

Online Fashion Industry 2020

SEO INDUSTRY REPORT





SEO INDUSTRY REPORT

Which websites are maximizing their market share?

FIRST has investigated the organic search engine rankings for NZ consumer searches of three retailers: Cotton On, Glassons and Superette.

The report utilises FIRST's bespoke metric called Ranking Based Reach (RBR) to provide a simple way to compare search engine rankings between competitors.

This report also includes a quick audit that measures the 3 retailers against SEO best practice.



COTTON:ON



GLASSONS



SUPERETTE



CALCULATING SHARE OF SEARCH

Rankings Based Reach (RBR)* provides a simple way to compare a website's search engine rankings with its competitors.

RBR is an estimate of the percentage of available search traffic a website will receive for a set of phrases – this gives the sites share of search or reach.

It is weighted based on the popularity of each search phrase and the relative click through rate (CTR) of each ranking position.

WHAT ARE PEOPLE SEARCHING FOR?

Search Phrase	Local searches per month
dresses	8,100
bikini	8,100
clothes	6,600
clothing store	5,400
plus size clothing nz	4,400
jeans	3,600
Swimwear nz	3,600
tshirts	3,600
jacket	2,400
Cocktail dresses	2,400
Maxi dresses	1,900
Shirt dress	1,300
Dresses online	1,300

Search Phrase	Local searches per month
Summer dresses	1,000
Womens clothing stores	1,000
dress shops	1,000
Clothes shop	1,000
Clothing online	880
Wrap dress	880
sundress	880
Dresses for women	880
Long sleeve dress	880
Smart casual women	880
Online clothes shopping	880
Womens clothing online	720

The following fashion-related phrases were used to identify each website's Ranking Based Reach (RBR).

Total Searches per month
59,180

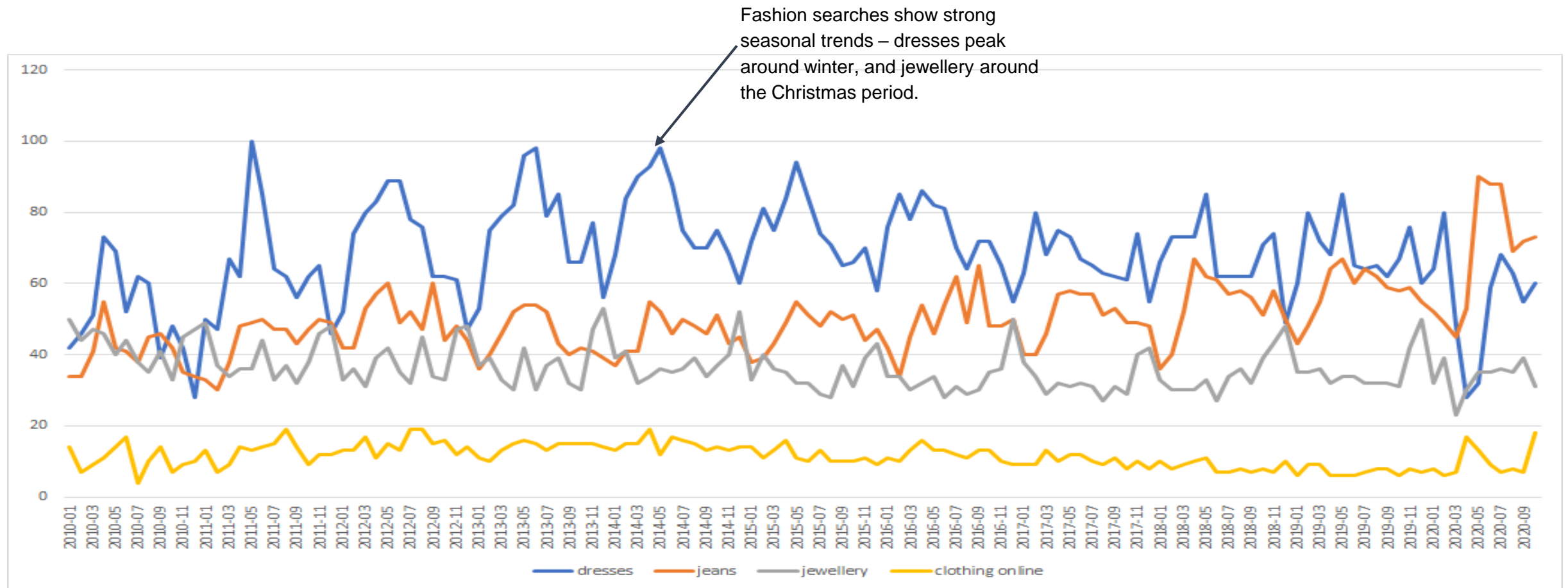


Total Searches per year
710,160

*Source: Google Keyword Tool, New Zealand exact match, Aug 2020

SEARCH TRENDS

The chart below illustrates interest in key search terms (dresses category) in New Zealand over the last 10 years.



