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MEMBER DIGITAL TOP TIPS PACK 2021

CONTENTS

Our Digital Top Tips cover insight, advice and best practice across the following areas:

1. Inbound brand search
2. Contact and engagement
3. Category taxonomy
4. Category pages
5. Product detail pages
6. Product search
7. Promotional content
8. Purchasing tools

For more information on any of the content or for further digital advice please contact Aaron Green

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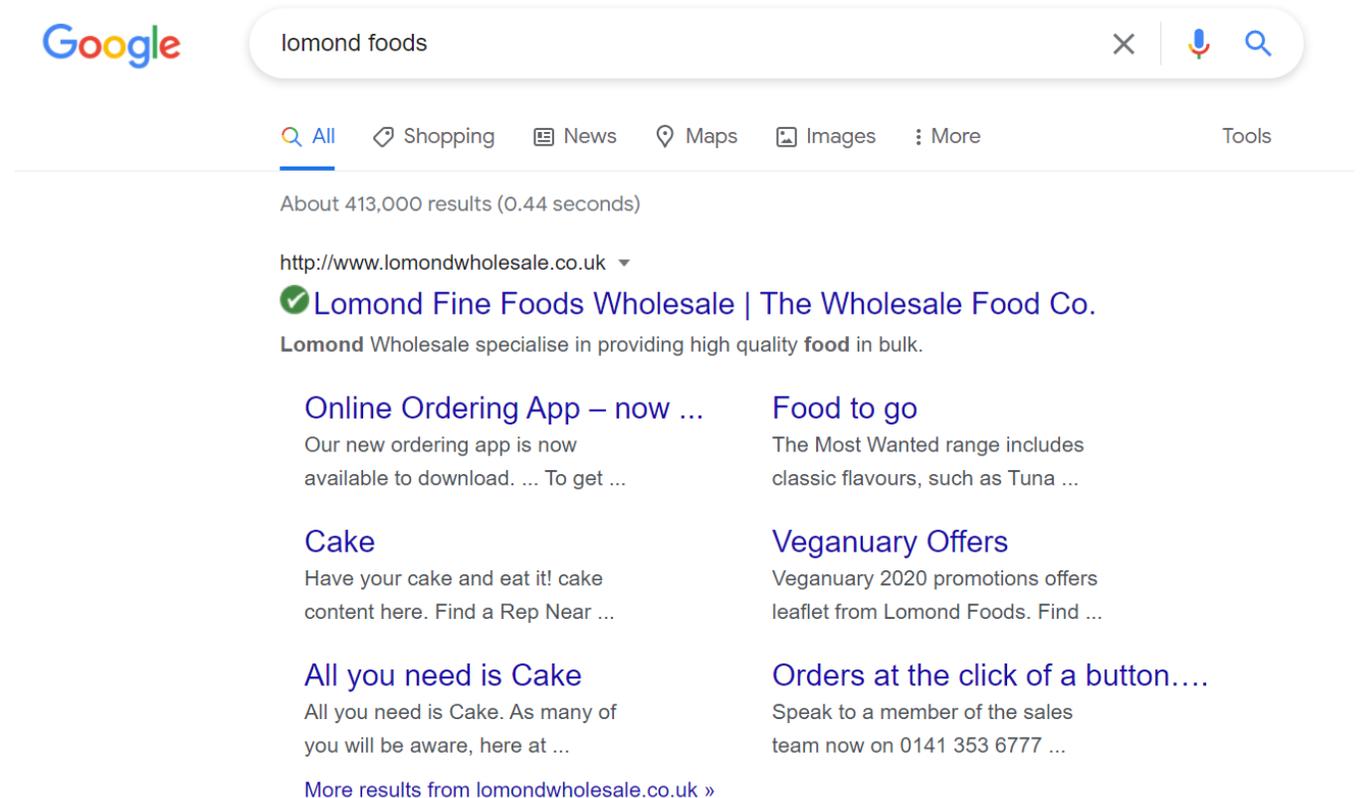
1. INBOUND SEARCH

Ensure you are position one in top search engines' search results

Over half of your website traffic will arrive via search engines such as Google. Make sure your website is top of the list when customers search.

Google is pretty good at doing this, as you can imagine, but you can find out more great information about Google My Business at the following weblink:

<https://www.google.com/business/>

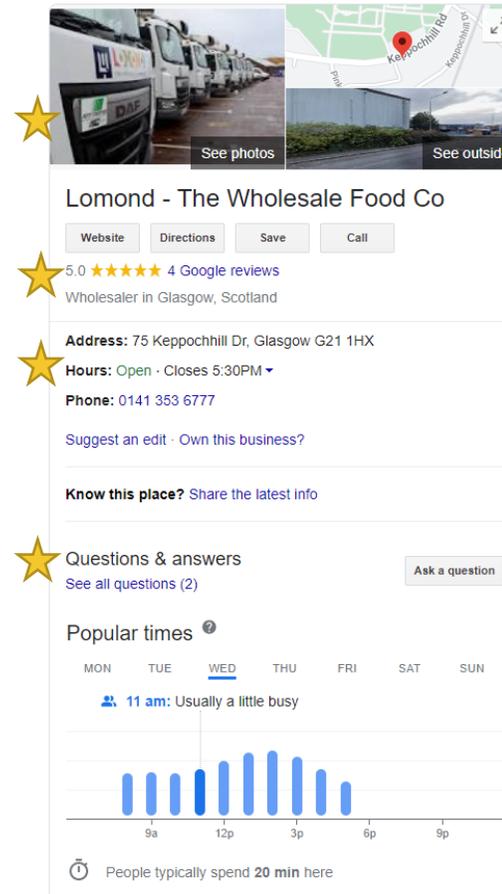


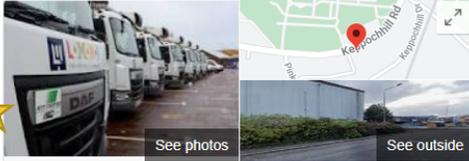
The screenshot shows a Google search for "lomond foods". The search bar contains "lomond foods" and the search button is visible. Below the search bar, there are navigation options: All, Shopping, News, Maps, Images, More, and Tools. The search results show "About 413,000 results (0.44 seconds)". The first result is "http://www.lomondwholesale.co.uk" with a green checkmark icon. The title is "Lomond Fine Foods Wholesale | The Wholesale Food Co." and the description is "Lomond Wholesale specialise in providing high quality food in bulk." Below the main result, there are four featured snippets: "Online Ordering App – now ..." (Our new ordering app is now available to download. ... To get ...), "Food to go" (The Most Wanted range includes classic flavours, such as Tuna ...), "Cake" (Have your cake and eat it! cake content here. Find a Rep Near ...), and "All you need is Cake" (All you need is Cake. As many of you will be aware, here at ...). At the bottom right of the featured snippets, there is a link "More results from lomondwholesale.co.uk »".

1. INBOUND SEARCH

Provide comprehensive information in Google's Knowledge Box

- Images and location of premises
- Company logo
- Clickable phone number
- Website link
- Opening hours
- Social Media links
- Descriptive text
- Customer reviews



★  See photos See outside

Lomond - The Wholesale Food Co

Website Directions Save Call

★ 5.0 ★★★★★ 4 Google reviews
Wholesaler in Glasgow, Scotland

★ **Address:** 75 Keppochhill Dr, Glasgow G21 1HX

★ **Hours:** Open · Closes 5:30PM ▾

Phone: 0141 353 6777

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

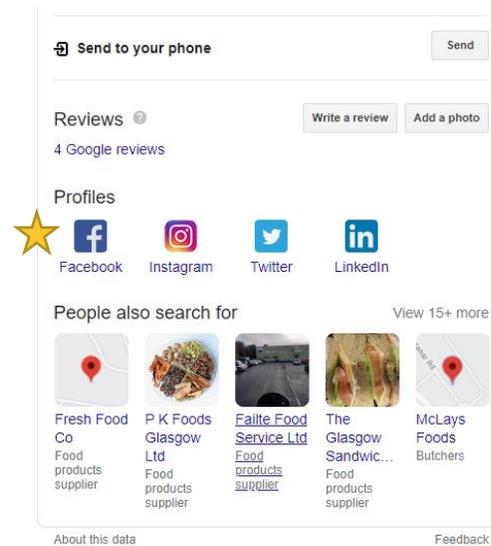
★ **Questions & answers**
[See all questions \(2\)](#) [Ask a question](#)

Popular times

MON	TUE	WED	THU	FRI	SAT	SUN
		11 am: Usually a little busy				

9a 12p 3p 6p 9p

🕒 People typically spend 20 min here



📱 **Send to your phone** [Send](#)

Reviews [Write a review](#) [Add a photo](#)
4 Google reviews

Profiles

★ 
Facebook Instagram Twitter LinkedIn

People also search for [View 15+ more](#)

 Fresh Food Co Food products supplier	 P K Foods Glasgow Ltd Food products supplier	 Faitle Food Service Ltd Food products supplier	 The Glasgow Sandwich... Food products supplier	 McLays Foods Butchers
---	---	---	---	---

About this data [Feedback](#)

2. CONTACT AND ENGAGEMENT

Contact information

Contact information needs to be complete and accurate. You should look to provide multiple ways for customers to get in touch such as clear and obviously positioned email address, click-to-call phone numbers, live chat functionality, FAQs, with all details summarised on a separate “Contact us” page.

Clickable social media links to keep customers up to date. This is particularly important at the moment with things changing weekly or even daily. Social media is a great way to keep your customers updated with the latest information.

Contacting us

Ordering

Order online 24/7 at [Matthew Clark Live](#).

England/Wales: While our phones lines are closed please [email us](#).

Scotland: While our phones lines are closed please [email us](#).

Billing

Manage billing 24/7 with [e-billing](#).

Customer services

England/Wales: mccustomerservices@matthewclark.co.uk

Scotland: mcwscotlandcustomerservices@matthewclark.co.uk

General enquiries

England/Wales: enquiries@matthewclark.co.uk

Scotland: enquiries@matthewclark.co.uk

Send us a message

We would love to hear from you, if there is anything that you would like to discuss with us, fill in the form below and our team will get you in touch with the right person.

Name * <small>Your full name and title</small>	Email * <small>Your email address</small>	Phone number * <small>Your telephone number</small>
<input type="text"/>	<input type="text"/>	<input type="text"/>
Enquiry type * <input type="text"/>		
Message * <small>Enter your enquiry. Please include your account number to help us handle your enquiry better.</small>		



Lomond Foods Ltd. 75 Keppochhill Drive, Port Dundas, Glasgow, G21 1HX
Tel: 0141 353 6777 - Fax: 0141 353 6916

Logos for LOMOND THE WHOLESALE FOOD CO., INVESTORS IN PEOPLE, and BRC. Social media icons for Twitter, Facebook, and LinkedIn are highlighted with a yellow box.

2. CONTACT AND ENGAGEMENT

Business information

Business information such as address and opening hours are important to display prominently on the homepage – Williams Foodservice provide opening hours and contact details from the home page and include head office address and location map detail in the footer. They also serve a pop up to the viewer encouraging them to sign up for their mailing list

Williams have also added some really important customer information to emphasise their commitment to service and reassure customers from first point of contact on the homepage that they are a flexible and multichannel partner

PROMOTIONS OUR PRODUCTS **Williams** FOODSERVICE COVID-19 INFO MAGAZINE

REGISTER HERE AS BUSINESS CUSTOMER (NEW)

ONCE REGISTERED - FROM ORDERS TO HAPPY PRICES OR CLICK TO REQUEST A CALL BACK

OUR TRADING HOURS ARE:
Monday to Friday 7.30am - 4pm
Saturday & Sunday closed

Please note OUR WAREHOUSE IS now open to both trolley & checkout and click-and-collect customers.

