



Conversion Boosting Tactics

(that Google Doesn't Want You to Know About)

Alan Coleman, CEO
Brendan Almack, Client Director

54 Happy Heads



54 Happy Heads





RIP



Google Still Makes The World Wide Web Go Round

TRAFFIC

| | Organic | Paid Search | Direct | Email | Social | Display | Referral | Other |
|---------------|---------|-------------|--------|-------|--------|---------|----------|-------|
| Retail | 42% | 18% | 20% | 4% | 6% | 1% | 6% | 3% |
| Multi-Channel | 46% | 15% | 21% | 5% | 4% | 1% | 5% | 3% |
| Online Only | 35% | 23% | 18% | 2% | 10% | 1% | 7% | 4% |
| Travel | 44% | 18% | 21% | 4% | 2% | 2% | 8% | 1% |
| Overall | 43% | 18% | 20% | 4% | 5% | 1% | 7% | 3% |

Google Still Makes The World Wide Web Go Round

REVENUE

| | Organic | Paid Search | Direct | Email | Social | Display | Referral | Other |
|---------------|---------|-------------|--------|-------|--------|---------|----------|-------|
| Retail | 35% | 20% | 16% | 5% | 3% | 0% | 19% | 2% |
| Multi-Channel | 37% | 16% | 14% | 5% | 1% | 0% | 24% | 3% |
| Online Only | 33% | 28% | 19% | 5% | 5% | 1% | 9% | 1% |
| Travel | 41% | 15% | 23% | 2% | 1% | 0% | 16% | 2% |
| Overall | 38% | 18% | 19% | 4% | 2% | 0% | 17% | 2% |

Google's Dark Secret



Google Still Makes The World Wide Web Go Round

TRAFFIC

| | Organic | Paid Search | Direct | Email | Social | Display | Referral | Other |
|---------------|---------|-------------|--------|-------|--------|---------|----------|-------|
| Retail | 42% | 18% | 20% | 4% | 6% | 1% | 6% | 3% |
| Multi-Channel | 46% | 15% | 21% | 5% | 4% | 1% | 5% | 3% |
| Online Only | 35% | 23% | 18% | 2% | 10% | 1% | 7% | 4% |
| Travel | 44% | 18% | 21% | 4% | 2% | 2% | 8% | 1% |
| Overall | 43% | 18% | 20% | 4% | 5% | 1% | 7% | 3% |



The Rise of '*No Click*' Search Results



The Rise of 'No Click' Search Results

The screenshot shows a Google search for "what's the weather forecast for dublin". The search bar is at the top, followed by navigation links: All, Maps, News, Images, Shopping, More, Settings, and Tools. Below the search bar, it says "About 22,800,000 results (0.76 seconds)".

The main result is a weather widget for "Dublin, County Dublin". It shows the current day as "Tuesday" with "Partly Cloudy" weather. The temperature is "5°C | °F". To the right, it lists "Precipitation: 20%", "Humidity: 80%", and "Wind: 24 km/h". Below this, there are tabs for "Temperature", "Precipitation", and "Wind".

Below the tabs is a hourly forecast bar with a yellow sun icon and a temperature line graph. The hourly temperatures are: 09:00 (3), 12:00 (8), 15:00 (9), 18:00 (6), 21:00 (2), 00:00 (2), 03:00 (2), 06:00 (2).

Below the hourly forecast is a 7-day forecast table:

| Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue |
|-------|-------|-------|--------|-------|-------|-------|-------|
| | | | | | | | |
| 5° 1° | 6° 3° | 8° 7° | 11° 6° | 7° 3° | 7° 3° | 7° 3° | 6° 2° |

Below the 7-day forecast, there are links for "More on weather.com" and "Feedback".

At the bottom, there is a sponsored link for "Dublin Weather - AccuWeather Forecast for County Dublin Ireland" with the URL <https://www.accuweather.com/en/ie/dublin/207931/weather-forecast/207931>. Below the link, it says "Get the Dublin weather forecast. Access hourly, 10 day and 15 day forecasts along with up to the minute reports and videos for Dublin, Ireland from".



The Rise of ‘No Click’ Transactional Search Results

Google

Dublin to Amsterdam

All Flights Images Maps News More Settings Tools

About 88,300,000 results (0.49 seconds)

Flights from Dublin (DUB) to Amsterdam, Netherlands (AMS) Sponsored

www.google.com/flights

Dublin (DUB) Amsterdam, Netherlands (AMS)

Thu, 7 February < > Sun, 10 February < >

| | | | |
|-----------------|---------|------------|-----------|
| Ryanair | 1h 45m | Non-stop | from €60 |
| KLM | 1h 35m | Non-stop | from €118 |
| SWISS | 7h 5m+ | Connecting | from €118 |
| Aer Lingus | 1h 40m | Non-stop | from €121 |
| Lufthansa | 3h 55m+ | Connecting | from €123 |
| British Airways | 1h 40m | Non-stop | from €723 |
| Other airlines | 1h 40m+ | Connecting | from €220 |

Dates based on your previous searches

→ Search flights

Google

hotel near the airport

All Maps Images News Shopping More Settings Tools

About 1,280,000,000 results (0.74 seconds)

Booking.com | Hotels
www.booking.com/hotels
Over 2,208,000 Hotels Worldwide. Book Now. Pay When You Stay. Best Price Guarantee. No Booking Fees. Save 10% with Genius. 24/7 Customer Service. Get Instant Confirmation. Read Real Guest Reviews. We speak your language. Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs.

