



NAVIGATING



IN COVID-19



Michael King - Founder / Managing Director at iPullRank

An artist and a technologist, all rolled into one, Michael King recently founded boutique digital marketing agency, iPullRank. Mike consults with companies all over the world, including brands ranging from SAP, American Express, HSBC, SanDisk, General Mills, and FTD, to a laundry list of promising startups and small businesses.

Mike has held previous roles as Marketing Director, Developer, and tactical SEO at multinational agencies such as Publicis Modem and Razorfish. Effortlessly leaning on his background as an independent hip-hop musician, Mike King is a dynamic speaker who is called upon to contribute to conferences and blogs all over the world.





Raj Nijjer - VP, Marketing at Yotpo

Raj is the VP of Marketing for Yotpo, a leading commerce marketing cloud based in New York. Yotpo's solutions for user-generated content (UGC), loyalty, and referrals help brands accelerate growth by enabling advocacy and maximizing customer lifetime value.

Prior to joining Yotpo, Raj spent over three years at Yext in multiple leadership roles through its IPO in 2017. Raj also spent nine years at Godaddy in leadership roles launching innovative product lines with over nine patents issued and leading to a buyout, inclusive of an eventual IPO. Raj's experience spans Fortune 500 companies and received his Bachelors of Science degree in International Management and his MBA from the W.P. Carey School of Business at Arizona State University. In his free time, Raj is an avid angel investor and advisor to startups.





Agenda

- What will Black Friday Look Like in COVID-19?
- Who Will Dominate?
- What Preparations Should You Take?
- The Landscape of Future Black Fridays





What will Black Friday Look Like in COVID-19?



Starting Earlier. . . and Earlier



2007
5am Black Friday



2012
10 pm Thanksgiving



2018
6pm Thanksgiving

Black Friday has moved from stores opening early Friday morning, to on Thanksgiving. Walmart for example opened 11 hours earlier in 2018 compared to 2007. But this will be different in 2020.



Stores are not opening physical locations on Thanksgiving



Black Friday has bled into Thanksgiving, but these major retailers have announced they won't do this in 2020. Some are still considering opening locations for Black Friday, however.



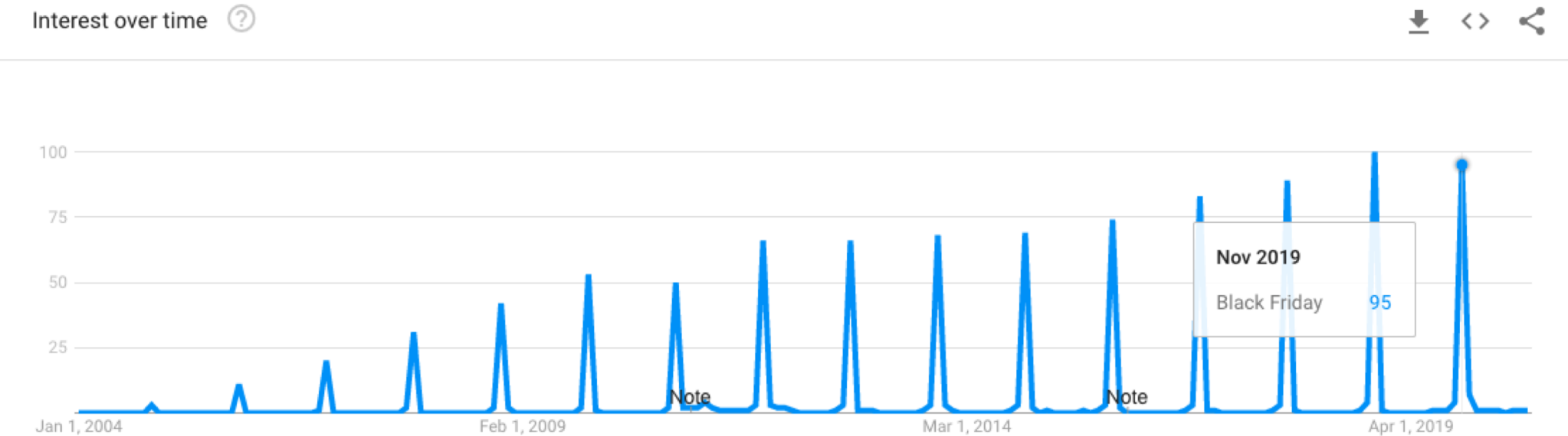
Dealing with Crowds



Even on Black Friday, stores are going to be presented with a whole new challenge: social distancing on the busiest shopping day.



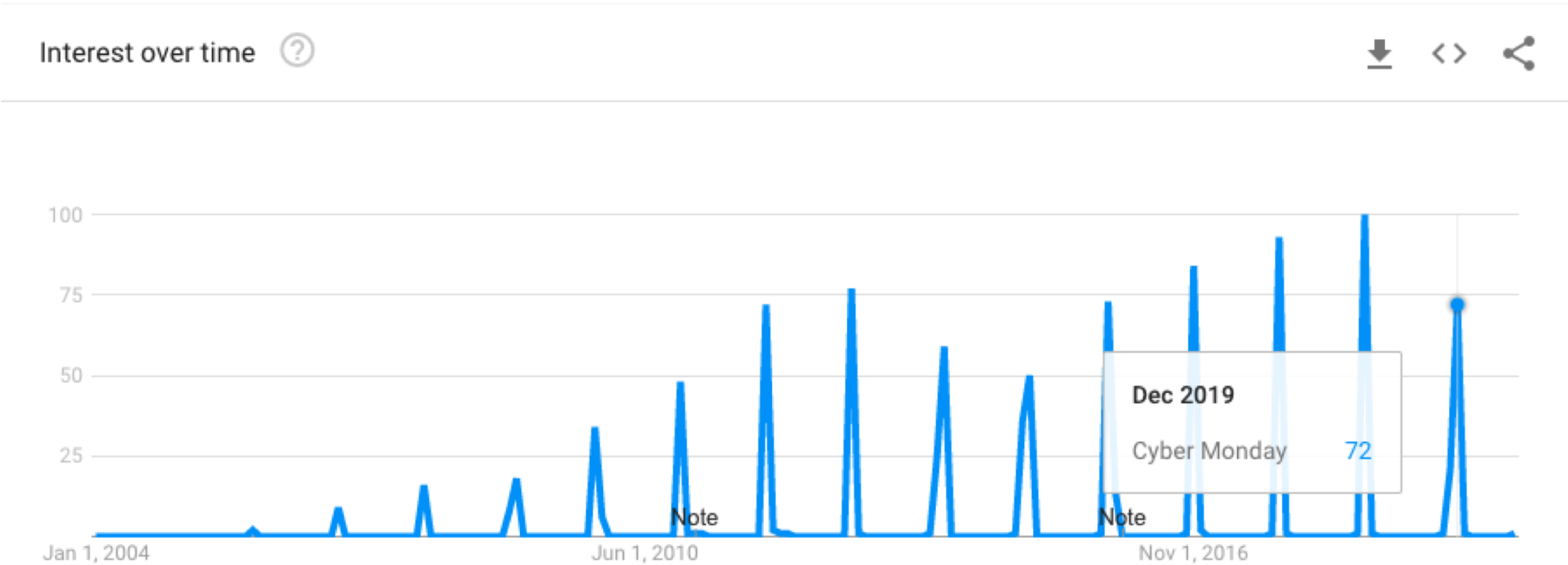
Black Friday Popularity



After years of steady growth in popularity, Black Friday saw a slight dip last year for the first time since the 2010 holiday shopping season. With the pandemic, we can assume that more customers will be looking at online deals rather than shopping in stores.



Cyber Monday



Despite a slight drop last year, Cyber Monday has caused a debate in the past decade over which is better, Black Friday or Cyber Monday



”

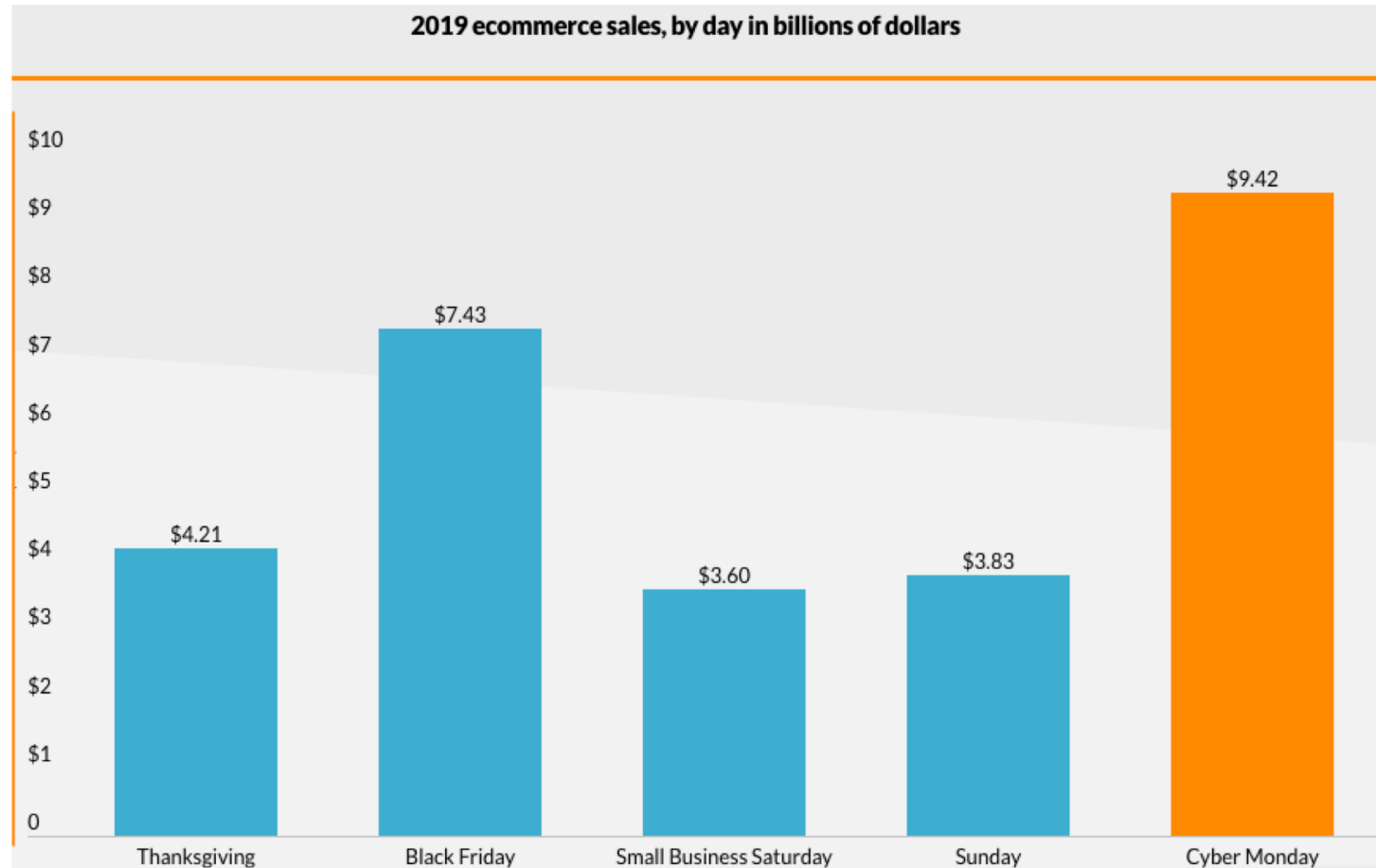
AND THEY'RE NOT ALONE

We have a very strong game plan about how we're going to keep this trend of digital going. But when you think about Black Friday, if you think about the 10 days before Christmas, what does that mean in terms of traffic if people are nervous about gathering with crowds? Everything is on the table right now.

- *Macy's CEO Jeff Gennette*



Cyber Monday vs Black Friday Ecommerce 2019

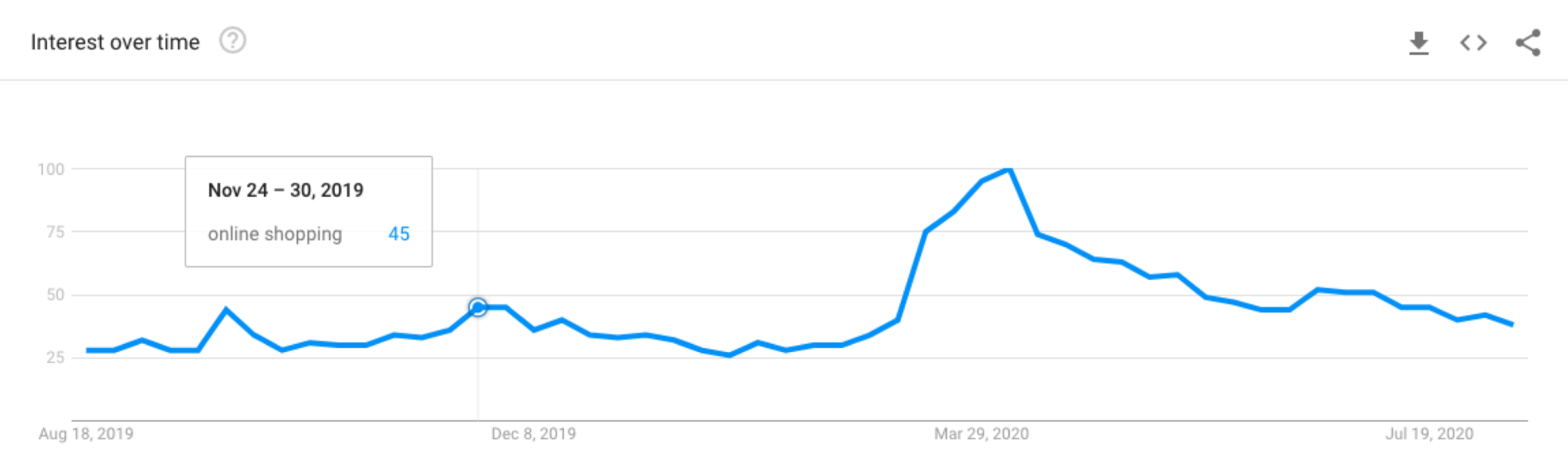


Source: Adobe Analytics, December 2019

But this actually is a trend. Cyber Monday brought in nearly \$2 billion more than Black Friday in ecommerce sales in 2019. Social distancing, stores starting later, and Cyber Monday deals could impact Black Friday sales overall.