SEARCH ENGINE RESULTS PAGE 1

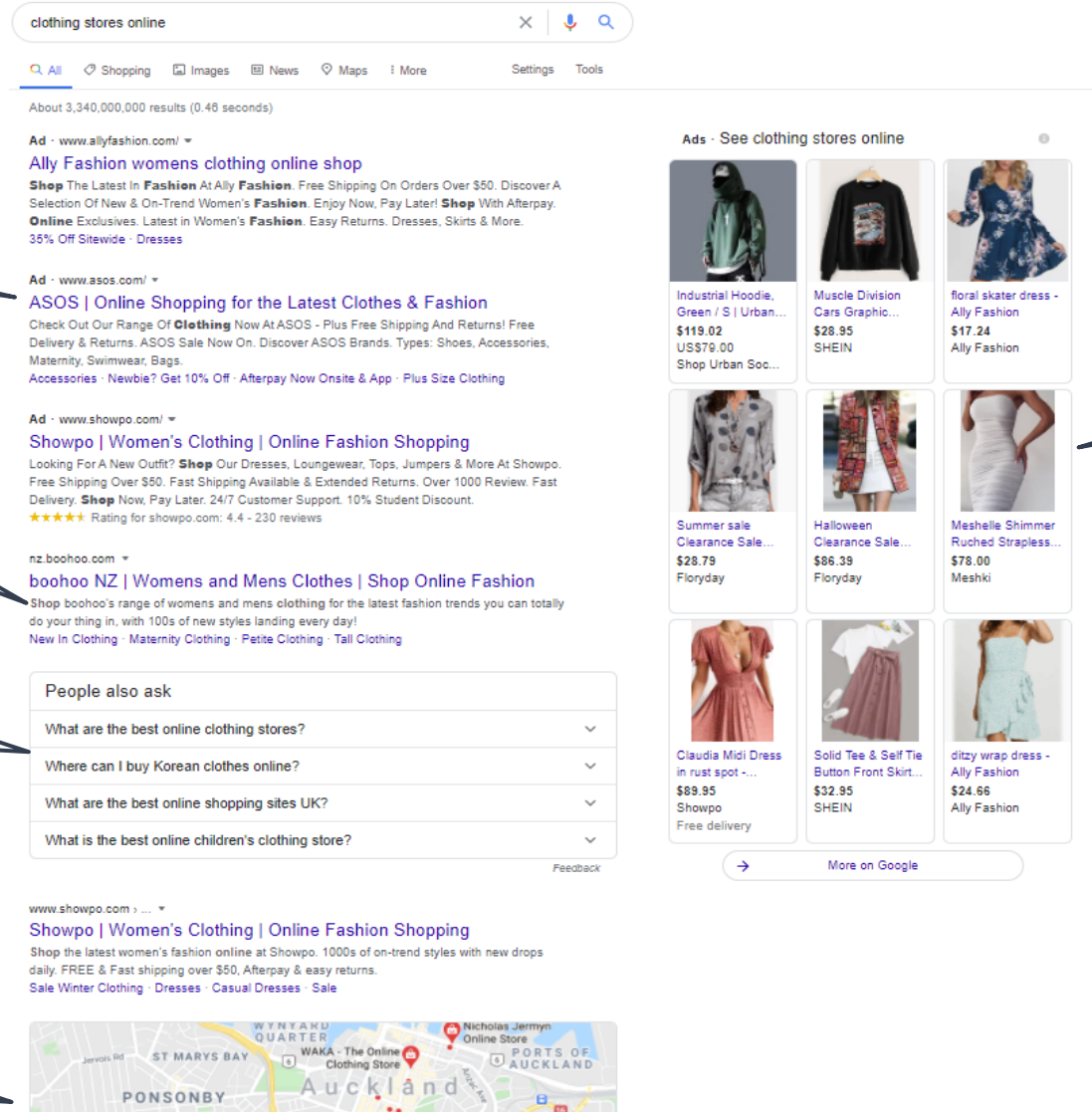
What the consumer sees: the top of the Google Search Results page for a search on 'clothing stores online'

Top paid search results take the first 3 spots

Only one organic search result shows above the fold.

