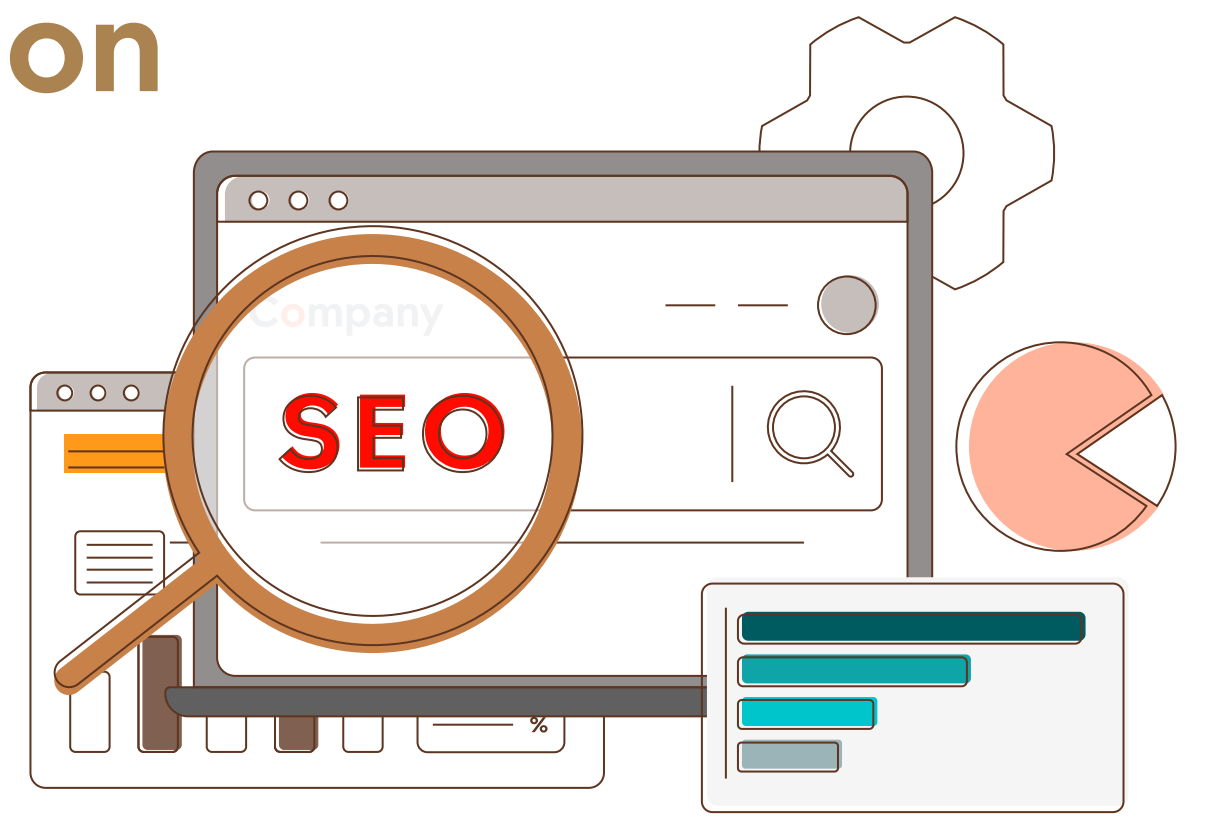


5 ways to increase product views

The first step to increasing your revenue as a home improvement business is to get more eyes on your product catalog. From search engine optimization to room visualization, here are five proven tactics that will help you do just that.

