Green Reaper- Development Plan-

This document has been created to recommend possible enhancements to the Green Reaper eCommerce platform.

Competitors

To fully undertake this task Pinpoint designs undertook a Market and Competitor analysis.

There have been 11 competitor sites analysed, for features, Traffic Volume and Platforms. These where established by using some of the top performing key phrases and the companies that regularly appeared in the search results.

Competitor	SEO-Traffic Per Month	Platform	Responsive
-	-	-	-
www.greenreaper.co.uk	8k	Magento Community	Yes
mowdirect.co.uk	76K	Magento Enterprise	No
www.homebase.co.uk	*Blocked*	IBM Websphere- ERP	Yes
www.husqvarna.com	44k	ASP.Net	Yes
justlawnmowers.co.uk	10K	Magento Community	Yes
lawnmowersdirect.co.uk	18k	Bespoke PHP	Yes- But not functioning correctly
abbeygardensales.co.uk	14k	ASP.Net (Store front?)	No
cheapmowers.com	5K- 10K	Actinic	No
mowers-online.co.uk	8k	Oscommerce	Yes
www.screwfix.com	60K- 100K	Oracle Commerce	Yes
mountfieldlawnmowers.co.uk	15K	Magento Community	Yes
www.internetgardener.co.uk	8k- 15k	ASP.net	Yes

The most encouraging area is that many of these sites (in blue above) are on built platforms with much greater development costs.

This means that the site can be developed quicker and more cost effectively than the competition.

The sites mowers-online.co.uk and lawnmowersdirect.co.uk are on outdated platforms that will have issues going forward with adding new features.

Feature Enhancements

The following feature recommendations have established by speaking with GreenReaper, Pinpoint Designs (Lewis Sellors & Simon Lincoln) and reviewing competitor Websites.

Everyone is in agreement that the main focus of the site in the short to medium term should be to increase Traffic, Awareness and Sales.

The following are in priority order:

Amazon and Ebay Integration

One of the quickest ways to increased sales is with a Integration to Amazon and Ebay.

Selected product information will be pushed in the Sales Channel . The ability to edit product information specifically for each channel. E.g Changing product title in eBay for better results.

Orders will be sent back to the Magento Ecommerce Platform to be fulfilled in current way.

Google Merchant Optimisation

Currently there is Google Merchant in place.

I propose that this is reviewed and optimised to ensure:

- Click through optimisation and Views are enhanced
- Costly non converting products removed, or reviewed
- Increase in products submitted
- Issues with missing data fixed
- Product Star Reviews Star rating Added (more on this feature further in the document), which will increase click through rates and conversions.

Search

Currently the GreenReaper Site is using the standard Magento Community Search.

The Search function is vital, with traditionally 50% of all online sales involving the use of the search function.

An example of the Search Function we recommend can be viewed here:

http://www.thediscoverystore.co.uk/

The functions of this type of Search are:

- Icon Product images (Building desire in customer)
- Search by Product name & Sku

- Very Quick Less than 0.3 of a second
- Spelling Error tolerant
- Suggestive/ Predictive- Recommends search terms whilst typing
- Ability to search by Manufactures Number, Part No and Brand
- Shows results from Type and Category
- Retailer can "force results" by stock, profit margin, or products you wish for them to purchase

Product Page Development-

The product pages are good, but there are some subtle enhancements which would greatly improve conversion rate.

Add to Chart Button-

The add to cart button appears "below the crease" on many of the product pages. This will be effecting the call to action and will be reducing the conversion rate of the site.

We recommend reviewing the whole product page and moving the" Add to chart button" above the crease.

Example of an effected product page:

 http://www.thegreenreaper.co.uk/lawn-mowers/petrol-lawn-mowers/petrol-rotary-lawn-mowers/cobra-m40c-push-petrol-lawn-mower

Free Delivery-

You offer free delivery on orders over £50. Free delivery can often have an excellent impact on sales. However this offer needs to be promoted more.