'People also ask' featured snippet

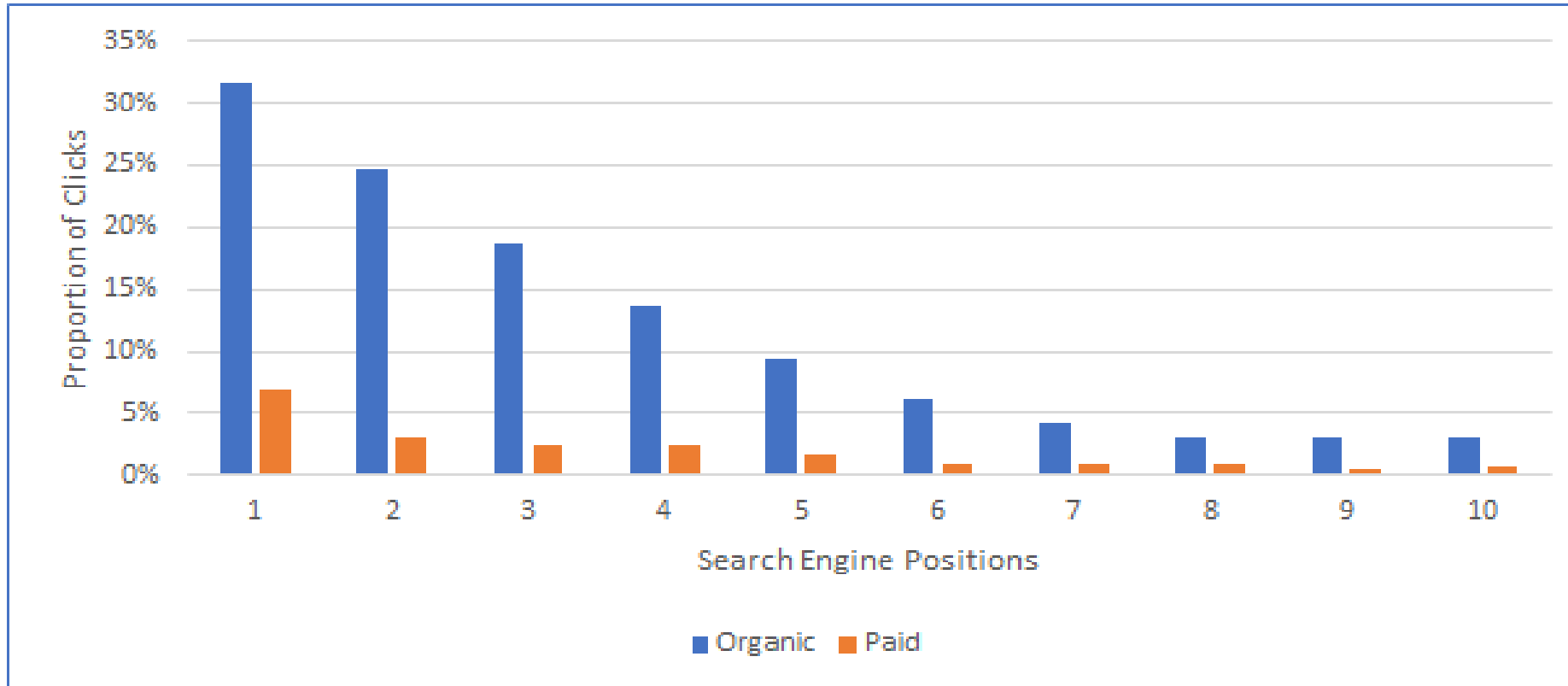
Local Pack: Map results with Google My Business listings



