



FIRST.

Searching for Furniture 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 furniture sites were selected for Ranking Based Reach (RBR) organic search performance analysis.

Sites
bigsave.co.nz
danskemobler.co.nz
dawsonsfurniture.co.nz
farmers.co.nz
freedomfurniture.co.nz
furniture.co.nz
furniturecity.co.nz
harveynorman.co.nz
ifurniture.co.nz
interiordesignonline.co.nz
pkfurniture.co.nz
targetfurniture.co.nz



What are people searching for?

In order to investigate which websites are leading in search FIRST researched frequently used furniture-related phrases.

Search Phrase	Local searches per month
outdoor furniture nz	4,400
furniture	3,600
furniture nz	2,900
office furniture	1,900
couch	1,300
lazy boy	1,300
outdoor furniture auckland	1,000
bedroom furniture	1,000
furniture stores	880
dining chairs nz	880
kids furniture	720
bunk beds	720

Search Phrase	Local searches per month
french country furniture	590
cheap furniture	590
chairs	590
sofa	480
dining tables	480
kids bedroom furniture	390
bespoke furniture	320
furniture online	170
wooden furniture	170
mid century furniture	140
modern furniture	110

Total searches per month

24,630



Total searches per year

295,560

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

Google: Search engine results page 1

What the consumer sees: The top of the Google search results page for a search on 'furniture'

The screenshot shows the top of a Google search results page for the query 'furniture'. At the top, the Google logo and search bar are visible, with 'furniture' entered. Below the search bar, navigation links for Web, Maps, Images, News, Videos, and More are present, along with a 'Search tools' link. The results are divided into two main sections: Organic search results (left) and Paid search results (right).

Organic search results (left):

- Furniture City On Sale - FurnitureCity.co.nz**: www.furniturecity.co.nz/ - Heavily Reduced Prices On Furniture Range, Quality, Finance & Delivery. Lounge Suites & Furniture, Shop Online For New Beds, Buy Dining Room Furniture, Bedroom Furniture Sale.
- Affordable Furniture NZ - ynfurniture.co.nz**: www.ynfurniture.co.nz/ - Quality, Stylish And Affordable. Lounge, Bedroom, Dining & More!
- Hunter Furniture - Quality Furniture for NZ Homes**: www.hunterfurniture.co.nz/ - View our Extensive Range Online. Sale On Now - Lounge Suites - Dining Furniture - Lounge Chairs. 260 Otara Valley Road, Albany, Auckland - 09-443 1849.
- Target Furniture NZ**: https://www.targetfurniture.co.nz/ - Target Furniture stores NZ wide - huge range of the latest furniture designs and traditional favourites at great prices. Browse online, Find a store.
- NZ Furniture Portal. Largest Product Line with ... - Auckland**: www.ifurniture.co.nz/ - 1 Week 3 Deals - Bedroom - Dining Room - Sofa & Ottoman - Living Room - Entertainment Unit - Outdoor - Office - Shelf & Cabinet - Youth Furniture.
- Stores | Freedom Furniture and Homewares**: www.freedomfurniture.co.nz/stores/ - Search for your nearest Freedom and Freedom Home store locations and store details.
- Danske Mobler New Zealand Made Furniture, Stressless ...**: danskemobler.co.nz/ - Danske Mobler Award winning furniture includes dining tables and chairs, Eden outdoor furniture, lounge and bedroom suites from leading designers and ...
- Big Save Furniture**: bigsave.co.nz/ - ... Furniture Discount - Since 1973. Navigation. view our Furniture ... Delivery | Returns | Contact Us | Terms and Conditions. Big Save Furniture © 2015. Dining Suites - Sofa - Dressers - Queen
- PK Furniture | The Price Killer**: www.pkfurniture.co.nz/ - PK Furniture the price killer. We aim to provide exceptional furniture at unbeatable prices. At PK Furniture we strive to offer the best deals and the best customer ...
- Furniture - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/Furniture - Furniture is the mass noun for the movable objects intended to support various human activities such as seating (e.g., chairs, stools and sofas) and sleeping (e.g. ...
- Bedroom furniture | Home & living - Gallery View ... - Auckland**: www.traderme.co.nz/ - Home & living - Bedroom furniture - Furnishings, decor, fittings & garden supplies for every home. Modern or classic, old or new, there's something for everyone, buy & sell it here.
- Quality Designer Furniture Showroom|Dawson's ... - Auckland**: www.dawsonsfurniture.co.nz/ - Welcome to Dawson's Furniture, for over 35 years we have been filling homes with designer furniture sourced from New Zealand and abroad. We have travelled ...
- Furniture City | Beds Mattresses Lounge and Dining Suites**: www.furniturecity.co.nz/ - Furniture Care Tips. Furniture Care for your lounge suite. We believe in getting the most out of your purchase. So we have provided you with many helpful hints

