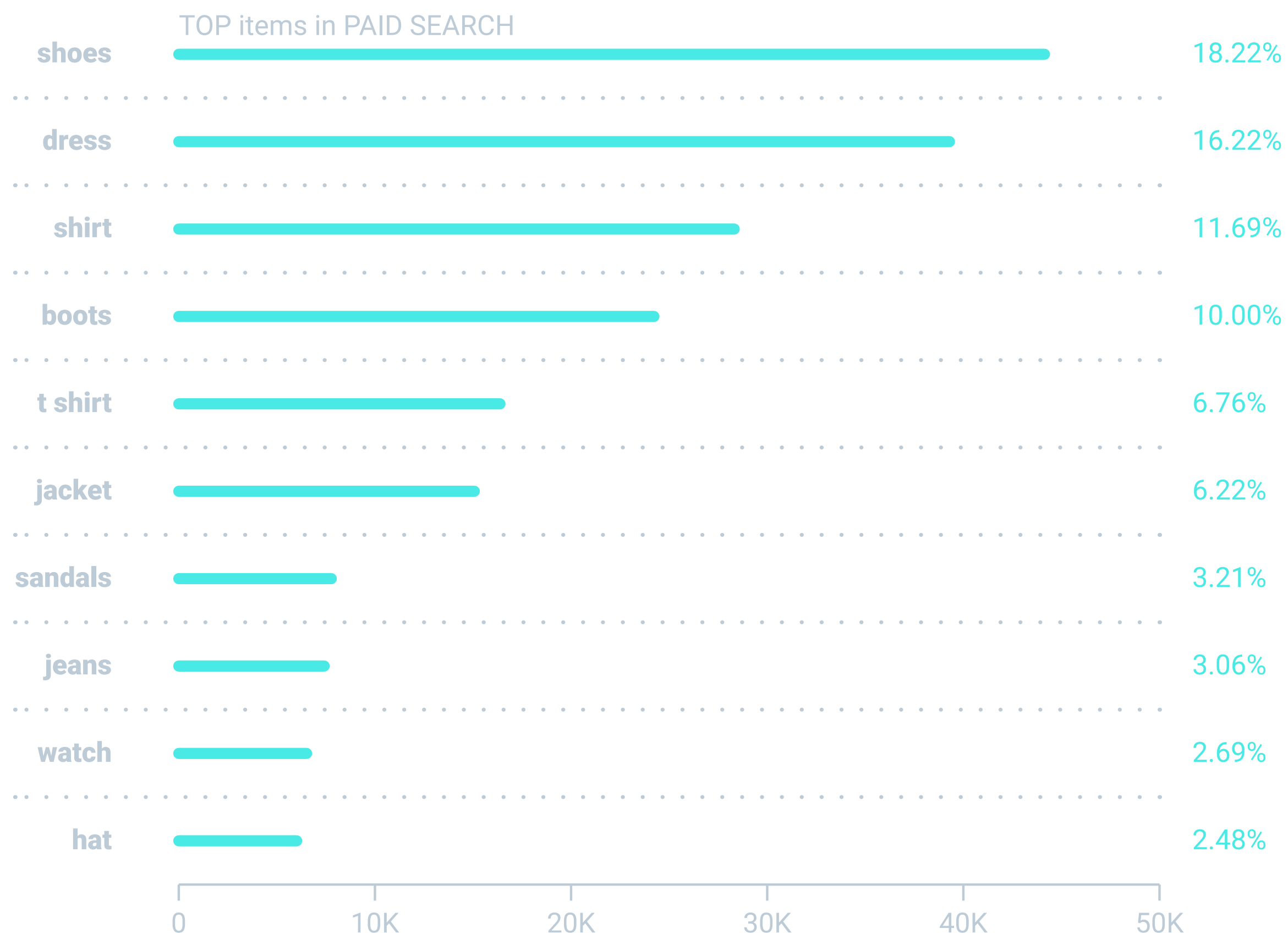
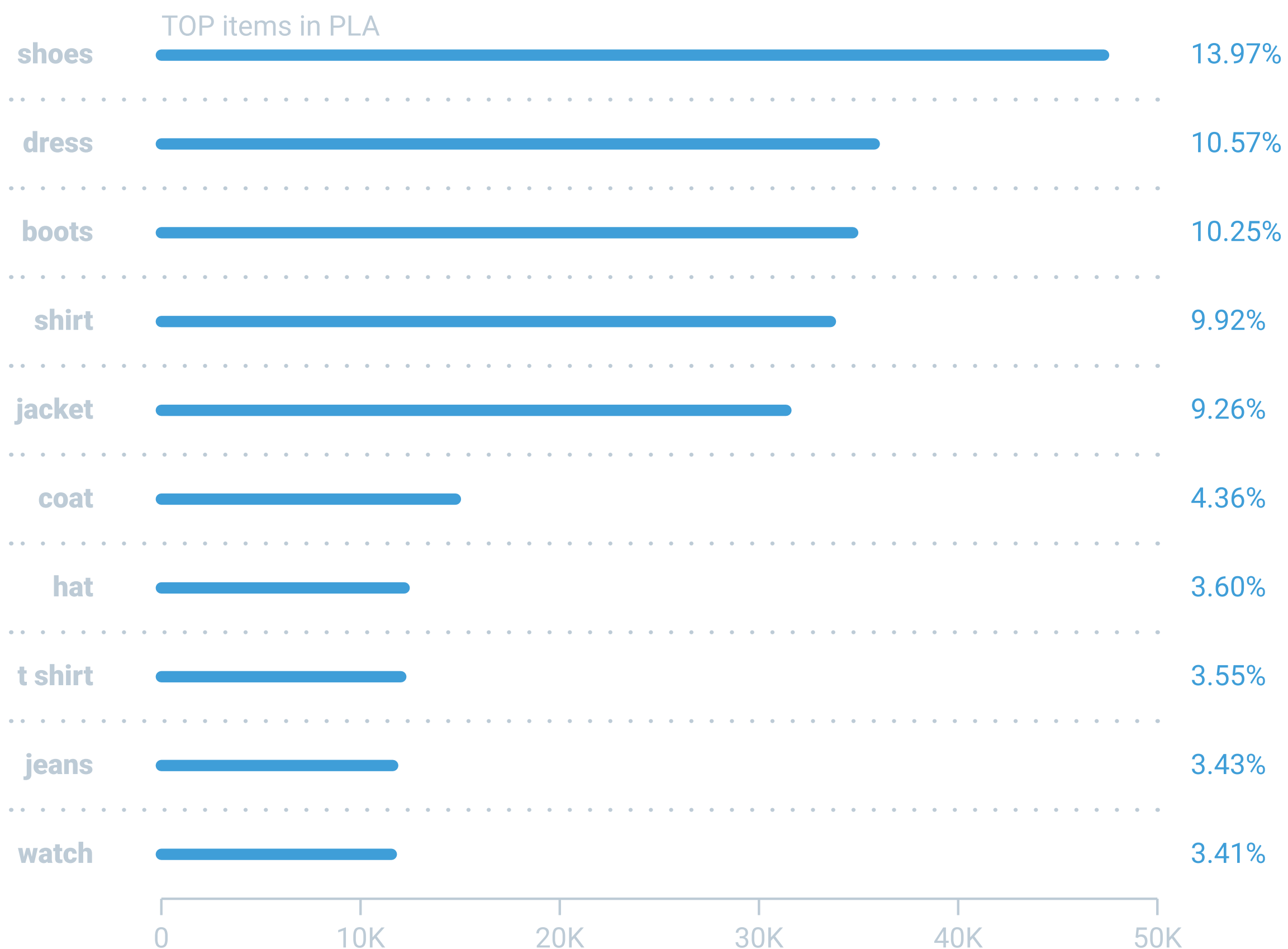
If a picture is worth a thousand words, PLA ads are better and worthier than text-only PPC ads. Google uses PLA ads to allow e-tailers to feature product images, prices, and merchant name in their ads that enable Google searchers to find some instant signaling of relevance. While text ads are still the most used format in many advertising categories, in retail-specific categories the PLA ads seem to far outstrip text ads.

Our analysis of the most popular items in PLA ads and paid searches on Google indicates “shoes” to be the most advertised item in Google searches. It represents 13.97% of all PLA ads and 18.22% of all text ads in the fashion retail category.

Next comes “dress” which accounts for 10.57% total PLA ads and 16.22% total text ads in Google search-

es. The items that follow include boots, shirt, jacket, and t-shirt.

These four topmost items – shoes, dress, boots, and shirt – alone capture about 44.7% of all PLA ads and 62.9% of all text ads in Google searches, making them the most sought-after products for PPC campaigns in the fashion retail segment.

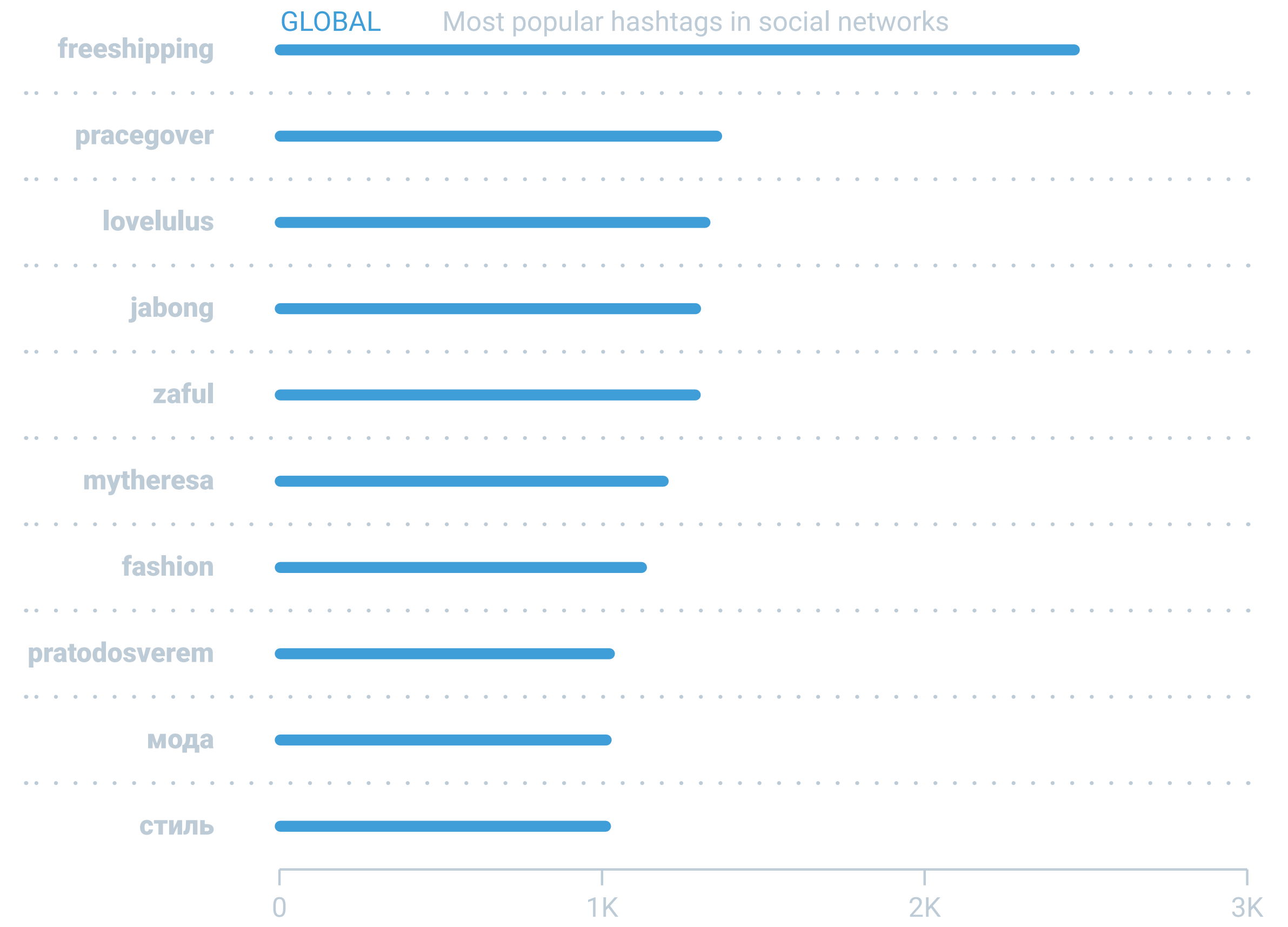


Most Popular Hashtags in Social Networks

Hashtags have become an integral part of the social media strategies companies, celebrities, or even ordinary individuals are deploying to build brand awareness and drive public attention on social platforms. When used properly, hashtags can provide great marketing value in the form of increased visibility, targeted reach, and greater awareness through social platform. Fashion sites, both in the U.S. and worldwide, are also taking advantage of hashtags in their marketing campaigns. The most popular ones used in the fashion category being #freeshipping, #lovelulus (used by lulus. com), #jabong, #zaful, #mytheresa and #fashion (used by a number of fashion brands worldwide). Besides, fashion brands such as lojasrenner.com.br, riachuelo.com.br, and wildberries.ru, are also using non-English hashtags to connect with regional audiences. Some of these popular hashtags are #pracegover & #pratodosverem, meaning 'for blind people to see' in Portuguese.

Brazilian Brands often use these hashtags to show that they have equal concern for all the customers regardless of what their physical characteristics are. These brands know that people with blindness or low vision can also be their customers and they are able to like, comment, share, or create content on social media with the the help of screen readers and other accessible technology.

Other examples include #sejavocesefeliz (meaning 'be yourself, be happy), мода (meaning 'fashion'), and стиль (meaning 'style').