Online Shopping Trends



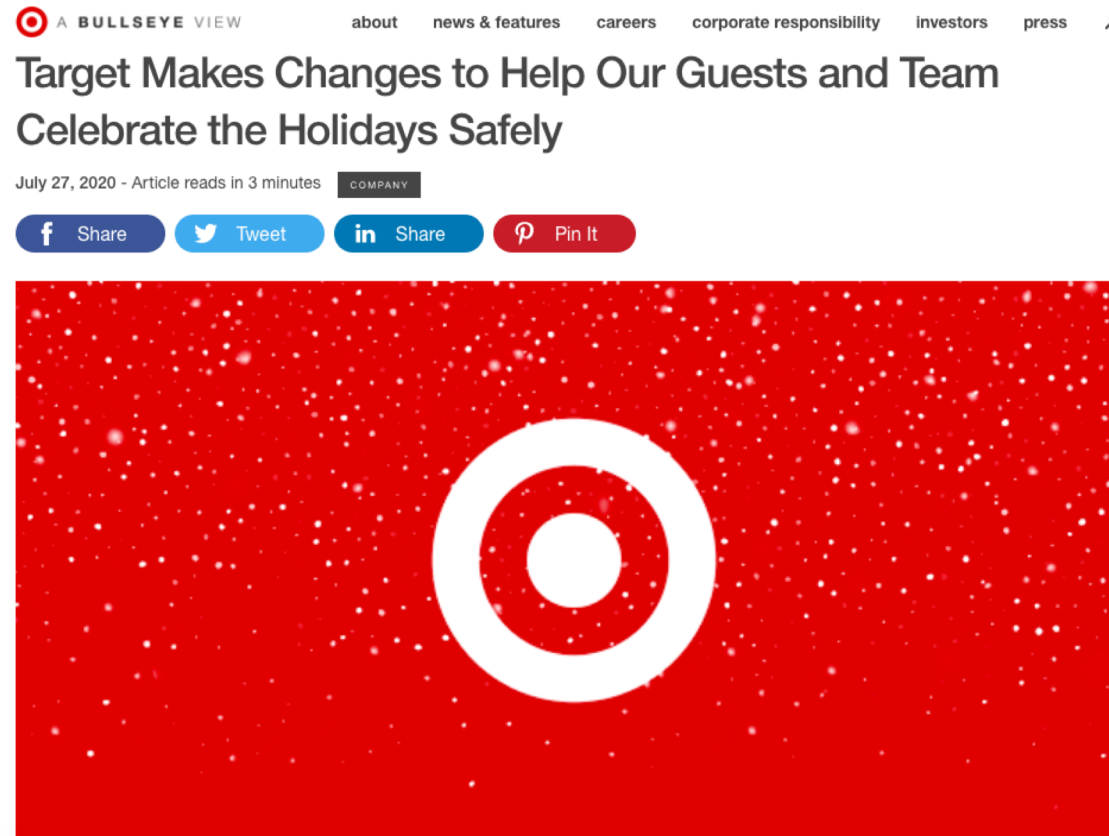
In fact, COVID-19 trends show something similar. Online shopping saw more popularity during the early days of stay-at-home orders than it did Black Friday/Cyber Monday in 2019. Even now we can see similar levels of popularity compared to these sales days last year.



So will Cyber Monday dethrone Black Friday in 2020?



Or will sales start even earlier?



While ecommerce might rise on Black Friday and Cyber Monday this year, some brands have announced they will start their sales season even earlier to combat brick and mortar losses. Target, for example, is starting their sales in October.



It's 2020, you need to be mobile friendly already



You've been saying this for years so if your site is still not mobile friendly, you have probably been losing a lot of customers in the past, but this might the year it ends you.



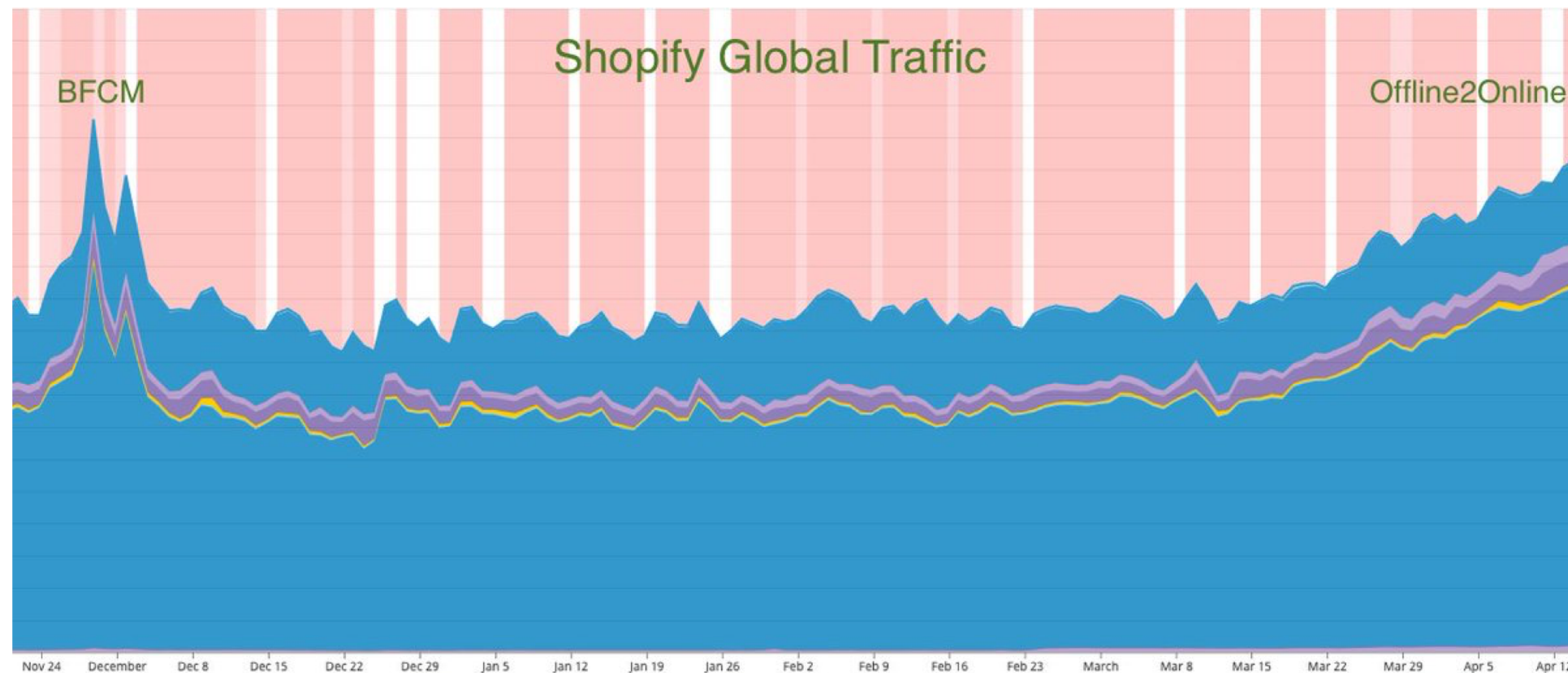
Addressing Unemployment. . .

Millions are still out of work. Black Friday has thrived in the past decade because of a strong economy and consumers having money to spend, but in 2008, total sales declined by more than \$24 billion and didn't recover until 2010.

Year	Spent per Shopper	Total Spent (Online and In store)	% Change
2005	\$734.69	\$496.2 billion	6.2%
2006	\$750.70	\$512.6 billion	3.2%
2007	\$755.13	\$525.9 billion	2.7%
2008	\$694.19	\$501.7 billion	-4.6%
2009	\$681.83	\$503.2 billion	0.2%
2010	\$718.98	\$529.4 billion	5.2%
2011	\$740.57	\$553.8 billion	4.6%
2012	\$752.24	\$568.7 billion	2.6%
2013	\$767.24	\$584.1 billion	2.9%
2014	\$802.45	\$608.0 billion	5.0%
2015	\$805.65	\$626.1 billion	3.2%
2016	\$935.58	\$655.8 billion	3.6%
2017	\$967.13	\$682.0 billion	4.0%




Shopify is Seeing Black Friday levels Daily




But even with unemployment rising, Shopify has reported Black Friday type levels of traffic everyday during COVID-19. So while some predictions have online shopping decreasing, trends so far this year tell a different story and smaller ecommerce stores should prepare to take advantage.




Predicted ecommerce decrease



Black Friday Predictions for 2020





KRISTIN MCGRATH
Updated July 29, 2020

No, Black Friday 2020 is not cancelled. But it will look different. Here are our expert predictions for how the biggest shopping day of the year will play out.

Day	Online spending totals
Thanksgiving + Black Fri. 2016	\$5.27 billion (17.7% increase YoY)
Thanksgiving + Black Fri. 2017	\$7.9 billion (49% increase YoY)
Thanksgiving + Black Fri. 2018	\$9.9 billion (25% increase YoY)
Thanksgiving + Black Fri. 2019	\$11.9 billion (20% increase YoY)
Thanksgiving + Black Friday 2020 (predicted)	\$11 billion (-7.5% decrease YoY)

You can expect a decline across the board, not just brick and mortar sales, as a result of the economic woes. BlackFriday.com predicts that after online sales increasing significantly the past few years, we could see a 7.5% decrease in 2020

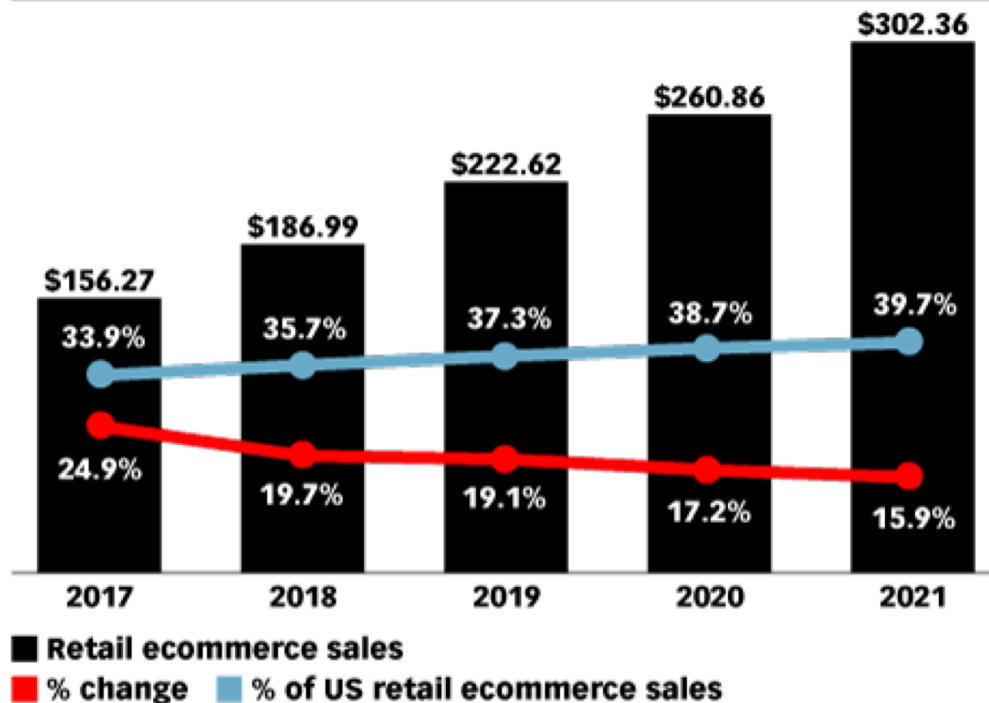


Who Will Dominate?



Amazon US Retail Ecommerce Sales, 2017-2021

billions, % change and % of US retail ecommerce sales

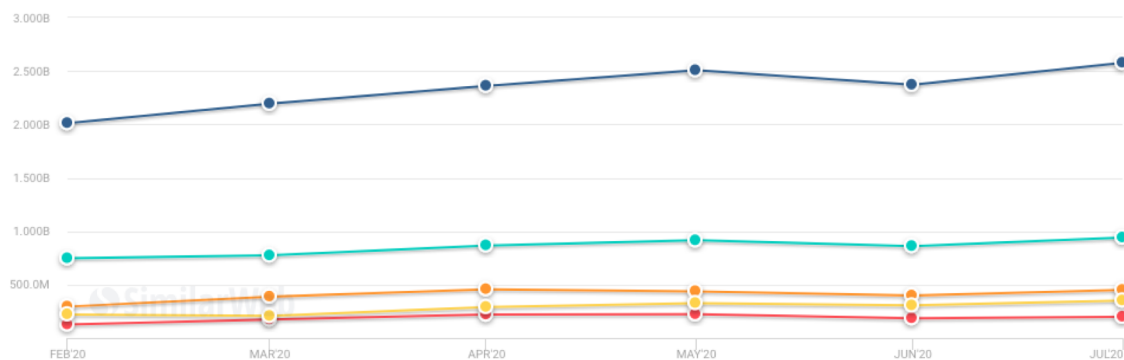


Note: represents the gross value of products or services sold on Amazon.com (browser or app), regardless of the method of payment or fulfillment; includes direct and marketplace sales; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services and credit card agreements
Source: eMarketer, Feb 2020

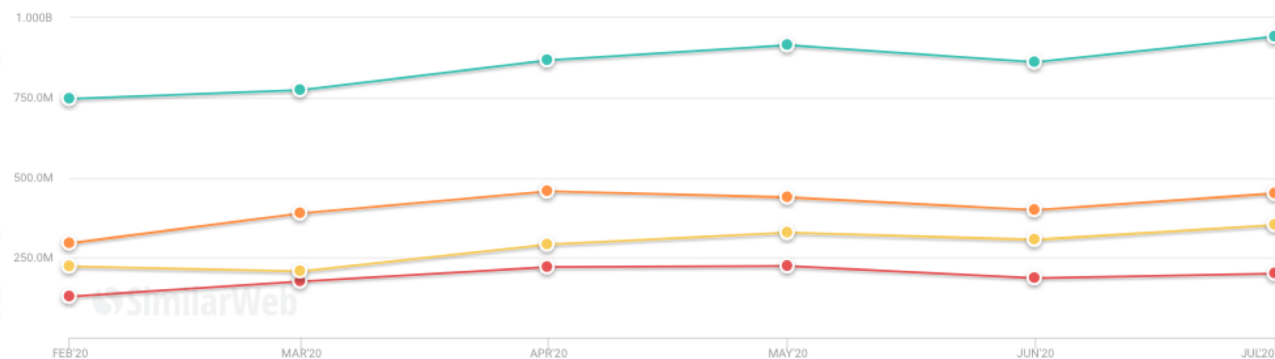
Amazon has continued to grow in terms of the percentage of ecommerce companies in the US, but more impressive is their revenue growth from \$156 billion in 2017, to more than \$260 billion now.



amazon.com 14B
ebay.com 5.1B
walmart.com 2.4B
target.com 1.1B
etsy.com 1.7B



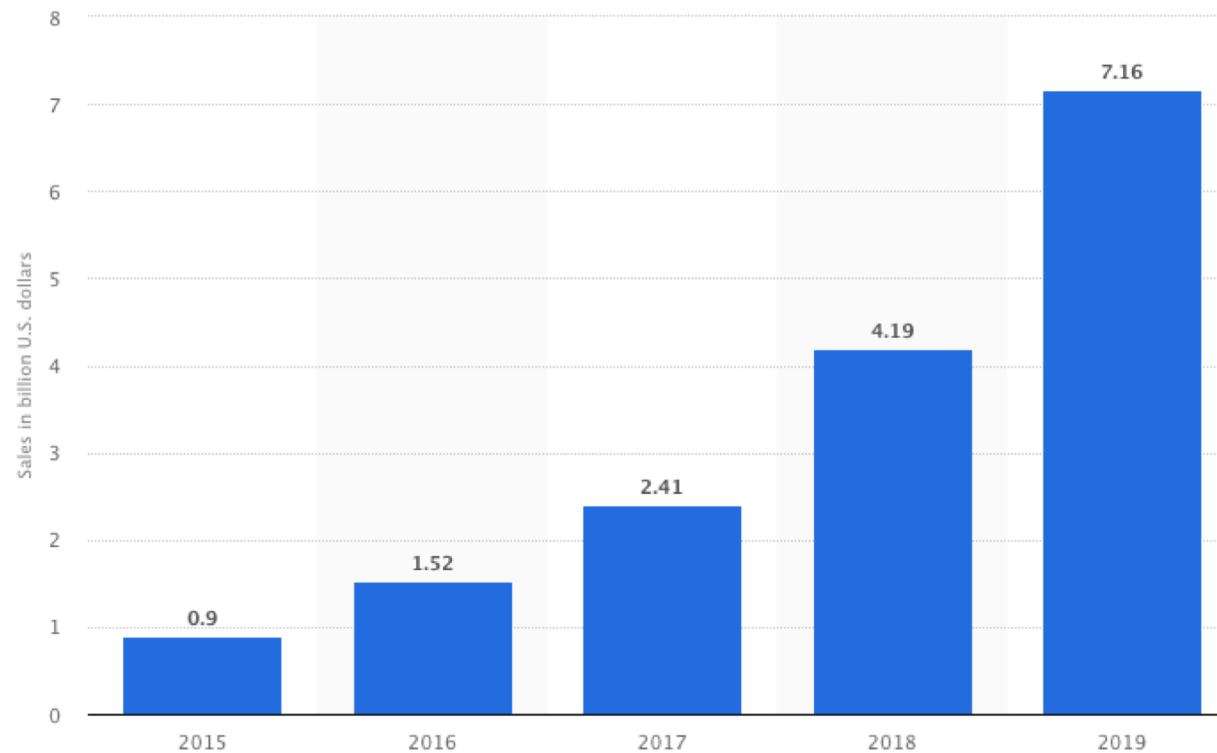
amazon.com 14B
ebay.com 5.1B
walmart.com 2.4B
target.com 1.1B
etsy.com 1.7B



While Amazon receives the most traffic, ecommerce sites have all seen considerable growth through 2020. Even smaller niche sites have potential to carve out a fair amount of traffic.