Paid search results (right):

- Dawson's Furniture**: www.dawsonsfurniture.co.nz/ - High Quality Designer Furniture Showroom - North Shore Auckland
- Furniture Christchurch**: www.southerncreations.co.nz/ - Handmade Timber Furniture High Quality Solid Timber
- Unique Furniture**: www.uniquefurniture.co.nz/ - Solid hand made unique outdoor furniture
- Buy IKEA furniture in NZ**: www.zoomfly.co.nz/ - Obsessed with IKEA! IKEA products in stock & pre-order.
- Indoor Furniture**: www.tradedepot.co.nz/ - Trade Depot Has Wide Variety of Indoor Furniture. Shop Online Now
- Furniture Removals**: www.affordablecarriers.co.nz/ - House, Apartment, Flat, Office Moving Aucklanders for 20+ years. Auckland
- Furniture**: www.harbourfurniture.co.nz/ - Find The Furniture That You Look For With Up To 50% Off. Contact Us!
- Exotic Imports - NZ**: www.exoticimports.co.nz/ - Importers of rustic furniture, exotic decor & ethnic lighting

Up to 3 keyword-related Google ads for paid search terms lead the Google search results page: Furniture City and Hunter Furniture ranked in the first and third positions, respectively for the search term 'furniture'.

Under the organic search results, majority of the analysed companies ranked on Google's first page, starting with Target Furniture, followed by iFurniture, Freedom Furniture, Danske Mobler, Big Save Furniture, PK Furniture, Dawson Furniture and Furniture City for the search term 'furniture'.

