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303 – Introduction to Web Publishing

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Gillette Venus Content & Traffic Analysis

Industry Overview

The women's direct-to-consumer razor industry is one that is continuing to grow. This industry is in the business of convenience, and what could be more convenient than a product that comes right to your door exactly how you want it. As I began to look into this industry I began getting targeted ads from other companies like mybillie, flamingo and dollar shave club on both Instagram and Facebook. This showed me that it is a competitive industry and a look into the other brands that are out there. The women's direct-to-consumer razor products is more geared towards a younger generation that has started turning to subscription-like services for their products, rather than going to the store.

Company Information

There are 2 options the site gives you for their subscription service, the starter kit or the customized kit. The starter kit comes with a handle, which has 3 color options, an Extra Smooth cartridge head, a travel size shaving cream, and a shower hook. The customizable option has the same three color options as the starter kit along with the additional option of the platinum handle for another \$2. It also has 7 different cartridge heads to choose from ranging from \$10-\$23 and all having different benefits. The customizable plan comes with a handle and 3 cartridge heads

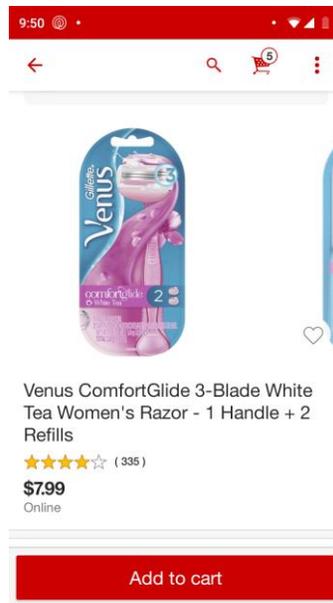
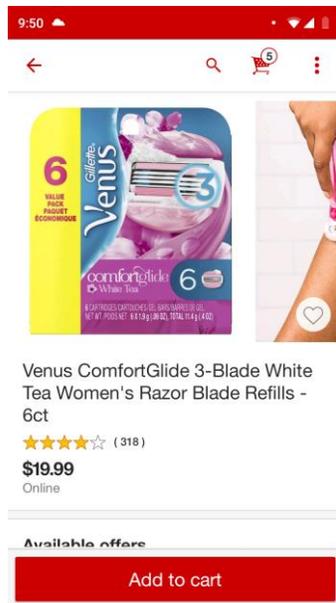
upon the first purchase, then just cartridge heads for the refill after that. The customizable plan does not come with the shower hook or shaving gel that the starter kit comes with. Both options have plans for refills based on how often the consumer shaves. Based on what type of blade is chosen for the refills changes the price, ranging from \$10-\$20 per refill. There are different products that can also be added on before checkout like a travel case, lotions, face masks and more. Products can be purchased through their direct-to-consumer website gillettevenus.com, but are also available in stores.

I have been using Gillette Venus products since I began shaving almost 10 years ago. I have always bought my products from brick and mortar stores such as Target, Hyvee, Costco, and many more. The main thing consumers are paying for with the service from gillettevenus.com is convenience. The comfort glide 3-blade white tea razor is a product that can specifically be purchased at Target. On Target.com the pink handle along with three white tea blades is listed for \$7.99, see screenshot below. On the gillettevenus.com site a pink handle along with 4 white tea blades is \$17. One more blade and the convenience of the product coming to the consumer's door is a difference of \$9.01. To put into perspective how much one of the cartridge heads cost, Target.com has a 6 pack of the white tea cartridges for 19.99, which brings one cartridge to \$3.33 each. See screenshots below.



The screenshot displays a product page for the Gillette Venus razor. On the left, there are two sections: "Choose Blade" for "Comfortglide White Tea" priced at \$17, which includes 3 blades and soap bars, and "Choose Handle" for "Pink" with three color options (light blue, green, and pink). In the center is a pink razor with a white cartridge. On the right, there are navigation arrows. At the bottom, a teal summary bar shows the current purchase of 4 blades and 1 handle for a total of \$17, and a recurring refill option for 4 blades for a total of \$15.