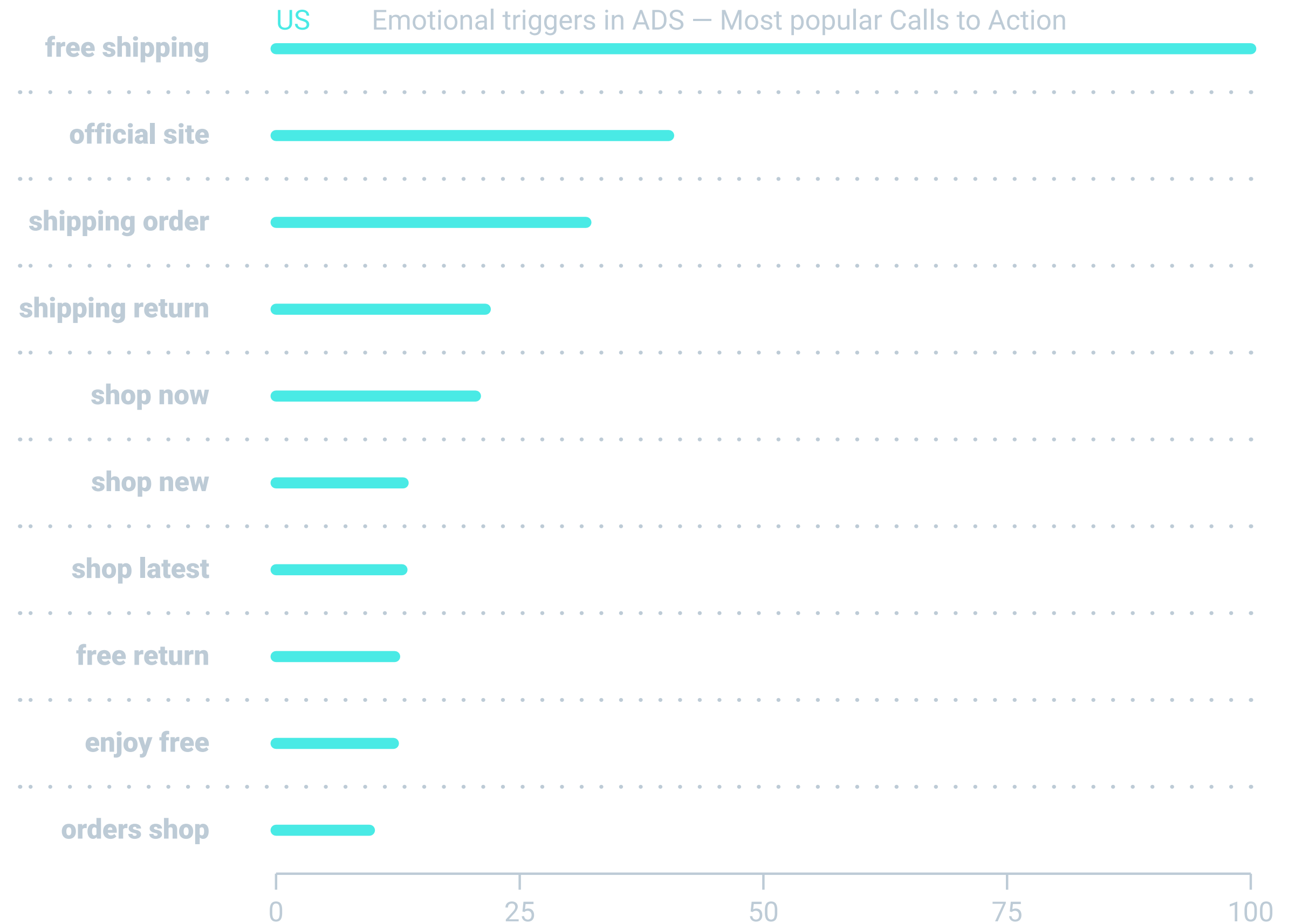
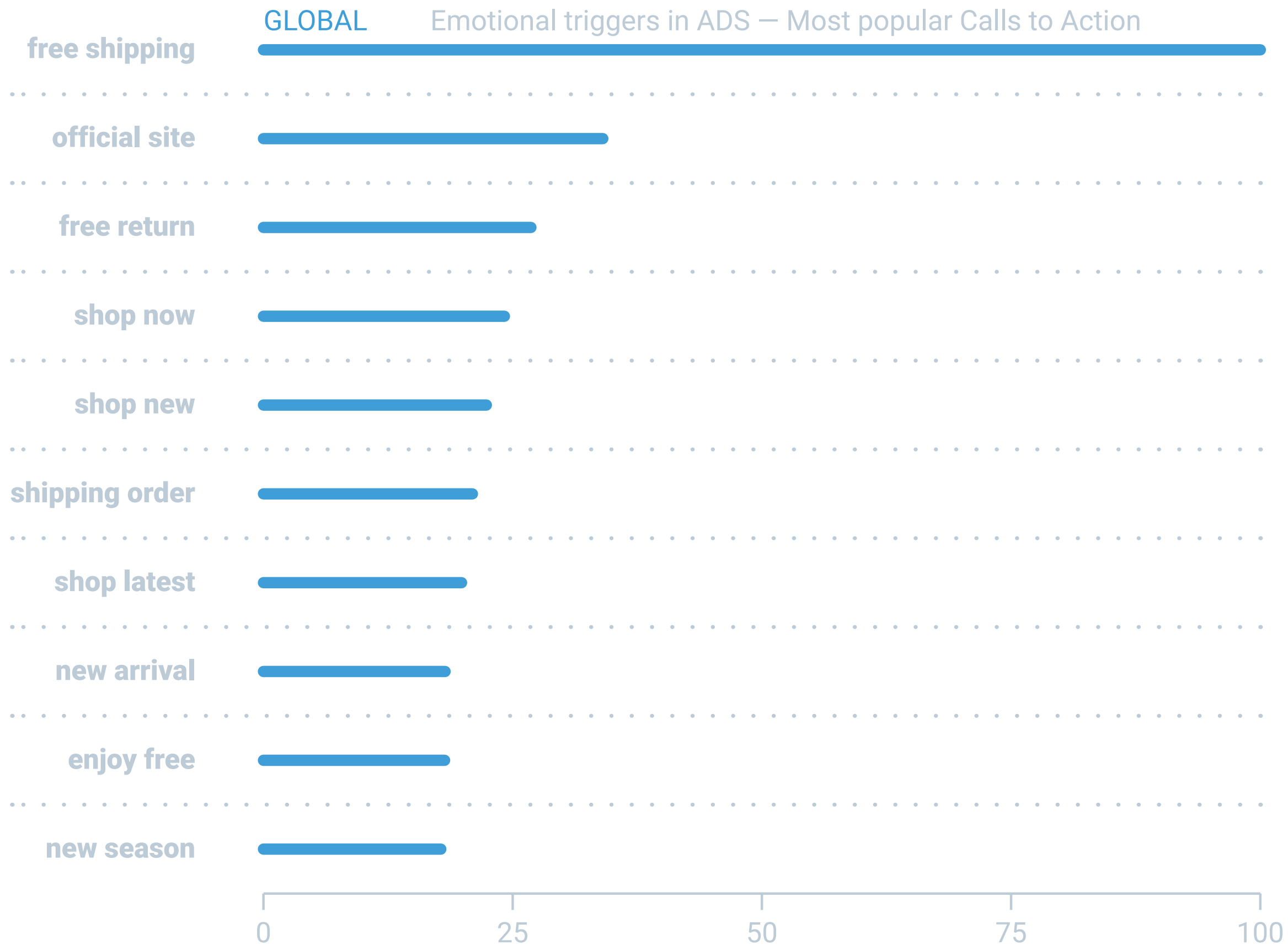


While implementing a hashtag strategy, fashion brands need to know what types of tags sit well with their specific campaigns on social media. Brand and campaign specific hashtags are best if your objectives are to promote a brand and create awareness about it. Trending hashtags serves the strategy better when you see a trend relating to your business or portfolio of products. And content hashtags are effective when the goal is to promote your marketing content through social media.

Emotional Triggers in Ads – Most popular Calls to Action

A Call to Action, aka CTA, is an appeal to users to respond to some kind of “call” that requires an “action” which, when taken, is going to benefit them. A successful CTA that contains emotional triggers results in a conversion. Our analysis of the most frequently used Call to Actions (CTAs) in search ads indicates that “free shipping” is by far the most popular CTA both in the U.S. and globally. “Official site” comes next

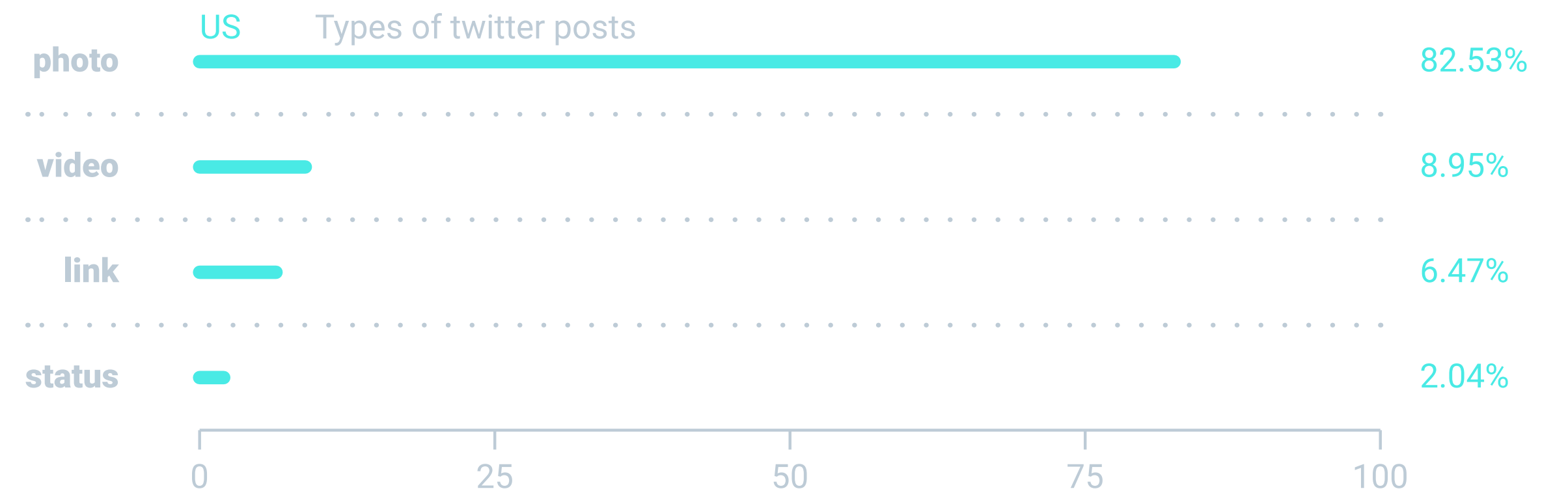
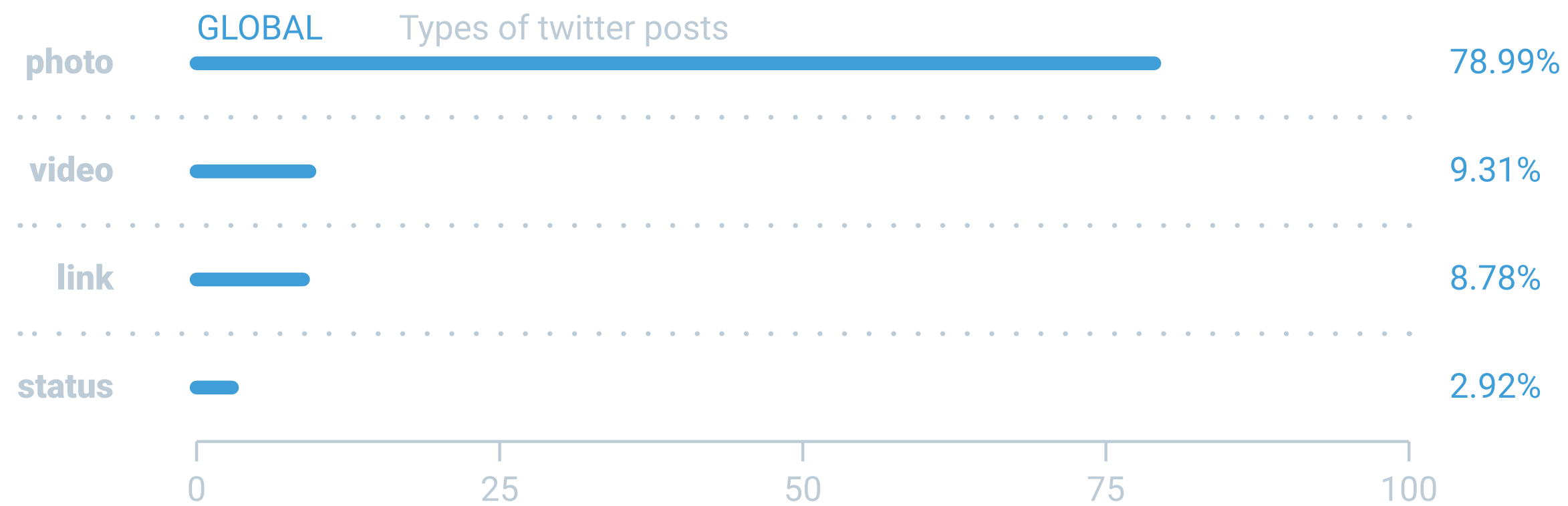
as a distant follower. Other CTAs with high consideration include “shipping order”, “shipping return”, “free return”, “shop now”, “shop new”, “shop latest”, “enjoy free”, and “new arrival”. These Call to Actions appear in the titles as well in the descriptions of search ads. They are short, effective, and enticing enough to get people to click on them.



Types of Posts on Social Networks

Social media posts are a common tool fashion sites consider to leverage their marketing efforts online. Of the various types of social media posts used on Twitter, "photo" turns out to be the most popular one with 79% share of all Twitter posts in the U.S. and 82% worldwide. "Video" is next in popularity but with

a far smaller share than "photo" (about 9% in the U.S. and globally). Other types of posts fashion sites appear to more frequently roll out on Twitter include "link" (with 8% share in the U.S. and 6% globally) and "status" (with 3% share in the U.S. and 2% globally).

