



## 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	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Sale Completed (Goal 1 Conversion Rate)	Sale Completed (Goal 1 Completions)
	80.57% <span style="color: green;">▲</span> <small>13,487 vs 7,469</small>	80.94% <span style="color: green;">▲</span> <small>13,230 vs 7,312</small>	80.89% <span style="color: green;">▲</span> <small>15,072 vs 8,332</small>	35.81% <span style="color: red;">▼</span> <small>67.95% vs 50.04%</small>	2.56% <span style="color: green;">▲</span> <small>2.18 vs 2.13</small>	47.29% <span style="color: green;">▲</span> <small>00:01:31 vs 00:01:02</small>	53.92% <span style="color: green;">▲</span> <small>2.83% vs 1.84%</small>	178.43% <span style="color: green;">▲</span> <small>426 vs 153</small>
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% <span style="color: green;">▲</span> <small>13,487 vs 7,469</small>	80.89% <span style="color: green;">▲</span> <small>15,072 vs 8,332</small>	78.73% <span style="color: green;">▲</span> <small>\$27,655.05 vs \$15,472.74</small>	145.39% <span style="color: green;">▲</span> <small>373 vs 152</small>
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%