



FIRST.

Searching for Home Appliances 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.

*Source: Rankings Based Reach (RBR) is a methodology developed by FIRST



Selected sites

The following New Zealand home appliance and whiteware sites were selected for Ranking Based Reach (RBR) organic search performance analysis.

Selected Sites
100percent.co.nz
bettaelectrical.co.nz
briscoes.co.nz
bunnings.co.nz
farmers.co.nz
harveynorman.co.nz
lvmartin.co.nz
noelleeming.co.nz
smithscity.co.nz
thewarehouse.co.nz

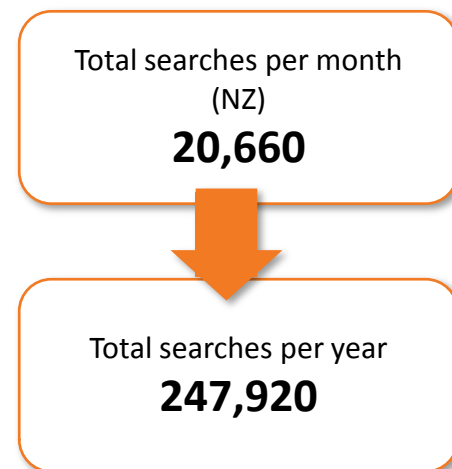


What are people searching for?

In order to identify which websites are leading in organic search FIRST researched frequently used home appliances and whiteware related phrases.

Search Phrase	Local searches per month
blender	2,400
heat pumps	1,900
vacuum cleaners	1,600
dehumidifier	1,600
washing machine	1,300
iron	1,300
fridge	1,000
insinkerator	1,000
dishwasher	880
fan	880
microwave	880
sewing machine	880
induction cooktop	720

Search Phrase	Local searches per month
kitchen appliances	720
food processor	720
coffee machines	720
freezer	590
gas heaters	590
pressure cooker	590
kettle	390

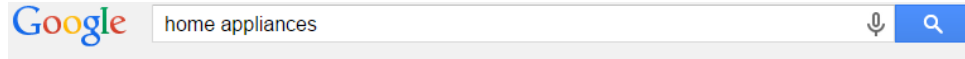


Source: Google Keyword Tool, New Zealand exact match, March 2015



Google: Search engine results page 1

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



Web Images Maps News Videos More Search tools

About 125,000,000 results (0.32 seconds)

Huge Stock Clearance - ableappliances.co.nz
Ad www.ableappliances.co.nz/Sales
Up to 70% Off Kitchen Appliances. Call Us Or Come To The Store Today!

Home Appliances Repair - electrafixit.co.nz
Ad electrafixit.co.nz/Home+Appliances+Repair
AKL's Appliance Repair Specialists. Free Quotes. Call Electra-Fix!
Range Hoods - Free Quote - Brands We Service
157 Tirimoana Rd, Te Atatu South, Auckland

Home Appliances Repair - appliance repairs4u.co.nz
Ad www.appliance repairs4u.co.nz/
We Fix Most Major Brands. Call Us. Rental Appliances Available Too.
Same Day Quality Service - Loan Machines Available
Contact Us - Stove and Oven Repairs - Appliance Repairs

Appliances - Auckland - PriceMe
www.priceme.co.nz/Appliances/c-365.aspx
Compare Appliances prices and read reviews on PriceMe. Buy online from the best shops in New Zealand.

Images for home appliances Report images



More images for home appliances

Home Appliances - Harvey Norman
www.harveynorman.co.nz/home-appliances/
Make sure you have all the appliances that you need for your home with our broad range of products available to buy online.

Appliance Shed
www.applianceshed.co.nz/
We offer the leading brands of whiteware sold in New Zealand. We can deliver New Zealand wide and tell you before you buy, exactly how much delivery will ...

Home Appliance Repair
windress.co.nz/Home+Appliance+Repair
Expert Home Appliance Repairs.
Mobile Vans. Call Us For A Quote!
52 Diana Dr, Wairau Valley, Auckland

Electric Appliances
www.renrite.co.nz/Electric+Appliances
021 227 7013
Electrical Appliances For Rent!
Call Rent Rite Now.
44 Galway Street, Onehunga

Appliances Online. Save.
www.tradedepot.co.nz/online-shop
Delivery NZ-wide. Ovens, Cooktops,
Dishwashers, Fridges, more
17 Inlet Road, Takapuna

Kitchen Essentials
www.kitchenessentials.co.nz/
Kitchens and Appliances
DIY Kitchen Designs

Appliance Outlet Auckland
www.applianceoutlet.co.nz/
We Stock a Huge Range of Breville
at Unbeatable Prices, Shop Now!
26 Ti Rakau Drive, Auckland
09-576 1333

Paid search results

The bigger retailer stores such as Harvey Norman, Noel Leeming and The Warehouse do not appear in the paid search results. The market for home appliances is highly competitive and the smaller retail stores are making considerable efforts to implement a digital strategy to establish and promote themselves online.

