



SEO CHALLENGES & OPPORTUNITIES IN FASHION INDUSTRY

GIOVANNI CARPINELLI



GIOVANNI CARPINELLI

HEAD OF SEO @THE LEVEL GROUP

7 years experience in SEO & Digital Marketing

Main Industries: Fashion & Luxury, Online Banking, Photographic Accessories eCommerce

I worked for...

Simple Agency and Luxottica

OUR MISSION



THE LEVEL GROUP

E-PARTNER

BUILDING BRANDS ONLINE EFFECTIVELY

We are a **global e-commerce accelerator and enabler specialized in luxury, fashion and design brands.**

We design, implement and accelerate promising business models in luxury, fashion & design with **unrivalled capabilities in online technology, marketing and business competences on a global scale.**

OUR SERVICES



WEB DESIGN
& CREATIVITY

TECHNOLOGY
& SYSTEM
INTEGRATION

LOGISTICS
& DISTRIBUTION

FINANCIAL
SERVICES

CUSTOMER
SERVICE

CONTENT
& DIGITAL
PRODUCTION

STORE
OPERATIONS

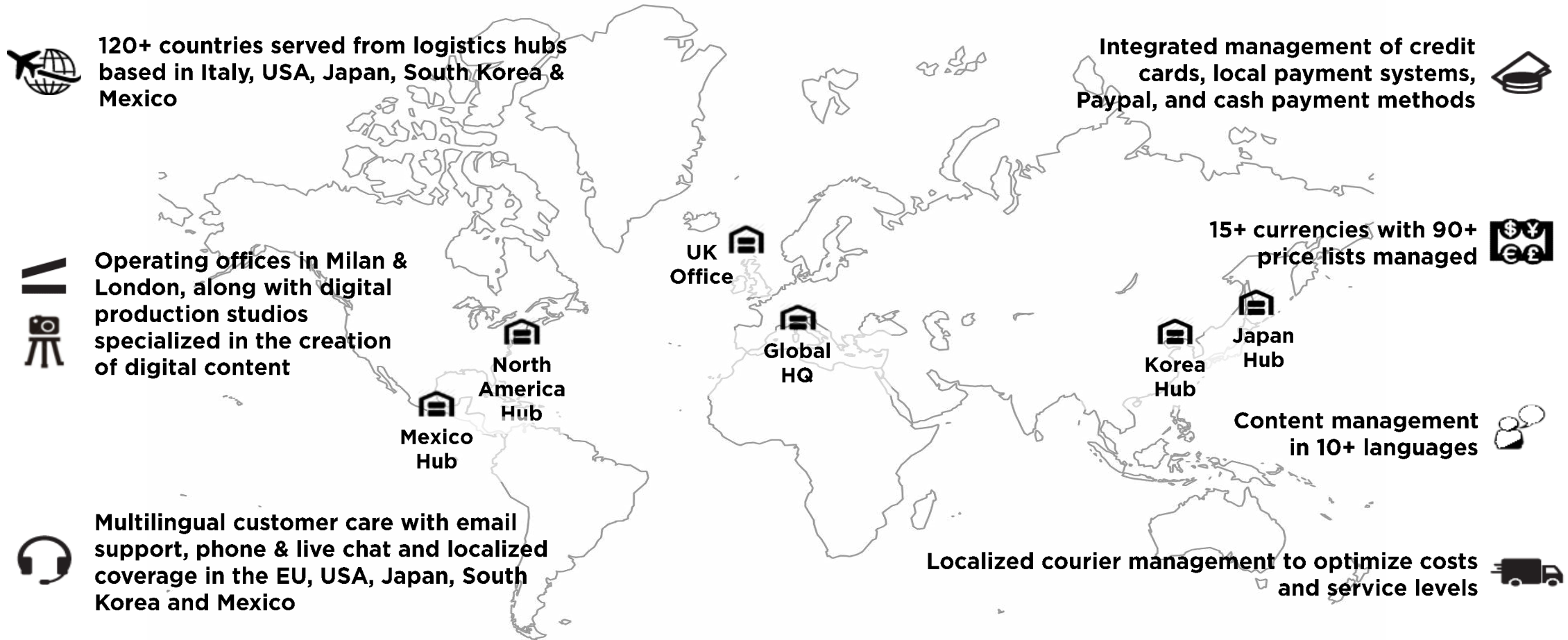
MARKETING
SERVICES

Modular, End-to-end e-commerce capabilities

Global coverage

**Broad and deep expertise with premium brands in
sportswear, luxury, fashion & design**

OUR OPERATING INFRASTRUCTURE



A global solution with localized operations and service levels.

A QUICK LOOK AT INTO FASHION INDUSTRY



The screenshot shows the MF fashion website with a search bar and navigation menu. The main article headline is "Kering acquires a 30% stake in Valentino for 1.7 billion euros". The sub-headline reads: "The luxury company headed by François-Henri Pinault has bought a portion of the Roman fashion brand, which is owned by the Qatari investment fund Mayhoola, for 1.7 billion euros. As part of the agreement, there is an option to increase Kering's ownership to 100% of the brand. Mayhoola could become one of Kering's shareholders. At the same time, the partnership between Kering's parent company and Arnault's LVMH has been revived". The author is listed as "di FEDERICA CAMURATI" and the reading time is "TEMPO DI LETTURA 4 MIN". Below the text is a photograph of a fashion show runway with models in elaborate dresses.

The screenshot shows the HYPEBEAST website with a dark theme. The main article headline is "Kering Acquired French Fragrance Label Creed for \$3.83 Billion USD". A sub-headline reads: "The longstanding label hit upwards of \$273 million USD in revenue over the past year." Below the text is a photograph of a hand in a white glove holding a bottle of Creed Aventus fragrance.

tapestry

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Tapestry acquires fellow fashion group Capri for \$8.5bn

August 15, 2023 in Mergers/Acquisitions

BY Fraser Tennant

In a deal that establishes a powerful global house of iconic luxury and fashion brands, multinational luxury fashion holding company Tapestry, Inc. is to acquire fellow luxury fashion company Capri Holdings.

Under the terms of the definitive agreement, which is expected to close by the end of 2024, Capri shareholders will receive \$57 per share in cash for a total enterprise value of approximately \$8.5bn.