Category	Item	Quantity	Total Price
SHIPS TODAY	4 Comfortglide White Tea Blade Refills	4	\$17
	1 Venus Pink Handle	1	
RECURRING REFILLS	4 Comfortglide White Tea Blade Refills	4	\$15



Brand Trust & Authority

Gillette is a company that began selling women's razors in 1915, they then came out with the first women's disposable razor in 1975 (Newman, 2008). Gillette has worked hard to examine the differences men and women need in a razor. "With female shaving you are dealing with areas of the body that are more topographically varied, and also they tend to vary a lot in terms of the physiology of the skin and hair," Mr. Powell, director of Gillette technology said in an article for the *New York Times* (Newman, 2008). Their subscription line specifically is designed to make shopping easier for razors easier for women by having the razors come directly to them. Gillette Venus is owned by the parent company Proctor & Gamble (P&G), which owns many other brands like Mr. Clean cleaning supplies, Pampers diapers, Tide laundry detergent and many more. P&G has been in business for 181 years and has always kept their purposes, values and principles at the forefront of their company. Some of their values are integrity and trust, and one of their values is "we are externally focused" (P&G). Like stated earlier Gillette has been in the shaving and grooming industry for over 100 years, therefore they have been able

to develop a lot of information on products that succeed (P&G, 2019). Gillette is continuously trying to gather new data and information in an effort to make shaving easier. They have found that a woman's shave can affect her confidence and how good she feels in her own skin. "In fact, most women rank shaving higher than a new outfit or a full night's sleep in its ability to make them feel more comfortable and confident." (P&G, Gillette Venus Reveals the Right Razor Can Expand a Woman's Comfort Zone, 2017). Prior to the release of their ComfortGlide razors in 2017, Gillette Venus did a global survey that explored a variety of shaving situations. Based on women's answers and their needs they released the ComfortGlide razor which aimed to fix the issues women expressed in that survey. This upholds one of their values which is "to be externally focused", in which they are trying to meet their consumers direct needs.

Competing Site

Gillette Venus's main competitor is the site mybillie.com. Mybillie is also a direct-to-consumer women's razor brand. Upon entering their site the first thing you see is a quote, "Razors built for womankind." This is important to the younger generation of women who shave who are focused on breaking the glass ceiling. They also claim right below the fold of their website to have "a fair price without the pink tax". The pink tax is where products geared towards women are 10-15% higher than those designed specifically for men. The price for the starter kit at mybillie is \$9, which comes with a handle, 2 cartridge heads, and a magnetic holder for in the shower. Shipping is free and 4 replacement cartridges, which ship at your preference also cost \$9. Venus's starter kit starts at \$2 cheaper and comes with one more product, the shaving cream. The refills from gillettevenus.com are more expensive however and they both come with same amount of blade refills, four per refill. There are add-ons of shaving cream and other products you can add for an added price if you were to choose. The colors and pictures on

their website are very minimalistic and aesthetically pleasing which especially appeals to the younger generation.

Quality Content Assessment

Content Overview: Content on the site mainly contains information about their products and information about shaving. The landing page when you first enter the site greets consumers with “Shave your way”, which encourages consumers to create a customized plan that fits their shaving needs. There is then a button to start building their plan or links to the other pages on the site. The other pages on the site are design your plan, reviews, about us, help and my account. The site also features a search option and a page you can view your cart. The main pages on the site are design our own plan, which feature options to customize a plan or pick a starter kit. The main purpose of the site is to sell the razors which is why these pages are the most important. The help tab is one that consumers may visit a lot to answer questions, get shaving tips, or contact the company.