Google Shopping Ads

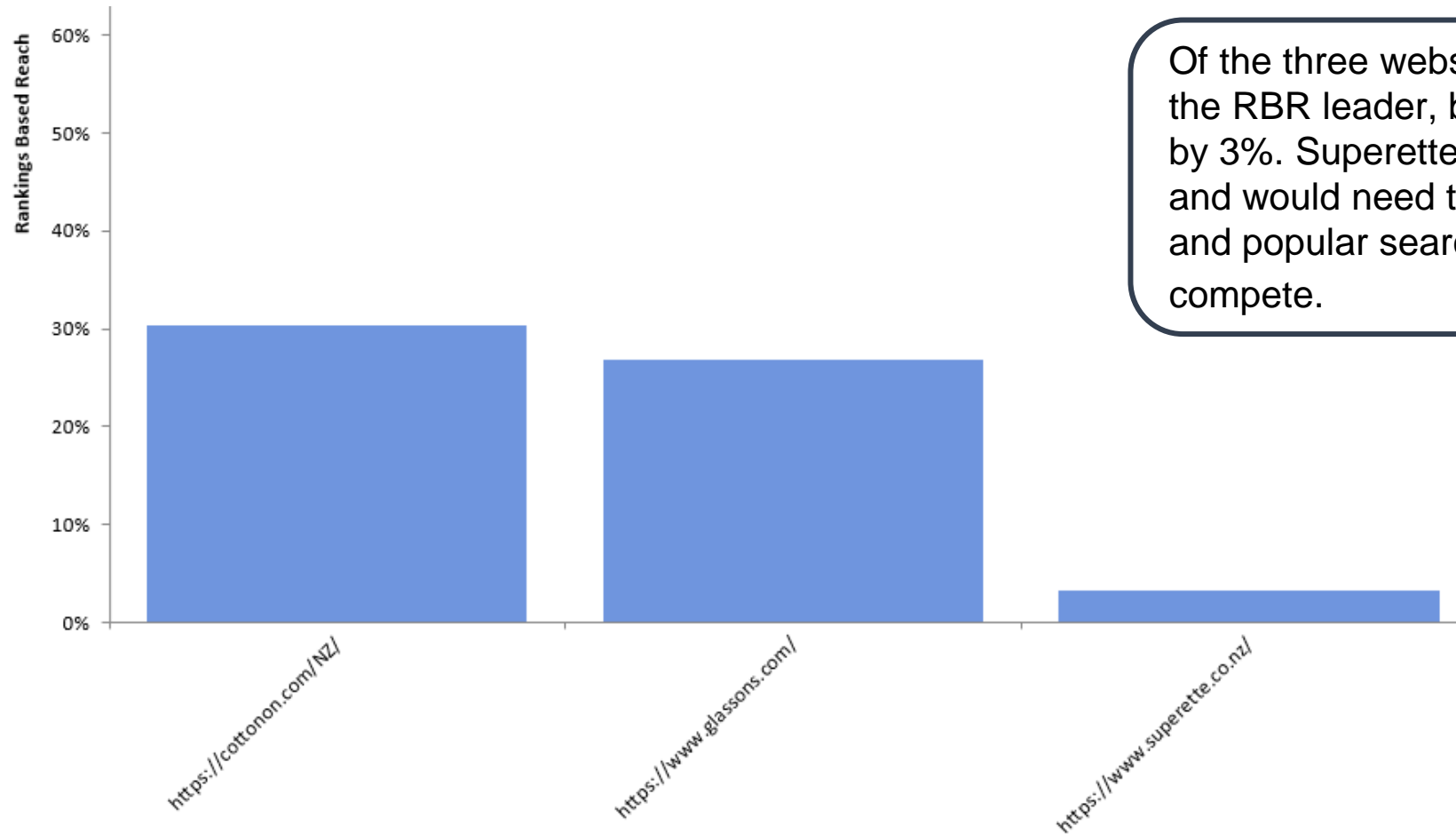
THE IMPORTANCE OF TOP RANKING

The search result in the #1 position of Google's organic results has an average CTR of 31.7%. This means that the #1 position is 10x more likely to receive a click compared to a result in the #10 spot.