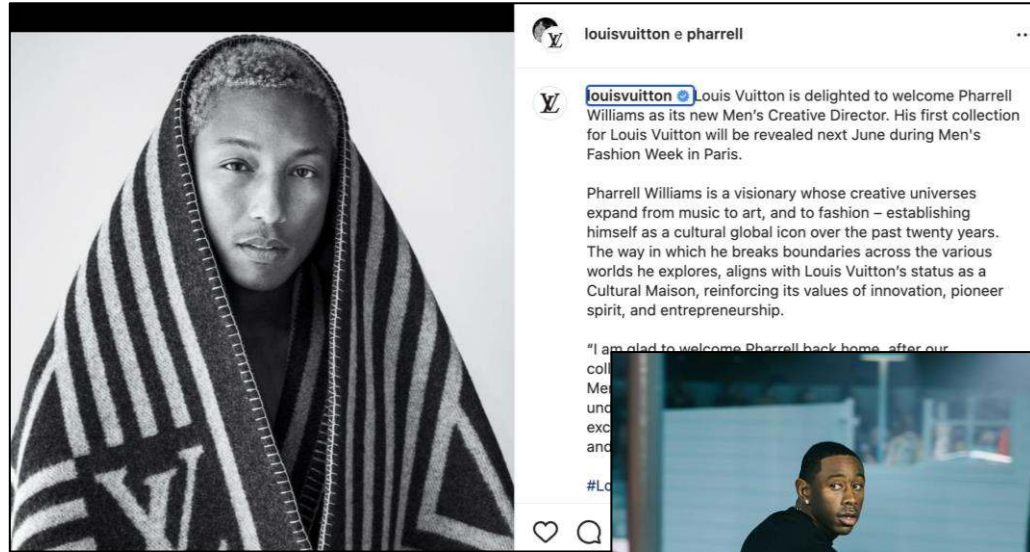
VERSACE



MICHAEL KORS

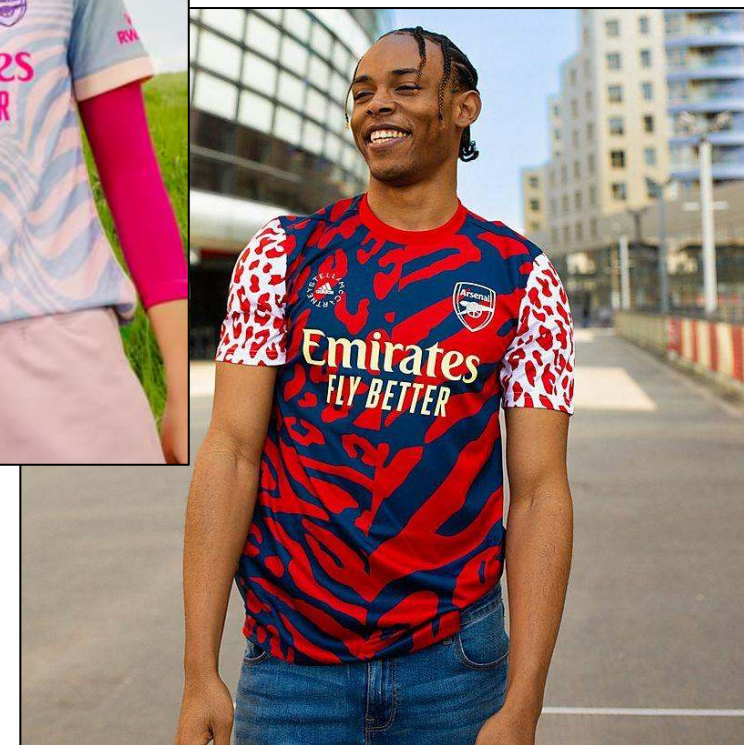
JIMMY CHOO







STELLA McCARTNEY



PRADA

HYPEBEAST

SHOP 🔍 ☰

Prada Is Designing Spacesuits for a Forthcoming NASA Mission

Working with Axiom Space, Prada will outfit the crew of NASA's Artemis III lunar mission, planned for 2025.



Fashion

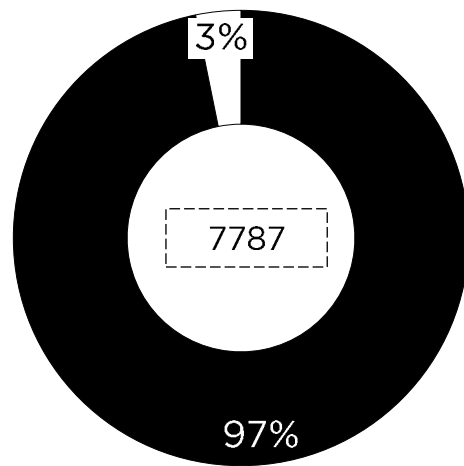
Oct 4, 2023 🔥 4.0K 💬 3

WHAT'S DOES IT MEANS FOR SEO?

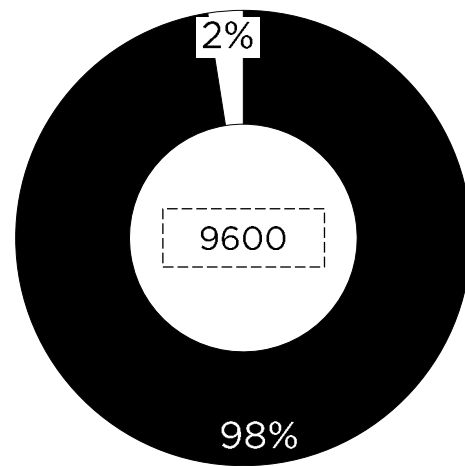
STRONG DEPENDENCY FROM BRANDED KEYWORDS: IN ITALY, THE 97% OF THE TRAFFIC IS BRANDED