Book Now
Quick, Simple, Easy to Use.
No reservation costs. Great rates.

Book for Tonight
Your booking instantly confirmed!
Around-the-clock customer service.

Hotels About these results

Sun, 20 Jan Mon, 21 Jan 2

TOP CHOICES
Based on your search, prices and quality

GUEST FAVOURITES
Rated 4.2+

BUDGET OPTIONS
Lowest priced hotels

Holiday Inn Express Dublin Airport
4.1 (100)
Free Wi-Fi
Free breakfast
€89

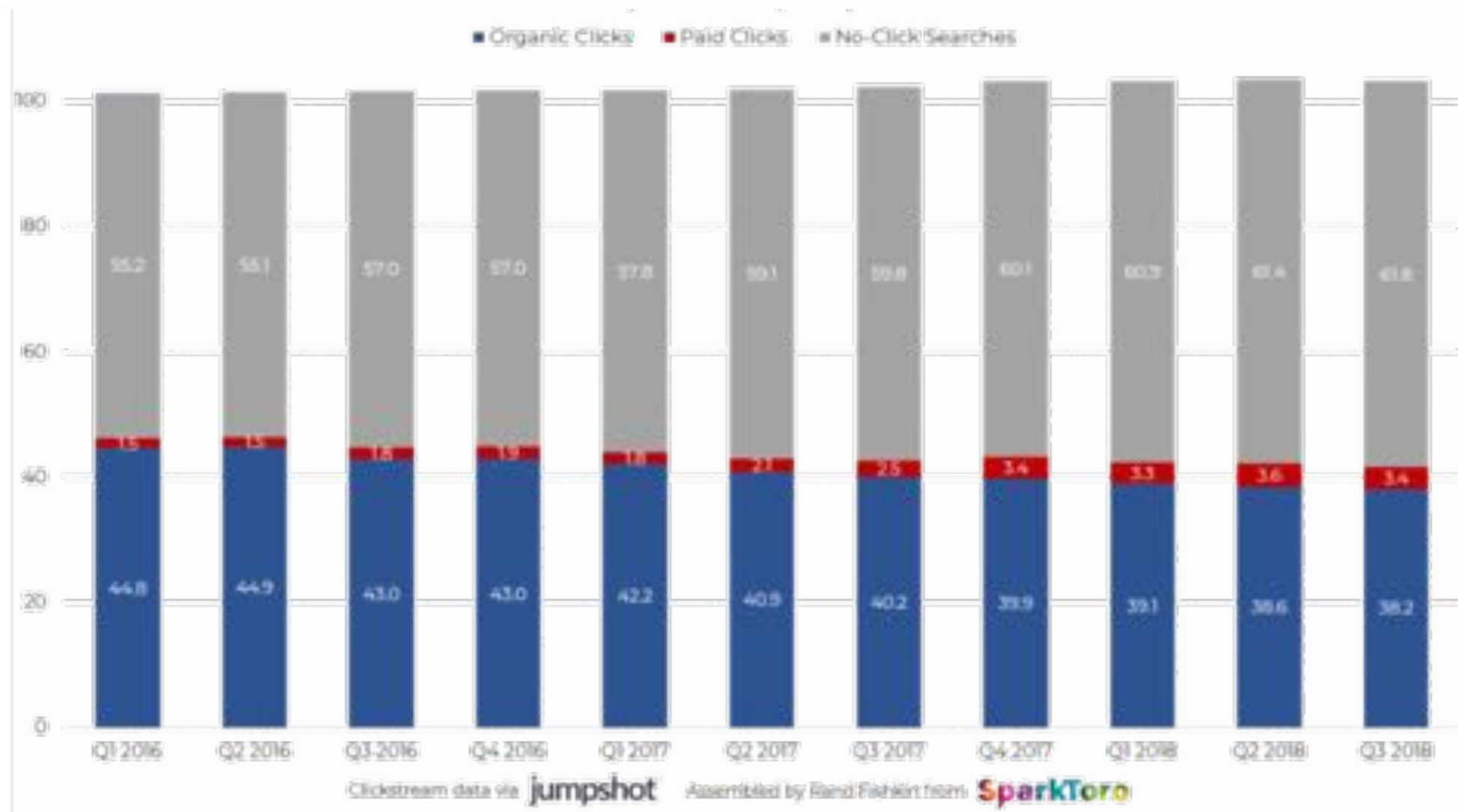
Maldron Hotel Pearse Street
4.1 (141)
20% less than usual
GREAT DEAL
€104

