

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤩 🎉 😊

How to grow your eCommerce sales with best practice online merchandising




Katherine Brown
19th January 2023



Digital Culture
Network



digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)




Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago

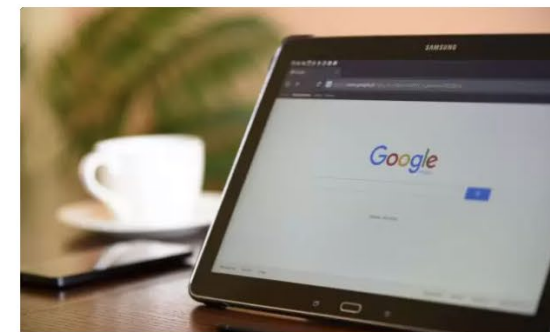


Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago




The aim of this webinar is:

- Understand what online merchandising is and why it matters
- Identify best practice for online merchandising
- Learn how you can make landing pages work for you

So what is merchandising?

Definitions from [Oxford Languages](#) · [Learn more](#)

 merchandising
/ˈmɜːtʃ(ə)nɪdʒɪzɪŋ/

“the activity of promoting the sale of goods, especially by their presentation in retail outlets”



“the selection and display of goods in a retail outlet”



Sorry, no results for “online merchandising” in the English Dictionary.

Did you mean:

[mass merchandising](#)
[visual merchandising](#)

[online exchange](#)
[online learning](#)

So let's step back in time...



Harrods, 1920's



Co-op store, pre War.



M&S Birmingham store, January 1933



Paul M Mazur

1927 “Principles of Organization Applied to Modern Retailing”

“It is the responsibility of the merchandise division to provide for the consumer merchandise of the right style and quality, in proper quantities, at the right price, and at the right time,”

The 5 R's of Merchandising

- **Right Product ...**
- **... in front of Right Customer**
- **at the Right Time**
- **at the Right Price**
- **in the Right Quantity**

Poll

Have you heard of the 5R's before, are you thinking about selecting

- Yes, I've heard of it and my team use this kind of thinking
- Not heard of it before, but yes we use this kind of thinking
- This sounds vaguely familiar and we sometimes think in this way
- Never heard of this and not a familiar way of thinking

So how do we translate this online?



Making the most of our user's attention



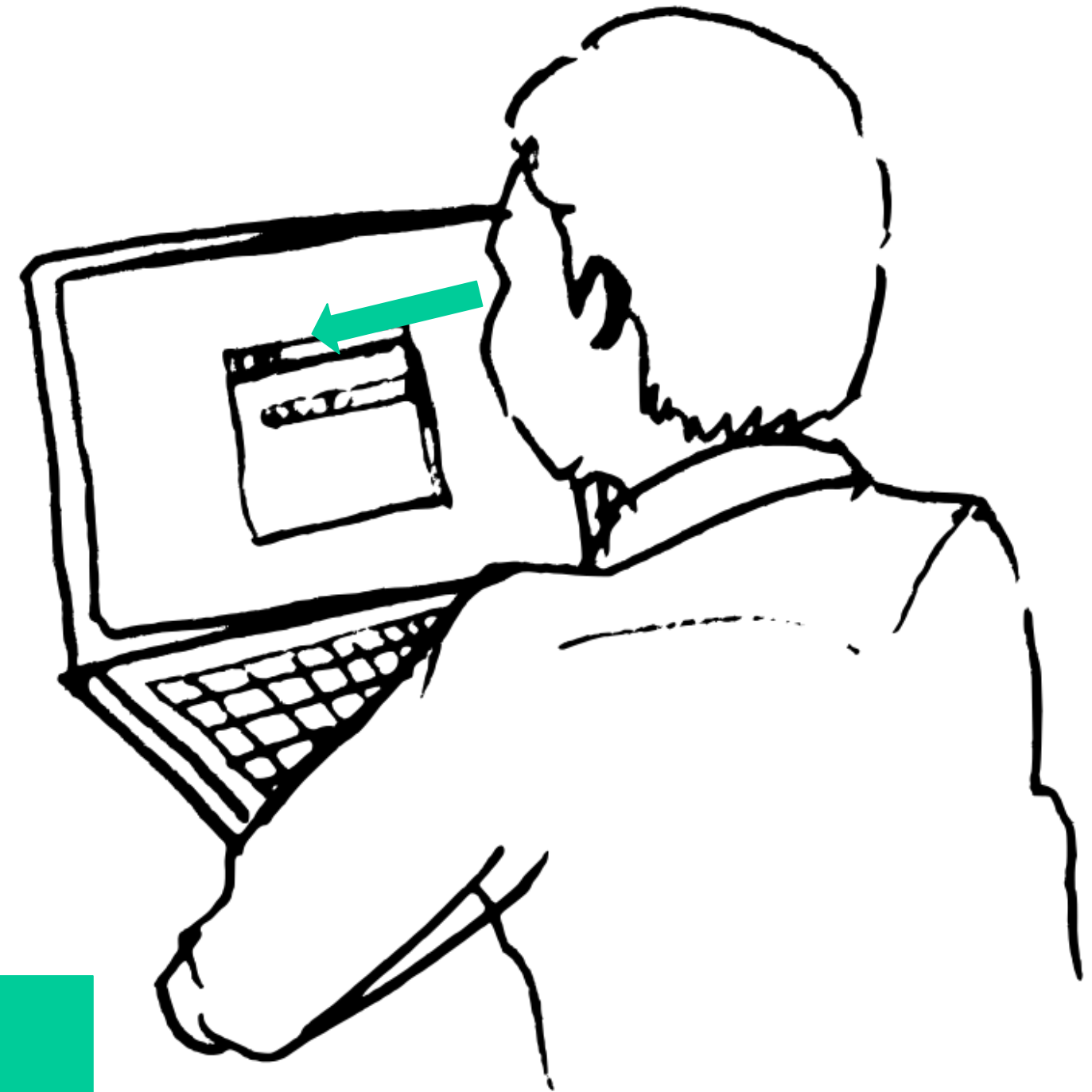
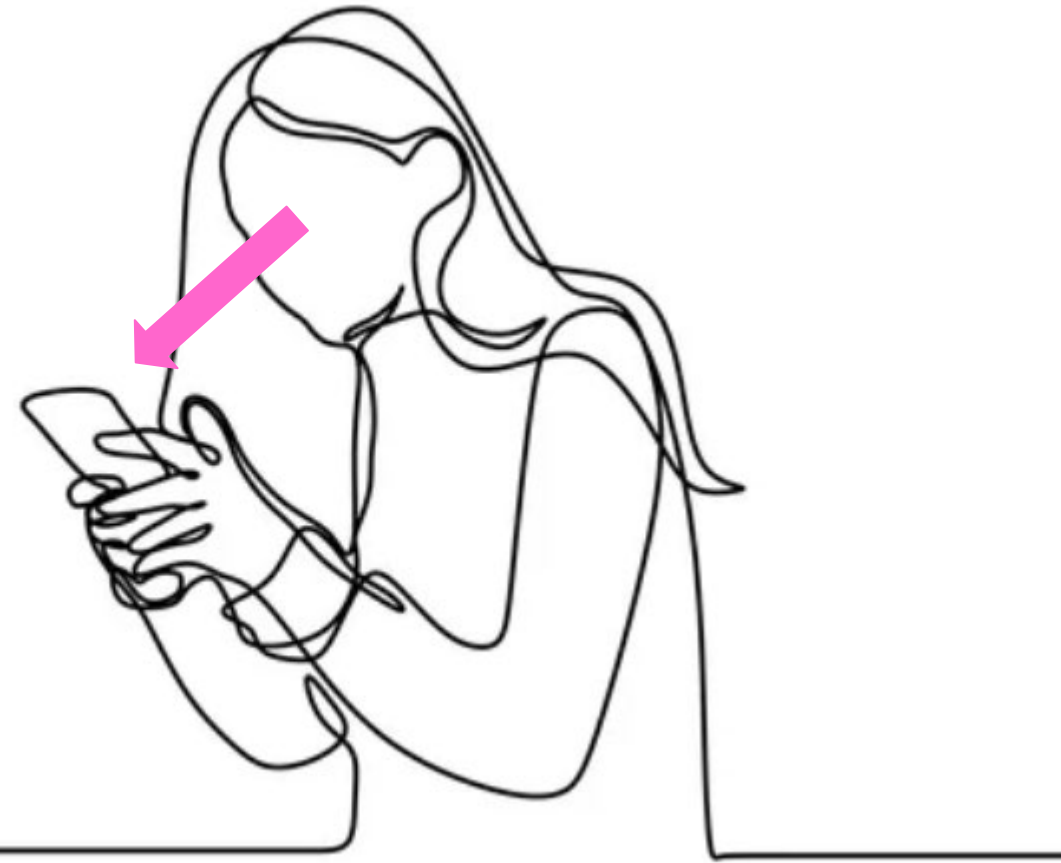
Getting them over the hurdle of shopping online



Making the most of signals our users give us



And why does this matter?



