



Ian Lockwood • Vibrant Doors

Succeeding In Search With eCommerce Retail

June 2025

Our Product Offering

All types of doors & associated hardware, from patio doors to fire doors



SEO Challenges

Strong competition

- Big brand DIY stores (B&Q, Wickes)
- Online retailers (Leader Doors, Door Superstore etc.)
- Builders' merchants (Howdens, Travis Perkins etc.)

Multiple websites to rank for the same products

- Lots of work!
- Duplicate content to be avoided

What Has Worked

Hub Content

ARTICLES & INFORMATION



Internal Bifold Doors for Wardrobes

See how you can use our internal folding doors as a wardrobe door.



Internal Bifold Doors for Bathrooms

Elevate bathroom elegance: Explore the advantages of using internal bifold doors to maximise space and style in your bathroom.



How Do Internal Bifold Doors Work?

Elegance in motion: Learn how internal bifold doors work, offering space-saving convenience and an aesthetic upgrade for your home.



How Much Are Internal Bifolds?

Budgeting for style: Get insights into the cost of internal bifold doors and find the right option to match your budget and needs.



Internal Bifold Door Sizing

Perfect fit for your space: Our guide simplifies internal bifold door sizing, ensuring you choose the right dimensions for a stylish and functional design.



Bifold Doors For The Bedroom

Explore how bifold doors can create a seamless connection between your bedroom and the outdoors, adding tranquility and style.



Bifold Doors For The Kitchen

Discover the benefits of bifold doors for the kitchen, bringing in light and a sense of space to enhance your cooking experience.



Bifold Doors For The Living Room

Elevate your living space: Learn how bifold doors can transform your living room, combining style and natural light.



Making Adjustments To Internal Bifold Doors

Fine-tune your space: Learn how to make adjustments to internal bifold doors for a perfect fit and effortless operation.

Long Tail Keyword Research

- Adding content targeting “discovery” or informational search terms makes your site a better destination for any search related to your topic
- Helps your site rank better for primary (transactional) keywords
- Captures traffic higher up the sales funnel
- Earns links: 66 linking sites to “advice” pages on one site
- Example: 51,000 visits over 12 months, 200 calls, 50 emails, 1 sale!

Hub Content Tips

Pages should “belong” to their parent category

- URLs should reflect the hierarchy, e.g. /category-name/information-page/

Ensure plenty of internal linking with descriptive anchor text between pages

Refresh content periodically to ensure accuracy & completeness

Presentation should be good, not just text across the full width of the page

NLP/Entity Optimisation

Content Editor / how to structure marketing budget

Do you see any issue? Report it to us!

Select a piece of text, click on feedback button and leave your comment

Mastering How to Structure Marketing Budget: A Step-by-Step Guide

You're about to embark on a journey to master the art of how to structure marketing budget. It's not just about crunching numbers, but also about understanding your business goals, identifying key marketing channels, and making informed decisions. Ready to dive in? Let's get started!

Key Takeaways

- Comprehensively plan your marketing budget to efficiently allocate resources and ensure successful activities.
- Prioritize strategies, identify key channels, invest in growth & sustain organic efforts for maximum ROI.
- Utilize industry insights and practical tools to customize the budget according to business size & measure success with KPIs.

Understanding the Marketing Budget Landscape

In the grand tapestry of business strategy, the marketing budget forms the thread that weaves together all marketing activities. From social media marketing to traditional advertising, every aspect of marketing requires resources. But how do you decide where to put your marketing money?

Marketing leaders and their marketing teams often grapple with these questions. One of the common marketing budget mistakes is to pour funds into every possible channel, hoping that something sticks.

Content Score

89/100

Avg 63 Top 75

Content Structure

| WORDS | HEADINGS | PARAGRAPHS | IMAGES |
|-------------|----------|------------|--------|
| 1,563 | 30 | 35 | 3 |
| 1,300-1,495 | 12-14 | 31-37 | 8-10 |

Terms

Search

#Market - 35 #Marketing - 34

All 80 Headings 5 NLP 77

how to structure marketing budget 2/1

marketing budget 41/16-32

marketing budgets 2/2

marketing budget template 1/2-6

marketing campaigns 1/1-3

marketing team 1/1

business strategy 3/1

NLP/Entity Optimisation

Natural Language Processing identifies entities in content and contextualises them through the language and other entities used on the page

Optimise content by comparing yours to what ranks best on Google for your target keywords

- Add mentions of entities, topics and words/phrases

Include as many Entity Attribute Values in content as possible

Optimising For Entities

Entity Attribute Values (EAVs) show information you should include when optimising for an entity.