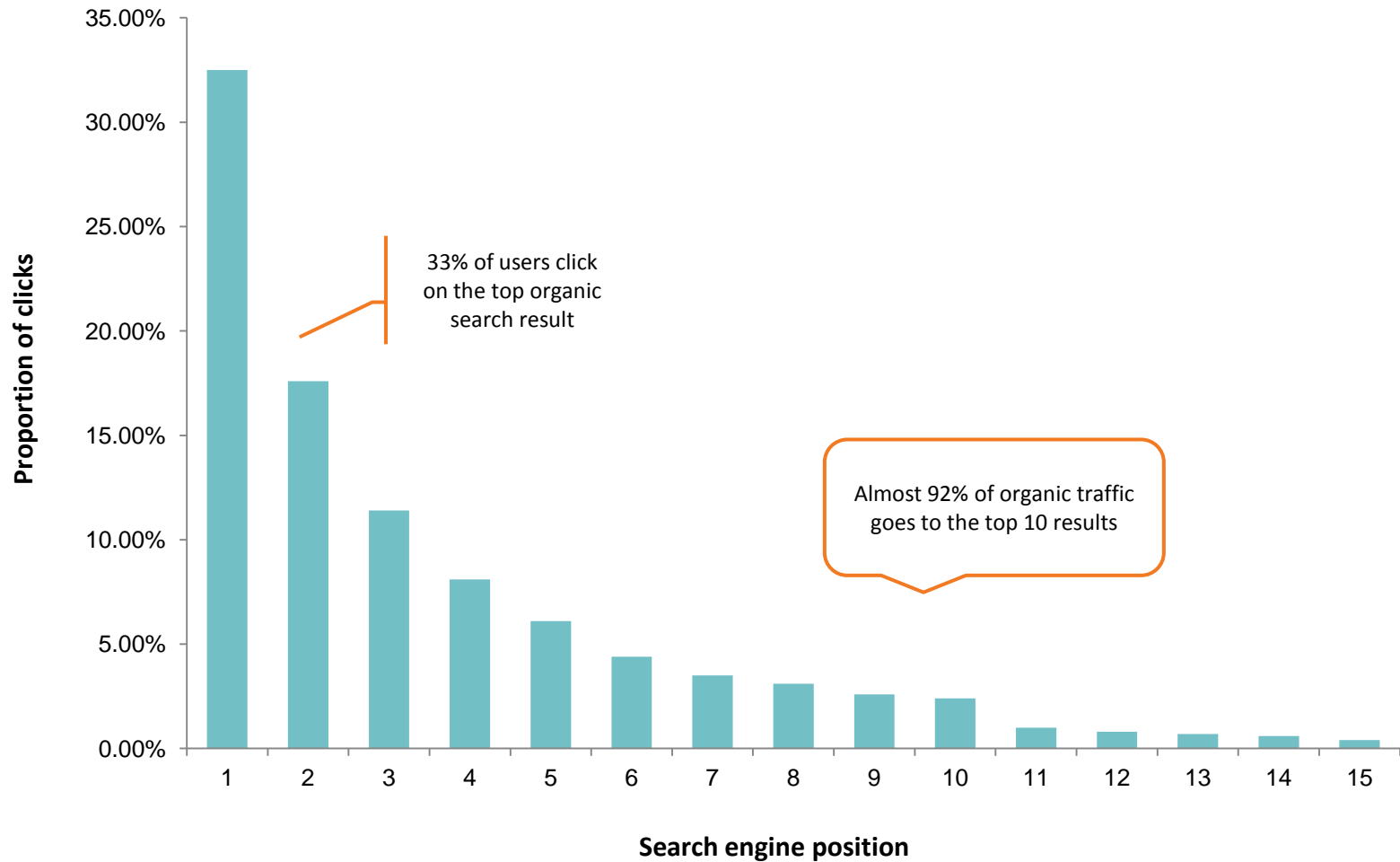
Up to 3 keywords-related Google ads for paid search terms lead the Google search results page: Able Appliances and Electra-Fix rank at first and second position followed by Appliance Repairs4u for the search term “home appliances”. Able Appliances do not offer any small devices as kettle, fans or toasters and mainly offer whiteware. Electra-Fix provide only home appliance repair services and not the actual products. Appliance Repair offer repair services and rental and second-hand home appliances.