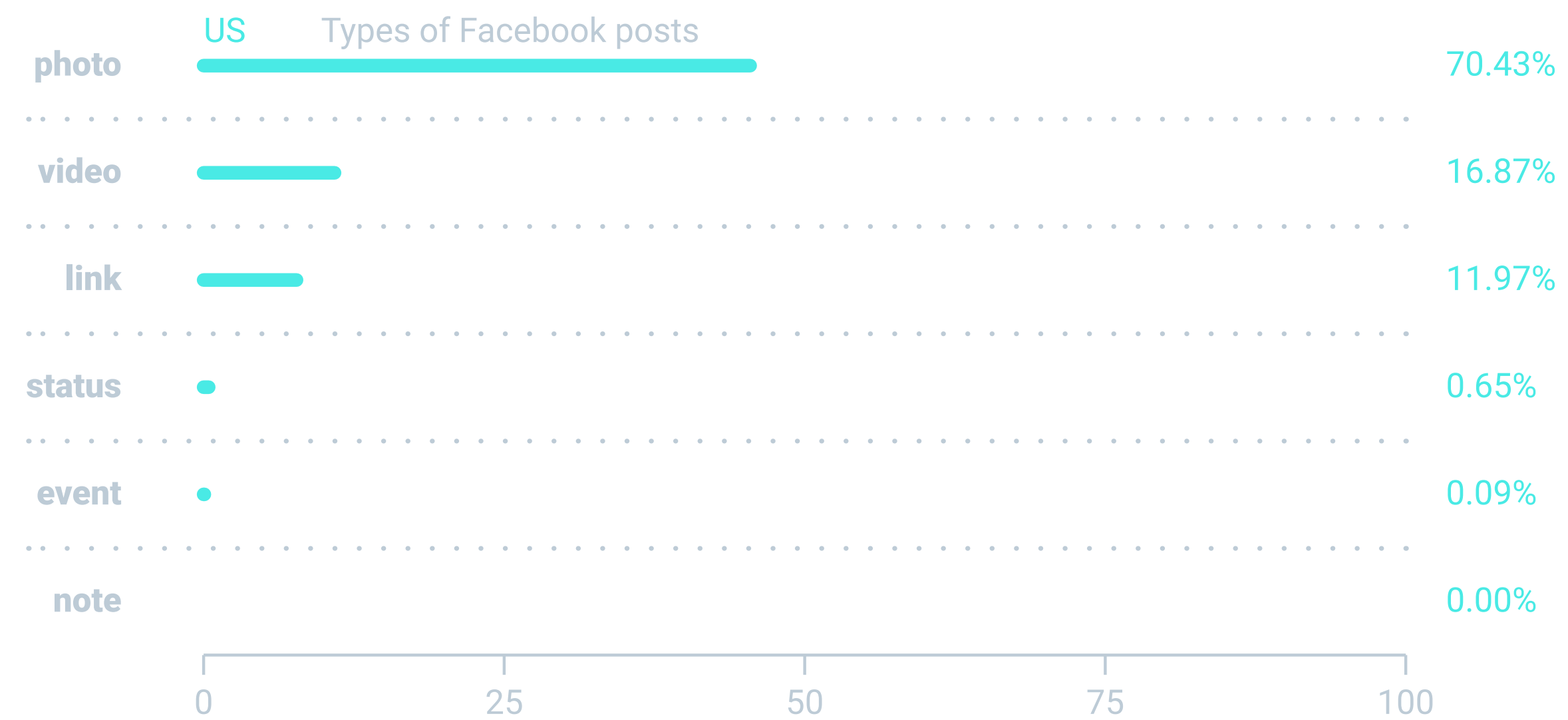
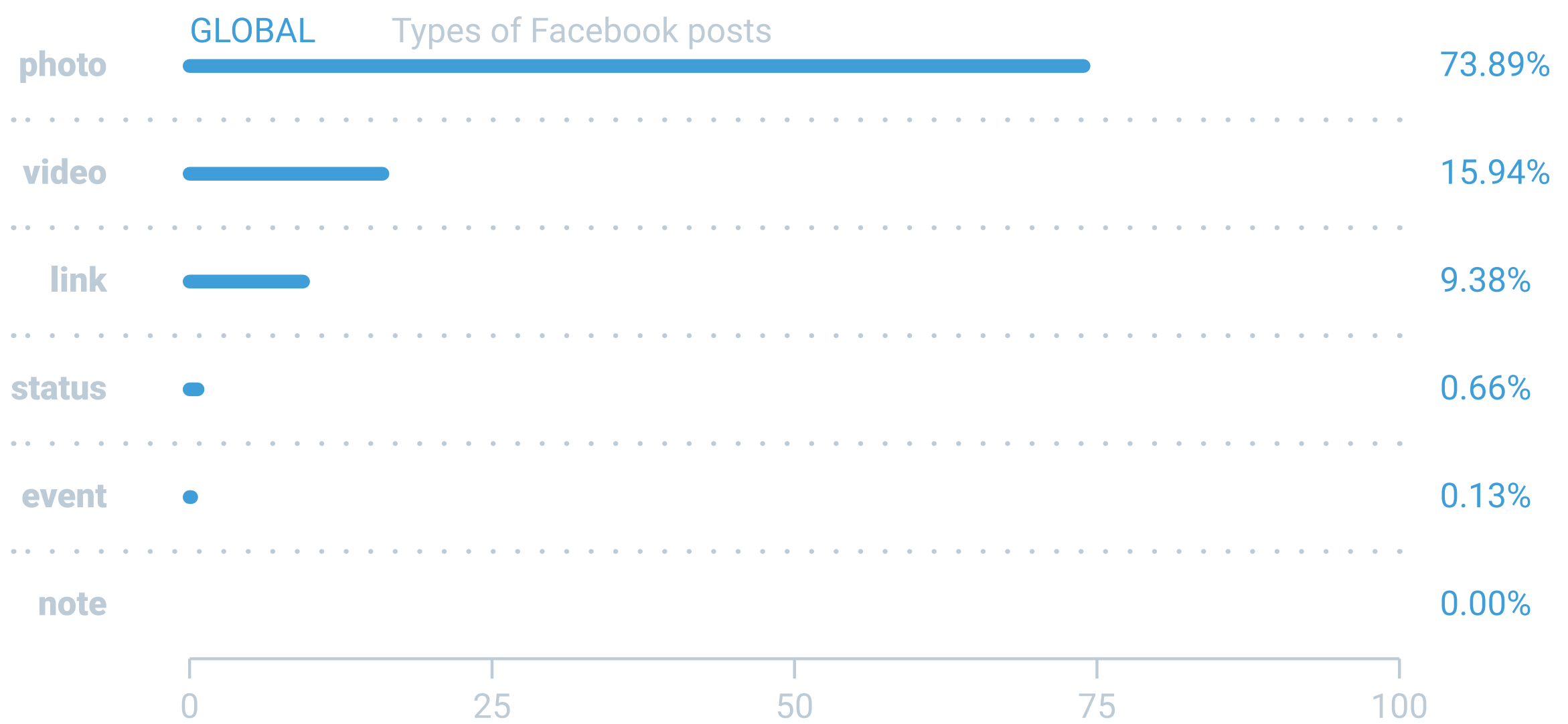


FACE

Looking through the Facebook posts for the same period yields a somewhat similar trend. "Photo" stands out with 73% share of all Facebook posts rolled out by fashion sites in the U.S. and 70% share of those rolled out globally. "Video" is the next popular type that accounts for 15% of all FB posts in the U.S. and 17% worldwide.

The smaller share of videos compared to photos (in the case of fashion sites) may lead us to think that the heat has gone out of the video push;

in reality, video content is still where both Facebook and Twitter, two of the major social platforms, are seeing their biggest opportunities in the future. We might still have our doubts but it is likely that videos on digital platforms will reach new heights sooner than we think.



BOOK

Another type is "Link" that follows with a 9% and a 12% share of all FB posts in the U.S. and worldwide, respectively. "Status" appears to be the least popular type with the smallest share of 0.65% in the U.S. and 0.66% worldwide.

As a way forward, fashion sites should not depend on the types of social media posts that are easy for them to generate and roll out. Their key focus should rather be on what works better for the users on these plat-

forms. It matters, for example, what type of "photos" or "videos" fashion sites are utilizing in their social media marketing strategy. Although some of the best and most engaging types of posts (such as podcasts, live streams, infographics, VR content, and webinars etc.) may take time and consume valuable resources, yet they are the best way to engage your audience on social media and increase your fanbase.

What It Means to You as a Marketer

With advertising budgets increasing heavily over the last couple of years, tuning your advertising campaign in a correct manner is crucial for attracting customers to your website.

If you're running an online fashion store, a heedful allocation of advertising budget could be your best bet. In that, it will ensure that products with greater demand and better potential to sell also get better exposure for it to be noticed. With a well-planned campaign structure, you can target the right products and drive more sales on your site.

Having a prior insight into what products attract how much attention in the online space helps you prepare a better competitor-focused strategy. It's worth considering that smaller companies with limited marketing re-

sources should rather stick to advertising items that are not so heavily advertised in order to avoid stiff competition. Keywords which are fought for by numerous other brands and aggregators means they are more competitive, costlier, and therefore less attractive. And provided that your marketing budget is small, bidding on these keywords would only mean allocating your limited resources in a less efficient way.

With fashion industry having turned out rather inexpensive in regards to PPC advertising, there are plenty of opportunities for taking advantage of correctly built PPC ads. But there's more to it. Hashtags, types of posts on social networks, calls to action — make sure you don't miss any aspect of digital advertising and use full range of tools and tactics.

How SEMrush helps?

CPC MAP

Provides an easy way to evaluate the potential of a particular state or region in terms of cost per click and search demand for your services. The tool allows you to compare PPC costs and search volume of keywords on a local level in multiple industries.

Explore your industry's local CPC



Advertising Research

Helps you devise a competitor-focused advertising strategy and succeed in online advertising. With Advertising Research you can identify the number of ads run by the competitors in your niche, their estimated advertising budget, and the keywords they are bidding on to attract more business. The tool comes with a unique capability to pull historical data and identify the number of changes applied by your competitor during the campaign. You'll be able to learn how much traffic your competitors are generating from their ads and use that insight to craft a strategy that ensures better results and ROI.

Discover your ad campaign's best options



Display Advertising

Helps you make informed choices by gathering competitive intelligence on your top competitors from across Google Display Network. You can get a deeper insight into your competitors' target audience and display marketing strategies by knowing where their ads are showing, how they are designed, which devices their ads appear on the most, and which ad formats (responsive HTML vs standard images) they tend to prefer for display ads.

Create winning advertising strategy



SEM/RUS/A

Social Media Poster

Lets you manage your social media activities in the most effective way possible. You can free up your time to spend it on more creative aspects of business. From planning your social media publication to creating drafts for future activities to getting content ideas from external resources, the tool helps you form and deepen real connections with the people who matter. It also allows you to add UTM parameters to your links, such as campaign name, campaign medium and campaign source. With the help of UTM parameters you can track your social traffic in Google Analytics and learn which of the social networks or posts are driving more traffic to your website.

Manage your social media activities



Ad Builder

Allows you to write ad copy and headlines for your PPC campaigns. It makes it easy to gather ideas for your own ads based on the ads of your competitors. The ads you write can be uploaded to Google AdWords Editor and be implemented into your campaigns in mere minutes. This tool gives you the ability to research and plan display ads in addition to text ads.

Create your ad



PLA Research

Our PLA research tool helps you analyze the performance of your advertisers' Google Shopping ad campaigns. With the tool you'll get a full picture of your competitors' Google Shopping strategies: the keywords triggering their ads to show up, the product descriptions, the product prices and, most importantly, the seasonality of their PLA campaigns.

Explore competitors' PLA campaigns



HELP



■ **How to Fix
Your Website**

PART 3

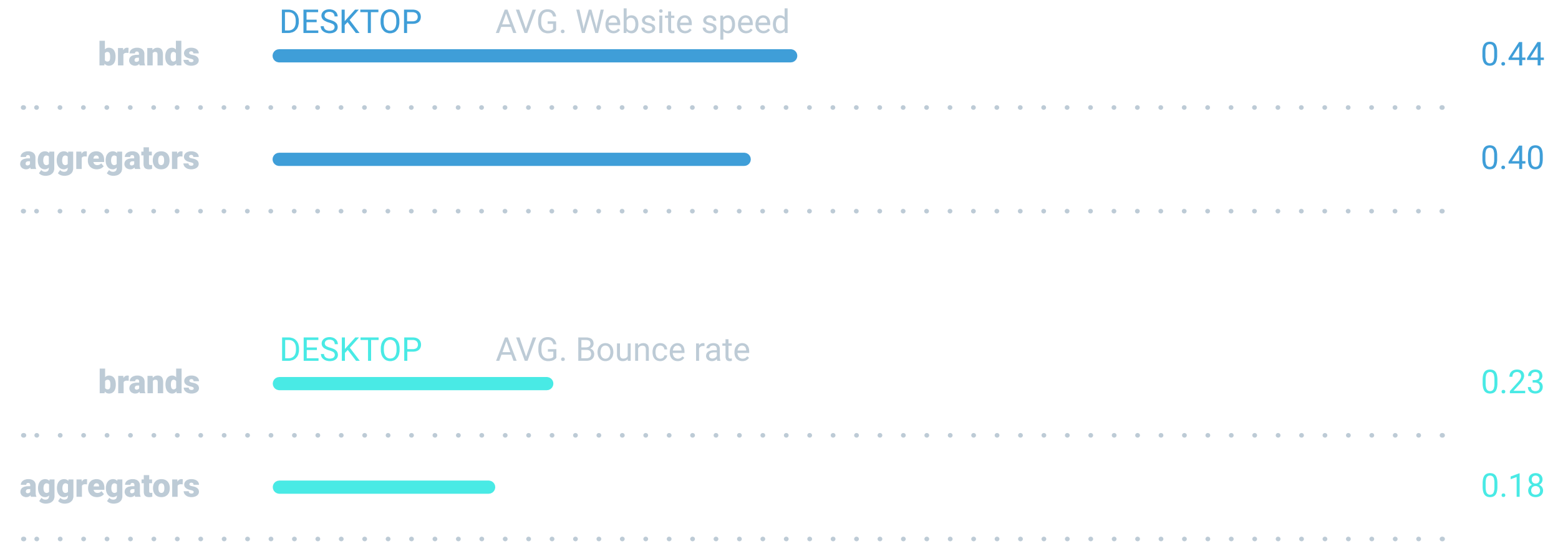
Site Audit

From usability, user experience, and SEO standpoint, fashion sites in the U.S. as well as globally seem to be lacking in many areas. Although the average bounce rate is rather good, we can hardly say that improved bounce rate alone will produce better results. More than 80% of the fashion sites analyzed are operating with many of the most frequent errors, including those related to meta, crawlability, internal links, ALT attributes, duplicate title tags, different problems with HTTPS Implementation, and many more. Over 50+ of these frequently found errors are spotted on fashion sites worldwide, although some of these errors are more commonly found than others.

