

A modern living room with a dark grey sofa, a floor lamp, framed art, and a potted plant. The room has a light-colored wall and a wooden floor. A large white circle is overlaid on the right side of the image, containing the word "FIRST." in white capital letters.

FIRST.

Searching for Furniture Online

Which websites are maximising their market share?



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.

Selected sites

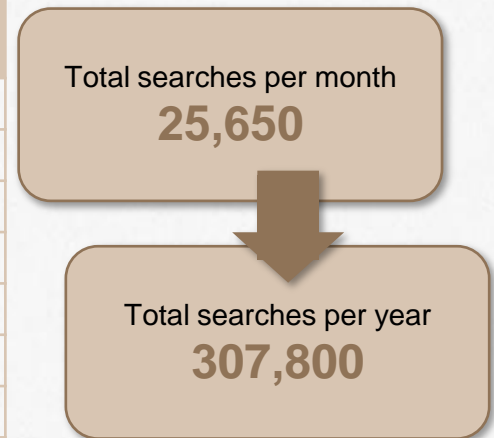
Leading New Zealand furniture sites were selected for Ranking Based Reach (RBR) performance analysis.

Sites	
bigsave.co.nz	furniturezone.co.nz
boconcept.com	harveynorman.co.nz
buynowfurniture.co.nz	ifurniture.co.nz
danskemobler.co.nz	interiordesignonline.co.nz
dawsonsfurniture.co.nz	overstock.com
earlysettler.co.nz	pkfurniture.co.nz
farmers.co.nz	smithscity.co.nz
freedomfurniture.co.nz	targetfurniture.co.nz
furniture.co.nz	thedesignstore.co.nz
furniturecity.co.nz	thewarehouse.co.nz

What are people in NZ searching for?

In order to investigate which websites are leading in search we researched frequently used furniture - related phrases.

Search Phrase	Searches per month in NZ	Search Phrase	Searches per month in NZ
outdoor furniture nz	4400	ottoman	720
furniture	3600	sofa bed	720
furniture stores	1900	chairs	590
beds	1600	bedside tables	480
bar stools nz	1000	cheap furniture	480
bedroom furniture	1000	coffee tables	480
couch	1000	desks	480
lounge suites	1000	dining tables	480
wardrobe	1000	kids beds	480
bunk beds nz	880	computer desk	390
lazy boy	880	tv cabinets	390
futon	720	furniture online nz	260
kids furniture	720		



Source: Google Keyword Planner, New Zealand, August 2014

Google: Search engine results page 1 (NZ)

What the consumer sees: The top of the Google search results page for a search on “furniture”

Furniture City, (Hunter) Furniture and Harvey Norman are leading the way in paid search.

In the organic search results a large variety of the analysed companies rank on Google's first page.

Freedom Furniture even has multiple organic search listings.

Local search results showing up when searching for “furniture”.

Also Dawson's Furniture is ranking in paid search. In total there are 11 companies ranking in the paid search results.

That represents the maximum allowable amount for the 1st Page and is an indicator that this market is highly competitive.

furniture

Web Maps Images News Videos More Search tools

About 271,000,000 results (0.28 seconds)

Furniture City On Sale - FurnitureCity.co.nz
Ad www.furniturecity.co.nz/ 0800 737 8663
Heavily Reduced Prices On Furniture Range, Quality, Finance & Delivery.
Lounge Suites & Furniture - Buy Dining Room Furniture - Bedroom Furniture Sale

Hunter Furniture Sale - Winter Sale 20% - 50% off storewide
Ad www.furniture.co.nz/Sale
Plus pay nothing until next winter!
Lounge Suites - Sale on Now - Dining Furniture - Lounge Chairs
7 Link Drive, Auckland - 09-443 1849

Dining Room Furniture - HarveyNorman.co.nz
Ad www.harveynorman.co.nz/
Harvey Norman Stocks a Wide Range of Furniture and Bedding. Visit Us!

NZ's Largest O2O Furniture Shop. Big Shop ... - Auckland
www.ifurniture.co.nz/
NZ's best online offline hybrid shop where the smart kiwis buy furniture to save big.
Buy online receive at home or come directly to our retail store.

Big Save Furniture
bigsave.co.nz/
... Furniture Discounters - Since 1973. Navigation. view our Furniture ... Delivery |
Returns | Contact Us | Terms and Conditions. Big Save Furniture © 2014.
Sofa - Corner suites - Queen - Christchurch

Freedom Furniture and Homewares
www.freedomfurniture.co.nz/
Freedom's extensive collection of sofas, homewares, bedding, dining sets and
furniture offers complete solutions for your home. Check out our collection online ...

Stores | Freedom Furniture and Homewares
www.freedomfurniture.co.nz/stores/
Search for your nearest Freedom and Freedom Home store locations and store
details.

ifurniture
www.ifurniture.co.nz
3.5 ★★★★★ - 20 Google reviews - Google+ page

PK Furniture
www.pkfurniture.co.nz
3 Google reviews - Google+ page

Furniture City
www.furniturecity.co.nz
1 Google review - Google+ page

Local Search Results:

Affordable Furniture NZ
www.ynifurniture.co.nz/
Quality, Stylish And Affordable.
Lounge, Bedroom, Dining & More!

Used Furniture
www.yellow.co.nz/used+furniture
Find local furniture shops.
Local Listings. Yellow... Job Done!

