

Personal Products Retailer

Problem:

The retailer's desire to grow their online sales channel gave them the opportunity to expand beyond their current agency's size and skillset.

Solution:

- 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

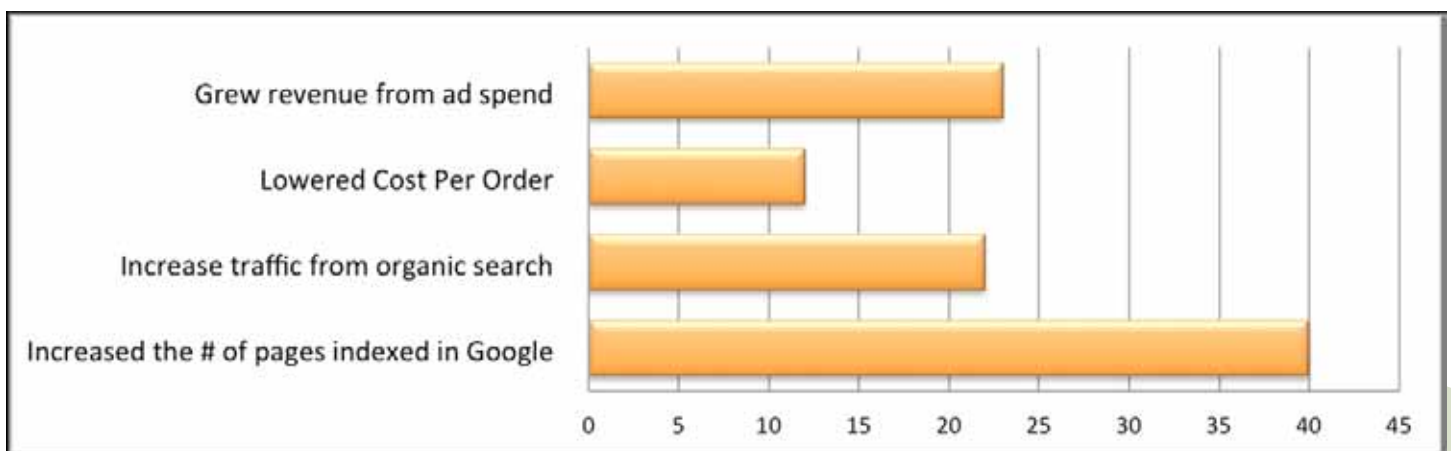
Outcome:

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%



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