Value Added Content: Value added content is content on the site that is exclusive to that site. This is something that can’t be found on other sites and is exclusive information for that site. Some of the value added content can be found on the reviews page. On this page there are short quotes from people who have used the product. All of these reviews are positive and chosen by gillettevenus.com to be placed on the site. There are also 2 awards on the page, one from Allure and Total Beauty, both of which are beauty advice sites. There is also a quote from an Allure editor and a link to an article saying the Venus products “actually work”.

TRAFFIC ANALYSIS

Visit Analysis

	gillettevenus.com	mybillie.com
6-Month Average Monthly Visits	146,600	555,500
6-Month Average Unique Visitors	135,100	327,300
Average Visits Per Unique Visitors	1.08	1.69

- **Definitions:** The average monthly visits refers to the amount of visits that the site has on average during a given month. A single visit consists of one or more page views in a 30 minute period. A “unique visitor” is a person who visits a site during a given period. Each visitor is only counted once, if the same IP address visits the site again it is not counted as another visitor. “Visits per Unique Visitor” is the average number of times that a “unique visitor” comes back and visits the site.
- **Comparison:** Mybillie.com has more visitors per month as well as more unique visitors, but gillettevenus.com has close to the same number of visits per unique visitors a month. They are both getting 1-2 visits per unique visitor.
- **Returning Visitors:** The fact that mybillie.com has higher numbers overall is likely because of the packaging and aesthetic their product has. They also have a different approach to marketing, which I think is more favorable for mybillie.com. Mybillie.com, as well as other direct-to-consumer razor brands, do a lot of marketing through social media. This is where they use targeted ads through Instagram and Facebook. I think this is how they are able to have more unique visitors who check out their site, but not a lot of

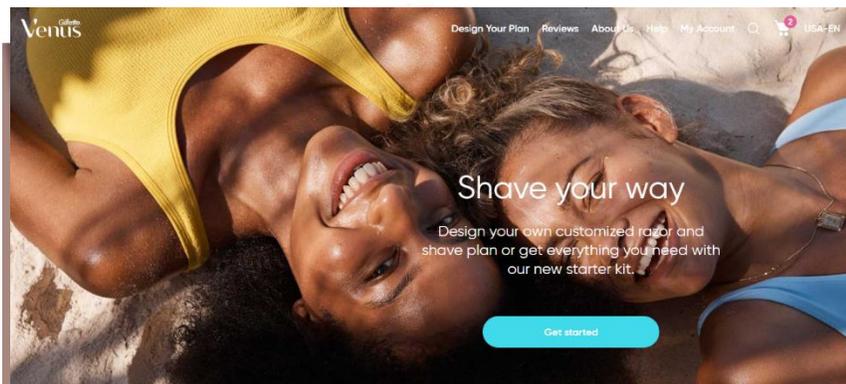
visitors who continue to return to the site. People are interested in learning about their product but don't always commit to the product or feel it fits them.

Engagement Analysis

	gillettevenus.com	mybillie.com	Web Averages
Bounce Rate %	76.4%	64.19%	20-40%
Pages Per Visit	1.74	3.14	4.6
Average Visit Duration	1 minute 5 seconds	2 minutes 52 seconds	190 seconds/3.1 minutes

- Bounce Rate:** Bounce rate is when only one page is visited on the site before the consumer exits the site. Compared to mybillie.com, gillettevenus.com only has 10% more consumers leaving the site after getting to the home page. With the web average being 20-40% both mybillie.com and gillettevenus.com have a lot of work to do to get down to those numbers. Bounce rate is important to these types of companies that are trying to move to selling their products online.

