

Digital Marketing - SEO

99% New Sessions Increase

16% Bounce Rate Decrease

22% Conversion Rate Increase

AT A GLANCE

Outdoor Nativity Store needed to be where the eyes are, and they happen to be on search engines and social media. We helped them optimize their site for mobile and build an ongoing content strategy as part of a well-rounded SEO campaign. Even in the off season we are helping them better position themselves for growth.

CHALLENGE

Outdoor Nativity Store specializes in bulk-order toothbrushes. Just kidding. As the name suggests, they sell nearly life-sized nativity scenes to decorate your front yard or local church at Christmas time. With so many Christmas fanatics in our office, this client arrived at the perfect time to get everyone in the seasonal spirit. When Outdoor Nativity Store reached out to us with the very specific goal to raise revenues for the upcoming year by 30 percent, we couldn't say no. We never like to turn away a client with such specific goals already outlined before we even talk with them. Nevertheless, a 30 percent increase is not a small one, and there were plenty of challenges along the way. We thought we'd become pros at seasonal trends, but Christmas decorations are on a whole separate level. We completed onboarding in October. The uptick for the upcoming holiday season was already picking up and we were racing against the clock. This called for efficient planning and fast decisions. You may have guessed that giant outdoor nativity sets fall into the "niche product" category. So, in addition to a 30 percent increase in revenue goals and seasonal business, we were also charged with determining the appropriate long-tail keywords to use in our content creation to earn visits from

the maximum number of users while not fighting for unrealistically competitive terms such as “Christmas decorations.”

SOLUTION

Following our discovery, we split our strategy into two phases:

Task to do immediately

Complete after Christmas season

A clean setup on WordPress gave us the tools we were already comfortable with to achieve success. Unlike our traditional team strategy, we took on a “divide-and-conquer” approach to save time. Our SEO team completed technical SEO to improve the appearance of meta data in SERPs. It also tackled ALT text for more searchable product images and improved structured data to provide users as well as search engines with more insight as to what they could expect to gain from the website. One obvious finding from our Discovery phase was how much this website would benefit from a few high-quality backlinks. This was something the competition wasn’t investing in and we knew it would produce results—fast. Lastly, tweaks were made to increase the conversion rate. A simple adjustment in the placement of the “Add to Cart” button produced significant results in a matter of days. Overall, end results spoke for themselves. All sessions increased from the previous year by 99.56 percent while the bounce rate decreased by 16.33 percent. Lastly, the number of conversions increased from 863 to 1,060. We love to work with businesses that set specific revenue goals because it allows us to provide a concrete outline for success. If this sounds like your ecommerce business, give us a shout to learn what our team can do.