WE CONTINUE TO DO DELIVERIES (Mon to Fri) FOR ORDERS OVER £100

We continue to take orders over the phone & or answerphone 24/7.

WHAT CAN WE DO FOR YOUR BUSINESS?

We are a family owned business supplying the hospitality industry.

OUR PRODUCT CATEGORIES

- FROZEN
- CHELLED
- GROCERY
- LICENSED
- IMPULSE
- PAPERWARE
- EQUIPMENT
- CLEANING

CONTACT US TODAY

Address:
Williams Foodservice, Pinfold Lane
Industrial Estate, Brindlington, YO15 2HF

Contact:
Telephone: 01262 602325
Email: info@williamsfoodservice.co.uk

Call Us Now
01262 602325

f t @

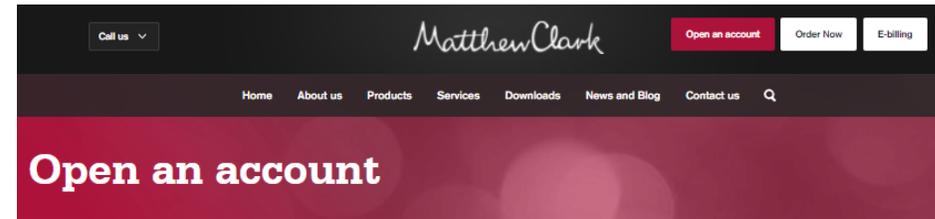
2. CONTACT AND ENGAGEMENT

New customer sign-ups

A clear new customer sign-up pathway is essential. For example a dedicated “new customer” page with clear calls to action (CTAs) and benefits of becoming a customer highlighted.

Matthew Clark demonstrate a good example of a clear “Open an account” page including benefits of joining, clear CTAs from the home page (all pages, in fact) and ‘help’ features for any trouble throughout the process.

As new customers are less likely to be familiar with your website, make sure these pages or pathways are clearly signposted and easy to find.



Let's get started

As the UK's leading wholesaler to the licensed trade, we deliver an unbeatable range of products to many thousands of venues each week. To join us, and access our specialised service, we first need to create a login. This login allows you to stop and start this application process at any time. In total, the application takes around 10 minutes to complete.

Please note: We're only able to process applications from drinks trade businesses.

Before you begin, make sure you have the following to hand...

- Bank account details
- Company registration information
- AWRS number if applicable
- Previous account details if you have traded with us before
- Two forms of identification

Proof of Identity (JPG, PNG, Word or PDF)

Proof of address (JPG, PNG, Word or PDF)

Photo ID (Driving license or passport)

First, we need a few details about you...

Full name *

Email address *

Pick up where you left off

Enter your email and password to jump back in

Email address or username *

Password *

[Forgotten your password?](#)

Login

Get in touch

If you want to find out a bit more about us, discuss how we can best support your business or receive tailored pricing quotes, arrange a meeting with our new customer team.

Arrange a meeting

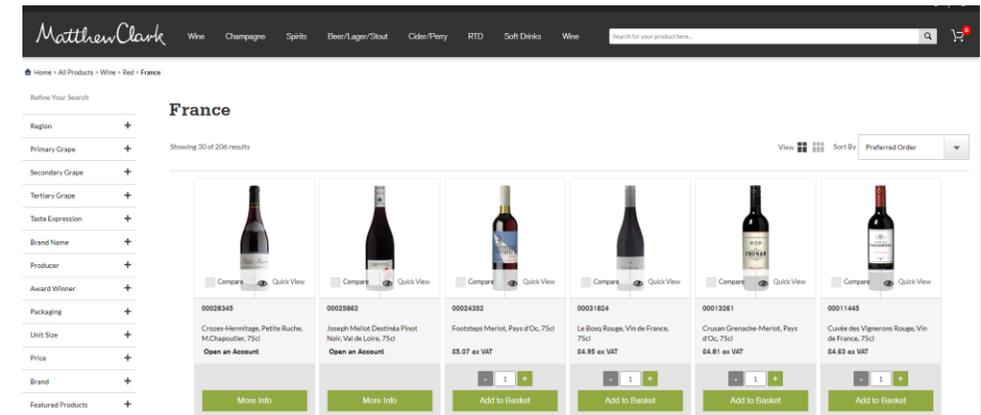
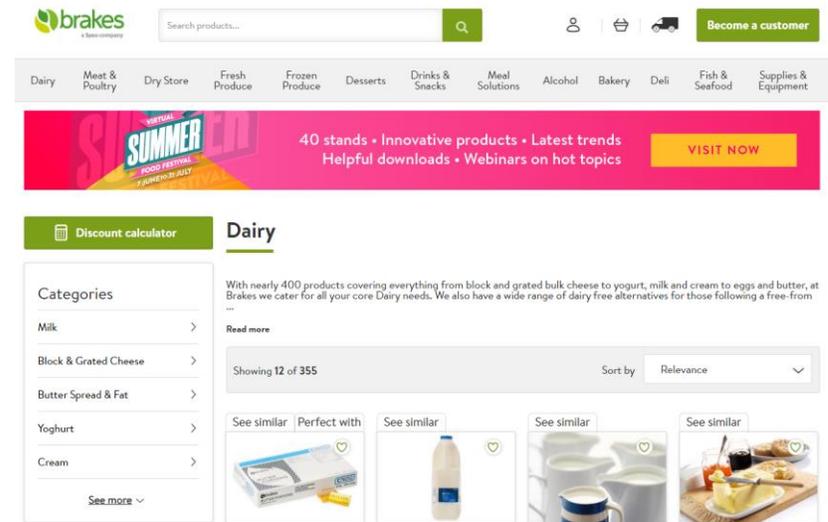
Need help?