Dawson's Furniture
www.dawsonsfurniture.co.nz/
See our Quality Designer Furniture
Online or Drop into to our Showroom

Designer NZ Furniture
www.kcimory.co.nz/
Furniture: Restored Vintage Retro,
Reclaimed Timbers & New Designs

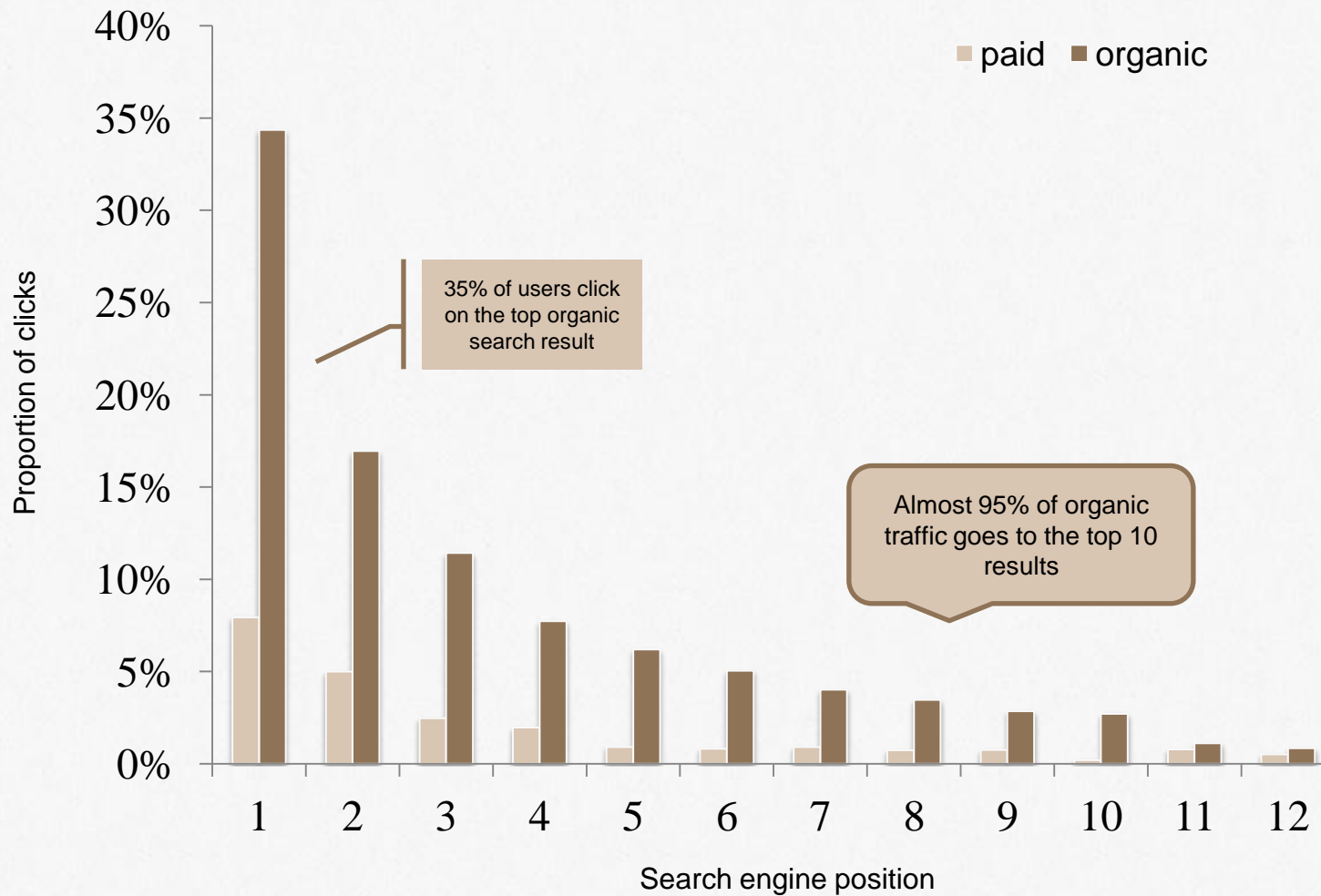
Furniture
www.nzsale.co.nz/
Up To 80% Off RRP On 600+ Exclusive
Designer Brands. See Today's Sales!

Leather Furniture
www.la-z-boy.co.nz/leather
Ottomans, recliners, sofas and more
- all in vibrant fabrics or leather

Contemporary Furniture
www.thedesignstore.co.nz/
Wide Selection & Quality Furniture.
Buy Online Now Or Visit Our Stores!

