NetElixir™

ORGANIC SEARCH (SEO) FOR RETAILERS

NetElixir's SEO solution is a full-service, end-to-end white-hat search engine optimization offering for retailers who want cost-effective, long-term, sustainable results. We give our clients the competitive edge they're looking for through our intensely analytical approach, impeccable attention to detail, and dedicated focus on retail – with more than a decade of experience helping merchants find new customers, sell more goods, build their brand, and craft the strongest online presence possible.

WHAT WE DO & HOW WE DO IT

Over the years, SEO has evolved from simple keyword research to a rich, multifaceted science involving factors as varied as mobile performance, video optimization, JavaScript, structured data usage, voice search optimization, the customer journey, and more. NetElixir helps our clients navigate this complex landscape – using sophisticated analysis to identify and understand their highest value customers, and then leverage the search channel to find and attract more buyers just like those. Here's how we do it:

Audit Phase
- Business discovery and goal setting
- Site audit (content, UX, conversion analysis)
- Backlink, keyword, and competitive analysis
- Technical audit (site crawl, performance testing, mobile, and voice evaluation)
- Root cause determination
- Prioritization of strengths, weaknesses, and goals
- Dedicated account manager and team

Execution Phase
- Implement prioritized strategies
- Track and analyze impact via Enterprise tools
- Monitor (on-going site audits, speed tests, and custom reports)
- Ongoing client education and industry updates (algorithm changes and competitive trends)
- Dedicated account manager and team
- Premier partnerships with Google and Microsoft Advertising

THE NETELIXIR DIFFERENCE: TRUST, EXPERTISE, AND A PASSION FOR RETAIL

We take pride in our exceptional commitment to our clients' success. With an average account manager tenure of 4.5 years, our customers see us as a part of their core team and count on us to be by their side for the long haul. Here's what else our customers love about us:

We are **fanatically analytical**. NetElixir helps retailers analyze online consumer behavior to drive unparalleled results. In a space as complex as retail search engine marketing, a data-driven and analytical approach offers the most effective, proven path to success. Our team is brimming with retail-focused technologists, data scientists, and engineers who help our clients uncover the hidden patterns in their data – to more effectively find, target, convert, and understand their most valuable prospects and customers. We've developed an extensive proprietary retail insights database, as well as dozens of category-specific customer journey algorithms based on the 7+ million hours of retail digital marketing experience we've logged – all of which give our clients a clear competitive advantage.

We are **knowledge creators and sharers**. Paid search and shopping are rapidly changing marketplaces – which means that strategies that have worked well in the past can quickly become ineffective. Thus, at NetElixir, we are constantly testing, improving, learning, and innovating – never simply satisfied with the status quo. We work just as hard to share this knowledge – through webinars, whitepapers, and workshops on best practices, industry trends, and market forecasts – empowering our clients through education, so they can make the right strategic decisions for their businesses. We even offer honest guidance when we feel clients will get better returns by reducing paid search spend to focus on other marketing investments: our clients' success always comes first.
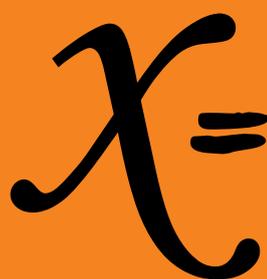
We have a **passion for retail**. From customer segmentation to the 4Ps of marketing, we understand the mindset and nuances of the retail industry, drawn from our experience across hundreds of retail niches. Whether it's the ability to handle fast inventory churn for fashion brands, optimize campaigns based on warehouse locations and shipping costs, evaluate return rate correlations across different customer contexts, or track omnichannel campaigns across web, mobile, and brick-and-mortar interactions – our deep retail expertise gives our clients the extra edge they need to succeed.

KEY BUSINESS BENEFITS
- Improve search rankings in a sustainable, cost-effective way
- Identify, understand, and attract high-value customers through search
- Build long-term brand visibility
- Boost returns across all online marketing channels with a highly effective SEO foundation

CPO®

We saw a YoY increase of **22%** for revenue and **25%** in organic users for CPO Outlets when NetElixir upgraded their technical SEO strategy.

ABOUT NETELIXIR

NetElixir is a global digital marketing agency dedicated to helping retailers find and engage their high-value customers online and acquire game-changing insights. Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.

PREMIER Google Partner

Bing Partner · UPS Ready®

Facebook Marketing Partner