

Top 3 Predictions for Shopping Comparison in 2013

Prediction 3: Amazon will pull out of Google Shopping in UK.

Advice 3: Retailers MUST ensure they're listed on Amazon, and other key marketplaces.

Prediction 2: Google Shopping here in the UK will get a much-needed makeover.

Advice 2: Retailers should make sure they get signed up to all the new add-ons in Google Shopping...as soon as they FIRST appear.

Prediction 1: Product Feed Optimisation will become critical to increasing online sales.

Advice 1: Retailers MUST optimise product feeds. Do this and you'll create a lower average Cost Per Click that will save you money and improve your conversion.

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If you have any questions or would like to know more please email me:

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