Email Marketing

Social Media Campaigns

SEO Ranking

PPC Campaigns

Local Press

Signage

We're going to look at 8 areas of best practice

Attention

Homepage

Category page

Checkout



Hurdles

Navigation

Product Info

Shipping



Signals

Search Box

Browsing
behaviour





Best practice for your...HOMEPAGE

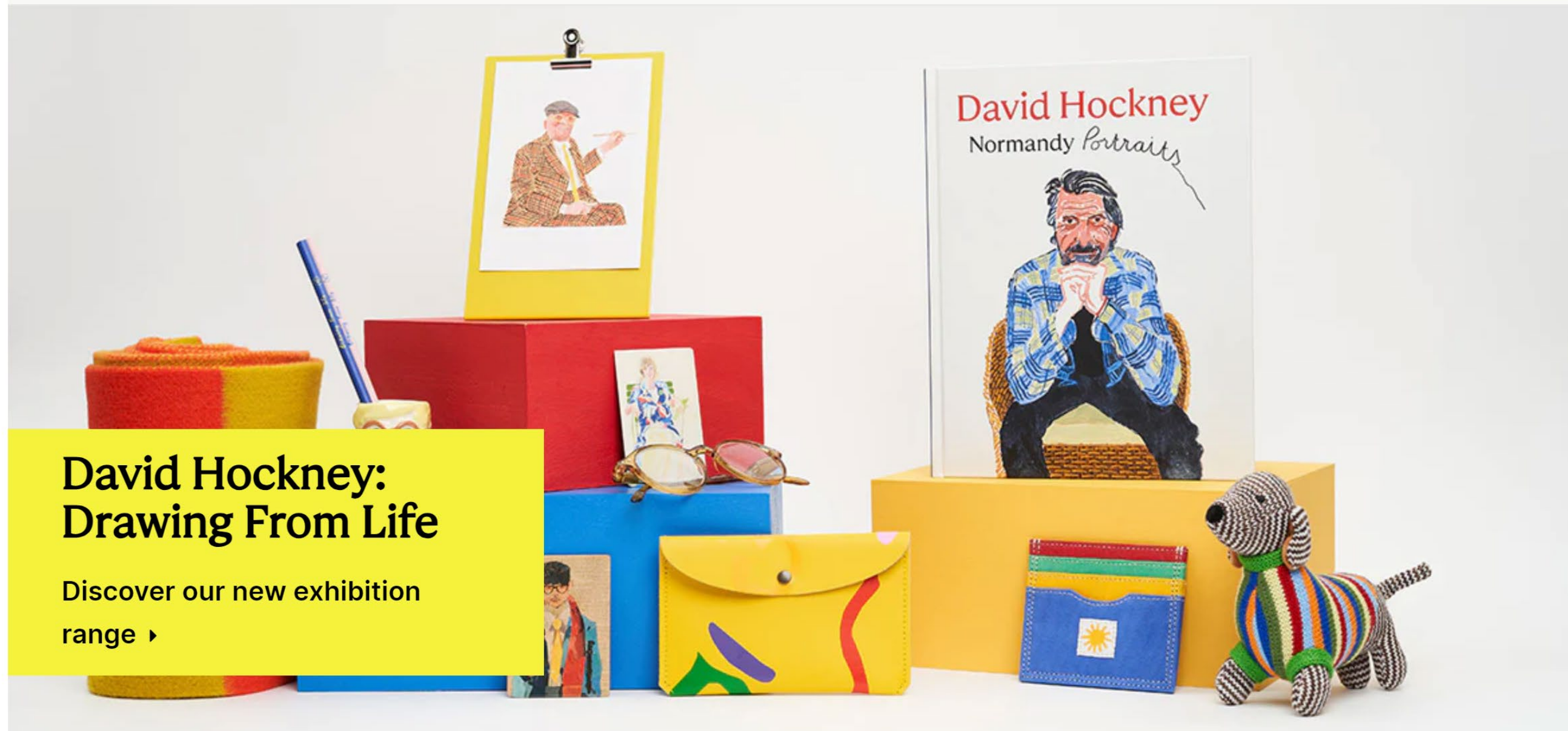
- **Be aware what is visible ‘Above-the-fold’**
- **Think seasonal and inspiring**
- **Surface ranges AND products**



Free UK delivery on orders over £50*

Every purchase supports the Gallery

Sign up to our newsletter



David Hockney: Drawing From Life

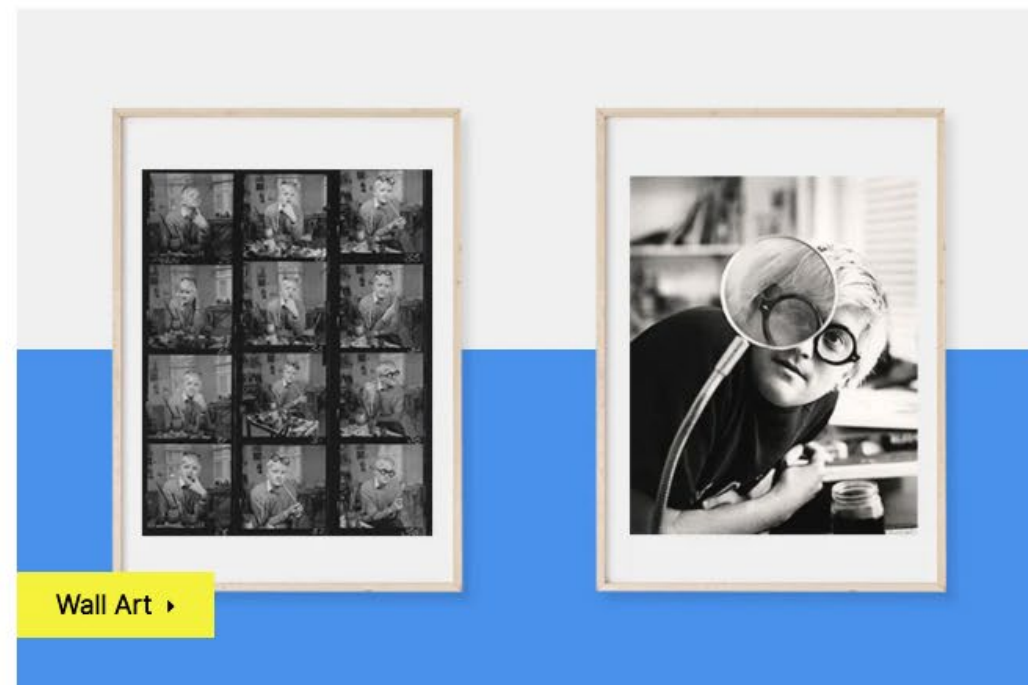
Discover our new exhibition
range ▶

✓ = Bold & clear

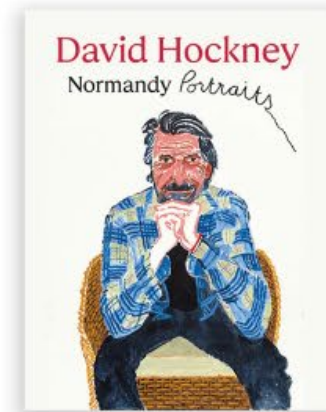
✓ = Effective use of space

✓ = Avoids showing a 'wall of product'

✓ = Product related to institution



Wall Art ▶



David Hockney: Normandy Portraits Book ▶



Scarves ▶



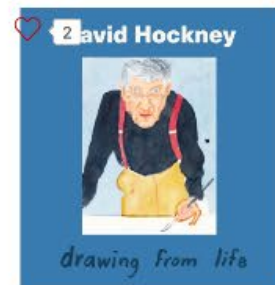
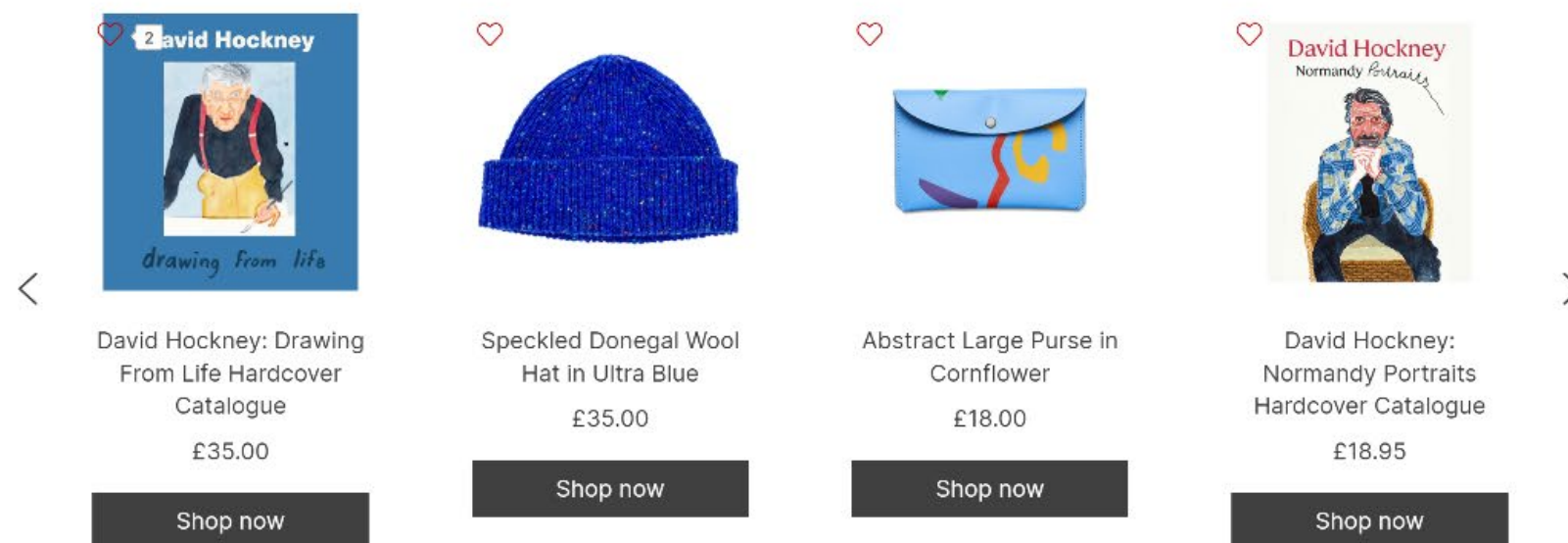
Stationery ▶