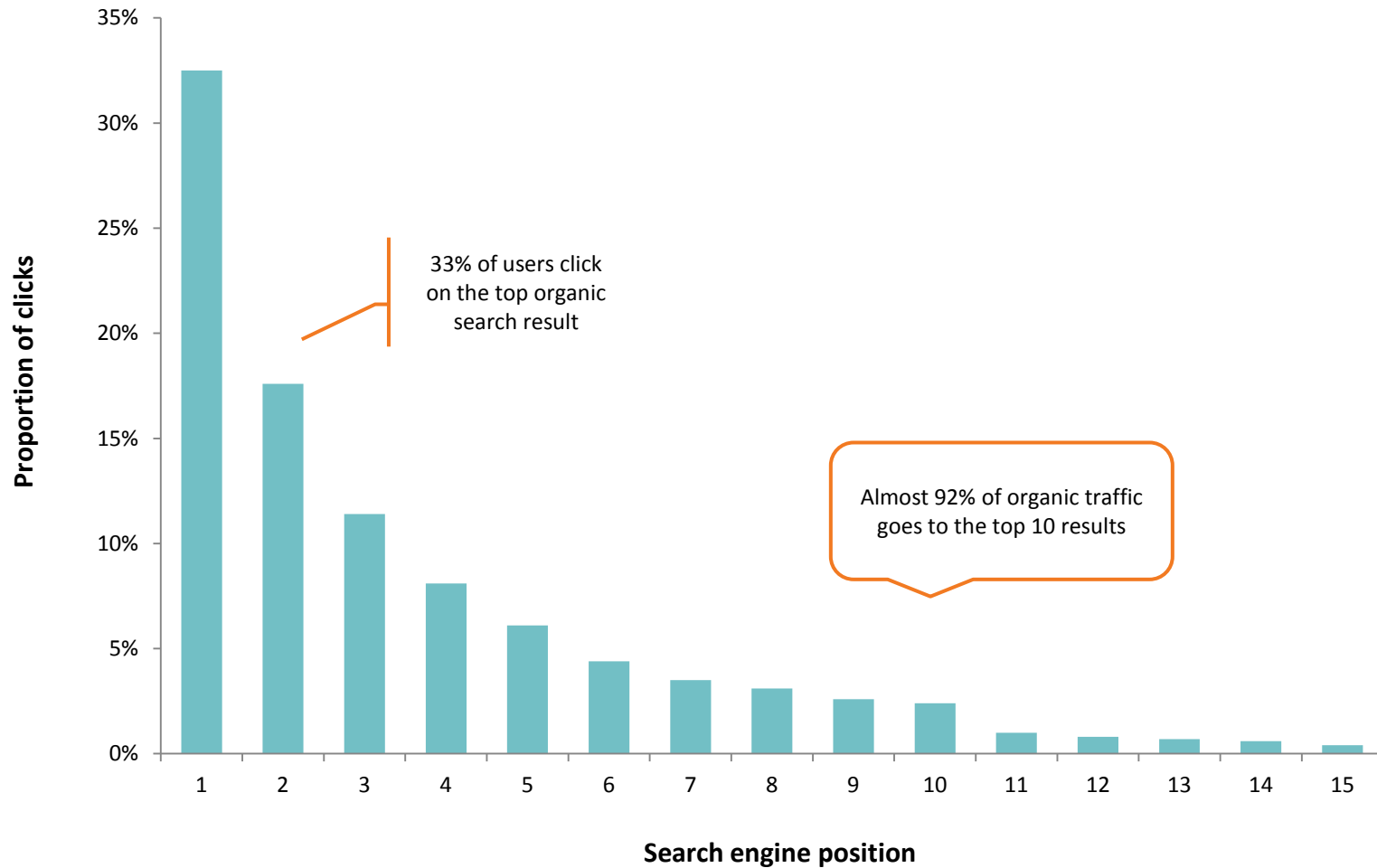
Paid search results

Dawson Furniture ranked on the fourth position in the paid search results. In total there are 11 companies ranked for paid search. That represents the maximum number of paid search results for the first page. Given that, the furniture market is highly competitive.

