

Marketplace Optimisation

For brands seeking to go global, online marketplaces can be an effective way to boost visibility and amplify reach to a new audience.

These platforms can be crowded, with dozens of competitors vying for consumers' attention. This is why ranking high in search results is key – just as it is for search engines like Google or Yandex. Having product and description copy that has been optimised for the specific market is an effective way for a brand to gain prominence and increase its conversion potential.

Why optimising product copy is key to your marketplace success

70% of Amazon customers never click past the first page of search results.

35% of Amazon shoppers click on the first product featured on a search page.

64% of clicks on results are accounted for by the first 3 items displayed in search results.

81% of clicks are on brands on the first page of search results.

Challenge:

A UK-based skincare company is expanding its operations to Eastern Europe. It wants not only to sell its products through its own website but also reach a broader audience via online marketplaces.

As the brand is new to the market, the head of ecommerce's priority is to maximise the products' visibility in marketplace search results pages, so that they stand out among more well-known competitors.

How THG Fluently can help

Keyword research

Understanding how local consumers are looking for the products they want is key to ensuring online visibility, especially when trying to reach new consumers. THG Fluently's expert, native-to-market linguists will research keywords to optimise product listings for both external and internal search engines in the local markets, enhancing a brand's presence across platforms.

Product copy optimisation

Expanding to new territories means attracting new audiences. This is why it is so important to craft product copy with the different markets in mind rather than attempting to merely translate it from the original language. Our team of experts will create effective, market-specific content that reflects local preferences and interests to maximise product visibility and boost listings' ranking positions in search.

Perfect name creation

Having a product name that is both eye-catching and informative is essential to be more noticeable among competitors and rank higher up in search results pages. We will make sure the titles of your listings reflect not just the name of the product but also its most sought-after qualities in a way that's easy on the eyes.

Ongoing optimisation

Algorithms, both for external and internal search engines, are constantly being tweaked, which could alter the position in which results appear. This means that optimising copy is not a one-time task, but an ongoing process. Our team will ensure copy is continually optimised and updated to maintain or improve visibility.

The brand launches its products on a range of online marketplaces for Eastern European audiences. With optimised copy for the different territories, its skincare items feature prominently in search results pages.

As a result, views of their products increase quickly in the weeks after launch, and conversions pick up speed.