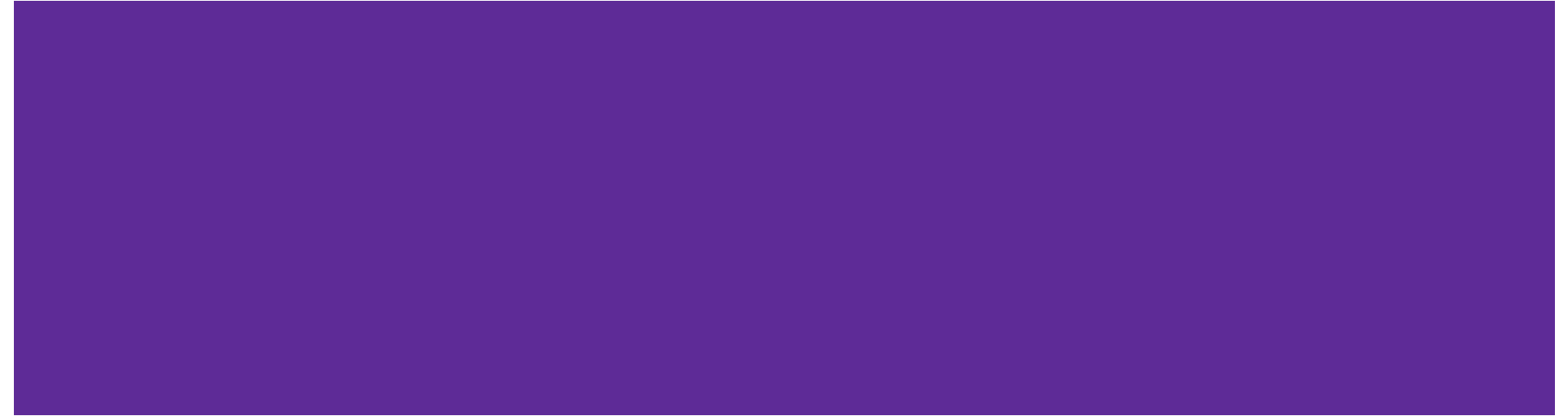


Effective Engine Oil Website Marketing SEO Strategies

Powered by :  Tony Tips



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Website Suggestions

To convert website visitors into buyers, eCommerce websites must have high-quality web designs.

Your website's design should ideally make purchasing and the payment procedure as simple, quick, and stress-free as feasible.

All it takes to create an e-commerce experience that will wow your clients is a little inspiration from the leading e-commerce firms.

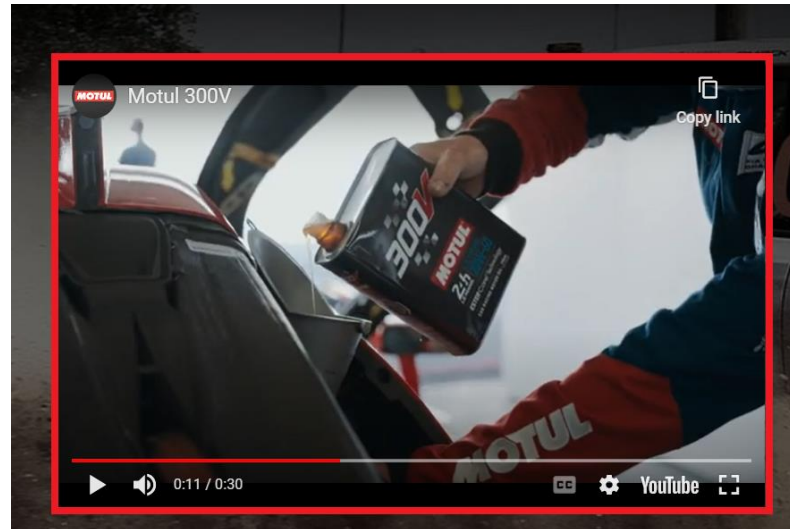
User-Friendly Navigation

Providing a user-friendly navigation system is essential to assisting customers in finding the things they need fast.

MOTUL	THE DRUM	PRODUCTS	COMMERCIAL	CAREERS	Search	
CAR PRODUCTS	MOTORCYCLE PRODUCTS	POWERSPORT APPLICATIONS	HEAVY DUTY PRODUCTS	INDUSTRY APPLICATIONS		
300V - Competition	300V Factory Line - Racing	Street Bike	Engine Lubricants	General Lubrication		
Engine Lubricants	Engine Lubricants	Scooter	Transmission Fluids	Metalworking Fluids		
Transmission Fluids	Transmission Fluids	Off-road	Greases	Forming		
Brake Fluids	Brake Fluids	Watersport	Coolants & Antifreezes	Heat Treatment		
Coolants & Antifreezes	Coolants & Antifreezes	Snowmobile	Maintenance & Care	Cleaning & Protection		
Maintenance & Care	Maintenance & Care	Kart & RC	Hydraulic Fluids	Additives for Coolants		
Additives	Additives	Marine	General Lubrication	Food Grade Lubricants		
Hydraulic Fluids	Shock & Fork lubricants	Gardening		HPDC		
Greases	Greases	Bike		Extrusion		
Classic Cars						

Product Videos

our product pages' conversion rates may rise if you include videos. Over 50% of consumers claimed that watching videos online aided them in choosing a brand or product, according to Think With Google. Retailers can add photographs and videos to their product pages on the majority of e-commerce platforms.