Accessories ▶



Fashion ▶



David Hockney: Drawing From Life Hardcover Catalogue
£35.00

Shop now



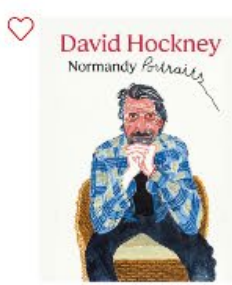
Speckled Donegal Wool Hat in Ultra Blue
£35.00

Shop now



Abstract Large Purse in Cornflower
£18.00

Shop now



David Hockney: Normandy Portraits Hardcover Catalogue
£18.95

Shop now

✓ = Routes in to ranges

✓ = Highlights key products

✓ = Seasonally appropriate
... woollies in winter!

SELECTING!

Think 5R's

Main website Navigation

Free Shipping Banner

Seasonal Collection Seasonal Collection Seasonal Collection

Explore Our Collections

Functional Category (eg Books) Functional Category (eg Books) Functional Category (eg Books)

Functional Category (eg Books) Functional Category (eg Books) Functional Category (eg Books)

Favourite Products

Socks Vase Escape Room

More Collections

Functional Category (eg Books) Functional Category (eg Books) Functional Category (eg Books)

Functional Category (eg Books) Functional Category (eg Books) Functional Category (eg Books)



Best practice for your...CATEGORY PAGES

- **Default order to best-selling**
- **Actively manage out-of-stock items**
- **Sensible depth of product**
 - **minimum 3 items**
 - **if 20+ , provide filters**

Browse our exclusive range of London transport inspired mugs and cups in a selection of bold colours and contemporary styles.

✓ = Uses sales data

Filter by

12 Items

✓ = Sensible depth

Sort By

Position

- MOQUETTE FABRIC
- PRICE
- COLOUR
- THEMES
- ROOM
- EXCLUSIVE FILTER

Compare Products

You have no items to compare.

Wish List

You have no items in your wish list.

EXCLUSIVE

EXCLUSIVE



✓ = No OOS!

Tube Lines Mug

£12.00

Add to basket

Underground Map Coaster Set of 4

£15.00

Add to basket

Moquette Mug Routemaster

£12.00

Add to basket

Underground Map Mug White

£12.00

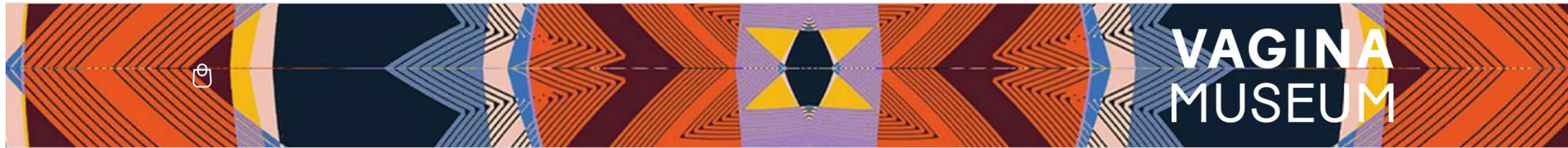
Add to basket



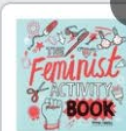
Best practice for your...Checkout

At the point of transaction..

- **... offer ability to add a donation**
- **... use compelling copy**
- **... opt-in for email communications**



Express checkout


 1 The Feminist Activity Book - Gemma Correll £9.99




Payment

All transactions are secure and encrypted.

Credit card VISA MasterCard AMEX +4

Card number 

Expiration date (MM / YY) Security code 

Name on card

Use shipping address as billing address

Make a donation

The Vagina Museum is a charity. A gift of any size means the world to us.

10% £1.00	20% £2.00	30% £3.00	None
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Custom tip - + Add tip

Thank you for supporting the world's first bricks and mortar museum dedicated to vaginas, vulvas and the gynaecological anatomy.

Contact

Email

Email me with


Delivery

Country/Region
United Kingdom

First name


Company (option)

Address

 1 The Feminist Activity Book - Gemma Correll £9.99

Discount code or gift card Apply

Subtotal £9.99

Shipping  Enter shipping address

Total GBP £9.99

✓ = Emphasise charitable status!

✓ = With personality and mission!

Using online merchandising to deal with ...



HURDLES

**Lack of physical
experience**

Uncertainty



Best practice for your...NAVIGATION

- **Make sure all products can be reached**
- **Use simple language**
- **Don't disguise key product areas**
- **Add seasonal / topical collections**

✓ = Seasonal collections


← THE V&A

V&A Shop Jewellery Books Prints Fashion Home Kids Stationery Exhibitions **Christmas** All

Every purchase supports the Museum

Save 10% as a V&A Member
Become a member today

Free UK delivery
on orders £60 and over



Gabrielle Chanel.

SHOP THE RANGE ▶

✓ = Simple language

✓ = Easy-to-understand categories

Homeware

- Shop all homeware
- New homeware
- Cushions & soft furnishing
- Food & drink
- Magnets
- Mugs, cups & drinkware
- Home décor and accessories
- Kitchen & dining
- Kitchen textiles

Leisure

- Crafts & activities
- Gardening & outdoors
- Haberdashery



Gabrielle Chanel.

✓ = Category returns what the user expects

Mugs, cups & drinkware

Shop for your new favourite mug.

15 Products

Sort By: [dropdown]

Category

- Home
 - Shop all homeware
 - New homeware
 - Cushions & soft furnishing
 - Food & drink
 - Home décor & accessories
 - Magnets
 - Mugs, cups & drinkware
 - Haberdashery
 - Kitchen & dining
 - + Show more

Price

- £10 - £20 (9)
- £20 - £30 (4)



V&A EXCLUSIVE James Leman mug

£16



V&A EXCLUSIVE William De Morgan Blue Tile mug

£16



Turtle tumbler glass by Ichendorf Milano

£15



Home décor & accessories

Make your house a home with our useful, unusual and beautiful selection of home accessories.

77 Products

Most popular

Category

- Home
 - Shop all homeware
 - New homeware
 - Cushions & soft furnishing
 - Food & drink
 - Home décor & accessories**
 - Magnets
 - Mugs, cups & drinkware
 - Haberdashery
 - Kitchen & dining
 - + Show more

- ### Price
- under £10 (31)
 - £10 - £20 (22)
 - £20 - £30 (10)
 - £30 - £50 (8)
 - £50 - £100 (5)
 - £100+ (1)

Designer/Artist

Kitchen & dining


+ Show more

Price

- under £10 (29)
- £10 - £20 (23)
- £20 - £30 (10)
- £30 - £50 (6)
- £50 - £100 (4)
- £100+ (1)

Designer/Artist


- Fair to Trade (10)
- John Henry Dearle (1)
- Megan Fatharly (2)
- Saint Nicolas (2)
- William De Morgan (2)
- William Kilburn (1)



V&A EXCLUSIVE

Oranges of the Morris room trinket box


£20



V&A EXCLUSIVE

Amber candle holder


£25



V&A EXCLUSIVE

Oranges of the Morris room 6 x 4" frame


£25



V&A EXCLUSIVE

Moroccan rose V&A candle


£10



V&A EXCLUSIVE

Jasmine V&A candle

£10



V&A EXCLUSIVE

Honeysuckle V&A candle

£10

• Who is this category for?

• Is this a good browsing experience? Or does it feel like a ...



• Should candles have their own category?