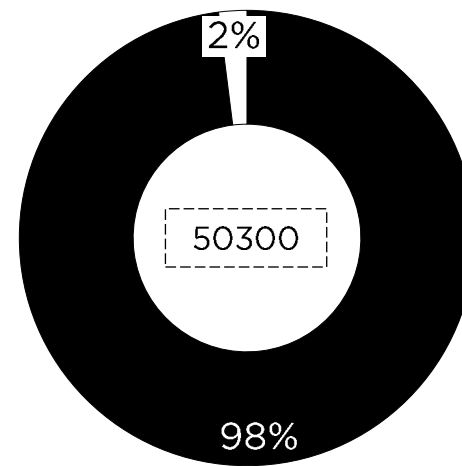
Branded
 Unbranded
 Keywords



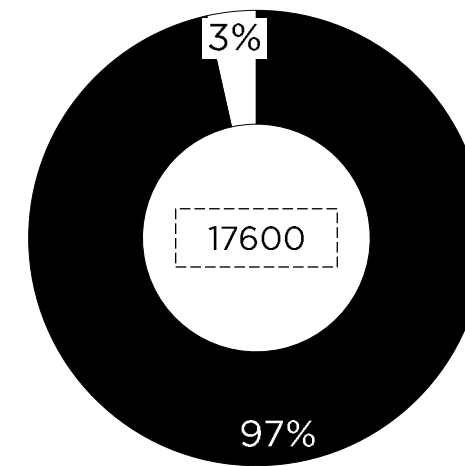
ETRO



VALENTINO



GUCCI

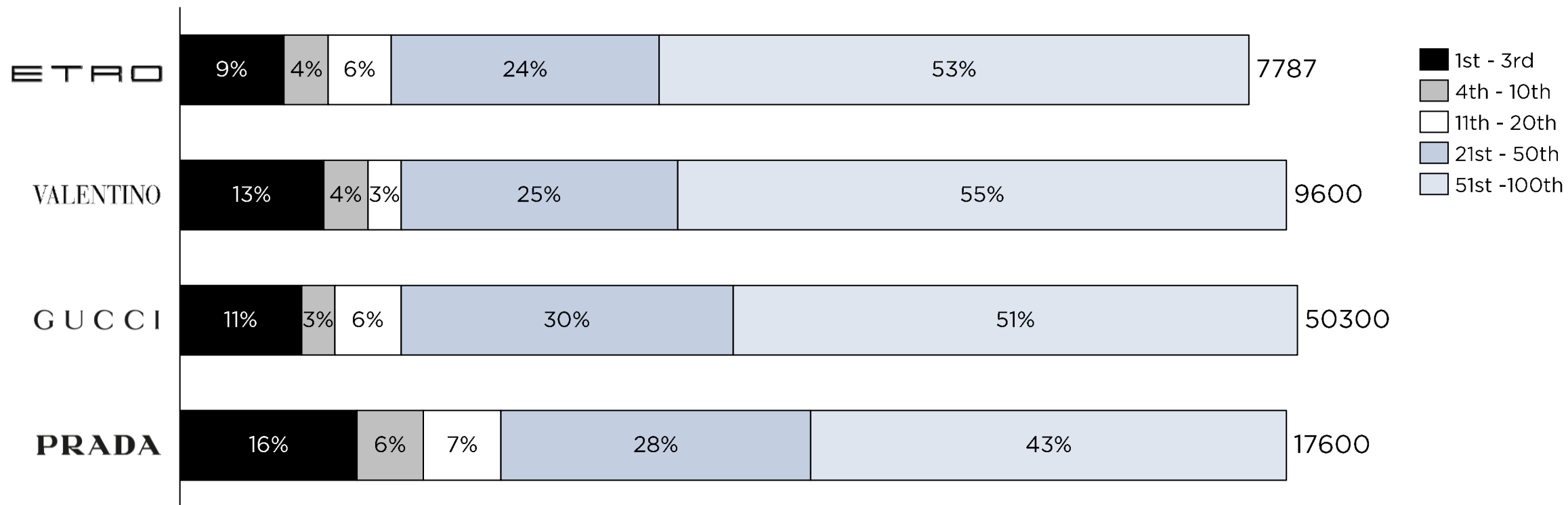


PRADA

Branded	894	900	3.800	3.600
Unbranded	6.890	8.700	46.500	14.000

Source: SEMrush

ORGANIC POSITION DISTRIBUTION: IN ITALY, THE 83% OF THE TOTAL KEYWORD RANKS OUTSIDE THE PAGE 1

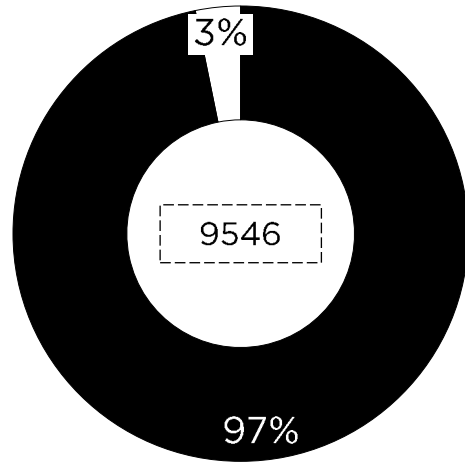


Source: SEMrush

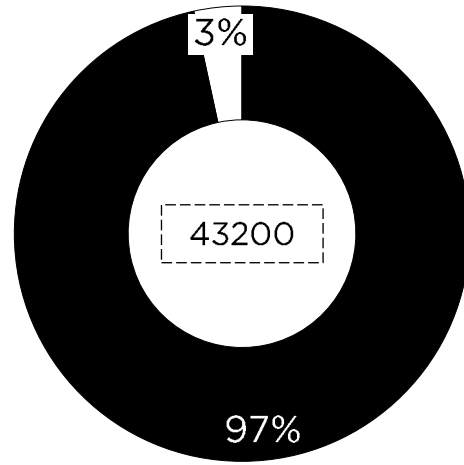
IN USA, THE 97% OF THE TRAFFIC IS COMING FROM BRANDED KEYWORDS



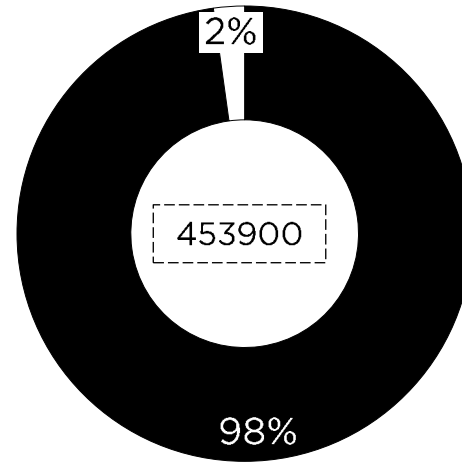
Branded
 Unbranded