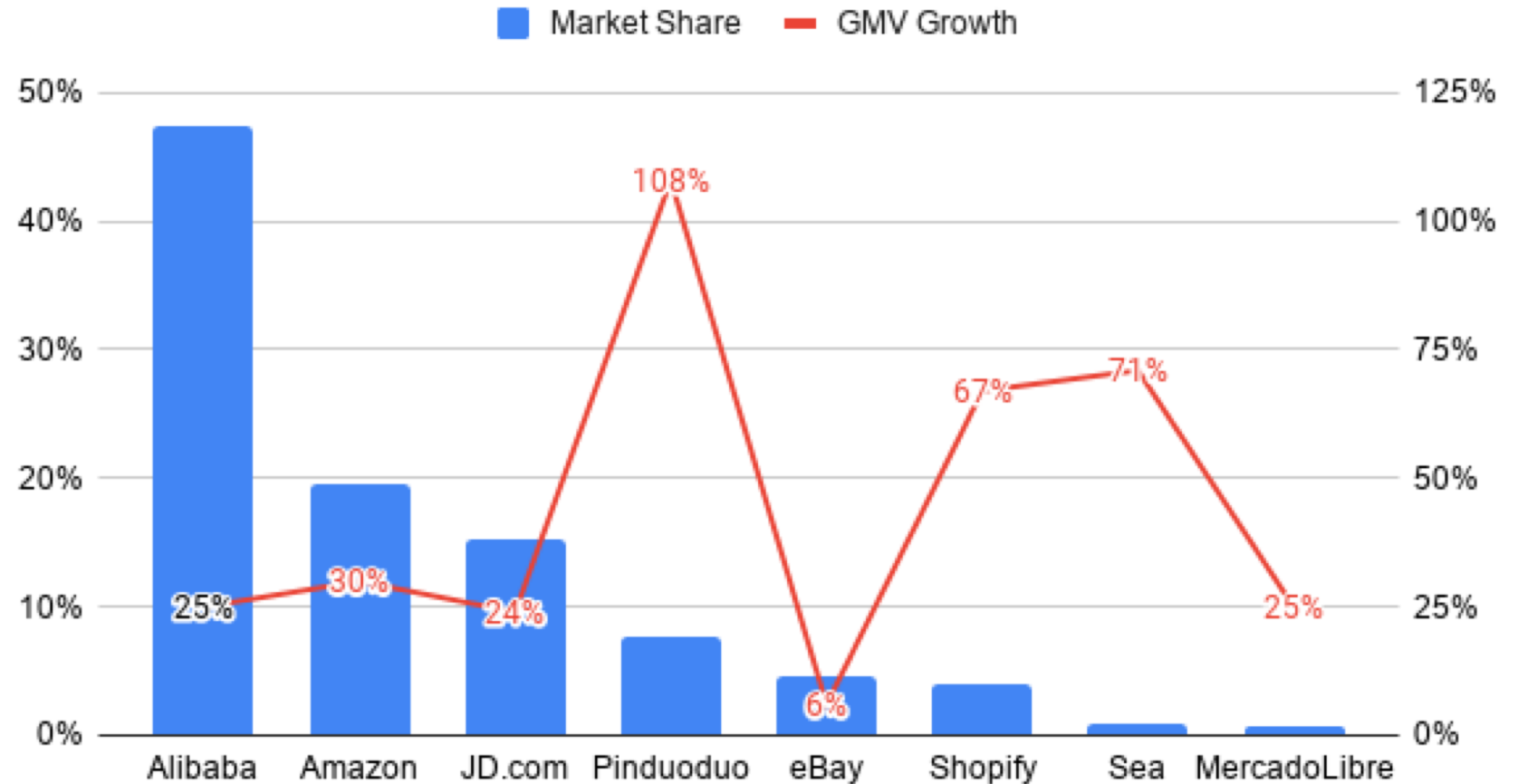
Amazon Prime Day sales



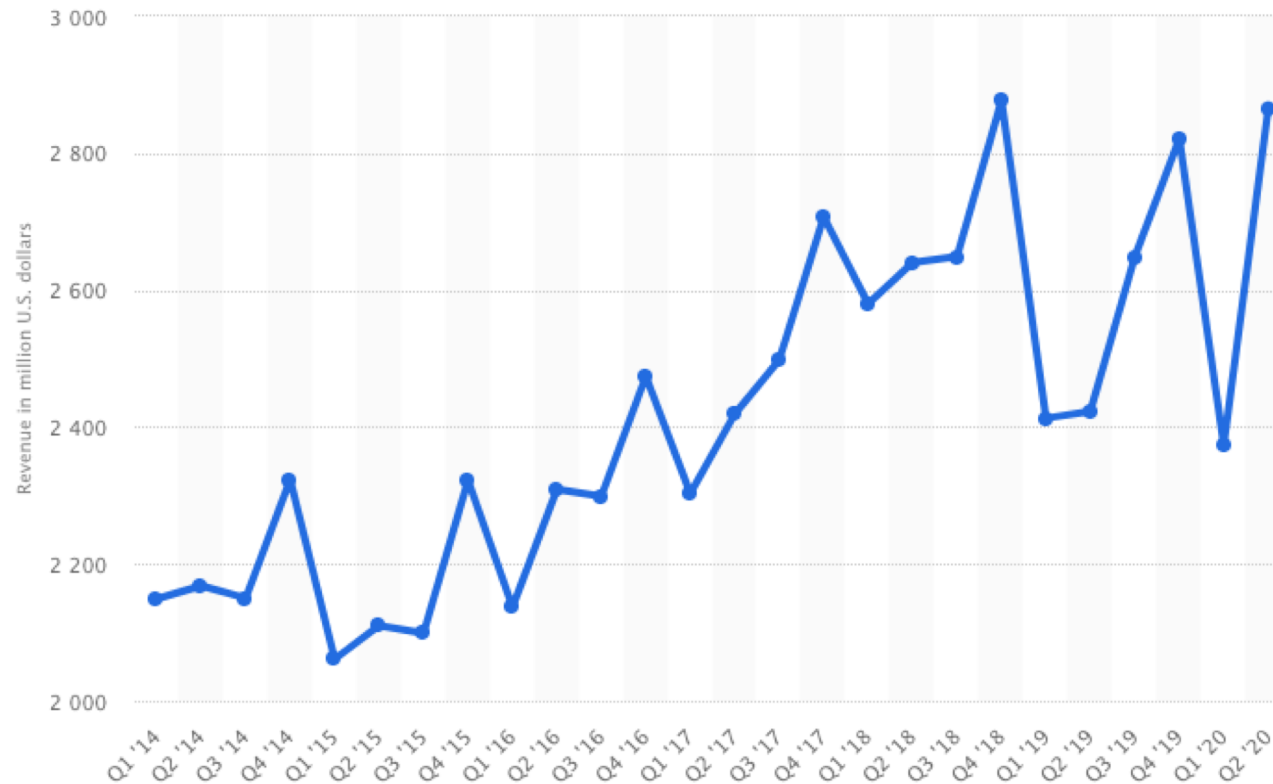
It's not necessarily Black Friday or Cyber Monday that should help Amazon win, but they pushed Amazon Prime Day back to October this year. With other brands expanding beyond the typical week long sales push, Amazon has positioned themselves well.



Global E-Commerce Market Share



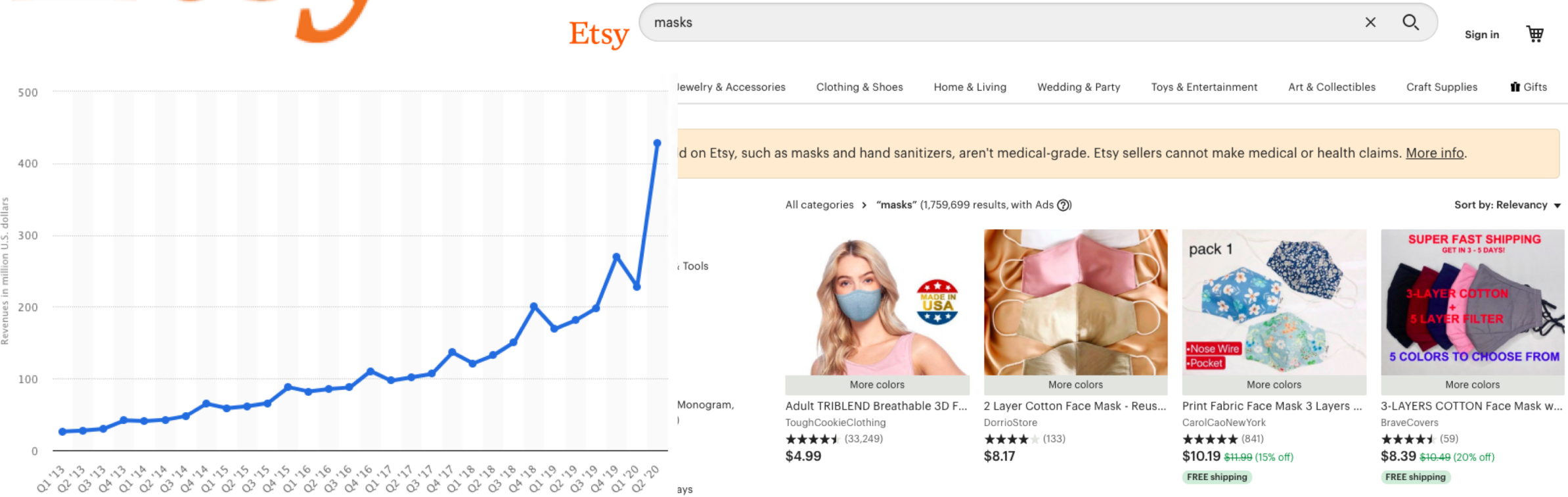
Aside from Amazon, Shopify stores have been major winners during COVID-19 with a 47% increase in Q1 2020 vs Q1 2019 and retailers managed to replace 94% of their brick and mortar sales with online during this period.



ebay started off 2020 a bit rough with a decrease in revenue compared to the previous quarter (Q4 2019) but Q2 of 2020 jumped to levels the company hasn't seen since Q4 2018.



Etsy

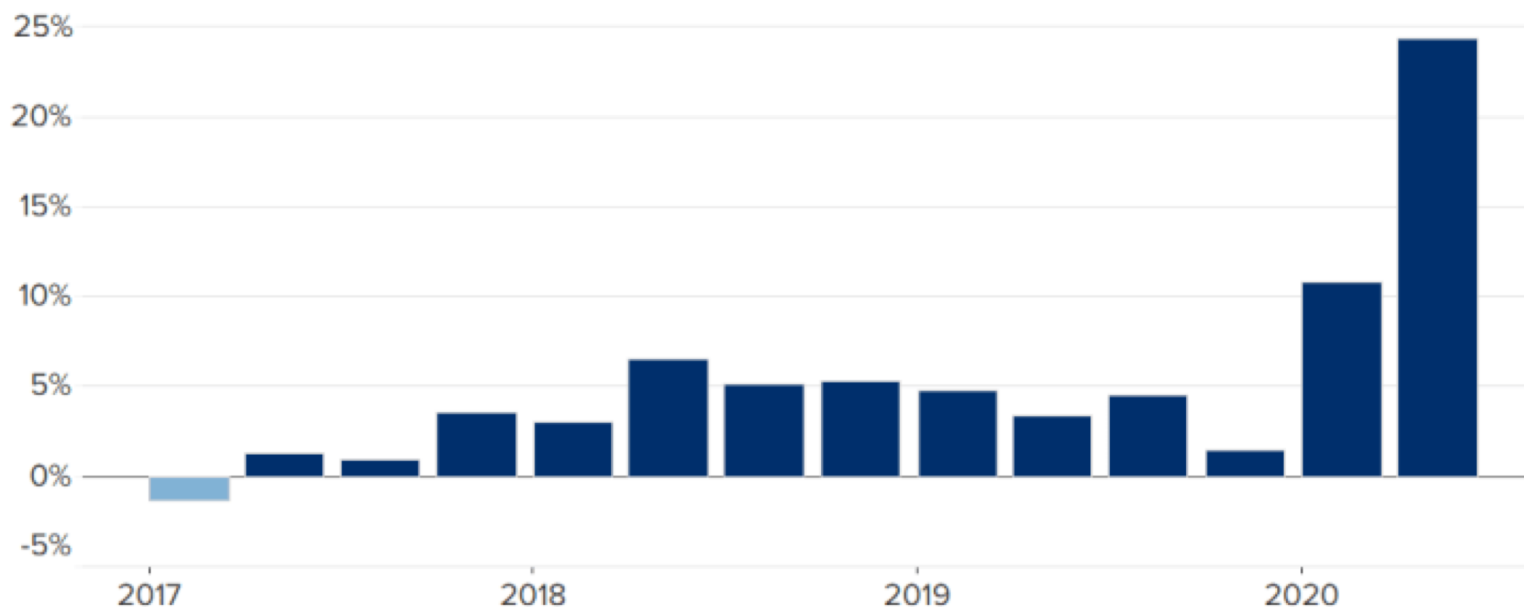


Etsy is another large ecommerce site that has seen tremendous growth during COVID-19. One thing that helped fuel their success was an increase in facemask sales as a result of COVID-19.



