

The HeindlStore

Incorporating Automatic Online Marketing

Introduction

Since the inception of commerce on the Internet, almost 10 years ago, the world has been euphoric about eSales. Companies such as Amazon.com and eBay.com have achieved spectacular successes in this field and countless lucrative Internet commerce sites have flooded on to the scene, supplying Internet shoppers with every product imaginable. As a result the way people shop, and the way people market, have been changed irrevocably.

Due to the limitless nature of the Internet, a natural consequence of this marketing boom has been that any newcomer on the scene has gotten lost amongst the approximate 4 900 000 000 other commerce pages on the internet. Returns on investment diminished year by year, which contributed to the "Dot Bomb-syndrome" that occurred a number of years ago on the Internet. Sobriety kicked in.

The emphasis moved from refining conventional on-line marketing (getting the consumer's attention on a specific site) to optimising Internet searches by consumers who are looking for a specific product to purchase online. The consumer types in the description of what he/she is looking for on a search engine (Google, Yahoo etc.) and these results are projected on screen. Usually an Internet search is commenced by typing in a generic description of the product (e.g. "flowers", "watches", "jewellery" etc) and from there the search is refined. The one problem presented in this scenario, is that the search engine finds millions of references for the generic description of the product but only displays an average of 10 results on the first page of the screen. Consumers rarely click through to the second, third and subsequent pages of search results. If the relevant site is not positioned on the first page of results, the probability is very small that it will be noticed later on. It has thus become extremely difficult to market and sell products and services in the unending ocean of the World Wide Web.

A product such as the HeindlStore could only be best understood in light of the above, when certain fundamental questions pertaining to E-Commerce are answered.

How do Customers find Products on the Internet?

The average Internet user has a variety of ways to find products that are put up for sale online. The first method for many is to visit an already-familiar department store with an established online presence (e.g. amazon.com). More experienced Internet users search within the largest online market

forum, eBay, which offers the potential customer an all-encompassing shopping experience. With the rapid growth of the search engine Google, a new significance was lent to direct online product searches. Approximately 85% of all searches are done through Google at present. 80% of all Internet users subsequently commence their online product searches through a search engine. If the user finds a site that answers to the criteria of his search, he visits the website and furthermore expects concise information about the product he is looking for. He also requires no hassles in ordering and paying for the product.

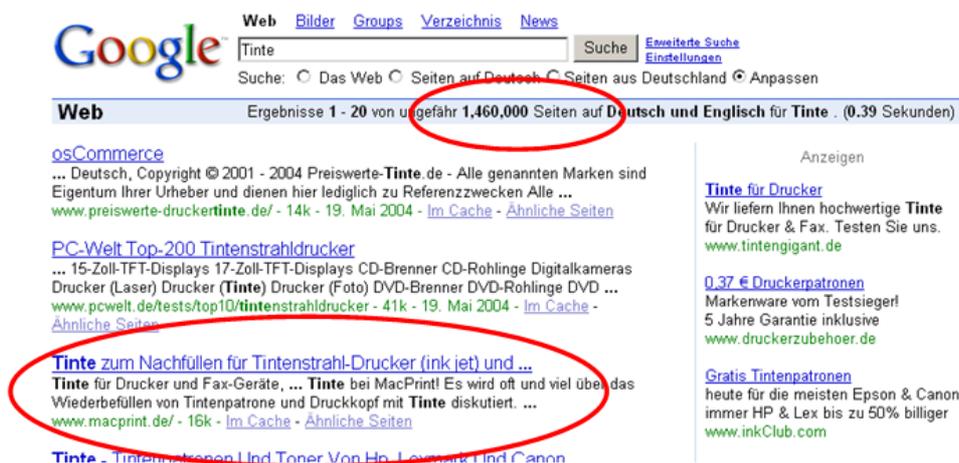


Figure 1: The shop MacPrint.de was optimised for the keyword "Tinte" (ink), amongst others. Google lists the shop among 1,4 million pages on 3rd place.

The Search Engine Optimised Store

Seeing that products are listed within reach and in consecutive order on the pages of a search engine, it was previously necessary to optimise a website in terms of search engine searches. The technology inherent to the HeindlStore Systems addresses this question of optimisation. Over a number of years the behaviour of search engines has been meticulously analysed and a system developed that calculates the requests put to search engines. Many elements of search engine optimisation could be handled through software solutions, easing many a task for the business operator of an online store. The

HeindlStore Software can be put directly into operation for the manufacturer as an ASP (Application Service Provider) due to the fact that the Software constantly keeps abreast of on-going search engine development. With the System, you are always able to publish relevant information of the products on offer, and as a result, it offers a comfortable and effective service platform. The information can be called up directly from the Internet browser.