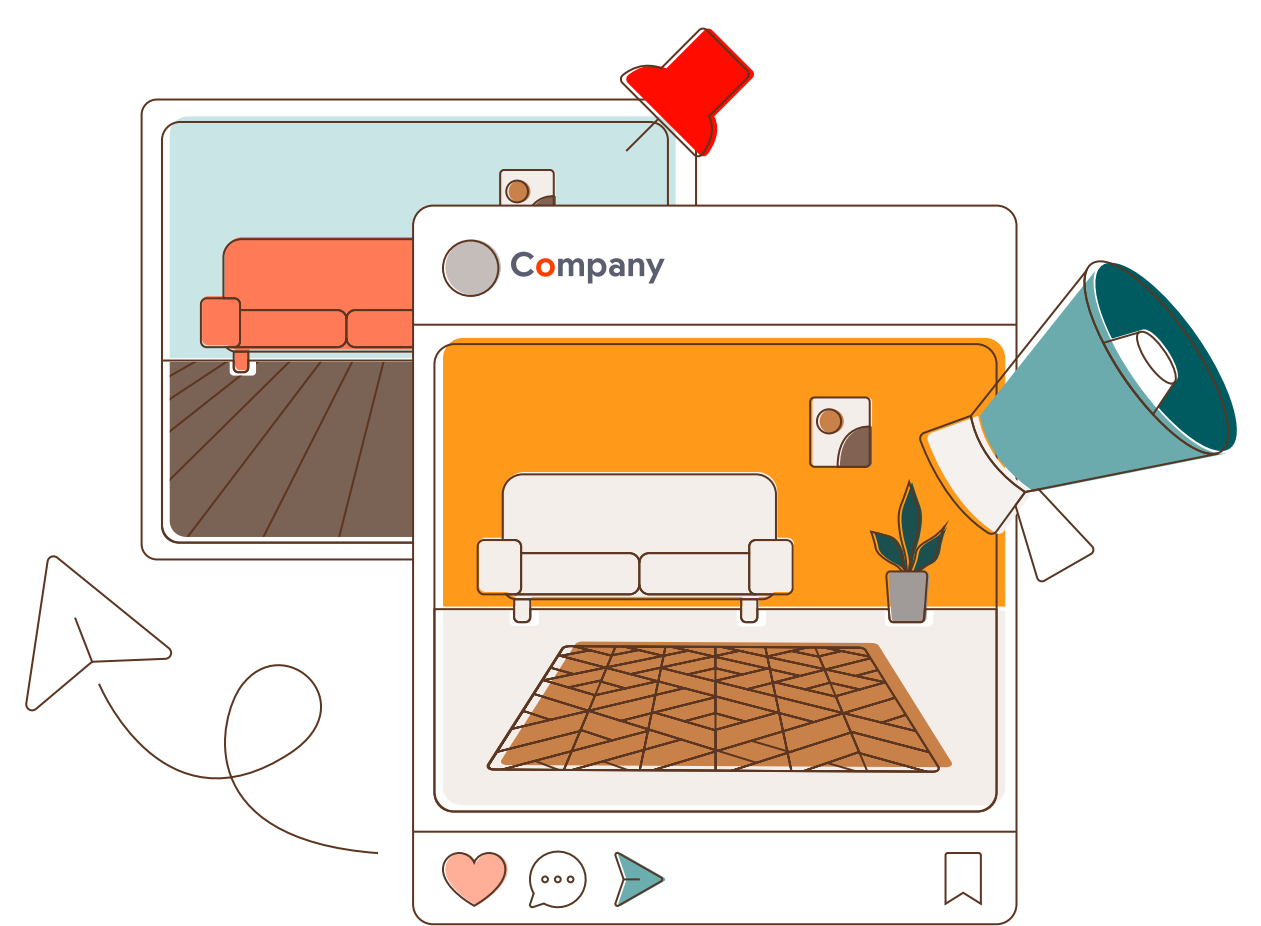
✓ Search engine optimization

More than 90% of global website traffic is dominated by Google [1]. So, if you want more shoppers to land on your product pages, implementing some basic search engine optimization principles is a good place to start. Researching keywords and including those in your product titles, descriptions, URLs, and metadata will give your products a much better chance of being discovered.