3. CATEGORY TAXONOMY (HIERARCHY AND LAYOUT)

The layout of your website or app needs to be intuitive, so that even people using it for the first time are able to find their way around.

What are we looking for?

1. Clear navigation – Best practice is to have a master menu across the top which then drills down into menu options on the left hand side when a particular category is selected.
2. Breadcrumb navigation which is where your path to a particular page is marked out with the individual steps you have taken so you can retrace your steps if needed.
3. Product-type filtering, including basic attributes such as new products and promotional lines and more advanced criteria such as dietary requirements, meal occasions or cooking method which help the customer to narrow down their search even further.

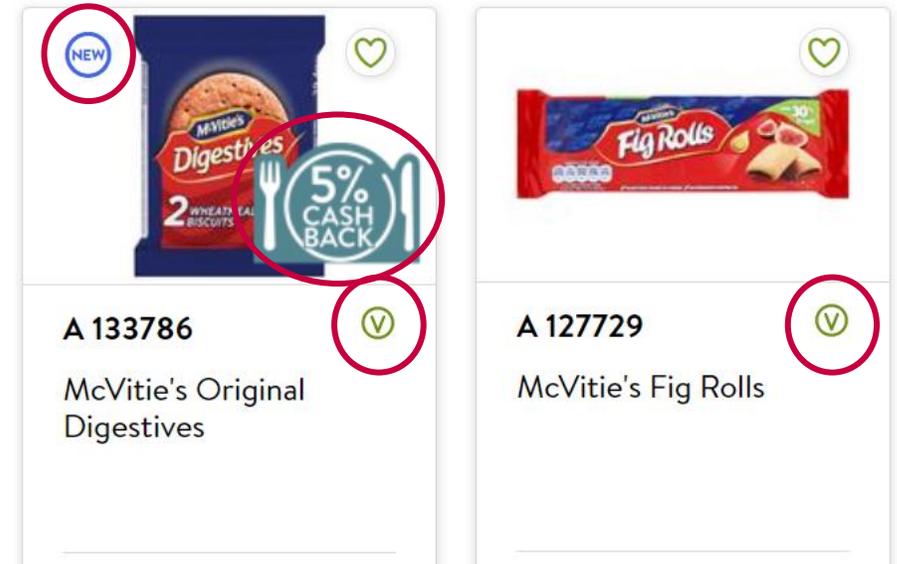


4. CATEGORY PAGES

Key aspects to include on category pages

It's important that images used on websites and apps are of the highest possible quality, accurate and up to date and that important information is signposted.

1. Clear, high-res images are key to giving the customer confidence of a quality product and service.
2. White-on-white images can sometimes be lost in the background, so further attention is required with these images to ensure they stand out.
3. Product type markers help create a clear and easy user experience as customers can easily identify which products are right for them e.g. vegan / vegetarian, promotional, new



5. PRODUCT DETAIL PAGES

What does best in class product detail need?

1. A clear product description – high res, up to date images – of both sku and case, clear size and weight, allergens, product code and detailed manufacturer description and ingredients/nutrition.
2. Calls to Actions, known shorthand as CTAs. These are the actions that we want people to take, which we normally make possible through clickable buttons or icons – be sure to show clear add to basket CTAs as well as functionality to increase/decrease order quantity from the product page.
3. Favourites – include ‘add to favourites’ buttons (and promotions markers) to create a easy process for returning customers.



See similar



A 105881 

Kellogg's Coco Pops
295g

£27.19 £2.72/ea

Pack size: 10 x 295g

 1  **Add**



A 125440 

Kellogg's Muesli Fruit Bulk

£29.99 £7.50/ea

Pack size: 4 x 2kg

 1  **Add**

Overview | Food Match & Awards | Wine Maker Feature | Allergens

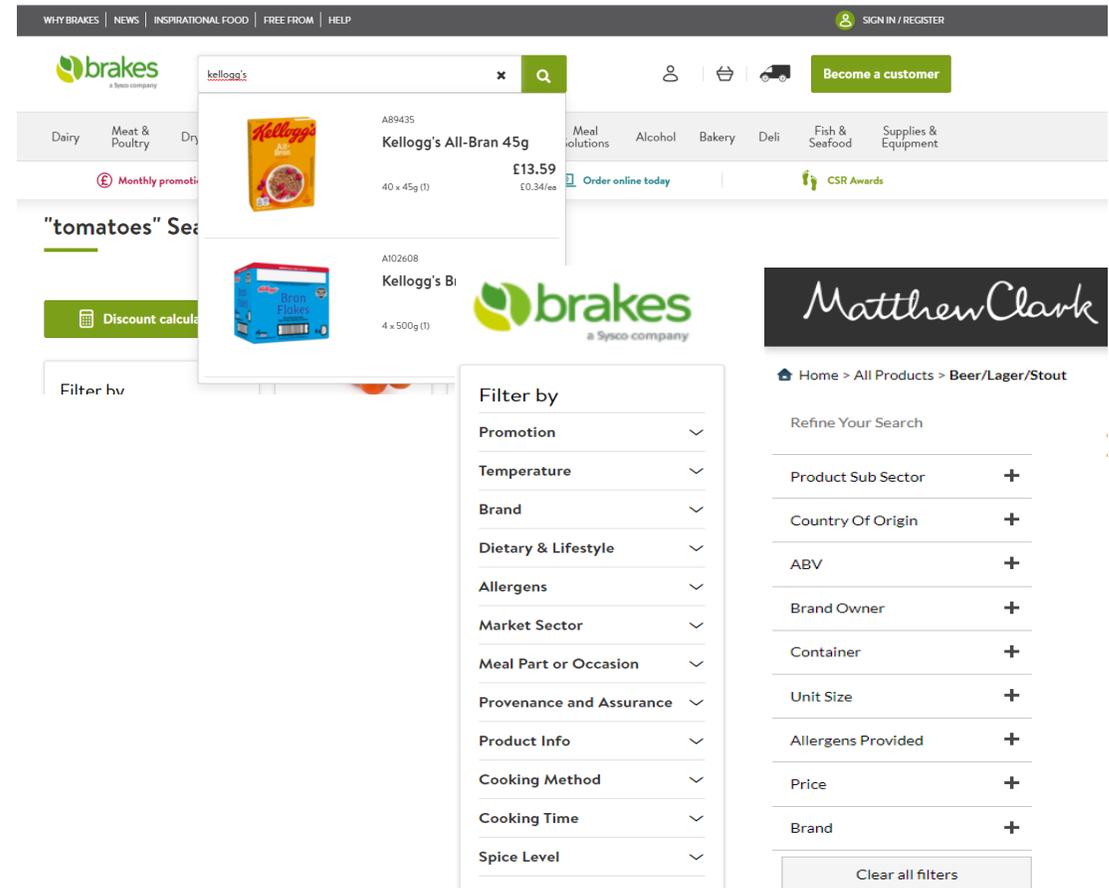
THE PRODUCT AND ALLERGEN INFORMATION PROVIDED HAS BEEN SUPPLIED BY THE PRODUCER/MANUFACTURER OF THE PRODUCTS. MATTHEW CLARK BIBENDUM GIVES NO WARRANTY OR RELIANCE AS TO THE ACCURACY OF THE INFORMATION AND ANYONE RELYING UPON AND/OR USING THE INFORMATION SHOULD SATISFY THEMSELVES AS TO THE ACCURACY OF SUCH INFORMATION.