THE V&A

V&A Shop Jewellery Books Prints Fashion Home Kids Stationery Exhibitions Christmas All

Every purchase supports the Museum Save 10% as a V&A Member Become a member today Free UK delivery on orders £60 and over

V&A

Showing results for

🔍 candle Search ▶










9 Products Most popular ▾

Category ^

- Christmas
 - All Christmas
 - Gifts under £10
 - Gifts under £50
 - Gifts for her
 - Stocking fillers
 - Sustainable gifts
- All
- Gifts
 - Christmas Gifts
 - Shop all gifts
 - Gifts for her
 - Graduation gifts
 - Mother's Day Gifts
- Home
 - Shop all homeware
 - Home décor & accessories
 - Kitchen & dining
 - New homeware
- New arrivals
 - + Show more

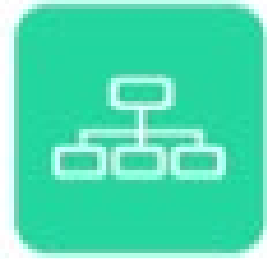
Price ^

- £10 - £20 (4)
- £20 - £30 (3)
- £30 - £50 (2)

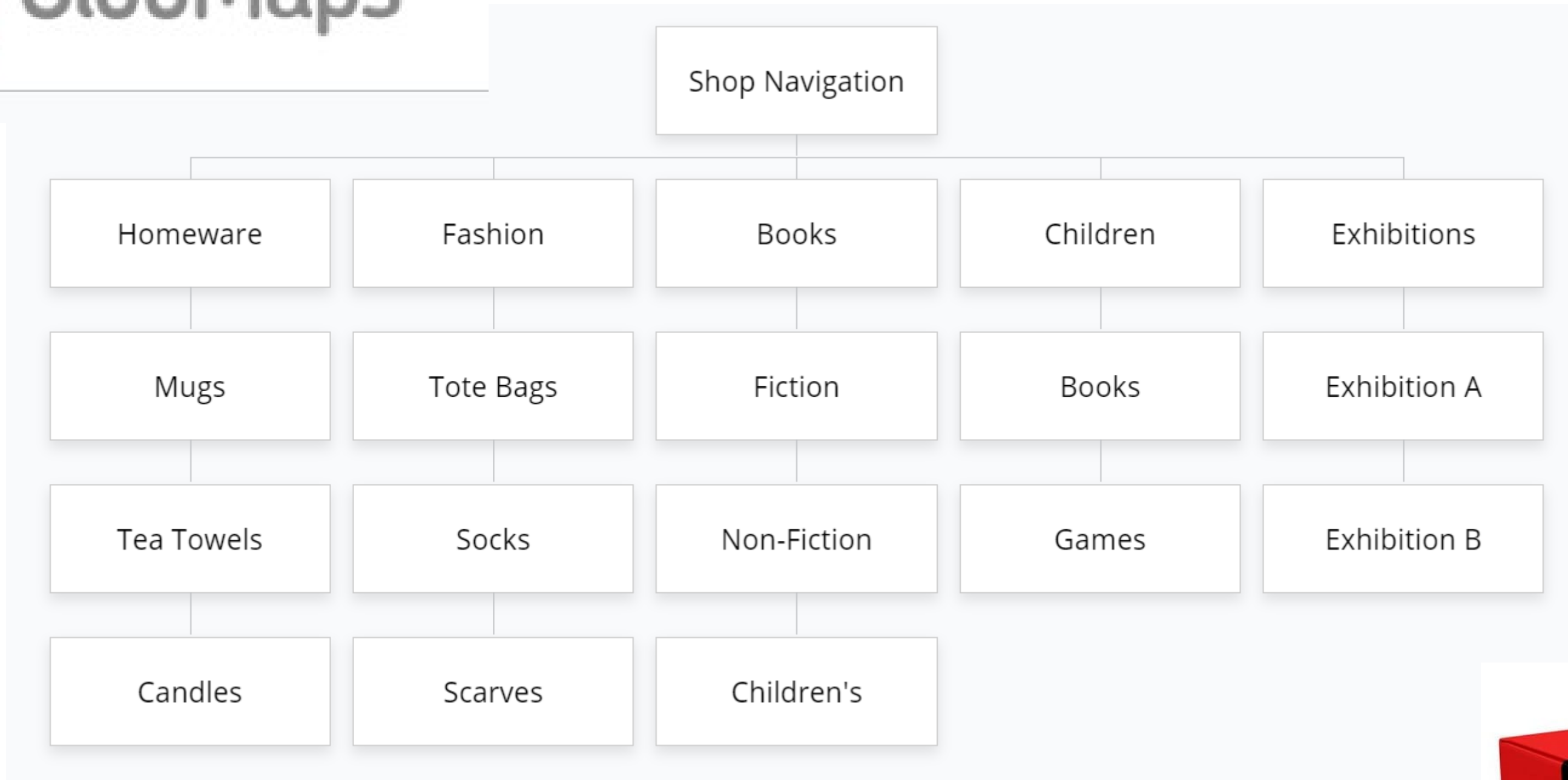
		
V&A EXCLUSIVE Lime, basil and mandarin V&A candle £10	V&A EXCLUSIVE Jasmine V&A candle £10	V&A EXCLUSIVE Moroccan rose V&A candle £10
		
Peach and orange candle holder £25	V&A EXCLUSIVE Honeysuckle V&A candle £10	Green candle holder £38
		
Petrol candle holder £25	Amber candle holder £25	Peach and petrol candle holder £45

- If you have a sizeable range of something, it should be on your navigation

- A 'Candles' page could easily sit under 'Home'



GlooMaps



- **Test out wording and avoid →**





Best practice for your...PRODUCT PAGES

- **Brings products to life and relates them to target customer and/or occasion**
- **Provides key factual information**
- **Highlights provenance / tells a story**

Product pages communicate a lot of information

- **Who - is product for?**
- **What - are the benefits?**
 - **When – what occasion is it for? daily? a special occasion?**
 - **Where – where would it be used? home? work?**
 - **How – does it work?**

Generally 1 to 3 sentences, plus bullet points

Retail is detail What to include in product specifications

- **Artwork – dimensions, framed/unframed, material, date**
- **Homewares – dimensions, weight, material, dishwasher-proof, washable, where made**
- **Clothing – sizing/size guide; material, washable, where made**
 - **Toys and games – age-range, dimensions, weight, players**
 - **Food and drink – ingredients, storage instructions, allergens, dimensions, weight**

Good product images bring product to life

- **Product from all sides, - ie needs multiple images**
- **Hi-res zoom images, - can 'feel' the texture of the product**
 - **Gives a sense of scale – use hands, model or other items**
 - **Personality! – reflect the tone of the organisation**



RENE MATIĆ | EDITION OF 50

JESUS IS, PECKHAM TEACUP, 2022

£85.00

Digital print on fine bone china with 14ct gold detail
Cup: Height 5.8 cm x 8.6 cm
Saucer: 15.3 cm
Edition of 50
Signed and numbered by the artist

This limited-edition cup and saucer is designed their solo exhibition upon this rock. The choice draws on the themes of domesticity that run th practice also engages with notions of 'Britishne that might attempt to deny or erase their existe

The cup of tea has become a symbol of British Britain is inextricably linked to empire. Equally, protest in Britain and beyond. Rather than bein can reflect what our design choices say about c

The image chosen for the design depicts graffiti poses the question 'Jesus Is'. The phrase speal inquiries – a search for meaning, redemption a people find this, whether spiritual or otherwise.

This edition is produced by Duchess Fine Bone manufactured ceramics in England since 1888. with 14ct gold detail. It comes signed by the ar

All proceeds directly support the South London Gallery's programmes.



✓ = Product from all angles

- 1 +  **ADD TO BASKET** 

Spetchells

£120.00

Artist: Hilary Paynter

Medium:

Dimensions:

Edition:

Postage & Packing ▾

Quantity

− 1 +

Add to cart

Buy with **shop** Pay

[More payment options](#)



✓ = Hi-res Zoom

KETTLE'S YARD

Home Kettle's Yard ▾ Prints ▾ Exhibitions ▾ Books ▾ Homeware & Gifts ▾ Stationery & Cards ▾ Christmas ▾



The Very Less Large Berry Bowl (2 parts)

More in this Collection

✓ = Show scale

KETTLE'S YARD

Home Kettle's Yard ▾ Prints ▾ Exhibitions ▾ Books ▾ Homeware & Gifts ▾ Stationery & Cards ▾ Christmas ▾



David Stonehouse Beaker

£29.00

Glaze

~~COLLAGE~~ ~~LEMON~~ ~~VEIN~~ ~~BLUE-BLACK~~ **NICHOLSON**
~~RADAR~~

Add to Cart

We are here to help. Got a question? Ask us!

Cambridge-based potter David Stonehouse has created this collection of wheel-thrown stoneware exclusively for Kettle's Yard. The range is inspired by his frequent visits to Jim Ede's beautiful Kettle's Yard home, and references some of its familiar motifs and hidden treasures. Some pieces are one-offs while others are repeated with subtle variations.

Beaker (single)

- Height: 10cm
- Diameter: 8cm
- Volume: 250ml

Available in four designs:

More in this Collection





Henri Matisse

Blue Nude II

Spring 1952



Choose print type Choose print size Choose frame type

40 x 30 cm Image size: 26.7 x 22 cm	60 x 45 cm Image size: 40 x 33 cm	80 x 60 cm Image size: 53.3 x 44 cm	100 x 75 cm Image size: 66.6 x 55 cm
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Total:
£185

Add to basket →

✓ = Show scale

Making the most of provenance...

- **Highlight if made by an artist / maker / local business – tell story of that person / business**
- **Highlight if made by hand, artisan method – tell story of that method**
 - **Highlight if product exclusive to you**

[Subscribe here for 10% off your first order](#)

[Home](#) > [Art](#) > [All Artworks](#) > [RA Editions](#) > [Octoberbloom II](#)



Product story

"My ambition as an artist is to open up new ways of picturing the now, the present... spilling, dripping, brushing, spreading, bleeding liquid material: paint engaging and enacting movement."