Organic search results

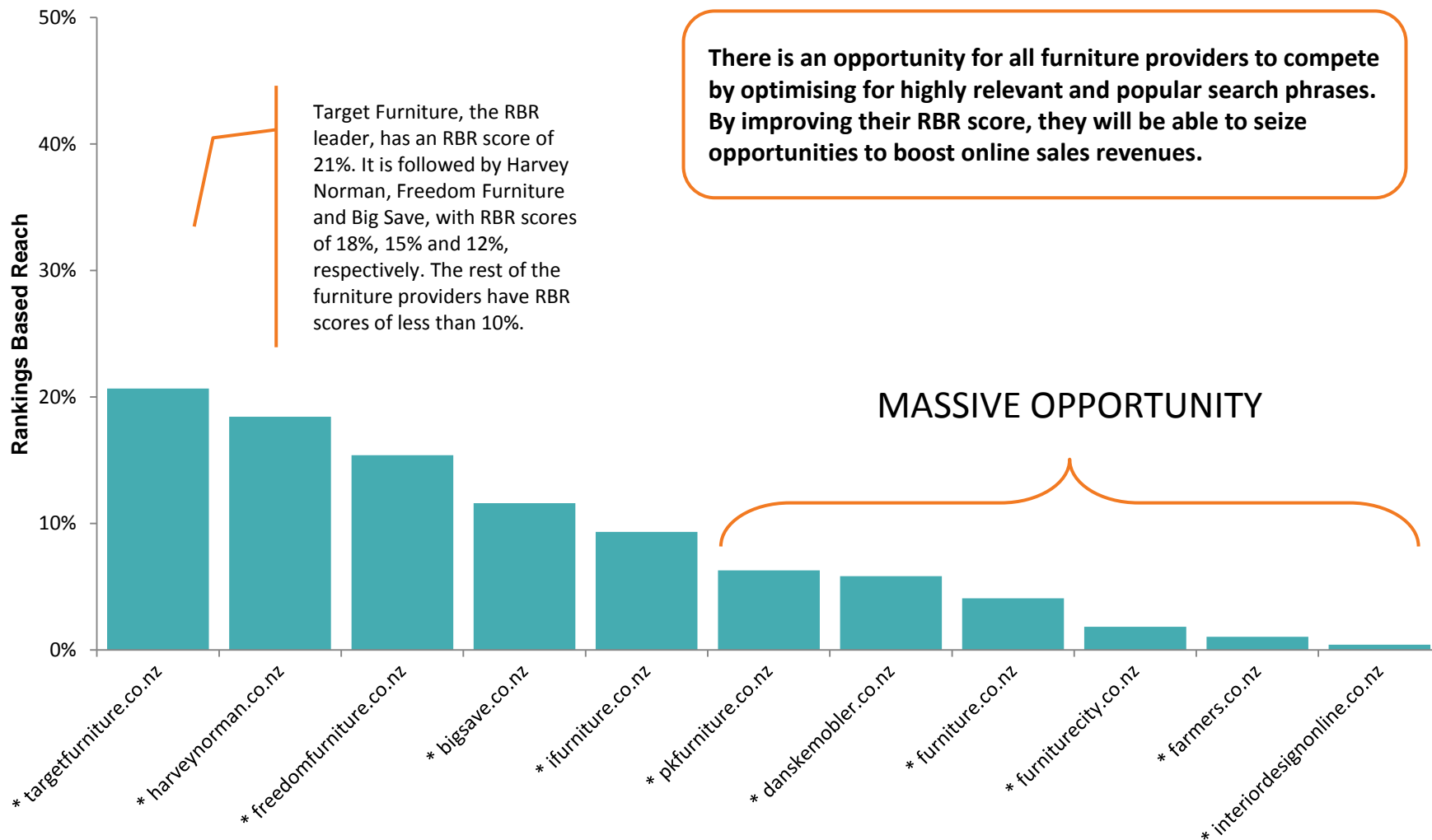


The importance of top rankings



Source: Chitika, 2013 (Organic Search)

Rankings Based Reach: Natural Search



* includes all websites under the relevant domain name (e.g. including www.)

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

Search trends

The chart below illustrates interest in key search term 'cheap furniture' and 'furniture online' in New Zealand over the last 5 years.

There has been high search volume during the last 5 years for the search terms mentioned above among New Zealand customers. This points directly to the importance of maximising search engine optimisation for these key phrases among furniture providers.