Target same-store sales growth

Q2 2020: 24.3% growth



SOURCE: FactSet, company statements



While many companies that rely on brick and mortar locations have been hit heavily by lockdown orders, Target was able to stand out by focusing on their ecommerce site and same-store pick up. They have positioned themselves well for the holiday season.



Stores as Hubs

- » Stores fulfilled nearly **80%** of Target's Q1 digital comparable sales
- » **95%** of orders were ready to be picked up or shipped on-time

Digital Volume

- » Digital comparable sales accelerated every month in the quarter
- » On an average day in April, we fulfilled more items and orders than last year's Cyber Monday

Q1 Digital Sales

↑ **141%**



Same-Day Services

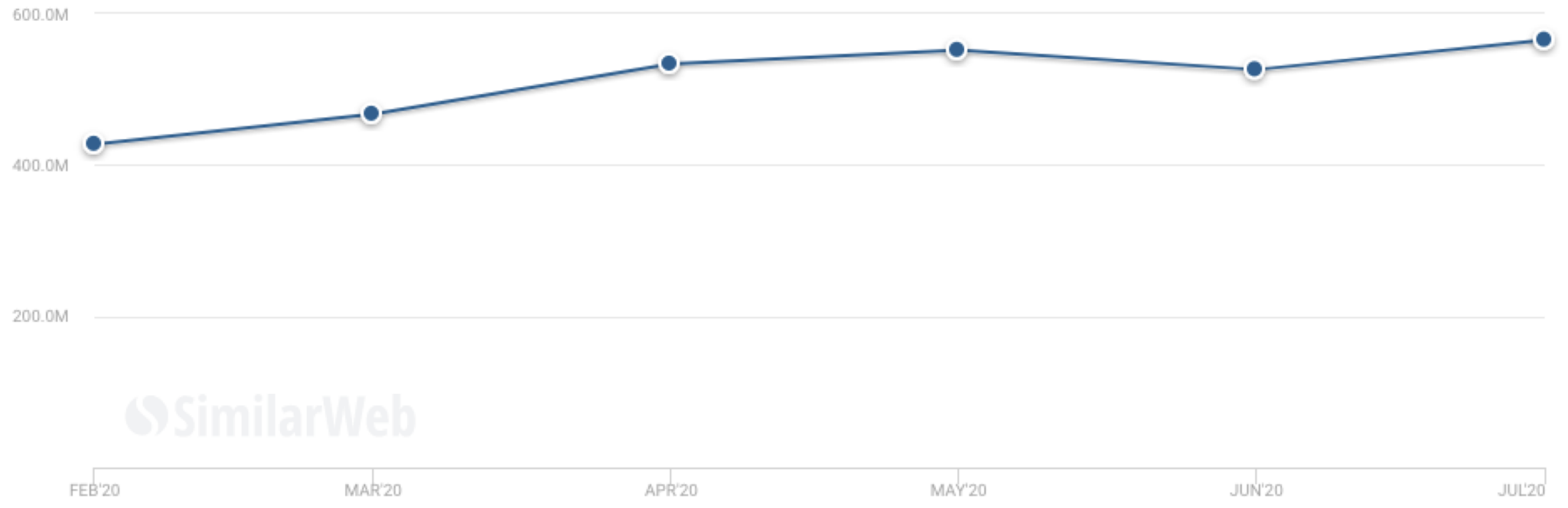
- » Q1 Drive-Up units were higher than all of 2019
- » Of the millions of guests who used Drive Up, **40%** were new to the service
- » Shipt doubled its shopper community across the country and Target sales fulfilled by Shipt were up more than **300%**

Q1 Same-Day Services

↑ **278%**



Same day services were up by 278%, with Shipt leading the way with 300% growth in Q1 2020 alone.



SimilarWeb

Since PayPal is one of the most popular forms of payment online, they have seen considerable growth in visits as well going from 427.5m in February to 565.2m in July.



What Preparations Should You Take?

Let's focus on the positives



Keep the COVID-19 Response Front and Center

People want to know how your e-commerce company is keeping them safe.

Continue to generate content about how you're responding to the COVID-19 and keep it front and center.

Target's coronavirus response

At Target, we're committed to helping the families and communities we serve in good times and bad. We've taken a number of steps in support of our team and guests, with increased safety measures and operational changes. And, we'll continue to do all we can to help navigate these uncertain times.

Shopping our stores? Expect...



Increased cleanliness



Monitoring & metering guest access



Quantity limits on in-demand items



Plexiglass shields at checklanes



Masks available & required



Reminders for social distancing



Dedicated shopping hours for vulnerable guests & team



Carts and baskets sanitized between use



JULY 29, 2020

Staying Safe on Your Target Run: What You Need To Know



APRIL 23, 2020

The Latest on Target's Team Support and Business, Including



APRIL 17, 2020

Here's How Target's \$10 Million Coronavirus Relief Fund is Helping



APRIL 16, 2020

Target's Latest Safety Measures Are Designed to Promote Health and



Start planning early



Ideally, you'd have started preparing for Black Friday months ago. Especially with brands focusing more attention to ecommerce and curbside pickup, online competition is going to be fierce this year. <https://ipullrank.com/its-too-late-for-black-friday-seo/>

A blue background with a radial pattern of lines emanating from the center, creating a sense of motion or speed.

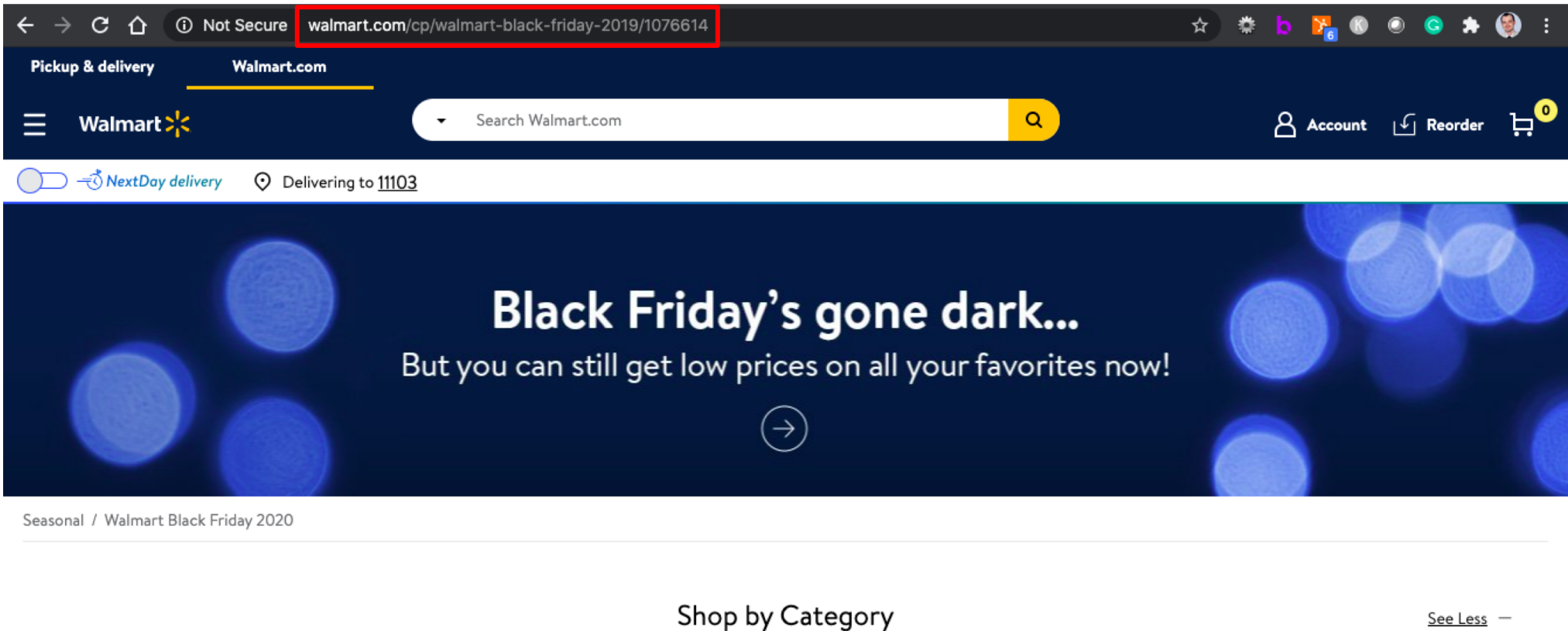
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STOP KILLING YOUR LINK EQUITY

Once the sale is over, those Black Friday pages are taken down. **Every year you're building a lot of link equity up and starting over again.**



Keep Black Friday Pages Live



This is a page from Walmart’s 2019 Black Friday sale. They updated the on page copy to show that even though Black Friday 2019 has passed, you can still find great deals on their site, and kept the link equity they’ve built.



This Page Ranks #2 for [Black Friday Deals]

BEST BUY Credit Cards Top Deals Deal of the Day Gift Cards For Your Business

Search Best Buy

Long Island City

Products ▾ Brands ▾ Deals ▾ Services ▾ Account ▾ Recently Viewed ▾ Order Status ▾

Important Update: See the latest on our stores, services and safety plans. [Learn more](#)

Best Buy

Black Friday 2020 at Best Buy.

Black Friday Deals Will Be Back

Black Friday 2019 is in the books and, as you likely know, it was an epic event, highlighted by some of the best deals of the year. The result for many was a successful Christmas shopping season that led to a ton of Christmas morning excitement. And while that's all well and good, we've never been content to rest on our laurels. That's why we're determined to make next year's after Thanksgiving sale even more memorable. So, make sure to drop November 27 into your calendar for the Black Friday 2020 sale.

Sign Up for Deal of the Day

Your email address

Sign Up

Best Buy did the same thing and kept their 2019 Black Friday page live to leverage the link equity it built, while also giving customers information about Black Friday 2020, and the ability to sign up for daily deals.



Create seasonal content



Seasonal content for Black Friday, like this Holiday Entertaining Guide from Williams Sonoma, will help drive traffic to your site every year especially if you provide yearly updates to lists like these. They can also be great natural link building material.

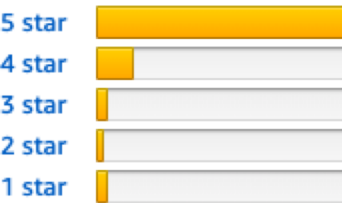


Highlight reviews

Customer reviews

★★★★☆ 4.7 out of 5

455,263 customer ratings



Less influential

- Popularity on social media
- Easily share item w/ family and friends to get their opinion
- Ability to chat with merchant
- How to use video
- Non-credit card payments
- Loyalty rewards program
- Reviews from family/friend
- Warranty available
- Brand/company based in-country
- Customer store reviews
- Store bought from before
- Brand bought before
- Easy returns
- High-rated customer service

More influential

- Lowest price for item
- Free shipping
- Sale, discount, or promo
- Product availability
- Product specs (like, battery life)
- Customer item reviews**
- Fast delivery
- Estimated delivery date and time
- Cross-store price comparison

According to a Search Engine Journal study based on Google data from last December, customers reviews were one of the factors that influenced buyers the most, up there with price, shipping, and sales/discounts/promos.

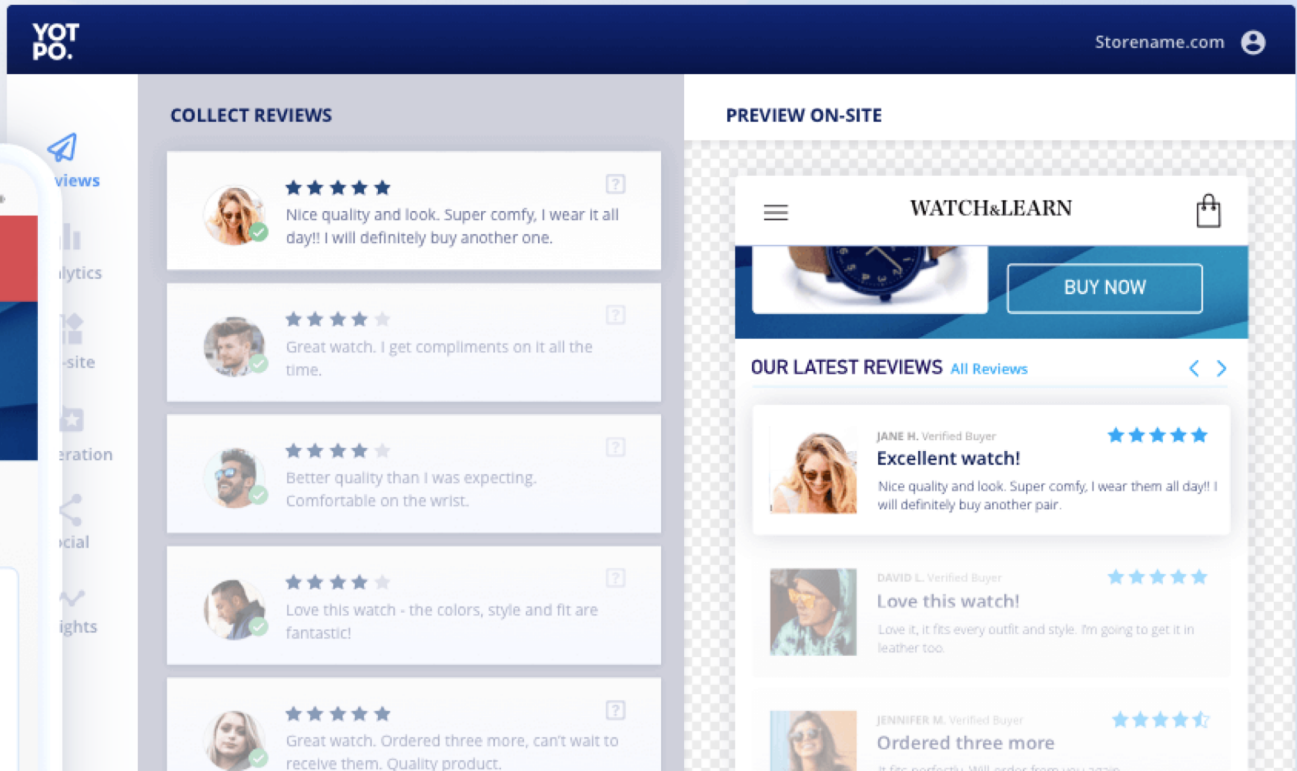
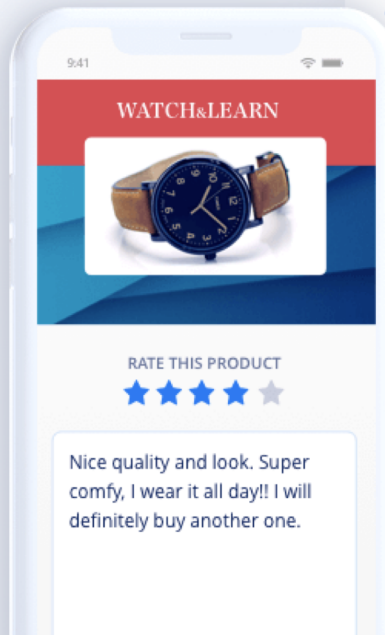


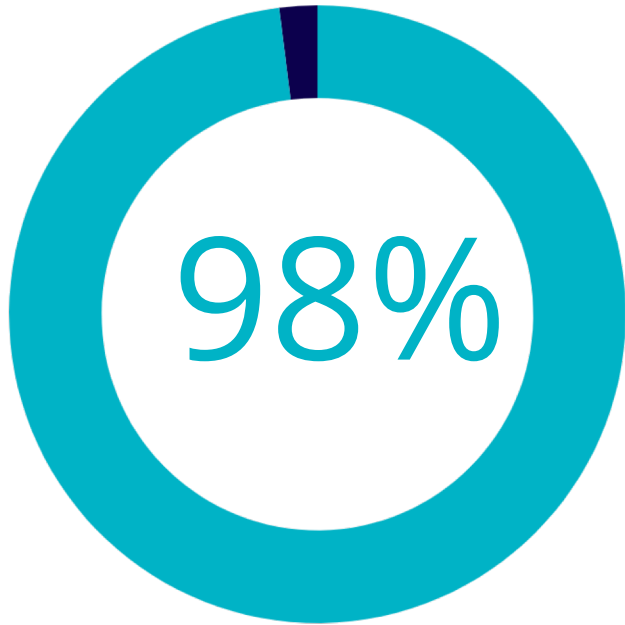
Reviews. Your Best Revenue Driver.