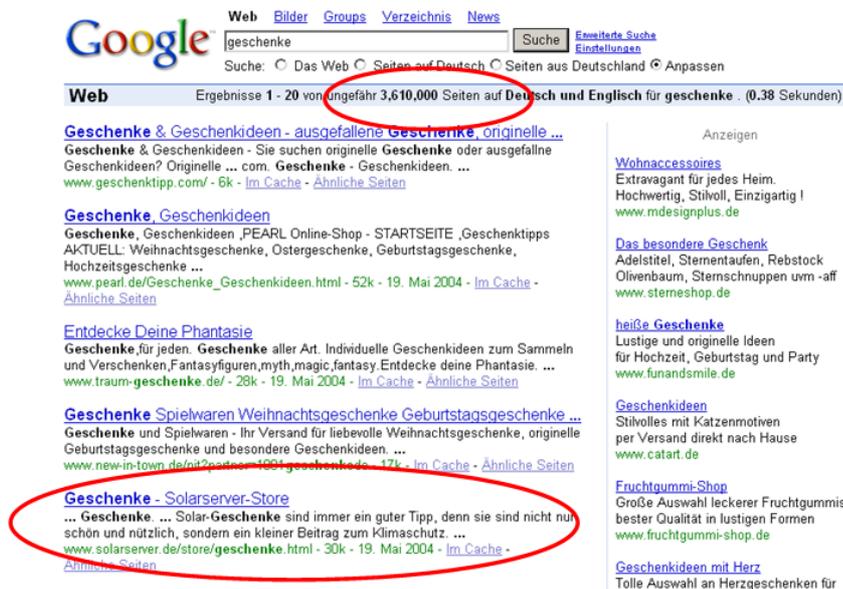


Figure 2: When you search in Google for "Geschenk" (present), 3,6 million documents are found. The SolarserverStore is listed on 5th place. The technology is based on HeindlStore.

Visitor Optimisation

The improvement on the conversion rate of an online store is an important aspect in the increase of store turnover. The conversion rate is the number of visitors who actually *purchase* products through the online shop. The HeindlStore is superior to comparable products in this instance, due to the fact that the visitor enters directly into the products-page of the website, without being directed through the front page as is customary.

Drucker **Samsung SCX-1150F Nachfülltinte** Tinte - MacPrint
... Samsung, Toshiba, Konica, Minolta, Ricoh, Savin, Telekom, Canon Fax, Olivetti Fax.
Home -> Tinte für Drucker -> **Samsung, Nachfülltinte für Samsung SCX-1150F**. ...
www.macprint.de/produkt.modell-416.html - 18k - [Im Cache](#) - [Ähnliche Seiten](#)

Faxgerät **Samsung SCX-1150F Nachfülltinte** Tinte - MacPrint
... Lexmark, Canon, Xerox, Apple, Olivetti, **Samsung**, Tinte für Faxgeräte, Alcatel, DEC, Fujitsu, ... Schneider, Sharp, Siemens, Triumph Adler, **Samsung**, Toshiba, Konica, Minolta, Ricoh, ...
www.macprint.de/produkt.modell-481.html - 14k - [Im Cache](#) - [Ähnliche Seiten](#)
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Figure 3: Typical search result for products from MacPrint. After clicking the search result, the visitor arrives directly at the product inside the store.

This reduces the amount of pages that the visitor must open before he successfully completes the transaction. Thus, whilst it is well known that there exists a visitor loss-rate of 50% per newly-opened page, the realisation of shorter search paths is of crucial importance to the increase of the conversion rate of an Internet store.



Figure 4: The visitor arrives directly on the page with the requested product and can move the product directly in to the shopping cart (macprint.de).

Had the customer chosen a product, all following pages are generated index-wise, thereby ensuring that the individual transaction is completed. It is furthermore possible to present further products that could be of interest to customers.

Technical Construction of the Store System

The technical platform delivers a shopping basket system and an editing interface based on Java-Server-Page Technology. Data capturing occurs through a user-friendly HTML-interface. An XML-interface serves for the direct importation of data into data banks. In addition, CSV-formats could also be utilised.

The screenshot shows a web-based interface for editing a product variant. On the left is a navigation menu with categories like 'Nachrichten', 'Produkte', and 'Optionen'. The main area is titled 'Variante bearbeiten' and contains several input fields: 'Beschreibung' (description), 'Bestellnummer' (order number), 'Preis' (price), 'Sonderpreis' (special price), 'MWST' (tax), and 'Lieferbar' (available). The 'Beschreibung' field contains the text '</l8m:b>3D CityMap, Ausg. 2003</l8m:b>'. The 'Preis' field is set to '24,90'. The 'Lieferbar' field has radio buttons for 'ja' (selected) and 'nein'. At the bottom of the form are buttons for 'Speichern' (Save) and 'Abbrechen' (Cancel). Below the form is a 'Bild' (Image) section with a map and buttons for 'Ändern', 'Löschen', and 'Einfügen'.

Figure 5: Input interface for the HeindlStore

The HeindlStore is currently running in version 2.0 and can be shipped with multi-language input interface.

This white paper was presented to you by **3M FUTURE**

For more information please visit
http://www.3mfuture.com/ecommerce_esales/en/heindl-store.htm

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