We recommend a dynamic message which will appear when the product value is over £50.

Free Items with purchase

You offer free items with a purchase of certain products. This is excellent, however this needs to be promoted better. Currently this offer is "below the crease" and the customer has to scroll down the page to see this offer.

Example product page- redesign

Q Zoom

COBRA RM40C PUSH REAR ROLLER PETROL LAWN MOWER

Product code: CORM40C

RRP: £279.99
OUR PRICE: £259.00 (including VAT)

✔ In Stock
✔ Free Delivery

Included Free with this product

1   ADD TO CART

-OR- PayPal Check out
The safer, easier way to pay

Move your mouse over image or click to enlarge

COBRA   *POWERED by* COBRA

| DESCRIPTION | SPECIFICATIONS | FEATURES | DELIVERY |
| ABOUT THE BRAND | VIDEO | | |

Featuring exceptional performance and style, the RM40C petrol lawn mower is powered by a Cobra DG350 OHV engine and is equipped with a rear roller to produce a traditional striped finish.

The 118cc engine offers a quiet, yet powerful and lightweight combination for a variety of demanding applications and the changing conditions of the British lawn. The lawn mower has a 40cm (16") width of cut with six cutting heights ranging from 17mm for a superb low finish, up to 75mm for tackling longer grass. The height of cut is adjusted simply by using the single height of cut adjustment lever conveniently positioned next to the rear roller.

The Cobra RM40C lawn mower is hand propelled with recoil start and has a full width rear roller

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Sales Lozenges

We recommend adding the module Sales lozenges. These are promotion images which can "float" over a product image and appear in on the Category page and the product page.

This helps to display the offers you are currently offering.

Examples:

★★★★★ (3)	CLEARANCE ★★★☆☆ (8)	★★★★★ (21)	★★★★★ (3)
✔ £1,599.99 INC VAT	✗ £164.99 INC VAT	✔ £359.99 INC VAT	✔ £349.99 INC VAT
✗	✔	✔	✗
ADD TO COMPARE	ADD TO COMPARE	ADD TO COMPARE	ADD TO COMPARE

Customer Reviews

You have informed us that many of your customers are phoning The Green Reaper to discuss their purchases with you directly, before going ahead.

Part of the customer's reasons for this would be due to building trust in the company.

To assist and reduce this number, we recommend using the standard customer reviews module which would then enable customers to read other customers reviews on a specific product on its product page.

This would also enable "star ratings to be added to the product page, category page, Google Meta Descriptions, and Google Merchant.

A Schema Markup should also be installed to ensure that these reviews and star ratings can be read by Google.

This would give you a competitive advantage, as currently none of your competitors (other than Argos) have "star rating" on their Google merchant adverts.

Trust Icons

On the check out page : http://www.thegreenreaper.co.uk/checkout/cart/

I would recommend a discussion with the Pinpoint Design graphic designers regarding adding additional trust icons.

Customer Loyalty

To encourage customers to leave reviews we recommend combing this with a customer loyalty module and email marketing module.

Email Marketing

A recommendation would be to install the module "follow up email", this would give you:

- Increased repeat custom
- Encourage customer reviews

Features:

1. Send emails following an order combined with customer loyalty feature to increase customer reviews.- *Automatically*
2. These emails are automatic and can be dynamic. This would display product information based on the types of products the customer has purchased, Up sells, or interaction the customer has

within the site. E.g Customer has been reviewing "Chain saw", Upsell of safety gloves and harness.

3. Abandon Cart emails- *Automatically*
4. "Happy Birthday" Emails- *Automatically*
5. Promotions

Telephone Ordering

There is a module which enables your business to take telephone card payments through the Magento platform.

This will have the following advantages:

- Reduction in EPOS card handling costs
- Customer order history will include telephone orders
- Email marketing, better segmentation.
- Order process, including confirmation emails and delivery emails to be sent out automatically.