Turn your customer content into sales by collecting and leveraging reviews, ratings, and Q&A with Yotpo's AI-powered solutions.

✉ Enter your email

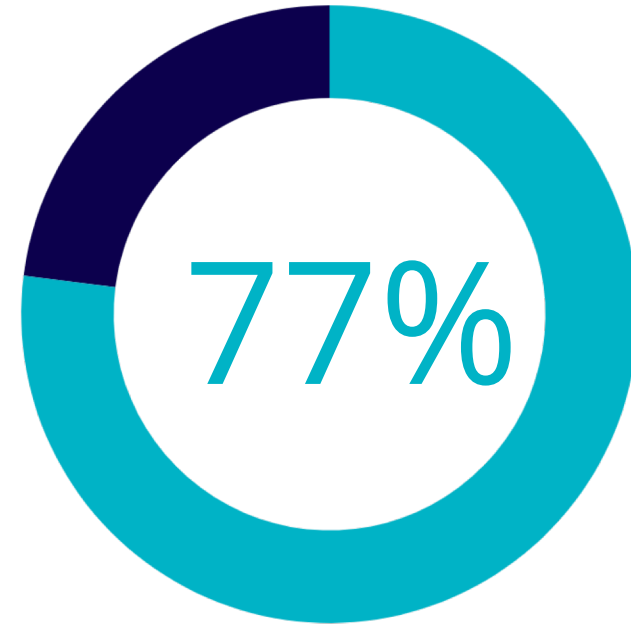
Request a Demo





of consumers consider authentic customer reviews to be the most influential factor in purchase decisions

Source: Yotpo Data Labs



of consumers said that authentic customer photos affect their purchase decisions more than professional photos.

Source: Yotpo Data Labs



Discovery - Stand out on search

With Yotpo's Google partnership, easily integrate product and merchant ratings into ads and organic search results.

Google Seller Ratings

+17% avg. uplift in CTR



Rich Snippets & SEO

+30% avg. uplift in CTR

Product Listings Ads

+24% avg. uplift in CTR

The screenshot shows a Google search interface with the query "Cliff Sneakers". The results include two product listings from Steve Madden. The first listing is for "Women's Sneakers" with a 4.7 star rating and a link to the website. The second listing is for "Cliff Animal Sneakers" with a 9/10 rating based on 33 reviews. Both listings include a brief description and pricing information.

 **Cliff Sneakers** 

Women's Sneakers | Steve Madden
Ad <http://www.stevemadden.com>
4.7 ★★★★★ Rating for stevemadden.com
Steve Madden Cliff sneakers Whatever colour you choose, with the Cliff sneakers on your feet you definitely make a fashion statement!

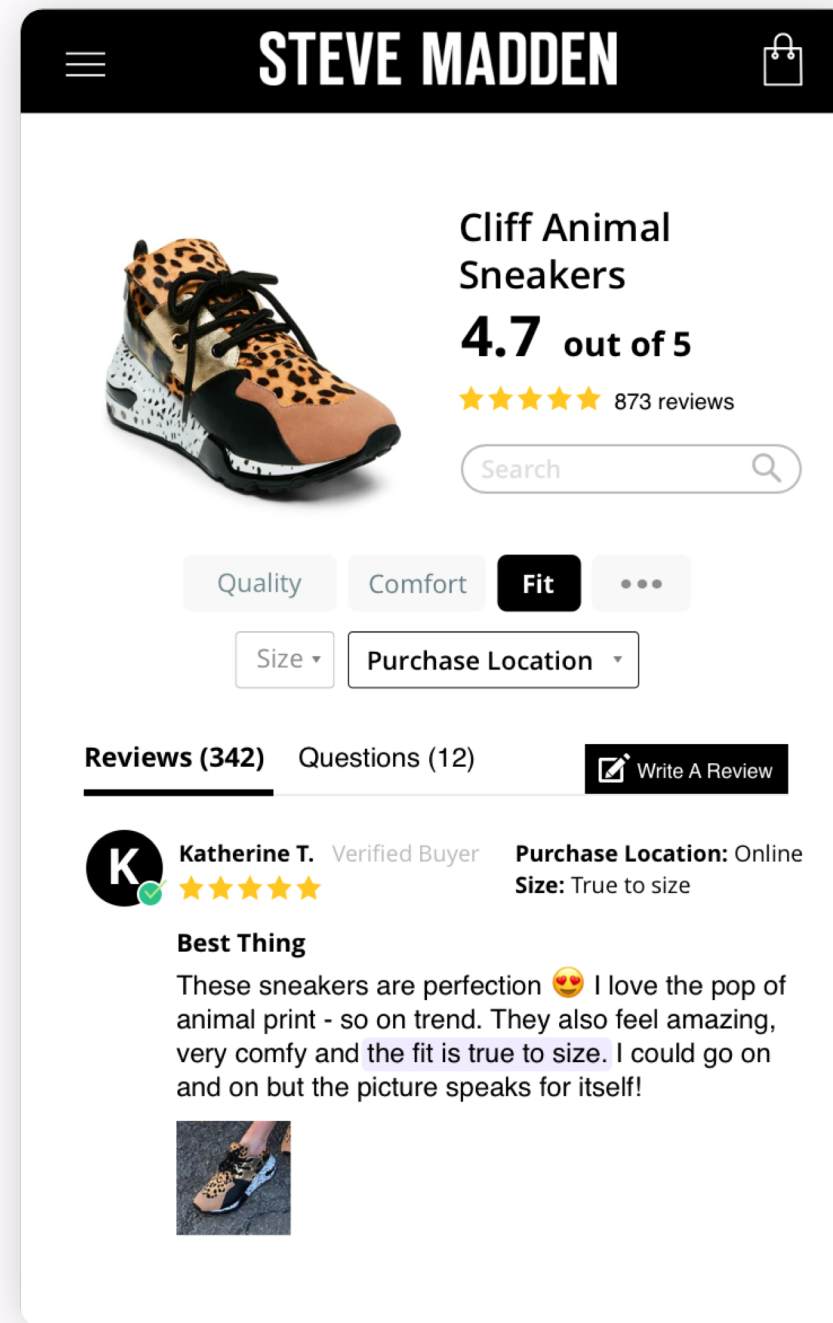
Cliff Animal Sneakers
<http://www.stevemadden.com>
★★★★★ Rating 9/10 – 33 Reviews
Steve Madden Women's Cliff Sneaker. 4.5 out of 5 stars 498 ratings. | 34 answered questions.
Price: \$49.99 - \$120.62 Free Returns on some sizes and colors.



Onsite - Boost CVR with smart widgets

Give shoppers insight into past customers' opinions and help them find specific info about key topics such as shoe fit.

- AI-powered **Topic Filters** and **Custom Filters** help shoppers find answers, fast
- Free-text **search** functionality
- Amplified by customer **photos and videos**
- Customize widgets to be perfectly on-brand
- **166% average uplift in on-site CVR**





Make sure your products are available!

Amazon Brand - Presto! 308-Sheet Mega Roll Toilet Paper, Ultra-Soft, 6 Count
by Presto!



Roll over image to zoom in

★★★★★ 16,676 ratings | 250 answered questions

Currently unavailable.
We don't know when or if this item will be back in stock.

Size: **6 Count (Pack of 1)**

Style: **Ultra-Soft**



Pattern Name: **Single**

- Includes 6 Mega Rolls with 308 2-ply sheets per roll
- 6 Mega Rolls = 24 Regular Rolls (based on a regular roll with 77 sheets)
- Leaves less lint behind (versus the leading Ultra-Premium Soft Brand, based on laboratory testing)
- Septic-safe bath tissue
- Made with pulp sourced from sustainably managed forests and controlled sources
- Satisfaction Guarantee: We're proud of our products. If you aren't satisfied, we'll refund you for any reason within a year of purchase. 1-877-485-0385
- An Amazon brand

Currently unavailable.
We don't know when or if this item will be back in stock.

Select delivery location

Add to List

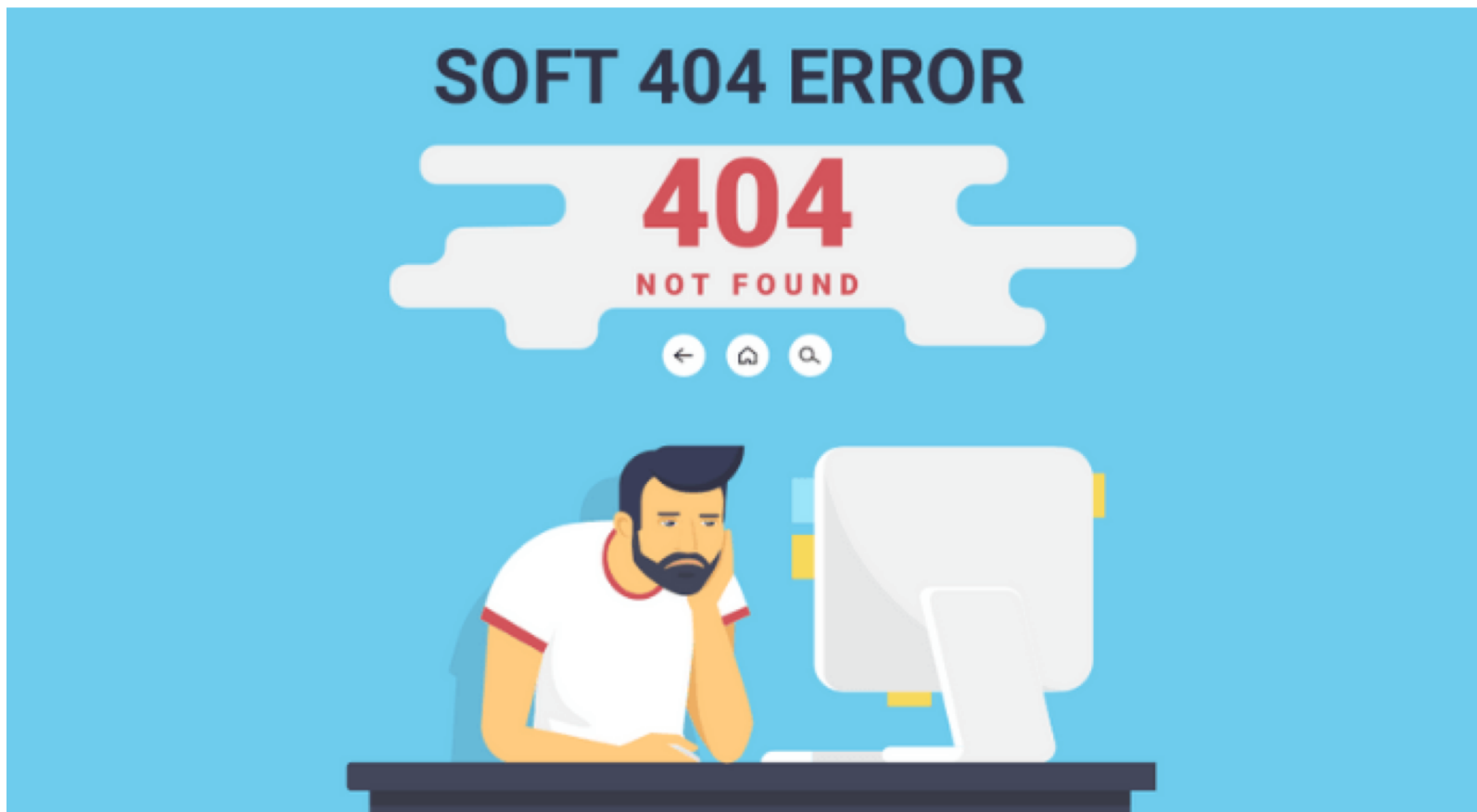
Add to Wedding Registry

Share    

That same study showed that product availability was another influential factor, which makes sense. Around the holiday season, customers expect products to be available and need them on time for gifts. Toilet paper brands had a big problem with this back in March.



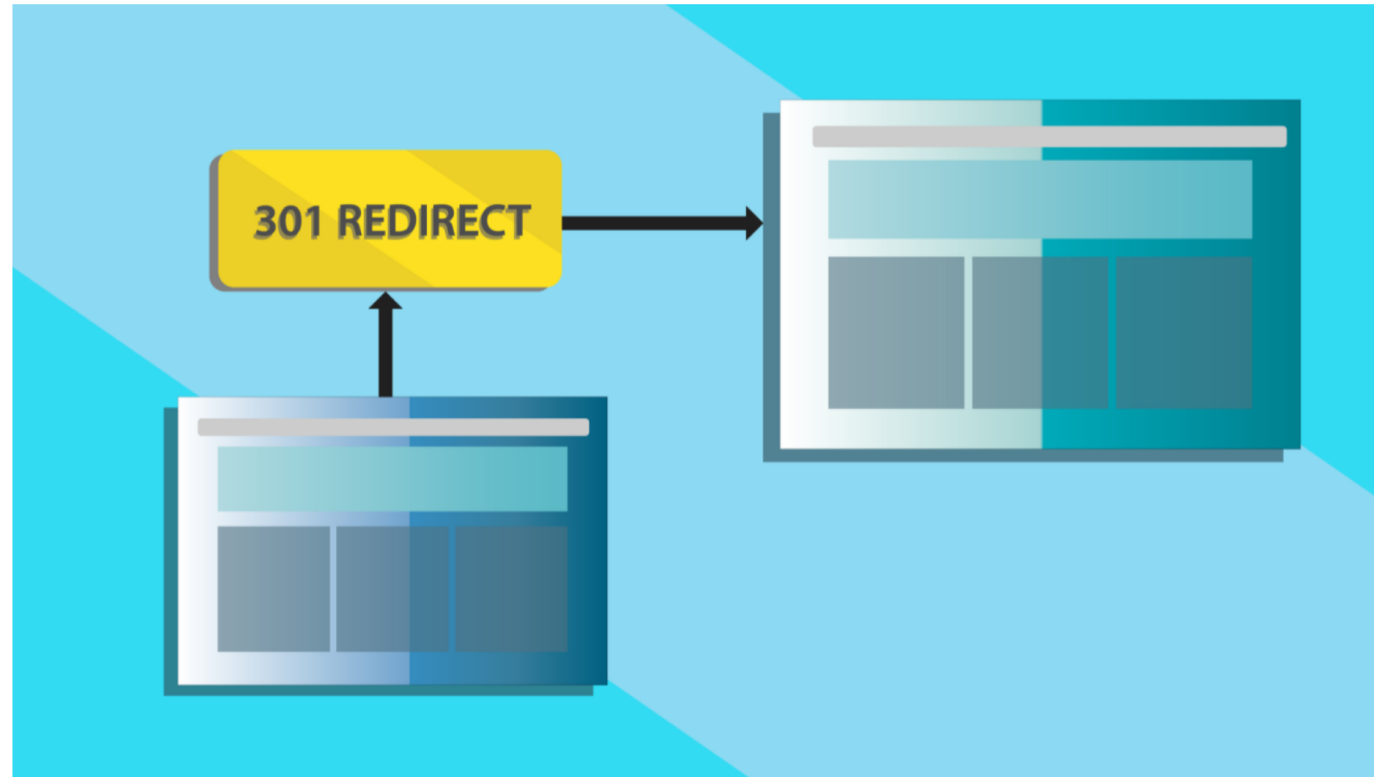
Out of stock products can serve Soft 404s



With soft 404's you are essentially telling users the page no longer exists but telling Search Engines it does exist. Some CMS's do this dynamically, confusing both users and Search Engines alike and causing these pages to not be indexed.