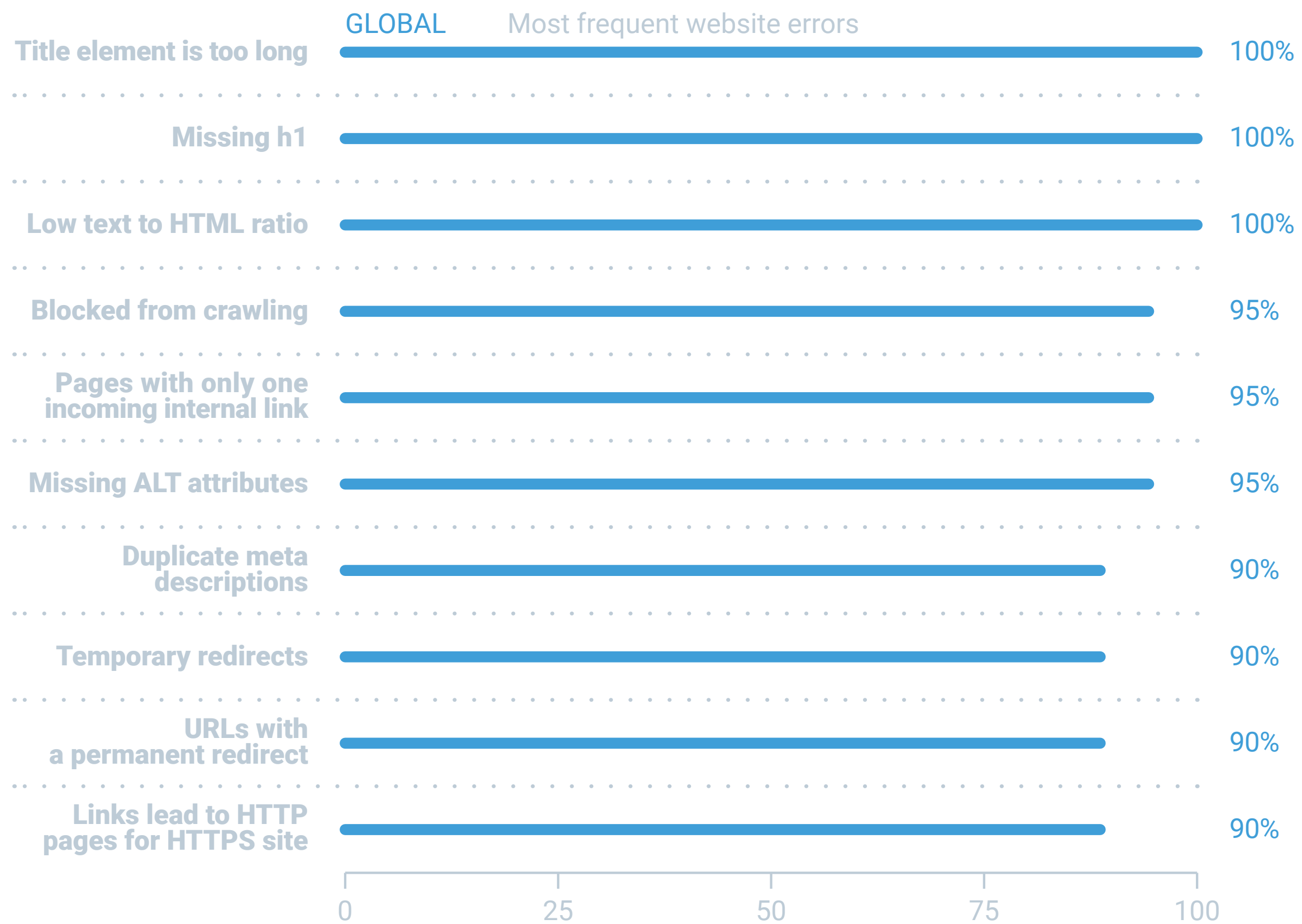
The existence of such errors means that there's a potential room for improvement when it comes to on-page SEO and user-experience elements on fashion sites. By timely addressing these errors, site owners can potentially improve their overall SEO score and, even more important, their user experience. Ultimately, sites which are better fine-tuned from both the search engine and user experience standpoint may result in higher engagement and increased ROI.

SITE

FASHION WEBSITES SPEED VS BOUNCE RATE



AUDIT

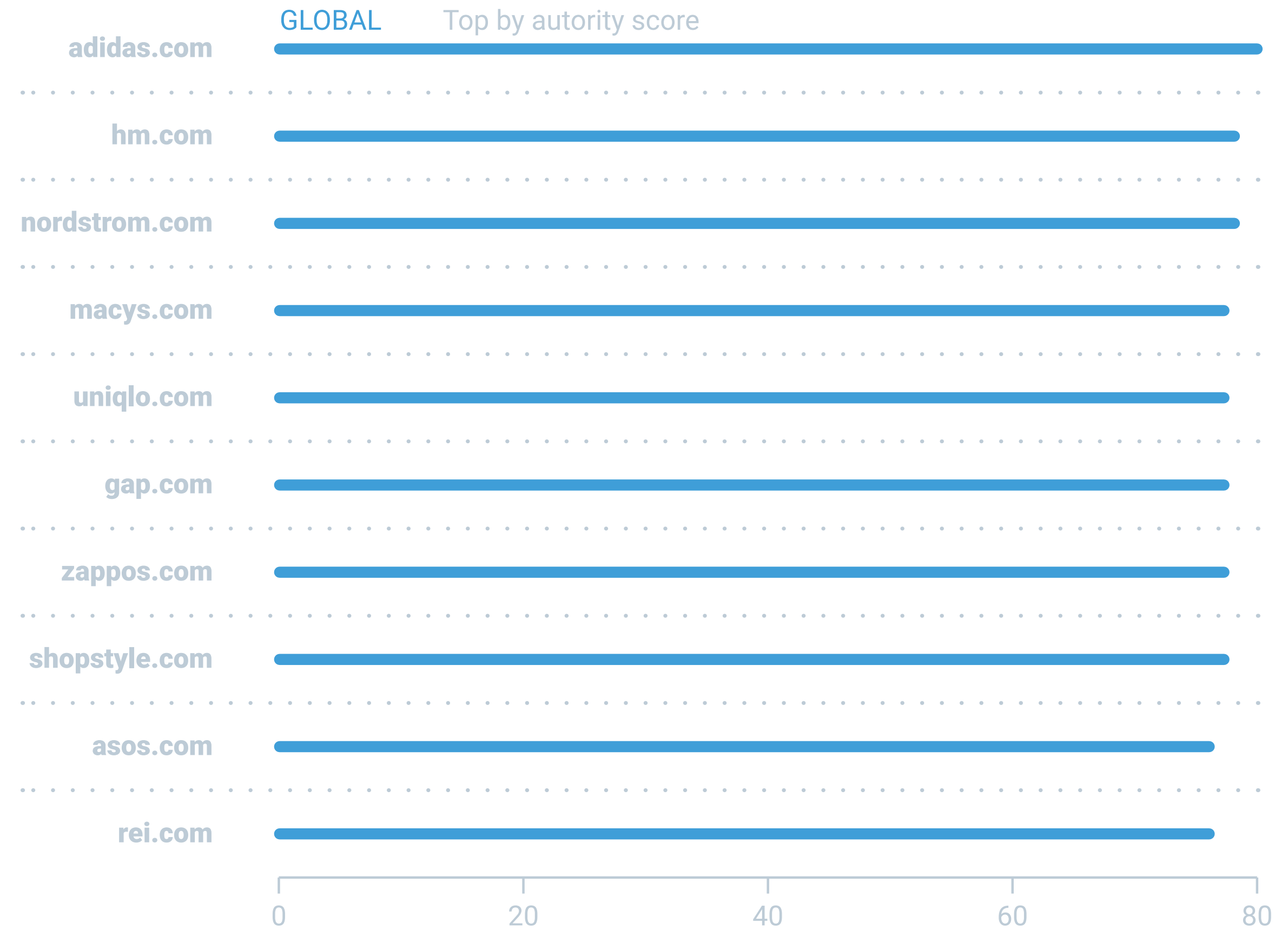


Top By Authority Score

A higher score is reflective of a stronger trust signal and vice versa. In terms of domain authority, Adidas appears to be in the lead, with a domain authority score of 78. Other domains with high authority scores that follow are hm.com, nordstrom.com, and macys.com.

Having a good domain authority score like those achieved by Adidas or HM is important and it should be one of your key marketing objectives in the online space. However, a very high domain authority may sometimes be unnecessary if the authority scores for the sites you're directly competing with are not even closer. You're in a good position as long as your site's domain authority score stays ahead of the competitors.

Domain Authority is a ranking score calculated by SEMrush on a 100-point logarithmic scale that scores the overall quality of a domain and predicts how well it ranks on search engine results pages.



What It Means to You as a Marketer

The online store is where your customers interact with your business and perceive their buying experiences. Much like a brick and mortar structure, your fashion site needs to be clean, organized, and appealing enough to be able to create a delightful experience for the shoppers.

Focusing on the on-site elements is imperative in that regard. Besides human users, search engines are also another important type of consumer for any site on the internet. They crawl the content on a website and monitor its usability and usefulness to determine how to rank it on the search

engine results page. Although the on-page elements are not the only factors to determine a site's ranking position, yet they play a major role.

Websites that perform well in terms of SEO and user experience elements usually rank higher on search engines and convert well too. In addition, they help generate recurring traffic which increases the lifetime value you get from each customer. In a nutshell, marketers need to focus as much on the onsite elements as they do on the off-page ones to help them gain better traffic, increase rankings, and improve conversion on fashion sites.

How SEMrush helps?

Site Audit

Ensures that your site adheres to search engines' SEO guidelines and meets users' expectations at the same time. Through Site Audit, you gain important insight into what pages on your site need mobile optimization to help it take advantage of the Accelerated Mobile Pages (AMP) format that dominates mobile search results globally. Essentially, the tool analyzes every on-page factor important from the standpoint of both the search engine and human users, and, as a result, provides actionable insights to improve your site's overall SEO health and user experience.

[Audit your website](#)



On Page SEO Checker

Offers a complete and structured list of things you could do to improve the ranks of pages on your website. You'll receive technical SEO ideas, target content length and readability, and backlink prospects.

[Check your website's pages](#)