– Sir Frank Bowling, 2011

Created especially for an exhibition in the Royal Academy's Tennant Gallery, *Journeyings* showcased a collection of fourteen works on paper. Originating in a period of recovery for the artist, this body of work necessitated a smaller, more intimate scale, further accentuating the compositional elements that are distinctively Bowling.

Eleven years on, this edition revisits *Octoberbloom II* with incredibly effervescent results. A two-plate polymer gravure with relief printing and deep etching, it incorporates sixteen colours with fluorescent and pearlescent inks and is hand-finished with varnish.

Printed by Thumbprint Editions and published in partnership with Paragon Press.

Please note: purchases of this edition are limited to one per purchaser or household, subject to availability. Any purchases which exceed this limit will be treated as void. Should we subsequently discover that any such void purchases have been fulfilled, we reserve all rights against the purchaser, including the right to require return or onward delivery and compensation for any damage or loss.

The RA Editions programme generates valuable revenue for the RA and in particular the RA Schools.



About Sir Frank Bowling RA

Frank Bowling moved from Guyana to London in 1953. He won a scholarship to study at the Royal College of Art in 1959 and graduated in 1962 with both a Silver Medal in Painting and a travel scholarship which took him to South America and the Caribbean. He was a contributing editor at *Arts Magazine* from 1969 to 1972 and...

[Go to artist page](#) >

Tranquillise the Mind

£180.00

Artist: Josie Brookes

Medium: Screenprint

Dimensions: 62.5 x 55cm (paper size)

Edition: Edition of 7

Postage & Packing ▾

Title

Tranquillise the Mind (unframed price)

Quantity

- 1 +

Add to cart

Buy with **shop** Pay

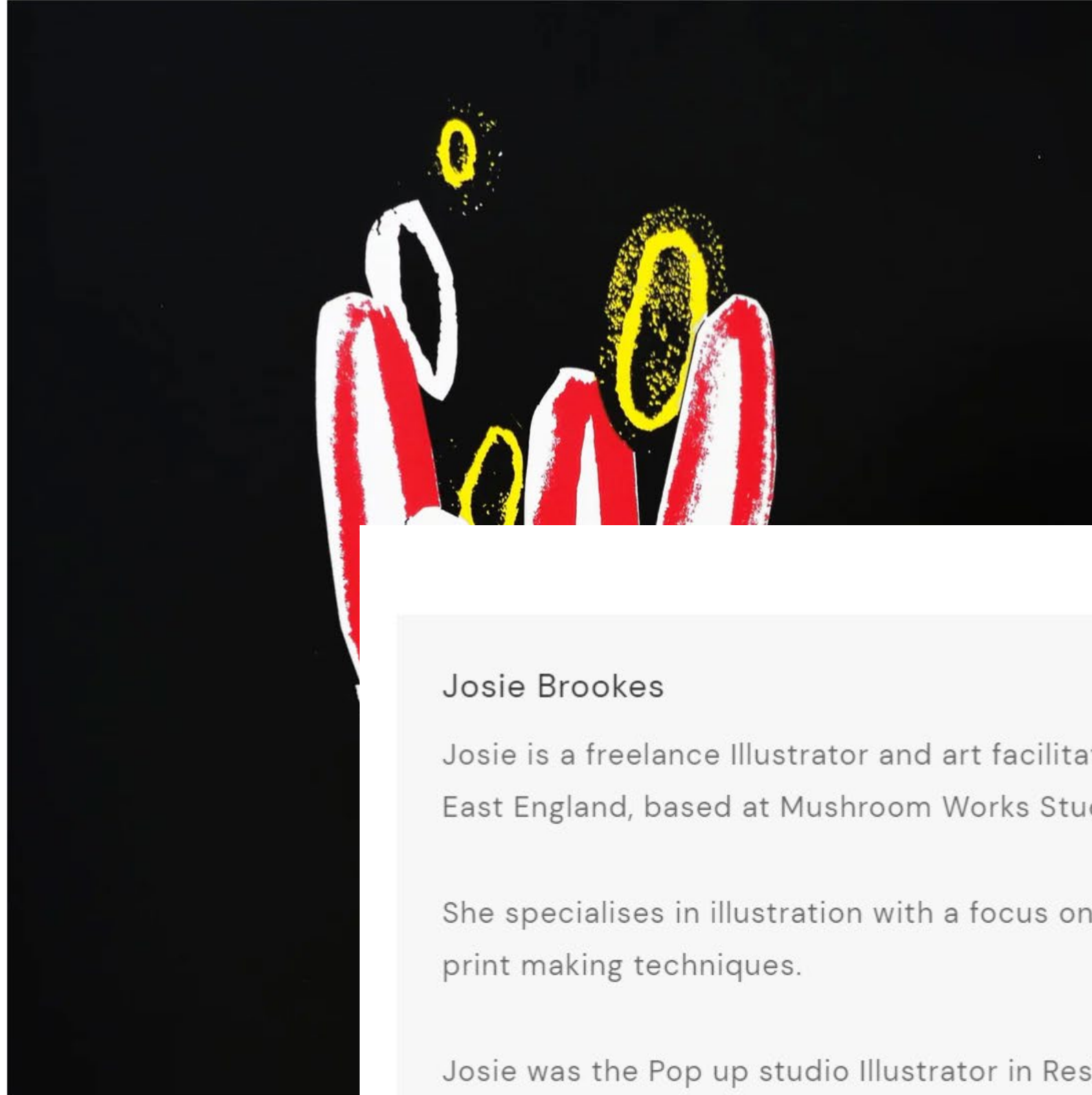
[More payment options](#)

✓ Pickup available at Stepney Bank

Usually ready in 5+ days

[View store information](#)

↑ Share



Josie Brookes

Josie is a freelance Illustrator and art facilitator based in Newcastle upon Tyne, North East England, based at Mushroom Works Studios.

She specialises in illustration with a focus on colour experimentation, collage and print making techniques.

Josie was the Pop up studio Illustrator in Residence for 2019's Northern Festival of Illustration. She is also an associate artist for Chalk and regularly collaborates with AnimateCity on animation projects including music videos. Her published work includes children's books 'The Flower with Feelings' and 'The Making of U'.



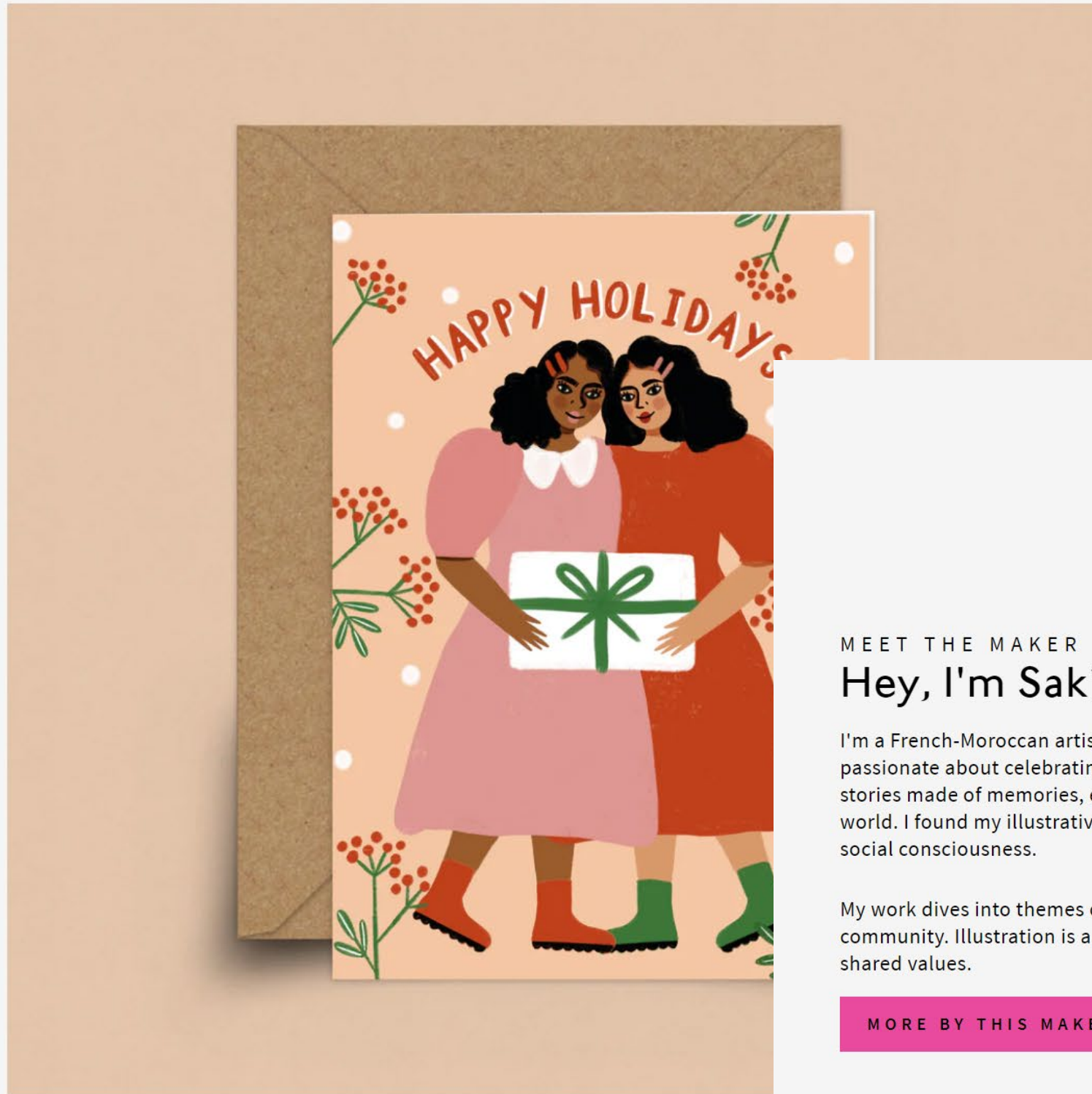
Happy Holidays Card by Sakina



£3.50

Tax included. + Shipping. Free shipping on orders over £40.