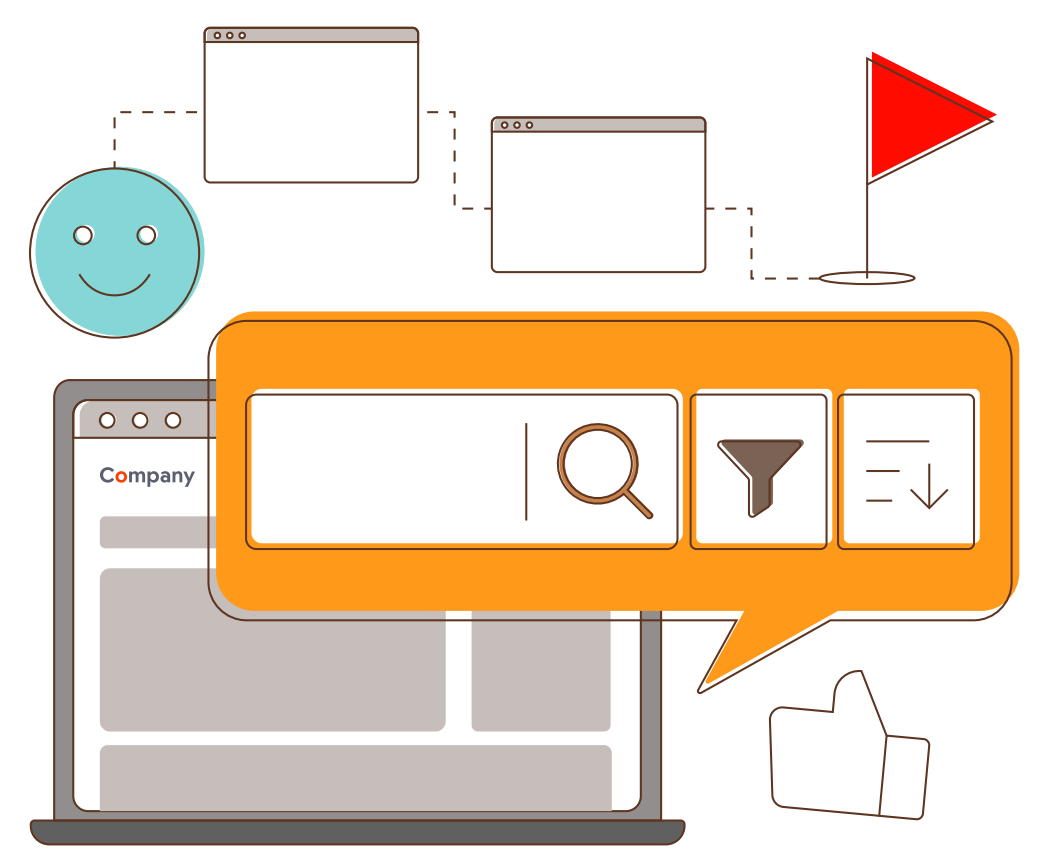
✓ Social media marketing

Shoppers are increasingly turning to social media platforms like Instagram and Pinterest to gain inspiration for their home improvement projects. And nine out of 10 marketers agree that increasing web traffic is a benefit of social media marketing [2]. If your company isn't active on social media, you're missing out on a great opportunity to get your products in front of a wider audience.



✓ Easy website navigation

Getting a shopper to your website is only the first step. Keeping them there can be equally as challenging when you consider that 61% of website users will leave within five seconds if they don't find what they're looking for [3]. Making sure your website is easy to navigate with features such as a prominent search bar that yields relevant results, as well as sorting and filtering capabilities, will help ensure visitors stick around long enough to engage with your products.



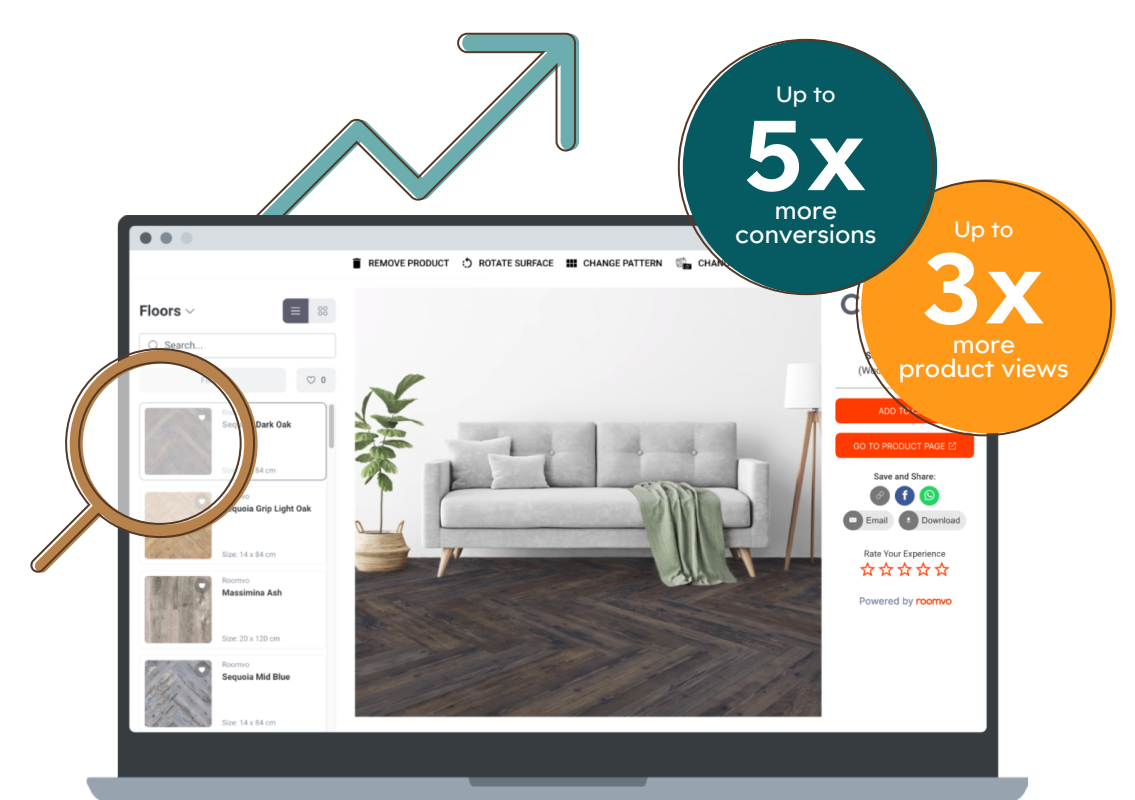
✓ Personalized product recommendations

71% of consumers expect companies to provide personalized interactions [4]. One way to accomplish this is to serve up product recommendations based on a customer's browsing and buying history. Shoppers who click on these recommendations spend an average of 12.9 minutes on-site, compared to 2.9 minutes otherwise, resulting in more product views and conversions [5].



✓ Roomvo visualization

By allowing shoppers to see what your products are going to look like in their own homes with the click of a button, Roomvo's visualizer transforms the once-stressful experience of shopping for home improvement products into an enjoyable one. Among other benefits, manufacturers and retailers partnered with Roomvo are seeing up to 3x more product views and 5x more conversions.



Get more product views with Roomvo visualization

[Learn more](#)

Contact the Roomvo team today to learn more about the benefits of adding our cutting-edge room visualizer to your home improvement website.