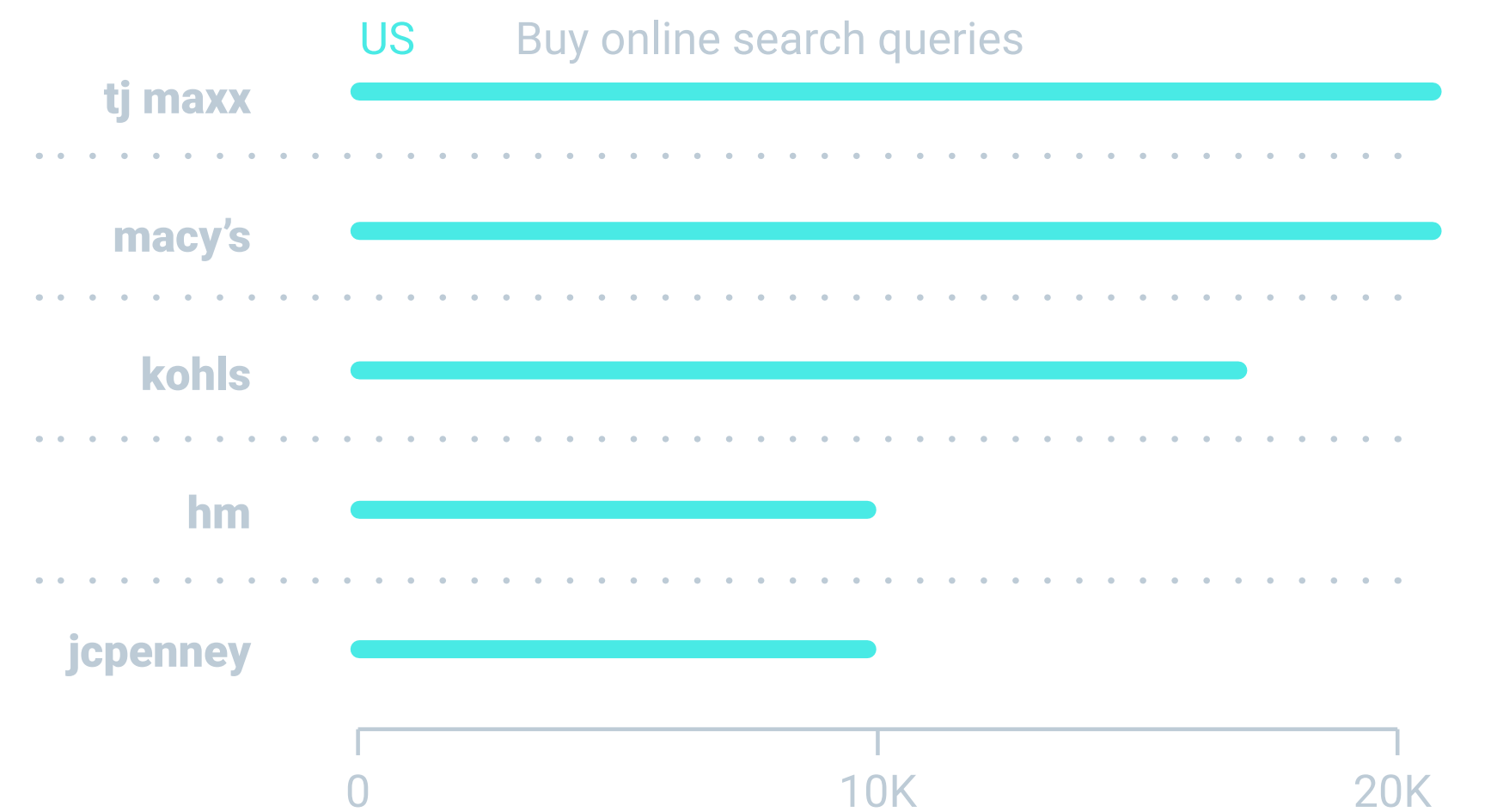
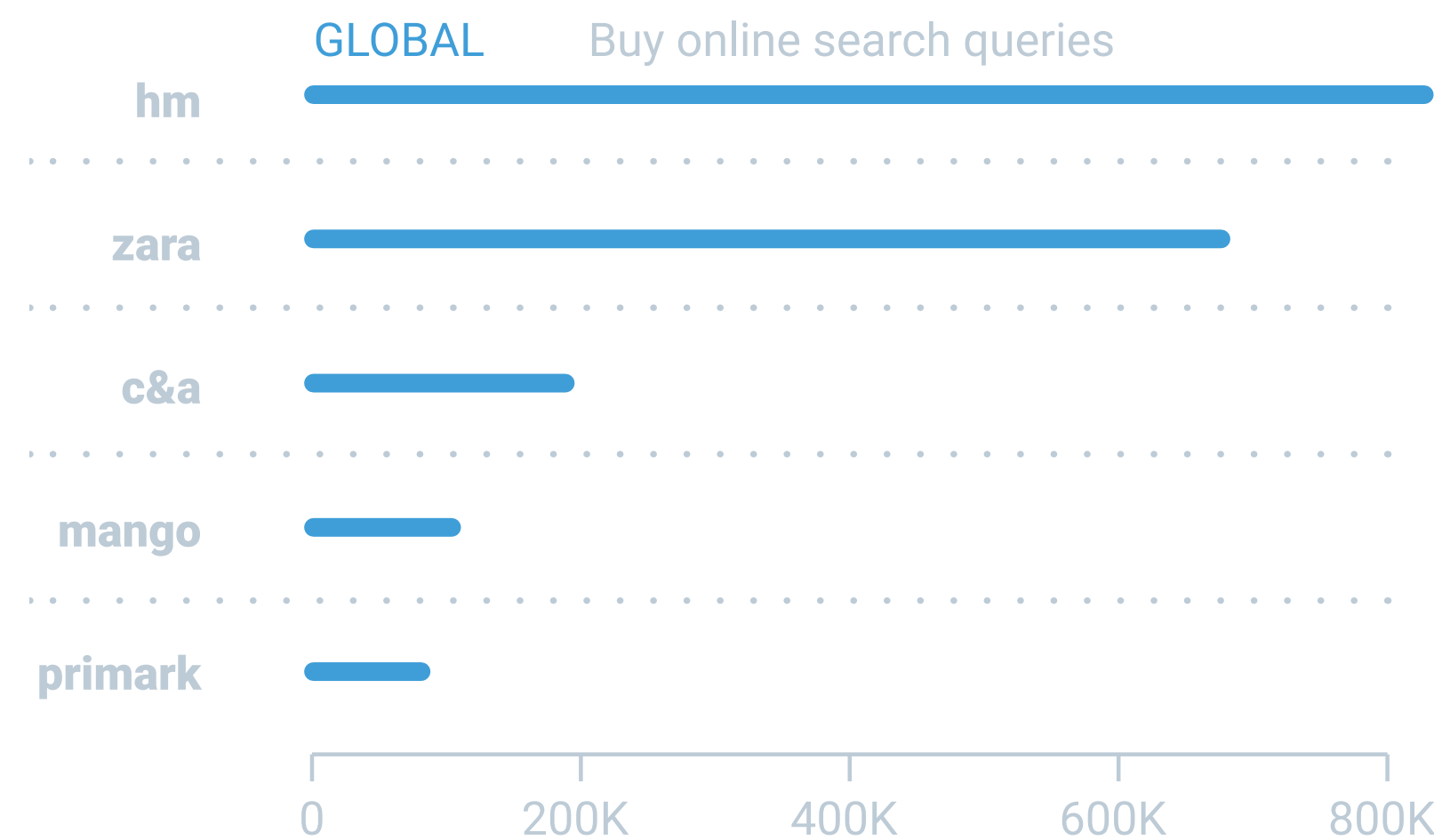
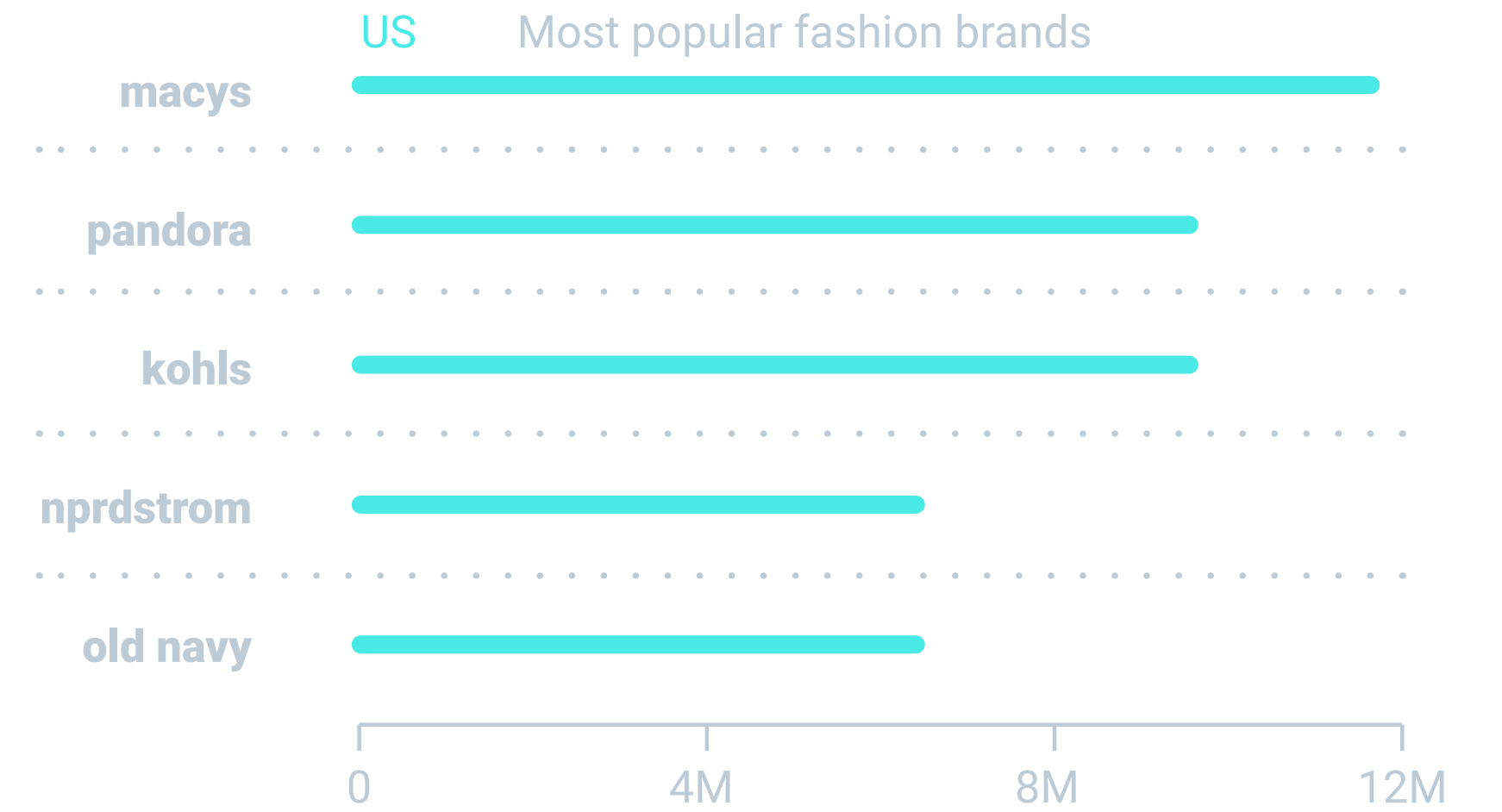
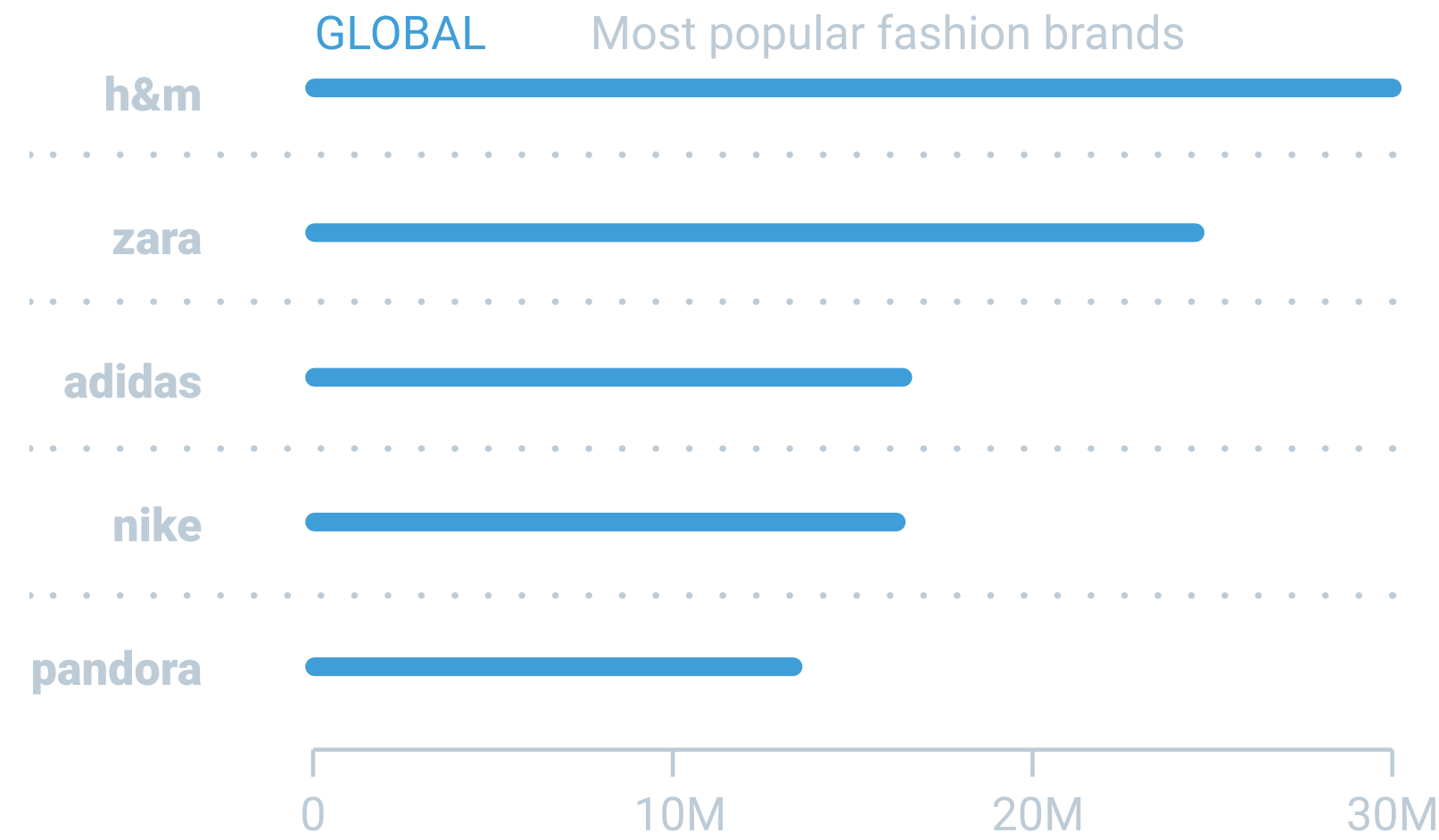
Most Popular Brands and Fashion Items

PART 4

Part 4. Most Popular Fashion Brands

Building online visibility for a brand is a challenging task, that's why we decided to explore which brands are most searched on the internet. H&M, Zara and Nike head the list of the most popular global brands. Things are different in the US, though. Macy's is the most searched brand by a significant margin, with Kohl's and Pandora ranking second and third.

We also examined which brands hold the top spot of "buy online" search requests.



Most Popular Fashion Combination

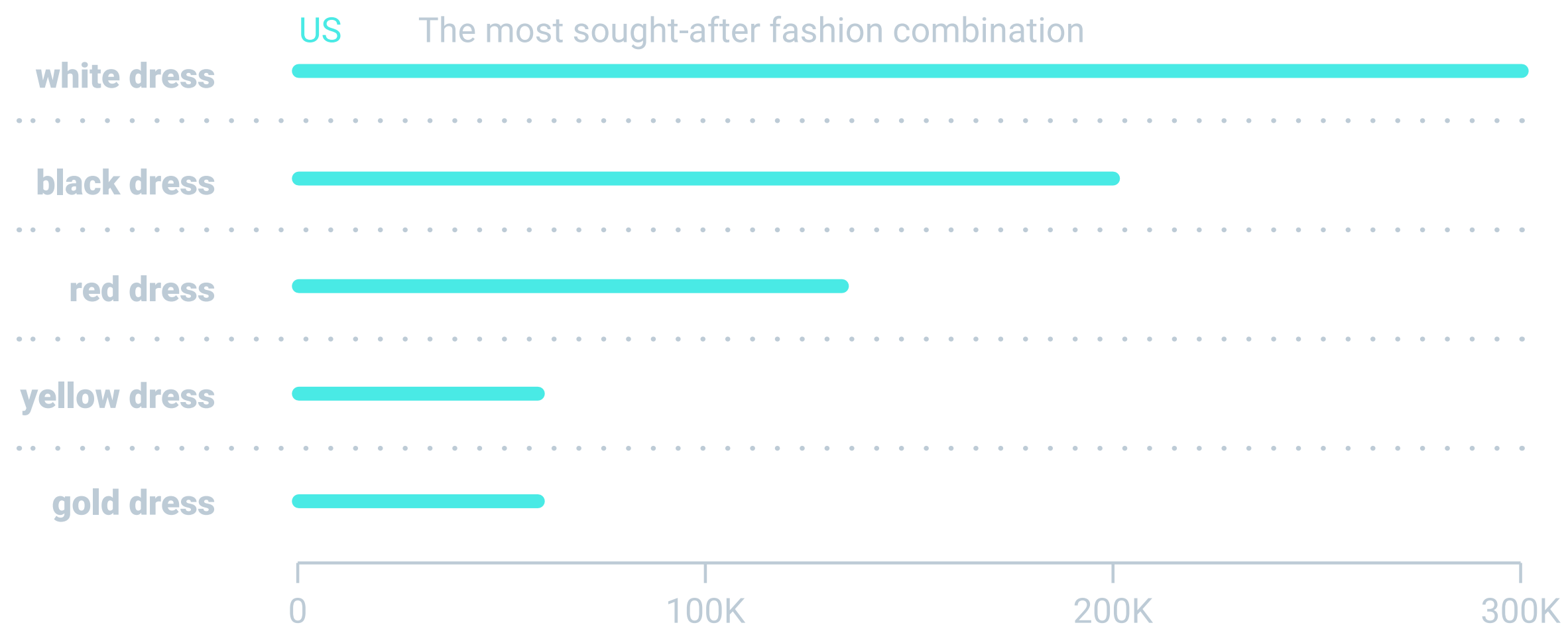
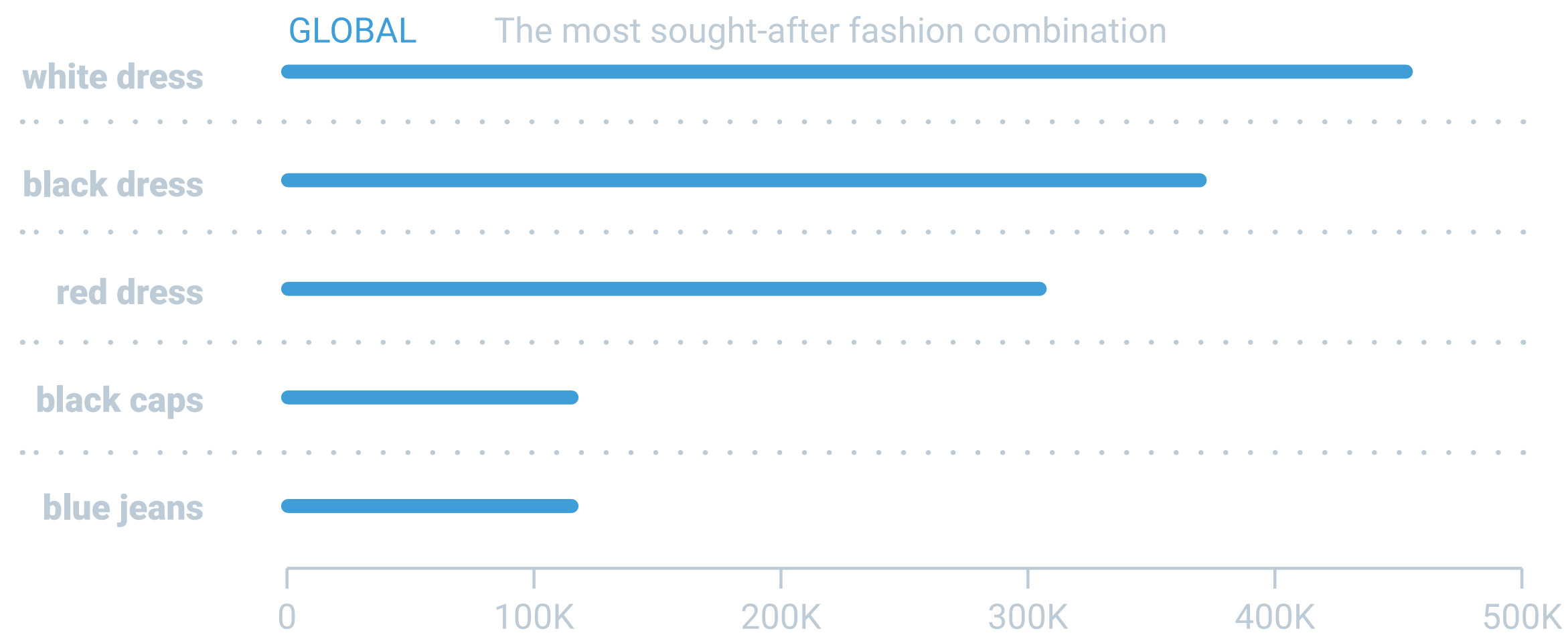
COMMB

To figure out which clothes item is the most sought-after on the internet, we compared the amount of search requests for different fashion items along with their colors. White dress turned out to be the most searched item both globally and in the US.