Part of the reason I think that their bounce rates might be so high is due to the fact that their main form of marketing is through the internet. Consumers may see an ad for



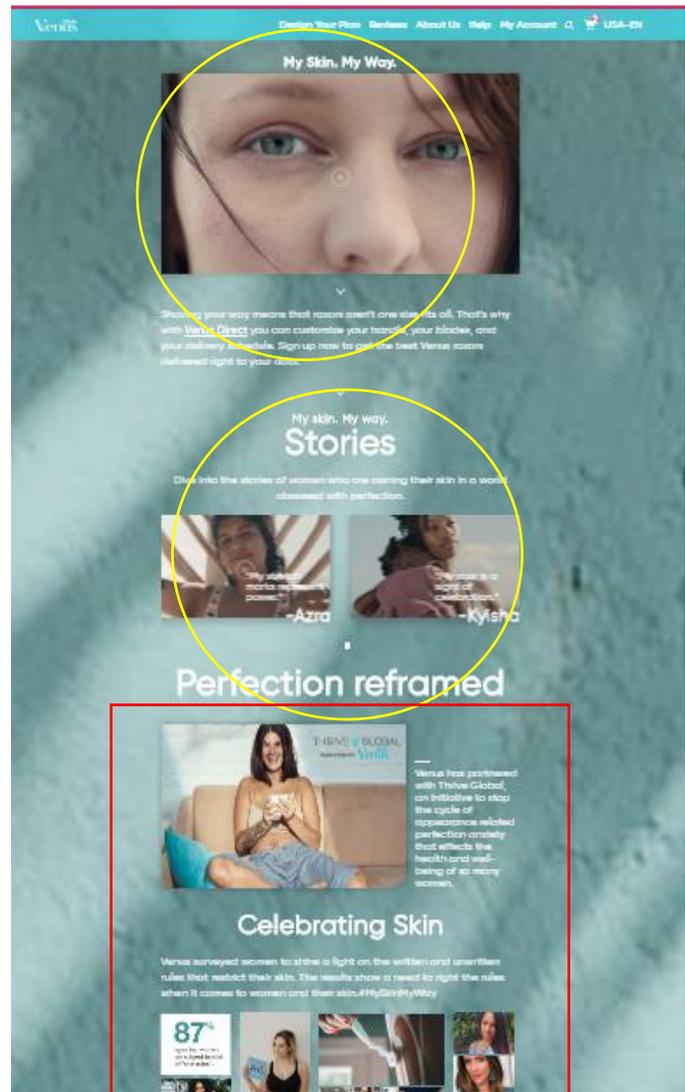
the product and click on it because it interests them and then see the price or maybe see what it is and become disinterested. I think part of the

reason mybillie.com may have a lower bounce rate is because they put their product front and center in all their ads as well as on their home site. To the right, you can see that mybillie.com has the word “razors” big as well as a video including razors.

Gillettevenus.com has a picture of two pretty girls, but no sign of razors anywhere. This could be confusing for a consumer and cause them to exit out of the site faster. I have not seen any target marketing yet from gillettevenus.com since beginning my research, but see mybillie.com, as well as others every day.

- **Pages Per Visit:** Pages or visit is the average number of pages a consumer visits within the site before leaving. Mybillie.com has a pretty good pages per visit number, where gillettevenus.com is struggling in this area. The web average for pages per visit is 4.6, which gillettevenus.com is behind at 1.74.

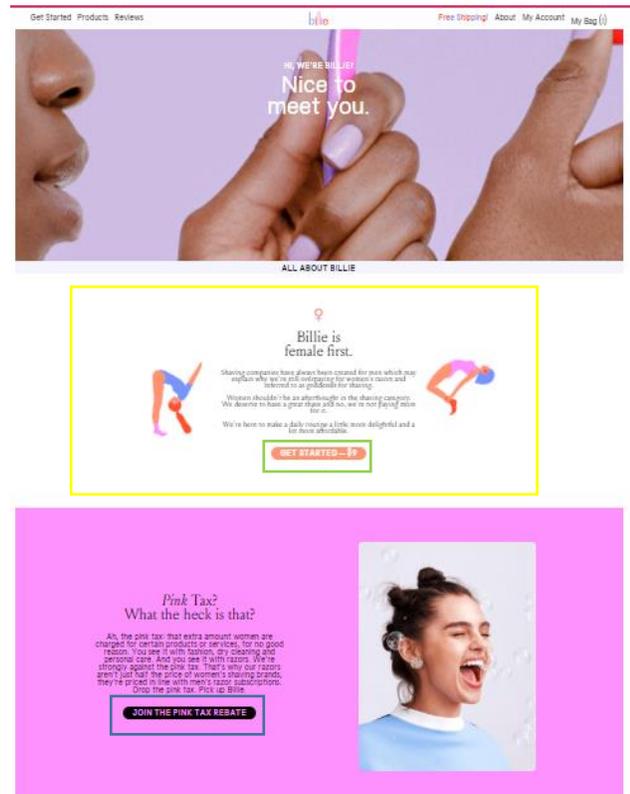
Gillettevenus.com is behind in the pages per visit category by quite a bit. Most websites see an average of 2 more pages than what the average consumer does on gillettevenus.com. One of the pages that I think can improve is the ‘About Us’ page, which can be seen to the right. This page



