

MAXIMIZE PRODUCT VISIBILITY

ON THE LAUNDRY & CLEANING
APPLIANCES DIGITAL SHELF



VALUE-ADDED PRODUCTS IN LINE WITH THE GROWING HEALTH AWARENESS

Since the corona pandemic, the demand for household cleaning appliances has increased as consumers clean their homes more often for hygiene reasons and because they work, cook and exercise from home.

Brand manufacturers of laundry and cleaning appliances launched value-added products in line with the growing health awareness to meet new hygiene standards. But do brands communicate and make this added value visible on the rapid-growing digital shelves? And are products discoverable?

Strong product content and product reviews on reseller websites help shoppers make a well-informed buying decision and improve visibility on eCommerce platforms. For this report, SiteLucent looked at the presentation and visibility of products on online retailers and marketplaces in Germany, Belgium and the Netherlands. Using digital shelf data and analytics, we reveal insights and best practices of leading brands such as AEG, Bosch, Philips and Kärcher.

Featured retailers:



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PRODUCT PAGE SEO

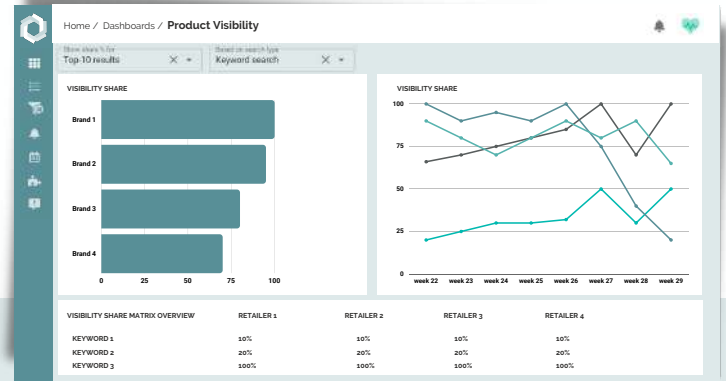
Getting a spot in the organic top 10 search results will grow your sales more effectively than if you achieved this through sponsorship. Why? Because shoppers put relevance above anything else, and organic search results drive consistent, long-term results.

You can achieve higher organic search placements by optimizing your products' content for relevant keywords, increasing word count and optimizing descriptions & images. Brands that make an effort to maintain and optimize their SEO strategies receive the benefits when their pages appear at the top!

SEARCH PERFORMANCE KPIS

It is essential to **measure the search performances** of your brand on reseller websites - Track your share of search % on page 1, the top 10 spots, and top 3 spots, both for relevant keywords and on category pages. Aim to be on page 1 with at least one product. Also, monitor trends in keyword rank to identify new areas of opportunity. Categorize products as precisely as possible.

Once you uncovered ranking positions on each platform, content quality scorecards can show content gaps and inconsistencies to improve organic search placement. Review distribution charts give insights into outliers - products with few and negative reviews. With the valuable input from all customer reviews in one place, you optimize products and product content in 'the customer's language'.



VISIBILITY SHARE MATRIX OVERVIEW	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4
KEYWORD 1	10%	10%	10%	10%
KEYWORD 2	20%	20%	20%	20%
KEYWORD 3	100%	100%	100%	100%

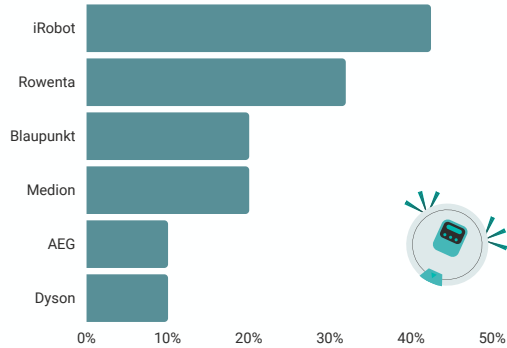
'Winners' Category Pages Bol.com (July 15, 2021)

- Washing machines: Bosch / AEG
- Robot vacuum cleaners: Blaupunkt / iRobot
- Vacuum cleaner: Black + Decker / Philips
- Steam generators: Philips / Tefal
- Steam cleaners: Kärcher / Vileda
- Window cleaners: Kärcher / Leifheit

