

# Home Products Retailer

## Problem:

A Home Product Retailer wanted to expand their marketing efforts online but little experience and mixed results with previous search engine marketing campaigns.

## Solution:

- 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

## 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



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

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