lacks content that consumers can look at it to learn more about gillettevenus.com and the product. The first thing consumers see is a video, which not everyone likes videos because you need to have sound with them as well. Watching a video with sound isn't always possible is someone is in a public place and doesn't want everyone else to hear it. Below the original video, there are four more videos with little textual information to go along with them. Videos are shown to be in the yellow circles. There is then two campaigns, which can be seen in the red box, that gillettevenus.com is participating in which you can learn about a sentence or 2 of information worth. This page is generally lacking content all together for the consumer to look at without watching a video.

- **Average Visit Duration:** The average visit duration is the average time that the consumer spends on the site before leaving. Gillettevenus.com is under the average visit duration by almost 2 minutes. Their competitor, mybillie.com, is only 18 seconds away from having the same average as the total web average.

Just like the average pages per visit, I think that their low visit duration time is due to the lack of content on their pages. In the pages per visit section gillettevenus.com's 'About Us' page was evaluated. Mybillie.com has a much more informative about us page which is something that consumer's may spend more time looking at. Billie begins with explaining their female focus, which can empower consumers and motivate them to buy



(in yellow square on screenshot). That is probably why there is a continently placed button to purchase right below that section of information (green box around it). Next on their about page is a section about the pink tax and an explanation of what the pink tax is. There is also a link, which has a blue box around it in the screenshot, for consumers to join “the pink tax rebate”, which allows Billie customers to refer friends to their site to join the pink tax movement. When their friends join and begin using the Billie products they get rewarded with money back. The link takes you to the following page. If 5 friends join Billie, they

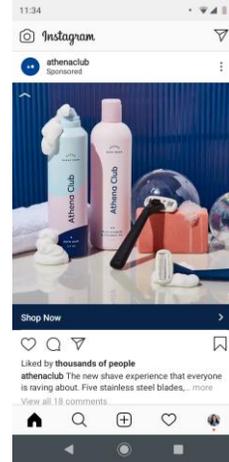
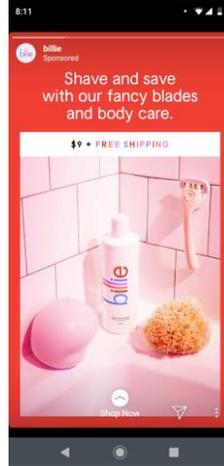


would get \$5 off, same goes with 10 friends for \$10 off and 20 friends for \$20 off. The next section of their about page explains the quality of their products. The section after that explains how Billie is committed to a future for women. All of their about page is about how their company gives back and is working for change. This makes people feel good and allows people to learn something which contributes to a higher visit duration.