Page and Domain Acquisition and 301 Redirection is the Only Viable Last Minute Tactic



For newer sites with little link equity, acquiring existing domains and redirecting them to your store will help increase your chances of ranking well in Organic Search.

A blue background with a radial pattern of lines emanating from the center, creating a sense of motion or depth. The lines are dark blue and set against a lighter blue background.

”

Do not underestimate the power of technical SEO going into the holiday season.



How we helped a global e-commerce powerhouse increase their incremental revenue by \$24.8 million.



The Results

- Over 24% net increase in Transactions YoY
- Over 34% Increase in Organic Traffic Revenue YoY
- Over 30% Increase in Sessions YoY



The Background

A popular global marketplace needed help restoring their SEO efforts after a long period of focusing on sales. Organic traffic was steadily declining, and with an increasing global demand, visibility was more important than ever. In addition to Organic Search issues, this e-commerce giant needed to focus on keyword targeting, content creation, and removing pages that were no longer useful. This brand partnered with us to uncover the Organic Traffic stall, as well as proactively address how they can create keyword-rich content that performs on a global scale.



What We Did

Through an extensive SEO Site Audit, we developed a three-stage approach to fix major SEO issues and then proactively execute proven SEO strategies. Through an extensive Content Audit and Content Plan, we developed innovative strategies to create compelling, keyword-rich content. We built a custom keyword tool for this site to leverage to optimize content moving forward. Additionally, we provided in-house Project Management working with the client's SEO team, ensuring that the technical implementations were on-track.

BEFORE



63.7M

AFTER



OVER 88.5M



Our Goals

- Improve Content Strategy
- Increase Organic Traffic
- Identify factors affecting Organic Visibility



Services Used

- Backlink Audit
- Content Strategy
- Content Recommendations
- Customized Keyword Tool
- Log File Audit
- SEO Site Audit



Generate Category Level Copy with GPT-2/3

InferKit_{beta}

Standard Generator

Custom Generators

Text Generation API

Let a modern neural network complete your text.
Read more in [the docs](#).

You can use the API through this page or make requests directly to it. If you're a developer, [get your API key here](#).

For more control, make a [custom generator](#).

Length to generate ?

500

☐ Start at beginning ?

☐ Don't pause at end of text ?

[Advanced Settings »](#)

Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

Generate Text

Completion

Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. This can be done by optimizing a web page for search engines. This optimization can increase a website's traffic and it's exposure to web users. Search engine optimization can be improved by using meta keyword research. Meta keywords are keywords that exist within the body of the website, but are not in the title.

To effectively market your business online, you should start a blog about a theme or topic related to your business. This type of blog can position you as a thought leader in your

Continue Generating

With GPT-2 or GPT-3 you can create content on a scalable level using tools like Inferkit.com. Simply type in a few sentences and the AI will write the rest for you. This is especially relevant when creating content for category pages.



Check Out My Post on SEJ
About This

<https://www.searchenginejournal.com/generate-data-driven-copy-ecommerce-category-pages-gpt-2/375277/#close>

How to Generate Data-Driven Copy for Ecommerce Category Pages with GPT-2

Interested in scalable text generation? Learn how to programmatically generate copy for ecommerce category pages using a transformer-based language model.



Michael King / July 23, 2020 / 20 min read

248 **5.3K**
SHARES READS



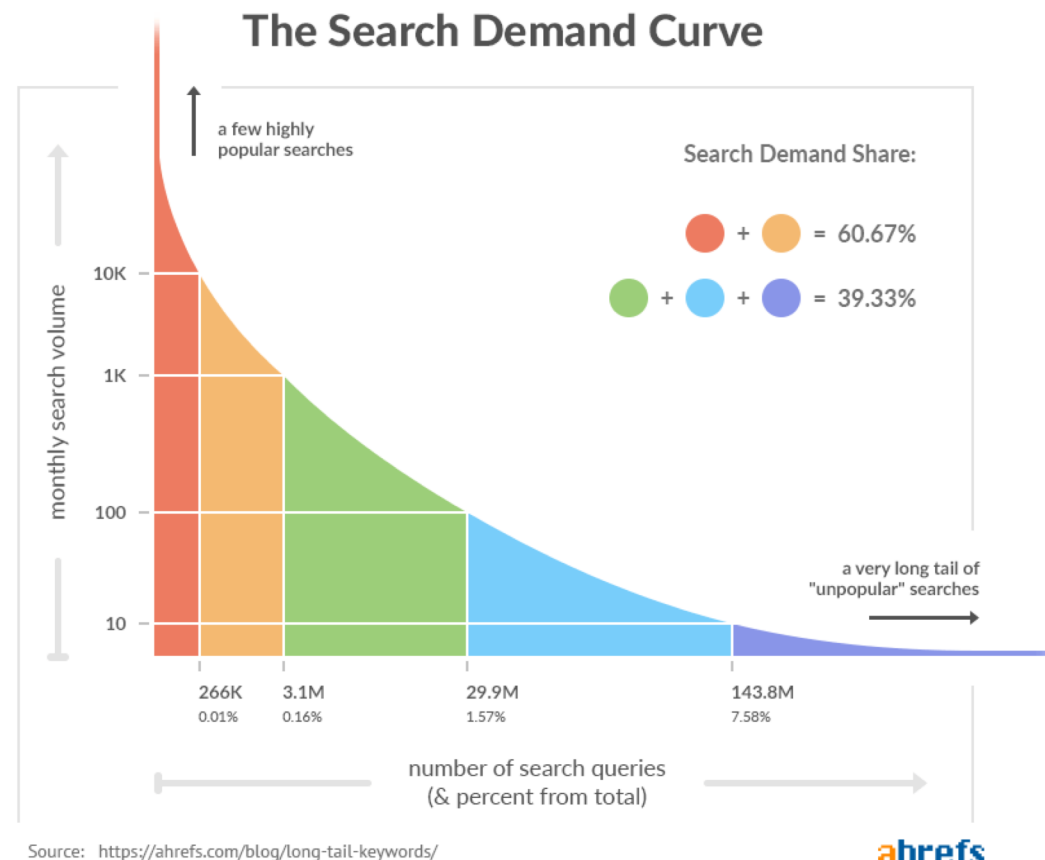
My MozCon presentation was a short film created by the iPullRank team.

I'm not going to spoil it because I'd rather you watched it, but the movie is one part "Batman: The Animated Series" and one part "Mr. Robot" presented in a mixed-media format.

If you haven't seen it, we've just released a Director's Cut as well as all the related resources and code (all the tactics and code are real) from the film, so [please have a](#)



Smaller Sites Need to Focus on the Long Tail

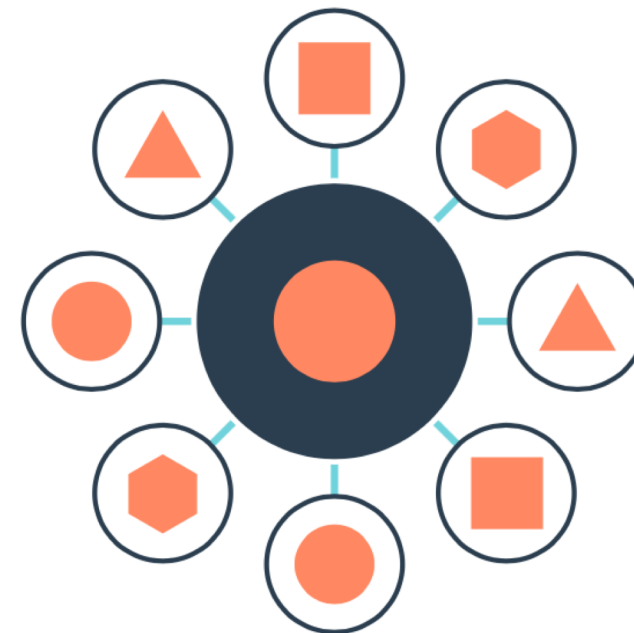
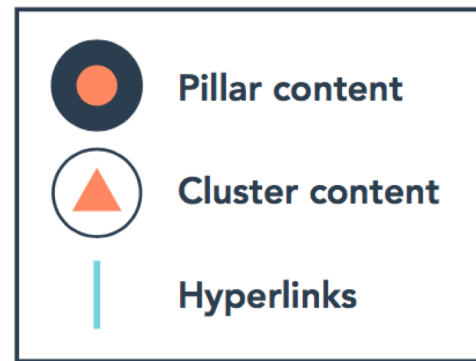


Things get hypercompetitive around this time of year. If you haven't already ramped up your link acquisition efforts, you'll need to focus on the longer tail keywords to drive sales during this time.



Optimize Content Using Topical Clusters

Topic Clusters



Your keywords have keywords and topical clusters reinforce the relevance of sections of the site. As you optimize your content you should build out topical clusters to comprehensively rank for your keyword set.



Use PAA to Drive the Clusters

Use a tool like SERPapi to identify the People Also Ask questions related to your core keywords and create content around them.

Google

how to clean suede shoes diy

PAA

People also ask

What can I use to clean suede shoes?

Can you use soap and water to clean suede shoes?

How do you clean white suede shoes at home?

Can you use baby wipes on suede shoes?

Feedback

Videos

3:30

HOW TO CLEAN SUEDE SHOES AT HOME - EASY

JairWoo

YouTube - 19 Jan 2017

1:03

How To Clean Suede Shoes | TODAY

TODAY

YouTube - 29 Nov 2017

3:19


How To Clean Suede Shoes

Pose

YouTube - 12 Apr 2011



Use Tools to Better Optimize Content



FeaturesPricingResourcesCompanyExtra tools


ENLog inSign up


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SEO Writing Assistant

Content optimization on the go based on your top 10 rivals in Google rankings. Check your content for SEO friendliness and originality online — adjust your copy's readability and tone of voice.

Start for Free






What we offerSuccess StoriesResourcesCompanyBlogEnglish


SuiteResearch CloudContent ExperienceSearch ExperienceSite Experience


Beat the competition with better content.

Content Experience helps data-driven content marketers write high-quality, search engine optimized content that effectively competes for the top SERP position, engages the target audience and advances them through the sales funnel.

SCHEDULE DEMO







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Content Success

Plan and write better content

Forget endless keyword research and hours of writing drafts upon drafts. Content Success cuts that work in half by assisting you at each stage of the content creation process. It provides keyword suggestions and recommendations on how you can improve your written content. Create great content your target audience will love with Content Success.

Identify relevant keywords for your target group

Keyword Recommendations: Get short and long tail keyword recommendations for your chosen target based on ten conditions (checkboxes) across multiple specific questions. (Thanks from my friend)

Keyword	Score	Relevance
keyword 1	88	95
keyword 2	75	80

Sign up freeLogin

Question Research

Quickly identify the questions your audience is asking on Google, Quora, and other forums.

Content Brief

Automatically generate a content brief to drive the direction of your content creation process.

Content Optimization

Score your content against competitors and generate a clear blueprint of key topics you might be missing.

Discover Frase's AI-powered content editor

For a given question, Frase automates research, so you can understand how to provide the best answer. This can be done to audit your website content, or to win over your competitors.

The Content Life Cycle With

Your keywords have keywords and there are lot of tools out there that will allow you to optimize accordingly. SEMRush Writing Assistant, SearchMetrics Content Experience, Ryte Content Success, Frase Content Optimizer and MarketMuse.

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The Internal Linking Structure is One of the Most Valuable Things to Optimize

For large sites, you need to take good care of the internal linking structure.

Check out @kevin_indig's definitive guide to optimization of internal links

<https://www.kevin-indig.com/internal-linking-the-full-guide-to-internal-link-axioms/>

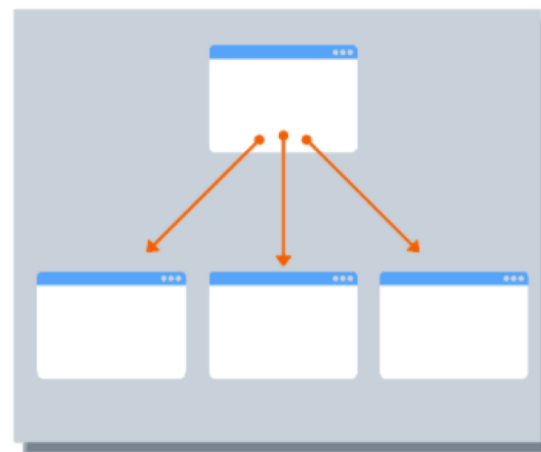
Internal Linking for SEO: best practices, strategies, axioms

Updated on August 30, 2020

Topics: google, seo, seo strategy, technical seo

32 min well spent

Internal links are the most powerful SEO lever you control 100% after content. That's why I created a guide that explains every little aspect of it: best practices, strategies, and axioms. After finished, you'll be able to optimize your internal linking structure and drive more organic traffic as a result.



This guide is split into two parts: a beginner part that explains internal linking basics [jump] and an advanced internal linking guide [jump]. The advanced part covers axioms, strategies, and best practices.

ToC [hide]

- 1 Internal linking basics
 - 1.1 What is internal linking?
 - 1.2 What is the difference between internal and external links
 - 1.3 What is PageRank?
 - 1.3.1 PageRank patents
 - 1.4 What is CheiRank?
 - 1.5 Types of internal links
 - 1.6 How internal links help SEO
 - 1.7 Internal link optimization tools
- 2 The advanced guide to internal linking
 - 2.1 Internal linking axioms
 - 2.1.1 Axiom: "It hurts to link out too much"
 - 2.1.2 Axiom: "You should link out to authoritative sources"
 - 2.1.3 Axiom: "You should use the internal anchor text of the keyword you want to rank for"
 - 2.1.4 Axiom: "Don't use the same anchor when linking at two different pages"



Highlight sales even more

Which types of content or promotions would you most prefer to see from brands?