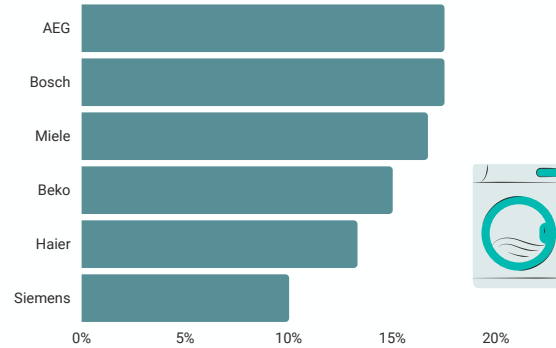
TOP 10 SHARE OF ORGANIC SEARCH RESULTS FOR POPULAR CLEANING & LAUNDRY APPLIANCES SEARCH TERMS

*Based on SiteLucent's data & analytics - search ranking positions on Dutch retailers: bol.com, MediaMarkt, Coolblue, BCC, Amazon and Wehkamp (July 15, 2021)

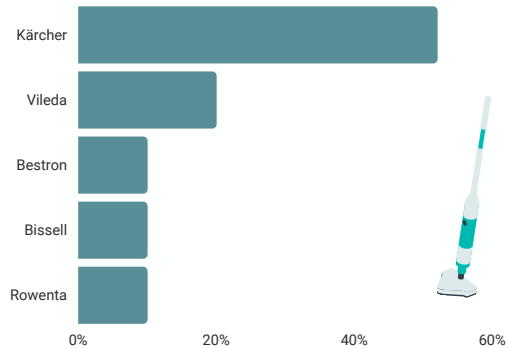
"robotstofzuiger" (robot vacuum cleaner) *



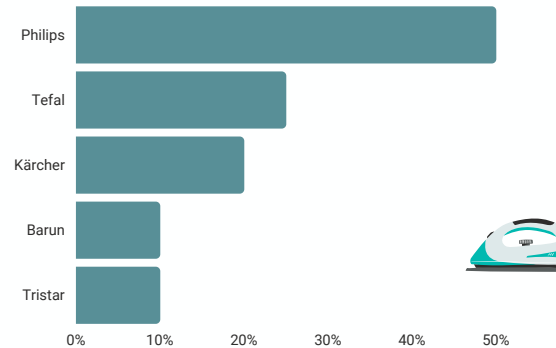
"wasmachine" (washing machine) *



"stoomreiniger" (steam cleaner) *



"strijkijzer" (flatiron) *



ESSENTIAL CONTENT ELEMENTS

Keeping a consistent brand image and being discoverable on all channels is a challenge, yet indispensable to win on the digital shelf. Monitoring product content regularly is needed. Begin with the essential content elements.

1 PRODUCT TITLE

The basic elements of a product title for household cleaning & laundry appliances are:

- **Brand name** - to gain credibility with the searcher that they are selling an authentic product.
- **Model/series name** - Shoppers can easily compare prices/specs on multiple sites.
- **Product name** - Clarify what product we are looking at - In most cases, also the main keyword.
- **Capacity** - e.g. in kg & RPM (for washing/drying machines) - Power (in W) for steam cleaners and irons.
- **Color** - Design matters, also for cleaning appliances.
- **Special Features and Keyword(s)** - e.g. iDOS, EcoBubble™, ProSense, energy label, language control panel, WiFi/AI control, the noise level in dB.