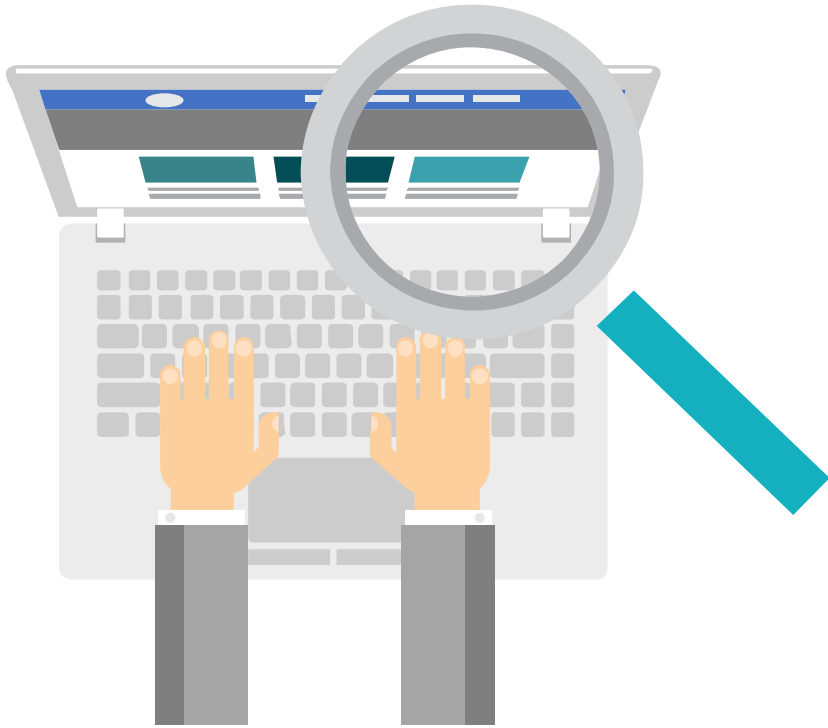
Source: Backlinko, 2019 (Organic Search) & Accuracast, 2013 (Paid Search)

RANKINGS BASED REACH: NATURAL SEARCH



Of the three websites in this report, Cotton On is the RBR leader, but only ahead from Glassons by 3%. Superette has fallen behind both brands and would need to optimise for highly relevant and popular search phrases to be able to compete.

SUMMARY AND OBSERVATIONS



- New Zealanders spent \$4.2 billion online in 2018*
- Over 53% of online purchases in New Zealand are fashion-related. This sector had the highest online growth rate with sales of \$851 million.
- Of the three brands included in this report, Cotton On is currently the most visible site in the digital fashion landscape compared to other women's fashion websites, achieving a dominant share of voice thanks to strong positions in organic results
- Search strategy, integrating both organic and paid search, will be a key to customer acquisition and increasing revenues and growing online business in the coming years






Source: [NZ Post's 2019 New Zealand eCommerce Review](#)

Quick Technical Audit

Search Engine Optimisation

SEARCH ENGINE OPTIMISATION CHECKLIST

We will be looking at several factors that can impact the success of a website on organic rankings and attracting clicks to the website.

	META TITLES	<ul style="list-style-type: none">• Accurately describe the page's content• No longer than 70 characters to avoid truncation• Has keywords but is not spammy
	META DESCRIPTION	<ul style="list-style-type: none">• Accurately summarise the page content• No longer than 160 characters to avoid truncation• Has keywords that match the tile• Has a call to action
	PAGE SPEED	<ul style="list-style-type: none">• Should not be SLOW on mobile or desktop• Compression is enabled where appropriate• Caching is enabled• Code is minified
	404 PAGE	<ul style="list-style-type: none">• Guides users back to working pages on the site• Does not provide a vague message (like not found)• Has the same look and feel as the rest of the site
	404 PAGE	<ul style="list-style-type: none">• Schema markup set for all product pages• Is not using invalid markup (resulting in errors)• Has minimal warnings

TECHNICAL SEO QUICK CHECK

01.

Page Title

- Title has keywords
- It has the brand name
- It is neither too long nor too short

02.

Meta Descriptions

- Meta description is too long and is truncated
- It pulls the content directly from the site.

03.

Page Speed

- Index Page is SLOW on mobile at 14/100
- Index Page is SLOW on desktop at 32/100

04.

404 Page

- 404 page is customized and links to the home page.
- Other product categories are linked on the 404 page.

05.

Product Schema

- Product schema has errors and is not rendering correctly.
- Offers/reviews missing from Product schema.

COTTON:ON

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cottonon.com > NZ

Women's, Men's & Kids Clothing & Accessories | Cotton On

Get It Now, Pay Later · App Store Another way to shop · Standard Delivery Free Delivery \$60+

Skip to main content. \$ NZ AUSTRALIA - \$ AUD · HONG KONG ...

Women

Tops - Dresses & Jumpsuits - New Arrivals - Pants - Activewear - ...

Baby & Kids

Find cute kids & baby clothes at Cotton On! Shop baby dresses ...

Men

Cotton On Men has the latest range of mens shirts, pants ...