The Ferryman
4.2 (100)
Free Wi-Fi
Free breakfast
€109

Clayton Hotel Dublin Airport
4.1 (2,600)
21% less than usual
DEAL
€70

Map data ©2019 Google

More hotels





Google hotel near dublin airport

Hotels near Dublin Airport (DUB) About these results

Sun, 20 Jan Mon, 21 Jan 2

BEST FAVOURITES 4.0+
BUDGET OPTIONS Lowest-priced hotels
LUXURY STAYS 4-star and 5-star hotels
FOR TONIGHT Available now

| Hotel Name | Rating | Reviews | Price | Features |
|------------------------------------|--------|---------|-------|--|
| Clayton Hotel Dublin Airport | 4.1 | (2,965) | €82 | Free Wi-Fi |
| Carlton Hotel Dublin Airport | 4.2 | (962) | €93 | Free Wi-Fi |
| Radisson Blu Hotel, Dublin Airport | 3.9 | (824) | €135 | Modern hotel with a free airport shuttle |
| Maldron Hotel Dublin Airport | 4.0 | (1,083) | €93 | Free Wi-Fi |

Dublin Airport

Santry Park

Santry

Map data ©2019 Google

Conversion Rate
2.4 x



The Rise of more Qualified Search Traffic

"Ok Google, let's go places with Expedia."

Welcome, Home

Get Started

Manage your travel plans with the Expedia Action for Google Assistant

Google Still Makes The World Wide Web Go Round

REVENUE

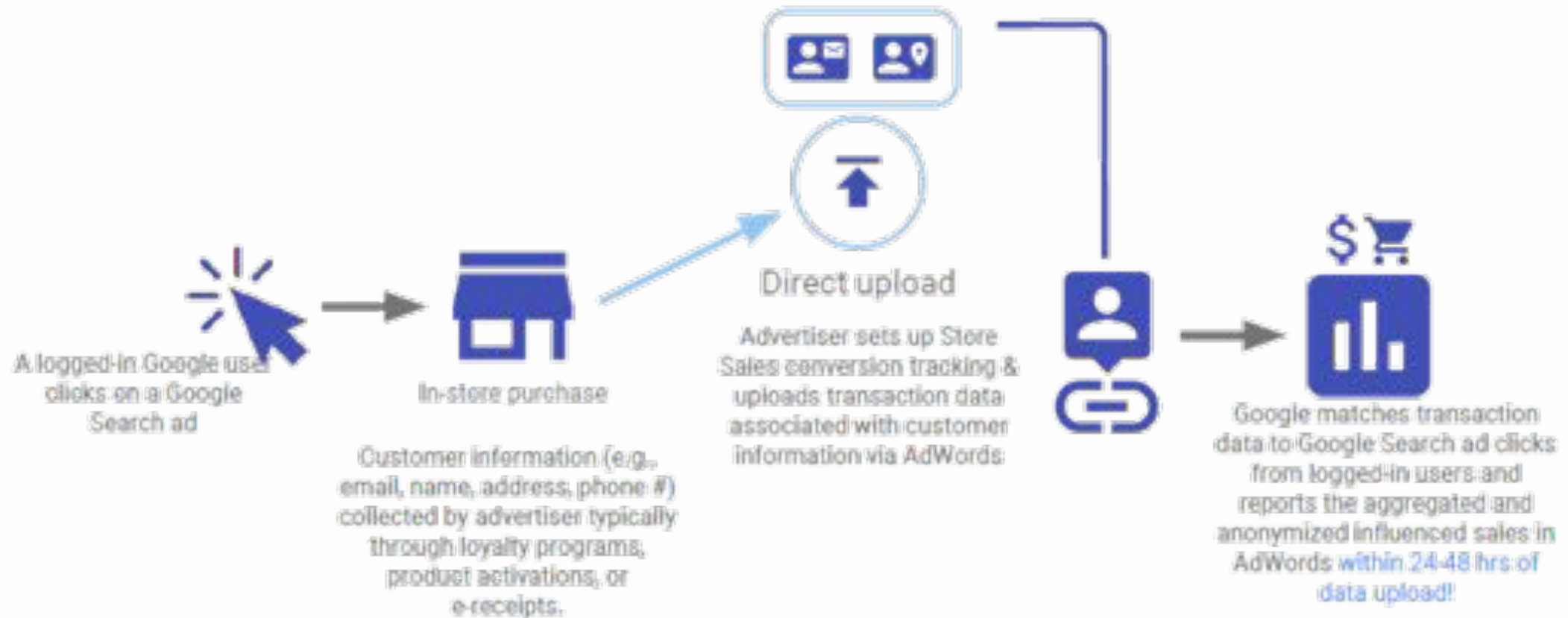
| | Organic | Paid Search | Direct | Email | Social | Display | Referral | Other |
|---------------|---------|-------------|--------|-------|--------|---------|----------|-------|
| Retail | 35% | 20% | 16% | 5% | 3% | 0% | 19% | 2% |
| Multi-Channel | 37% | 16% | 14% | 5% | 1% | 0% | 24% | 3% |
| Online Only | 33% | 28% | 19% | 5% | 5% | 1% | 9% | 1% |
| Travel | 41% | 15% | 23% | 2% | 1% | 0% | 16% | 2% |
| Overall | 38% | 18% | 19% | 4% | 2% | 0% | 17% | 2% |