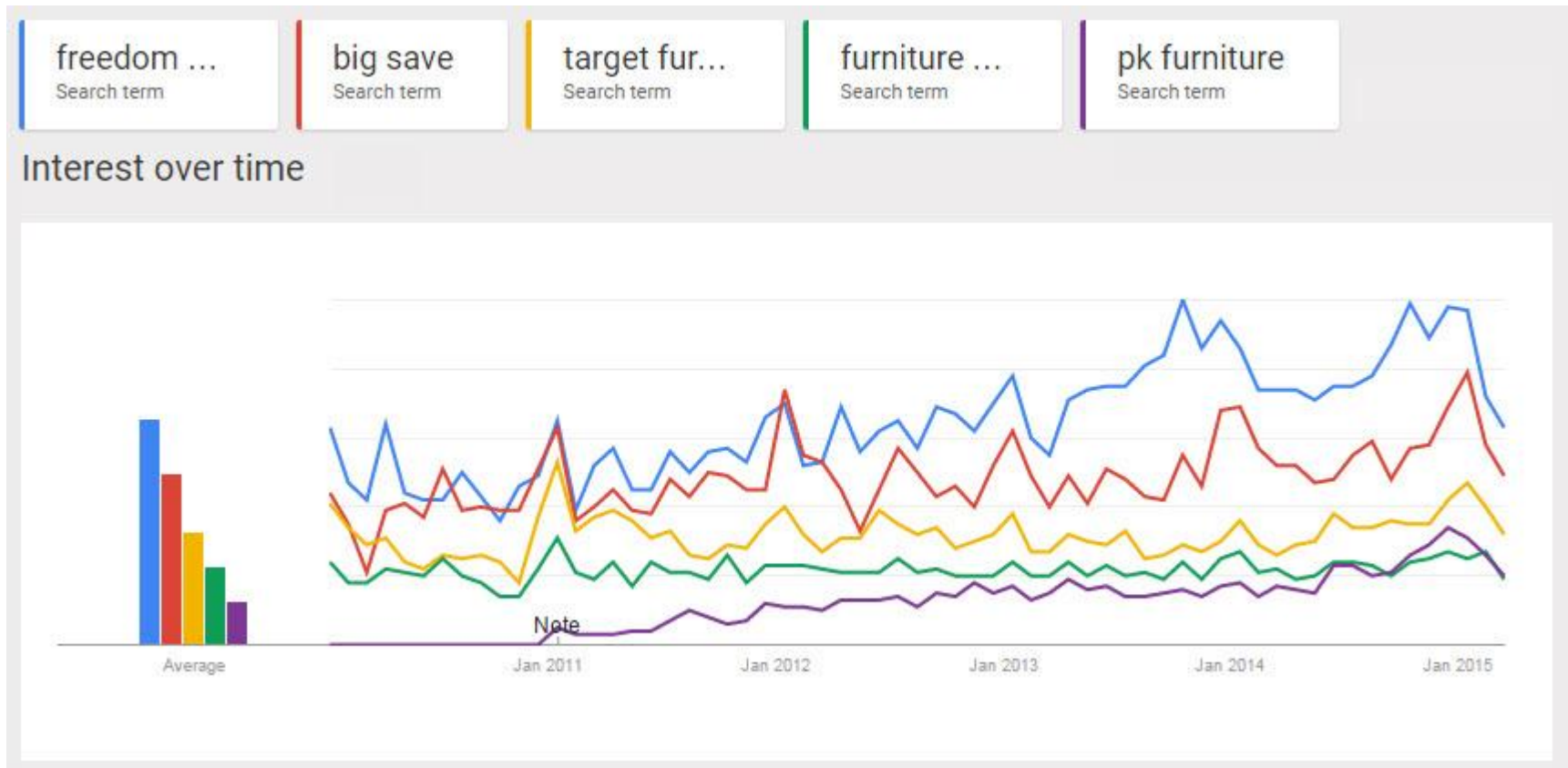


Source: Relative total keyword performance on a normalised scale of 1 to 100, Google Trends, New Zealand, Apr 2015

Search trends: Brand search volume

The chart illustrates the brand search terms for furniture. The trend data shows that Freedom Furniture is accelerating away and is ahead in terms of online brand search. However, it is closely followed by Big Save beginning this year. Target Furniture, Furniture City and PK Furniture are lagging far behind its competitors.

