



# Marketing in the POST-PANDEMIC WORLD

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Date: **22-23 July 2020** | Time: **9am to 4pm**

Organized by







11.15am-12.00pm

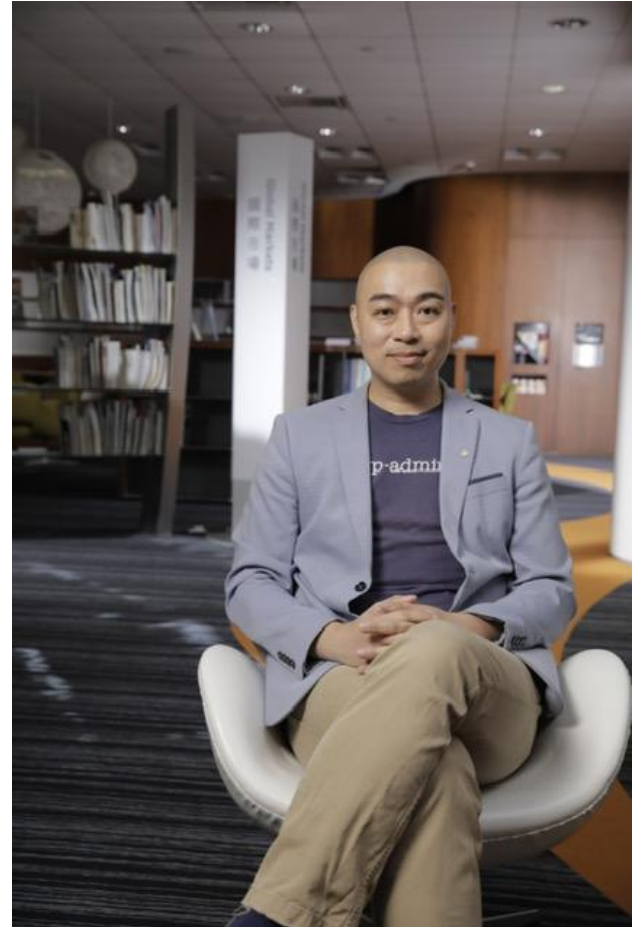
# Digital transformation in SME

Ivan So  
Digital Consultant, HDcourse

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## My bio (ran 4 eshop)

- 15 years of SEO and WordPress experience
- Built 50 site to test SEO
- Handled over 350 WordPress design and development
- Lead organiser of WordCamp, co-organiser of HK WP meetup and HK elementor meetup
- 5 times amazon ebook best sellers
- Mailchimp HK partner





## Digital transformation in SME

- Type of businesses which are suitable for digital transformation
- Type of digital marketing SME could do

**Type of businesses which are  
suitable for digital  
transformation**

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# Zara to close as many as 1,200 stores as it doubles down on online shopping

By **Dimsumdaily Hong Kong** - 3:57PM Thu June 11, 2020

👁 5054



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# Digital transformation meter

Less likely

Very likely

- Travel business
- Beauty salon
- Fitness center

- Restaurant

- Education center
- Retail to eshop
- Remote service

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19





## Challenge for business

- Have no experience
- Do not know how to kick start



## **Challenge for individual / staff**

- Adapt the remote tool
- Lose their job and force to startup online business

## Top reasons for working in the gig economy



Outsource 73 jobs.

fiverr

Find Services

Search

Fiverr Pro

Fiverr for Business NEW

Messages

Saved

Orders



## Manage Orders

Search My History...



ACTIVE 1

MISSING DETAILS

AWAITING MY REVIEW






DELIVERED

COMPLETED 73

CANCELLED 14

ALL 88

### COMPLETED ORDERS

		ORDER DATE	DUE ON	TOTAL	STATUS
	<b>CUSTOM ORDER</b> design 3d exhibition booth stall or kiosk	Jun 23	Jun 29	HK\$512.54	<a href="#">Order Again</a>
	<b>CUSTOM ORDER</b> design 3d exhibition booth stall or kiosk	Jun 21	Jun 26	HK\$512.55	<a href="#">Order Again</a>
	write 2x 400 word SEO articles or blog posts	Jun 19	Jun 26	HK\$427.11	<a href="#">Order Again</a>
	<b>CUSTOM ORDER</b> be your html css programmer and more	Jun 17	Jun 21	HK\$504.40	<a href="#">Order Again</a>
	<b>CUSTOM ORDER</b> design 3d exhibition booth stall or kiosk	Jun 12	Jun 19	HK\$1,025.10	<a href="#">Order Again</a>



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**Once you figure out whether your type of business is likely or not likely to transform digitally.**

**Type of marketing SME could do**

—

- 
- 1/ more customer
  - 2/ higher AOV
  - 3/ frequent purchase
  - 4/ eshop SEO

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# 1. More customers





## but first...measure

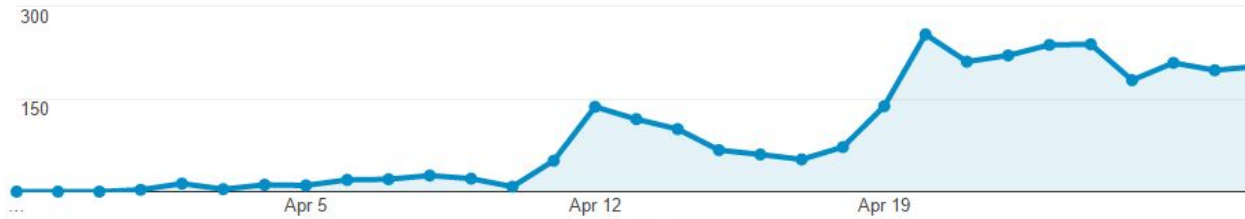
- analytics
- surveys
- usability studies

# google analytics

Sessions vs. Select a metric

Hourly Day Week Month

● Sessions



Sessions

2,874



Users

2,169



Pageviews

8,027



Pages / Session

2.79



Avg. Session Duration

00:02:03



Bounce Rate

70.56%

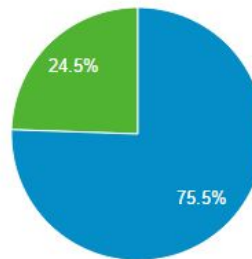


% New Sessions

75.47%



■ New Visitor ■ Returning Visitor



# google analytics

Top Channels



Sessions



heatmap



# getting new customers

- SEO
- SEM
- re-targeting ads
- direct
- referral
- affiliates
- refer a friend
- social media
- offline PR

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↑	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	2,874	75.47%	2,169	70.56%	2.79	00:02:03
1 <span>■</span> Paid Search	1,266	<div><div style="width: 75.47%;"></div></div>		85.86%	<div><div style="width: 85.86%;"></div></div>	
2 <span>■</span> Direct	653	<div><div style="width: 22.72%;"></div></div>		51.76%	<div><div style="width: 51.76%;"></div></div>	
3 <span>■</span> Social	484	<div><div style="width: 16.84%;"></div></div>		47.93%	<div><div style="width: 47.93%;"></div></div>	
4 <span>■</span> Referral	402	<div><div style="width: 14.0%;"></div></div>		86.07%	<div><div style="width: 86.07%;"></div></div>	
5 <span>■</span> Organic Search	69	<div><div style="width: 2.39%;"></div></div>		36.23%	<div><div style="width: 36.23%;"></div></div>	