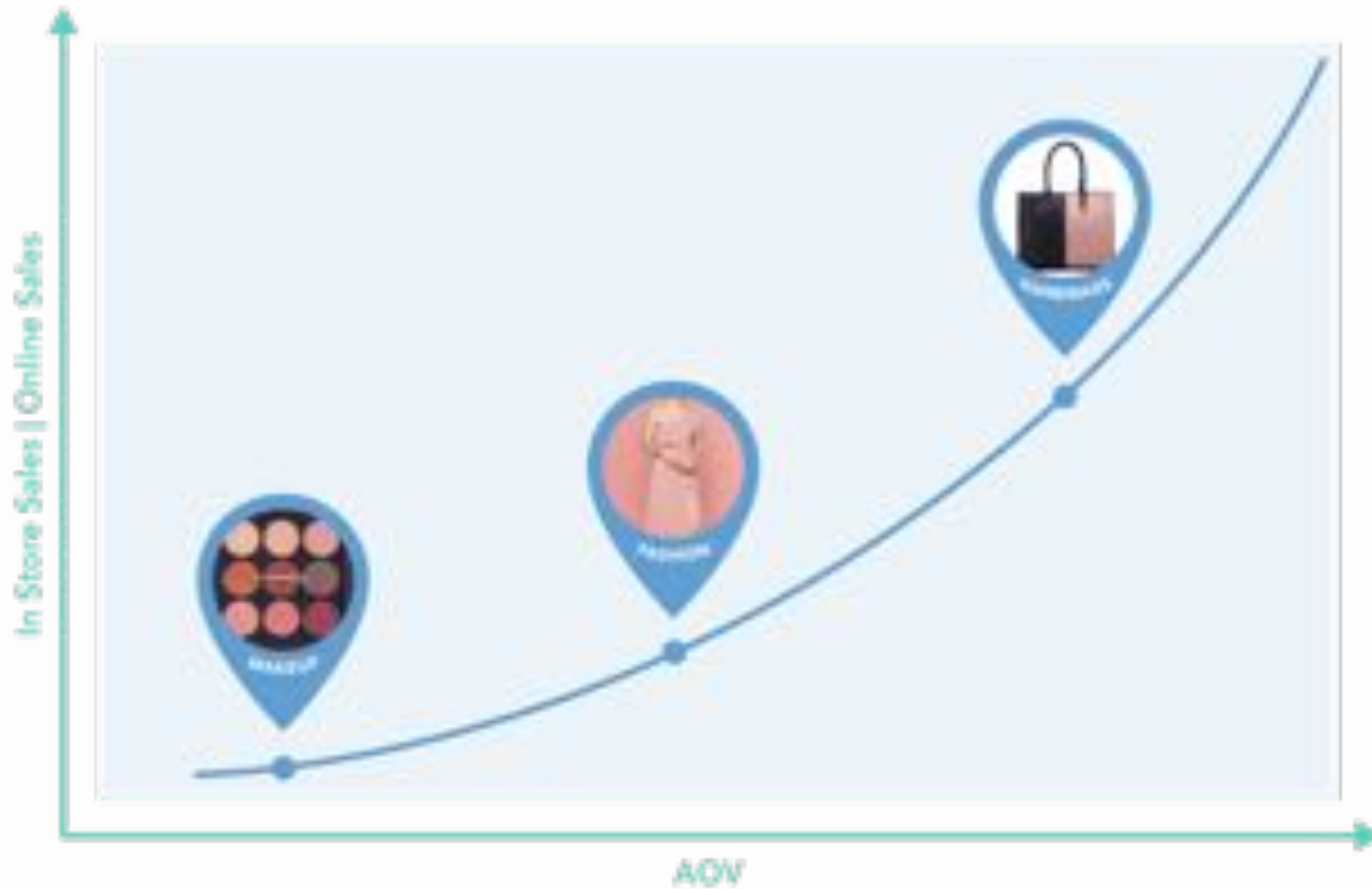
BROWN THOMAS



Store Sales Direct

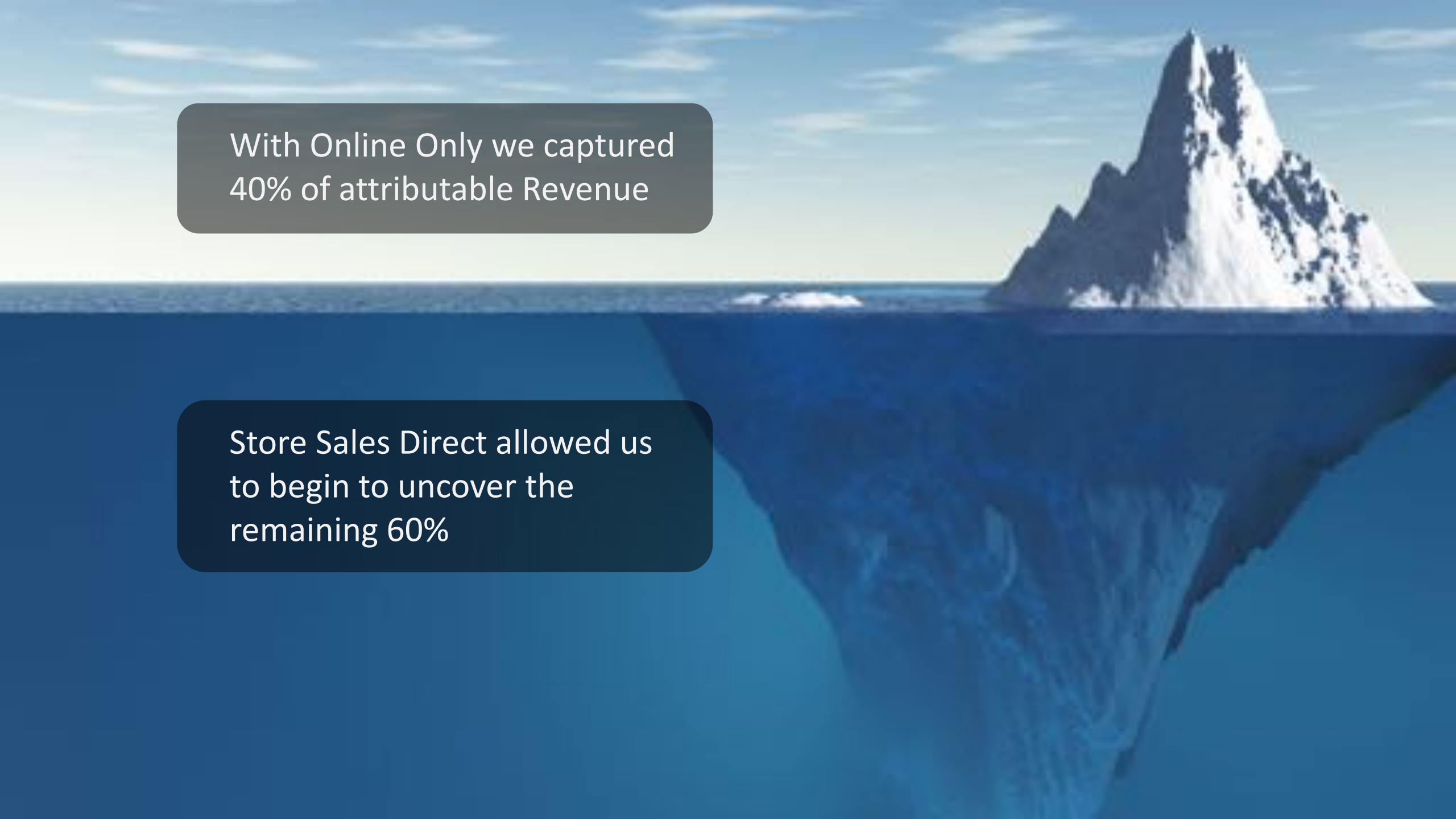


Variation by Category





Online ROAS < 1
Offline ROAS = 13

An iceberg floating in the ocean. The visible tip of the iceberg is white and jagged, representing the 40% of revenue captured by 'Online Only'. The much larger, submerged part of the iceberg is dark blue, representing the 60% of revenue that was initially 'uncovered' through 'Store Sales Direct'. The background shows a clear blue sky and calm ocean water.

With Online Only we captured
40% of attributable Revenue

Store Sales Direct allowed us
to begin to uncover the
remaining 60%



*Is social engagement
driving conversion?*



REACTION CONVERSION RATES



What Do The Most Successful Website Do Differently?



Attract The User Back!!!