Survey dates: July 1-2, 2020

Discounts on specific products based on my purchases and preferences	#1
Brand-wide sales	#2
Discounts on specific products for all customers	#3
Loyalty program information	#4
New product and service announcements	#5

Which statement is most true? Survey dates: July 1-2, 2020

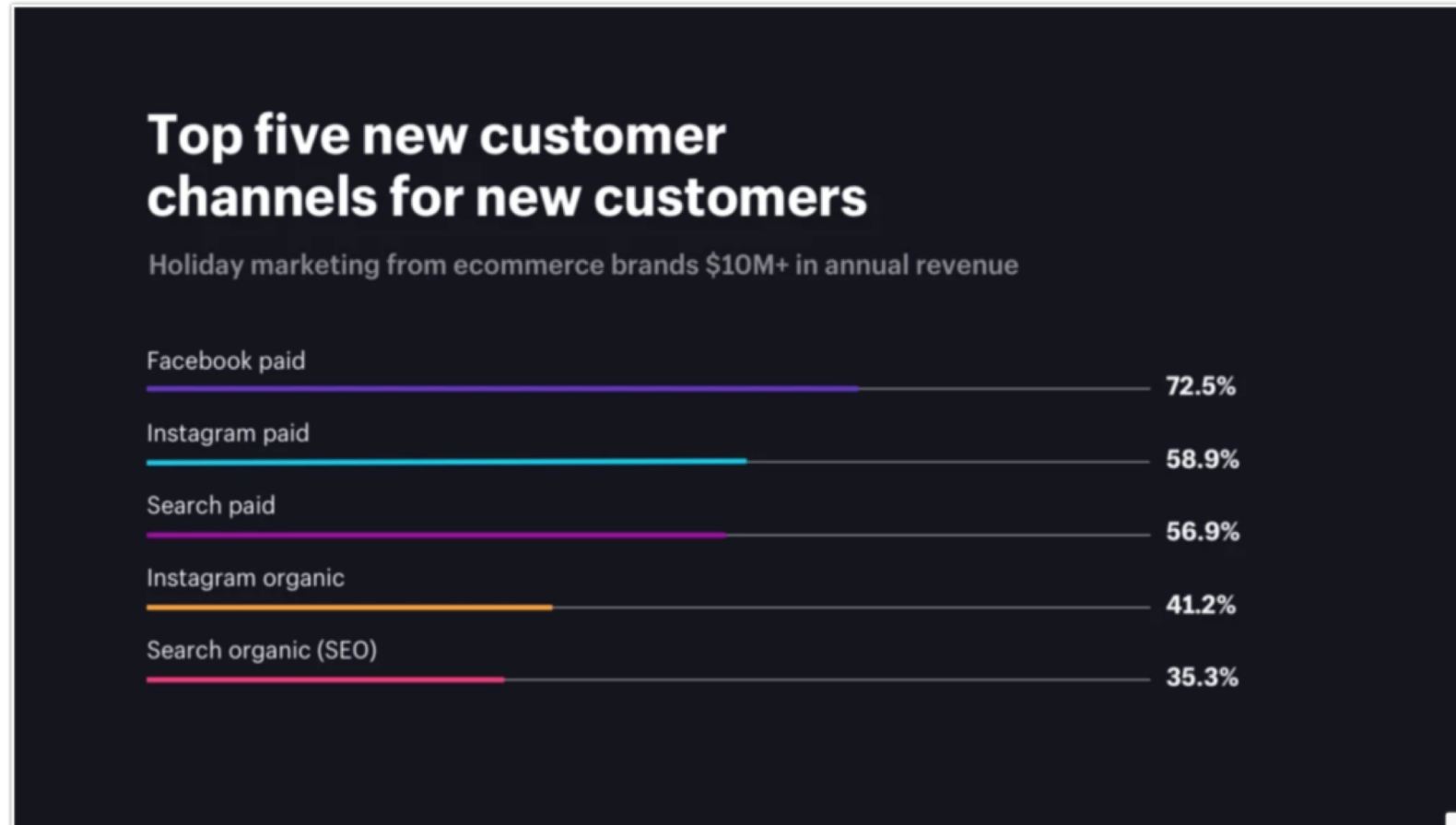
- We're all suffering. Brands should extend discounts to customers even if it results in layoffs
- Workers are suffering. Brands should reduce discounts to customers in order to retain staff



Black Friday has always been about the sales, promos and deals, but consumers are looking at this even more than ever due to the economy.



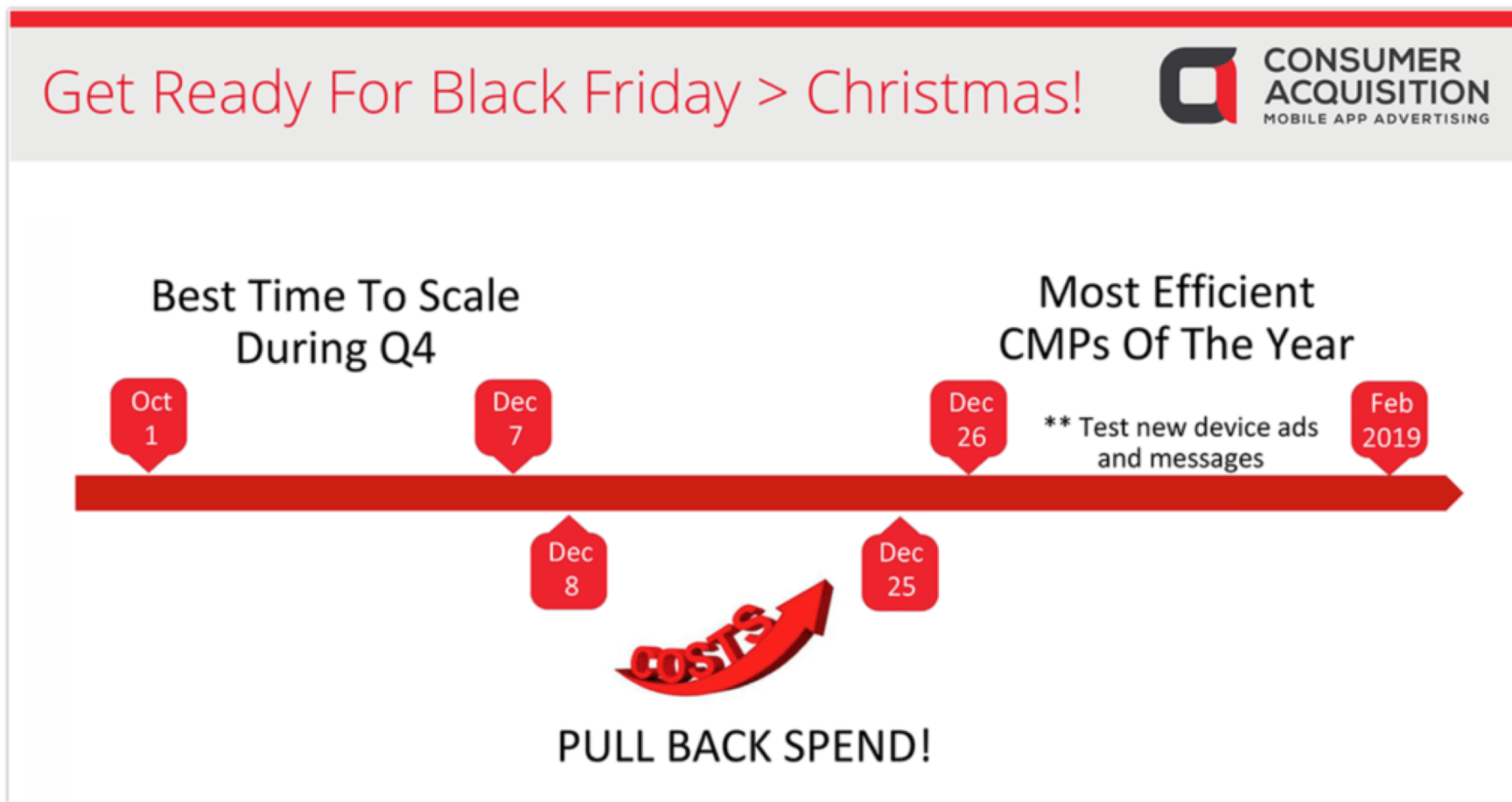
Spend money on paid campaigns



Paid campaigns have been incredibly advantageous during COVID-19, but running paid campaigns during the holiday season has also proven effective.



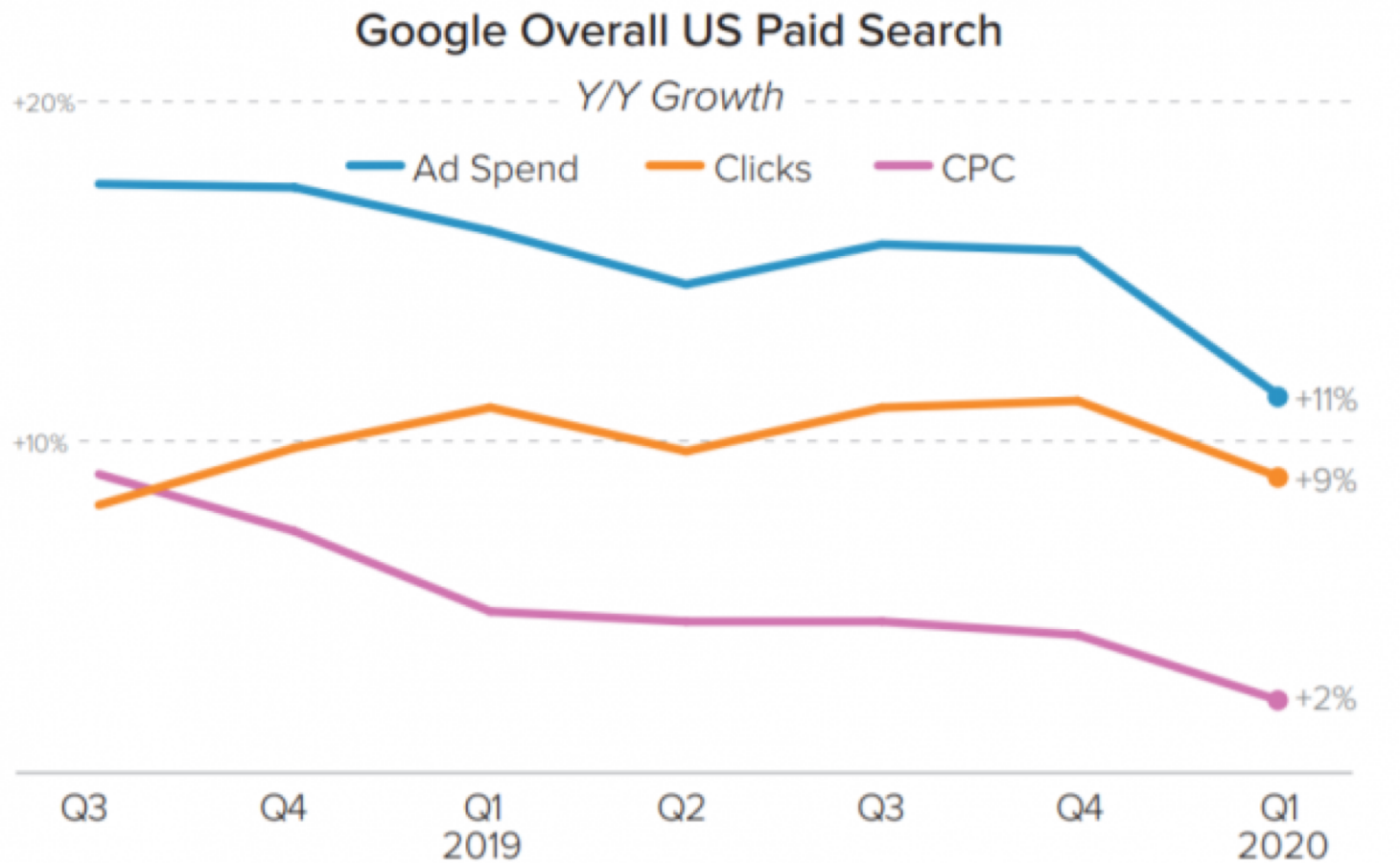
Spend money on paid campaigns: Facebook



But it is important to plan these campaigns in advance is essential with higher CPM during Black Friday and Cyber Monday, but lower after Christmas.



Spend money on paid campaigns: Paid Search



Paid Search CPC stayed relatively the same through all of 2019, but the severe drop in spend and CPC in 2020 shows that this channel could show a great ROI during Black Friday 2020.



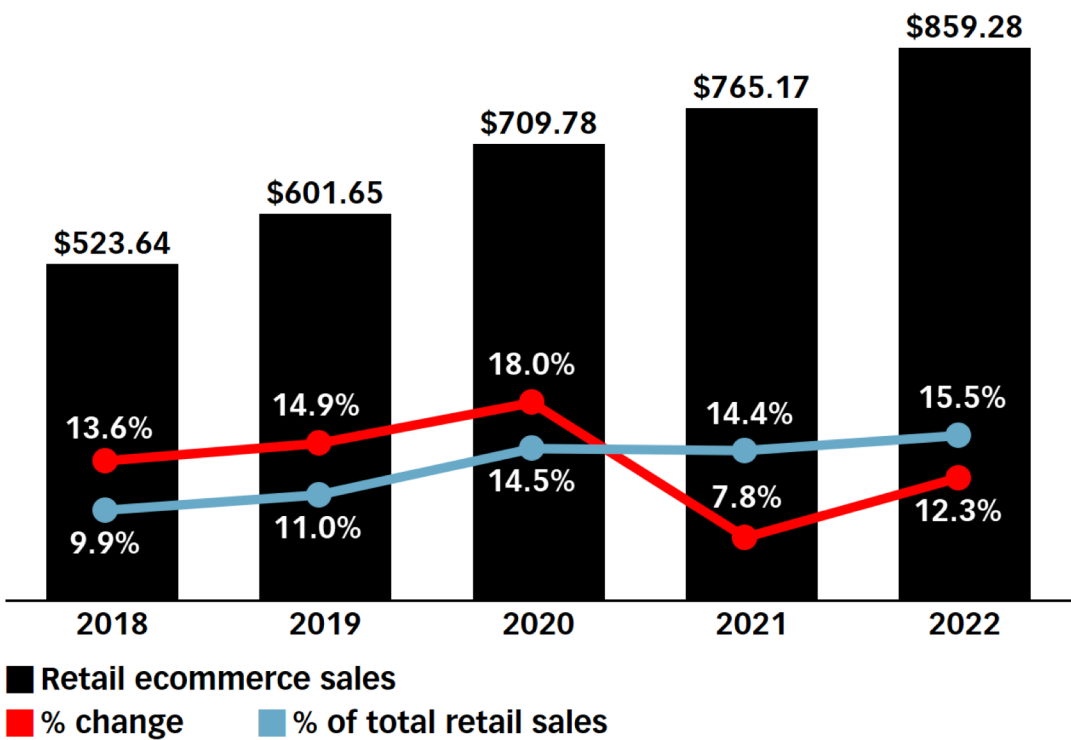
The Landscape of Future Black Fridays



Expect more growth online

Ecommerce sales are projected to continue to increase the next two years up to nearly \$860 billion, with 2020 being the highest increase since 2008.