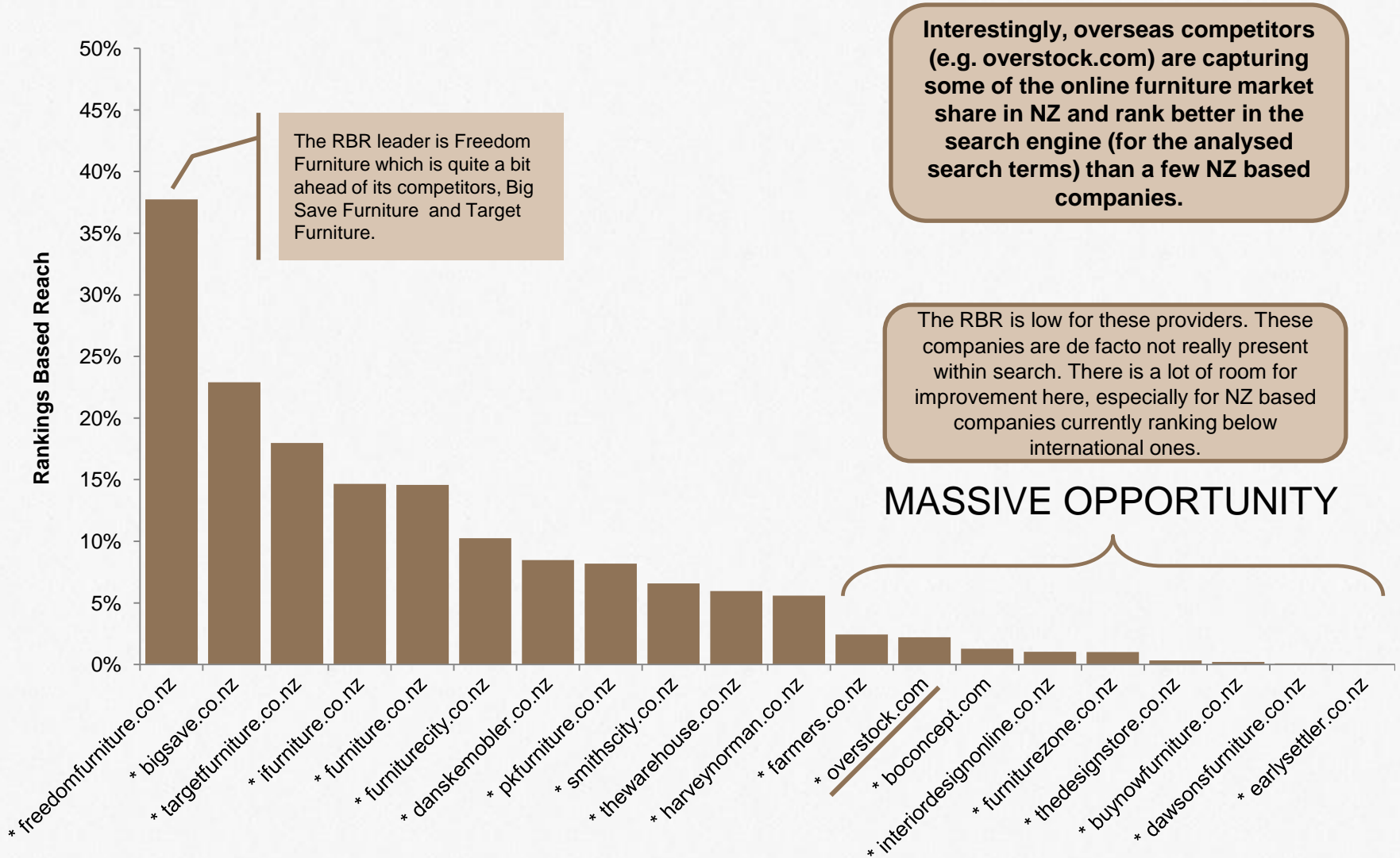
Cheap Furniture

The importance of top rankings



Source: Chikita, 2010 (Organic Search) & Accuracast 2009 (Paid Search)

Rankings Based Reach: Natural Search



The RBR leader is Freedom Furniture which is quite a bit ahead of its competitors, Big Save Furniture and Target Furniture.

Interestingly, overseas competitors (e.g. overstock.com) are capturing some of the online furniture market share in NZ and rank better in the search engine (for the analysed search terms) than a few NZ based companies.

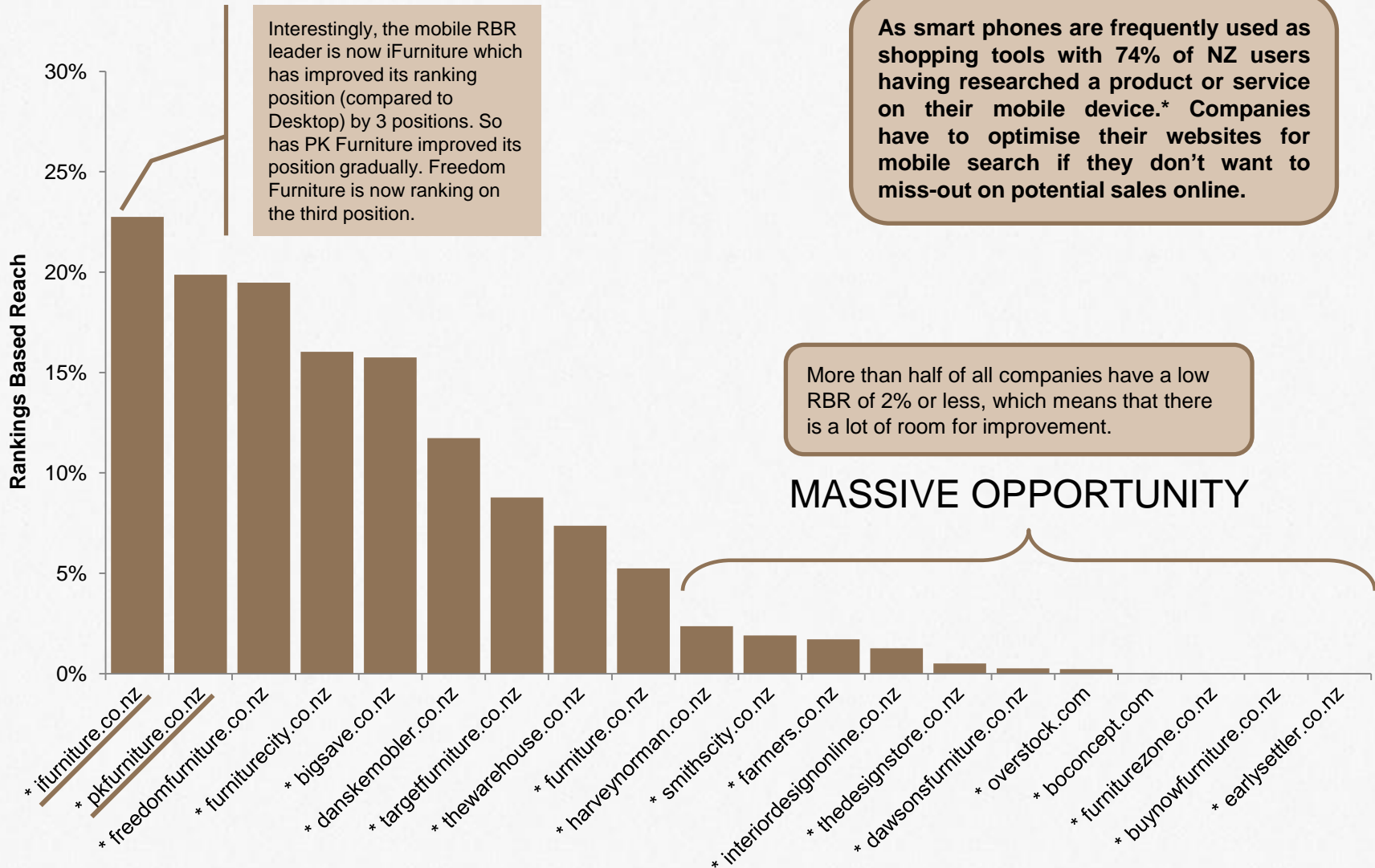
The RBR is low for these providers. These companies are de facto not really present within search. There is a lot of room for improvement here, especially for NZ based companies currently ranking below international ones.