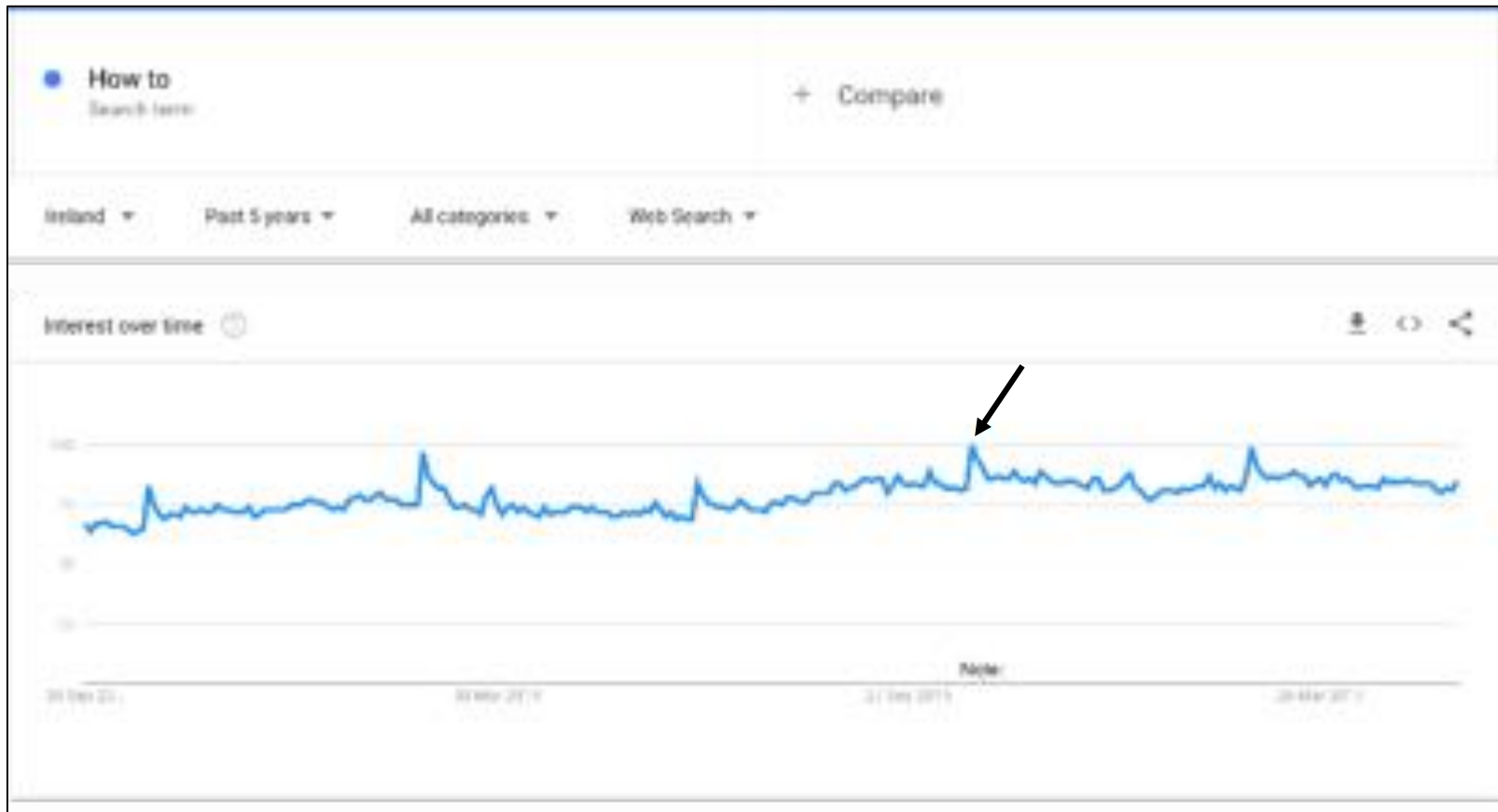
TESCO

Helping you spend
less every day

Welcome to **TESCO** Lurgan



Research Phase: Understanding the Customer



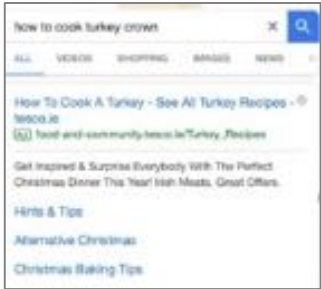
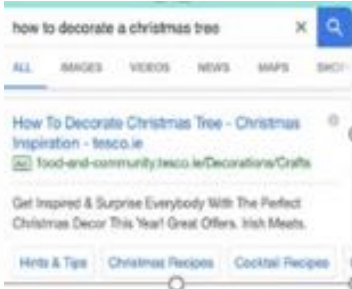
Insight