## **3 type of traffic**

1. Free traffic
2. Paid traffic
3. Own traffic





## SEO tips

- title
- meta
- keyword
- sitemap
- friendly url
- search engine submission



# search engine sitemap

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<!-- generated-on="November 08, 2010 1:27 pm" -->
- <urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  - <url>
    <loc>http://adventuredemo.beta.rezgo.com/</loc>
    <lastmod>2010-11-08T13:27:22-08:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>1.0</priority>
  </url>
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/about</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/terms</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/contact</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
```

# social media

- facebook like & share
- fan page/content distribute
- youtube channel



## [2] DAILY DETOX

Write a review

Pineapple, grapefruit, orange.

Taste: Very sweet and little sour.

Benefits: Rich in Vitamin C, Antioxidants and Detoxifying Enzymes.

Promote healthy bowel and radiant skin, boost metabolism and support weight-loss.

300ml

CONDITION New


**\$30.00**


QUANTITY


1

-

+

 ADD TO CART

 Add to wishlist

 Send to a friend  Share on Facebook!  Print




# seo measurement

Plot Rows		Secondary dimension		Sort Type: Default		advanced	
Keyword ?	Acquisition			Behavior			
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
		69 % of Total: 2.40% (2,874)	84.06% Avg for View: 75.47% (11.38%)	58 % of Total: 2.67% (2,169)	36.23% Avg for View: 70.56% (-48.65%)	5.51 Avg for View: 2.79 (97.18%)	00:03:04 Avg for View: 00:02:03 (49.68%)
<input type="checkbox"/>	1. (not provided)	22(31.88%)	50.00%	11(18.97%)	13.64%	8.32	00:05:39
<input type="checkbox"/>	2. k11 果汁	2 (2.90%)	100.00%	2 (3.45%)	50.00%	4.00	00:00:52
<input type="checkbox"/>	3. 冷壓果汁	2 (2.90%)	100.00%	2 (3.45%)	0.00%	8.00	00:02:43
<input type="checkbox"/>	4. 果汁	2 (2.90%)	100.00%	2 (3.45%)	0.00%	4.50	00:01:36
<input type="checkbox"/>	5. 果汁功效	2 (2.90%)	100.00%	2 (3.45%)	50.00%	3.50	00:00:47
<input type="checkbox"/>	6. 果汁機	2 (2.90%)	100.00%	2 (3.45%)	50.00%	1.50	00:00:26
<input type="checkbox"/>	7. 水果	2 (2.90%)	100.00%	2 (3.45%)	50.00%	6.00	00:04:12
<input type="checkbox"/>	8. <a href="http://superfood.hk/">http://superfood.hk/</a>	1 (1.45%)	100.00%	1 (1.72%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	9. superfood	1 (1.45%)	100.00%	1 (1.72%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	10. superfood果汁	1 (1.45%)	100.00%	1 (1.72%)	0.00%	2.00	00:02:56

# blogger PR

📶 4,258 post reach this week

👤 Invite friends to like this Page


 **Find New Customers**  
Connect with more of the people who matter to you  
[Promote Page](#)

**ABOUT** >

🔍 Superfood HK (cold-pressed juices) - Detox as a way of life. Tag #superfood\_hk to give us permission to share your lifestyle.

🌐 <http://www.superfood.hk/>

**PHOTOS** >



多謝Caca鍾意Superfood的健康口味。 Superfood #superfoodhk











**Caca Lam 林伽遙**

可能朋友見我食得咁過份，忍唔住送來冷壓果汁，有助排毒減肥，我比較鍾意甘筍+橙，甜甜酸酸，好refreshing!

#superfoodhk  
<http://superfood.hk/tw/>

# where do visitors land?

<input type="checkbox"/>	Landing Page <sup>?</sup>	Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
		2,874 % of Total: 100.00% (2,874)	75.57% Avg for View: 75.47% (0.14%)	2,172 % of Total: 100.14% (2,169)	70.56% Avg for View: 70.56% (0.00%)	2.79 Avg for View: 2.79 (0.00%)	00:02:03 Avg for View: 00:02:03 (0.00%)
<input type="checkbox"/>	1. /tw/ 	1,385(48.19%)	86.21%	1,194(54.97%)	71.41%	2.34	00:01:02
<input type="checkbox"/>	2. /en/ 	1,344(46.76%)	68.68%	923(42.50%)	73.07%	2.84	00:02:36
<input type="checkbox"/>	3. /en/13-juices 	24 (0.84%)	45.83%	11 (0.51%)	41.67%	9.83	00:08:58
<input type="checkbox"/>	4. /tw/13-juices 	15 (0.52%)	33.33%	5 (0.23%)	20.00%	3.47	00:00:55
<input type="checkbox"/>	5. /tw/15-combo 	10 (0.35%)	30.00%	3 (0.14%)	0.00%	11.80	00:08:25
<input type="checkbox"/>	6. /tw/juices/14-apple-beet-carrot.html 	10 (0.35%)	50.00%	5 (0.23%)	50.00%	3.80	00:09:28
<input type="checkbox"/>	7. /tw/juices/13-orange-pineapple-beet.html 	9 (0.31%)	88.89%	8 (0.37%)	33.33%	2.78	00:04:40
<input type="checkbox"/>	8. /en/content/4-about-us 	7 (0.24%)	14.29%	1 (0.05%)	85.71%	1.29	00:00:04

# engaging customers

- news/blog/facebook feed
- promotion/group buy
- content & photo
- landing page
- ease of use navigation

聽日天氣炎熱，19-28度高溫，可以的話，記住帶超。  
Superfood #superfoodhk



# 2/Paid traffic



# Traffic is important but most crucial is Conversion

You have to get people to visit the site or page you're directing them to. You may get tons of traffic but it does not mean you're doing well. Unless you can capture some lead and convert them into your customers eventually.

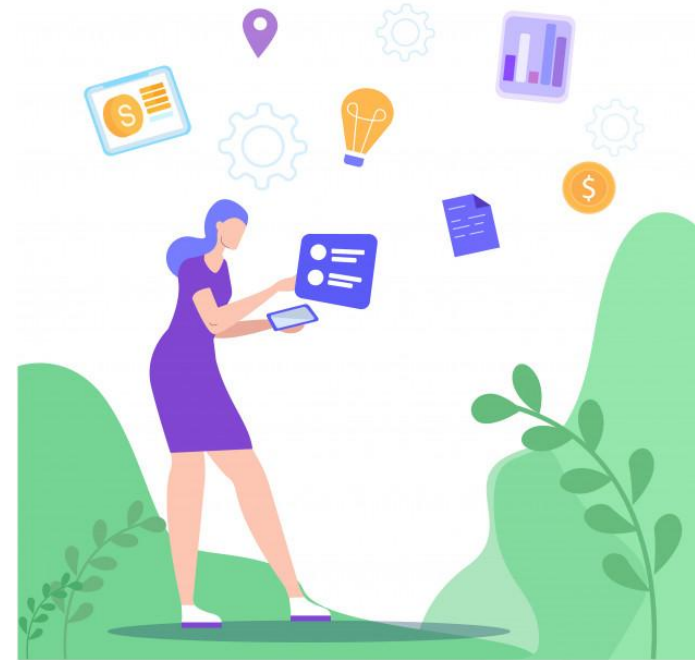


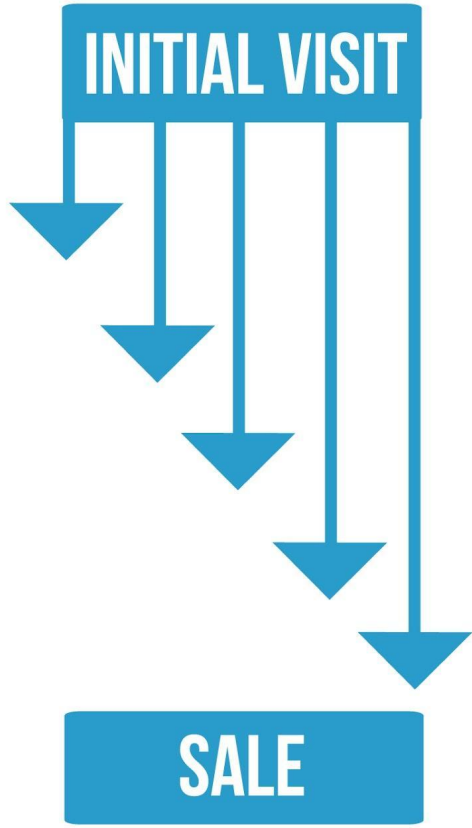


# Traffic is important but most crucial is Conversion

Conversion means persuading the reader to do the thing **you want them to do**, whether that's to buy a product from your online store, download your case study in exchange for his email address or to call you to set up a consultation.

Your end goal isn't traffic. It's sales! Without sales, you'll be out of business, regardless of how much traffic you have. So define your goal of the landing page.





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**What is the average conversion rate for a NORMAL WEBSITE?**

# 0.1 - 1%

Surprisingly, studies show that the average conversion rate for a website is between 0.1% and 1%, which means it's only converting a teeny tiny portion of site traffic. With such a poor outcome, why do businesses still rely on the homepage to do the heavy lifting?

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# Maths questions



If you have 100 traffic to your website, what is the converted traffic for normal website 1%

# Maths questions




If a successful order will earn you \$500,

Are you making money if each traffic cost \$10

Are you making money if each traffic cost \$2

100 traffic => 1 customer (1% conversion) => \$500 income



<b>Traffic CPC</b>	<b>100 traffic cost</b>	<b>NET</b>
\$10 / traffic	\$1,000	-\$500
\$2 / traffic	\$200	+\$300

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**So what is your ads budget if CPC  
is \$2?**



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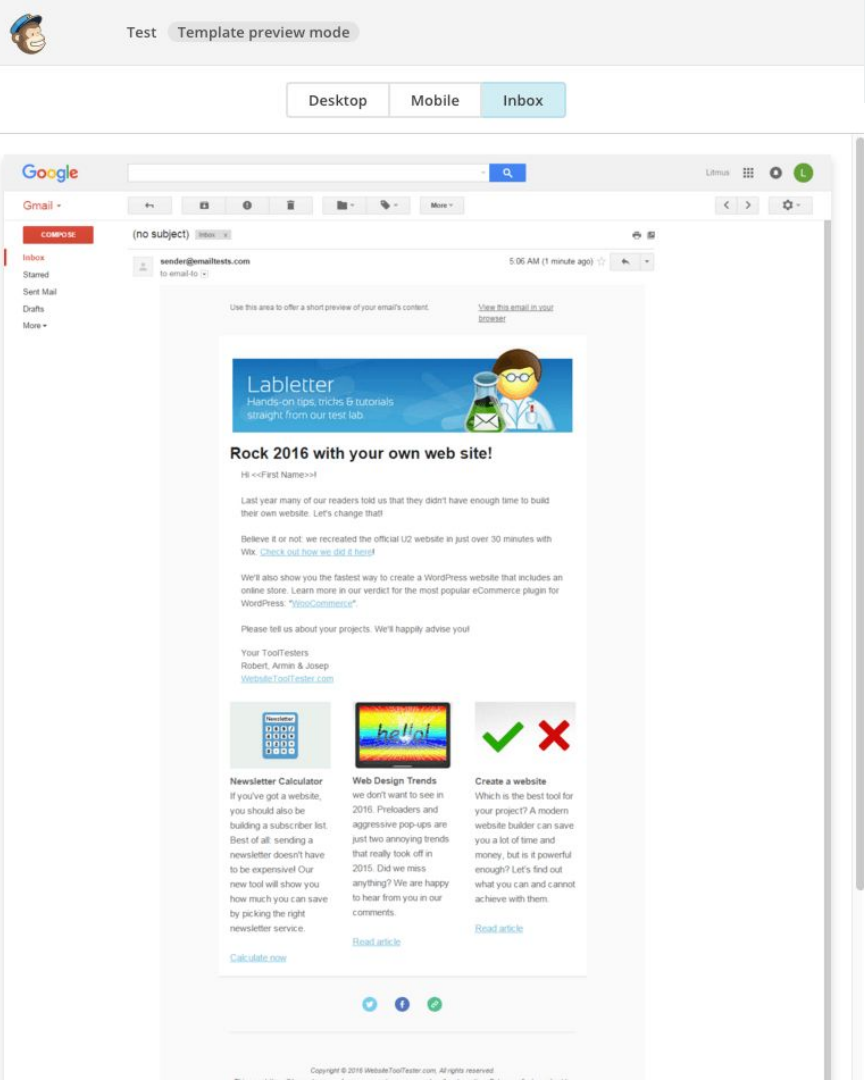
**If cpc is \$10, any reason why I should continue to place ads?**

---

**Consider LTV**

# 3/Own traffic

- eDM



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**How to build up email list?**

## Facebook lead ads (SGD\$0.8 / lead)



**Ivan So**  
Sponsored · 🌐

我之前做了一個廣東話 SEO 網上直播工作坊，有興趣睇吓，費用全免。

...See More



廣東話 SEO 網上工作坊 (免費)

SIGN UP



聯絡資料 ⓘ

確認您想與我們分享的詳細資料：

電郵地址

輸入你的答案。

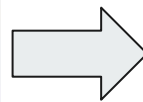
---

全名

輸入你的答案。

---

下一步



**Ivan So**


多謝你，已提交表格。

你的資料已傳送給 Ivan So。點按下方即可睇 SEO 網上工作坊。








---

📌 你已成功將你的資料傳送給 Ivan So。

立刻睇 SEO 網上工作坊



## Trigger email automation in mailchimp.

 <b>1. Welcome Message</b> Immediately after subscribed contacts join your audience <a href="#">View subscribers in queue</a>	55.5% Opens	17.9% Clicks	2,230 Sends
 <b>2. New Email</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	33.9% Opens	5.6% Clicks	2,194 Sends
 <b>3. New Email</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	39.5% Opens	6.1% Clicks	2,170 Sends
 <b>4. New Email</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	33.3% Opens	7.5% Clicks	2,137 Sends