MASSIVE OPPORTUNITY

* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, August 2014.

Rankings Based Reach: Natural Search (Mobile)



As smart phones are frequently used as shopping tools with 74% of NZ users having researched a product or service on their mobile device.* Companies have to optimise their websites for mobile search if they don't want to miss-out on potential sales online.

More than half of all companies have a low RBR of 2% or less, which means that there is a lot of room for improvement.

MASSIVE OPPORTUNITY

* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Aug 2014.

Search trends: Brand search volume

New Zealand ▾ 2004 - present ▾ All categories ▾ Web Search ▾ ⚙️ ▾

Topics

Subscribe



freedom ...

Search term

big save

Search term

target fu...

Search term

ifurniture

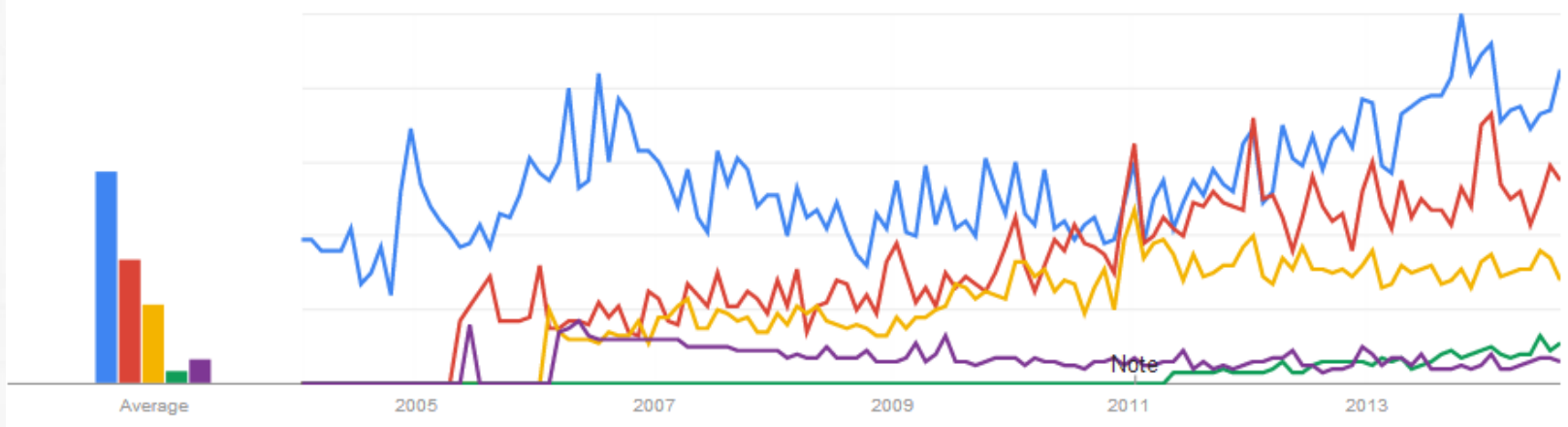
Search term

early set...

Search term

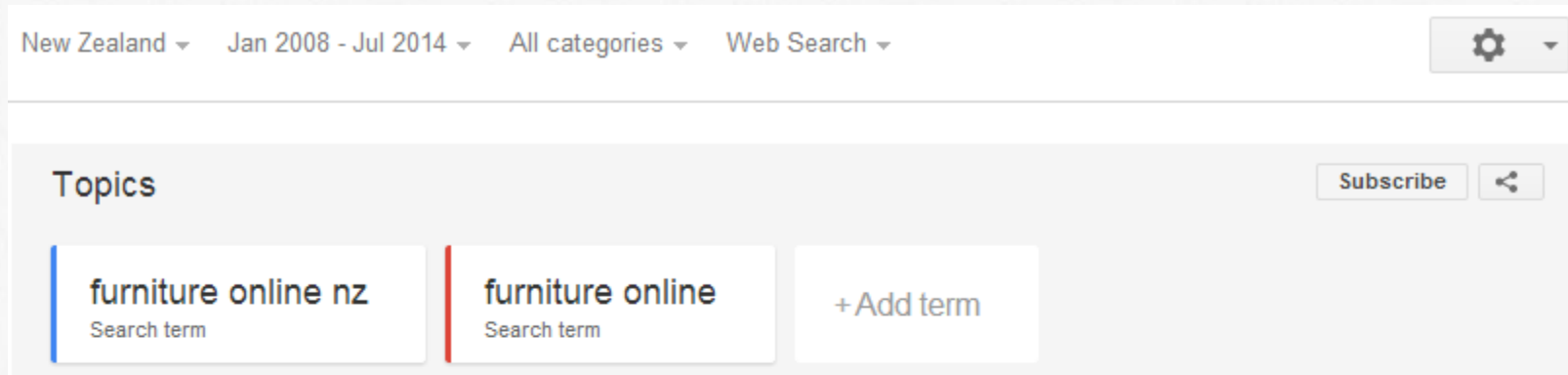
The chart illustrates that bigger players such as Freedom Furniture and Big Save show higher brand search volumes, compared to “smaller” players, like iFurniture.