'How To' Searches peak every November and December

Search Intensity

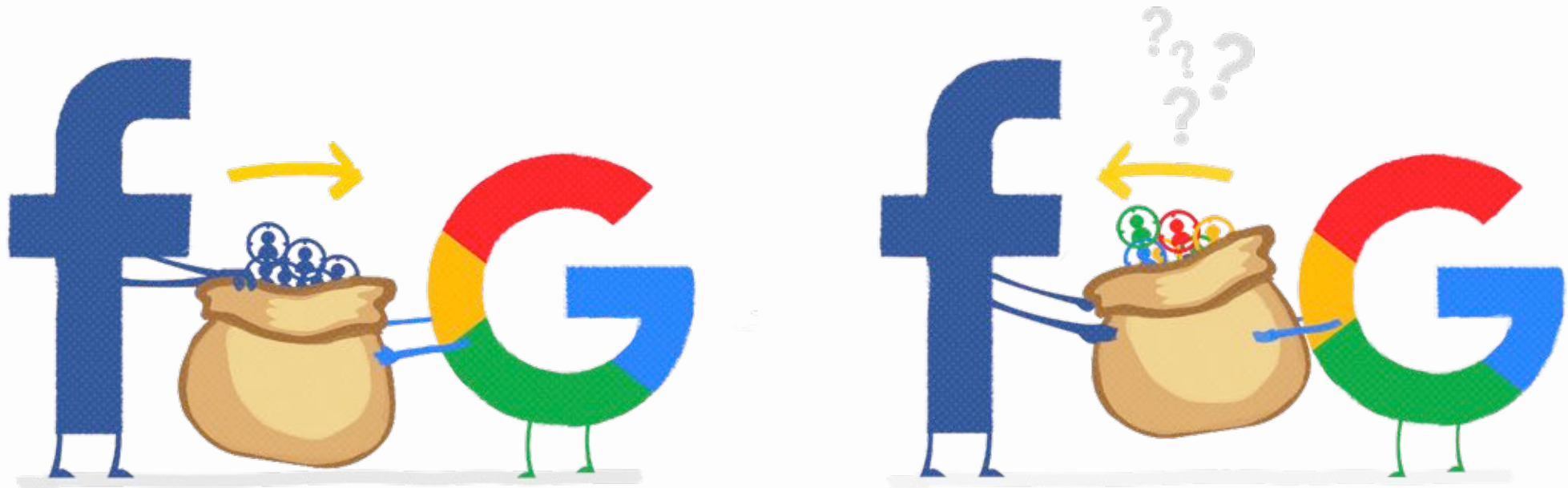
| Week | how to decorate a christmas tree | how to make a christmas wreath | how to make christmas cake | how to make mince pies | christmas presents | vegetarian christmas | how to cook christmas turkey | how to carve a turkey | how to cook christmas ham | how to make christmas cookies | christmas cocktails | how to stuff a turkey | leftover turkey |
|------|----------------------------------|--------------------------------|----------------------------|------------------------|--------------------|----------------------|------------------------------|-----------------------|---------------------------|-------------------------------|---------------------|-----------------------|-----------------|
| | 14 | 54 | 16 | 2 | 26 | 19 | 0 | 21 | 0 | 0 | 0 | 0 | 2 |
| | 13 | 49 | 22 | 11 | 48 | 8 | 0 | 0 | 0 | 0 | 14 | 0 | 3 |
| | 25 | 100 | 29 | 13 | 51 | 12 | 16 | 0 | 6 | 50 | 29 | 0 | 2 |
| | 13 | 50 | 29 | 27 | 55 | 23 | 0 | 67 | 6 | 50 | 0 | 43 | 1 |
| | 50 | 99 | 41 | 30 | 84 | 23 | 16 | 29 | 12 | 100 | 51 | 0 | 0 |
| | 100 | 0 | 47 | 47 | 89 | 49 | 15 | 0 | 6 | 49 | 43 | 42 | 1 |
| | 28 | 77 | 58 | 55 | 100 | 27 | 32 | 0 | 21 | 51 | 45 | 0 | 0 |
| | 0 | 86 | 100 | 100 | 87 | 100 | 100 | 0 | 100 | 57 | 100 | 100 | 10 |
| | 0 | 0 | 28 | 13 | 14 | 7 | 81 | 100 | 14 | 0 | 33 | 99 | 100 |
| | 25 | 0 | 7 | 6 | 4 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 5 |
| | 0 | 0 | 8 | 3 | 2 | 0 | 0 | 27 | 0 | 0 | 0 | 0 | 5 |

Content Optimisation Based On User Searches



| Week | how to decorate a christmas tree | how to make a christmas wreath | how to make a christmas cake | how to make mince pies | christmas presents | vegetarian christmas | how to cook a christmas turkey | how to carve a turkey | how to cook a christmas ham | how to make christmas cookies | christmas cocktails | how to stuff a turkey | leftover turkey |
|------|----------------------------------|--------------------------------|------------------------------|------------------------|--------------------|----------------------|--------------------------------|-----------------------|-----------------------------|-------------------------------|---------------------|-----------------------|-----------------|
| 1 | 14 | 54 | 36 | 2 | 26 | 19 | 0 | 31 | 0 | 0 | 0 | 0 | 2 |
| 2 | 13 | 49 | 22 | 11 | 48 | 8 | 0 | 0 | 0 | 0 | 14 | 0 | 1 |
| 3 | 25 | 100 | 29 | 13 | 51 | 12 | 16 | 0 | 6 | 50 | 29 | 0 | 2 |
| 4 | 13 | 50 | 29 | 27 | 55 | 23 | 0 | 67 | 6 | 50 | 8 | 43 | 1 |
| 5 | 50 | 99 | 41 | 30 | 84 | 23 | 16 | 29 | 12 | 100 | 51 | 0 | 0 |
| 6 | 100 | 0 | 47 | 47 | 89 | 49 | 15 | 0 | 6 | 49 | 43 | 42 | 1 |
| 7 | 28 | 77 | 58 | 55 | 100 | 27 | 32 | 0 | 21 | 51 | 45 | 0 | 0 |
| 8 | 0 | 86 | 100 | 100 | 87 | 100 | 100 | 0 | 100 | 57 | 100 | 100 | 10 |
| 9 | 0 | 0 | 28 | 13 | 14 | 7 | 81 | 100 | 14 | 0 | 33 | 99 | 100 |
| 10 | 25 | 0 | 7 | 6 | 4 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 5 |
| 11 | 0 | 0 | 8 | 3 | 2 | 0 | 0 | 27 | 0 | 0 | 0 | 0 | 5 |

