

Problem

The client was on a two year downslide after not investing into their online marketing presence. They were one of the first online brands selling sparklers to consumers and organically ranked very well until the competitive landscape caught up and began outranking and outselling the brand. By 2017, they were down over 70% in organic sessions over the previous year.

Goal

Revenue

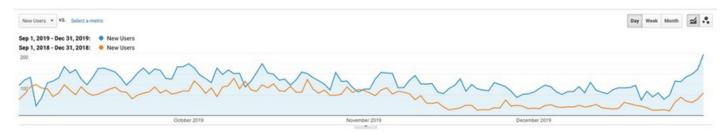
Solution

- New conversion oriented site focused on brand authority and recognition with clear product offerings. All optimized for search.
- SEO after site launch with an expected 6-9 month timeline to see quality leads from Google pick up (SEO launched in February 2019. Target timeline for results Aug-Oct 2019.
- Hyper Optimized Hosting (both to benefit Google & user experience)

Outcome

Q4 YOY results (8 months after site launch, hosting optimization, & SEO efforts)

- 80% more new users and sessions from Google
- 47.29% increase in avg. session duration
- 53.92% increase in organic conversion rate
- 178.43% more conversions from Google
- 78.73% more revenue from Google (\$12,182.31 increase YOY)



Source 0	Acquisition			Behavior			Conversions Goal 1: Sale Completed 👻	
	Users 💿 🗸	New Users	Sessions 🔅	Bounce Rate	Pages / Session	Avg. Session Duration	Sale Completed (Goal 1 Conversion Rate)	Sale Completed (Goal 1 Completions)
	80.57% + 13,487 vs 7,469	80.94% 13,230 vs 7,312	80.89% 15,072 vs 8,332	35.81% • 67.95% vs 50.04%	2.56% • 2.18 vs 2.13	47.29% • 00.01:31 vs 00.01.02	53.92% • 2.83% vs 1.84%	178.43% • 426 vs 153
1. google								
Sep 1, 2019 - Dec 31, 2019	13,487 (100.00%)	13,230 (100.00%)	15,072 (100.00%)	67.95%	2.18	00:01:31	2.83%	426 (100.00%)
Sep 1, 2018 - Dec 31, 2018	7,469 (100.00%)	7,312 (100.00%)	8,332 (100.00%)	50.04%	2.13	00:01:02	1.84%	153 (100.00%)
% Change	80.57%	80.94%	80.89%	35.81%	2.56%	47.29%	53.92%	178.43%

Source ?	Users 🕐 🗸 🗸	Sessions ?	Revenue ?	Transactions
	80.57% 13,487 vs 7,469	80.89% 15,072 vs 8,332	78.73% 	145.39% 🔹
1. google				
Sep 1, 2019 - Dec 31, 2019	13,487 (100.00%)	15,072 (100.00%)	\$27,655.05 (100.00%)	373 (100.00%
Sep 1, 2018 - Dec 31, 2018	7,469 (100.00%)	8,332 (100.00%)	\$15,472.74 (100.00%)	152 (100.00%
% Change	80.57%	80.89%	78.73%	145.39%