

Overcoming SEO Roadblocks to Increase Conversions

CASE STUDY: CONSUMER PRODUCTS

A leading consumer products manufacturer enlisted IMPAQT as their SEO vendor with the overarching goal to increase site traffic, build customer loyalty, and increase their online conversion rate. The client's site content was virtually inaccessible to the search engines. This was due to the Flash applications on the site, large number of images, lack of keyword-rich content, SKU-based internal links to products, and SKU-based page titles.

Question:

How could IMPAQT help our client optimize their Web site, which did not follow SEO best practices?

Revelation:

IMPAQT made numerous recommendations to the client. Suggestions included extracting links and keyword-rich content from Flash to provide the engines with content, populating page titles with short product descriptions followed by the SKU number, and changing links within the site content from model number to a brief keyword-rich description.

The IMPAQT:

Since implementation of our SEO strategies, the client has seen tremendous results, including:

- 14% increase in overall conversions in only three months. These conversion increases happened despite the fact that unique entry visits had decreased.
- Increase in qualified traffic, resulting in 71,100 conversions
- Increased online visibility for 47% of the keyword set
- 77% increase in organic site traffic in only 6 months

Conversion Page	Entry Sessions	Conversions	Conversion Percentage
Conversion 1		3,232	1.89%
Client Store Locator		3,059	1.79%
Print Page		2,972	1.74%
Buying Guides Link		2,867	1.68%
Register Product Now		2,714	1.59%
Email Product Detail		2,500	1.46%
Service Plan		2,498	1.46%
Confirm Service		2,346	1.37%
Conversion 2		2,280	1.33%
Totals & Averages	171,043	24,468	14.31%