 Keywords



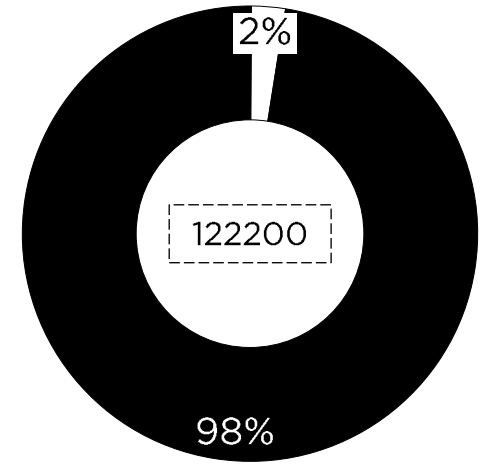
ETRO



VALENTINO



GUCCI

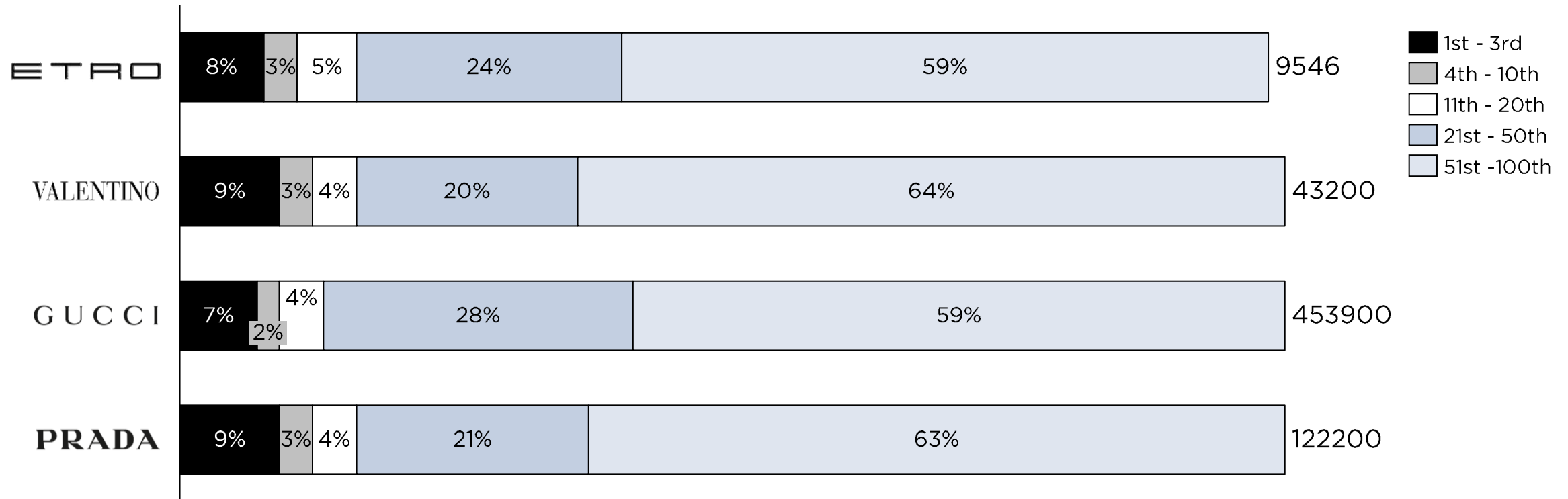


PRADA

Branded	885	4.040	23.900	16.640
Unbranded	8.661	39.160	430.000	105.560

Source: SEMrush

ORGANIC POSITION DISTRIBUTION: IN USA, THE 90% OF THE TOTAL KEYWORDS RANKS OUTSIDE THE PAGE 1

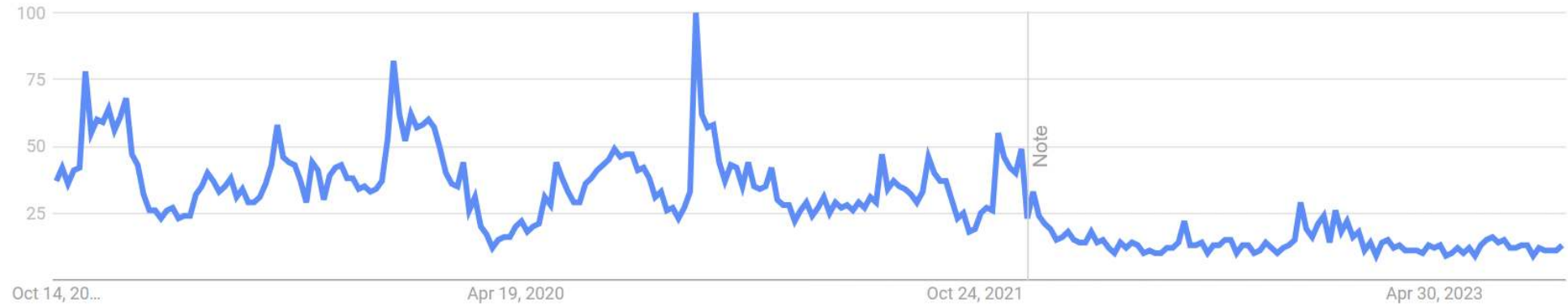


Source: SEMrush

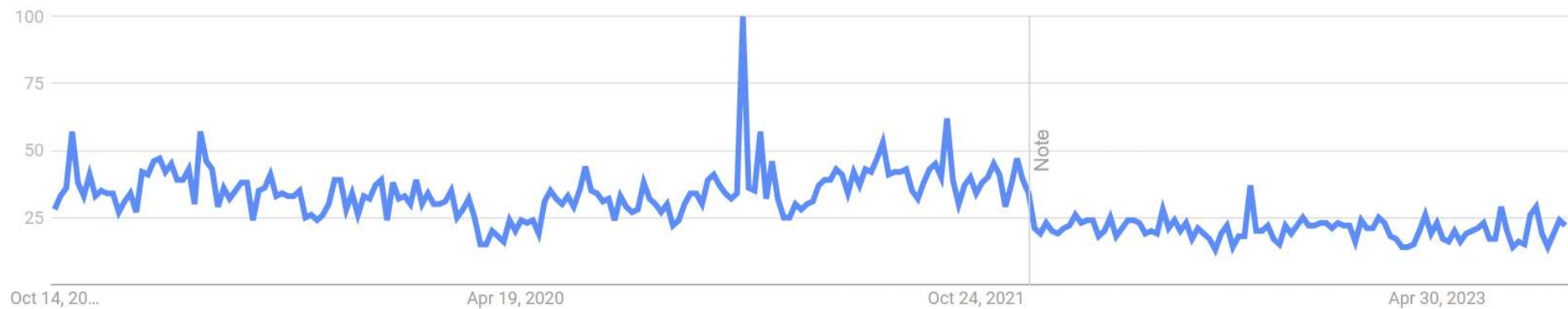
CHALLENGES

DEPENDENCE FROM BRAND AWARENESS AND FLUCTUATIONS IN SEARCH ACCORDING TO OFFSITE ACTIVITIES

FURLA



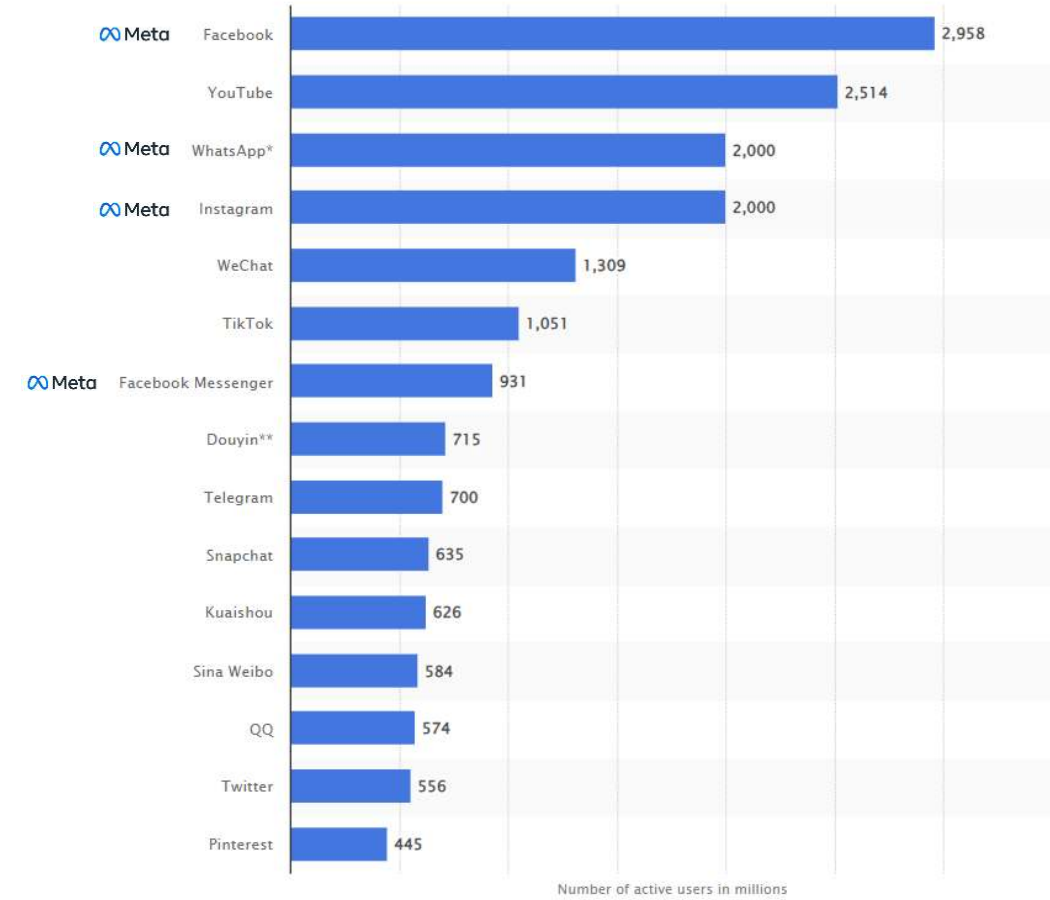
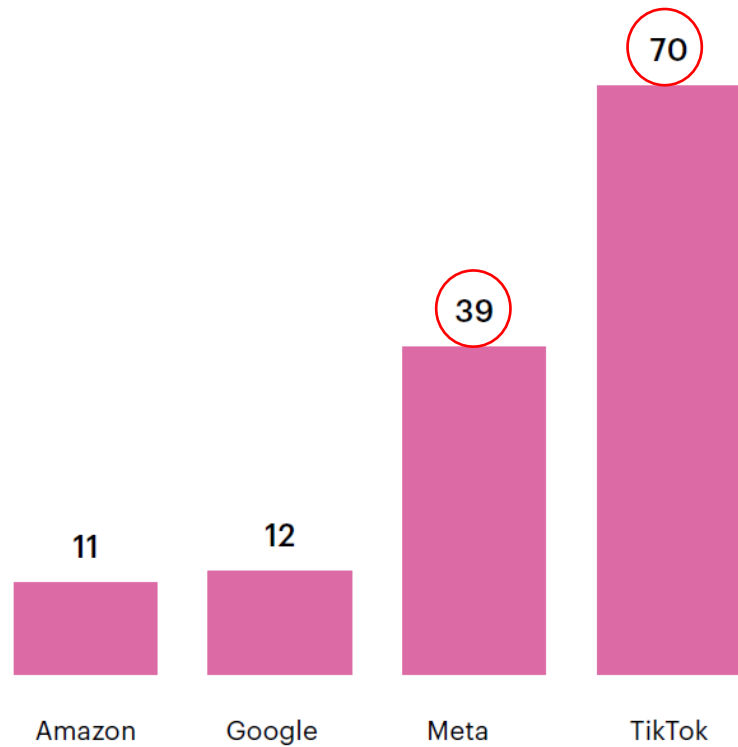