Under the organic search results Harvey Norman ranks very good on second position. Noel Leeming and Briscoes did not rank in the first page of search engine results for the term “home appliances”

Organic search results



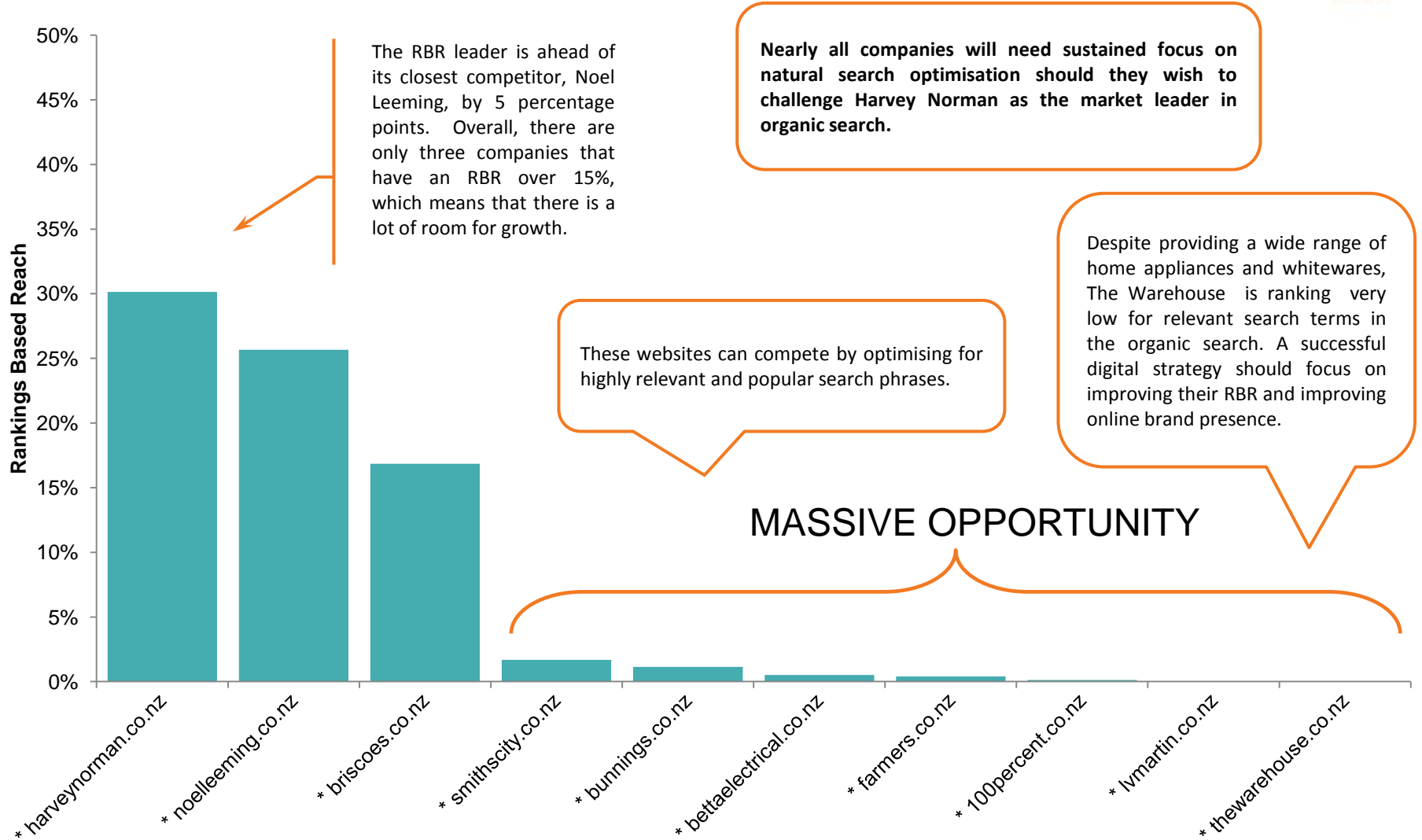
The importance of top rankings



Source: Chitika, 2013 (Organic Search)