ADD TO CART



MEET THE MAKER Hey, I'm Sakina

I'm a French-Moroccan artist and illustrator based in London. I'm passionate about celebrating diversity through my work, creating stories made of memories, everyday life and a desire for a better world. I found my illustrative voice weaving colours, shapes and social consciousness.

My work dives into themes of gender equality, mental health, and community. Illustration is a way to bring people together through shared values.

MORE BY THIS MAKER





Best practice for your...**SHIPPING OFFER**

- **Don't make people guess**
- **Make shipping info easy to find**
- **Be clear about shipping costs AND time**

✓ = Announcement bar

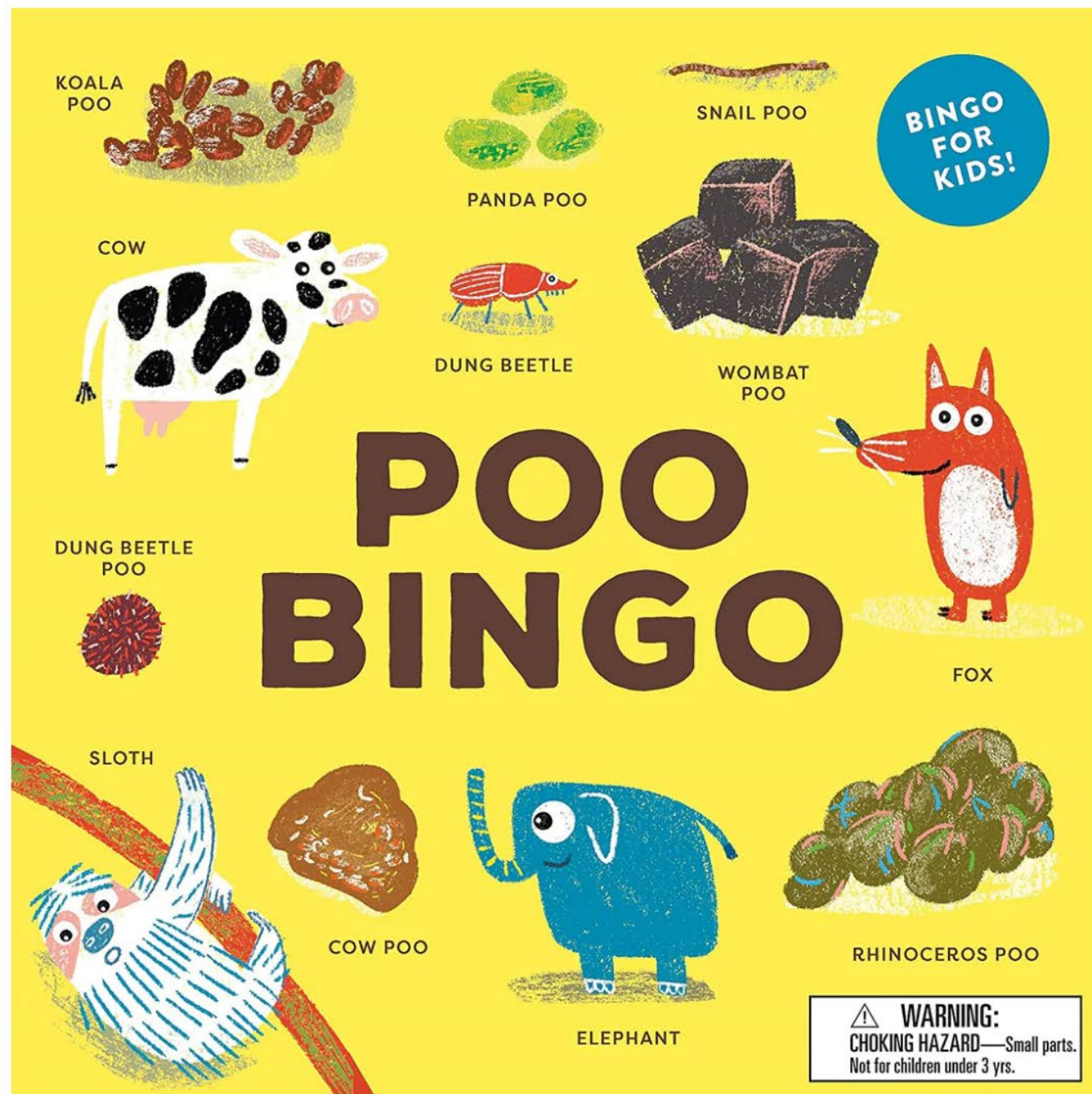
Free UK shipping when you spend £50! Use Code FREESHIPPING



Science ▾ Space ▾ Toys ▾ Books ▾ Branded ▾ Gifts ▾ All Products ▾
Gift Card



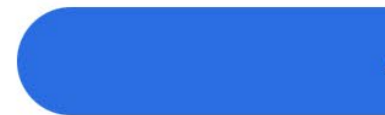
✓ = Link from product page



Poo Bingo

£16.99

Tax included. Shipping calculated at checkout.



Poo Bingo is our best-s

The first person to fill th
poos wins!


Includes:

- Fully illustrated bc
- Chips
- Small container to
- 8 double-sided ge
- Counters
- Informative bookl

Your basket

Every purchase in our shop supports us as an educational charity

[Continue shopping](#)

PRODUCT	PRICE	QUANTITY	TOTAL
 Planetarium Remove	£25.00	1	£25.00

Add a note to your order

Subtotal £25.00 GBP

Tax included. Shipping calculated at checkout.

✓ = Link from basket

Shipping

- **Standard UK postage and packaging costs £3.99. Express UK postage and packaging costs £4.50. Standard UK shipping is free with a £50 purchase.**
- **Europe postage and packaging costs £6.** If your order is above £135, you will need to pay customs charges. We The Curious is not responsible for these charges.
- We aim to process all orders within 3-5 working days of you placing your order.
- All orders are dispatched via Royal Mail. Standard postage will be sent second class. Express postage will be sent first class.
- Customers should expect to receive orders within 7 business days.

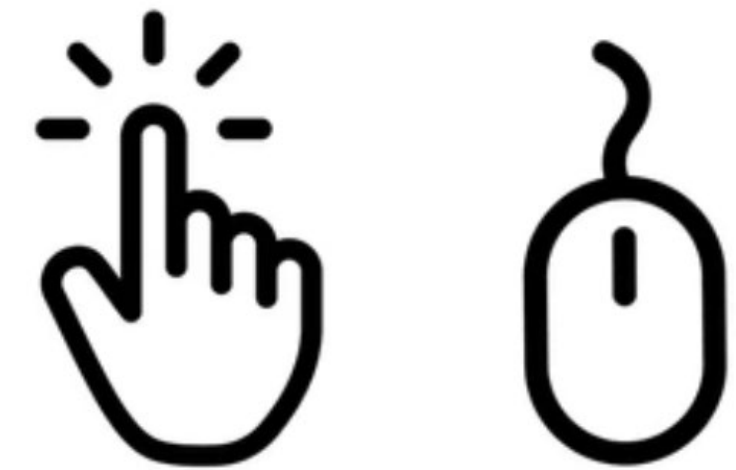
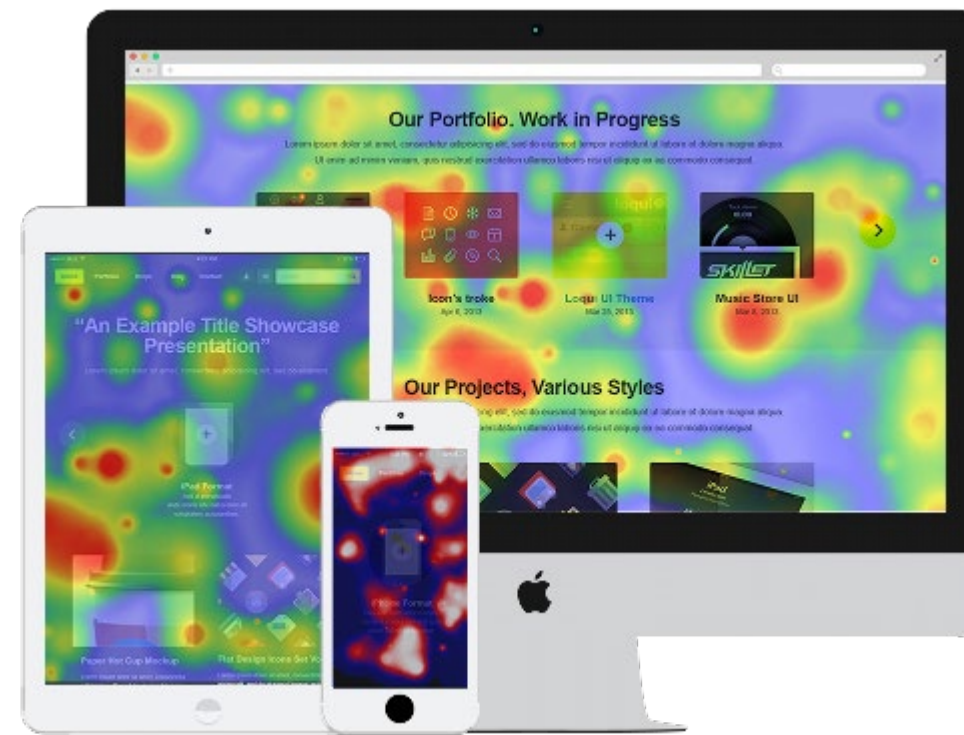
✓ = Simple, easy-to-read