Product Reviews

Product reviews and ratings are the most common type of user-generated content on e-commerce websites. This portion of an online product page is essential for giving customers social proof that a product will meet their demands.



FAQ For Products

Including a section of the most common questions that consumers ask is another approach to offer user-generated content to your online store.

Increase the number of sales by answering your customer's top pre-sales questions about your products.

Reduce the amount of time your customer service has to spend on answering questions about products, before and after the purchase.

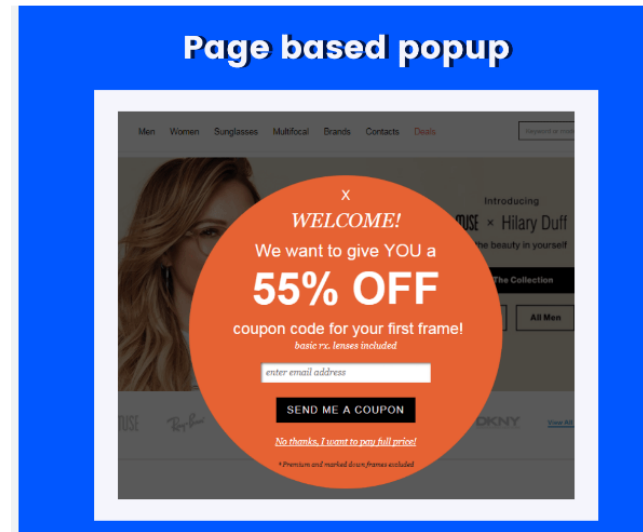
Email Opt-In

Getting a visitor to sign up for your email list is one of the next greatest conversions for your store if you can't get them to buy something from your website.



Push Notifications

Push notifications are the next best thing to using spam filters and social media algorithms to turn visitors to your e-commerce business into subscribers. Visitors can subscribe to your latest updates in their browser by using push notification providers.



Chatbots

The capacity of an e-commerce website to make money year-round, 24 hours a day, 7 days a week, is one of its advantages. It also entails offering assistance to your clients during certain times.

A lot of online retailers employ chatbots to direct customers to a particular product or support page and help them with simple inquiries.



The image shows a live chat window overlaid on a website. The chat window has a red header with a menu icon, three dots, and the text 'Welcome to LiveChat'. The main content area contains a message from the chatbot: 'Our operators are not available at the moment. If you require an emergency fuel delivery please call the number on this page. We'll deliver your fuel same day (Business customers only). For non-urgent enquiries please fill in the form below and we will respond as soon as we can.' Below the message are three input fields: 'Your name: *', 'E-mail: *', and 'Message: *'. The background website has a dark header with the text 'Lubricants, Greases & Oil' and a sidebar with text including 'n protecting', 'nts alike from', 'e will help you', 'and any other', 'reases & Oil Guide', and 'the Wor'.

Lubricants, Greases & Oil

Welcome to LiveChat

Our operators are not available at the moment. If you require an emergency fuel delivery please call the number on this page. We'll deliver your fuel same day (Business customers only). For non-urgent enquiries please fill in the form below and we will respond as soon as we can.