MISSONI



Source: Google Trends

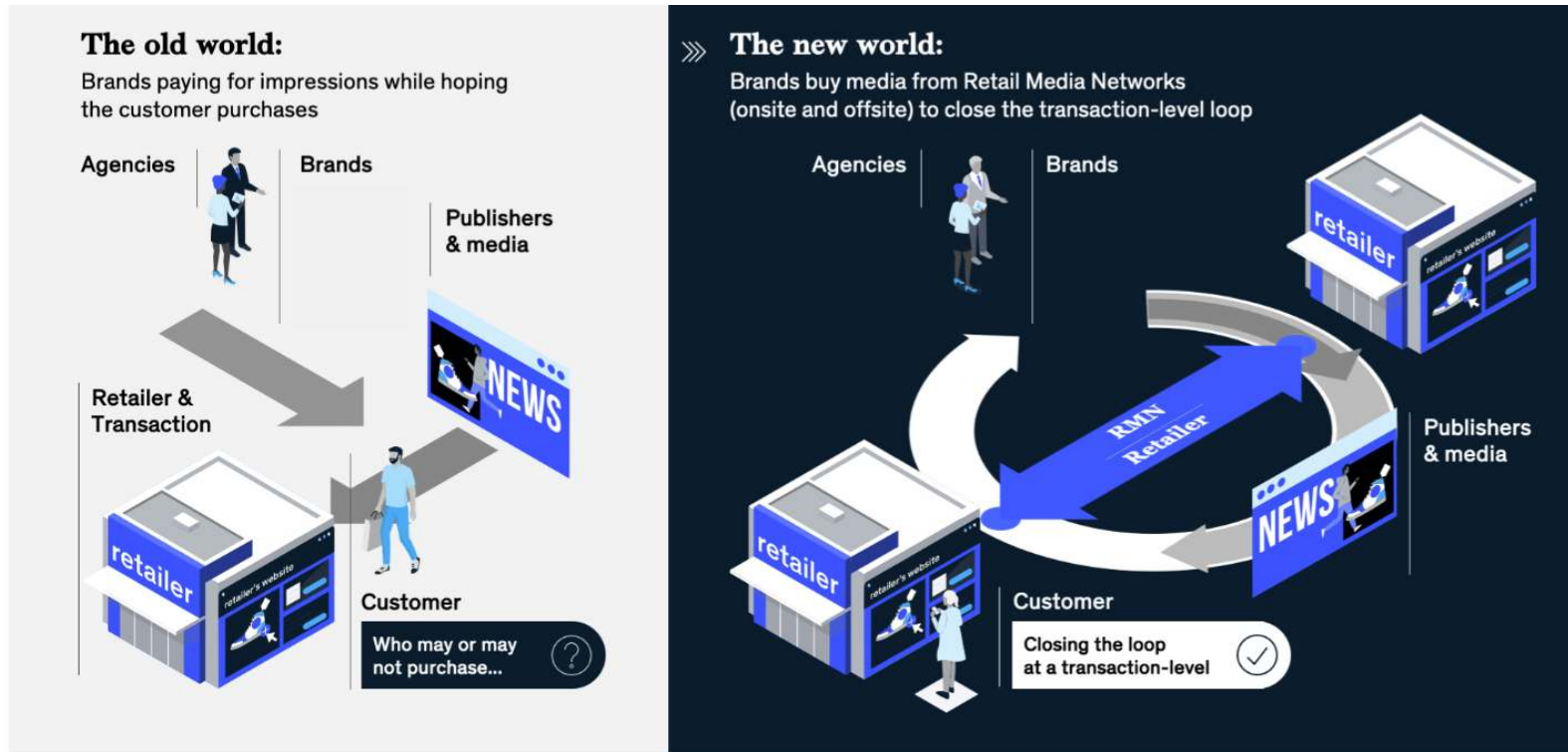
PERFORMANCE MARKETING COSTS INCREASE MEANS LESS ONLINE VISIBILITY FOR BRANDS

Year-on-year increase in cost-per-mile (cpm), %



Source: Business of Fashion, The State of Fashion 2023 | Statista

RETAIL MEDIA NETWORKS ARE MORE EFFICIENT FOR ONLINE MARKETING CAMPAIGNS



ADV with retailers is more efficient for the **70%** of fashion companies

Source: Mckinsey, 2022

... RETAILER BIDDING ON BRANDED KEYWORDS WITH STRONGER MESSAGES ABOUT PROMOTIONS & DISCOUNTS

Search results for "versace vestiti donna".