Rankings Based Reach: Natural Search

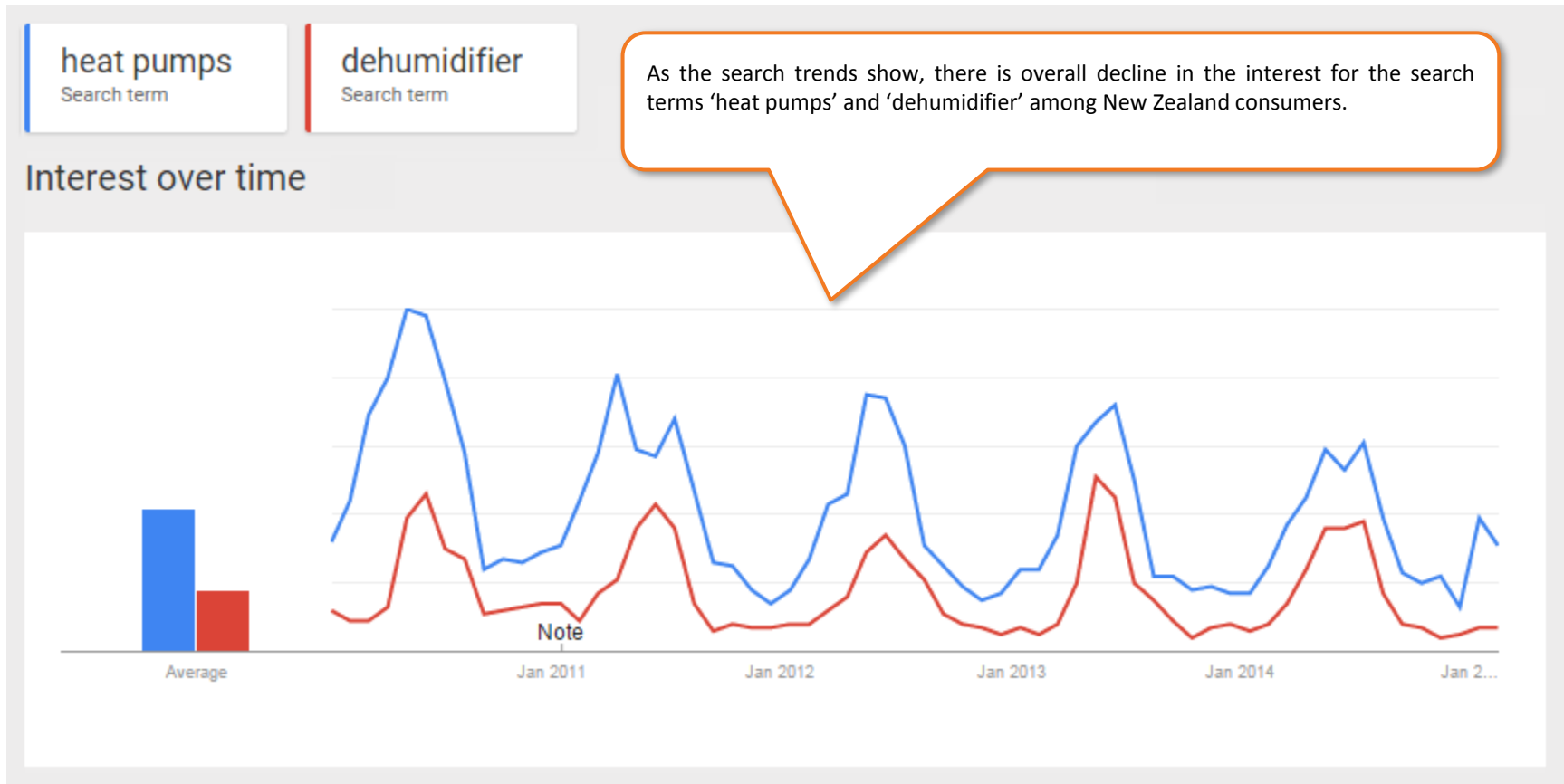


* includes all websites under the relevant domain name (eg, including www. and shop.)

Source of ranking data: Google New Zealand, www.google.co.nz, March 2015.

Search trends

The chart below illustrates interest in key search term 'heat pumps' and 'dehumidifier' in New Zealand over the last 5 years.



