

# Home Products Retailer

**Overview:** Created and implemented completely new internet marketing strategy.

**Services:** SEO & SEM

## Our Effort:

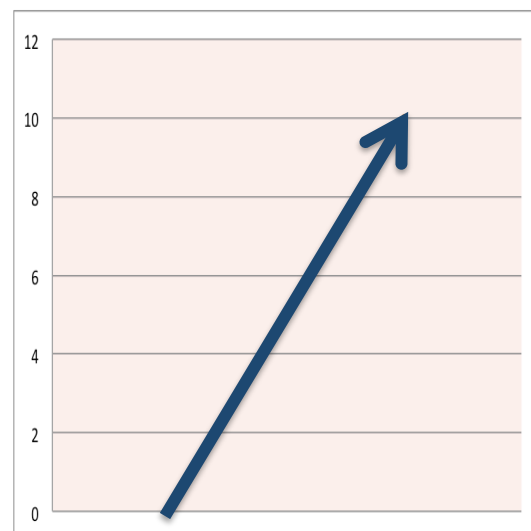
- Completed a Full SEO Technical Audit & Keyword Discovery and Validation
- Implemented Audit Recommendations and Refocused Keywords
- Created New Paid Search (SEM) Campaigns
- Optimized ad creative and landing pages through A/B testing
- Aggressively managed campaigns to reduce misspend and adjust offers

## The Outcome:

Web sales as a percentage of gross revenue increase from 3% to 14%

Custom reporting provided by Hall forced internal reporting environment to change for the better

**Traffic from organic and paid search increase 10x**



**Next Steps:** Happy and wish to continue.