✓ = Addresses biggest customer group first

Learning from our usersto inform our merchandising



Signals



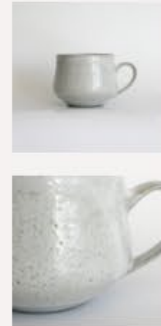
And sometimes users type things in to our websites too...



Using signals ... on your product page

- **Make use of ‘interest signals’**
- **Improve online journey**
- **Provide more relevant buying options**

KETTLE'S YARD



Rya Nicholson Mug

£36.00

Add to Cart

We are here to help. Got a question? Ask us!

Wheel thrown mug in British stoneware clay with a hand pulled handle, glazed using natural materials in gloss white with slight flecks.

Width approx 9cm excluding handle; 13cm including handle
Height approx 8cm

Due to the handmade nature of this item subtle variations in form and finish are to be expected and the item you receive may differ from the photograph. Hand washing is recommended to ensure longevity of each piece.

About the maker

Rya Nicholson is a ceramicist working in Norwich, designing and making functional dinnerware and vases, focussing on form and tactility. Each piece is hand thrown on the wheel and glazed in natural materials to create unique surfaces.



More in this Collection



You also Viewed



✓ = Browsing history



Lobster Tea Towel

£11.95

Quantity

- 1 +

ADD TO CART

Buy with shop Pay

More payment options

Description Shipping / Delivery

Join the blue lobster cult!

This group of cool blue lobsters are rocking this organic cotton tea towel bringing some contemporary crustacean feels into your kitchen. A fun and funky tea towel which knocks the spots off traditional tea towel designs to bring a maritime moment when it's time to dry hands and pots.

100% organic cotton tea towel measuring 48 cm x 78 cm.

☆☆☆☆☆ No reviews

Recommended products...



✓ = Thematic recommendations



Get 10% off your first order. Offer excludes prints. Join our mailing list >



Free UK Delivery on all orders over £75 >



Click & Collect Free local pick up Wed - Sun



Christmas Deliveries Order by the 17th December

Home > Homeware > Striped Neyron, Powder & Petrol Eco Dinner Candles, Set Of 4



Striped Neyron, Powder & Petrol Eco Dinner Candles, Set Of 4

£22.00

QUANTITY

- 1 +

ADD TO CART

BUY WITH shop Pay

MORE PAYMENT OPTIONS

A brand new collection of our hand poured, eco, fair trade dinner candles; here striped in bold bands of Neyron, Powder & Petrol Blue. Perfect for special occasions these unique candles make a wonderful gift.

- Mixed Pack of 4
24.5cm Tall
8-9 hour burn time, with a tall clean flame.
Non-drip
Fair Trade made
100% Stearin wax (Veg origin)
Pure cotton wick (Lead/Metal free)
Ecological colour dyes, Paraffin free.
No animal derived ingredients
Hand poured in Indonesia

You Might Also Like:



Twist Neyron & Beryl Green Eco Dinner Candles £20.00



Spiral Mixed Bright Dinner Candles £35.00



Twist Grass & Bokhara Eco Dinner Candles £20.00



Gunmetal, Opaline & Marigold Eco Pillar Candle, 15cm £22.00

Make use of browsing data to offer other relevant options on Product Page

✓ = Category recommendations



Using signals ... from your search box

- **Learn what users are looking for**
- **Learn what users can't find**

✓ = Large prominent search box



[Art UK main site](#)

Search shop



[Christmas](#) ▾ [Prints](#) ▾ [Books](#) ▾ [Gifts](#) ▾ [Artists](#) ▾ [Museums & collections](#) ▾ [Homeware](#) ▾ [Stationery](#) ▾ [Fashion](#) ▾

[Home](#) > [Prints](#)

Prints

Find the perfect wall art for your home from our extraordinary selection of art prints by well-known and emerging artists. Be inspired by our best-selling prints or explore art themes from Impressionism and Pre-Raphaelite to modern and abstract art.

All prints are available to buy unframed or framed, with a selection of sizes and finishes to choose from, framed in Cromford Mills, England – a UNESCO World Heritage site.

9% of sessions use site search





Most searched terms

Search term	Event count
Totals	1,138,041 100% of total
1	1,126,456
2 Kyffin williams prints	105
3 Lowry	74
4 kyffin william prints	66
5 Kyffin Williams prints	50
6 wilhelmina barns graham prints	49
7 Munnings	42
8 lowry prints	42
9 Christmas cards	39
10 Coaster	35
11 Placemats	35
12 lowry	35

1. There is a longtail!

2. Check if easy to reach via Nav

3. Check search results returned

221 searches related to Kyffin Williams

✓ = Listed on navigation, with visual

The screenshot shows the top navigation bar of the Art UK website. On the left is the 'ART UK' logo with 'Art UK main site' below it. A search bar labeled 'Search shop' is in the center, followed by icons for a heart, a person, and a shopping bag. Below the search bar is a horizontal menu with categories: Sale, Prints, Books, Gifts, Artists, Museums & collections, Homeware, Stationery, and Fashion. The 'Artists' category is highlighted with a red underline. The main content area is divided into three columns: 'Popular artists', 'Category', and 'Featured'. The 'Popular artists' column lists names like Wilhelmina Barns-Graham, Vanessa Bell, Paul Cézanne, Edgar Degas, Gwen John, Georgina Moutray Kyle, John Lavery, L. S. Lowry, and Claude Monet, with a 'Shop artists A-Z' link at the bottom. The 'Category' column lists 'Welsh artists', 'Irish artists', 'The Scottish Colourists', 'International artists', and 'Women artists'. The 'Featured' column shows two art pieces: a landscape painting by Kyffin Williams and a still life by Paul Cézanne, each with a caption and a link.

ART UK
Art UK main site

Search shop

Sale ▾ Prints ▾ Books ▾ Gifts ▾ Artists ▴ Museums & collections ▾ Homeware ▾ Stationery ▾ Fashion ▾

Popular artists

Wilhelmina Barns-Graham Alfred Munnings

Vanessa Bell Samuel John Peploe

Paul Cézanne Walter Richard Sickert

Edgar Degas Annie Louisa Swynnerton

Gwen John J. M. W. Turner

Georgina Moutray Kyle Adolphe Valette

John Lavery Kyffin Williams

L. S. Lowry

Claude Monet Shop artists A-Z

Category

Welsh artists


Irish artists

The Scottish Colourists


International artists

Women artists

Featured



[Kyffin Williams](#)



[Paul Cézanne](#)

i

Home > Artist > Williams, Kyffin, 1918-2006

Williams, Kyffin, 1918-2006

Sir John Kyffin Williams was a Welsh painter and printmaker, loved for his depictions of rugged landscapes and Welsh farming life. Widely acknowledged as one of the most influential Welsh artists of the twentieth century, his bold application of paint and idiosyncratic palette-knife style made his works immediately recognisable.

Choose from our selection of prints with a range of framing options available, and enjoy the natural beauty of North Wales.