 <b>5. New Email</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	34.7% Opens	3.3% Clicks	2,114 Sends
 <b>6. New Email</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	35.7% Opens	5.5% Clicks	2,081 Sends
 <b>7. New Email</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	25.8% Opens	0.9% Clicks	2,057 Sends

a/b on test on title with emoji.

## Combination results

Combo	↑	Subject line	Open rate	Click rate
✓ 1		由「移民 SEO」了解大家想去哪個地方定居	25.8% ± 1.7%	3.7% ± 0.8%
2		由「移民 SEO」🌟了解大家想去哪個地方定居	23.3% ± 1.7%	3.0% ± 0.6%

Combo	↑	Content description	Open rate	Click rate
1		"youtube video"	23.5% ± 1.2%	2.8% ± 0.5%
2		"link"	24.1% ± 1.2%	3.2% ± 0.5%

## Hi << Test First Name >>

clickfunnel 替代品: \$0 至 50% OFF click funnel 年費之選



## Hi << Test First Name >>

clickfunnel 替代品: \$0 至 50% OFF click funnel 年費之選

<https://www.hdcourse.com/wordpress/clickfunnel/>

睇完都未夠?



---

## 2. Higher AOV

**FREE DELIVERY ABOVE HK\$360**

WISHLIST

MY ACCOUNT

ENG | 繁體

Search...



MY CART - EMPTY

**SUPERFOOD**

100% COLD PRESSED

Login

HOME

JUICES

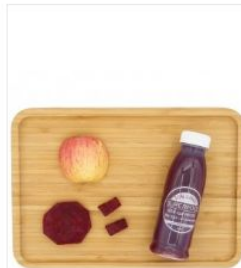
ABOUT US

CHECKOUT

# PURIFY & COLD-PRESSED



## TOPLIST OF THE WEEK



# FREE DELIVERY ABOVE HK\$360

[WISHLIST](#)[MY ACCOUNT](#)[ENG | 繁體](#)[MY CART - EMPTY](#)

## SUPERFOOD

100% COLD PRESSED

[f Login](#)[HOME](#)[JUICES](#)[ABOUT US](#)[CHECKOUT](#)[HOME](#) > [JUICES](#)

### VIEWED PRODUCTS



[2] Daily Detox

Pineapple,  
grapefruit,  
orange.  
Taste:...

### TAGS

[orange](#)[beet](#)[pineapple](#)[apple](#)[grapefruit](#)[carrot](#)[pear](#)[ginger](#)

## JUICES

There are 6 products.



Sort by



COMPARE (0)



JUICES

[1] Grapefruit Moon

\$30.00



JUICES

[2] Daily Detox

\$30.00



JUICES

[3] Apple, Beet

\$30.00



# FREE DELIVERY ABOVE HK\$360

[WISHLIST](#)[MY ACCOUNT](#)[ENG | 繁體](#)[MY CART - EMPTY](#)

## SUPERFOOD

100% COLD PRESSED

[Login](#)[HOME](#)[JUICES](#)[ABOUT US](#)[CHECKOUT](#)[HOME](#) > [JUICES](#) > [\[6\] YOUTHFUL](#)

### JUICES

[Juices](#)[Snacks](#)[Combo](#)

### VIEWED PRODUCTS



[6] Youthful

Carrot, orange.  
Taste: Very sweet and...



[2] Daily Detox

Pineapple,  
grapefruit,  
orange.  
Taste:...

[View larger](#)

## [6] YOUTHFUL

Carrot, orange.

Taste: Very sweet and little sour.

Benefits: Rich in Vitamin C, Carotenes and Antioxidants.

Anti-aging, reduce water retention, alkalise blood acidity, cleanse the body, strengthen immunity, support healthy blood cholesterol balance and improve vision.

300ml

CONDITION **New**

**\$30.00**

QUANTITY

1

-

+

**ADD TO CART**

# SUPERFOOD

100% COLD PRESSED

HOME > JUICES > [6] YOUTHFUL

## JUICES

Juices

Snacks

Combo

## VIEWED PRODUCTS



[6] Youthful  
Carrot, orange.  
Taste: Very  
sweet and...



[2] Daily Detox  
Pineapple,  
grapefruit,  
orange.  
Taste:...



carrot, orange

ADD TO CART

MY CART - EMPTY

ABOUT US

CHECKOUT

FUL

enes and Antioxidants.

alkalise blood acidity, cleanse the  
art healthy blood cholesterol

# cross selling

5 OTHER PRODUCTS IN THE SAME CATEGORY:



[1] Grapefruit Moon



[2] Daily Detox



[3] Apple, Beet



[4] Refresher



## Winnipeg Jets Hat

\$29.99

Add to cart

When purchased by  
itself this hat is  
normally \$29.99

This is an example of not only a sweet hat, but a product that is part of a bundle sale. If you look down below there are two other items that when purchased together with this item will qualify you for a 25% discount. This is created using the Product Bundles app. You can [Grab the BETA version here](#).

Share this item: +1 Tweet Pin it Like 0

Bundle your Jets gear and save 25%!



Winnipeg Jets Hat  
~~\$29.99~~ \$22.49



Winnipeg Jets Scarf  
~~\$19.99~~ \$14.99



Winnipeg Jets Jersey

Small (Bundle price)   
\$157.49



Add Bundle to Cart  
25 %

When purchased as part of  
a bundle sale it's 25% off!

You can add the entire  
bundle with one click!

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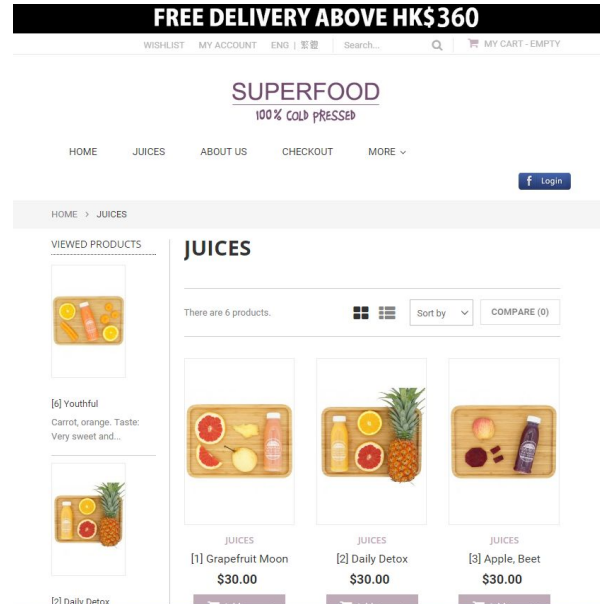
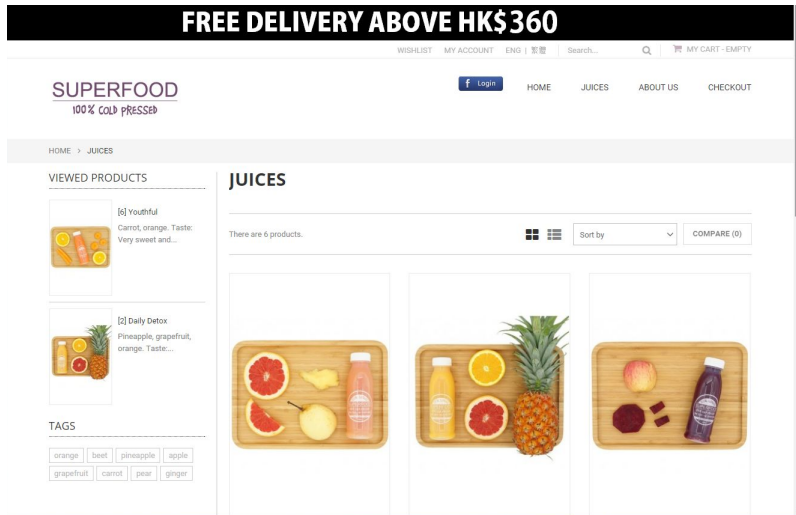
**Why do we up sell / down sell /  
cross sell / bundle product to  
customers?**



但毛利率並不是HKTVmall最大的致命傷。最恐怖是其他營運開支，半年就花了3.36億元，跟營業額的數字差不多，真係好鬼得人驚！雖然HKTVmall較零售店節省了一點租金，但每100元的營業額，市場推廣及O2O門市營運開支12.1元（已經等於759的店舖租金比率）**物流服務的配送成本高達38.1元**，點計都有可能賺到錢。除此之外，電子商貿業務運作及後援支援成本23.7元，也是一個很大的致命點。



# Responsive design





# Facebook login

**FREE DELIVERY ABOVE HK\$360**

[WISHLIST](#)

[MY ACCOUNT](#)

[ENG | 繁體](#)



**SUPERFOOD**

100% COLD PRESSED

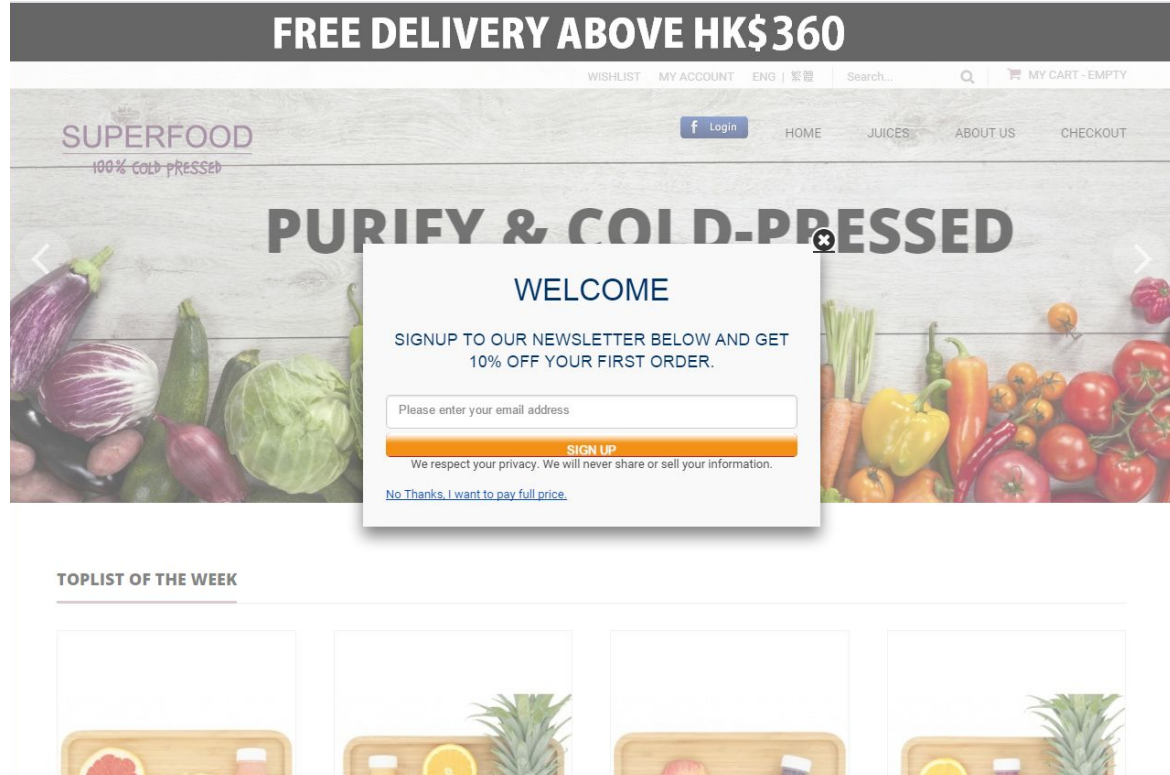
 Login

[HOME](#)

[JUICES](#)

[ABOUT US](#)

# Pop up after x second



The image shows a website interface for 'SUPERFOOD 100% COLD PRESSED'. At the top, a dark grey banner reads 'FREE DELIVERY ABOVE HK\$360'. Below this is a navigation bar with links for 'WISHLIST', 'MY ACCOUNT', 'ENG | 繁體', 'Search...', 'MY CART - EMPTY', 'Login', 'HOME', 'JUICES', 'ABOUT US', and 'CHECKOUT'. The main banner features a wooden background with fresh vegetables and the text 'PURIFY & COLD-PRESSED'. A white pop-up window is centered over the banner, containing the text 'WELCOME', 'SIGNUP TO OUR NEWSLETTER BELOW AND GET 10% OFF YOUR FIRST ORDER.', an email input field with the placeholder 'Please enter your email address', an orange 'SIGN UP' button, and a privacy notice: 'We respect your privacy. We will never share or sell your information.' Below the pop-up is a section titled 'TOPLIST OF THE WEEK' with four product cards showing various fruits and juices.

**FREE DELIVERY ABOVE HK\$360**

WISHLIST MY ACCOUNT ENG | 繁體 Search... MY CART - EMPTY

**SUPERFOOD**  
100% COLD PRESSED

f Login HOME JUICES ABOUT US CHECKOUT

**PURIFY & COLD-PRESSED**

**WELCOME**

SIGNUP TO OUR NEWSLETTER BELOW AND GET 10% OFF YOUR FIRST ORDER.

Please enter your email address

**SIGN UP**

We respect your privacy. We will never share or sell your information.

[No Thanks, I want to pay full price.](#)

**TOPLIST OF THE WEEK**

---

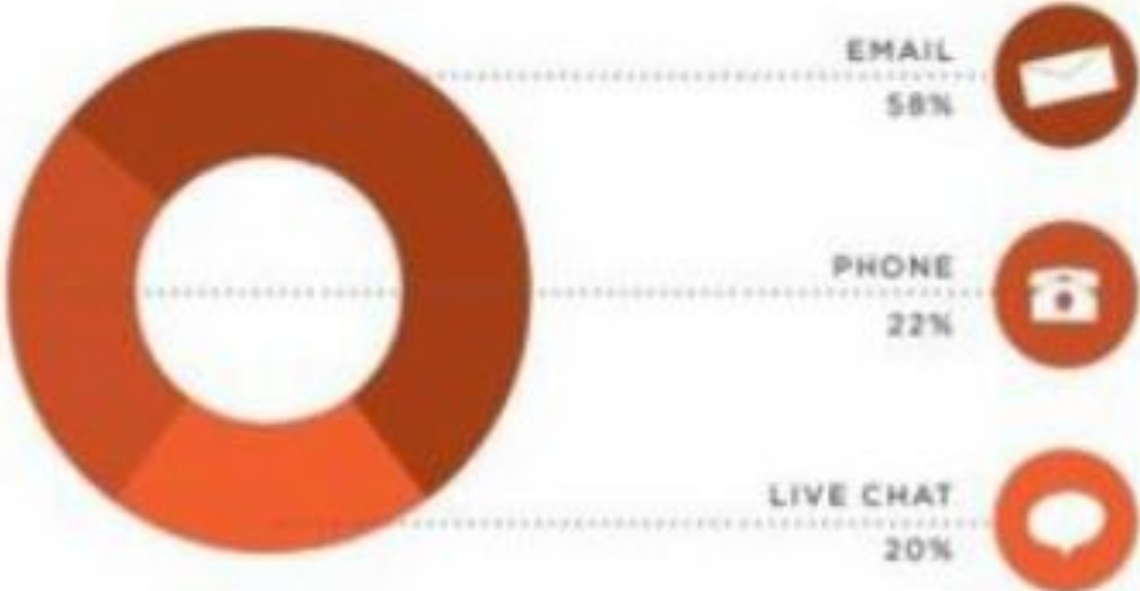
## What makes a good proposition

- desirable products
- well presented
- attractively priced
- securely paid for
- nicely delivered



# customer service

PREFERRED ONLINE RETAIL CUSTOMER SUPPORT METHODS



# Delivery options

---

- free shipping over \$xxx purchase
- next day delivery
- select date/time delivery





# schedule delivery

SELECT A TIME SLOT FOR DELIVERY

	4th May	5th May	6th May	7th May	8th May	9th May	10th May
10:00		Tuesday morning	Wednesday morning	Thursday morning	Friday morning	Saturday morning	
14:00		Tuesday midday	Wednesday midday	Thursday midday	Friday midday	Saturday midday	
18:00		Tuesday evening	Wednesday evening	Thursday evening	Friday evening	Saturday evening	
20:00							



# Review & rating (on/off site)

The screenshot displays a website interface with a 'WRITE A REVIEW' modal window. The background shows a navigation bar with 'FREE DELIVERY ABOVE HK\$360', a search bar, and a cart icon. The main header includes 'SUPERFOOD 100% COLD PRESSED' and a 'Logout' button. The modal window is titled 'WRITE A REVIEW' and features a product image of a juice bottle and fruit. The review form includes a quality rating section with five stars, a 'TITLE: \*' field, and a 'COMMENT: \*' field. A 'SEND' button and a 'Cancel' link are visible at the bottom of the form. The product details in the background include the name '[2] Daily Detox', ingredients (Pineapple, grapefruit, orange), taste description, benefits, and price (\$30.00).

FREE DELIVERY ABOVE HK\$360

WISHLIST IVAN SO SIGN OUT ENG | 繁體 Search... MY CART - 2 PRODUCTS

SUPERFOOD  
100% COLD PRESSED