To combat being left behind, runner-up companies need to drive consumer brand recognition via search, display, social and email campaigns.



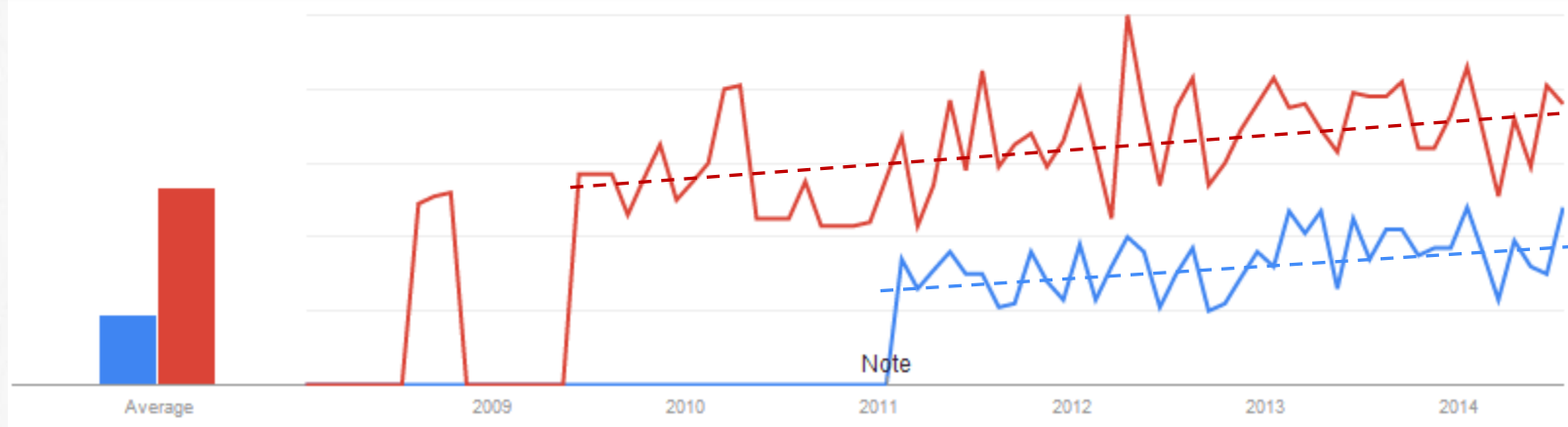
Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, August 2014

Search trends for: “furniture online nz” & “furniture online”



Although search volume is not extremely high, it is constantly rising for key search terms as “furniture online” and “furniture online nz”. Retail stores not ranking for “furniture online” and “furniture online nz” in the Google search engine are limiting their opportunity for online sales.