Dresses, in general, proved to be the most popular items globally as they rank first, second and third in the list of most popular items; this is even more true for the US, as dresses occupy the first 5 places in the rankings

of the most sought fashion items. Apart from dresses, jeans and caps also made it to the top 5 globally.

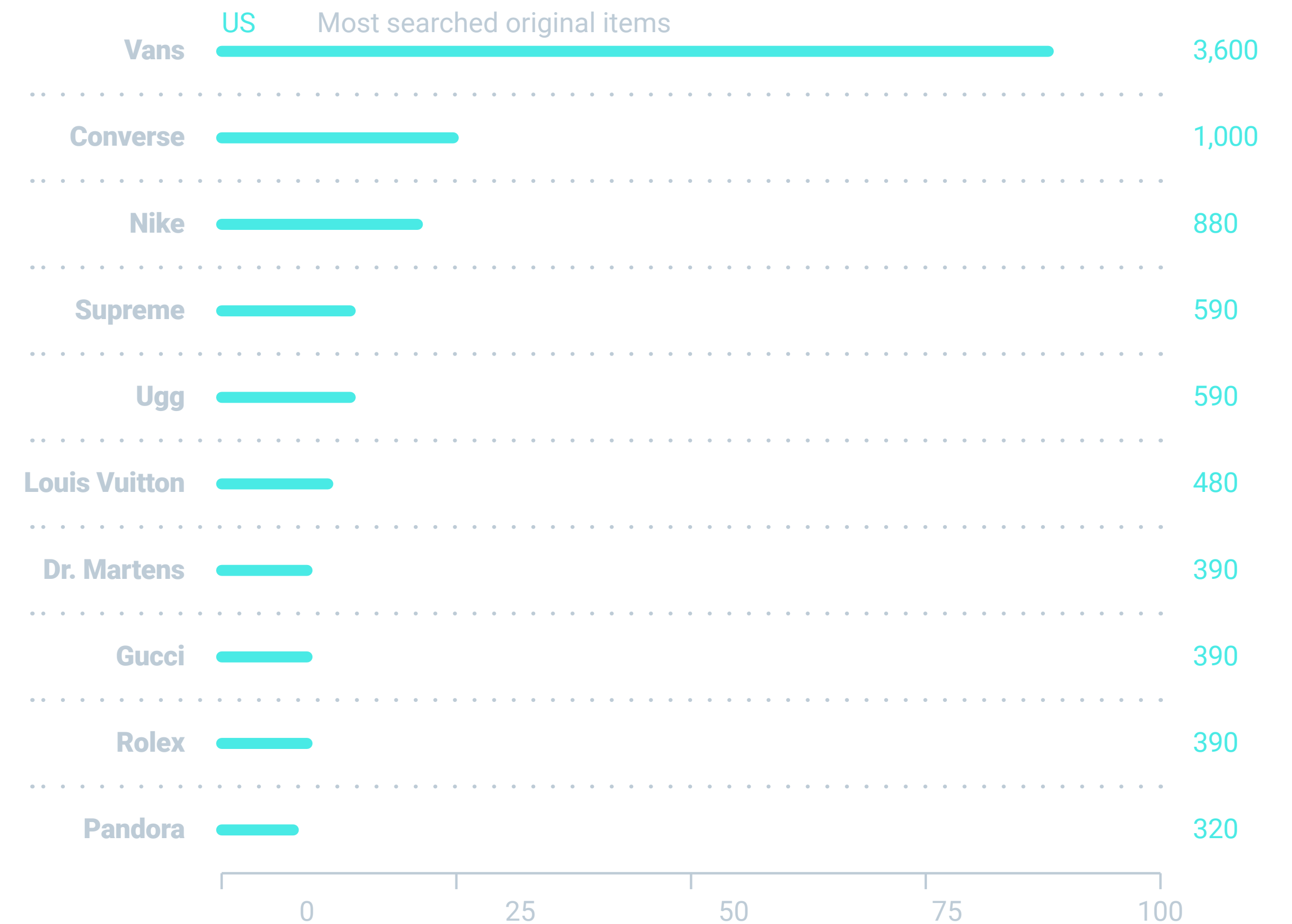
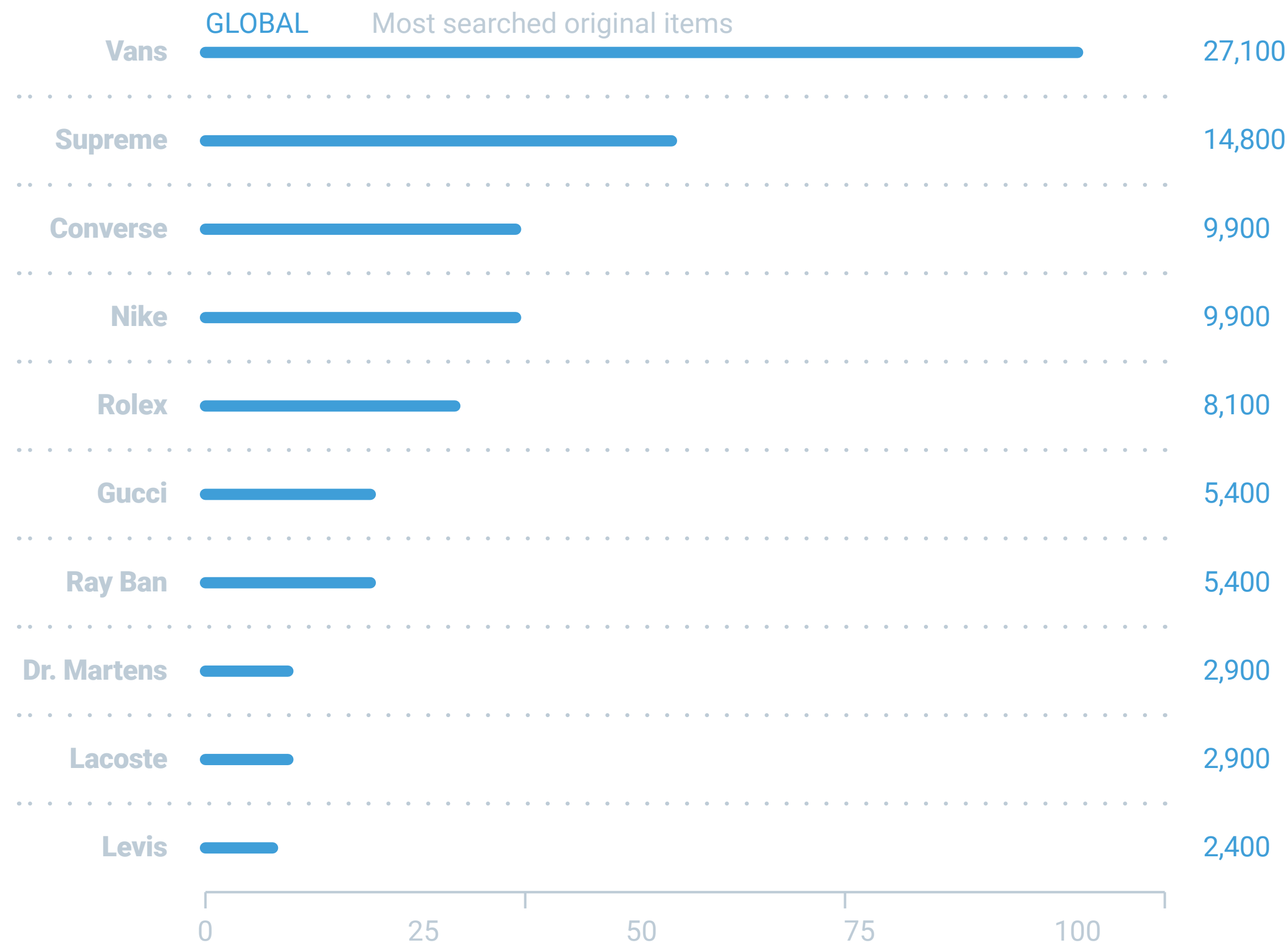
Keep in mind, though, that if you want to use these words in your PPC campaigns, you should keep an eye on the prices because heavily searched words might get pretty expensive. Take advantage of keywords tools that help optimize your keyword research.



Most Searched Original / Fake Items

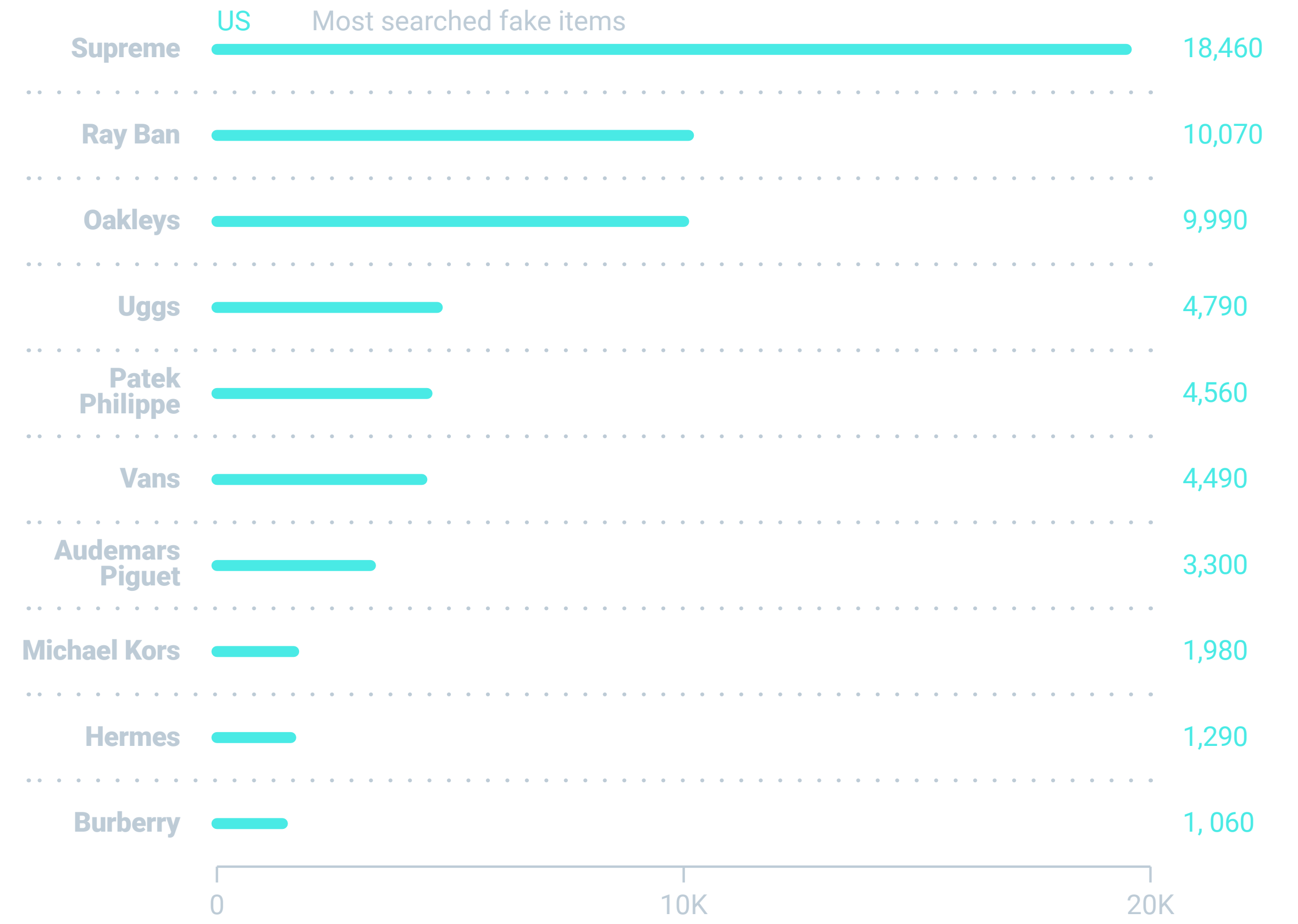
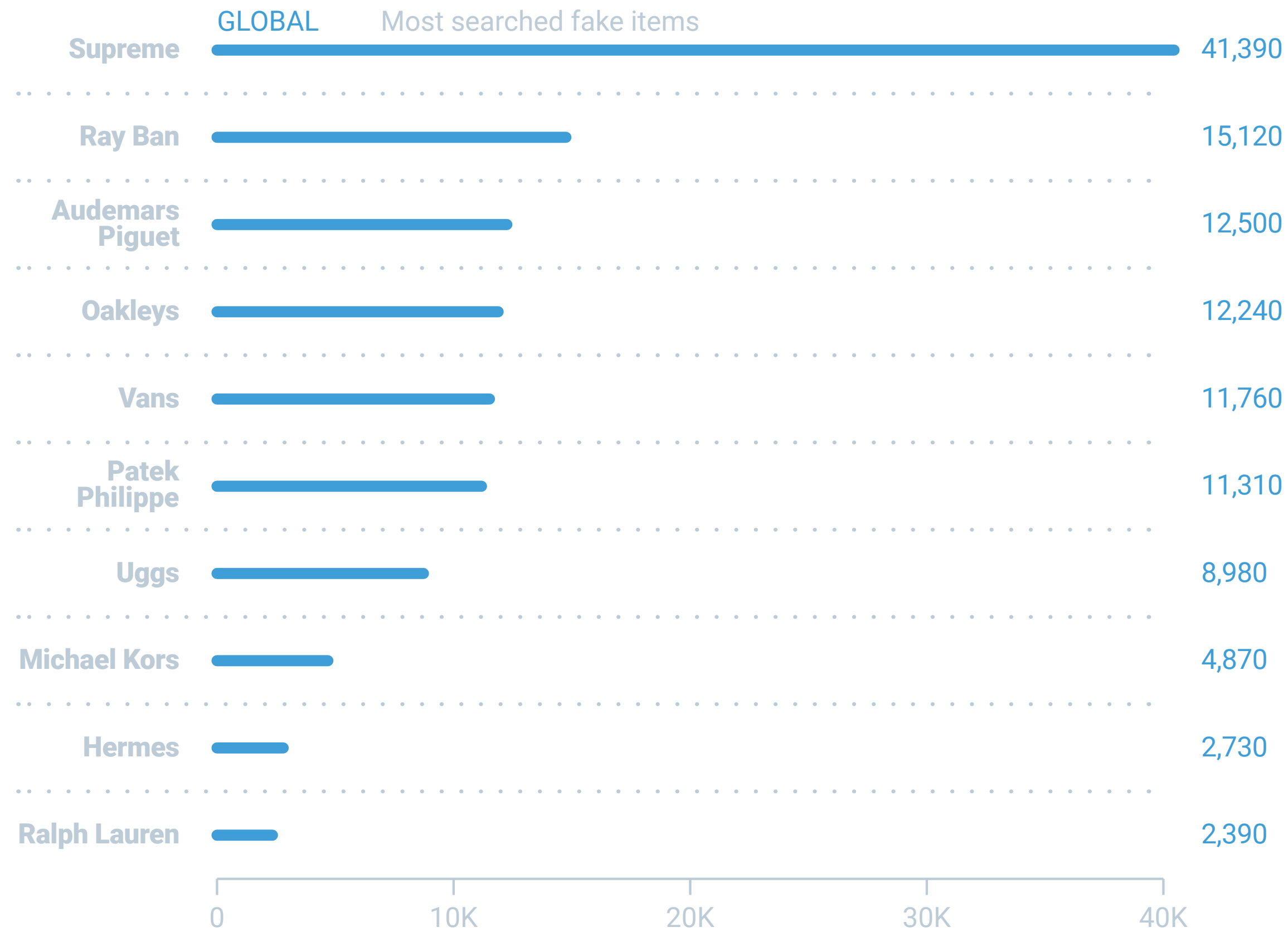
With many clothes items being counterfeited, we decided to examine which brands are most searched when people are looking for original and fake items. Vans turned out to be the leading brand when it comes to search queries that contain the word "original".