Logout HOME JUICES ABOUT US CHECKOUT

HOME > JUICES > [2] D

JUICES

Juices  
Snacks  
Combo

VIEWED PRODUCT

[2] Daily Detox  
Pineapple, grapefruit, orange.  
Taste: Very sweet and little sour.  
Benefits: Rich in Vitamin C, Antioxidants and Detoxifying Enzymes.  
Promote healthy bowel and radiant skin, boost metabolism and support weight-loss.  
300ml

Quality: ☆☆☆☆☆

TITLE: \*

COMMENT: \*

\* Required fields [SEND](#) or [Cancel](#)



[2] Daily Detox  
Pineapple, grapefruit, orange.  
Taste:...

\$30.00

QUANTITY 1

# Make it simple to purchase

- basket
- security
- delivery cost
- big buttons (especially for mobile)

PRODUCT	DESCRIPTION	UNIT PRICE	QTY	TOTAL	
	[3] Apple, Beet	\$30.00	<input type="text" value="1"/>	\$30.00	
	[2] Daily Detox	\$30.00	<input type="text" value="1"/>	\$30.00	
				TOTAL PRODUCTS	\$60.00
				TOTAL SHIPPING	\$36.00
				<b>TOTAL</b>	<b>\$96.00</b>

# Packaging

Home > Watches > ClassicCross > CS Quartz > CS Malvern Quartz - Brown Leather



### CS MALVERN QUARTZ - BROWN LEATHER CS-Q-077

**£250.00** was ec. £208.33  
Availability: in stock

The CS Malvern Quartz is everything that the iconic CS Malvern Automatic is but in a quartz version. The new watch has exactly the same attention to detail and quality, as the original, featuring a convex sapphire crystal glass with anti-reflective coating, a surgical grade 316L stainless steel case and a screw-in crown. The only real difference is the Rolex 515, single-jewel Swiss quartz movement which is accurate to within 0.3 seconds a day.

As with all Christopher Ward watches, the CS Malvern Quartz comes with a 60-day 90 gibble return policy and a 50-month warranty. Every watch has a unique serial number and as part of Christopher Ward's personal service, it's often possible to request a particular number.

The CS Malvern Quartz provides the perfect introduction to the world of Christopher Ward and allows you to experience what it feels like to wear a piece of precision engineering on your wrist. Put simply, it's probably the most affordable luxury watch in the world.

[Be the first to review this product](#)

Resizing **£10.00**

Upgrade your order?

Alligator Upgrade **£125.00** ⓘ

Deluxe Box **£25.00** ⓘ

Gift Wrap **£7.50** ⓘ

Engraving **£25.00** ⓘ

**Buy Now**

CS: Drag over the image above to view in more detail





## Making it simple to purchase

- more payment options
- no distractions (same header/look & feel)
- language & tone
- registration or guest checkout
- analytics

## SHOPPING CART &gt; CHECKOUT DETAILS &gt; ORDER COMPLETE

Add HKD\$4,932.8 more to cart and get free shipping!

PRODUCT	PRICE	QUANTITY	TOTAL
---------	-------	----------	-------



EverBlock - 12"x6" Full Block - White

HKD\$67.2

- 1 +

HKD\$67.2

[← CONTINUE SHOPPING](#)[UPDATE CART](#)

## CART TOTALS

Subtotal **HKD\$67.2**Shipping **Shipping: HKD\$200.0**  
Shipping options will be updated during checkout.Total **HKD\$267.2**[PROCEED TO CHECKOUT](#) Coupon

Coupon code

---

## 3. Frequent purchase

音响之家  
**Audio House**

<http://lazada.sg/audiohouse-launch>

x LAZADA  
— .SG

UP TO  
**50% OFF**

• 21 - 23 AUG •

**DAILY FLASH SALES FROM 9AM**

• DAY 1 •



PANASONIC NR-BW465XSSG  
364L 2-DOOR FRIDGE

~~\$1299~~ **\$799**



PHILIPS 40" FHD LED TV

~~\$899~~ **\$399**



ONKYO HT-S3700 HOME THEATRE

~~\$779~~ **\$599**

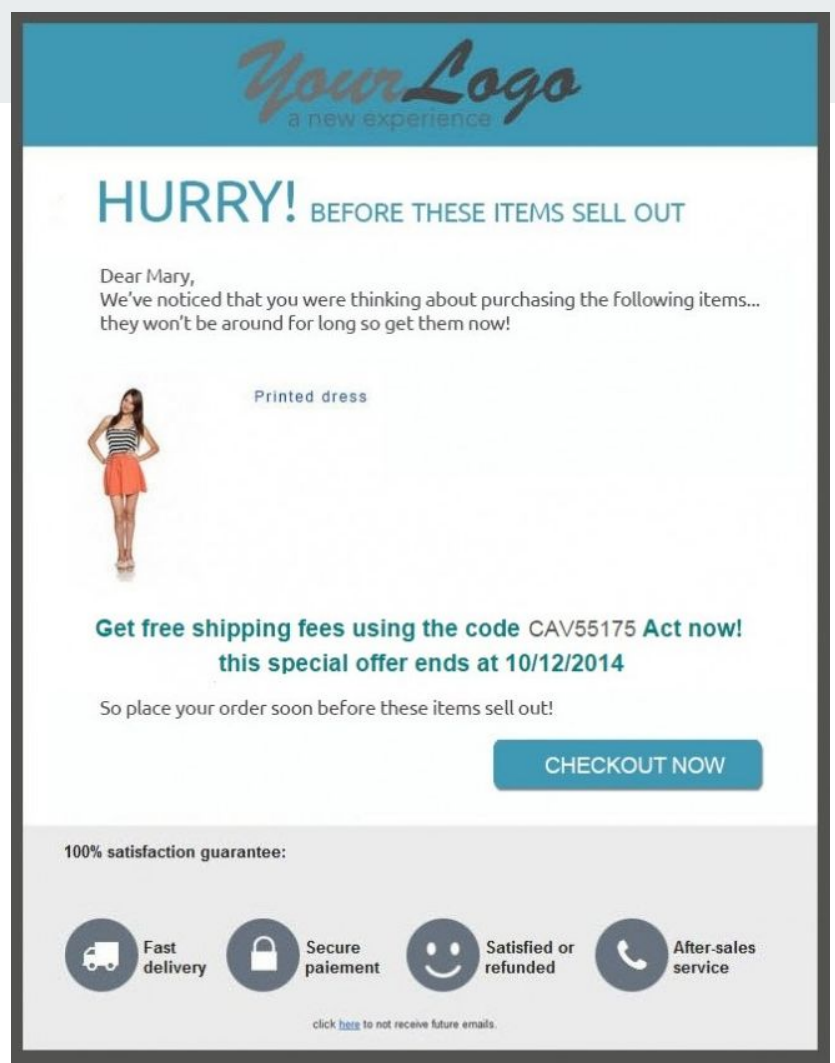


PHILIPS BLU-RAY PLAYER

~~\$229~~ **\$89**

# abandoned cart reminder

70% people add to cart but quit the site without checkout.



The image shows a template for an abandoned cart reminder email. At the top, there is a teal header with the text "Your Logo" in a script font and "a new experience" in a smaller sans-serif font below it. The main body of the email is white. It starts with a large teal heading "HURRY! BEFORE THESE ITEMS SELL OUT". Below this is a personalized message: "Dear Mary, We've noticed that you were thinking about purchasing the following items... they won't be around for long so get them now!". There is a placeholder for a product image, showing a woman in a striped top and orange skirt, with the text "Printed dress" to its right. Below the product image is a promotional offer: "Get free shipping fees using the code CAV55175 Act now! this special offer ends at 10/12/2014". This is followed by the text "So place your order soon before these items sell out!". A prominent teal button with the text "CHECKOUT NOW" is positioned to the right. At the bottom, there is a grey footer section. It begins with the text "100% satisfaction guarantee:". Below this are four circular icons with corresponding text: a truck icon for "Fast delivery", a padlock icon for "Secure paiement", a smiley face icon for "Satisfied or refunded", and a telephone icon for "After-sales service". At the very bottom, there is a small link: "click [here](#) to not receive future emails."

Your Logo  
a new experience

## HURRY! BEFORE THESE ITEMS SELL OUT

Dear Mary,  
We've noticed that you were thinking about purchasing the following items... they won't be around for long so get them now!

Printed dress

**Get free shipping fees using the code CAV55175 Act now!  
this special offer ends at 10/12/2014**

So place your order soon before these items sell out!

**CHECKOUT NOW**

100% satisfaction guarantee:

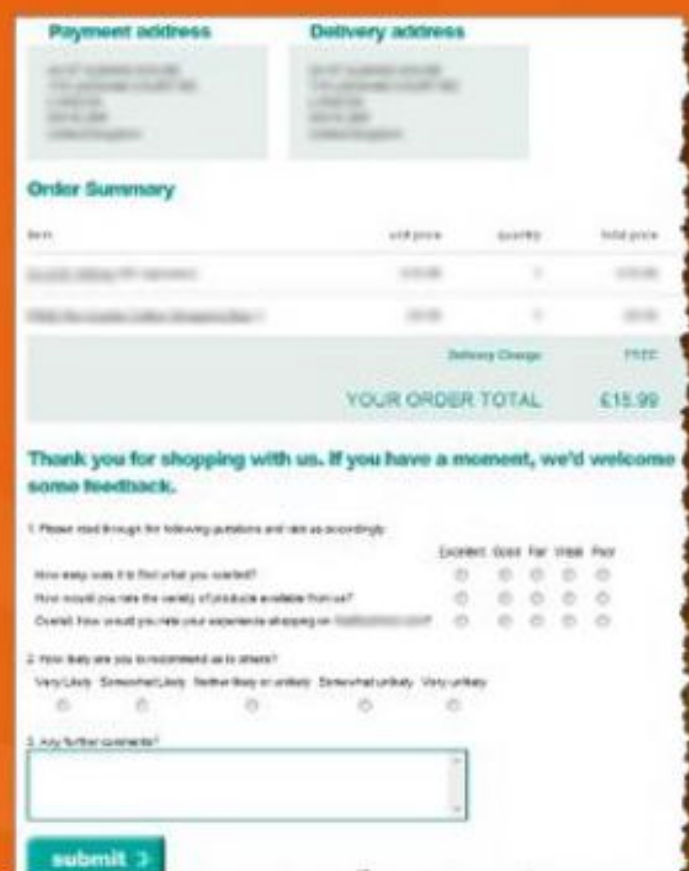
- Fast delivery
- Secure paiement
- Satisfied or refunded
- After-sales service

click [here](#) to not receive future emails.



# survey after order

simple multiple choice



The image shows a post-order survey form with a decorative orange and brown border. At the top, there are two columns for 'Payment address' and 'Delivery address', each containing a blurred address. Below this is an 'Order Summary' table with columns for 'Item', 'Unit price', 'Quantity', and 'Total price'. The table lists two items: 'Coca-Cola 330ml x12 cans' and 'Pepsi 330ml x12 cans'. A 'Delivery Charge' of 'FREE' is also shown. The total is 'YOUR ORDER TOTAL €15.99'. Below the summary is a thank-you message: 'Thank you for shopping with us. If you have a moment, we'd welcome some feedback.' The survey consists of three questions:

1. Please rate through the following questions and rate as accordingly:  
How easy was it to find what you wanted? (5-point Likert scale)  
How would you rate the variety of products available from us? (5-point Likert scale)  
Overall how would you rate your experience of shopping on [fooddirect.com](#)? (5-point Likert scale)
2. How likely are you to recommend us to others?  
Very/Likely, Somewhat/Likely, Neither likely or unlikely, Somewhat/unlikely, Very/unlikely (5-point Likert scale)
3. Any further comments?  
[Text input field]

A 'submit' button is located at the bottom left of the form.

# Getting them to come back

- survey/analytics
- trigger emails
- email marketing (weekly, not monthly)
- loyalty schemes
- re-targeting ads

