

# Personal Products Retailer

**Overview:** Took over SEO & SEM execution from a small agency.

**Services:** SEO & SEM

**Effort:**

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

**Outcome:**

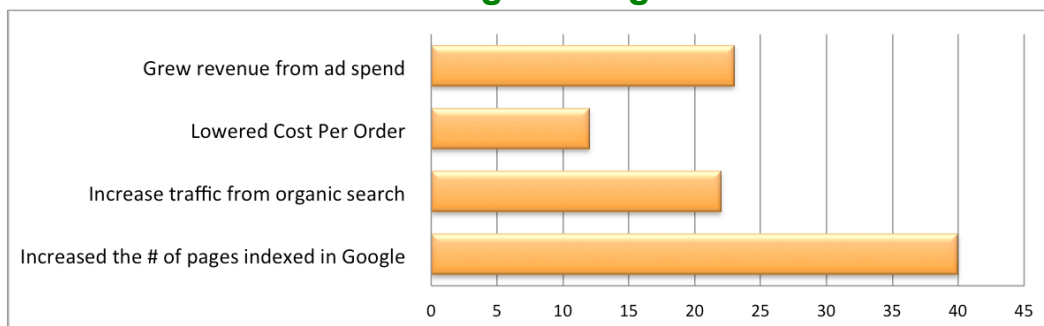
Increased the # of pages indexed in Google by 40% in one month

Increased traffic from organic search 22%

Lowered Cost Per Order by 12%

Grew revenue from ad spend 23%

**Percentage Change**



**Future:** They renewed with Hall for another year and increased spend by 20%.