3P SELLERS ON MARKETPLACES

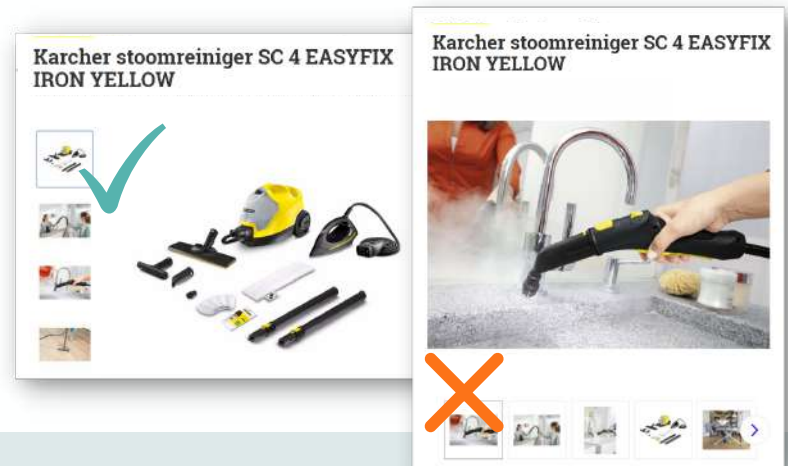
If you don't win the Buy Box on marketplaces, all **your effort in search and content is profiting 3P sellers**. On July 15th 2021, we've measured a buy box share of 38.6% on Amazon.nl and 20.5% on bol.com for 6 leading household appliances brands in the laundry and cleaning segment. This means that for 29.5% of the total 804 product listings we've checked, a 1P seller (brand) won the buy box. For the other 70.5% of products, 3P sellers owned the buy box (or there was no 1P seller offer at all). As a brand or manufacturer, it is not self-evident that you **win and keep the buy box**.

Products offered by a 3P seller can cause content compliance issues for the brands and SKUs in question. For example, the product title on the image on the left does not show the brand name of the washing machine and is missing the product type: 'washing machine' - an essential search keyword for the product.

2 HERO IMAGE

We highly recommend displaying a **hero image** showing the item itself - Straight from the front or clear side view and as filling as possible. Provide a white, neutral background with no shadow visible and do not show any logo, text, icons, or watermarks in the hero image.

SiteLucent's 'first image overviews' let you quickly scan all hero images on the digital shelf.



3 PRODUCT DESCRIPTION


To create **product descriptions that sell**, keep them simple and scannable, trigger emotions, capture your ideal customers' imagination, and **tie benefits** to your products' features. Adding specific keywords to titles and product descriptions can help boost relevancy and make them more discoverable to retailers' search algorithms. Place most important keywords at the beginning of your text. Do not keyword stuff your descriptions; keep it relevant.

Monitor and use trending search keywords in descriptions. For instance, we see a trend in consumers purchase household appliances that are:

- High-quality
- Energy efficient
- Easy to control
- Smart and connected

Try to highlight product features around these trends. A good example of this is the description of a Tefal Steam Generator on Amazon.

Brand	Tefal
Colour	Aqua Blue
Style	Aqua Blue
Item dimensions L x W x H	34.2 x 21.7 x 18.4 centimetres
Power / Wattage	2600 watts



About this item

- **Faster results:** A pump pressure of up to 5.8 bars produces up to three times more continuous steam* to make ironing easier and faster for superb results in no time. Compared to a traditional steam iron
- **Steam on demand:** Express compact steam generator irons give you an extra-powerful boost of up to 340g/min right when you need it. It's also great for vertical steaming curtains or hanging garments.
- **Hassle-free maintenance:** The built-in flush system gives you descaling at the touch of a button. The anti-scale button flashes to remind you: just fill the tank, press the button and it does the job for you
- **Easier ironing:** the smooth-gliding Express glide ceramic soleplate makes ironing Fast and effortless, while simple controls make these steam generator irons a doddle to use
- **Convenient features:** there's a 1.7L removable water tank for longer sessions and easy refills, energy-saving eco mode**, Auto-off feature for peace of mind, carry lock for portability and cord storage. **~20% compared with energy use at maximum output level

TIE BENEFITS TO PRODUCT ATTRIBUTES



- Works with tap water
- Kill bacteria and viruses with simple tap water, so the use of cleaning products is not necessary. Remove 99% of common household bacteria from household surfaces.
- 4.5 bar steam pressure
- Due to its powerful cleaning with 4.5 bar steam pressure, the steam cleaner is also suitable for removing stubborn dirt.
- Removable water tank
- The removable water tank can be refilled permanently - for uninterrupted cleaning.
- With Steam Iron
- The included steam iron reduces the usual ironing time by half.



CONTENT QUALITY SCORECARDS

Once you have benchmarked industry best-sellers' content and mapped retailer-specific content requirements, you can compare your criteria to the content on product pages and put a score on it, using SiteLucent's **Digital Content Completeness (DCC) score**.