Sharing Audiences Cross Channel



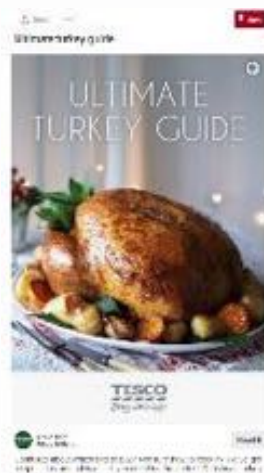
Audience Collection Hack

| | |
|-------------|--|
| Headline 1 | Tesco Online Grocery Shopping |
| Headline 2 | €15 Off Your 1st €60 Order |
| Description | How Do I Get €15 Off? Enter The Code RXXNRGJ At The Online Grocery Checkout! |
| Path | www.example.com / Shop-Online |
| Final URL | https://www.tesco.ie/groceries/?wg_sv |

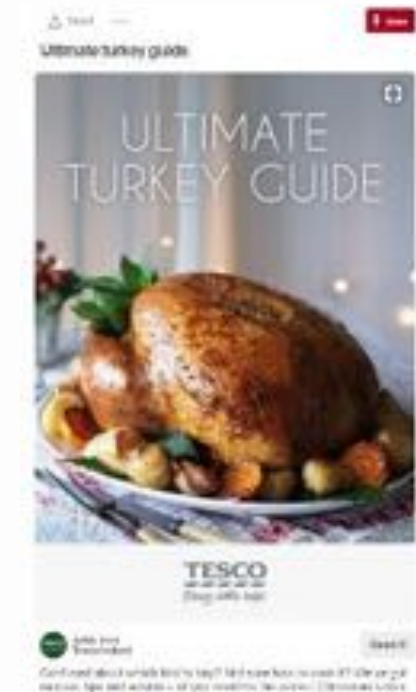



facebook
Custom Audiences

Sharing Audiences Cross Channel



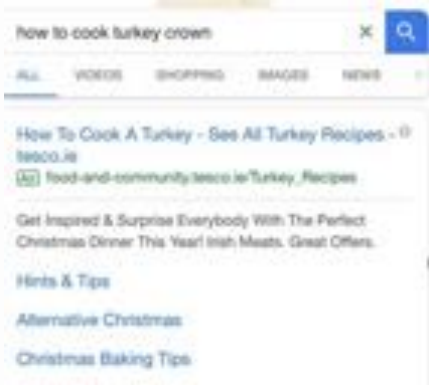
Personalised Cross Channel Journey



 Promoted Pins



Facebook Video

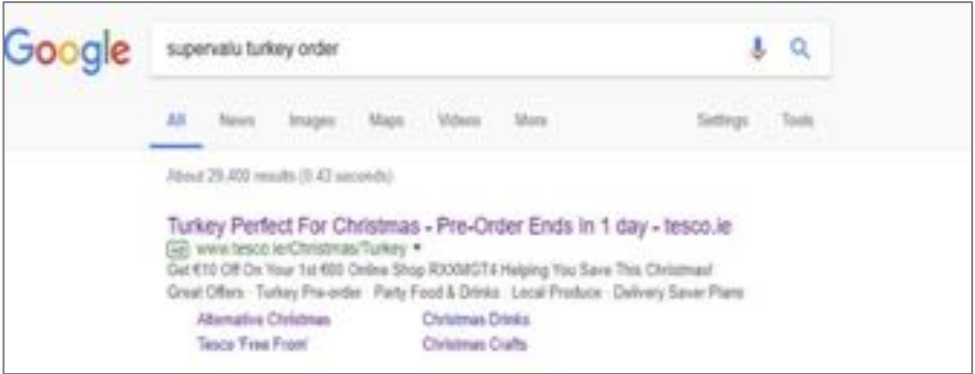


Paid Search



Tesco Website

Stealing Competitor Sales!





9x More Likely to Convert Following
Multiple Touch Points



5,900

We saved 1,000 Turkeys' Lives!

Offline Results



Irish shoppers are flocking back to Tesco in the run-up to Christmas

RTE

News Sport Entertainment Business Lifestyle Culture Player TV Radio More

News > Business | Brexit Bites Technology Markets Economy Analysis

Tesco Ireland sales up 4% over key Christmas period

Updated / Thursday, 11 Jan 2018 18:30

f

tw

in

e

pr

A close-up photograph of a large white sign featuring the red 'TESCO' logo and four blue diagonal stripes below it. The sign is set against a cloudy sky.

IMPORTANT INFORMATION REGARDING COOKIES AND RTE.IE

SUBSCRIBE TO OUR NEWSLETTER

Like Our Blog? You'll Love Our Newsletter. Slap Your
Details In Here.

Your name

Your email address

SIGN ME UP!

CONTACT WOLFGANG DIGITAL



PHONE

+353 1 663 8020

EMAIL

hi@wolfgangdigital.com

HQ

Palmerston House
Denzille Lane
Dublin 2

Careers with Wolfgang Digital

Careers with Wolfgang Digital



ALSO IN THIS SECTION

[The Wolfgang Blog](#)

[In the Media](#)

[Industry Awards](#)

[Client Testimonials](#)



Thank You.