[More results from cottonon.com »](#)

Women's SALE

Activewear - Dresses - Tops - Lingerie - Hoodies & Jackets

New Arrivals

This is it. Shop women's clothing like denim and jeans, to skirts ...

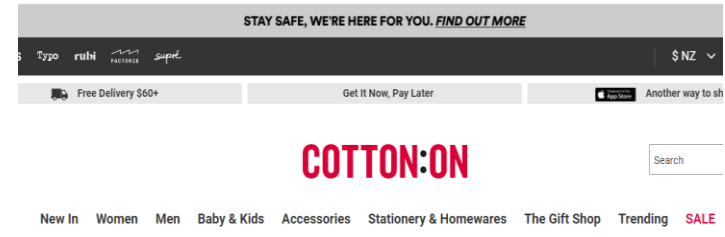
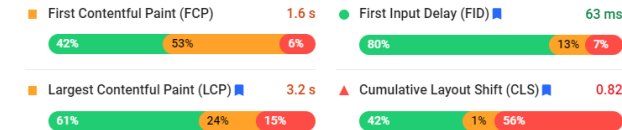
Dresses & Jumpsuits

Shop Cotton On Women's Dresses & Jumpsuits like maxi dresses ...

https://cottonon.com/NZ/

0-49 50-89 90-100

Field Data — Over the previous 28-day collection period, field data shows that this page **does not pass** the **Core Web Vitals** assessment.



Sorry, this page no longer exists!

Try searching with specific terms to find exactly what you're after!

Not all markup is eligible for rich results

Fix these issues to make the page eligible for relevant rich results in Google Search



TECHNICAL SEO QUICK CHECK

01.

Page Title

- Title only repeats the brand name
- It has no keywords

02.

Meta Descriptions

- Meta description can still be optimised
- It has no keywords
- It has no call to action

03.

Page Speed

- Index Page is SLOW on mobile at 16/100
- Index Page is AVERAGE on desktop at 59/100

04.

404 Page

- 404 page is customized and links to the home page.
- Other product categories are linked on the 404 page.

05.

Product Schema

- Page has product schema with no errors
- Adding review schema is recommended

GLASSONS

www.glassons.com > ...

Glassons Glassons

Glassons.com is one of New Zealand and Australia's favourites online stores.

Clothing

We've got the freshest new threads in women's fashion right here at ...

Sale

Look your best for less with our women's clothes on sale. All ...

New

Get your daily updates right here on what's new, what's trending ...

[More results from glassons.com »](#)

Tops

Find your style with Glassons wide range of women's tops including ...

Dresses

Find a dress for every occasion at Glassons. Shop our collection of ...

Store Locations

Store Locations. Use our store finder below to locate your ...

Button Down Floral Mini Skirt in Print | Glassons

Shipping Options. FREE SHIPPING* & in store returns *Standard Courier on orders over \$50 (NZ & AU). Delivery. To Auckland, New Zealand Change location ...

Price

\$31.99

Availability

In stock

GLASSONS [New](#) [Clothing](#) [Shoes & Accessories](#) [Denim](#) [Dresses](#) [Knitwear](#) [Offers](#) [Sale](#) [Coming Soon](#)

[Search](#) [Home](#) [Heart](#) [User](#) [Cart](#)

Oops...

Sorry, this page doesn't exist

Let's Hang

[Instagram](#)
[TikTok](#)
[Facebook](#)
[Pinterest](#)
[YouTube](#)
[Blog](#)

Need Help?

[Buy a Gift Card](#)
[Help Centre](#)
[Delivery & Returns](#)
[Size Guide](#)
[FAQs](#)

My Account

[Wishlist](#)
[Order History](#)
[Register a Gift Card](#)
[Transfer a Gift Card](#)

About Glassons

[Brand Ambassadors](#)
[Stores](#)
[Careers](#)
[Privacy Policy](#)
[Terms & Conditions](#)
[Responsible Sourcing Code of Conduct](#)
[Shop Men's at Hallensteins](#)
[Investor Relations](#)

Stay in the know

Be the first to hear about sales, new arrivals, and exclusive offers. Plus get 20% off your first order.

Select Country

Email Address

Enter your email address

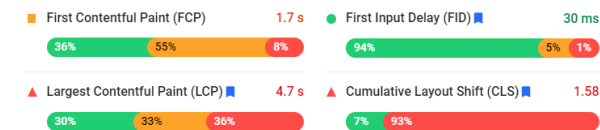
[Join Us](#)

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https://www.glassons.com/nz

0-49 50-89 90-100 ⓘ

Field Data — Over the previous 28-day collection period, field data shows that this page **does not pass** the **Core Web Vitals** assessment.