<input checked="" type="checkbox"/> Supplier Confirmed	Yes	<input checked="" type="checkbox"/> Fish	No	<input checked="" type="checkbox"/> Mustard	No	<input checked="" type="checkbox"/> Sulphur	Yes
<input checked="" type="checkbox"/> Barley Gluten	No	<input checked="" type="checkbox"/> Ground Nuts	No	<input checked="" type="checkbox"/> Other Gluten	No	<input checked="" type="checkbox"/> Tree Nuts	No
<input checked="" type="checkbox"/> Celery	No	<input checked="" type="checkbox"/> Lupin	No	<input checked="" type="checkbox"/> Other Gluten Name	(Info not yet available)	<input checked="" type="checkbox"/> Wheat Gluten	No
<input checked="" type="checkbox"/> Crustaceans	No	<input checked="" type="checkbox"/> Milk	No	<input checked="" type="checkbox"/> Sesame Seeds	No	<input checked="" type="checkbox"/> Is Vegan	No
<input checked="" type="checkbox"/> Egg	No	<input checked="" type="checkbox"/> Molluscs	No	<input checked="" type="checkbox"/> Soya Beans	No	<input checked="" type="checkbox"/> Is Vegetarian	No

6. PRODUCT SEARCH

Key aspects of product search functionality:

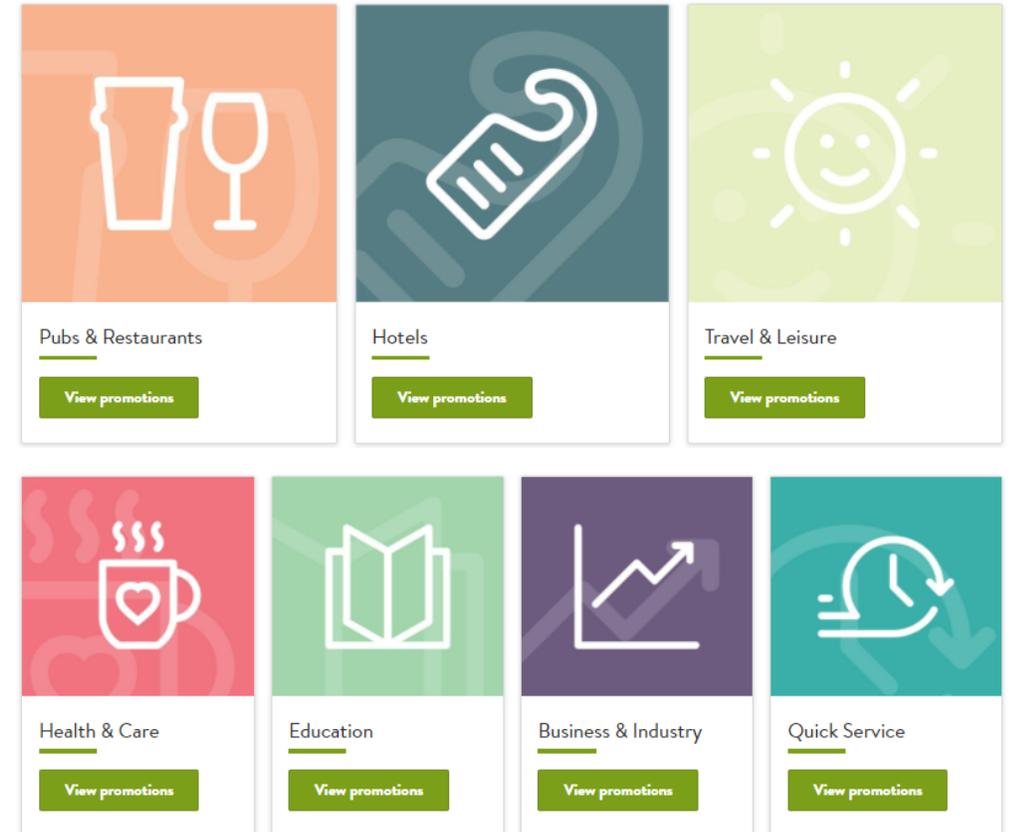
1. Search suggestions – these should ideally be ranked by order of best sellers to give the best chance for the customer to make the right selection.
2. Relevant filters – give customers the option to filter by products that meet certain criteria – eg low ABV
3. Product type markers – As mentioned, these are very useful and help customers easily select the right products at a glance