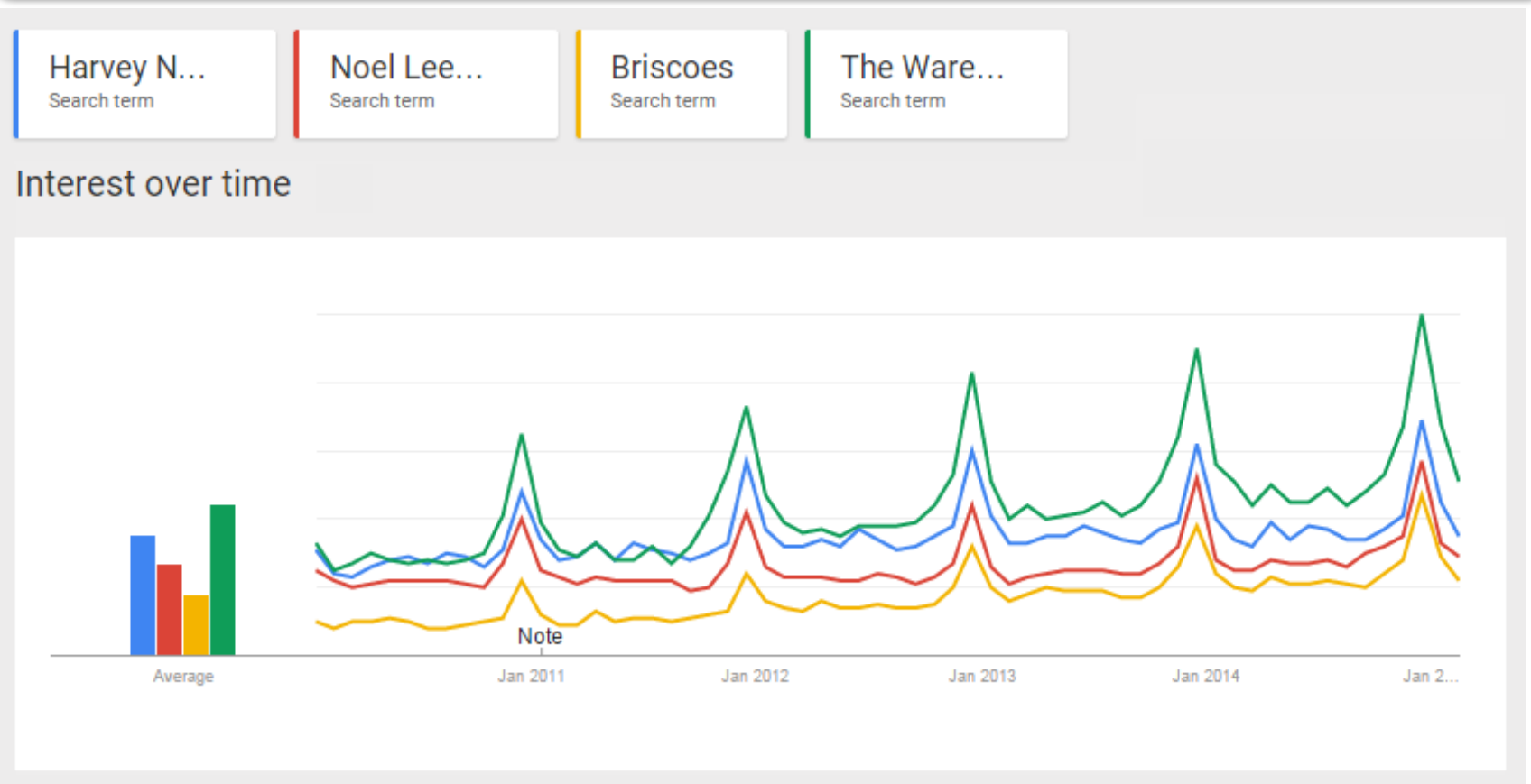
Source: Relative total keyword performance on a normalised scale of 1 to 100, Google Trends, New Zealand, March 2015



The Warehouse extends its brand lead online

The chart illustrates that the brand search terms for Harvey Norman, Noel Leeming, Briscoes and The Warehouse show strong seasonal trends with peaks in the Christmas period. The trend data also suggests that The Warehouse is accelerating away in terms of online brand search..

To combat being left behind, runner-up stores (for home appliances and whiteware) need to drive consumer brand recognition via search, display, social and email remarketing campaigns.



Source: Relative total keyword performance on a normalised scale of 1 to 100, Google Trends, New Zealand, March 2015