Retail Ecommerce Sales in the US, 2018-2022
billions, % change and % of total retail sales



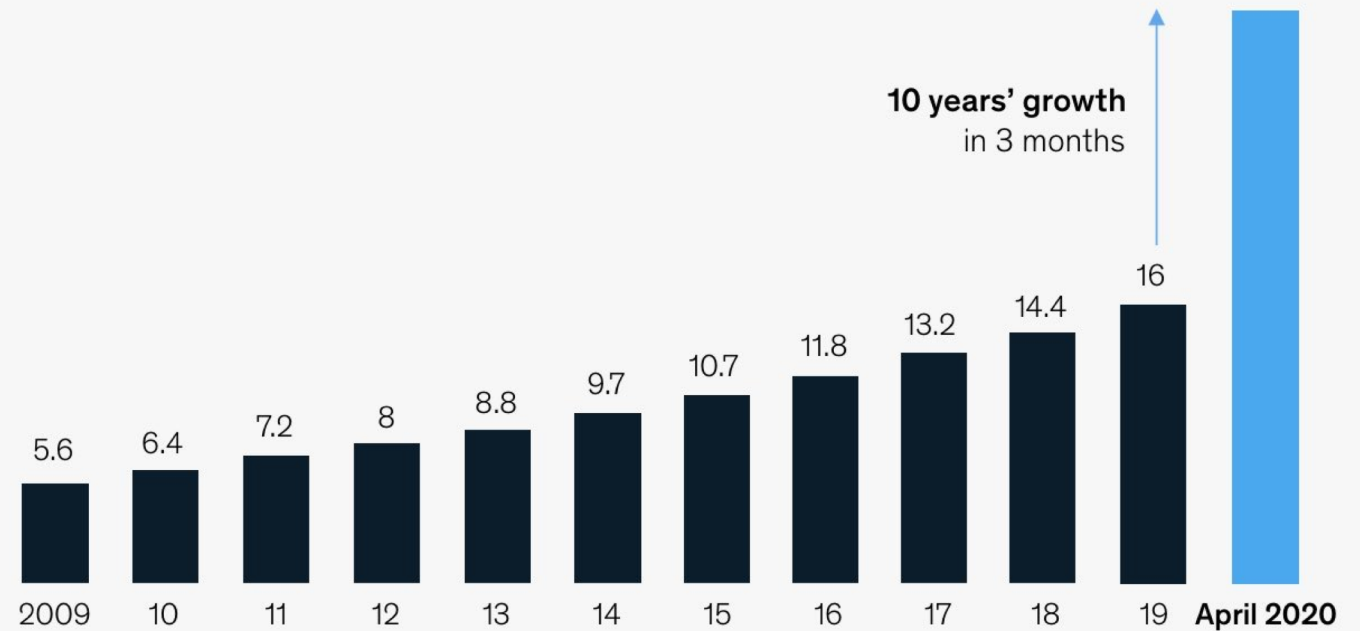
Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, May 2020



10 Years of Growth in 3 Months

In the past three months, we've seen 10 years' worth of growth due to the pandemic.

US e-commerce penetration, %

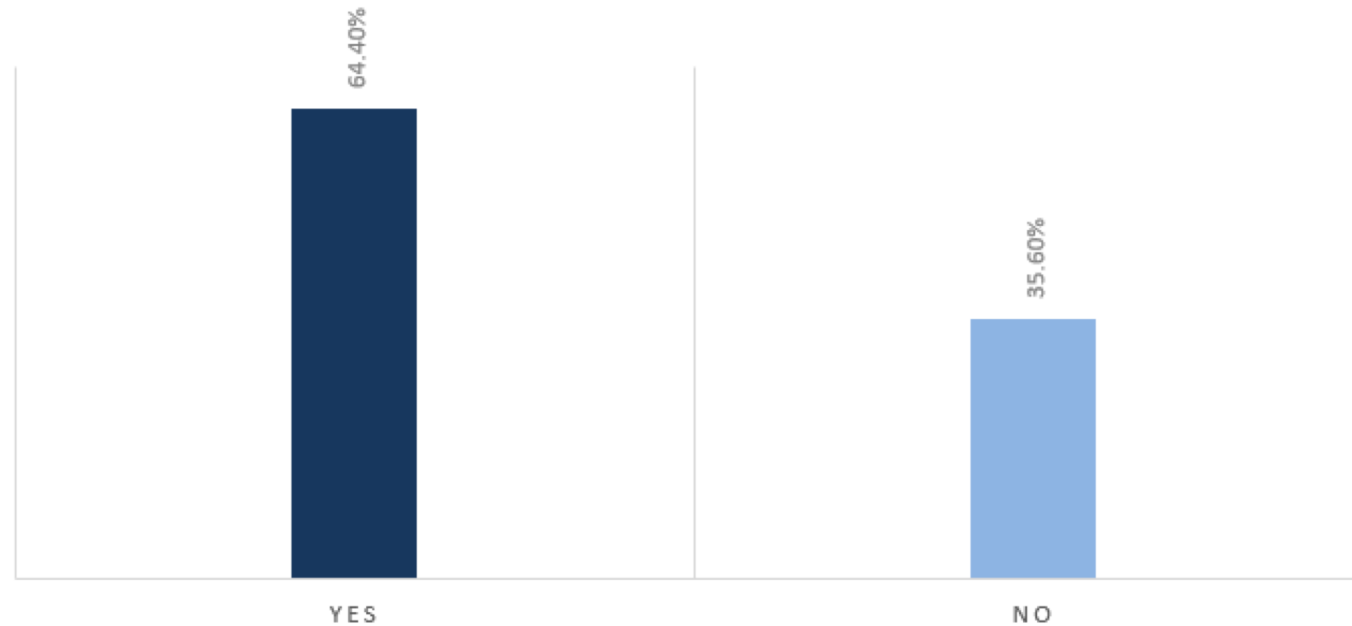


Source: Bank of America, U.S. Department of Commerce, ShawSpring Research, Forrester Analytics, McKinsey Retail Practice



User behavior has changed

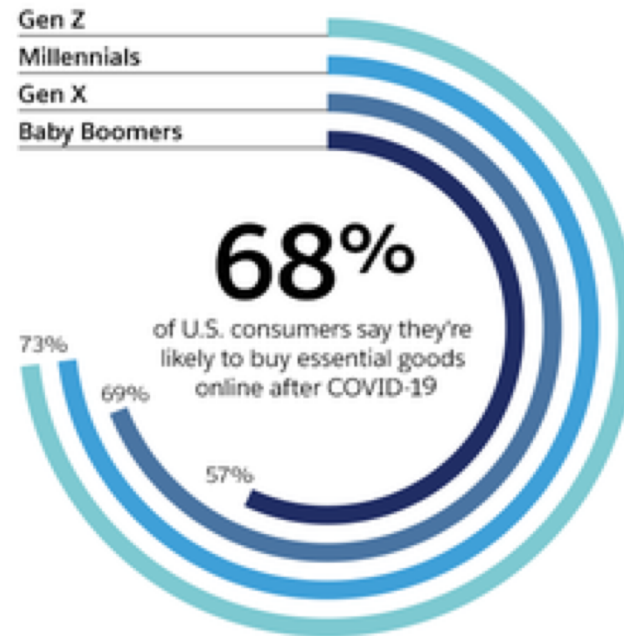
Have you developed new habits that you believe will outlast the COVID-19 pandemic?



Our survey back in April provided some insight into how users are expecting their behaviors to change even once COVID-19 has passed, with the majority of respondents saying they've developed behaviors that will become permanent.



User behavior has changed



Survey of U.S. adults, May 14-15, 2020.

This is especially true with younger generations who said that they would likely buy essential goods online even once stores reopen.



Most People are Expecting Permanent Change toward E-commerce

In the US, most categories people expect to continue to make their purchases online post-COVID-19 when they previously did not.

More people expect to make a portion of their purchases online post-COVID-19 than before.

Customers purchasing category online¹
% growth²



¹Q: "Before the coronavirus (COVID-19) situation started, what proportion of your purchases in this category were online vs from a physical store/in person?" Possible answers: "Didn't purchase online"; "Some online"; "Most online"; "All online." Q: "Once the coronavirus (COVID-19) situation has subsided, tell us what proportion of your purchases in this category you think will be online vs from a physical store/in person?" Possible answers "Didn't purchase online"; "Some online"; "Most online"; "All online."
²Percent growth is calculated by subtracting the pre-COVID-19 percentages from post-COVID-19 percentages and dividing by pre-COVID-19 percentages of respondents selecting "Some online"; "Most online"; "All online."

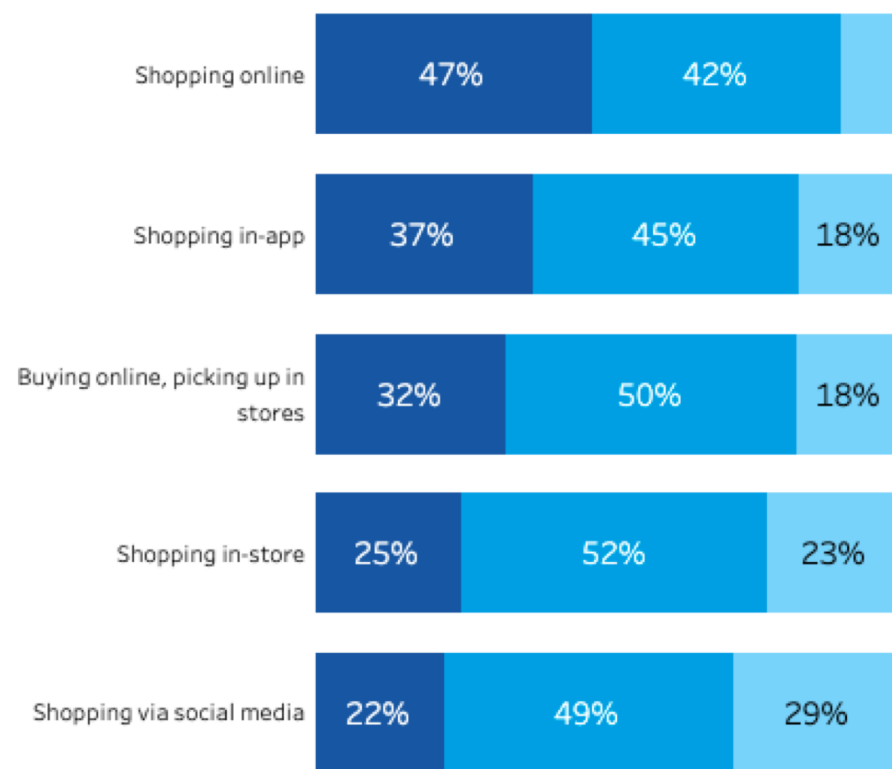
Source: McKinsey & Company COVID-19 Consumer Pulse surveys, conducted globally between June 15 and June 21, 2020



User behavior has changed

Compared to last year, how interested are you in shopping for the holidays in the following ways?

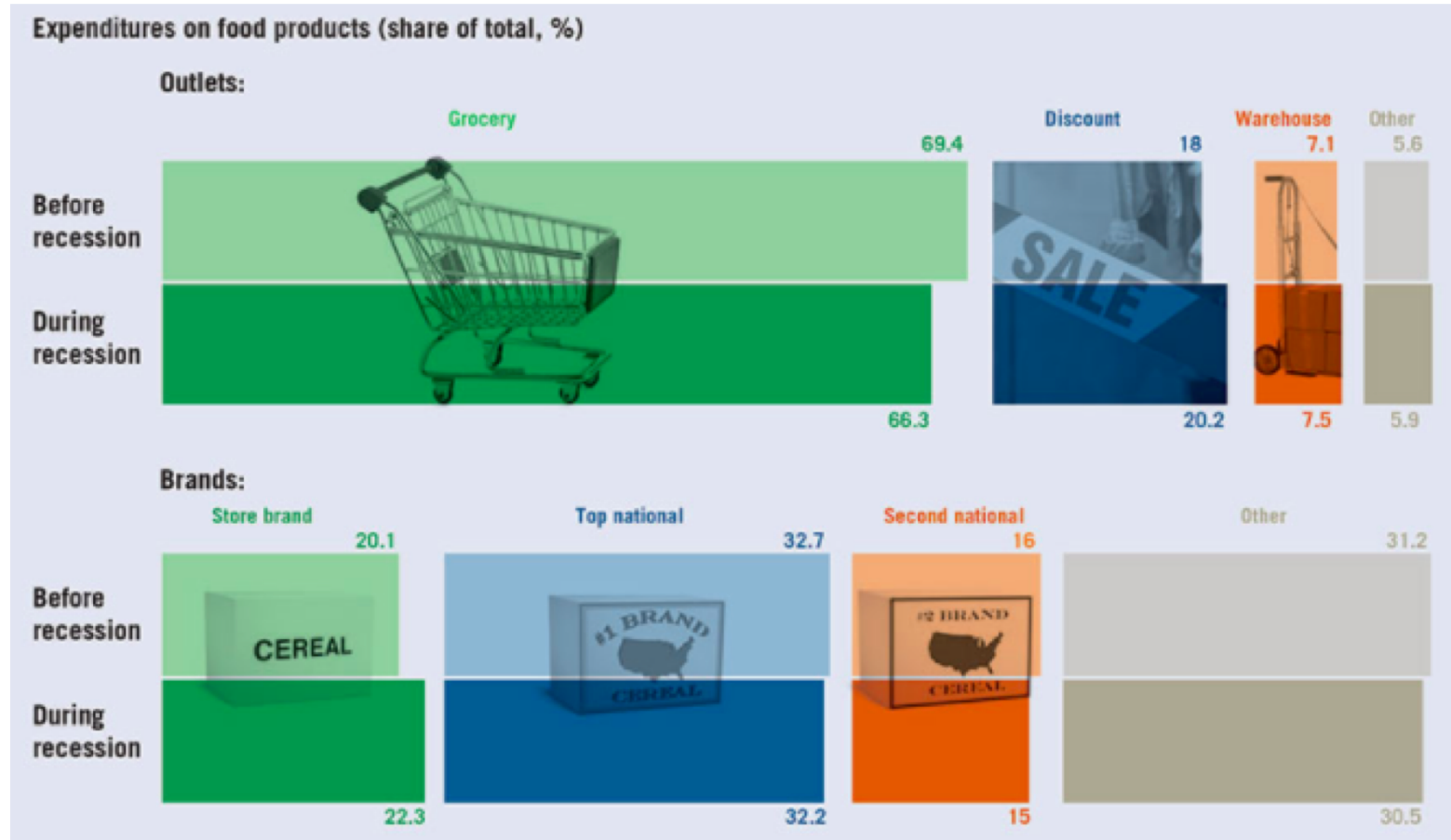
Survey dates: May 14–15, 2020



People want to be able to order online or on an app and either have it delivered quickly, or have the option to pick it up from the store and limit their time in large groups.



We've seen changes before



The 2008 recession caused changes to how consumers shopped for food with discount stores and store brands increasing in popularity. With ecommerce dominating the 2010's, it's not outlandish to assume a similar trend now.



Questions! You ask, We answer



Thank You!

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Get in touch if you need some help!



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