7. PROMOTIONAL CONTENT

A few key considerations for promotional content:

1. A specific, dedicated promotions page/section should be created to allow customers to browse latest deals all in one place
2. Foodservice and off trade customers will often be working from a menu and less prone to making impulsive decisions based on promotions, so we need to make sure we are showing ads which are relevant to our customers. Brakes have chosen to create tailored promotional plans by sector which are access via the promotions tab

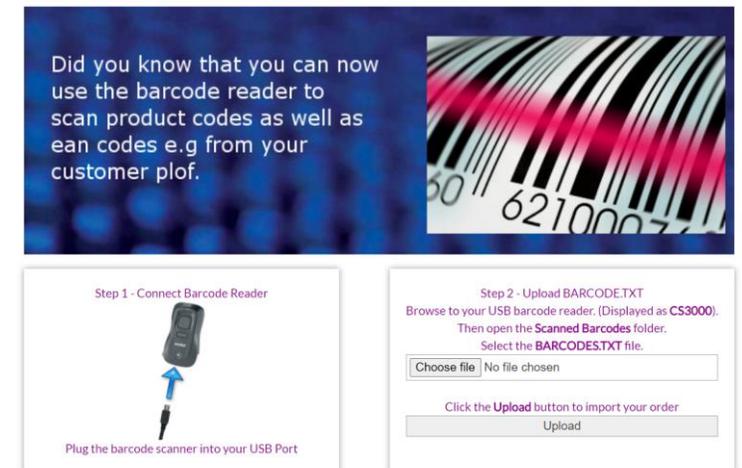


8. PURCHASING TOOLS



Key purchasing tools to include:

1. Favourites & Order again/quick order – Creating these products lists is a great way for customers to easily access commonly purchased items. The functionality should allow customers to add items from these sections either as individual items or in bulk. When an item on these lists is out of stock or unavailable ideally an alternative should be presented to the customer.
2. Barcode Scanners on apps are increasingly used to scan many items in the shop in a short space of time. For this functionality to work effectively, ideally your app and desktop sites work off the same platform so that a customer can build their basket using the efficient barcode scanner on the app, then complete payment at a later date on their computer.





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CATEGORY EXPERTS

THANK YOU TO OUR CATEGORY SPONSORS

WINE-WISE.CO.UK
by **Casillero del Diablo**



Pernod Ricard UK
Créateurs de convivialité



P&G



Kellogg's

CATEGORY SPONSOR KEY CONTACTS



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Jen Hooley - Shopper Activation Manager
Jen.hooley@uk.nestle.com



Ed Clapham - Customer Account Manager
Ed.Clapham@pernod-ricard.com



Sarah Robb – Foodservice Marketing Manager
sarah.robbs@premierfoods.co.uk



David Hickman - Senior National Account Manager
davidhickman@dcsgroup.com



Hazel Mitchell - Business Development Manager
hazel.mitchell@pladisglobal.com



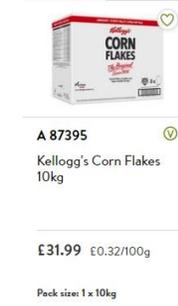
Malcolm Doy – National Account Manager
malcolm.doy@uk.nestle.com

Kellogg's B2B E-Commerce Top Tips

1

Ensure your **DESCRIPTIONS ARE OPTIMISED** to ensure they give a clear description of the SKU to ensure shoppers can easily identify products and pack sizes.

[Master Brand] + [Range Brand] + [Flavour] + [Product] + [Weight] + [Count]



Focus on: Manufacturer, Brand, Variant/Flavour, Pack Size, Case Size, Removing unnecessary content which could be included in the product marketing content.

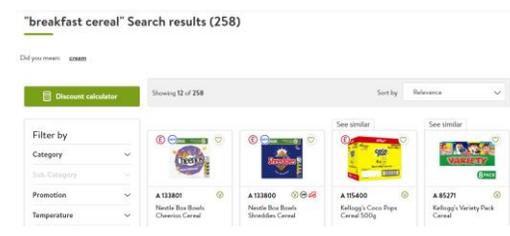
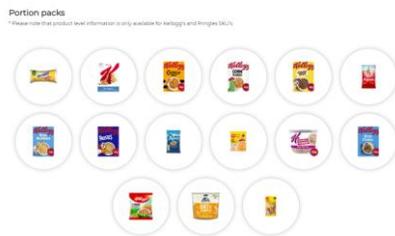
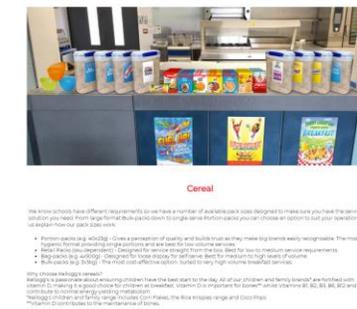
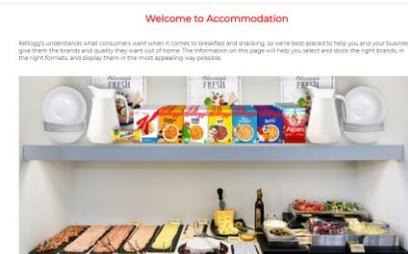
Ensure your IMAGES ARE OPTIMISED for mobile devices and smaller screens to ensure shoppers can easily identify products, case and pack sizes.

2

3

Include **ADDITIONAL CONTENT** and **NEED TO KNOW** information to help your shoppers make an informed decision.

Focus on: Educational Content including: Brand size, Brand market share, 'Must stock' lines, POR.



Ensure your search results are RELEVANT TO THE SHOPPER (top selling SKU's) and represent the category well with a wide breadth of products.

