



# LOCAL SEO STRATEGIES DRIVE UPWARDS OF 600% INCREASED STORE TRAFFIC

**+90%**

increase in discovery search appearances versus branded appearances after six months

**+15%**

YOY increase in clicks to location landing pages after six months

**+20**

Overall local keywords moved up 20 positions, on average, after six months

## THE CLIENT

**Industry:** Furniture/Flooring

**Location:** Midwest

**Marketing Mix:** eCommerce and Brick and Mortar

## BUILDING THE RIGHT SEO STRATEGY

Given that retail drives the majority of this merchant's sales, and consumers still have a strong propensity to buy offline, our SEO team saw the best opportunity to create an effective local strategy by focusing on optimized content, store pages, and improvements to the brand's local organic business listings.

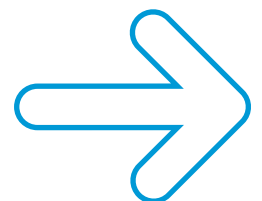
Our first step was to construct store location pages that were tailored to the target markets. We provided locally optimized content for each location that would live on a dedicated store page on the site. Once these were built out and fully optimized, we turned to the Google My Business listings.

## CHALLENGES

- Heavy competition against major players with big budgets and major brand recognition
- Retail store foot traffic is key to conversion and brand is not ranking organically when stores are nearby



## THE RESULTS

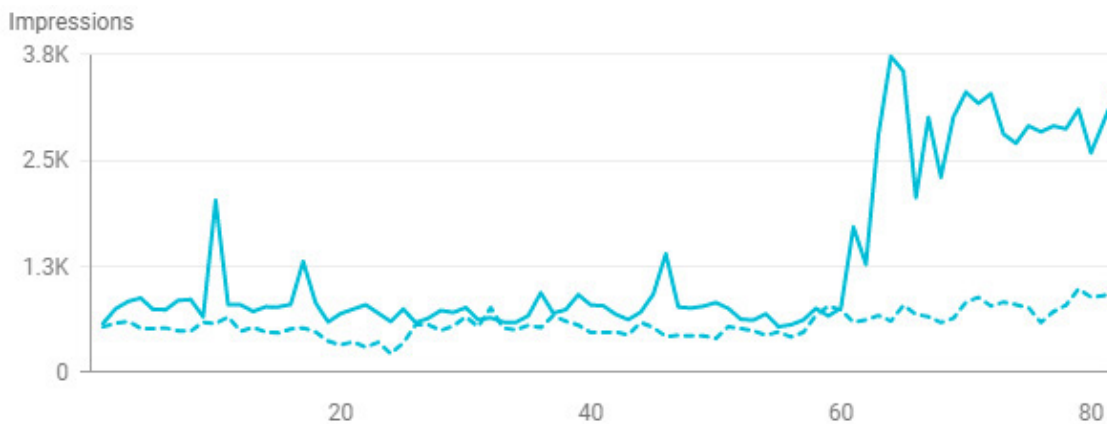




**Focusing on small customer segments or a critical stage of the customer journey can significantly move the needle.**

## OUTSTANDING NEAR-TERM RESULTS

Within six months of our local optimizations, the merchant saw traffic to some of its most important locations increase upwards of 600% YoY. Our SEO strategy allowed the retailer to reach and exceed their goals of positioning local SEO as a key channel for success by driving increased store traffic and impressions, as well as markedly improving keyword performance for local searches.



Google Search Console Impressions Chart for top location

## SCALABLE, PROVEN SOLUTIONS

Unlike many other SEO agencies, our team has a scalable, repeatable approach to getting measured results from organic marketing efforts, regardless of the size of the competitors you are up against. For this client, we quickly came to the conclusion that in order to compete against big players in their industry with much larger budgets, we needed to take a much more pointed and targeted approach to in order to win in key markets. For all of EXCLUSIVE SEO clients, we develop a custom strategy with a technical site health audit and sample content, baseline analyses. We then quickly begin tackling on-site content and mark-up. and most importantly we're able to predict the measurable impact of the work that we do.

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