Showing 299 results

Filter options

Sort options: Position



The Way to the Cottages



£15.00

By [Kyffin Williams \(1918-2006\)](#)

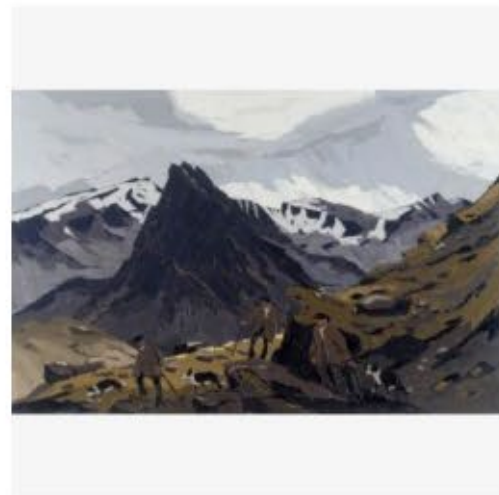


Coastal Sunset



£15.00

By [Kyffin Williams \(1918-2006\)](#)

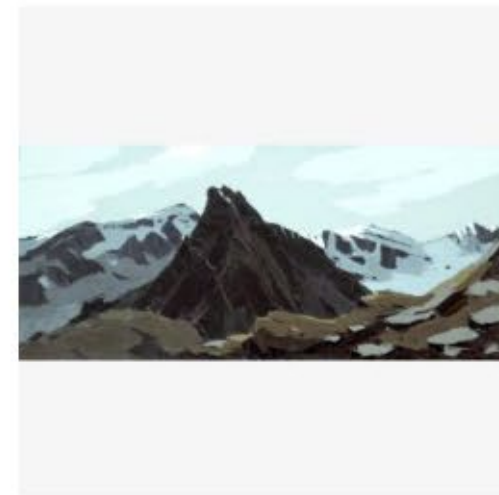


Farmers on the Carneddau



£15.00

By [Kyffin Williams \(1918-2006\)](#)

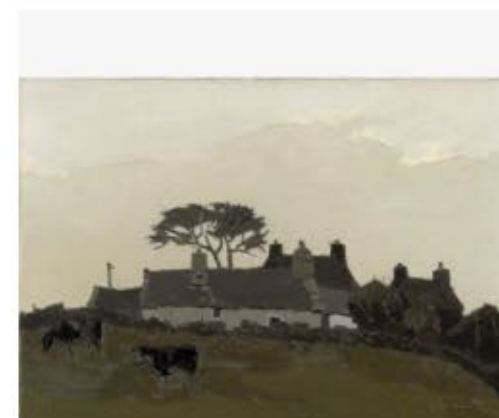


Tryfan No. 2



£15.00

By [Kyffin Williams \(1918-2006\)](#)



✓ = Good landing page

✓ = Visuals and text

✓ = Bestselling displayed first

? = Are these bestselling? Particularly relevant



kyffin|



Categories (4)

Gifts > Ranges

Gifts > Christmas > Gifts £10 - £25

Gifts > Christmas > Gifts under £10

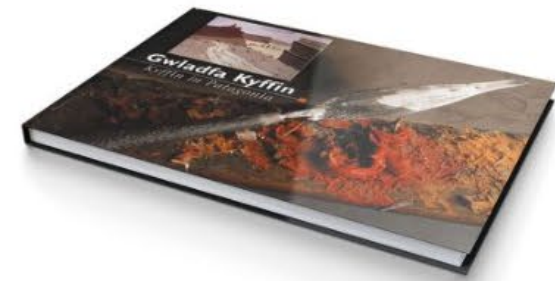
Books > Artists in focus

Artist (1)

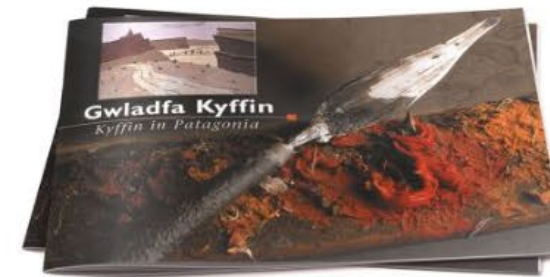
Kyffin Williams (1918–2006)

Products (342)

[View all 347 results →](#)



Kyffin Williams 'Gwladfa
Kyffin/Kyffin in
Patagonia' hardback
£9.99



[Kyffin Williams 'Gwladfa
Kyffin/Kyffin in
Patagonia' paperback](#)
£6.99



Kyffin Williams (1918–
2006)
£15.00



Kyffin Williams (1918–
2006)
£15.00

Search results for: 'kyffin williams'

Showing 342 results

Filter options

Sort options: Relevance

Did you mean

[kyffin william](#)

Related search terms

[kyffin william](#)

[Williams](#)

[kyffin wi](#)

[williams print](#)

[williams no](#)



Kyffin Williams (1918-2006)



£15.00

By [David Griffiths \(B.1939\)](#)



Kyffin Williams (1918-2006)



£15.00

By [David Griffiths \(B.1939\)](#)



Kyffin Williams 'Los Altares' placemat

£12.00



Kyffin Williams 'Los Altares' coaster



£3.00

Quick view



Kyffin Williams 'Los Altares' mug



£8.99



Kyffin Williams 'Euro Hughes' placemat



£12.00



Kyffin Williams 'Euros Hughes' coaster



£3.00



Kyffin Williams 'Lowligh Eryri' placemat



£12.00

? = Are these bestselling?
Particularly relevant



No results found

Search Query	Results	Hits
Dorothy steel	0	67
Matisse	0	60
rothko	0	51
klimt	0	43
peter howson	0	40
kluet	0	33
Kandinsky	0	30
t-shirt	0	27
theatre posters	0	20
Wilhelmina barns-graham print	0	18
Jackson pollock	0	18
Barbara Rae	0	18
Grayson Perry	0	18
Barnes Graham	0	18
hashim akin	0	16
hashim lakin	0	16
beryl cook	0	15
magritte	0	15

1. Do we have stock relevant to this item?

2. Should we consider stocking something relevant?

How good is your 'searchandising'?

- Really good – we think about this actively and use these methods
- Room for improvement – we've done some of this, but could try more
- Bombshell – this is all new to me, we've never thought about this before

So far we've learned about ...

Attention

Homepage

Category page

Checkout



Hurdles

Navigation

Product Info

Shipping



Signals

Search Box

Browsing
behaviour



... the magic of landing pages

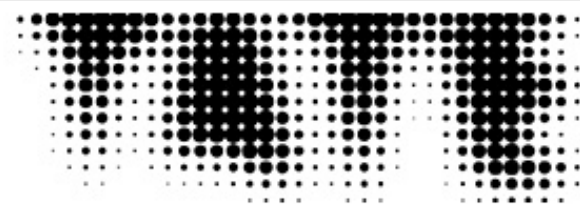
So what is a landing page?

... it's a page that a visitor 'lands' on from clicking on an email campaign, PPC ad, organic search result, blog article

So what's special about that?

... it's a way in to your site. Like the shop door

... you know something about what they're interested in



EXHIBITIONS

EVENTSMEMBERSHIPSHOP

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Today, get 15% off all exhibition books, from *Sarah Lucas* to *Hilma af Klint and Piet Mondrian*.

Shop now

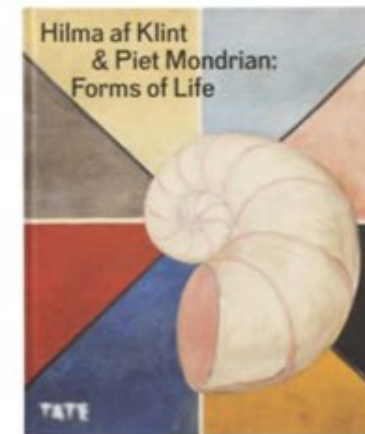
TATE SHOP

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Showing 1 - 32 of 64 View 64



15% OFF

Hilma af Klint and Piet Mondrian: Forms of Life exhibition book (hardback)

£40



15% OFF

Turner's Modern World (hardback)

£40

shop.tate.org.uk

✓ = Repeats offer

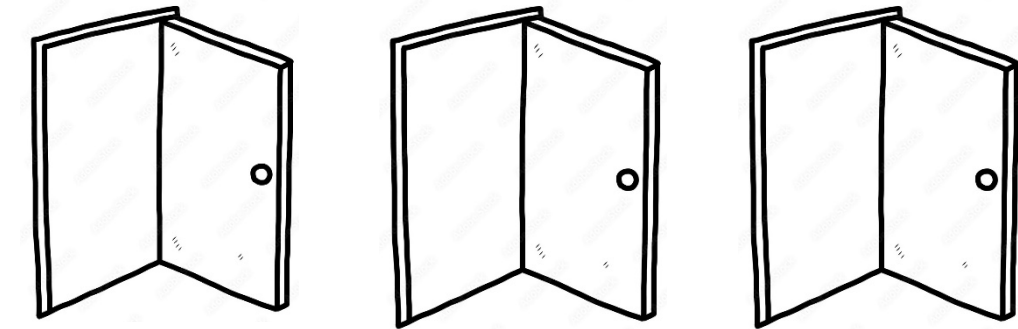
✓ = Repeats styling

✓ = Repeats product

✓ = Good product depth

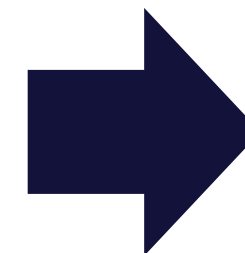
... the magic of landing pages 2

- **Multiple entry points to your site**



- **Whizz people to a relevant part of the site**

- **Re-inforce the original message/hook to maximise conversion rate**



Increased Online Revenues

Online Merchandising

The 5 R's of Merchandising



Co-op store, pre War.

- Right **Product** ...
- Right **Customer**
- at the Right **Time**
- at the Right **Price**
- in the Right **Quantity**



Attention



Signals



Hurdles

Q&A



**Digital Culture
Network**



Get in touch

Send us an email

digitalnetwork@arts council.org.uk

Join the mailing list

digitalculturenetwork.org.uk

Join the conversation

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[#DigitalCultureNetwork](https://twitter.com/hashtag/DigitalCultureNetwork)