4

Focus on: Top sellers visible for the shopper, Good representation across segments, Good representation across manufacturers, Good representation across promoted lines, Consistency is key – across the taxonomy hierarchy and searching. Up to **70%** of adds to basket come from search

5

Ensure your **TAXONOMY IS SHOPPER FRIENDLY** to enable your customers to easily navigate categories and products.

Focus on: What language makes sense to your shoppers? (Don't use 'lifestyle choice cereal', use 'Healthy Cereal'), Dual site products where applicable (cereal bars in 'cereal' and 'snacks'), Ensure products are located in the right sub-category.

All Cereals, Everyday Cereals, Healthier Cereals (added benefit), Kids Cereals, Porridge & Oats, Breakfast on the Go, Muesli, Granola, Crisp & Clusters, Freefrom & Organic, Cereal Bars & Breakfast Biscuits

TOP TIPS TO WIN ONLINE in the Away From Home channel



01

Customise your proposition based on customer data.

Show relevant, personalised offers and recommendations to each customer based on their previous buying behaviours.

02

Optimise your website search so customers find things quickly.

Make sure misspellings and other related words bring up the search results you want.

03

Showcase anti-bacterial products and make sure they stand out on site.

The anti-bacterial and hygiene trends will continue throughout 2021. Customers want to feel safe and Away From Home operators need the right products, so make it easy for them by highlighting anti-bacterial and cleaning products clearly on your website.

04

Stock the big, trusted brands in Household, Health and Beauty.

Brands are seen as the experts and they have a high level of trust with customers. They outperform own-label during periods of recession, and have also outperformed during the ongoing pandemic*.

*Kantar FMCG Panel

05

Offer category and product advice on your website to give people an extra reason to visit.

Offering the right advice will help build trust with your customers. Away From Home business operators will benefit from clear, simple advice on which products they should be stocking and using. Help make their life easier and grow their loyalty.

Our recommended Golden Rules for Winning Online

1

Best in Class e-Content

Enhance the online “shop window” and create content to improve the cater shopper experience



2

Easy to View NPD

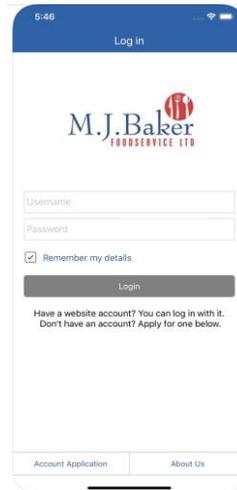
Only 2.1% of sessions include viewing of NPD pages but is increasing YoY



3

App Optimisation

Increased focus on frictionless customer experience whether this be on an app or a mobile optimized website



4

Search Optimisation

Search remains the most popular way for customer to locate their products online. Ensuring this is optimised and can detect common errors such as Nescafe instead of Nescafé is key



5

Basket Building Habits

Customers are increasingly using the favorites tool to build baskets. Particularly important for caterers with set menus or regular purchases

FAVOURITE



Nestlé's 5 Top Tips For Out of Home eCommerce Success

ADVICE FOR BRANDS

ADVICE FOR OOH WEB OWNERS

1. Include price information on all communications, including case size, weight

2. Understand where your customers are shopping on your website and use these locations for interruptive media



4. Use trade-specific pack shots to provide a B2B friendly shopping experience



'KitKat' vs 'kit kat'
'chocolate' vs
'chocolat'
'Smarties' vs
'smarites'

3. Omnichannel-friendly ads – ensure printed publications adaptable for online e.g. digital magazines



Kit Kat Chunky Cookie Dough Milk Chocolate Bar 42g

BUY NOW

5. For transactional sites, make sure you use online optimised product titles and imagery to ensure products are easily found through organic search (remember to include common spelling errors in search too)



Top tips to wholesale e-commerce success in wine

- **Optimise your search rankings**

- A large number of basket adds come from searches. You should ensure that branded searches return the relevant branded products, and that generic searches (i.e. 'red wine') return relevant products in sales performance order.
- Ensuring that the top sellers are visible first means that retailers will be able to find what they need more quickly. You can visit WineWise for a handy downloadable bestseller list at: <https://wine-wise.co.uk/course/step-4-which-wines/>

- **Recommend ideal menu pairings to help your customers**

- 89% of wine purchase occasions in the on-trade also feature food orders. You can aid licensees and boost your average basket size by supplying suggestions for menu items that pair well with particular wines. For a look at some suggestions you can visit: <https://wine-wise.co.uk/food-pairing/>

- **Make sure you stock a range of well-known, high quality wine brands**

- When surveyed, 1 in 3 on-trade consumers said that they would like to see more branded wine options on the average wine list. These brands offer consumers reliability and confidence that their order will be a good quality wine, and can encourage drinkers to trade up to more premium bottles

- **Use clear and uniform product names and images**

- There is a lot of detail in a wine SKU name, ensuring that you use a consistent format will help retailers know exactly what they are buying. A good format to use would be: BRAND, SUB-BRAND, VARIETAL, DESCRIPTION, SIZE, VOLUME (e.g. Casillero del Diablo Reserva Cabernet Sauvignon Red Wine 6x75cl)

**“Our CyT brands have added 29% value sales growth to the wine category in the last year.
Now we would like to help you grow your wine sales too”**

TOP TIPS FOR ECOMMERCE SUCCESS IN GROCERY



- **Keep taxonomy structure to 3 levels**, additional levels should only be added when the 3rd level exceeds approx. 5 pages
- Taxonomy names should reflect customer search terms for the **2nd & 3rd level**

2nd level = Broader search = Cooking ingredients

3rd level = Broad search = Gravy



Filters should be used on product listings page to enhance taxonomy.