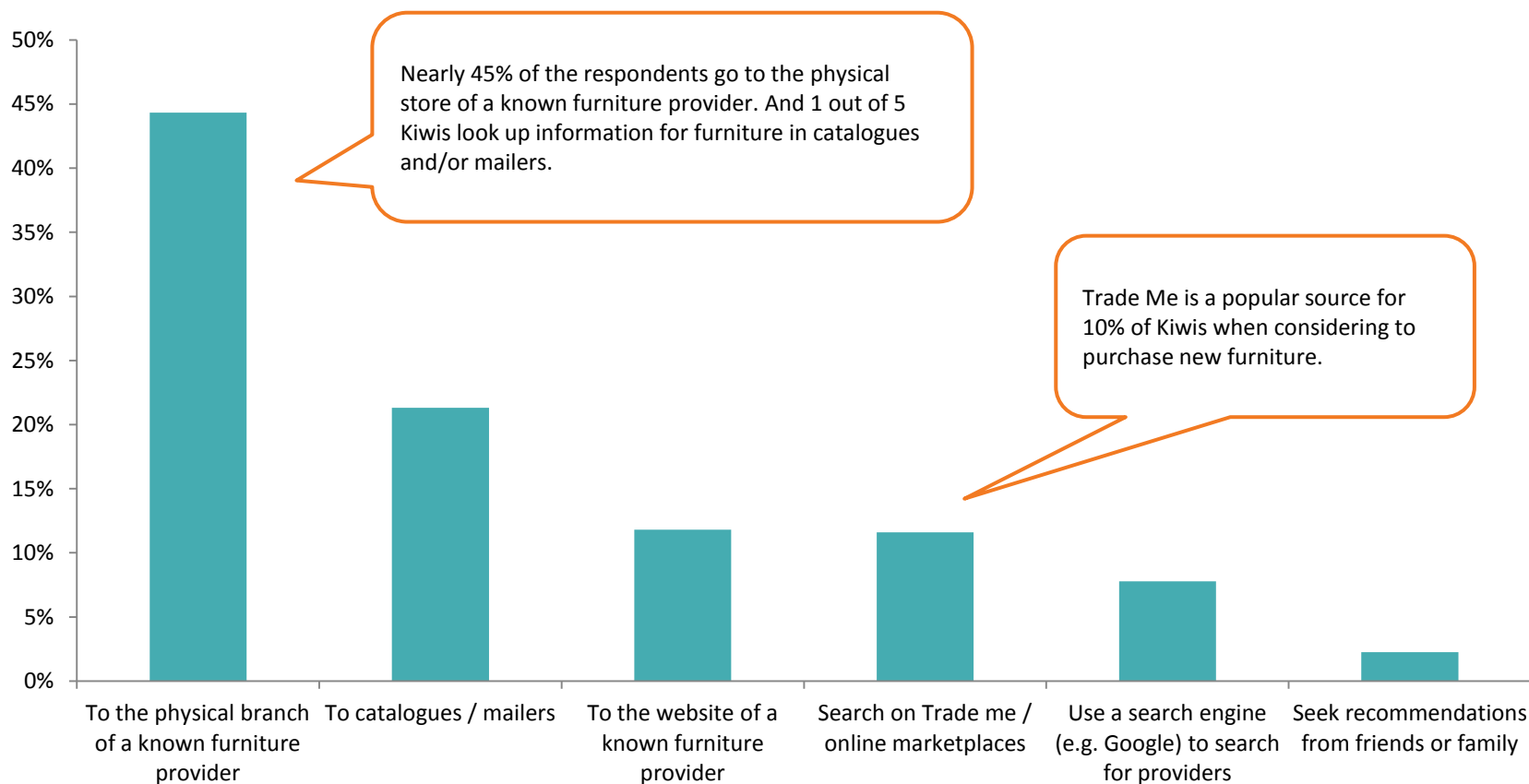
To combat being left behind, runner-up furniture providers need to drive consumer brand recognition via search, display, social and email remarketing campaigns.



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

Consumer Research: Physical branch & catalogues/mailers

Question 1: Typically, where is the first place you go when considering to purchase new furniture?



This representative survey was carried out by 3Di Research on the Great Sites platform, August 2014 (n=1813).