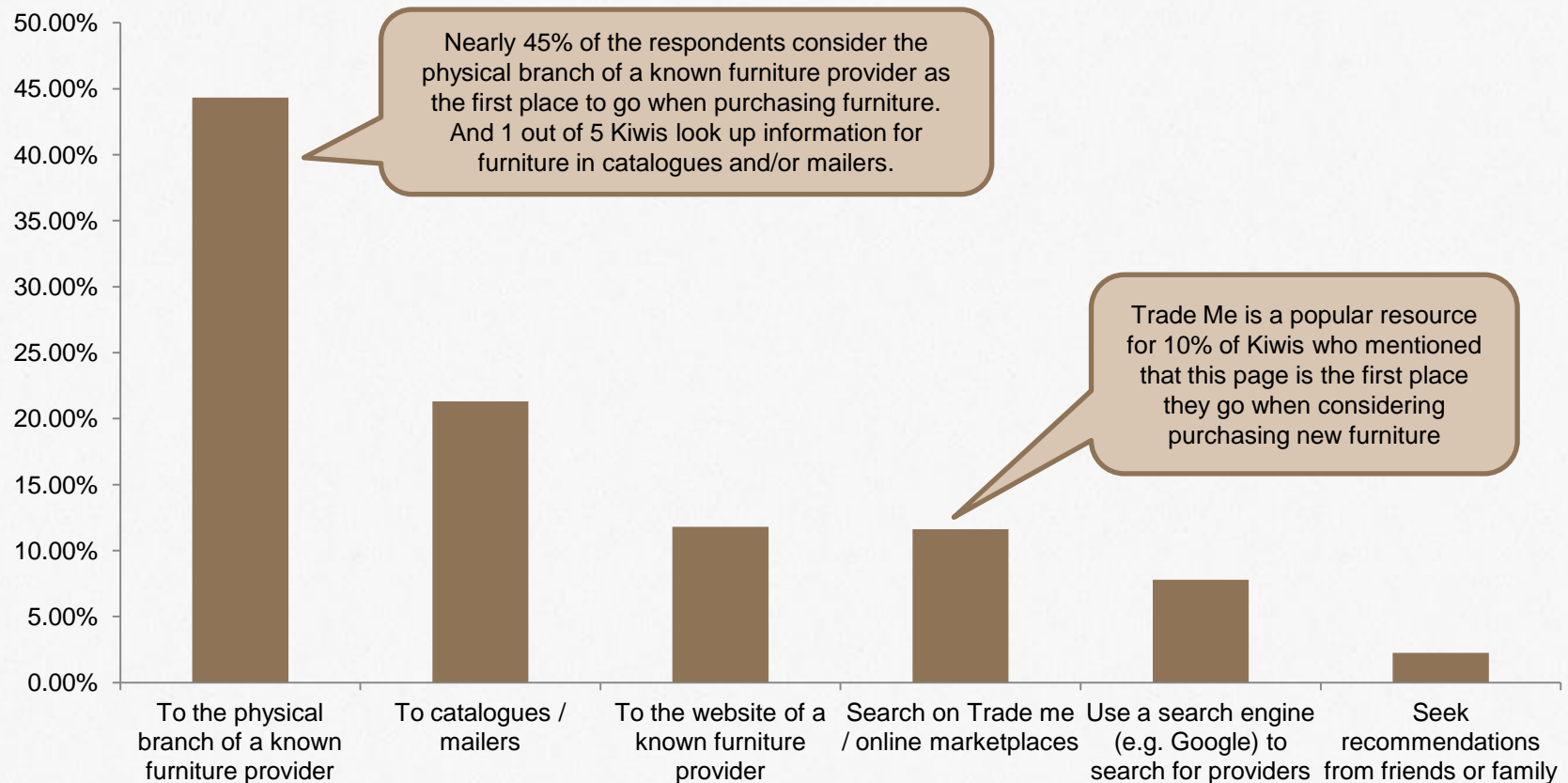
Therefore, furniture providers who want to be competitive will need a sophisticated digital strategy and should also consider niche consumer search behaviour as an integral part of their online strategy.



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, August 2014

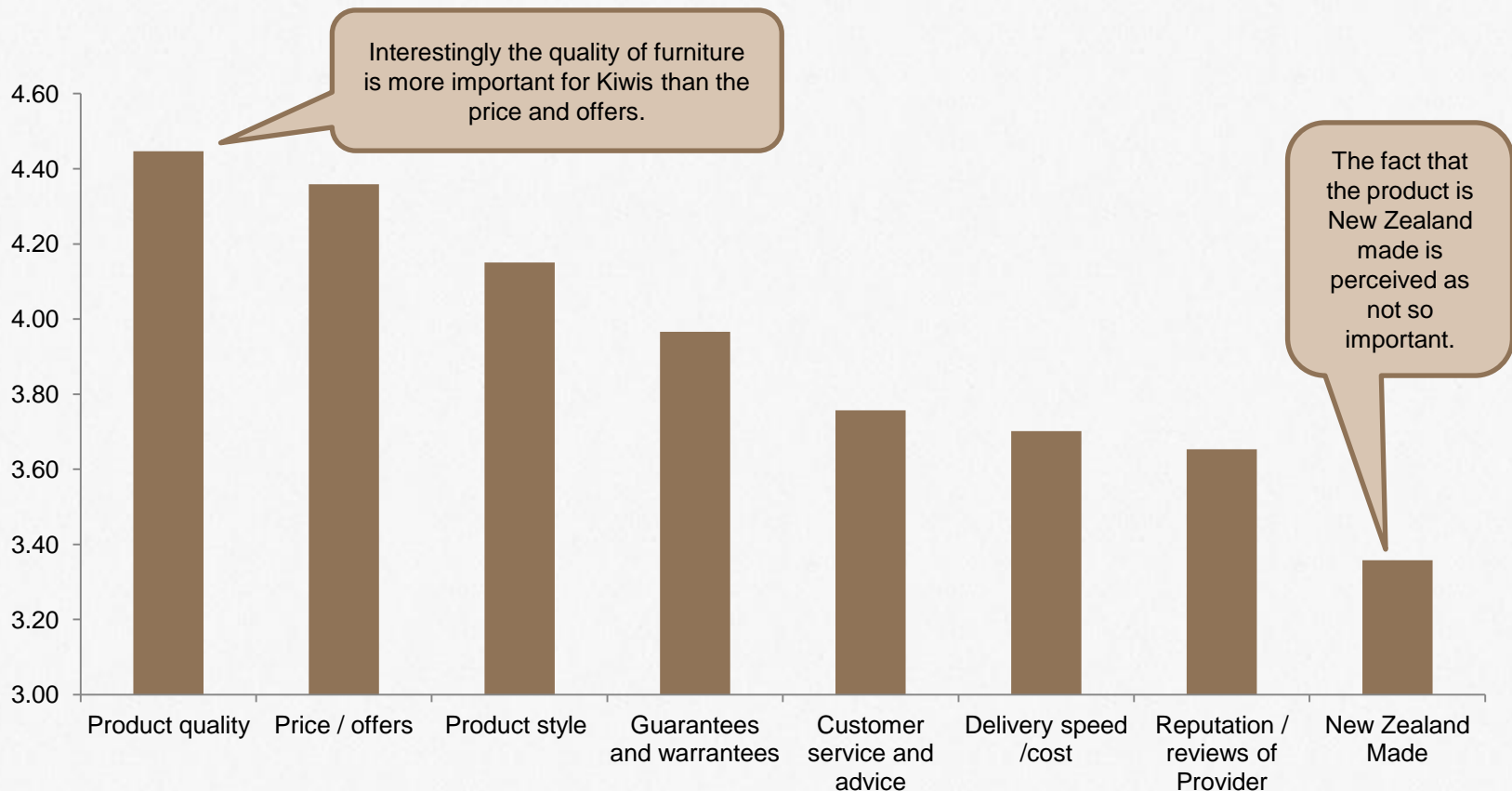
Consumer Research: Physical branch & catalogues/mailers

Question 1: Typically, where is the first place you go when considering purchasing new furniture?