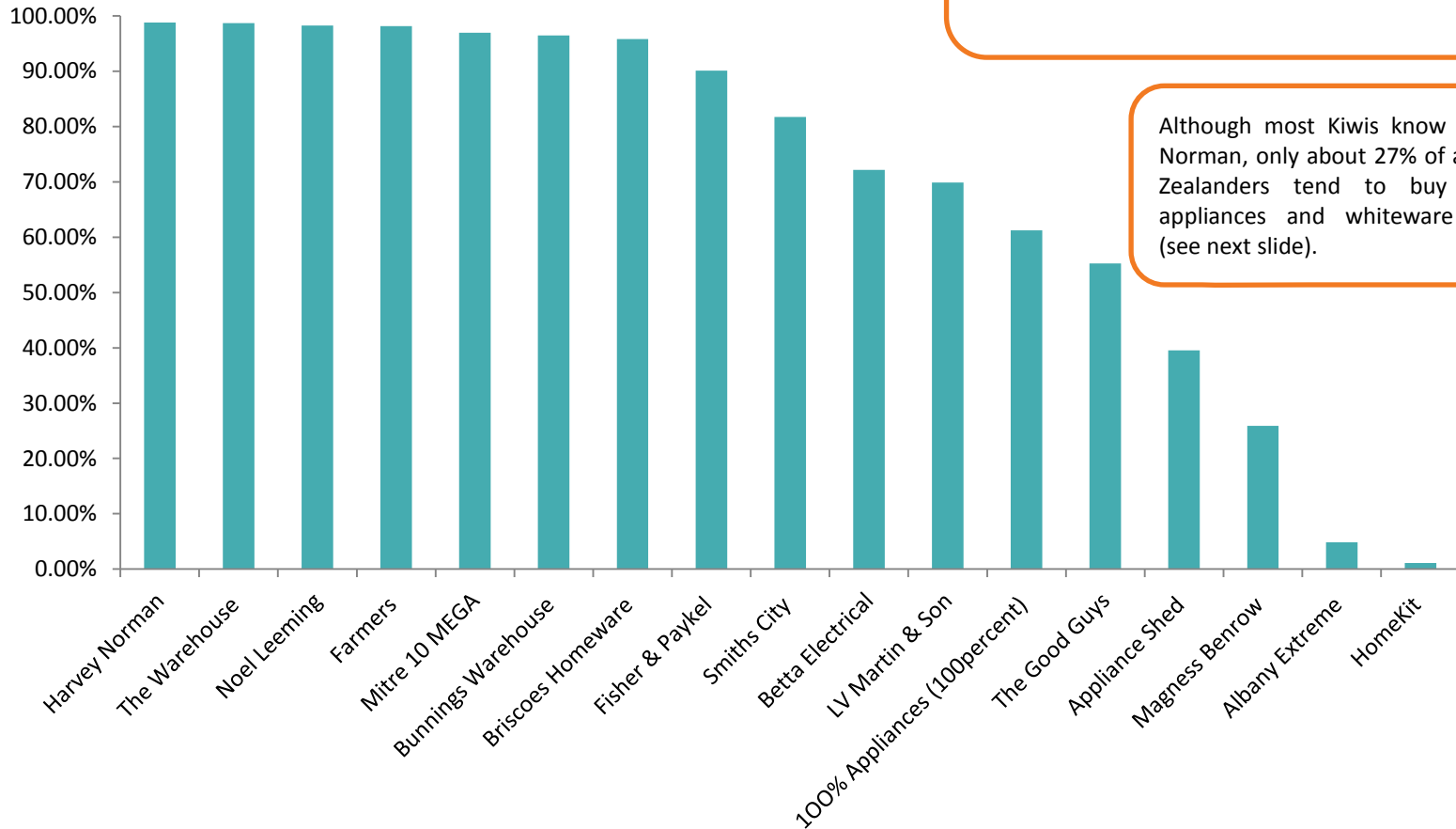


Consumer Research: Brand Recognition

Question 1: Which of the following store brand names do you recognise? (Tick all that apply).

Almost half of all mentioned store brand names have a market recognition of more than 90%. Starting with Harvey Norman as the market leader, followed by The Warehouse and Noel Leeming.