Circa 7.040.000 risultati (0,38 secondi)

Sponsorizzato

mobile.yoox.com
https://mobile.yoox.com

Vestiti Versace Donna | Promozioni online su YOOX

Una selezione Unica: oltre 15.000 Brand tra cui scegliere, Acquista Ora! Spedizione Rapida. Reso Gratuito. Pagamento Sicuro. -15% sul prossimo ordine. Ampia Selezione di Brand.

Donna: -20% e -25%
Non perdere una super promo! Fino al 10/10. T&C applicate

Nuovi Arrivi Donna
Abbigliamento, Scarpe e Accessori. Scopri la selezione!

Sponsorizzato

farfetch.com
https://www.farfetch.com/novità/stagione

Versace Vestiti Donna - Il Tuo Stile, Su FARFETCH®

Le Migliori Selezioni Di Moda Al Mondo Secondo Il Tuo Stile. Solo Su FARFETCH®. Spedizione Express E Reso Gratuito Con Ritiro. Ordina Ora!


Novità Donna · Versus Vintage Donna · Best Seller Donna · Designer A-Z · Novità Uomo

Sponsorizzato

mytheresa.com
https://www.mytheresa.com

Versace abbigliamento | Acquista su Mytheresa

Non perdere le novità Moda **donna** con i nuovi arrivi di Mytheresa. Spedizioni rapide, resi gratuiti, servizio clienti disponibile 24h e pagamenti sicuri. Spedizione...



Search results for "etro".

Sponsored

Etro
https://www.etro.com

ETRO® Online Store - Shop Now

Discover new men's and women's arrivals from the New Collection FW23. Relive the sense of freedom rooted in the brand. Customer Care. Benefits for Members. Free Shipping.

[Men's Collection](#) · [Women's Collection](#) · [Essential Bag](#) · [ETRO Gift Guide](#) · [Saturno Bag](#)

Sponsored

The Outnet
https://www.theoutnet.com

Etro at THE OUTNET! - Deals Up To 70% Off

Shop everlasting collections from **Etro** at THE OUTNET. Klarna Now Available. Enjoy an...

OPPORTUNITIES

“The future of SEO is on the SERP”

Rand Fishkin, Brighton SEO 2018



BRANDED SERPs SHOW ROOM FOR OPTIMIZATIONS AND EXPANSION TO ACHIVE A BETTER PRESENCE



Are fashion brands covering all SERP features for branded keywords?

BRANDED SERPs SHOW ROOM FOR OPTIMIZATIONS AND EXPANSION TO ACHIVE A BETTER PRESENCE



Are SEOs strategies aligned to achieve a widespread visibility on SERP features?

THIS MEANS....

1. Control what appears for the brand

THIS MEANS....

1. Control what appears for the brand
2. Create content for SERP features

THIS MEANS....

1. Control what appears for the brand
2. Create content for SERP features
3. Leverage every scrap of traffic Google sends

MATERIAL RELATED TO BRAND, PRODUCTS AND COLLECTIONS REPRESENT A HUGE OPPORTUNITY FOR CONTENT PRODUCTION



Fig.1
Issey Miyake
Pleats Please Dress
1996



Fig.2
Thierry Mugler
Jacket
1988



Fig.3
Issey Miyake
Suit; Jacket, Skirt
c. 1989



Fig.4
Claire McCardell
Dress
1945

- Lookbook
- Videos
- Copy
- Product info
- Shooting
- ...

Fashion brands have tons of materials to be used within the website

Issey Miyake
Pleats Please Dress
1996

Issey Miyake, Yasumasa Morimura,
The Museum at FIT, Japan, 1990-1999,
Dress, Pleats, Polyester, Green, Multicolor





**AI IS A HUGE OPPORTUNITY
TO SPEED UP PROCESSES
AND LOOK BEYOND
THE STANDARDS**

HOW CAN AI HELP IN CONCRETE?

GENERATE MORE CLICKABLE METADATA TO IMPROVE BRANDED KEYWORD'S CTR BY USING TOP PERFORMING PAID COPY



Valentino

<https://www.valentino.com> › it-it

[Valentino Online Boutique: the Maison Valentino official site](#)

Enter the Maison **Valentino** official online site and shop the latest items by legendary Italian fashion designer **Valentino** Garavani.

GENERATE MORE CLICKABLE METADATA TO IMPROVE BRANDED KEYWORD'S CTR BY USING TOP PERFORMING PAID COPY

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G genera una metadescription per <https://www.valentino.com/it-it/> di 155 caratteri, in italiano e con l'obiettivo di migliorare il CTR del risultato organico prendendo spunto da questo testo:

Borse, Scarpe e Accessori della Nuova Collezione Valentino Black Tie AI 23-24. Brands: Rockstud, VSling, VLogo Signature, VLTN. Scopri gli ultimi arrivi e gli articoli iconici del mondo di Valentino. Consegna e Reso Gratuiti.

OpenAI "Esplora la Collezione Valentino AI 23-24: Borse, Scarpe e Accessori. Iconici modelli Rockstud, VSling, VLogo e VLTN. Spedizione e Resi Gratuiti."



GENERATE MORE CLICKABLE METADATA TO IMPROVE BRANDED KEYWORD'S CTR BY USING TOP PERFORMING PAID COPY

Valentino
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OpenAI "Esplora la Collezione Valentino AI 23-24: Borse, Scarpe e Accessori. Iconici modelli Rockstud, VSling, VLogo e VLTN. Spedizione e Resi Gratuiti."

Versace
<https://www.versace.com> > ...

VERSACE Italia | Abbigliamento e Accessori d'Alta Moda

Shop Online Ufficiale **Versace**: una selezione esclusiva di Abbigliamento, Scarpe e Accessori per Uomo e Donna e l'inconfondibile linea iconica **Versace** Home.

GENERATE MORE CLICKABLE METADATA TO IMPROVE BRANDED KEYWORD'S CTR BY USING TOP PERFORMING PAID COPY

Valentino
https://www.valentino.com > it-it

Valentino Online Boutique: the Maison Valentino official site

Enter the Maison **Valentino** official online site and shop the latest items by legendary Italian fashion designer **Valentino** Garavani.