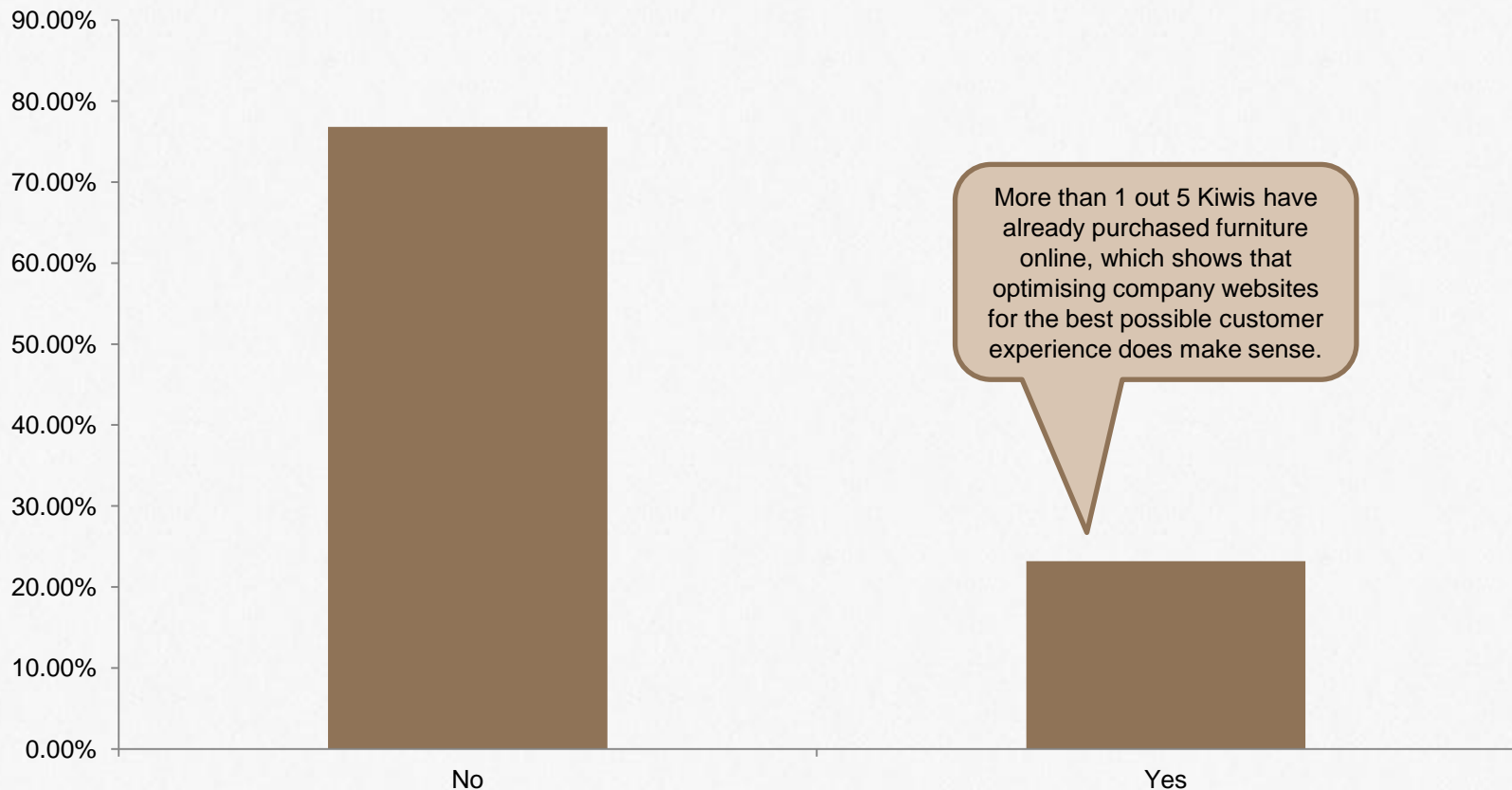
Consumer Research: Product quality first then price

Question 2: What is most important to you when considering new furniture? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)



