

CASE STUDY: Category Content Improves More than Organic Traffic

Client

BulbAmerica
www.BulbAmerica.com
with EXCLUSIVE since September 2016



Summary

BulbAmerica.com had a wonderful user interface, but was missing body content on every page. A strategy was developed to close the gap between user experience and algorithm-targeting.

Light bulbs posed a unique challenge due to a broad range of specifications and customers. It was determined that in order to capture a wide enough swath of keywords, category content would need to reach at least 300 to 400 words in length.

Working closely with BulbAmerica provided EXCLUSIVE with valuable industry knowledge to prioritize specific categories for content creation, allowing for exponential organic growth.



Problem

BulbAmerica was experiencing a drop in organic performance that started back in 2014. Despite its clean, user-friendly store template, the site struggled to surpass 18,000 total organic visitors per month, and less than 15,000 new organic users captured per month. The total average monthly volume of ranking keywords had surpassed 6,000 just once in the past year.

The opportunity was as blinding as a fluorescent bulb. Nearly every valuable category and sub-category page from the top of the site to the bottom was missing body content. Many of the pages offered the potential to increase relevance and ranking position for dozens of keywords, causing the site to miss out on hundreds-of-thousands of potential impressions and clicks.

Recommendation

In cases of organic traffic loss and keyword stagnation, the content pen is often mightier than the risky sword of web development. EXCLUSIVE formulated a content strategy focused on improving the organic performance of the pages at the top of the site's structural pyramid. The plan placed the highest priority on top-level categories, in addition sub-categories identified by BulbAmerica as potential high-revenue-drivers.

Light bulbs vary drastically across industry and specifications. In order to capture as many potential customer and query types in the space, EXCLUSIVE recommends an average body copy length of 300-400 words for top-level categories, brand categories, and revenue-driving sub-categories. At this content length, EXCLUSIVE determined that there is a much higher potential for optimized copy to meet the relevance standards across a variety of query types and keywords without running into keyword density and content quality issues with organic algorithms.

Strategy

With the first 150 pages identified by the combined expertise of EXCLUSIVE and BulbAmerica, the strategy was ready for execution. EXCLUSIVE's organic search optimization team prioritized the top categories and most popular sub-category that all lacked content. The following month would address the remaining categories listed in the expandable navigation and brand categories. The strategy served EXCLUSIVE's content team with a significant challenge to write content according to multiple product specifications that was both precise and comprehensive for the litany of potential consumers, each with hundreds of varying queries.

Results

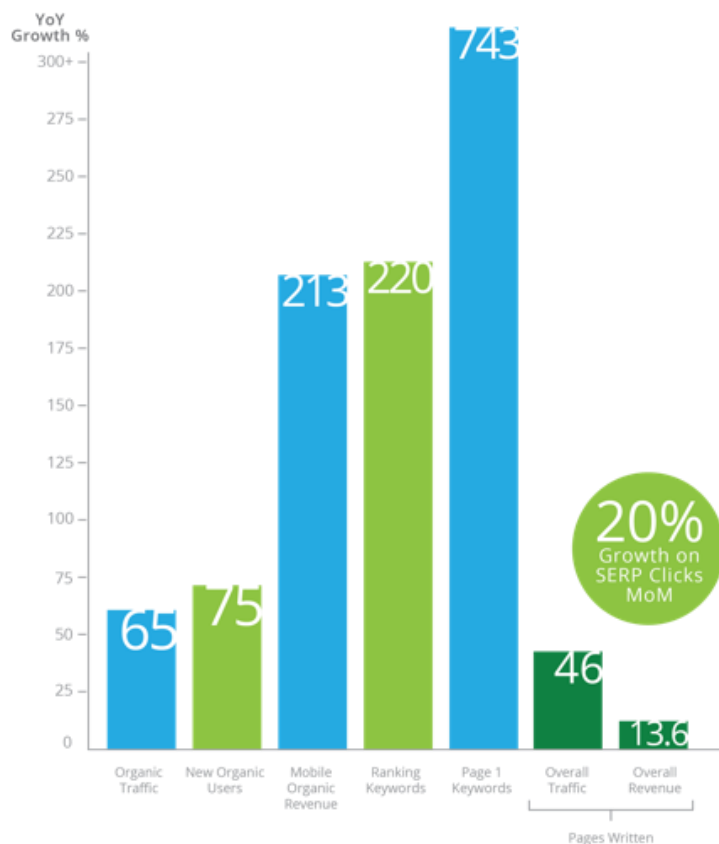
After the implementation of content on the priority pages, organic performance improved almost instantly. From September to October, organic traffic grew by 70% along with a 42% uptick in conversions. Over the course of the content strategy implementation, organic traffic grew from around 18,000 per month to an average of nearly 35,000 monthly visits over the past four months. Year-over-year data shows growth of 65% in organic traffic. New users to the site grew by over 75% over the same period.

For over a year, BulbAmerica ranked for under 6,000 keywords at a stagnant growth rate of under 5% each month according to BrightEdge's DataCube.

In the four months following content implementation, the keyword profile of the site grew by over 220%. The total number of keywords ranking on page one of Google grew by over 700%, a volume of over 800 total keywords. The keyword profile growth led to a 20% growth in total clicks from the search engine results page.

Among the 150-plus pages written by EXCLUSIVE, traffic improved by 46% over a six-month span from August through January. Revenue generated from these pages increased by 13.6% over the same period, in addition to an 8% increase in average order value.

EXCLUSIVE and BulbAmerica worked in concert to identify the most valuable areas of the site, produce content that addressed both varied product specifications and a wide range of customer needs and improve organic traffic and revenue performance drastically.



"Working with EXCLUSIVE has led to tremendous success for BulbAmerica. We're a relatively small company with limited time and SEO experience. EXCLUSIVE has provided information that has been easy to understand and implement, and they are always happy to help. BulbAmerica was able to see an immediate increase in website traffic and quickly moved up in search engine results. Thank you for the great SEO results."

— Cosmin Nistor, BulbAmerica

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