

DIGITAL PRODUCT OPTIMIZATION



Maximize performance of your digital products.

NBC's eCommerce team will take your online product content to the next level. They will ensure your digital products have inspirational images, engaging product titles and search-optimized descriptions to help you compete with other online retailers.

82%
of consumers perform research
online before purchasing*

55%
of consumers now
prefer to buy online*

FEATURES

- Acquisition of product content from your vendors
- Enriched titles and descriptions with relevant keywords
- Fully optimized content is uploaded to your website
- Improve your search engine ranking to help drive traffic
- Elevate your customer's online shopping experience
- Eliminate the gap between your in-store and online assortment
- Leverage our experts to save you time and keep your labor costs down



**Nebraska Book Company
Crew Neck T-Shirt**

Our Price: \$19.95 (orig. \$24.95)

Select Color ▾

Select Size ▾

Select Qty. ▾

ADD TO CART

  

PRODUCT DESCRIPTION
Men's Nebraska Book Company t-shirt, relaxed fit. Made of 100% cotton. This lightweight tee from Nebraska Book Company features a scoop neckline and logo screen printed across the front.

*<https://www.channeladvisor.com/blog/industry-trends/infographic-the-ever-evolving-e-commerce-consumer-journey/>