

Optimise for trends

Do you struggle to reprioritise your website for trends and seasonal changes?

SEO is an integral part of most business models, however traditional SEO methods just aren't built for the fast pace of retail; lines and pricing change and customers use a huge range of constantly evolving language in their searches.

Unfortunately SEO has never moved particularly fast; consultants still have to manually work through websites, producing reams of recommendations. Then there is the long, arduous task of working with IT to drip feed them on to the site over months and even years. And all this time you spend waiting to get SEO changes on your site, thousands of other keywords come and go without being optimised for.



Over a third of retailers say their seasons have shortened

35%

don't reprioritise their site for seasonal keywords

59%

don't have enough time and resources to fully research season trends and changes

33%

struggle to get elements live in time for when demand changes

88%

However, 88% say natural search traffic is important or very important to peak performance

Statistics taken from OneHydra's State of SEO report and the Seasonal Commerce research in conjunction with Internet Retailing.

The OneHydra enterprise search marketing platform provides the insight and agility you need to act quickly to seasonal and demand led trends. It continually evaluates customer keywords and your website to work out if the SEO on each page is still optimal for the current marketplace.

DEMAND-DRIVEN CATEGORIES

OneHydra identifies categories that you haven't defined, but the customer has, and pre-emptively curates a page of content and products and places it in the customer journey.

MAXIMISE SEASONAL POPULARITY

OneHydra recognises when products and categories are moving towards peak search demand and gives them more prominence in the site, so they rank better when there are more people searching for them.



Fig. 1 Dashboard showing SEO visits by Head terms & Long-tail terms