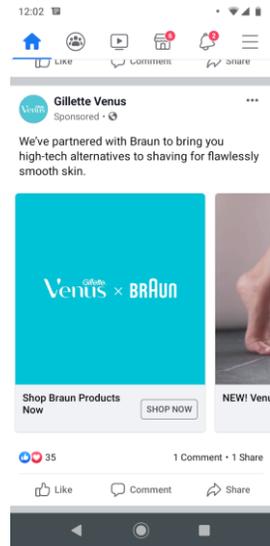
Value Content & Engagement Improvement Recommendation

I think that the one thing that gillettevenus.com could do to improve traffic on their site is to market on social media through targeted ads. Ever since I visited the side for the first time I am still constantly getting ads in my social media feeds for direct-to-consumer razor brands. Some of these brands are Flamingo, Billie, Athena Club and more. They have done marketing through other websites ads, Instagram stories and feed sponsored ads, as well as Facebook ads. This is a good way to drive more people to your site who might be interested because of the

concept of direct-to-consumer and the aesthetic appeal that some of these companies have. I have inserted some pictures of the other ads that have popped up on my feed over the course of the past couple of weeks for reference. I have not seen one



targeted ad for the Venus products, which makes me think that they do not do them. The only marketing I have seen come through my feeds for Venus is for their partnership with Braun. There is only a small section on their website about the partnership under the 'About Us' tab. I have also included a screenshot of what that ad looked like. Their ad didn't give a ton of information on what the partnership was about.



One really nice thing about these targeted ads is that people can comment on them, which in a way is like a review. For example, I clicked on the comments for the Flamingo Facebook ad, pictured above, and two of the three comments said that the product was not very high quality and not worth the money. There was one comment of the Venus ad but I could never get it to load when I clicked on the comment section so I am unsure what the comment was. Since gillettevenus.com does not have a place for people to leave reviews this can be helpful for people who are looking into whether they should pay for their razors to come to them or not. It can also help with quality and if it is worth the price. Overall, I think that targeted marketing can help get people to the site who are interested as well as let people who are interested see what other people are saying about the product.

POPULARITY ANALYSIS

	Total Backlinks	No. of Referring Domains	Average No. of Backlinks per Domain
gillettevenus.com	167,520	2,200	76.15
mybillie.com	39,492	1,500	26.33

- **Definitions:** The total number of backlinks refers to the number of times another website refers to your own. So on the average month gillettevenus.com is back linked over 150,000 times, where mybillie.com is only linked to an average of 40,000 times. The number of referring domains is the amount of websites referring to your site. So of the 167,520 backlinks that gillettevenus.com has in a given month, only 2,200 websites are doing the linking. If one website is driving your backlink total up it will show in the number of referring domains. The average number of backlinks shows how many times each of the referring domains is back linking to your site.
- **Analysis of Link Quantity:** The main reason that gillettevenus.com has far more backlinks is probably because of its parent ownership by P&G, Proctor & Gamble. P&G has a website that links to all the other companies that they oversee. They also have many press releases and other pages that they put gillettevenus.com's link in every time, even if the press release has nothing to do with Venus they will still put the link in. Gillettevenus.com's main source of back links are their own websites as well wiki sites and couponing sites. The main source of backlinks for mybillie.com is just the wiki sites and couponing sites since they do not have a parent company.

- **Analysis of Link Quality:** The top 10 links for gillettevenus.com mainly originate from their own websites or P&G. The only one that does not is mediacup.pt, which is a Portuguese soccer company. They have linked to the gillettevenus.com website a total of 2,864 times. Due to the fact that I am unable to read Portuguese, I could not figure out where on their site or why they were linking to gillettevenus.com. They did not have Gillette or Venus as one of their sponsors, and none of them were products of P&G from what I could gather.

Mybillie.com on the other hand had differing sites in their top 10 sites providing links. The site with the most backlinks for their site, at 972 backlinks, was webs.com. Webs.com is a web page building service website, which made it unclear as to where the backlinks were on their site. Some pages on their page gave 404 errors making it hard to do any investigating into the site, but maybe Billie uses them to build their site. The other sites that their backlinks originated from ranged from travel websites, to coupon blogs, to celebrity gossip pages. 7 of their backlink websites originated in the U.S., one is from France, and 2 are from Australia.

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