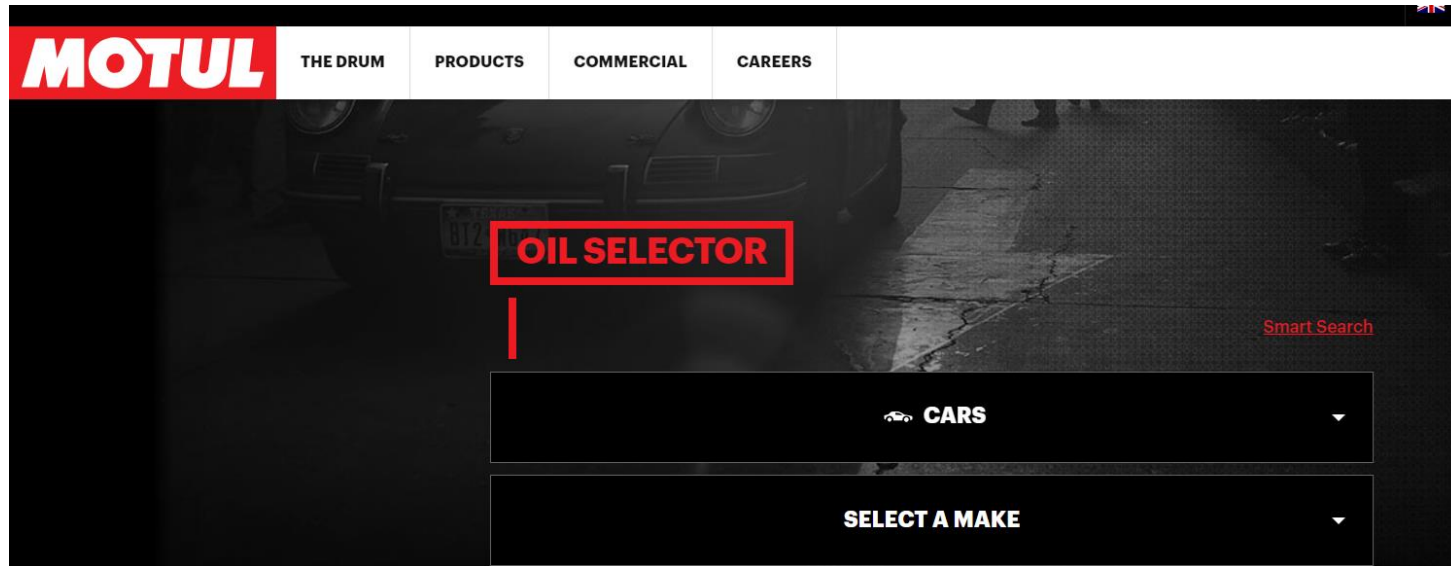
Your name: *

E-mail: *

Message: *

Product Availability Filters

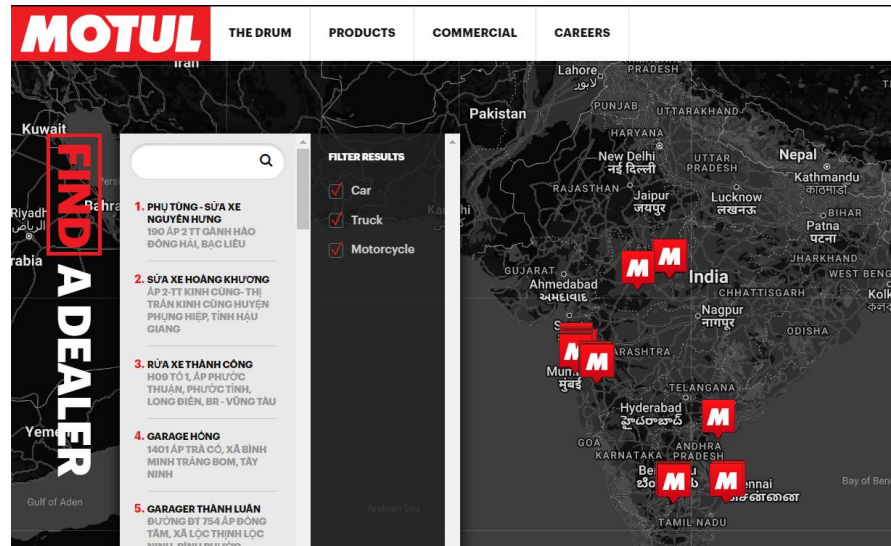
Do you provide your consumers a variety of options for delivery or pickup? Allow customers to easily locate available products with their selected pickup or delivery option.



Local Store Information

If your online store has physical locations as well, you can increase offline sales by including information about the closest store in the top of your website.

Before making an in-store purchase, customers would be able to shop online, make reservations for in-store pickup, or peruse the inventory of their local store.



SEO Suggestions

Improve Website Speed

Add Awesome Product Photos

Create A Product Video Showcase

Add FAQs

Refine Product URLs

SEO Suggestions

Improve Breadcrumb Navigation

Use High-Quality Images

Implement Product Schema Markup

Highlight Product Reviews And Ratings

Strategize Cross-Selling

Email Campaign

Email campaigns can be a great way to grow your business, drive traffic, and increase sales– as long as you write them in the right way.

Best types of email campaigns:

- ✓ New product announcement email
- ✓ Event invitation
- ✓ Re-engagement emails
- ✓ Promotional campaigns
- ✓ Welcome emails



Paid Ad suggestion

Recommend initiating a Google Display campaign to boost website traffic and attract a targeted audience. Utilizing visually engaging images on relevant websites can effectively draw in potential audiences to the website. See sample display ads below for a preview of our approach

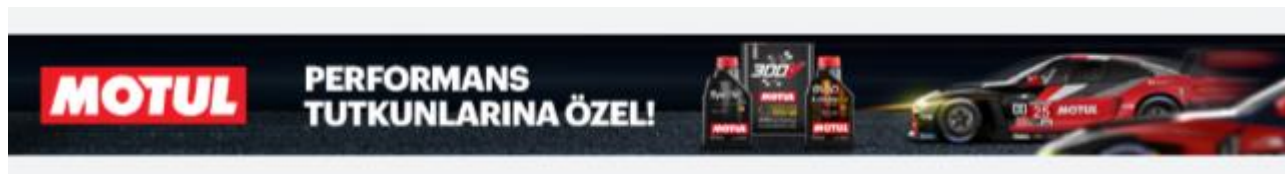


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Thank you