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G genera una meta title per https://www.versace.com/it/it/ di 65 caratteri, in italiano e con l'obiettivo di migliorare il CTR del risultato organico prendendo spunto da questo testo:

VERSACE Italia | Abbigliamento e Accessori d'Alta Moda

Versace Autunno-Inverno 2023 - Entra nel mondo di Versace

"Versace Italia: Abbigliamento e Accessori d'Alta Moda - Autunno-Inverno 2023"

CONTENT REVAMP: ENHANCE AND REVIEW THE INFORMATION ABOUT THE BRAND

- Identify **outdated information**
- **Suggest enhancements** to match top-ranking results
- **Semantic Analysis**
- Improve **user engagement** based on text analysis




IDENTIFY PAAs AND GENERATE CONTENT TO GUARD TOP USER'S QUESTIONS ON BRAND SERPs

hermes

Le persone hanno chiesto anche :

Per cosa è famoso Hermès?

Hermès propone articoli adattati alla società, passando dalla produzione di selle e finimenti alla pelletteria. Grazie a un'idea molto semplice, Émile Hermès dà una svolta decisiva all'azienda di famiglia.



H hermes.com
https://www.hermes.com › content › 272476-sei-generaz...

Sei Generazioni Di Artigiani | Hermès Italia

Cerca: Per cosa è famoso Hermès?

Quanto costa una Hermès? ▾

Cosa meno costosa Hermès? ▾

Come è nato Hermès? ▾

Come riconoscere Chanel falso?

Chanel utilizza solo la pelle migliore, che deve risultare morbida ed elastica al tatto. Inoltre, la trapuntatura della borsa deve essere coerente e uniforme. Se il materiale sembra scadente o la trapuntatura è irregolare, è segno che la borsa è un falso. 14 mag 2023



 barnebys.it
https://www.barnebys.it › blog › come-riconoscere-una-...

Come riconoscere una borsa Chanel falsa | Barnebys Magazine

Che significa Jacquemus?

Il marchio Jacquemus: la svolta di Simon

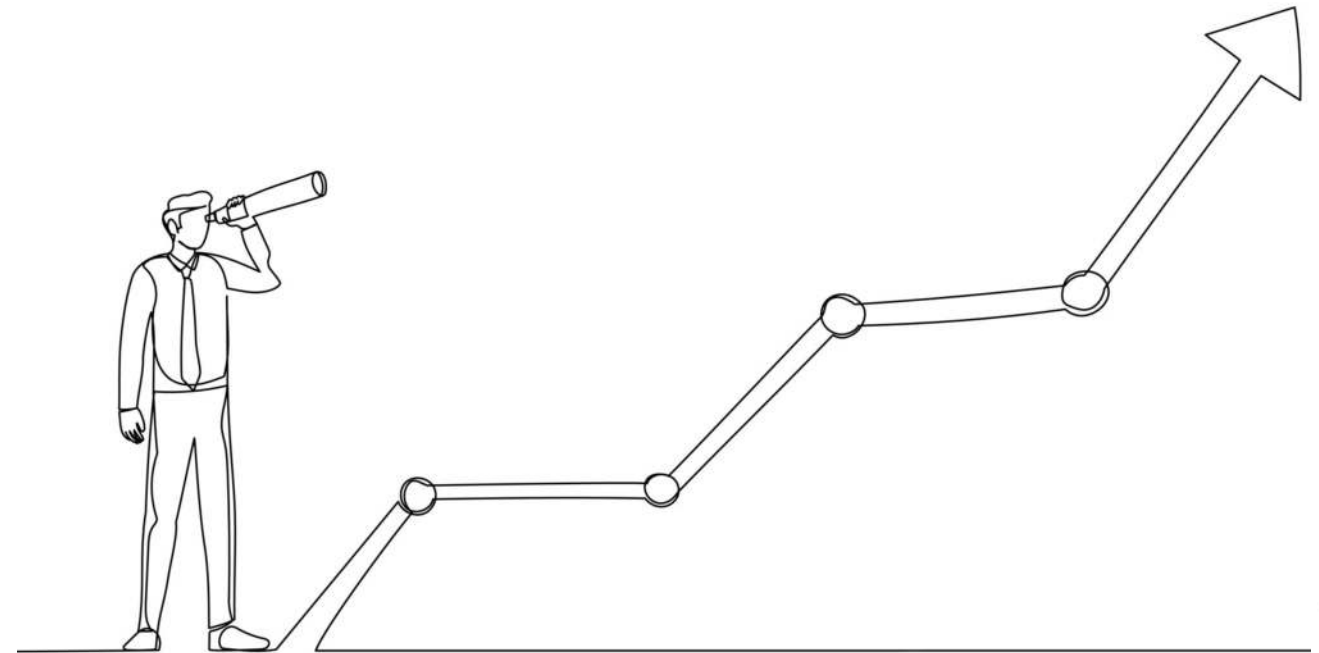
Il nome del brand è proprio Jacquemus, omaggio al cognome da nubile della madre. Fin dalla prima collezione emerge quella che sarà la firma del designer: un minimalismo sensuale, non studiato, spontaneo. 8 set 2021

 losbuffo.com
https://losbuffo.com › 2021/09/08 › chi-e-simon-porte-ja...

Chi è Simon Porte Jacquemus? - Lo Sbuffo

COMBINE YOUR OWN KEYWORD SELECTION WITH AI FOR TREND PREDICTION AND INVENTORY MANAGEMENT

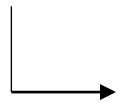
Analyze keywords to spot **search trends**, and enhance **buying process** and/or **restocking**



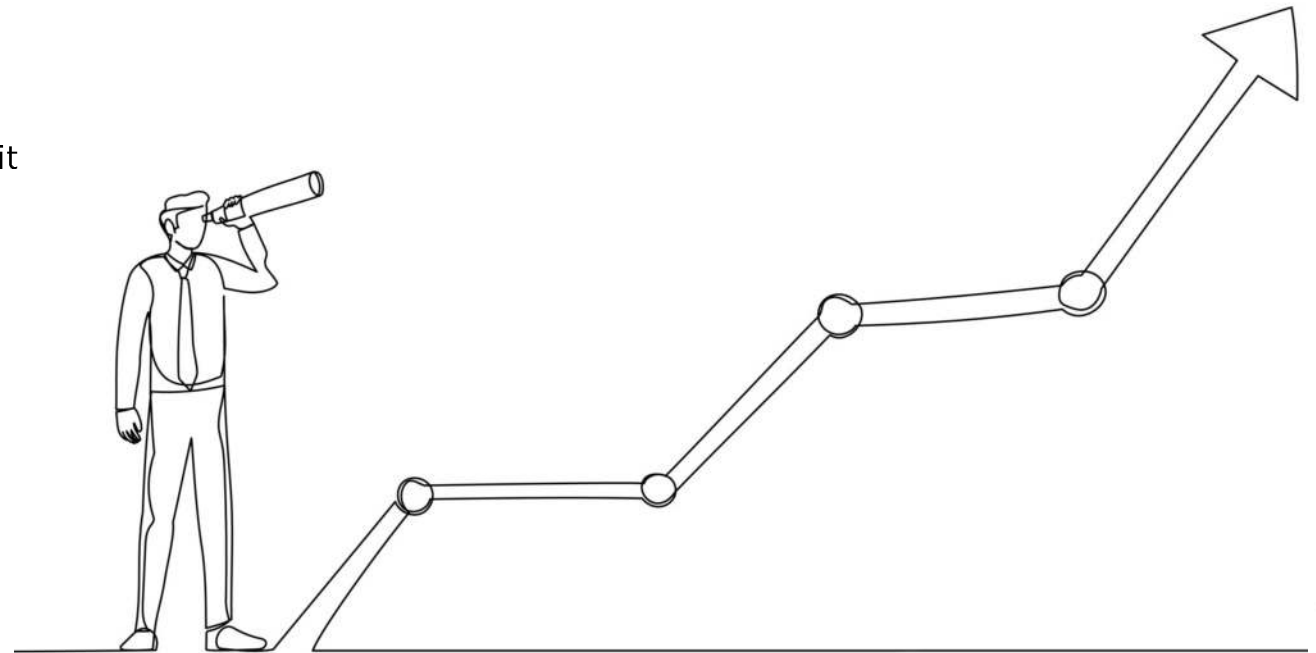
COMBINE YOUR OWN KEYWORD SELECTION WITH AI FOR TREND PREDICTION AND INVENTORY MANAGEMENT