The screenshot displays the on.cc website interface. At the top, there is a navigation bar with the on.cc logo, a date of April 29th (Wednesday), and a temperature of 29°C. A prominent advertisement for 'Sourcing Folding Tables' is visible, featuring the text 'You Need The Leading Global B2B Platform' and the Alibaba.com logo. Below the navigation, a news article titled 'SUN揭秘：佔跑道拉筋 屯門運動場跑霸出沒' is shown, dated 04月29日 (Wednesday) at 18:52. The article includes social media sharing options for Weibo, Twitter, and Facebook. A large advertisement for 'VITA GREEN 五色靈芝' (Five-color Lingzhi) is featured, promoting a 'Mother's Day Limited Offer' with a 'Buy 4 boxes' deal. The ad shows a woman and a child, and a product box. Below the article, there is a video player showing a running competition on a track, with the text '跑霸阻道' (Run霸阻道) overlaid. On the right side, there are more advertisements, including one for 'SUPERFOOD 100% RAW JUICES' and another for 'Sourcing Folding Tables' with the Alibaba.com logo. The bottom left corner shows a list of onTV channels and programs, including '東方日報 - 網', '黃傳 - 網', '東方日報 - 電子', '粵傳 - 電子', '線 - 電子', '圖報日誌 - 電子', '周刊 - 電子', 'Money18', 'FLASHon', and '無線'.

# Re-targeting ads



Google





## What is retargeting ads?

Retargeting converts window-shoppers into buyers.

Generally, **2%** of shoppers convert on the first visit to an online store.

Retargeting brings back the other **98%**.



**To sum up, focus on 3 main areas**

1. More customers
2. Higher AOV
3. Frequent purchase

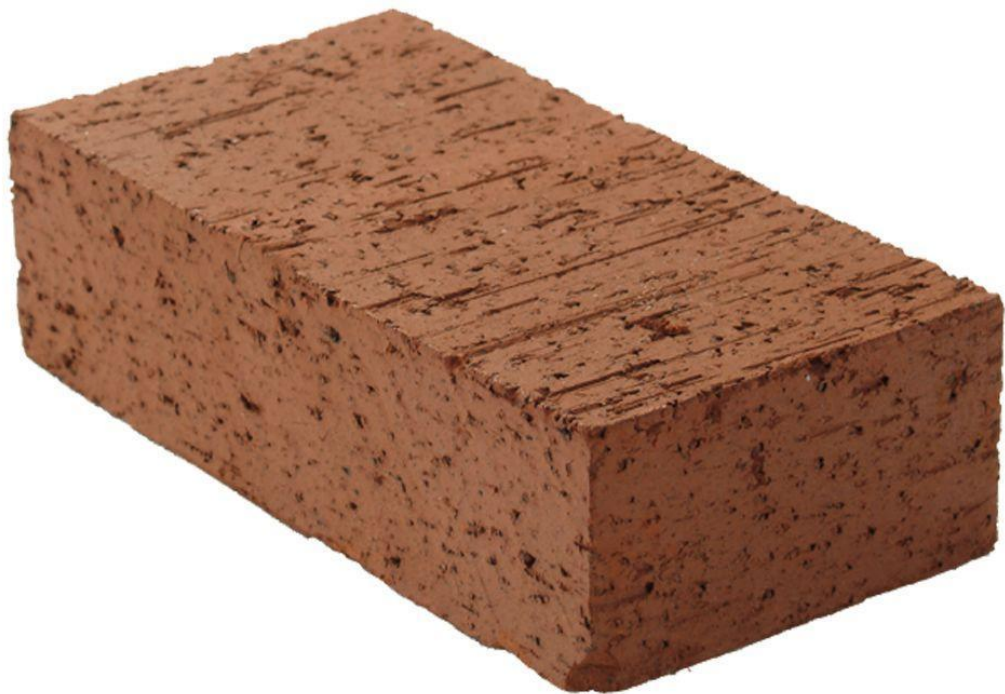


# Positioning

- USP (unique selling point)
- Differentiation
- Single brand / multiple brand



# Branding







香港特別行政區 政府統計處

Census and Statistics Department

Hong Kong Special Administrative Region

### 特選建築材料平均批發價格

#### Average Wholesale Prices of Selected Building Materials

2019年 3月

MARCH 2019

材料	單位	Materials	Unit	價格 (港元) Price (HK\$)
1. 碎石 *	公噸	Aggregates *	tonne	55
2. 瀝青	公噸	Bitumen	tonne	7,517
3. 混凝土磚，100毫米厚	平方米	Concrete blocks, 100mm thick	square metre	80
4. 柴油 #		Diesel fuel #		
工業用 (輕質)	桶 (200公升)	For industrial use (light)	200-litre drum	2,448
汽車用	100公升	For road use	100 litre	1,215



# Red clay brick on sale for up to \$1,000 on eBay

Highly anticipated fashion item by skateboarding brand Supreme sold out at original price of \$30 within minutes





# eCommerce software

**Woo** COMMERCE

 **Magento**<sup>®</sup>

  
**opencart**<sup>®</sup>

 **PrestaShop**

**SHOPLINE**

 **shopify**

 **BOUTIR** 掌舖



# eShop SEO

---

# Difference between SEO and SEM



廣告 · [www.apple.com/hk](http://www.apple.com/hk) ▾

### 購買 iPhone 11 | 立即選購

以你現有的裝置換購，升級至全新 iPhone 11。A13 仿生晶片。全新超廣角相機。電池使用時間滿足一天。更堅固的玻璃。特別介紹慢鏡自拍。全新顏色。

[Apple 換購計劃](#) · [iPhone 11](#) · [購買 iPhone](#) · [iPhone 11 Pro](#) · [比較 iPhone 型號](#) · [私隱](#)

廣告 · [www.wish.com/](http://www.wish.com/) ▾

### Shop Accessories on Wish | Discounts up to 80% | wish.com

Browse a selection of Accessories on Wish.com · 300 Million People Know Where To Go To Save Big °

[www.apple.com](http://www.apple.com) › [hk-zh](#) › [shop](#) › [iphone](#) › [iphone-accessories](#) ▾

### 購買iPhone 配件- Apple (香港)

從Apple 購買iPhone 配件，包括各式iPhone 護殼、Lightning 轉換器、底座、耳筒、揚聲器等。

缺少字詞：[buy](#) | 必須包含以下字詞：[buy](#)

[護殼與保護](#) · [電源與連接線](#) · [耳筒與揚聲器](#) · [無線充電器](#)

[www.apple.com](http://www.apple.com) › [us-hed](#) › [shop](#) › [iphone-accessories](#) ▾ [翻譯這個網頁](#)

### Buy iPhone Accessories - Education - Apple

Buy iPhone accessories from Apple, including iPhone cases, Lightning adapters, docks, headphones, speakers and more.

[www.bestbuy.com](http://www.bestbuy.com) › [Cell Phones](#) › [Cell Phone Accessories](#) ▾ [翻譯這個網頁](#)

### iPhone Accessories: Cool iPhone Gadgets - Best Buy

Items 1 - 24 of 737 - Shop at Best Buy for a great selection of accessories for your iPhone, including chargers, cases, adapters and more.



---

# 1/ How SEO works?



## **SEO in simple term**

Relevancy (keywords) and Popularity (Links)

---

## Ranking signal

200+ ranking signal  
(year: 2010)





Google

apple



 全部

 圖片

 地圖

 影片

 購物

 更多

設定 工具





**In the past, this is how we do**

---

**User browsing device:  
75% Mobile VS 25% Desktop / Tablet**

---

**How frequency does google  
update their algorithm?**





# Update frequency

Each year, Google makes hundreds of changes to search. In 2018, they reported an incredible 3,234 updates – an average of almost 9 per day, and more than 8 times the number of updates in 2009.

While most of these changes are minor, Google occasionally rolls out a major algorithmic update (such as Panda and Penguin) that affects search results in significant ways.

---

**How does Google find my  
website?**



**Google crawl => index => optimize**

---

**Do you know how quick Google  
index?**

約 6,910,000 項搜尋結果 (0.26 秒)

## 網路行銷玩家: register

<https://www.ompsday.com>

你已經有一定客戶，想擴大你的廣告回報，得到更多的自由時間。不用每日忙於找客戶。歡迎你來參加OMP Day 2019，你可以用最短的時間，從不同行業的專家、老闆 ...

## 甚麼是OMP Day 2019? 會議有3 個特色及15 個嘉賓分享，你 ...

<https://www.hdcourse.com> › Blog

1 hour ago - OMP 為Online Marketing Player 的簡稱，中文為網路行銷玩家。OMP Day 為網路行銷玩家的年度會議，OMP Day 2019 舉辦日期為12 月20 日 ...

## 什麼是OMP Day 2019 ? - HDcourse 數碼高清課程

<https://www.hdcourse.com> › Blog

2 hours ago - 阿石開辦這個OMP day 今年已經第四年了，參與人數從開始的幾十人到現在超過一百人，以個人品牌做的年度大型營銷活動，做到這個規模相當厲害 ...

## OMP Day 2019 - SME Lab 中小企研究所

<https://smelab.com.hk> › event-omp

歡迎你來參加OMP Day 2019，你可以用最短的時間，從不同行業的專家、老闆交流及學習。學習他們投放廣告的設定、模仿他們已有回報的行銷漏斗。複製阿石於2019 ...

## 【2019 OMP DAY 網路行銷玩家年度會議】比官方更平\$200獨家 ...

<https://www.smarkglobal.com.hk> › ompday2019

【超級早鳥優惠- 了解詳情】OMP Day全港第一個針對中小企的營銷會議，2019年第四屆主題“數碼轉型逆市擴張”，你可以用最短的時間，從不同行業的專家、老闆交流 ...

---

**Can it be quicker?**

9:29

LTE

AA



Google 關鍵字查詢



 <https://www.hdcourse.com> > seo 


## SEO 專家正在使用這3 個方法進行Google 關鍵字查詢及分析 - HDcourse 數碼高清課程

10 分鐘前 了解你的用戶群是如何瀏覽你的網站，對 Google 關鍵字查詢有莫大的幫助，以我所見，很多 SEO 專員在辦公室工作， ...

---

**Top 3 ranking signal out of 200  
ranking signal**



- 
- Keyword (content)
  - Backlink
  - UX (rankbrain)

SEOquake 

## English Tutor - 外語導師網

[https://www.hklanguagetutor.com/eng/english\\_tutor.php](https://www.hklanguagetutor.com/eng/english_tutor.php) ▾

HK Language Tutor provide a platform for students to find **English tutor**, Native **English tutor**, English teacher, Putonghua tutor, Mandarin tutor, Japanese tutor, ...

## 外語導師網

<https://www.hklanguagetutor.com/> ▾

HK Language Tutor provide a platform for students to find **English tutor**, Native **English tutor**, English teacher, Putonghua tutor, Mandarin tutor, Japanese tutor, ...

## English Tutor Hong Kong - Private English tuition by a native English ...

[www.english tutor.hk/](http://www.english tutor.hk/) ▾ [翻譯這個網頁](#)

Learn English in Hong Kong with a private native **English tutor**. Andrew Orme is a native English teacher currently teaching English in Hong Kong. Lessons ...

## Private English tutors in Hong Kong HKD250/hr - TUTOROO

<https://www.tutoroo.co/english-tutor-hong-kong> ▾ [翻譯這個網頁](#)

Learn English with the best **English tutors** in Hong Kong. Start your private English lessons from HKD250/hr now.

## Native English Tutor Jobs, Employment | Indeed.hk

<https://www.indeed.hk/Native-English-Tutor-jobs> ▾ [翻譯這個網頁](#)

71 Native **English Tutor** jobs available on Indeed.hk, updated hourly.

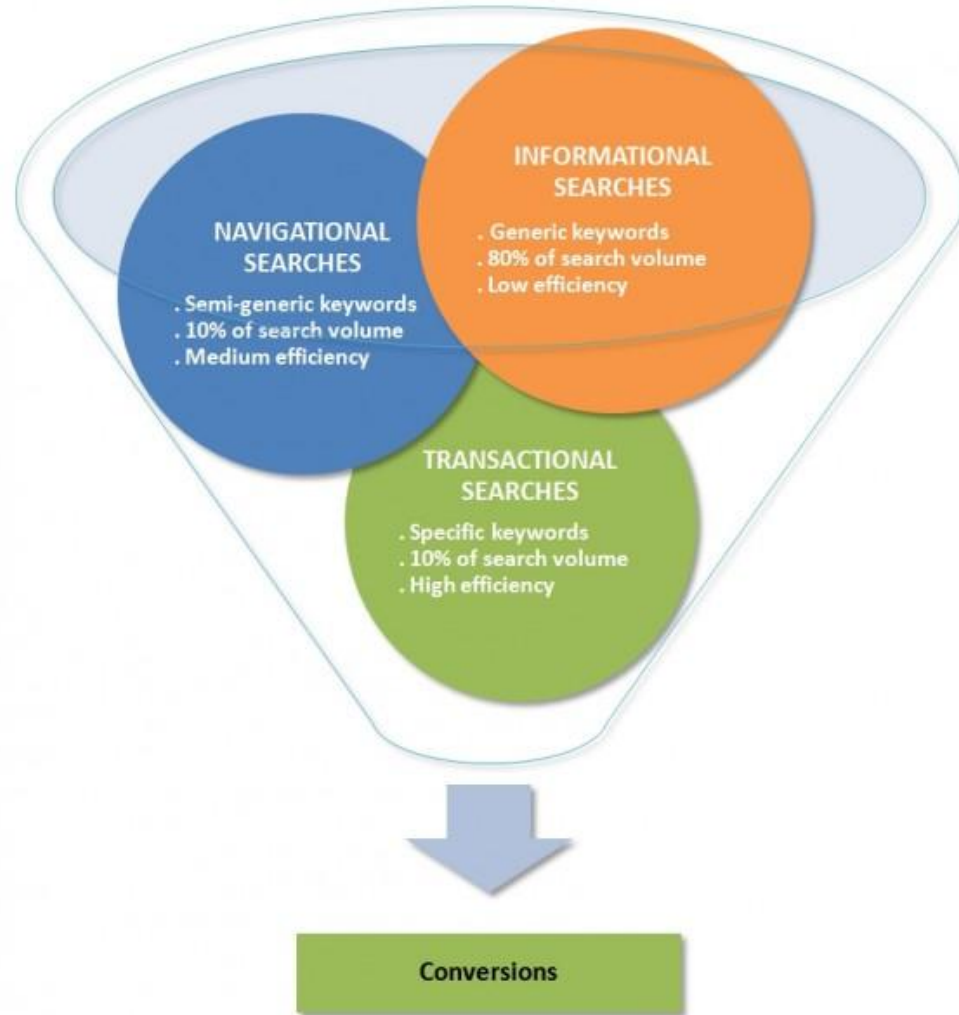
---

**2/ How do users search?**

**What is their search intention?**

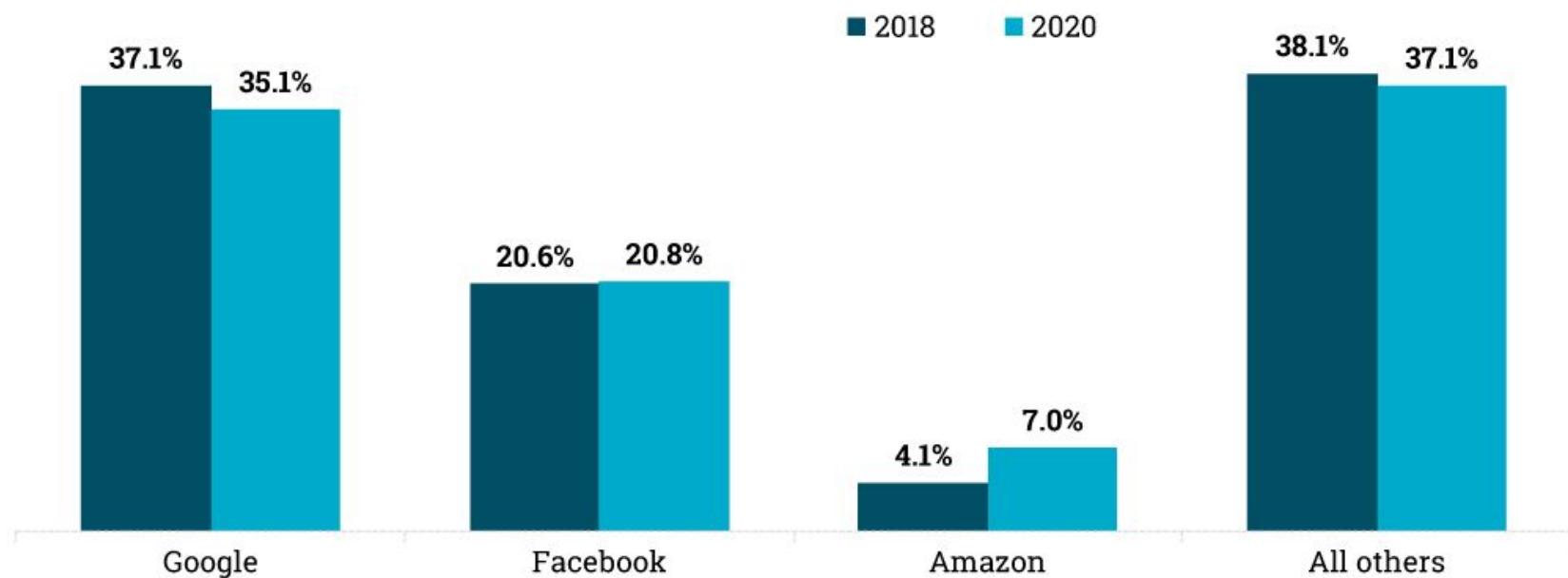
# Search intent

- Informational
- Commercial
- Navigational
- Transactional



# Share of US Digital Ad Revenues: Duopoly & Amazon

## 2018 vs. 2020



Published on MarketingCharts.com in September 2018 | Data Source: eMarketer

*Based on estimates from eMarketer, which include all forms of advertising on all internet-connected devices.*

# eShop SEO matters

---

- Keyword research
- Backlink
- UX
- Site speed (1s slow drop 7% conversion)
- Content framework
- Structured data
- Duplicated content
- Security
- Site structure

---

**反向連結**

**backlink (supplier)**

[Why Mailchimp?](#)[Marketing Platform](#) ▾[Pricing](#)[Resources](#) ▾[Log In](#)[Sign Up Free](#)