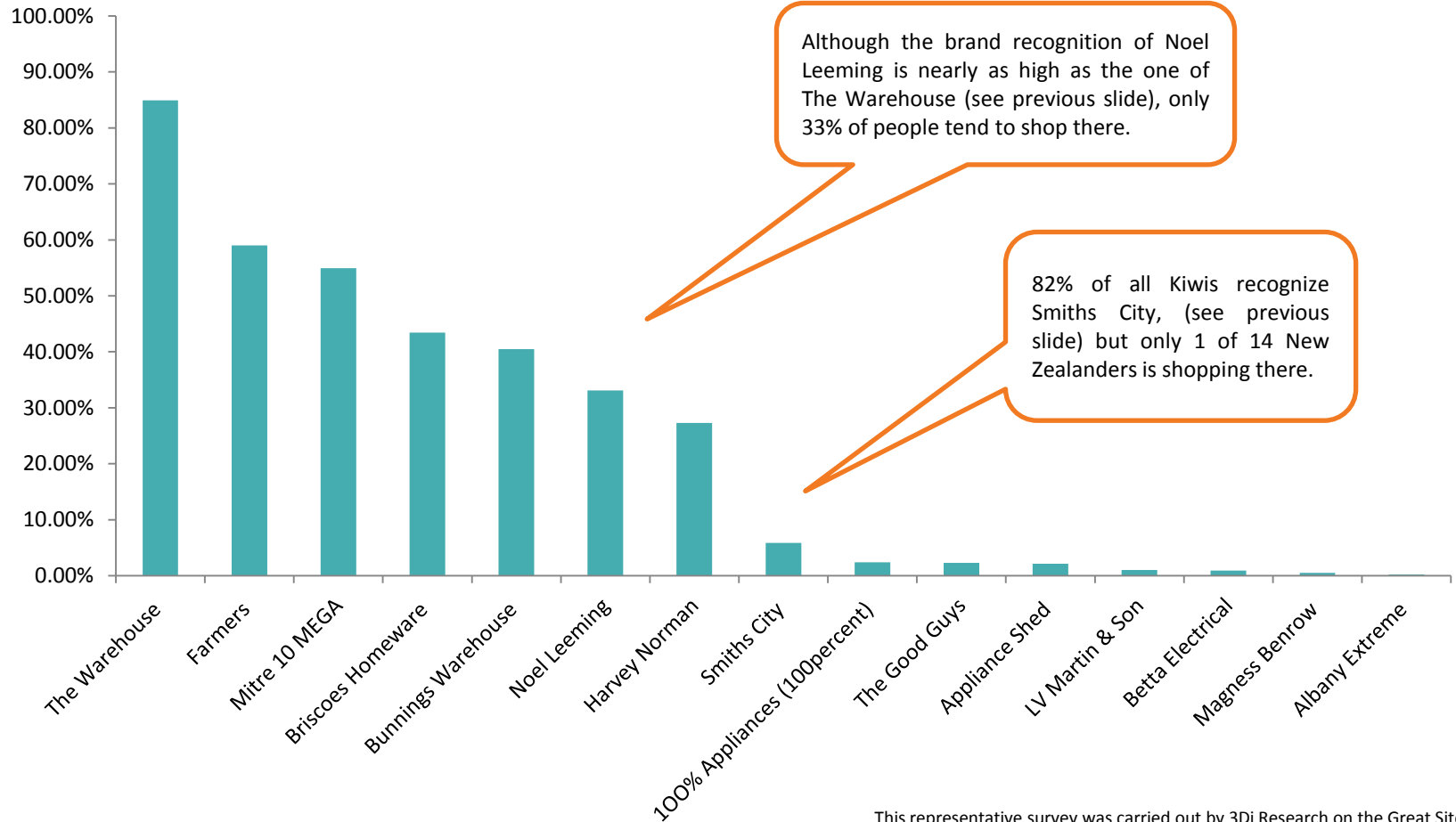
Although most Kiwis know Harvey Norman, only about 27% of all New Zealanders tend to buy home appliances and whiteware there (see next slide).



This representative survey was carried out by 3Di Research on the Great Sites platform Feb 2014 (n=2,470).

Consumer Research: Purchasing Behaviour (Offline)

