



# Retailers must think beyond Google AdWords to cash in on Xmas rush

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*Logan Tod survey reveals that retailers waste paid links and are not converting visits to sales*

PR9.NET November 14, 2005 - A survey by Logan Tod reveals that many e-tailers are wasting money through Google AdWords. With last year's Christmas sales online estimated at £2.6 billion\*, Logan Tod is urging retailers to maximise their paid for search advertising if they want to benefit from the expected increase in online sales this year.

The results of the Logan Tod survey show that retailers are losing 30-40% of potential sales due to the failure to optimise websites for pay per click campaigns.

According to Matthew Tod, CEO of Logan Tod, to get the most out of Google AdWords, retailers don't just need to pick the right keywords to generate traffic; they need to present visitors with obvious benefits and product information that increases the chances of a sale.

Tod continues: "Our survey reveals a lack of product focus, poor calls to action and a fundamental lack of efficiency and effectiveness with pay-per-click advertising.

To optimise sales customers should be able to find whatever made them click on the search advert, see a clear presentation of product information with sufficient detail to enable them to make a purchasing decision. Very few retailers create specific destination pages for selling specific products. The result is that visitors leave the site and the sale is lost".

Logan Tod's survey discovers more about the visitor journey following a click on a paid for link. The research studies 65 major UK retailers, examining the efficiency and value of pay-per-click campaigns. Researchers used Google to search for common generic products such as a steam iron, double bed and iPod.

Only 61% of retailers used Google AdWords and major high street stores such as Gap, TopShop, French Connection and Body Shop had no campaigns at all. Of those that did, 37% had poor follow through, with visitors landing on pages with no matches, non-specific categories or the home page.

Littlewoods and Comet scored highest in the survey. Not only driving traffic to their sites, but also optimising destination pages and product information to maximise sales conversion.

Tod concludes: "With Christmas around the corner and online sales set to exceed expectations, retailers must look more closely at converting sales against generic search terms such as toys, perfume, and gifts as well as highly specific product searches".

Logan Tod works with a number of high-profile retailers including Mothercare, I Want One Of Those and Kitbag to increase website conversions and generate more sales.

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## About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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