Gravy: Type:

- Granules
- Paste & pots
- Powder & sachets

Noodles: Type:

- Dry noodles
- Wet noodles
- Instant noodles

TOP TIPS FOR ECOMMERCE SUCCESS IN GROCERY



Brand

Flavour



Brand

Flavour

Size



TOP TIPS FOR ECOMMERCE SUCCESS IN GROCERY



Opportunities to elevate category promotions with seasonally relevant content whilst increasing visit frequency, engaging and inspiring

JULY

AUG

SEPT

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUNE



7 Key Focus Areas



Fix

Images

Impactful & easy to navigate

Titles & Descriptors

Aligned to key search criteria & easy to navigate

Mirror how the customer shops

Biggest sellers shown first encourage customer repertoire



Build

Maximise Media Spend

Focus spend on highest footfall areas, Seasonal & NPD

Leverage other categories

Cross-category link ups & media



Impact

Optimising Image

Lifestyle & augmented reality

Link to Social campaigns

Leverage supplier's digital & social media investment



Search Best practice

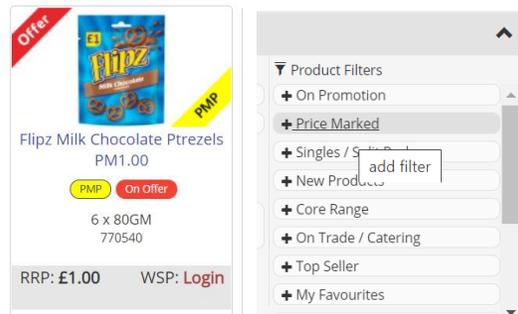
1 Dealing with null results

Appropriate messaging should be given when null searches are returned to direct retailers to the product/category page.



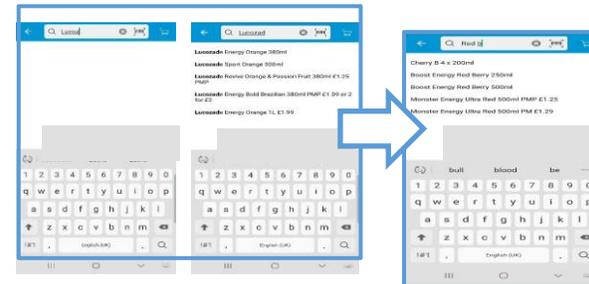
2 Implementing filters

Relevant filters, including brand, price, promotion, case size, and popular should be implemented to streamline the search process.



3 Search suggestions

Drop-down search suggestions should be given, highlighting popular products to simplify the process for your customers.



4 Marking product types

The following product types should be clearly marked in search results and on category pages:

- Promotion
- Best Seller
- New
- High POR



Media Best Practice



1 Clear and actionable CTA

- Using bright, positive colours (never black or grey) for the call to action button)
- Have a clear message of intent, such as 'shop now'. 'Add to basket' is the most engaged with call to action.

2 Eye-catching and relevant

Ads should stand out from the rest of the site, using colours not otherwise heavily applied on the site, and should be positioned in the main field of view.

The benefits of the product should be clearly communicated on the ad, such as high POR, top seller

3 Page layout

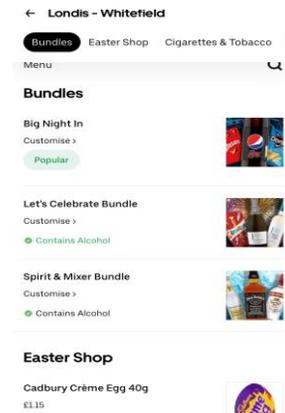
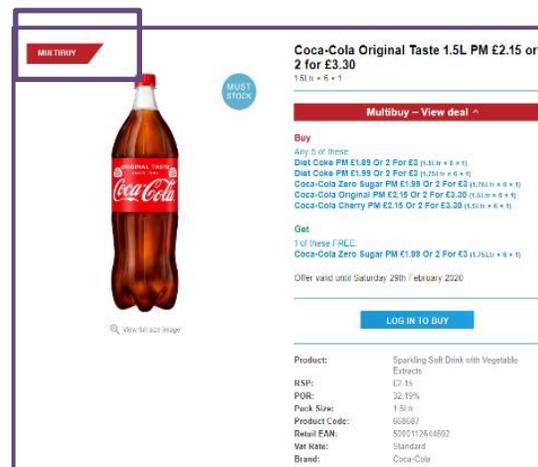
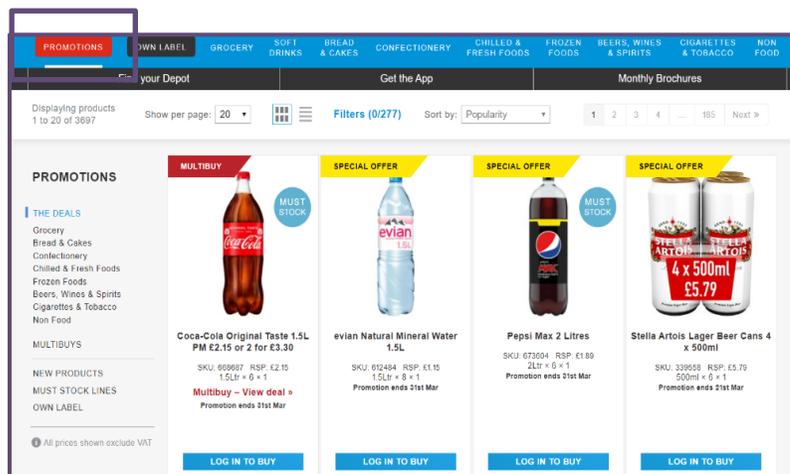
The web page should not appear too busy – more ads does not necessarily mean more clicks.

Internal ads should not make up more than 20% of the vertical height page on first load on either desktop or mobile, and more than two internal ads shouldn't be shown on key pages.

4 Prioritise personalisation

Offering personalised and real-time offers is an effective way of maximising web sales.

Offering promotions based on previous search and purchase history of retailers is an important way to build customer loyalty and drive sales.



Get in touch

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