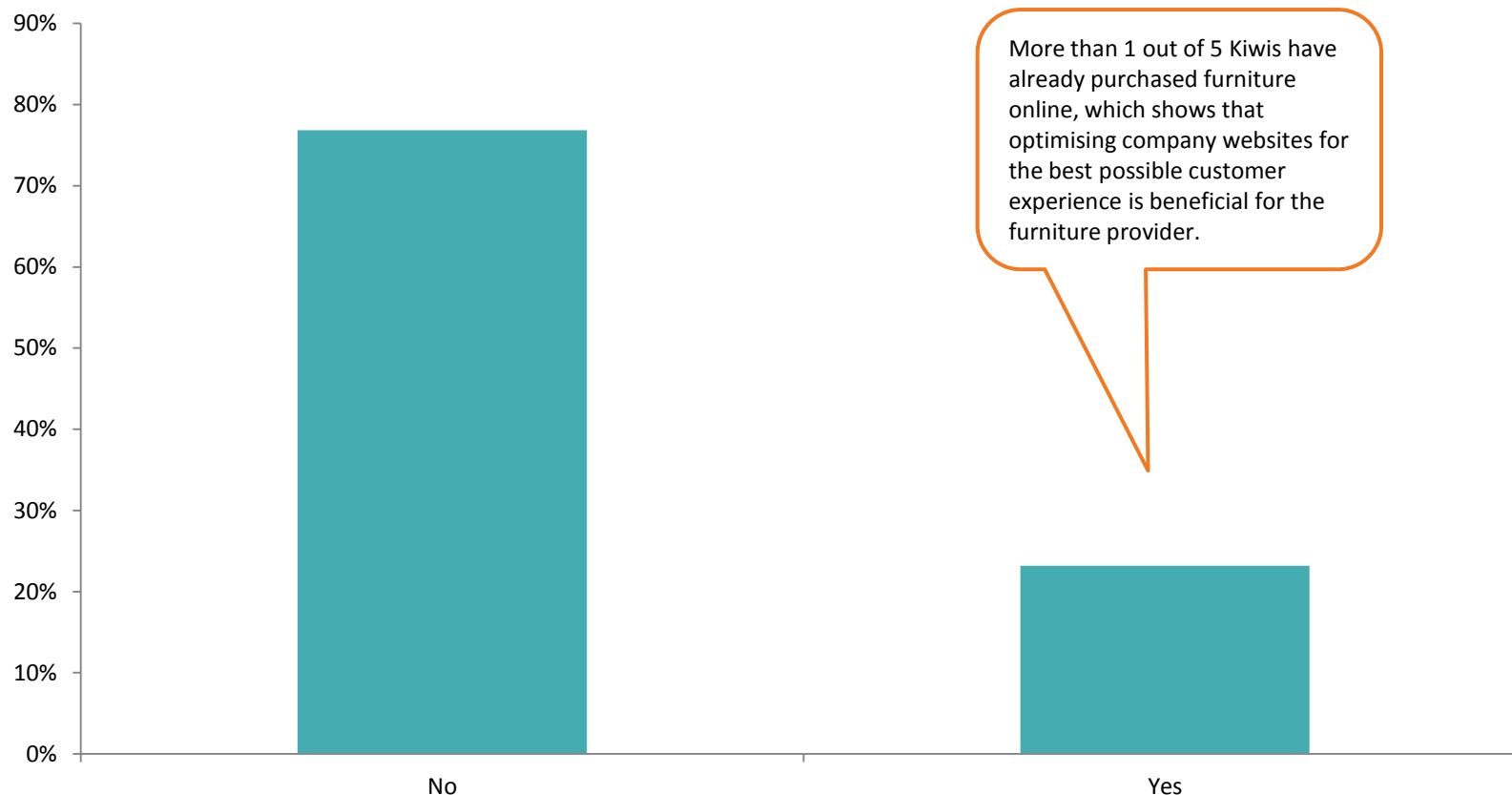
Consumer Research: Product quality first then price

Question 2: What is most important to you when considering new furniture? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)