Generative AI tools (ChatGPT, Gemini, Claude etc.) can list these for you.

Gemini

Provide a list of EAVs for Bifold Doors

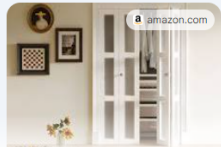
Show drafts ▾

✦ EAV (Entity-Attribute-Value) is a way to represent data in a structured format. Here's a list of EAVs for Bifold Doors:

Entity: Bifold Door

| Attribute | Value |
|-----------------|--|
| Material | Wood, Vinyl, Aluminum, Glass |
| Style | Single Hung, Double Hung, Sliding, Bifold |
| Color | Black, White, Gray, Beige, Woodgrain (and many more) |
| Glass | Clear, Tinted, Frosted, Tempered |
| Insulation | Yes/No |
| Width | In inches (customizable) |
| Height | In inches (customizable) |
| Number of Doors | 2-8 panels |

Image



Creative Content & Digital PR



Creative Content & Digital PR

Harder & harder to get attention & links

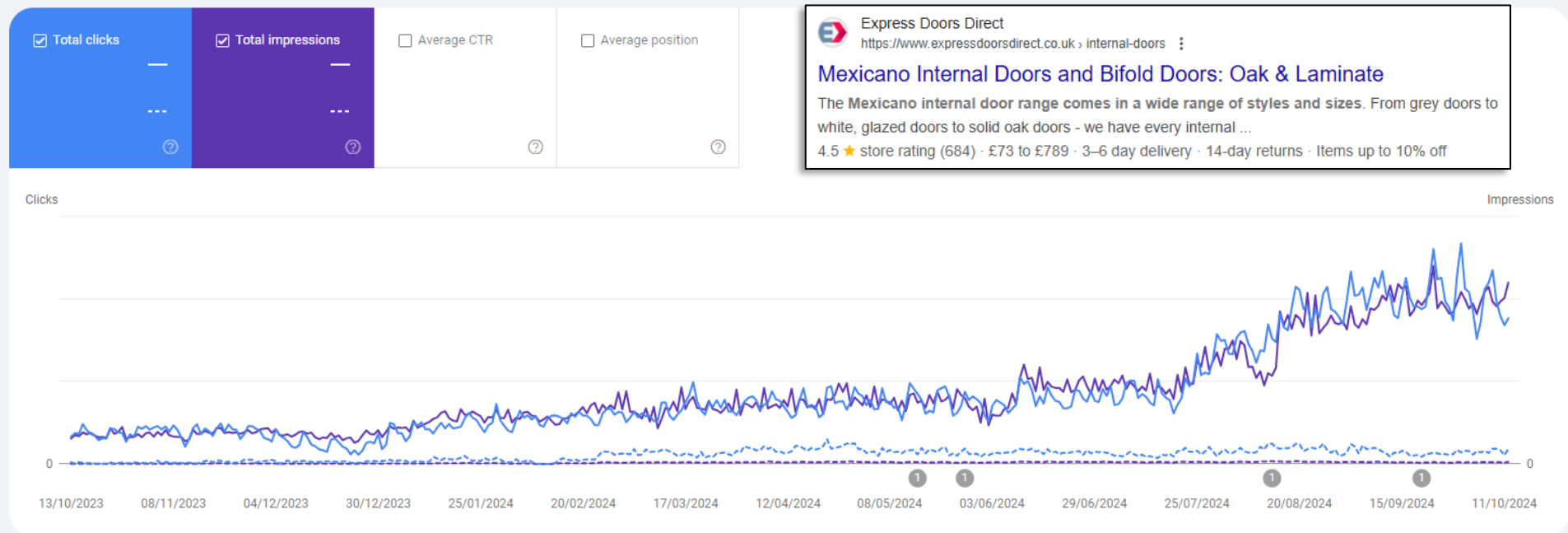
Production values must be high

- Almost always requires graphic design

Time-consuming/expensive to produce & outreach

Empirical data/research with a hook or story works best

ProductGroup Structured Data



ProductGroup Structured Data

The screenshot shows the Google Search Central documentation page for "Product variant structured data (ProductGroup, Product)". The page is part of the "Documentation" section, with a sidebar on the left listing various topics like "Discussion forum", "Education Q&A", "Employer aggregate rating", etc. The main content area has a blue header with a LinkedIn link and a breadcrumb trail: "Home > Search Central > Documentation". The title "Product variant structured data (ProductGroup, Product)" is prominently displayed with a bookmark icon. Below the title, a paragraph explains that many types of products (apparel, shoes, furniture, etc.) are sold in different variations and that the `ProductGroup` class is used to group these variants together. The text includes code snippets for `variesBy`, `hasVariant`, and `productGroupID`. A "Send feedback" button is located to the right of the title. At the bottom of the screenshot, a white box contains the URL: <https://developers.google.com/search/docs/appearance/structured-data/product-variants>.

Thinking Ahead: AI Search

- Query fan-out: 10s or 100s of related queries automatically triggered by a single request
- Agentic shopping informed by Shopping Graph & user-generated content
- Multi-modal content & generated results

Content Helpfulness & Quality Analyzer

By Aleyda Solis

Content Helpfulness and Quality SEO Analyzer

Share

Your page is well-structured and user-friendly, offering a variety of Mexicano internal doors. However, to enhance its SEO performance and user engagement, there are areas for improvement.