# Mailchimp Presents



A collection of short-form series, films, and podcasts. Including *Second Act*, a docuseries following people who changed everything about their careers to try something new.

[Learn more](#)

## Company

- [Our Story](#)
- [Careers](#)
- [Contact](#)
- [Annual Report](#)
- [Newsroom](#)

## Product

- [Email](#)
- [Mobile App](#)
- [Help](#)
- [Developers](#)
- [Status](#)
- [Security](#)
- [What's New](#)
- [Support](#)

## Community

- [Partner Program](#)
- [Experts Directory](#)
- [Integrations Directory](#)
- [Agencies](#)
- [Events](#)
- [Marketing Glossary](#)





http + https ▾ www.everblock.hk/zh-hant/

\*.domain/\* ▾



Settings

## Overview

## Backlink profile ▾

## Backlinks

- New
- Lost
- Broken

## Referring domains

- New
- Lost

## Anchors

## Referring IPs

Internal backlinks NEW

## Link intersect

## Organic search ▾

## Organic keywords

- New
- Movements

## Top pages

Top subfolders NEW

## Top subdomains

## Competing domains

## Competing pages

## Content gap

## Pages ▾

## Best by links

Referring Domains <sup>i</sup> How to use

Dofollow ▾

TLDs ▾

Search in results

Live <sup>i</sup> | Recent <sup>i</sup> | Historical <sup>i</sup> 14 results

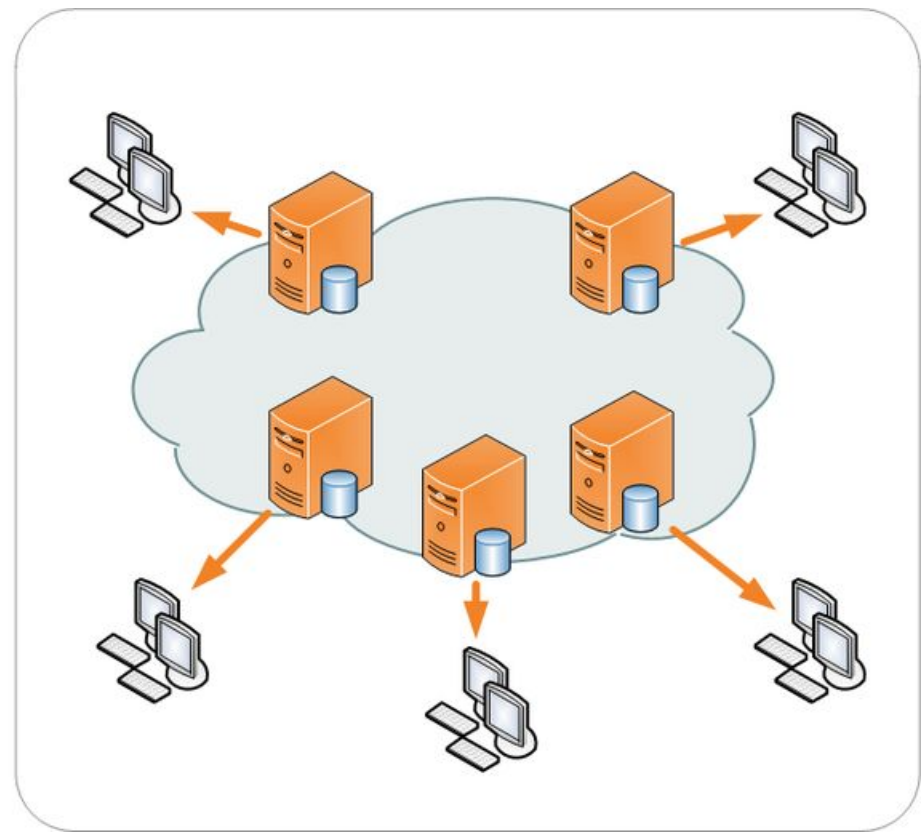
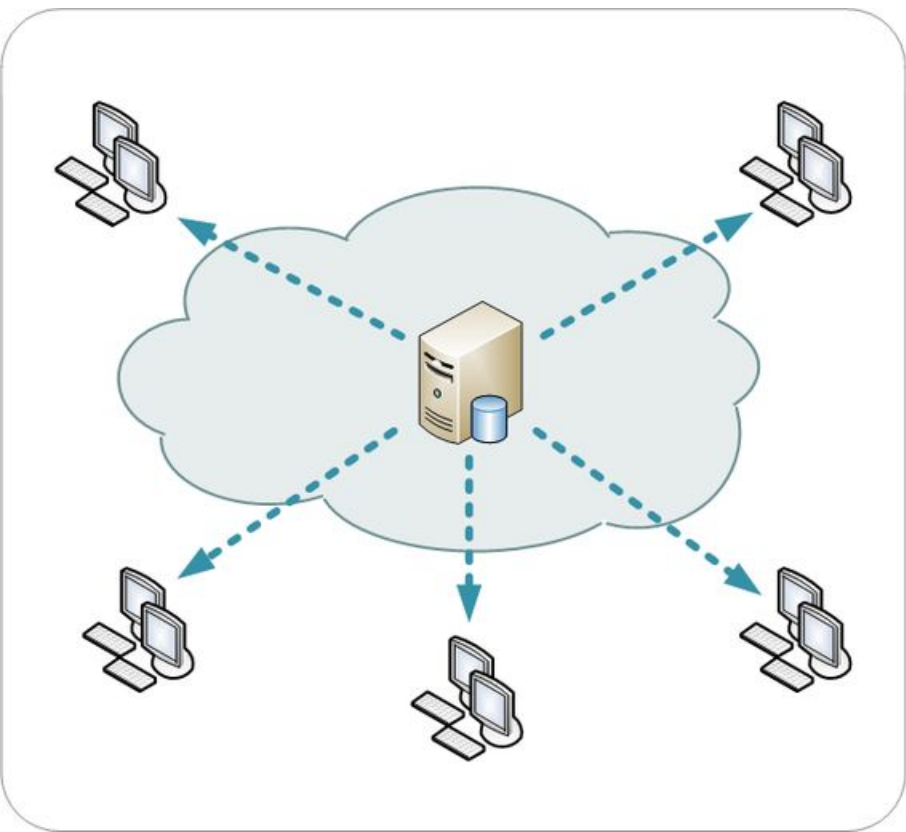
Export

Domain	DR <sup>i</sup>	Ahrefs rank <sup>i</sup>	Referring domains (dofollow) <sup>i</sup>	Linked domains (dofollow) <sup>i</sup>	Organic traffic <sup>i</sup>	Links to target <sup>i</sup>	/ dofollow <sup>i</sup> ▾	First seen <sup>i</sup>
everblock.cn ▾	5	26,092,241	1	27	0.00	3 ▾	3	6 May '19
ulifestyle.com.hk ▾	74	38,256	5,917	41,435	2,071,870	3 ▾	3	7 May '18
everblock.ae ▾	0	65,017,475	13	363	36	2 ▾	2	6 Apr '18
zizsoft.com ▾	55	363,182	106	141	77	2 ▾	2	6 Jan '19
e-zone.com.hk ▾	53	455,662	832	5,940	40	2 ▾	2	3 May '18
118.143.30.156 ▾	0	164,013,925	1	2,915	0.23	1 ▾	1	13 May '18
everblocksystems.com ▾	50	591,765	667	439	17,263	1 ▾	1	5 Mar '20
hkdecoman.com ▾	54	410,492	193	228	23,517	1 ▾	1	16 Mar '20
informamarkets-info.com ▾	69	106,523	387	519	1,039	1 ▾	1	6 Nov '19
koego.com ▾	22	7,154,000	93	69,968	95	1 ▾	1	31 Jan '20

---

用戶體驗

user experience (cdn, above the fold)



# Above the fold matter.



wordpress lazy load



SEOquake

廣告 · www.themeforest.net/ ▾

## Instagram Feed WordPress Ajax Lazy Load WordPress...

2020's Best Selling Creative WP Themes. The #1 Source of Premium WP Themes!  
ThemeForest 45,000+ WP Themes & Website Templates From \$2. Check it Out! An Envato Marketplace · Join the 10M+ Community · Unlimited Free Upgrades · 50M+ Items Sold ·

wordpress.org › plugins › rocket-lazy-load ▾ [翻譯這個網頁](#)

## Lazy Load – Optimize Images – WordPress plugin ...

**Lazy Load** by WP Rocket displays images and/or iframes on a page only when they are visible to the user. This reduces the number of HTTP requests ...

★★★★★ 評分：4.1 - 102 票 - 免費

wordpress.org › plugins › a3-lazy-load ▾ [翻譯這個網頁](#)

## a3 Lazy Load – WordPress plugin | WordPress.org

a3 **Lazy Load** is the most fully featured, incredibly easy to set up **lazy load** plugin for **WordPress**.  
Use the plugins admin settings to easily define what elements ...

★★★★★ 評分：4.3 - 116 票 - 免費

kinsta.com › blog › wordpress-lazy-load ▾ [翻譯這個網頁](#)

## How to Implement WordPress Lazy Load on Images and Videos

2020年3月2日 - **Lazy loading** is an optimization technique that loads visible content but delays the downloading and rendering of content that appears below the ...

premium.wpmudev.org › blog › 6-lazy-load-plugins-to... ▾ [翻譯這個網頁](#)

Many product but 20% product has 80% sales.

**VIP** 購物日 全場**95折** 只限今日 付款時,買滿\$500輸入新優惠碼 **ur8VDAY** 立即選購>

\*優惠只限星期四。  
\*\*優惠受有關條款約束，  
並只限VIP會員尊享。

[新手攻略](#) | [VIP 會員計劃](#) | [商品分類](#) | [商店列表](#) | [評價排行榜](#)

[O20門市/自取點](#) | [常見問題](#) | [工作機會](#) | [商店加盟](#) [ENG](#)

**HKTVMall**

[超級市場](#) [護理保健](#) [護膚化妝](#) [母嬰育兒](#) [寵物用品](#) [電子電器](#) **[家私傢俬](#)** [吃喝玩樂](#) [運動旅行](#) [玩具圖書](#) [時尚服飾](#) [保險金融](#) [迪士尼](#)

商品分類

輸入品牌或產品名稱，搜尋全場 323,126 件商品

[登入](#) [登記](#) [訊息](#) [我的清單](#) [購物車](#)

潮濕季節 必備家品

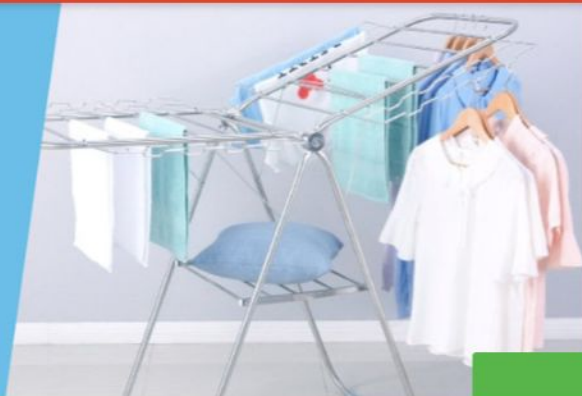
熱門搜尋: [家居消毒](#) [除菌包](#) [通渠](#) [儲物收納](#) [抽濕](#)

購買精選廚具即可換購和牛煮情人節大餐!

[肺炎都有保障?](#) [選購抽濕機貼士](#) [加單優惠教學](#) [【實時】8,927位客人現正在HKTVMall 網購中](#) [5週年搶購攻略](#) [確診新型冠狀肺炎都有保障?](#)

- 儲物收納
- 家居清潔
- 廚具
- 餐桌用品
- 浴室
- 睡房
- 洗衣 曬衣 熨衫
- 衛生護理
- 家居電器
- 傢俬
- 室內佈置
- 家用工具
- 文具
- 園藝

需要更多  
空間  
晾衫?



客戶服務

---

改善網速

speed (1s slow drop how many 7%  
of conversion)

# HOW DO YOU SOLVE IT?



15 August 2013

A slow e-commerce site can damage your sales figures. Akamai research shows that a 1 second delay in page response can result in a 7% reduction in conversions. If you sell £500 per day, that's nearly £13k per year.

In addition to this, it's been shown that 40% of visitors will abandon a website that takes longer than 3 seconds to load.

**If that still hasn't convinced you, Google is increasingly using page load speed as a measure in search rankings.**

---

**吸引流量的內容架構 & 分類描述**  
**content length, category**  
**description and approach (blog**  
**include product add to cart or url)**



# Category description

ZALORA

WOMEN

MEN

KIDS

Search for products, trends and brands



NEW IN

JUST FOR YOU

PREMIUM

CLOTHING

SHOES

ACCESSORIES

BAGS

SPORTS

GROOMING

BRANDS

SALE

Calvin Klein is one of the leading fashion design and marketing studios in the world. It designs and markets women's and men's designer collection apparel and a range of other products that are manufactured and marketed through an extensive network of licensing agreements and other arrangements worldwide. Brands include Calvin Klein Collection, CK Calvin Klein, Calvin Klein Jeans, Calvin Klein Underwear & Calvin Klein Performance.



zendesk chat

Chat with us



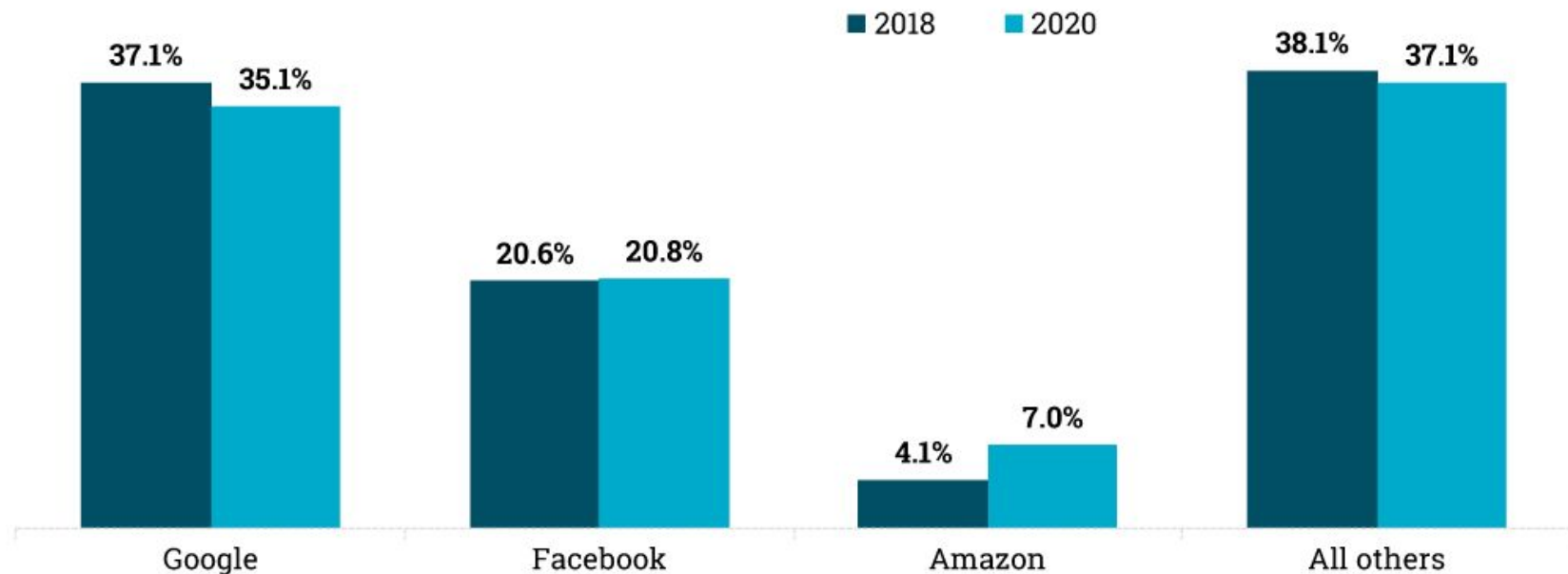
Type your message here



---

# 產品圖像 SEO

## Share of US Digital Ad Revenues: Duopoly & Amazon 2018 vs. 2020



Published on MarketingCharts.com in September 2018 | Data Source: eMarketer

*Based on estimates from eMarketer, which include all forms of advertising on all internet-connected devices.*

BIG.....

超級市場 護理保健 護膚化妝 母嬰育兒 寵物用品 電子電器 家私傢俬 吃喝玩樂 運動旅行 玩具圖書 時尚服飾 保險金融 迪士尼

商品分類

輸入品牌或產品名稱，搜尋全場 341,174 件商品



登入

登記

訊息

我的清單

購物車

影片

相片

詳細介紹

產品保養

為你推薦

用家評論

你可能也喜歡



相片



Gilman since 1941

太平家庭電器【限定店】

4.5

進入商店 >

同店推介



商店相關分類

家庭電器 86

家居電器 41

客戶服務

---

**結構化數據 & 安全性**

**data schema (product) & security**

# Product schema



buy iphone



SEOquake

## iPhone

5.0 ★★★★★ (1) · \$\$\$ · 手機專門店

中國 Guangdong Province, Shenzhen



☰ 更多地點

www.apple.com › iPhone › iPhone XR ▾ [翻譯這個網頁](#)

## Buy iPhone XR - Apple

Buy iPhone XR. From \$18.70/mo. per month. or \$449 with trade-in ...

US\$599.00 至 US\$649.00

shop.smartone.com › storefront › iphone ▾ [翻譯這個網頁](#)

## Buy new iPhone 11, 11 Pro, 11 Pro Max, XR, XS, XS Max, X ...

Latest iPhone 11 series are now available at SmarTone Online Store, buy now and enjoy upgraded Back-To-Front SmarTone Screen Replace™ and free ...

www.bestbuy.com › Cell Phones › iPhone ▾ [翻譯這個網頁](#)

## iPhone: New Apple iPhones & Accessories - Best Buy

Shop Best Buy for a new or refurbished Apple iPhone and accessories. Check out the new iPhone 7 and 7 Plus or compare other iPhone models.

www.cnet.com › news › iphone-11-vs-galaxy-s20-whic... ▾ [翻譯這個網頁](#)

### Test your structured data



FETCH URL

CODE SNIPPET

 Enter a URL

**RUN TEST**

Explore the [Search Gallery](#).

[Learn more about this tool.](#)