TECHNICAL SEO QUICK CHECK

01.

Page Title

- Title is too long and is truncated
- It has the brand name
- It has keywords

02.

Meta Descriptions

- Meta description is too long and is truncated
- Lacks keywords that were used in page title
- Has call to action

03.

Page Speed

- Index Page is SLOW on mobile at 17/100
- Index Page is AVERAGE on desktop at 65/100

04.

404 Page

- 404 page is customized and links to the home page.
- Other product categories are linked on the 404 page.

05.

Product Schema

- Page has product schema with no errors
- Adding review schema is recommended

SUPERETTE

www.superette.co.nz ▾

Superette - Womens & Mens Designer Clothing Online | NZ ...

Shop the latest and greatest designer fashion from **NZ** and the world's top brands. Everything you could want from homeware, clothing, footwear and ...

Womens

What's New - Dresses - Coming Soon - Footwear - Shirts and Tops

Sale

Shop Sale Designer Fashion from NZ and Australia's Top Brands.

Mens

Shop the latest Mens Fashion from NZ and Australia's top brands ...

[More results from superette.co.nz »](#)

What's New

What's New. 0. Reset All. Price. Clear. Selected0. \$0 - 99.99 (6 ...

Dresses

Dresses (220); Jumpsuits (4); Casual (92); Maxi (47); Midi ...

Store Locations

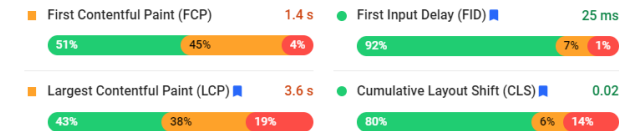
Store Locations. From its beginnings as a bricks and ...

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https://www.superette.co.nz/

0-49 50-89 90-100 ⓘ

Field Data — Over the previous 28-day collection period, field data shows that this page **does not pass** the **Core Web Vitals** assessment.

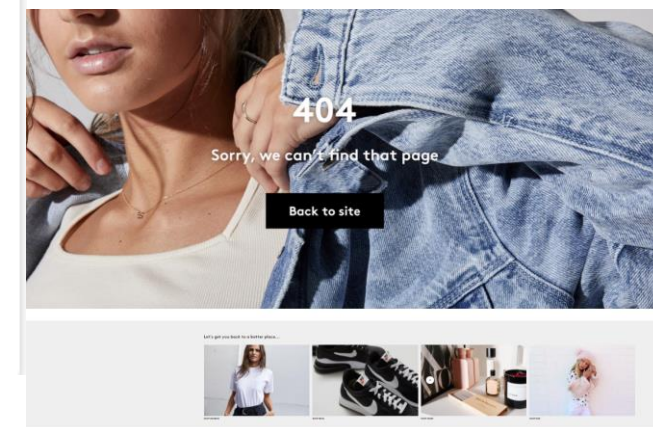


Agatha L/S Midi Dress by Bec and Bridge | Superette | New Zealand

Agatha is the new shape from Bec and Bridge, and we love! The straight-across neckline with long sleeves and waist tie detailing that falls into the front leg split ...

Price
\$399.00

Availability
In stock



SEARCH ENGINE OPTIMISATION REPORT FINDINGS

COTTON:ON GLASSONS SUPERETTE

Page Title			
Meta Description			
Page Speed			
404 Page			
Product Schema			

 You're doing great!  There is room for improvement  Improvement is strongly advised

- Only one fashion retailer had optimised meta titles and descriptions.
- None of the brands had optimised meta tags.
- All 3 had issues with page speed, particularly for mobile page speed.
- All 3 websites were correctly serving the 404 page. These pages had links back to the home page and had links to the other category pages. However, only Superette designed a custom 404 page that had an image which aligns with its brand.
- All 3 brands were using schema markup for their product pages. These are not fully optimised and had recommendations to include reviews or other properties (such as descriptions or brand). Cotton On had an error in their schema markup, which means the rich results are not displaying correctly.

These top retail brands still have a lot of room for improvement when it comes to SEO. Fixing these issues can positively impact their ranking and click-through rate.



We assist online retail and B2B businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging 'best of breed' technology partners.

Our expertise in digital marketing has been built on over 20 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Contact us to see how we can help you

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