Consumer Research: Buying furniture online

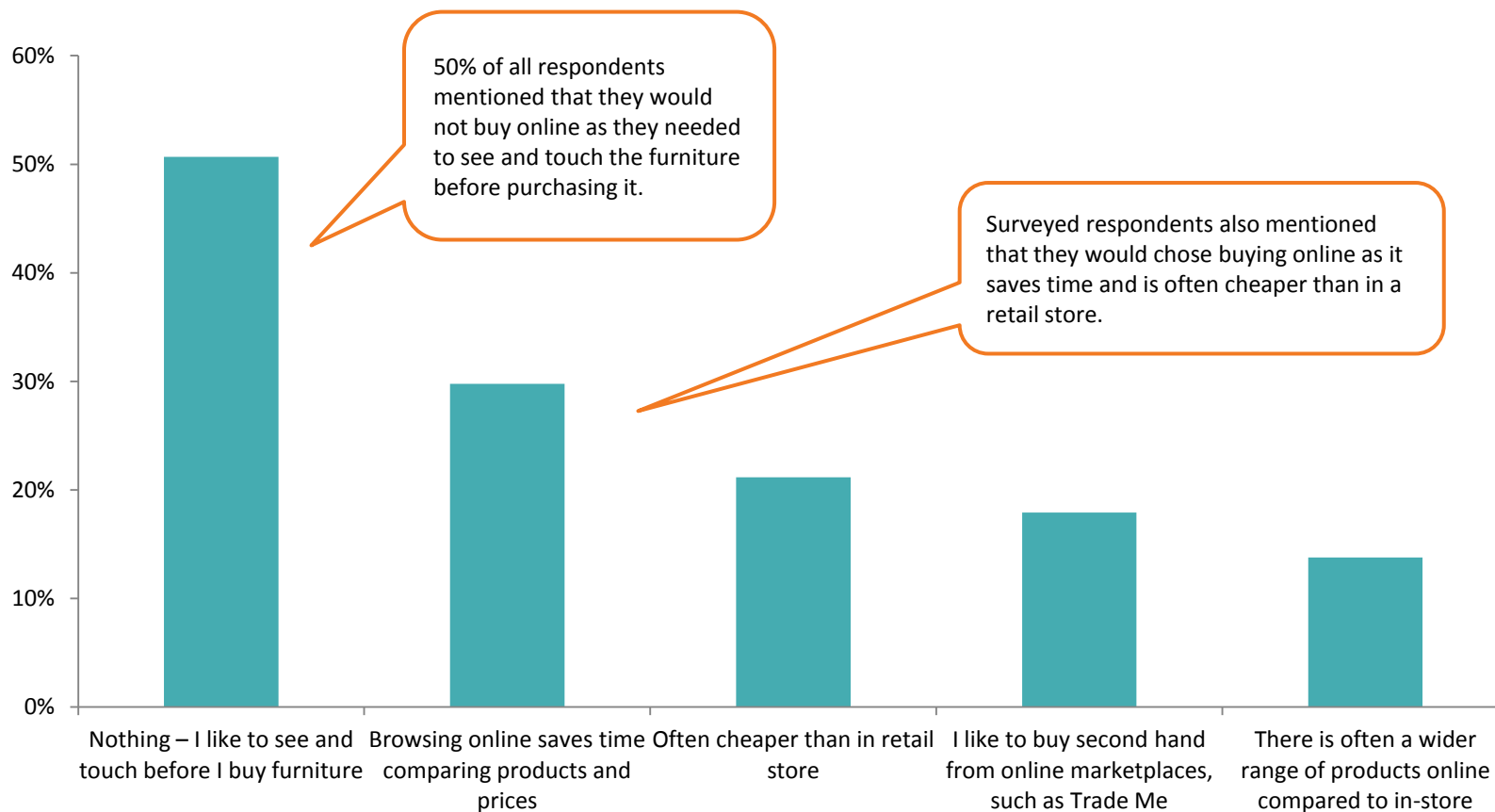
Question 3: Have you ever purchased furniture online?



This representative survey was carried out by 3Di Research on the Great Sites platform, August 2014 (n=1813).

Consumer Research: Purchasing furniture online

Question 4: Why would you choose to order furniture online?



This representative survey was carried out by 3Di Research on the Great Sites platform, August 2014 (n=1813).

Furniture– FIRST Insights



- In our consumer survey, it was revealed that price and offers are almost equally important to Kiwis as product quality. This points to the importance of displaying furniture prices, discounts and other product offers visibly and strategically on the websites of furniture providers.
- As of April 2014, furniture has made up almost 9% of the composition of online spending in New Zealand. This industry has grown 12% in the previous year¹.
- ‘Showrooming’ and ‘click and collect’ are two major retail trends among Kiwi shoppers that have continually risen over the past year. “The rise of showrooming had been driven by growth in the use of smartphones, which gave consumers the ability to conduct online research while in a retail outlet. Additionally, click and collect which allows shoppers to buy products online then pick them up in the retailer’s physical store, has become very popular for those who wanted to avoid the hassle of having to wait for the product to be delivered².”
- Currently, Target Furniture stands out in the search and ranking landscape followed by Harvey Norman, Freedom Furniture and Big Save capturing a big proportion of the voice thanks to prominent organic presence.
- Majority of the analysed furniture retailers have low RBR scores, below 10%. There is significant opportunity for these retailers to improve their RBR or search engine reach – for important and popular keywords in organic search.
- Due to their low RBR scores, search results are broadly dispersed among a wide range of competitors. In the competitive and margin-driven furniture market, retailers need to optimise the most cost effective marketing channel - search.
- **A well-executed digital strategy that integrates both organic and paid search should be a key customer acquisition channel for furniture providers, driving revenue and growing the stores share of digital spend.**

¹Source: BNZ online retail sales report, BNZ, May 2014

²Source: Retail trends: the future of shopping, The NZ Herald, Jan 2014



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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