For all the brands that made it to this list it should be considered a signal that people appreciate authenticity of their clothing & apparel items and take to Google to explore these items before buying them in brick and mortar shops or online.



FAKE

Supreme fake items and replicas are by a long shot most searched on the internet globally, as well as in the US. Ray Ban ranks second, while third place is secured by Audemars Piguet globally and by Oakleys in the US. For all the companies that made it to this top list this might be both an indicator of the popularity of their items and a signal that these items are counterfeited a lot.



How SEMrush helps?

Keyword Magic Tool

Gives you millions keyword ideas for building a profitable SEO or PPC campaign. Discover long-tail keyword opportunities for rich content and higher search rankings and select the best keywords for your campaign. Estimate how much traffic they'll bring by determining their click potential with real-time metrics of search volume, keyword difficulty, competitive density and CPC data.

Do keyword research



Organic Research

Tells you about a website's top organic search competitors, what keywords they get their traffic from, if they are ranking for any SERP Features and more. You can run research on any domain in our database, so it is easy to analyze the SEO of any and all of your competitors.

See your online competitors'
best performing keywords





■ **How to Steal
the Show**

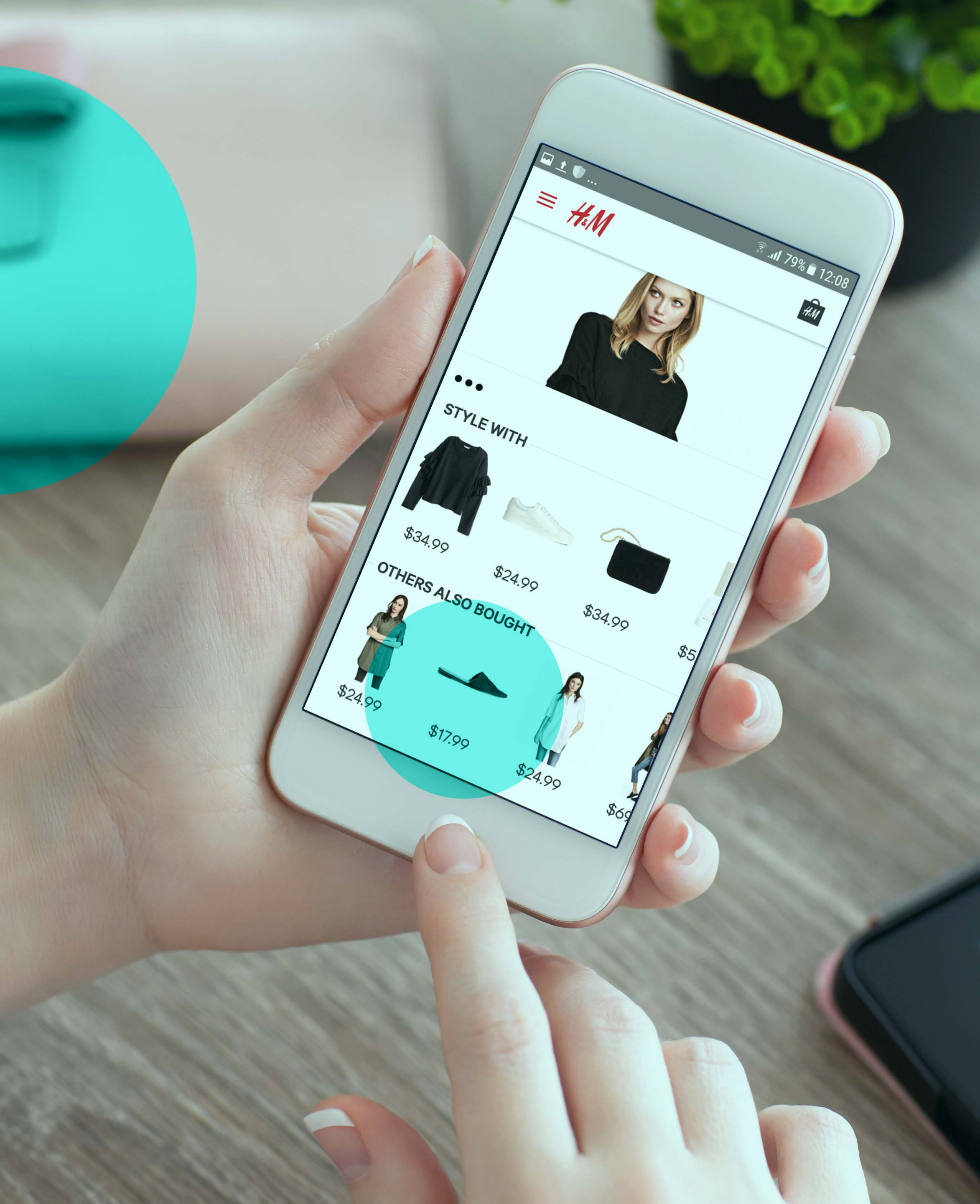
PART 5

Part 5. How to Steal the Show

Imaginative ideas pay off in marketing just as they do in every other area of business. While there are countless examples of unconventional marketing in the real world, their number seems to be limited in the online marketing turf. However, this is gradually changing as companies, big and small alike, have started to realize how by using out-of-the-box thinking approach they can tap into the imagination of web users and achieve better results.

Outlined below are some of the best, unconventional digital marketing cases/practices that can be looked at as a benchmark for e-retail businesses operating within the fashion industry.





H&M Visual Search

H&M is an exciting brand that clearly knows how to engage customers in novel ways. Launched in 2017, its image recognition tool has made it possible for fashion fans to move directly from inspiration to purchase, making the customer journey shorter, better, and more efficient. The tool is powered by self-learning algorithms of image recognition technology that allows users to feed the picture of a style they like to the app and it immediately produces one or several similar products from H&M's wide range of fashion assortments. The users can then pick their item of choice and process the purchase right within the H&M mobile app.

The tool's creative solution to the fashion shoppers' unique needs is the reason why its reach expanded to over 9 more countries within just a few months of its launch. Some of the countries it currently serves include Belgium, France, Italy, Russia, Spain, and Switzerland, besides the one it was initially launched in, including the UK, Netherlands, Denmark, and Finland. Currently, it's live in 13 countries and the company's future plans are to make the tool still more widely available and launch it across other markets where H&M already operates.

H&M's Image Search is laced with other innovative features, such as My Style and #HM Gallery, that ensure customers get an easy and inspiring way to access partially personalized product feed and use Instagram pictures to discover products of their individual preferences.

In the era of mobile shopping, making shopping experience even more convenient and inspiring for fashion customers by combining visual discovery with new technology is, indeed, a forward-thinking approach. The company's creative move to enable its fans to discover and shop H&M's products in their mobile devices whenever and wherever they like not only helps bring in more fans but also improves their revenue growth and ROI.

This shows how paying attention to what your target audience's needs are and addressing them in a technologically well-advanced manner can multiply the chances of success in your online marketing efforts.

Ted Baker Interactive Videos

While most fashion brands still rely on traditional marketing, the British fashion retailer, Ted Baker, uses every opportunity worth trying to completely refresh its brand creative and ramp up the fans' interest on the web with first looks and sneak peeks of the latest collections. Its innovative approach in using shoppable video continues to make it one of the most interesting brands around.

Following the success of Mission Impeccable, which was a three-minute shoppable film created to engage shoppers and drive online purchases, Ted Baker rolled out another shoppable film for its Spring/Summer 2017 campaign that centered around a comedy sitcom called "Keeping up with the Bakers". The sitcom features a fictional suburban family with a heap of secrets and uses a 360-degree technology to further immerse users into the Bakers' world and elevate its previous campaign idea to another level.

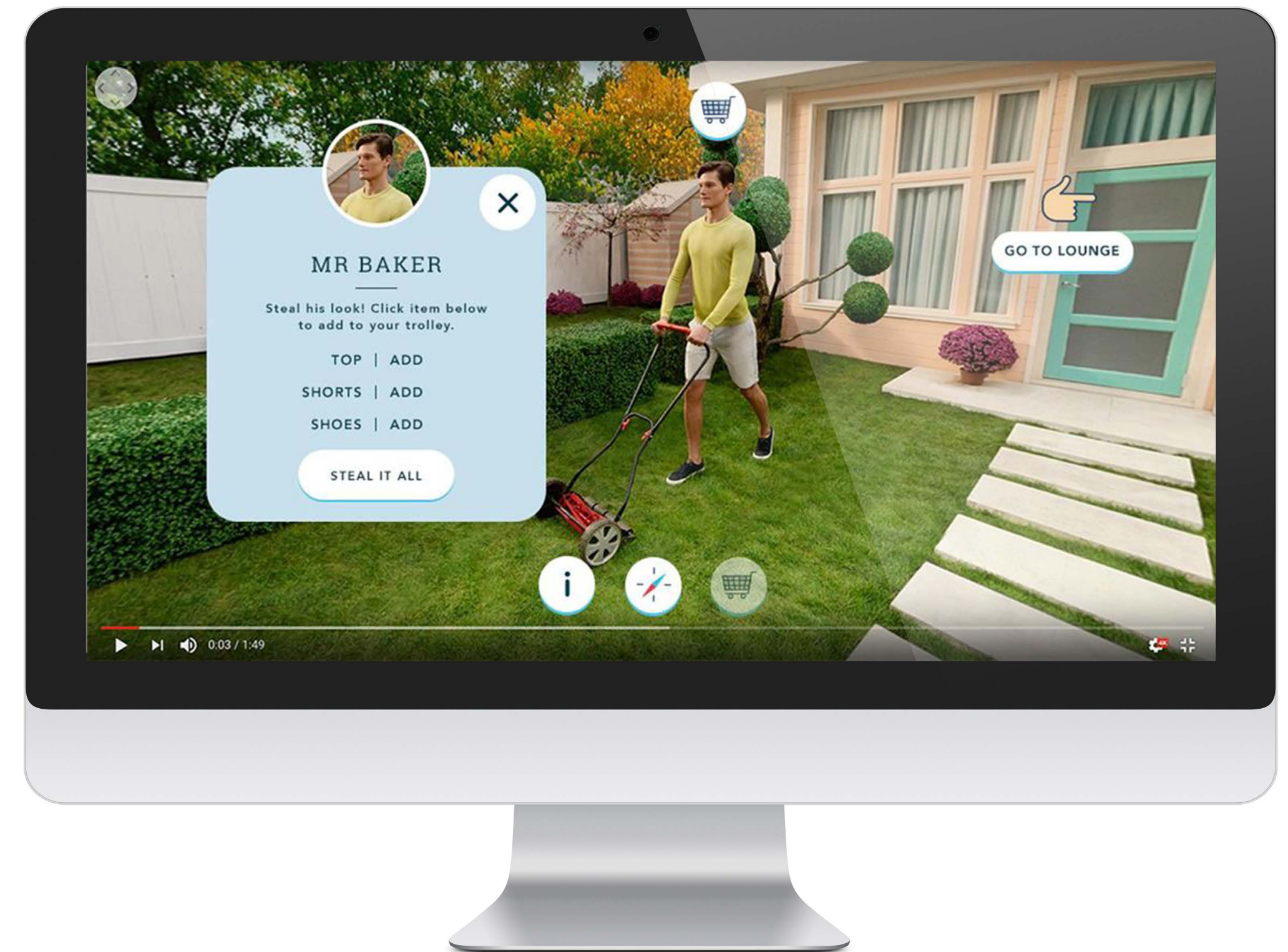
Viewers can pick items used in the video by clicking on "[+]" icon and add them to their shopping vault as they follow the storyline. While they watch the film, users are also invited to poke around the Bake family and disclose hidden content.

Furthermore, to engage the audience and hook them into the narrative, the video offers a real incentive in the

form of prizes that can be potentially won by getting involved and following the story to the end.

To complement the video, Ted Baker also worked with digital agency Poke to create a virtual neighborhood within Ted Baker's Instagram channel. Followers who could successfully complete daily challenges were invited to become a Tailor's Lane nosy neighbor, with details of the winners revealed on Instagram Stories.

Ted Baker can be looked at as a benchmark case when it comes to complementing an unconventional promotional idea with a highly effective execution plan. The 360-degree shoppable film was given a wider reach on the web by hosting it on TedBaker.com as well as on Ted Baker's US and UK partner sites — Nordstrom.com and ASOS.com. In addition, the services of Nexus Studio's Interactive Arts Division were used to experiment with digital technology in physical spaces and create interactive store windows as part of the 'keeping up with the Bakers' campaign. The windows included an interactive display that takes a picture when a user places their hands on the glass and generates a GIF character to make the approach more fun and creative rather than purely functional.