```

1 <!DOCTYPE html>
2 <html lang="en-US" prefix="og: http://ogp.me/ns#">
3 <head>
4 <meta charset="UTF-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1">
6 <link rel="profile" href="https://gmpg.org/xfn/11">
7 <!-- Search Engine Optimization by Rank Math - https://s.rankmath.com/home -->
8 <title>Apple - My Blog</title>
9 <meta name="description" content="it's juicy, it's healthy and it's big apple.">
10 <meta name="robots" content="follow, index, max-snippet:-1, max-video-preview:-1">
11 <link rel="canonical" href="https://thisiswpdemo.com/product/apple/" />
12 <meta property="og:locale" content="en_US">
13 <meta property="og:type" content="product">
14 <meta property="og:title" content="Apple - My Blog">
15 <meta property="og:description" content="it's juicy, it's healthy and it's big apple.">
16 <meta property="og:url" content="https://thisiswpdemo.com/product/apple/">
17 <meta property="og:site_name" content="My Blog">
18 <meta property="og:image" content="https://thisiswpdemo.com/wp-content/uploads/2019/09/apple-icon_22350-0.jpg">
19 <meta property="og:image:secure_url" content="https://thisiswpdemo.com/wp-content/uploads/2019/09/apple-icon_22350-0.jpg">
20 <meta property="og:image:width" content="626">
21 <meta property="og:image:height" content="626">
22 <meta property="og:image:alt" content="Apple">
23 <meta property="og:image:type" content="image/jpeg">
24 <meta property="product:brand" content="apple">
25 <meta property="product:price:amount" content="10">
26 <meta property="product:price:currency" content="HKD">
27 <meta property="product:availability" content="instock">
    