✓

Strengths

- Product Range:** A diverse selection of Mexicano doors, including various finishes and sizes.
- User Experience:** Clean layout with intuitive navigation and filtering options.
- Trust Signals:** Features like a 10-year guarantee and price match promise build credibility. [deal4doors.co.uk](#)

✖

Areas for Improvement

1. Helpfulness and People Satisfaction

- Content Depth:** The page lacks detailed information about the Mexicano doors' features, benefits, and suitability for different home styles.
- FAQs:** Including a FAQ section addressing common customer queries can enhance user satisfaction.

Recommendations:

- Add comprehensive product descriptions and benefits.
- Include a FAQ section.

<https://chatgpt.com/g/g-WxhtjcFNs-content-helpfulness-and-quality-seo-analyzer>

Copywriting For AI Search

- Passages complete in isolation
- Explicit about comparisons/trade-offs
- Entity-rich
- Structured chunks (lists, headings, tables)
- Intent language (“if you’re shopping for...”)
- Avoid bloat & repetition
- Answer-oriented
- Factual, attributable, verifiable

Copywriting For AI Search

Need to balance passage structure for AI with reading well for humans

- <https://ipullrank.com/how-ai-mode-works>

PPC Challenges

- Lots of competition
- Competing against ourselves
 - Crowding-out or advertise different products from different sites?
 - Budget allocation between accounts
- Incorporating offline sales for true ROAS
- Consistency of messaging & offers
- Performance Max
- Google distorting non-square product images

What Has Worked

Product Image Issues



square2
Last modified August 15, 2023 5:12 PM

Delivery settings

IMAGE RENDERING

Format

Scale

Crop

Canvas

Border

Rotate

Light

Color

Levels

Effects

Text overlays

Watermarks

VIDEO

Thumbnail

Canvas

Aspect ratio

Original

Position

Center

Size

Width

2000 px

Height

2000 px

Color

ffffff

Opacity

100

Shopping/PMax Consolidation

Splitting products into very specific groups & campaigns can lead to low budgets & poor performance

Consolidating some campaigns into one gave us
+64% revenue & +71% conversions, -8% CPC

Product Title Optimisation

- Adding attributes to titles (colours, material, brand or even category/type)
- Reordering elements in titles (e.g. move brand to the start)
- Ensure Short Title field is populated in feed

Scripts & Data

Product disapproval alerts

<https://nilsrooijmans.com/google-ads-script-disapproved-products-alerts/>

Non-converting PMax terms

Monthly customer match lists

Thank You

www.vibrantdoors.co.uk