Up sells and Required Related Products

The following images is from the Screw fix checkout. This feature shows natural Up sells in the first page of the check out process. This feature will increase average order values.
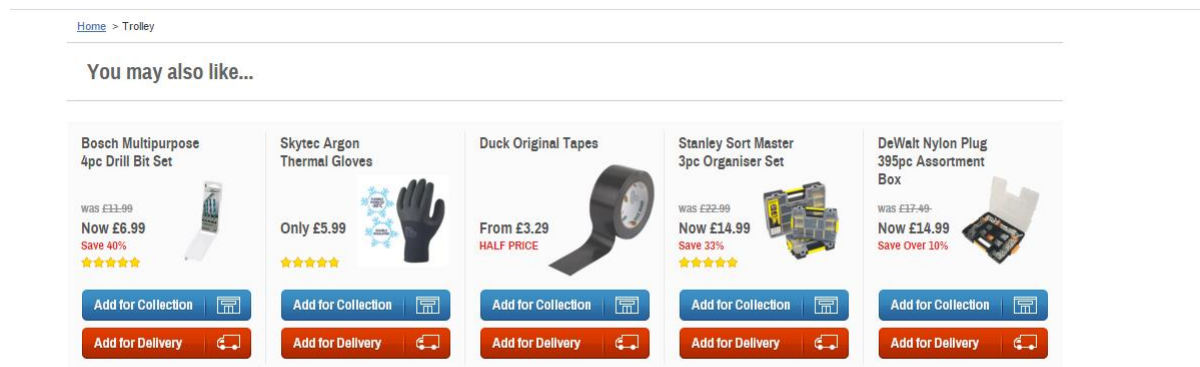
http://www.screwfix.com/jsp/trolley/trolleyPage.jsp?productId=41583&_requestid=60876

Cross Sale- Selling Similar products (Product page)

The product page currently has "you may be interested in" which displays natural up sell products.

We recommend adding a new section which shows similar cross sell products.

Cobra RM40SPB is suitable for gardens up to 600 square metres and is backed by a two year domestic warranty.

SIMULAR PRODUCTS   YOU MAY ALSO BE INTERESTED IN ▾

COBRA RM465PC SELF-PROPELLED REAR   COBRA RM465PC SELF-PROPELLED REAR   Northwood Universal
ROLLER PETROL LAWN MOWER   ROLLER PETROL LAWN MOWER   Lawn Mower Cover

£17.99   £17.99   £17.99

ADD TO CART   ADD TO CART   ADD TO CART

This is an example on Screw fix:

Mini Cart

Currently on the site if a customer "Adds "to basket they are taken directly to the Check out.

This will be greatly affecting you Average Order Value, and in many cases the customer may still be browsing.

