



# Key Metrics for Successful Squarespace Stores – 2019 Report



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## About Peach's



Peach's is the most popular platform for creating Squarespace referral programs. Live on over 100 Squarespace sites, with more than 10,000 referrers signed up, and hundreds of thousands visitors from referral traffic, Peach's is to go-to marketing solution for Squarespace stores.

## What's in this report?

At Peach's, we provide marketing tools to hundreds of Squarespace eCommerce sites.

In this report, we'll use our experience and statistics to show you the key metrics that make the most successful stores work.

We'll talk about traffic analytics, recurring revenue, conversion rates, and optimal marketing strategies as identified from our most successful Squarespace stores.

## Who is this report aimed at?

If you're an entrepreneur, marketing specialist, business owner, web developer or designer who wants to understand the important metrics behind a successful online store, this report is for you.

## A couple of caveats

This report was compiled from our own experience and data observed across the hundreds of sites we provide tools for. You need to keep two things in mind:

1. This is not a sample across all Squarespace eCommerce stores – just the ones we work with
2. In some cases, we had a limited data set to draw conclusions from (for example, we think the value of the Email channel is underrepresented here)



## Overall Metrics

We took the most successful Squarespace stores we had, and averaged their key metrics for visits, revenue, and orders for the month.

Use these as goals for growing your store – if you can reach these numbers, you'll be on your way to success!

### Successful Squarespace Stores

Average Monthly Stats\*

<b>Visits</b>	2794
<b>Revenue</b>	\$2161.13
<b>Orders</b>	46
<b>Conversion Rate</b>	1.95%
<b>Revenue Per Visit</b>	\$0.92
<b>Average Order Value</b>	\$74.37

\* Outliers Removed



## Device Types

Across these stores, we looked at what devices customers used to make purchases.

The continued steady increase of Mobile purchases (and decline of Tablet purchases) means you need to make sure your eCommerce store works great on phones.

### Mobile continues to steadily increase in revenue

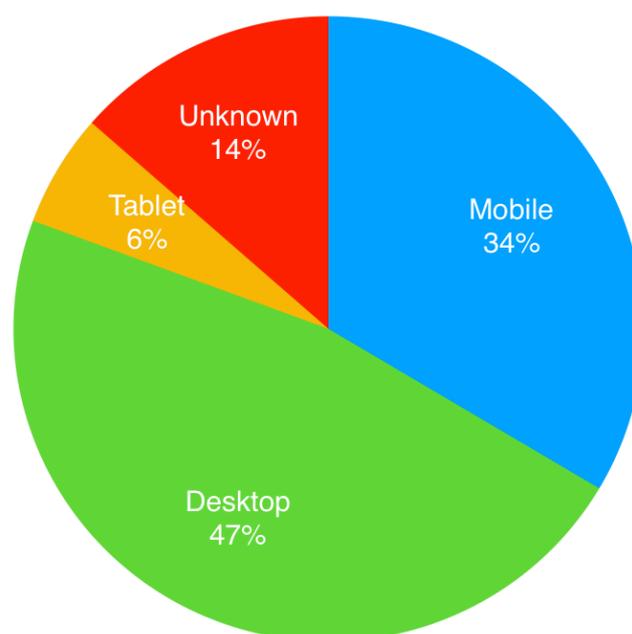
One thing we noticed is that big-ticket items tend to be purchased more from Desktop devices – important if you’re a travel agent or high-end fashion store.

Revenue for services businesses (hairdressers, massage therapists, etc.) tended to originate more from Mobile than other industries.