Analyze keywords to spot **search trends**, and enhance **buying process** and/or **restocking**

positive search trend spotted for “versace red dresses”



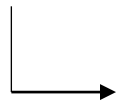
1. Create a dedicated page
2. Ask merchandising to populate it



COMBINE YOUR OWN KEYWORD SELECTION WITH AI FOR TREND PREDICTION AND INVENTORY MANAGEMENT

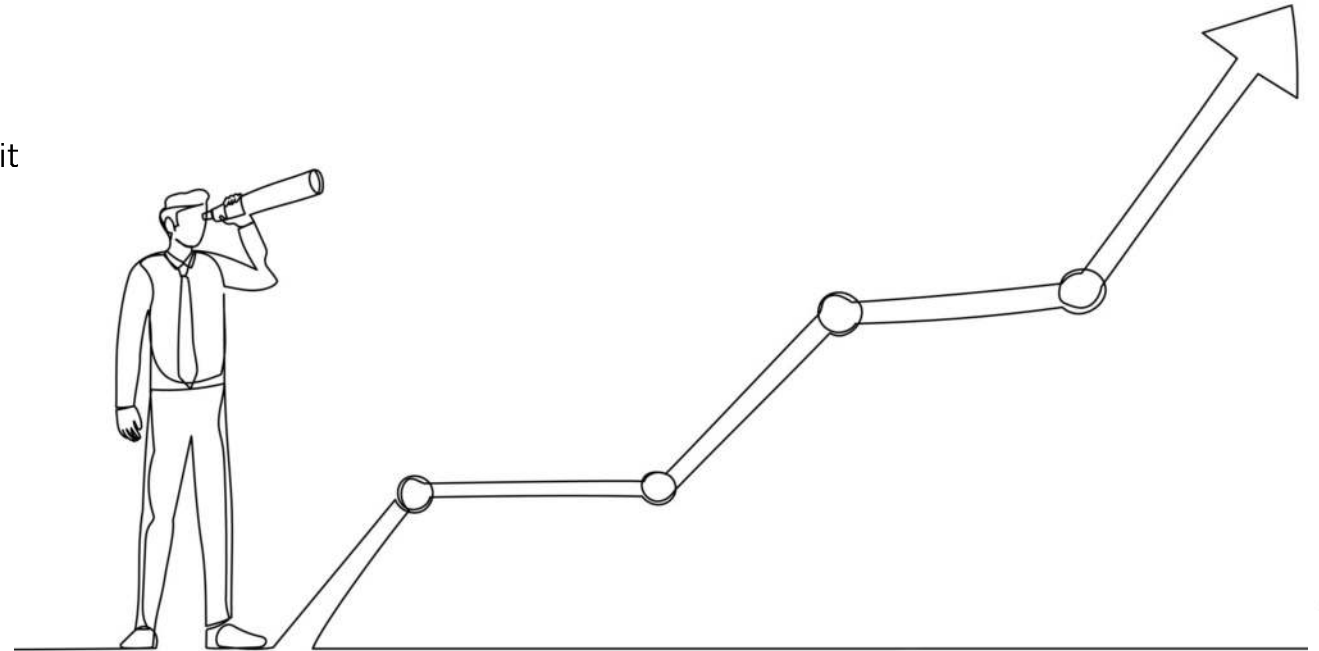
Analyze keywords to spot **search trends**, and enhance **buying process** and/or **restocking**

positive search trend spotted for “versace red dresses”




1. Create a dedicated page
2. Ask merchandising to populate it

WE’VE ALWAYS DID IT MANUALLY FOR YEARS!!!




MAKE UNIQUE PRODUCT DESCRIPTION WITH WAY LESS EFFORT THAN BEFORE


 Yves Saint Laurent
https://www.ysl.com › it-it › mocassini-e-ballerine › d... ⋮

[Décolleté aperte sul retro flat ANAÏS con fiocco in pelle ...](#)

Décolleté aperte sul retro flat a punta con cinturino posteriore elasticizzato e doppio fiocco piatto con monogramma YSL in metallo.

775,00 €





 VALENTI PISA SHOP ONLINE
https://www.valentipisa.it › ... › 649621AAOF1912 ⋮

[saint laurent - Scarpe Basse](#)

Décolleté aperte sul retro flat a punta con cinturino posteriore elasticizzato e doppio fiocco piatto con monogramma ysl in metallo. Made in: ITALIA. Colore ...

775,00 € · Disponibile





 Lyst
https://www.lyst.com › it-it › calzature › saint-laurent-... ⋮

[Décolleté aperte sul retro flat anaïs con fiocco in ... - Lyst](#)

Dettagli. Décolleté aperte sul retro flat a punta con cinturino posteriore elasticizzato e doppio fiocco piatto con monogramma ysl in metallo. Colore: bianco ...

775,00 €



 eminpro-inesad.com
https://www.eminpro-inesad.com › negozio › donna-s... ⋮

[Donna Saint Laurent Décolleté Aperte Sul Retro Flat Anaïs ...](#)

Décolleté aperte sul retro flat a punta con cinturino posteriore elasticizzato e doppio fiocco piatto con monogr...

Differentiate product description **by channel**:

- Website
- Wholesale
- PLA Feeds
- Affiliation Feeds

SEO FOR FASHION CAN DO LOT'S OF THINGS WITH AI

**BUT IT REQUIRES ORGANIZATIONAL
CHANGES...**

THANKS

GIOVANNI CARPINELLI

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 [@gioviscarpi](https://twitter.com/gioviscarpi)