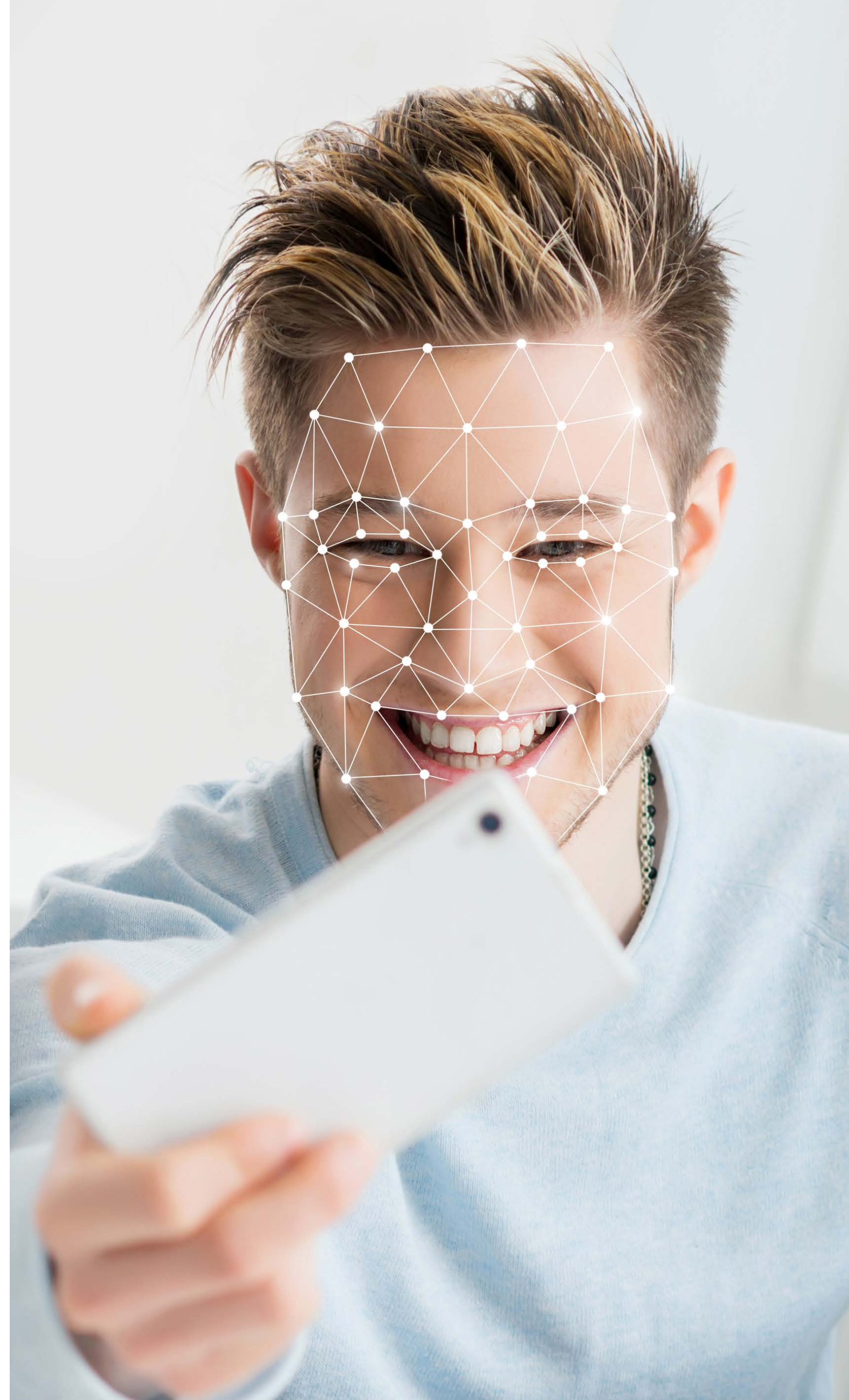


Facial Recognition and The Future of Digital Displays

Under the hedge of AI and machine learning, a new frontier is developing in the form of facial recognition technology. Today's mobile devices are laced with a host of features that rely on facial recognition algorithms to deliver personalized moments of interaction. In consumer electronics, the use of facial recognition technology is a powerful way to assess consumers' shopping needs and personalize every touchpoint along the customer buying journey.

The use of in-store cameras to aggregate data on a large number of individual customers is already reportedly being used by some major department stores like Benetton and Macy's. But we are yet to see how, in real scenarios, face recognition technology can be paired with digital displays to deliver personalized in-store shopping experience to millions of consumers. There's a plenty of reasons as to why retailers should adopt these tools, including better customer recognition and its subsequent benefits in the form of more engaging store layouts, more targeted store displays, and more personalized customer service interactions.

Facial recognition technology should not be intrusive, insecure, or in any way redundant. First off, it's important to determine the specific nature and amount of data you'll need to create personalized experience for your customers. For example, there are algorithms that detect and analyze specific facial expressions and characteristics (such as LBP and SIFT) without even needing to capture images of customers' faces in order to craft personalized ads and analyze shoppers purchase patterns and other behavior. In many cases, this amount of data is all that's needed for modern analytics to generate prediction about future purchase patterns of customers and map out customers' browsing behavior and level of resolution.



The application of face feature recognition may not only result in effective in-store ads but also provide a wealth of insight into how your customers are interacting with and reacting to certain products or product categories by pinpointing their walking patterns and dwell time at various locations. Fashion retailers can inspire innovation at every level of the retail experience by combining these insights into a holistic view of their customer base. They can develop more personalized, impactful messages that are targeted at certain types of customers, driving purchase decisions and improving ROI.

Facial recognition technology's another important application is the mapping out of a single cohesive view of customers' online and in-store browsing behavior without compromising privacy or being invasive in any way. The customers' buying journey across a number of touchpoints can only be well understood when the analytics data captured by in-store cameras is integrated with first-party e-commerce data about customers' scrolling and click patterns. The unified view of customer behavior achieved this way can then be used to streamline and fine-tune inventory planning, store layout, shelf displays, customer service approach, and numerous other aspects that influence fashion shoppers' purchase decisions and their overall shopping experience.



La Redoute Success Story

SEMrush helps e-commerce La Redoute build a data-driven SEO strategy

PART 6

La Redoute

When you're working with hundreds of thousands of keywords, manually optimizing every page just isn't possible. Our SEO performance depends directly on the quantity and quality of data that providers like SEMrush can give us. We rely on that data to make far-reaching strategic decisions on the site.

François BONTEMPS, SEO Manager, La Redoute



About LaRedoute:

La Redoute was founded in the north of France in 1837. Initially a woollen mill, the brand created the legendary mail-order catalogue and is now a leading online fashion and homeware retailer. La Redoute has consistently reinvented itself over 180 years, today

reaching 10 million customers a year in France and 26 countries around the world. With over 70% of sales driven by private labels, La Redoute draws on the expertise of stylists and designers to generate €750 million in annual revenue.



Business challenge

With almost 600,000 products on sale and a marketplace that's regularly expanding into new areas, La Redoute has the potential to respond to vast numbers of internet searches.

When it comes to SEO, the challenge lies in identifying, capturing and tracking every keyword that might generate business for the brand. But with La Redoute boasting an extensive range including clothing, homeware and beauty, choosing the right keywords isn't easy.

The international dimension is also important: La Redoute needs insights into all of its markets without using dozens of different local tools, in order to maintain economies of scale and standardize practices.

Finally, to accurately assess the effectiveness of any SEO strategy, it's essential to analyze changes over a large number of keywords. This will also help La Redoute produce richer internal reports on traffic from organic listings.

Solution

La Redoute has worked with SEMrush since 2010, for five key reasons:

- A reliable source of keyword information
- Local data in all countries targeted by La Redoute
- Positioning reports
- Competitor analysis
- Cost

Keyword data

In web positioning, everything starts with useful information on keywords. SEO is impossible without insights into internet searches and search engines' responses. With a database of billions of keywords, SEMrush is an essential source of data for La Redoute, giving the brand access to a huge amount of raw data and examine it in-house to determine the potential of every expression.

An international approach

Few tools have relevant data on the French market as well as on the UK, Russian, Italian, Spanish, Greek, Swiss markets, etc. SEMrush offers a single centralized tool that provides information on all local markets. Because the interface is so easy to use, local teams can work independently and, if necessary, be trained in-house.

Positioning reports

Having a clear and accurate view of SEO results makes it easier to understand the global impact of business decisions. La Redoute uses SEMrush every day to track main keywords' positioning. Clients particularly appreciate the option to check the positioning and positioning history of any non-project keyword.

Competitor analysis

In fast-changing industries, analyzing your competitors can tell you a lot: errors to avoid, best practices to integrate, new keywords to target, etc. SEMrush is a great tool for analyzing the SEO performances of rival sites. It's also easy to check a site's overall performance after a relaunch or to focus on specific searches.

Licence cost

Over the years, SEMrush has been able to add features and increase the volume of available keywords whilst keeping the licence cost attractive. Of course, that's a factor that comes into play when La Redoute chooses which tools to use.

SUCCESS

Results

Offers insights and position tracking on an international scale

La Redoute's regional teams use SEMrush to obtain SEO insights for their markets. Each country works independently to spot the best SEO keyword opportunities and track positioning performances via the tool. SEMrush helps local teams get up to speed fast and work effectively.

Optimization of hundreds of thousands of keywords

Using the data provided by SEMrush, La Redoute has implemented a strategy to secure maximum keywords in every area. For example, all fashion sites work with the keyword "Dress" (90 k searches/month), with most aiming to position themselves on high-traffic searches like "Red dress" (27 k searches/month), but few manage to identify mid-tail opportunities such as "strappy dress" (720 searches/month) and even fewer have an effective strategy for long-tail keywords like "bird print dress" (90 searches/month). La Redoute is able to cover a maximum of possible keywords thanks to SEMrush data.

20% growth in unbranded SEO every year for three years

Actions on the La Redoute site has significantly boosted its search engine visibility. With +20% growth every year, SEO underpins the site's acquisition and contributes strongly to the company's overall growth.

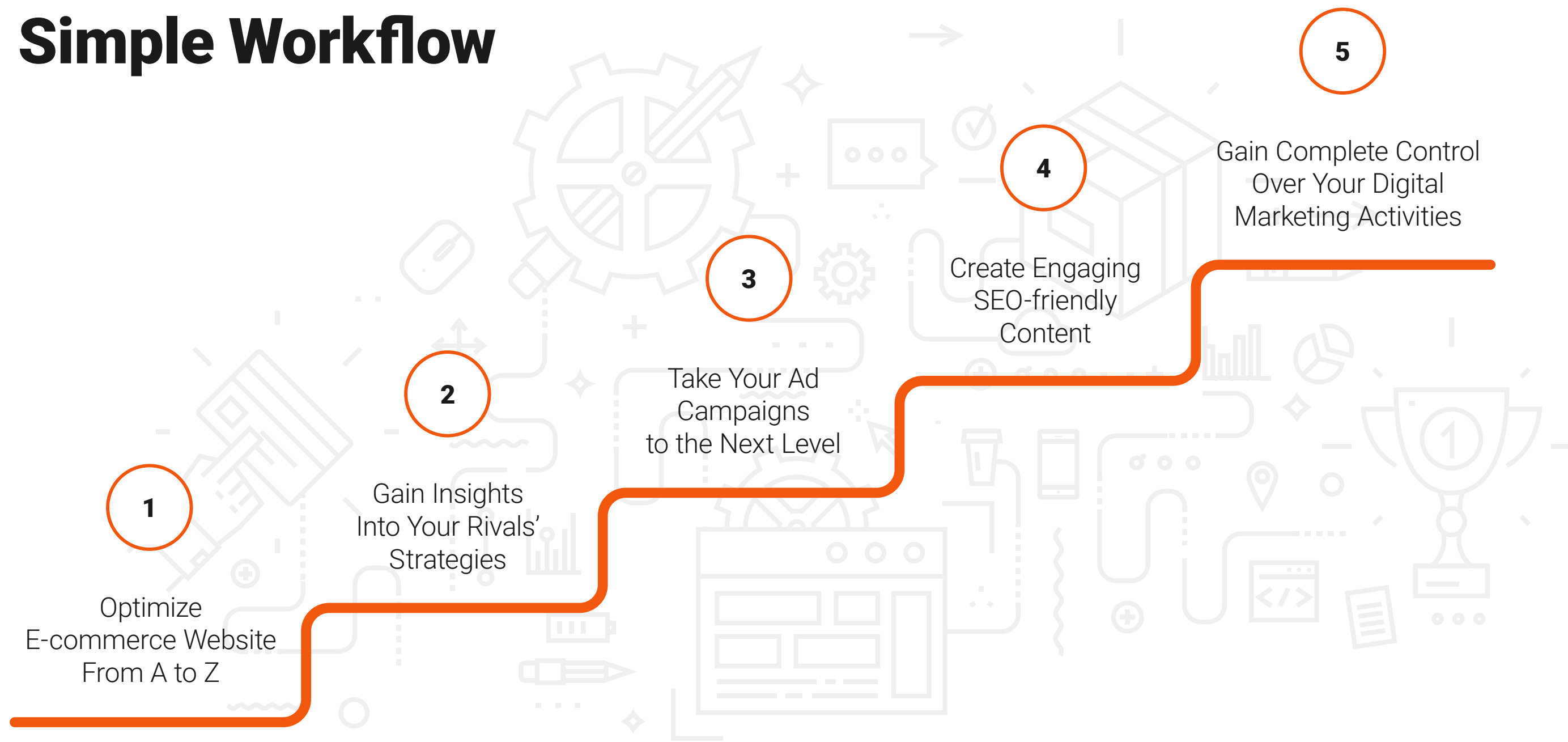
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STORIES

SEMrush for Fashion E-commerce

Simple Workflow



Solutions to Grow Your Business

E-commerce is a highly competitive environment. To surpass your competitors, you need to optimize your product pages thoroughly, set up ad campaigns with surgical precision and stay alert about customer reviews. The good news is that most of these tasks can be delegated to SEMrush tools.

Get all you need to enhance your online presence

Save your time and budget with 30+ tools in one package

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Conclusion

Although it may be too early to say that traditional marketing has lost its relevance, it's no longer having the same impact it used to have. Today, people are glued to their smartphones and desktops, always connected and always comparing. Their attention span is relatively short, making it one of your key objectives to grab that limited attention by implementing strategies that resonate with their core interests. In other words, you need your audience to be aware of you, find you, and take actions at the right time.

For fashion e-tailers, it means knowing your industry dynamics well and keeping a close eye on where the trends lead. From responsive design to mobile usability to search engine marketing, the changing landscape of fashion e-commerce demands a proactive approach in order to survive in a highly competitive industry like fashion e-commerce.

We are happy to take the way on our own and analyze digital information to surface high-value insights for fashion brands and aggregators.

Best wishes for a successful business!

WISHES



We love your feedback!

Was this guide helpful? Is there anything else about Fashion Study that you are interested in?
Drop us a line at fashion-study@semrush.com and share your ideas!

semrush.com