### Successful Squarespace Stores

Revenue by Device Type

● Mobile ● Desktop ● Tablet ● Unknown



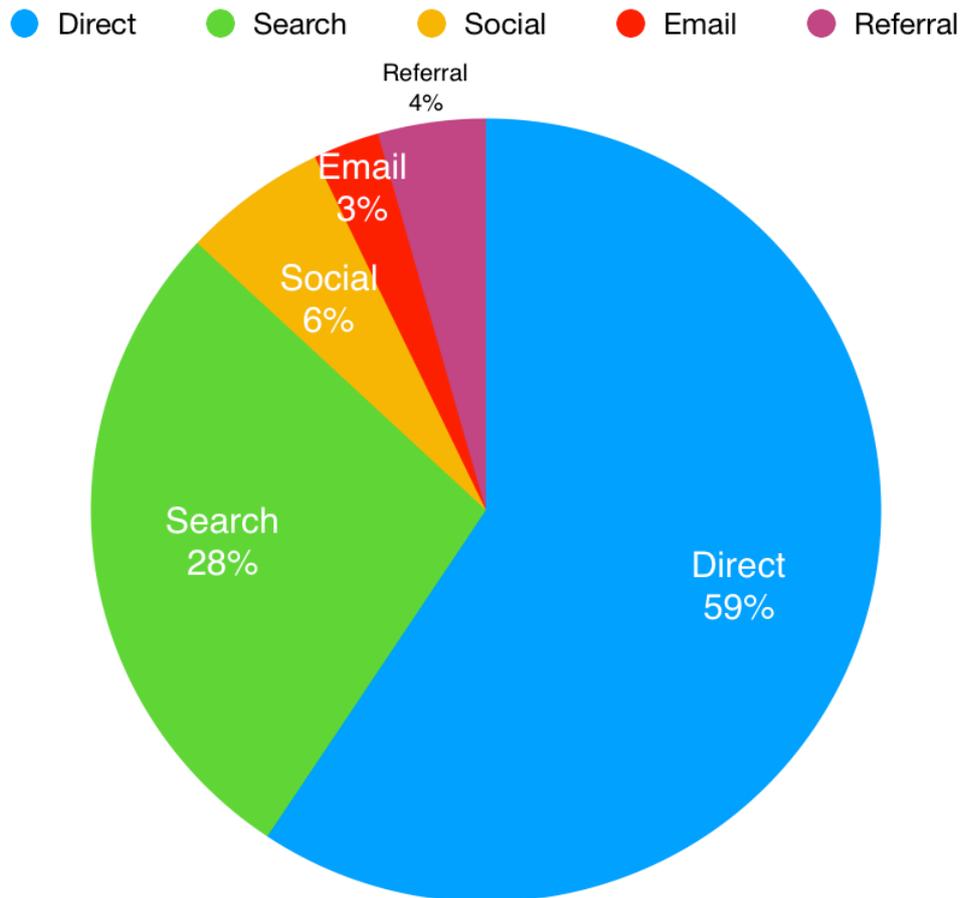
## Revenue Sources

How do you get customers? Which customers are most profitable? What should you invest more effort in to find more customers?

When we looked at our most successful customers, we found that the best eCommerce stores were using Search much more effectively than others.

### Successful Squarespace Stores

Revenue by Source



This is a key takeaway: the best stores make the most of Search and Search Engine Optimization. They have blogs, detailed product pages, and are using solid keywords in order to acquire traffic.

Search is critical because it has one of the lowest acquisition costs of any channel. It also selects for the audience who has the most desire for your product – they’re already actively looking for it!

## Search traffic had twice the conversion rate of Social traffic.

We broke out the key metrics across our stores for each channel.

Channel	Visits	Conversion Rate	Revenue	AOV	RPV
<b>Direct</b>	721	1.9%	\$941.00	\$66.00	\$1.48
<b>Search</b>	1116	2.3%	\$438.00	\$66.00	\$1.30
<b>Social</b>	415	1.1%	\$94.00	\$34.00	\$0.44
<b>Email*</b>	39	1.1%	\$43.00	\$5.60	\$0.38
<b>Referral</b>	142	0.22%	\$70.00	\$70.70	\$0.27

\* Low Sample Size

Direct and Search bring in significant traffic and revenue, while social underperforms.

From our experience, Email can be a hugely profitable traffic source if used effectively – we believe our data-set is negatively biased against Email.



# Improving your search performance

We investigated the Search performance of our most successful customers, and performed a search keyword analysis to better understand what made them work so well.

## **#1 – Name and brand keywords are essential**

The best stores have a distinctive name and brand, and customers perform searches directly for that name and brand. The #1 search keyword is the name of your store.

## **#2 – Location is a big factor**

One of the easiest ways to differentiate yourself in a crowded marketplace is to rank well for a specific geographic location. It immediately takes your business and puts it in terms your customer can understand. If you're running a food, service, or fashion store, make sure you have done some optimization for location-based keywords.

## **#3 – Generic thing + qualifiers make for good keywords**

Consider a search like “organic groceries.” Pretty hard for you to rank for because the search is so generic. But if the person searches for “organic plastic-free groceries in the UK” – your chances of ranking for that are a lot better.

## **#4 – Specific products and features**

Make sure you're providing detailed product pages and blog posts calling out really specific features of your products. For example, you might sell “Espresso Peanut Butter.” Make sure you have a blog post – or at least a detailed product page – optimized for that specific keyword.