An excellent feature to increase Average order Value is the Mini Cart, which normally appear above the basket giving the customer a clear indication on how to check out, but then fades away. This gives the option to check out, whilst encourages them to keep shopping.
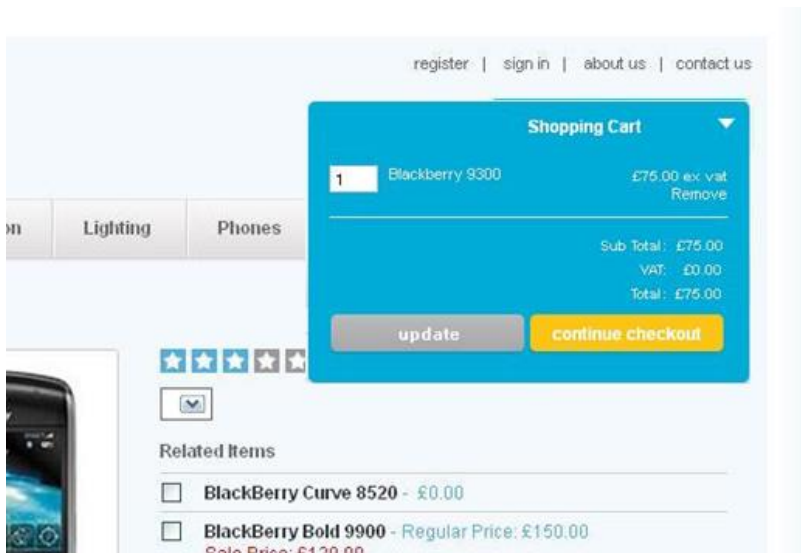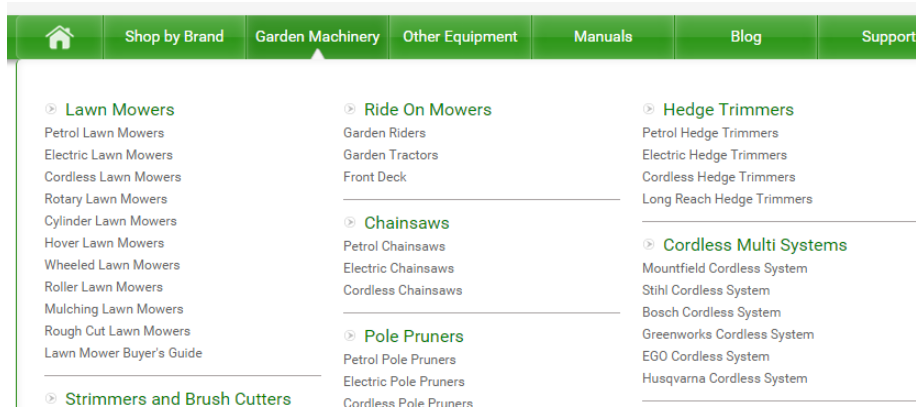
Mega Menu

Currently the sites Menu is clear. However each customer will be at a different stage in the buying process. Some will know precisely what they require and wish to get to the product page as quickly as possible, others may wish to view different types of products to form a decision.

The Mega Menu is a roll over Menu which allows the customer to enter the buying process at different stages.

http://www.justlawnmowers.co.uk/hyundai-hym40p-lawn-mower.html#.VpjftpqLTIU

The Mega Menu could be further enhanced with a dynamic promotions which helps display on promotion products.

Deep Competitor Analysis-

Pin Point Designs can provide a report to establish competitors most popular products.

This could then be used to:

-   help guide the launch of additional product lines
-   Spot opportunities in less competitive key words areas

Compare Feature

A feature that would be affective, but perhaps for later development would be the compare feature.

This allows the customer to select a number of products, and then view their specification together side by side.

The image below is from Screw Fix
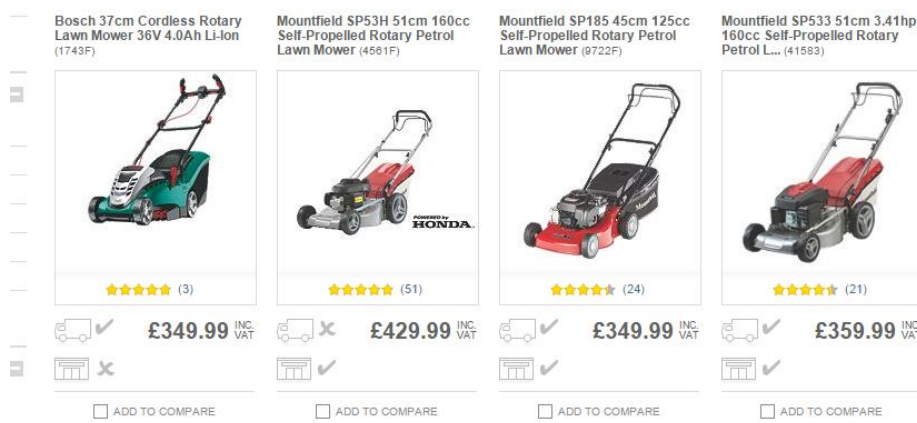
Chat on- " We are here to help!"

Allows the customer to "live chat" with your customer service team.