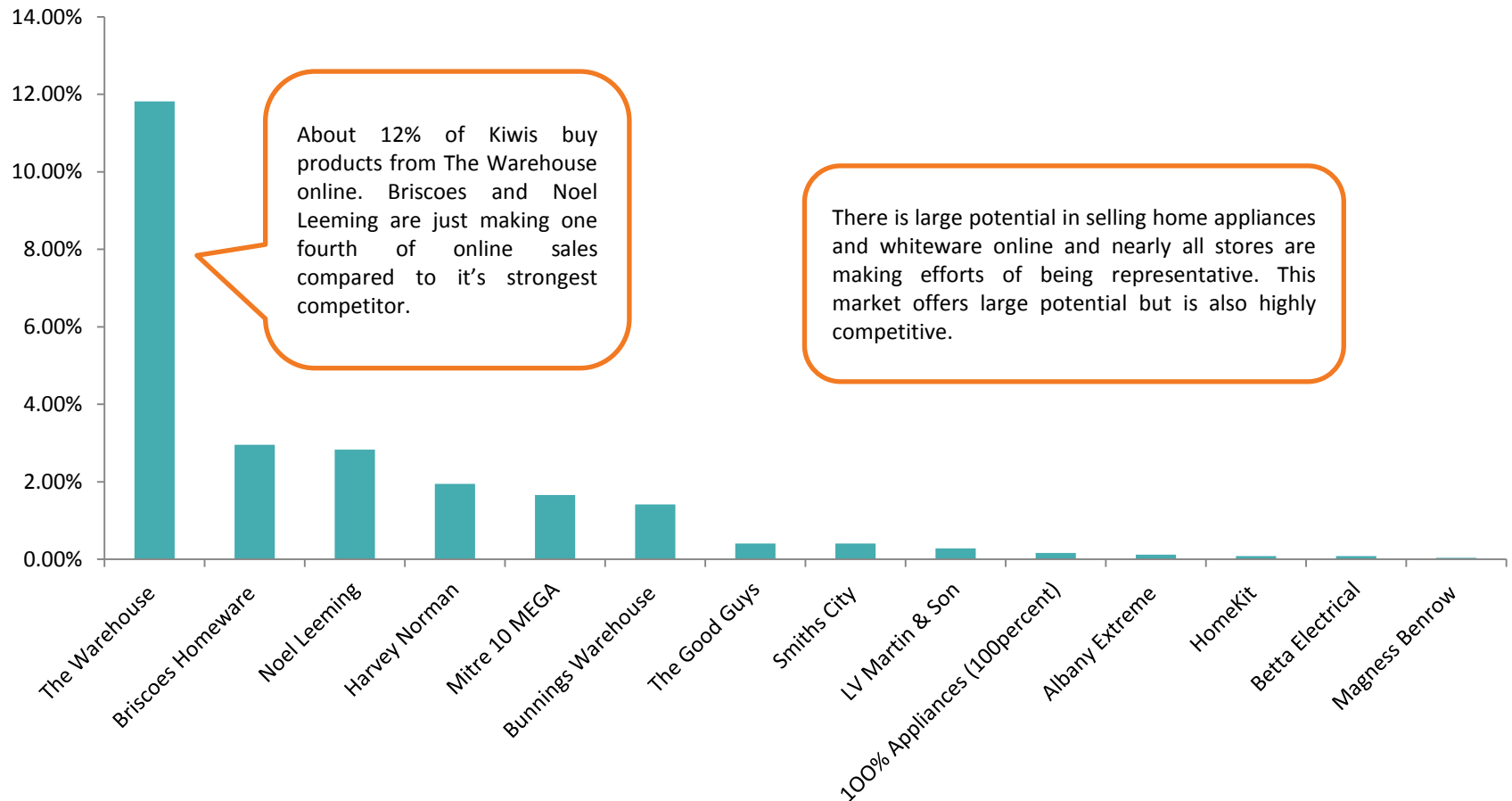
Question 2: From which of the following stores have you purchased in the last 3 months in person (offline)? (Tick all that apply).



This representative survey was carried out by 3Di Research on the Great Sites platform Feb 2014 (n=2,470).

Consumer Research: Purchasing Behaviour (Online)

Question 3: From which of the following stores have you purchased in the last 3 months online via their website ? (Tick all that apply).



About 12% of Kiwis buy products from The Warehouse online. Briscoes and Noel Leeming are just making one fourth of online sales compared to it's strongest competitor.

There is large potential in selling home appliances and whiteware online and nearly all stores are making efforts of being representative. This market offers large potential but is also highly competitive.



Home Appliances and Whiteware – FIRST Insights



- The home appliances and whiteware market is highly competitive, urging players to optimise their RBR to get ahead of their competition.
- The majority of all home appliances and whiteware websites have a very low organic RBR score, under 2% (!). This represents a big opportunity for natural search optimisation.
- Harvey Norman currently takes the lead in natural search rankings and is the most visible site in the home appliances and whiteware market in the search engine results compared to its major competitors.
- In a research conducted among senior level people in the wares industry (suppliers and retailers), the need to remain competitive and relevant can be addressed by investing online, becoming more consumer-centric and providing a better shopping experience¹.
- The mix of physical and virtual shopping will continue which means retailers must optimise the click and collect capability¹ of their online sites and add more value to normal in-store activities through seamless user experience and aggressive promotional efforts online. Retailers must be able to strike a balance between efficiency and enjoyment, relevance and surprise² in the consumers' shopping experience.
- **A considered search strategy that integrates both organic and paid search should be a key customer acquisition channel for stores offering home appliances and whiteware, driving revenue and growing the stores share of digital spend.**

¹Source: Industry: 2015 The truth is out there, Wares.co.nz, February 2015

²Source: The Future of Retail 2015, PSFK, 2015



About FIRST.

FIRST is an award-winning team of smart Digital Marketers who have helped over 300 companies across 100 industries achieve success online. We help our clients to grow online sales, revenue and improve their ROI.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch to find out more...



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http://twitter.com/first_nz