```

← Product

All (1) ▾

Product	PREVIEW	0 ERRORS	5 WARNINGS	⤴
@type	Product			
name	Apple			
description	it's juicy, it's healthy and it's big apple.			
releaseDate	2019-09-13T06:13:05+00:00			
url	https://thisiswpdemo.com/product/apple/			
category	fruit			
brand				
@type	Thing			
name	apple			
image				
@type	ImageObject			
url	https://thisiswpdemo.com/wp-content/uploads/2019/09/apple-icon_22350-0.jpg			





---

如何解決重複內容

duplicate content / keyword  
cannibalization / noindex

# Duplicated content

超級市場 護理保健 護膚化妝 母嬰育兒 寵物用品 電子電器 家品傢俬 吃喝玩樂 運動旅行 玩具圖書 時尚服飾 保險金融 迪士尼

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產品保養

為你推薦

用家評論

你可能也喜歡

機電工程署 EMSD

## 詳細介紹

抽濕力: 27公升/每日 (30C; RH80%)

14.5公升/每日 (26.7C; RH60%)

1級能源標籤

耗電量: 290 W

環保雪種: R134a

等離子殺菌功能

活性碳除臭及抗菌過濾網

自動重啓功能

電子溫度控制

輕觸式按鈕及LED顯示

多角度自動搖擺送風

水滿指示燈

5.7公升特大水箱

624(高) x 382(闊) x 289(深)毫米

-由代理提供1年保養，查詢電話8210 8210

環保責任條例 (第603章)

所指的受管制電器。該條例就

該產品徵收下列循環再造費：

：

空調機：每部\$125

電冰箱：每部\$165

洗衣機：每部\$125

電視機：每部\$165

電腦：每部\$15

列印機：每部\$15

掃描器：每部\$15

顯示器：每部\$45

請閱讀以下有關廢舊服務條款

<https://drive.google.com/file/d>

/1-

N0zd7sslZsh30nM8XfJthvMi

5BRr0E/view?usp=sharing

關於 太平家庭電器【限定店】

商店條款

送貨/退貨

客戶服務

General Advanced Schema Social

### Robots Meta

- Index ?
- No Index ?
- No Follow ?
- No Archive ?
- No Image Index ?
- No Snippet ?

Custom values for robots meta tag.

### Advanced Robots Meta

- Max Snippet ?
  - Max Video Preview ?
  - Max Image Preview ?
- 1 -1 Large

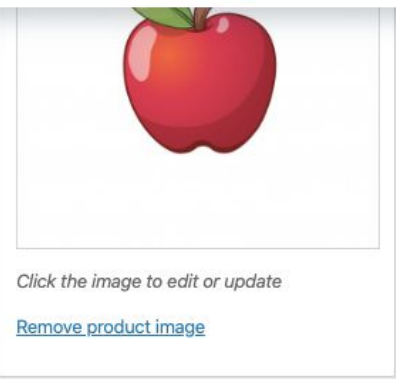
### Canonical URL

https://thisiswpdemo.com/product/apple/

The canonical URL informs search crawlers which page is the main page if you have double content.

### Redirect

Create new redirection for the URL of this post. Publish or update the post to save the redirection.



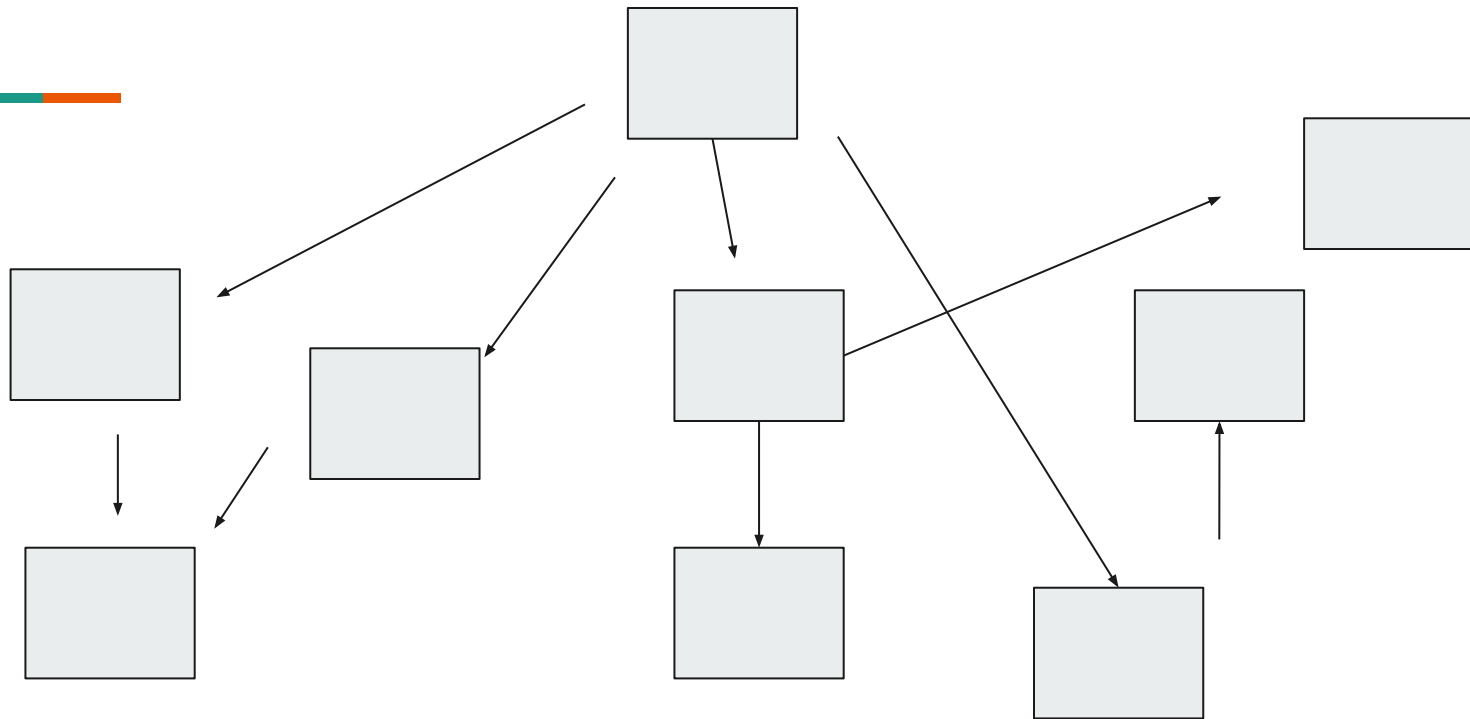
#### Product gallery

[Add product gallery images](#)

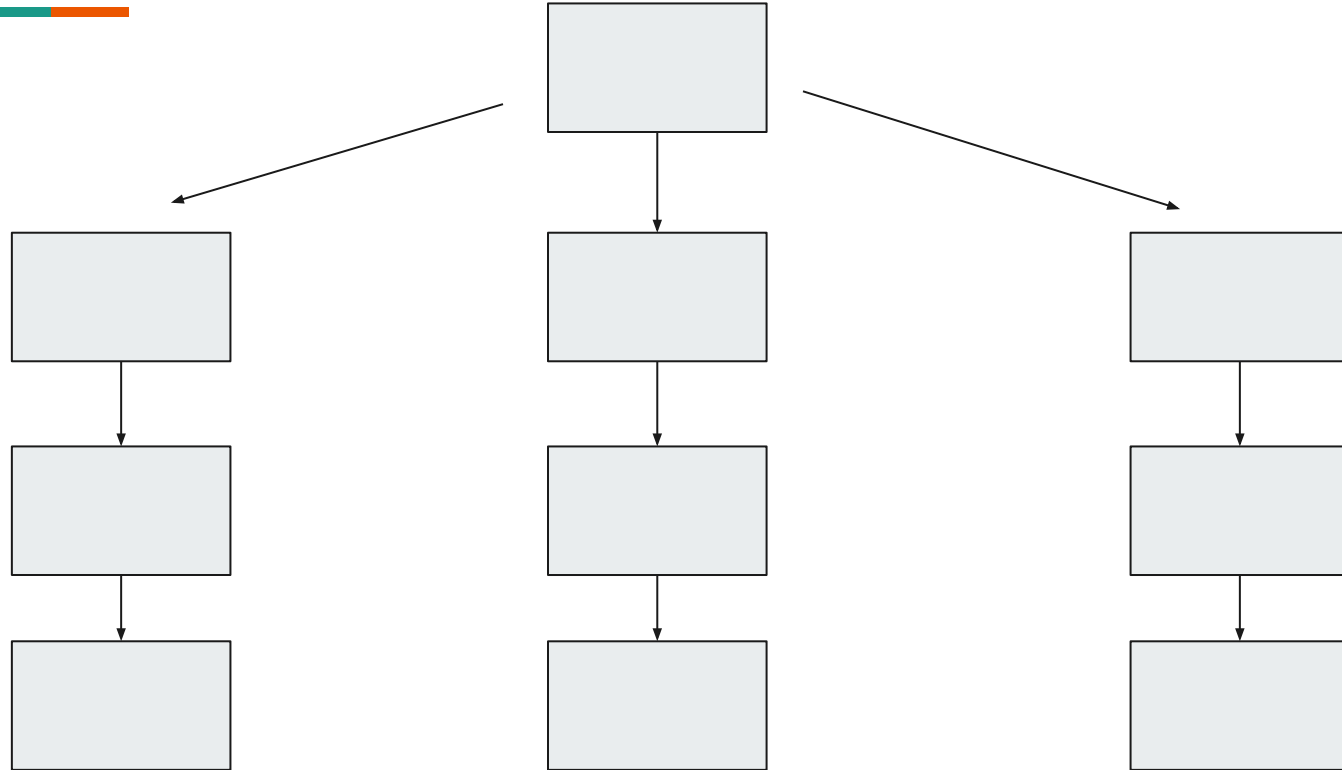
---

**網站結構及連結建議**

**site structure (3 clicks) & url  
structure**



# 3 clicks approach



**Take action now, what's next?**

---



## Find your hero product / service

1. MVP approach
2. \$50 ads
3. Measure => iteration





## As a solopreneur

- People business, find your niche and become high income skill.
- Ongoingly share content to provide value to build trust.
- Eventually turn the cold traffic to hot traffic.
- Generate lead and end up closing them as customers.



## My case

- 15+ years experience but my friends don't know what I do.
- share stuff in facebook and youtube 1.5 years ago.
- Done 250 blog post, 130 youtube and 48 paid online courses.
- Find your strength. Stick to it.
- Fail fast and try another way.
- Now: 1,900+ facebook fans, 4,000+ email, 3,000+ linkedin connection => Inbound marketing.



**Thanks for listening.**

**Question?**

---

[www.HDcourse.com](http://www.HDcourse.com)

[www.facebook.com/ivansopage](http://www.facebook.com/ivansopage)

[www.youtube.com/c/ivanso](http://www.youtube.com/c/ivanso)