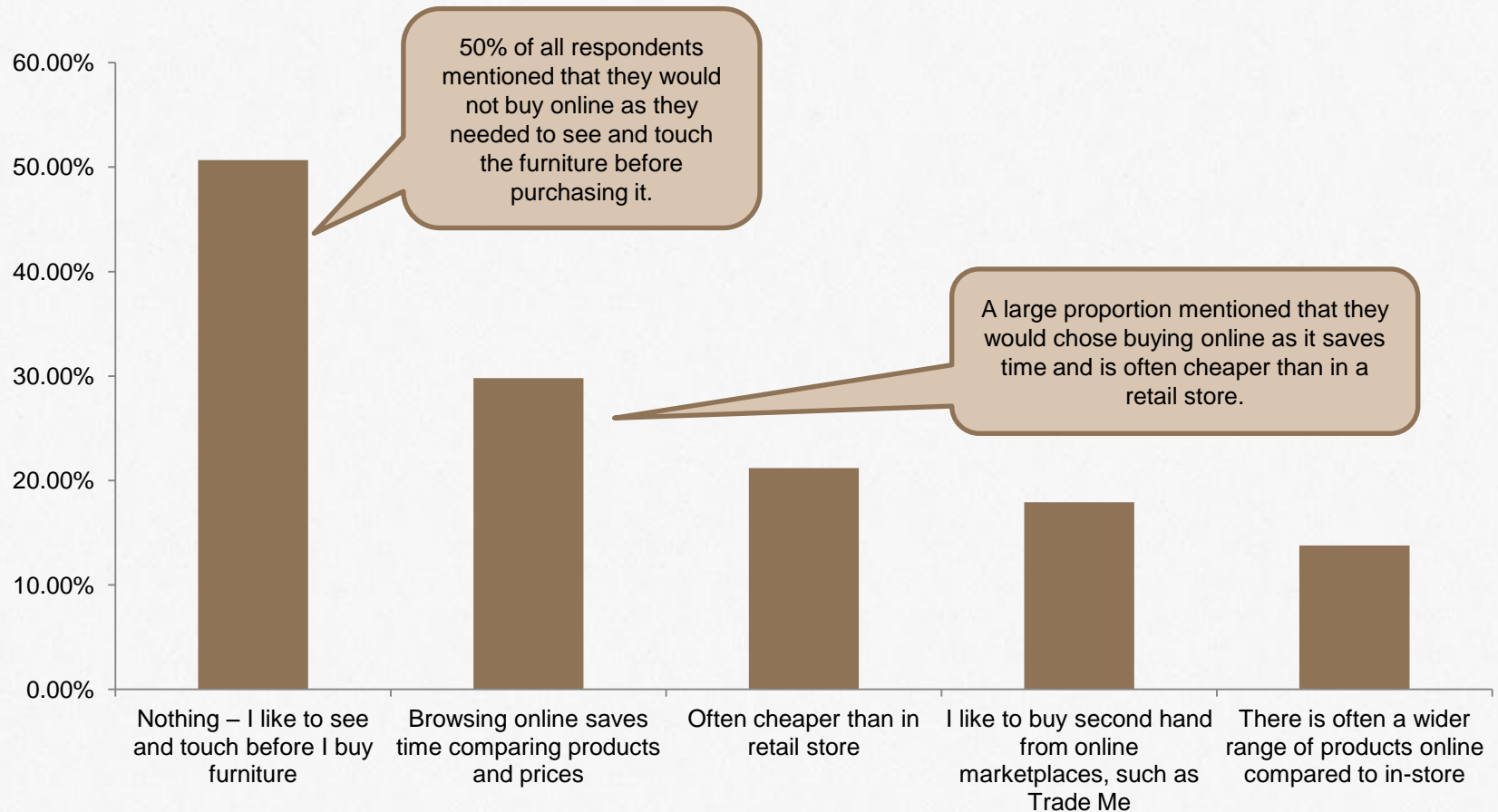
Consumer Research: Buying furniture online

Question 3: Have you ever purchased furniture online?



Consumer Research: Purchasing furniture online

Question 4: Why would you choose to order furniture online?



Furniture

Summary & Observations



- According to a report from retail.org.nz, sales for furniture have been increasing by 4% in the furniture retailing industry in the period from 2012/2013 (+\$33.6m).* As Google Trends shows an increase in demand for furniture related search terms it is likely that sales will further increase. To combat being left behind, retail stores should improve their website rankings position to capture more of the growing online demand.
- Search demand indicates more consumers researching Online and purchasing In Store. By being more visible online and forming part of the consumers consideration set, the more chance to influence both online and offline purchases.
- Freedom Furniture is leading the RBR and is quite a bit ahead to its closest competitors, Big Save Furniture and Target Furniture. However in mobile search Freedom Furniture just ranks on third position, left behind by iFurniture & PK Furniture.
- Search results are broadly dispersed among a wide range of competitors. In this competitive market, some furniture providers have recognized the urgency of ranking well in organic search, nevertheless there are still many companies which are not very present within search. It would make sense for them to invest in a robust and smart search strategy.
- In our survey we revealed that the product quality is the most important factor for furniture buying decisions, followed by the price and offers. If the product is New Zealand made plays the least important role for most respondents.
- **A digital strategy should be considered that integrates both organic and paid search should be a key customer acquisition and revenue driver for furniture providers, both online and offline/in store.**

* Source: 2013 Retail Market in NZ - An Analysis, <http://www.retail.org.nz>

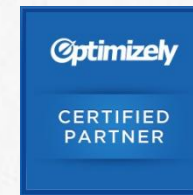


About *FIRST.*

Respected digital veterans are the foundation our agency is built upon. Our expertise in digital has been built on over 14 years' experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

FIRST., our award-winning team of internet marketers, has helped over 300 companies across 100 industries achieve digital success. We provide companies with a digital roadmap to success centered around a “digitally led” sales and marketing strategy.

Our services span search (SEO and SEM), email, performance media, conversion optimisation and advanced analytics. Most importantly, our work is underpinned by a focus on delivering the return on investment our clients expect.





Contact us

Contact FIRST to find out more.



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https://twitter.com/first_nz

Our Vision

To be highly sought after for making a measurable difference

Our Mission

We're a team focused on transforming businesses and creating market leaders through digital marketing. We innovate, test and optimise to create a competitive advantage to dominate the digital channel. Our data-driven approach will keep things simple and make a measurable difference.

Our Focus

As a Google Certified Analytics Partner (GACP), and Certified Optimizely Partner we focus on smart customer acquisition using search and performance media, maximising conversion using best practice CRO and helping NZ businesses making the best possible decisions based on accurate, actionable web analytics.