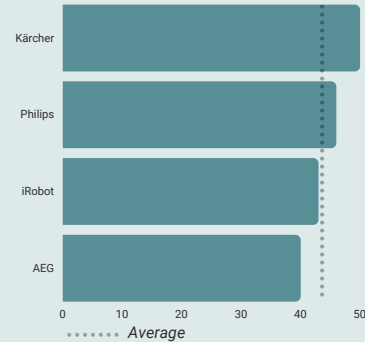


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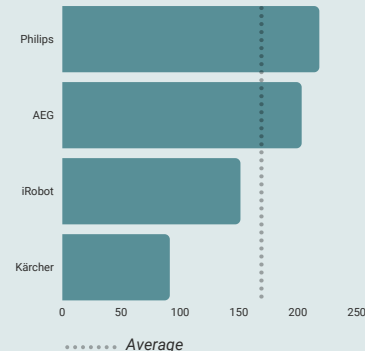
PRODUCT DESCRIPTION & TITLE LENGTH

We observed product descriptions and titles for 21 brands in the laundry & cleaning appliances segment on Dutch, Belgium and German retailers (5092 product detail pages). On average, titles include 44 characters, and descriptions have 169 words.

Average characters product titles per 'winning' brand

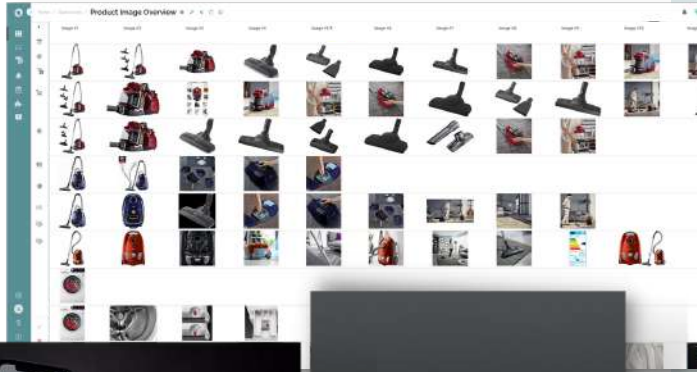


Average word count product descriptions per 'winning' brand



PREMIUM PRODUCT CONTENT

4 ADDITIONAL IMAGES



Add detailed images to emphasize functionalities and product quality.



Smart and connected appliances are popular! Use images to highlight such features.



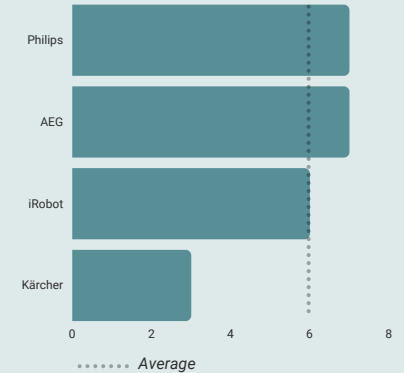
Explain feature benefits with images. This image visualizes the benefits of a technology that weighs the laundry using a load sensor, saving energy.

The more images, the better!

SiteLucent observed product images for 21 brands in the laundry & cleaning appliances segment on Dutch, Belgium and German retailers.

The average number of images we counted on all 5092 product detail pages is 6.

Average Image Count for the 'winning' brands that showed up in the top 10 shares of organic search results:

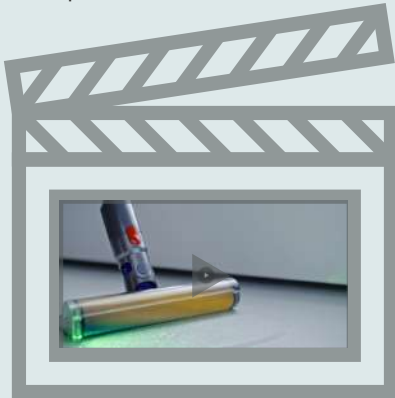


5 VIDEOS

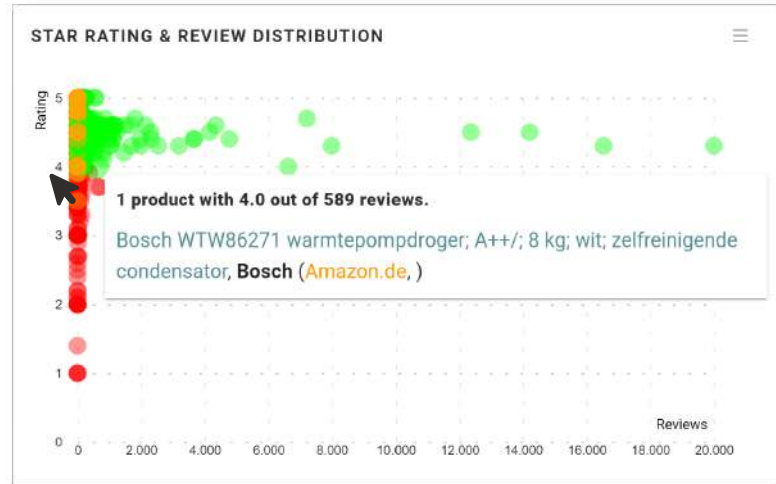
Shoppers can use videos to:

- Better understand the product features and technology.
- Learn how to install and use the product.
- Discover your (brand) story.
- Get to know about customer experiences.

We found 615 product pages displaying a product video, out of 5092 product pages (12%). From the 'winning' brands in the top-10 search results, 15% of product pages show a product video.



6 REVIEWS



Monitoring Ratings & Reviews helps you identify issues with your products and product content and gives you keyword ideas- in the customer's language, which can help you rank higher in search results.

Northwestern University Research has shown that purchase probability peaks when a product's average star rating is between 4.2 and 4.5. Use SiteLucent's star rating & review distribution charts to spot underperforming products, zoom in, and take action.

STOCK AVAILABILITY

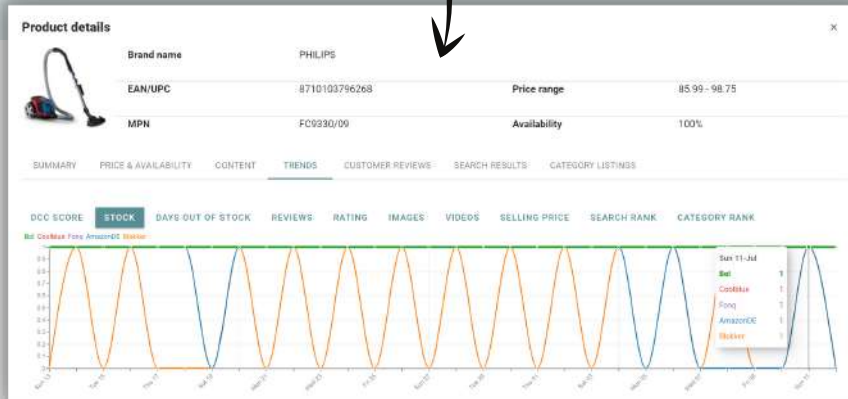
Running out-of-stock leads to lost sales, but also results in a drop in search placement. The more frequently your products run out of stock, the fewer chances you have of showing up on page 1. Marketplaces and retailer algorithms prefer products that have full inventory most of the time.

CONSEQUENCES OF RUNNING OUT-OF-STOCK

- Lost sales: You miss an occasional purchase or multiple repeat sales;
- Lower search ranking: We found that poor availability in the past 20 days can cause an average drop of 4 to 5 positions in eCommerce search results;
- Your brand jeopardizes customer loyalty - Bad customer experiences can damage your brands' reputation.

HOW TO PREVENT ONLINE STOCKOUTS?

- Keep products with the best profit margins in stock at all times;
- Keep a close eye on seasonal products and try to forecast peaks;
- Daily track the availability of your products at your key sales channels;
- Track the length and timing of each product's stock out and easily anticipate potential supply issues in the future.



HOW SITELUCENT CAN HELP MAKE YOUR PRODUCTS MORE VISIBLE?

With SiteLucent, you can

- Measure search performance KPIs for all eCommerce channels by using our digital shelf data and analytics;
- Receive daily alerts notifying you when your brand falls off of page 1;
- Use our scorecards and advice for content, review, price and availability enhancements to improve organic SEO rank;
- Monitor 3P sellers on marketplaces, avoiding that they profit from your effort in search and content.

The world's leading brand manufacturers trust SiteLucent's eCommerce data and analytics, including Samsung and Groupe SEB.

BOOK A DEMO

Get a [free demo](#) of SiteLucent's software and 70+ digital shelf metrics. See in action how you can improve your brands' visibility and grow sales.

