



# CASE STUDY

## HOME GOODS E-COMMERCE

SEO strategy, collection optimization, blogging, UX improvements, and email marketing



# PROJECT OVERVIEW

A family-run home goods studio sought to increase direct to consumer sales through increased search visibility. This year long project included on-site optimizations, email marketing (5+months), and roll out of a comprehensive SEO strategy.

## PROJECT GOALS

1. Optimize site UX to drive sales
2. Increase online visibility
3. Develop an SEO strategy
4. Increase sales via email marketing

# PROJECT RESULTS



- Rolled out an SEO strategy around keywords with high commercial intent. On-page updates were made site-wide, specifically targeting collections. Organic traffic to collections now accounts for 68% of site traffic.
- Updates to site UX, including adding reviews, cart optimizations, and navigation.
- Created an SEO-driven home decor blog, publishing 32 posts. The blog now accounts for 20% of organic traffic and has 10 blogs ranking on the first page.
- Improved email flows and launched email marketing (Jan to May). Achieved 52% open rate with a 1% order rate.

**32** PUBLISHED HOME DECOR BLOGS

**50+** SEO OPTIMIZED COLLECTIONS

**300%** INCREASE IN ORGANIC TRAFFIC

**44%** INCREASE IN STORE SESSIONS

**20%** SALES INCREASE FROM SEARCH

**22 K** SALES ATTRIBUTED EMAIL CAMPAIGNS\*

*\*email marketing over a 5 months*



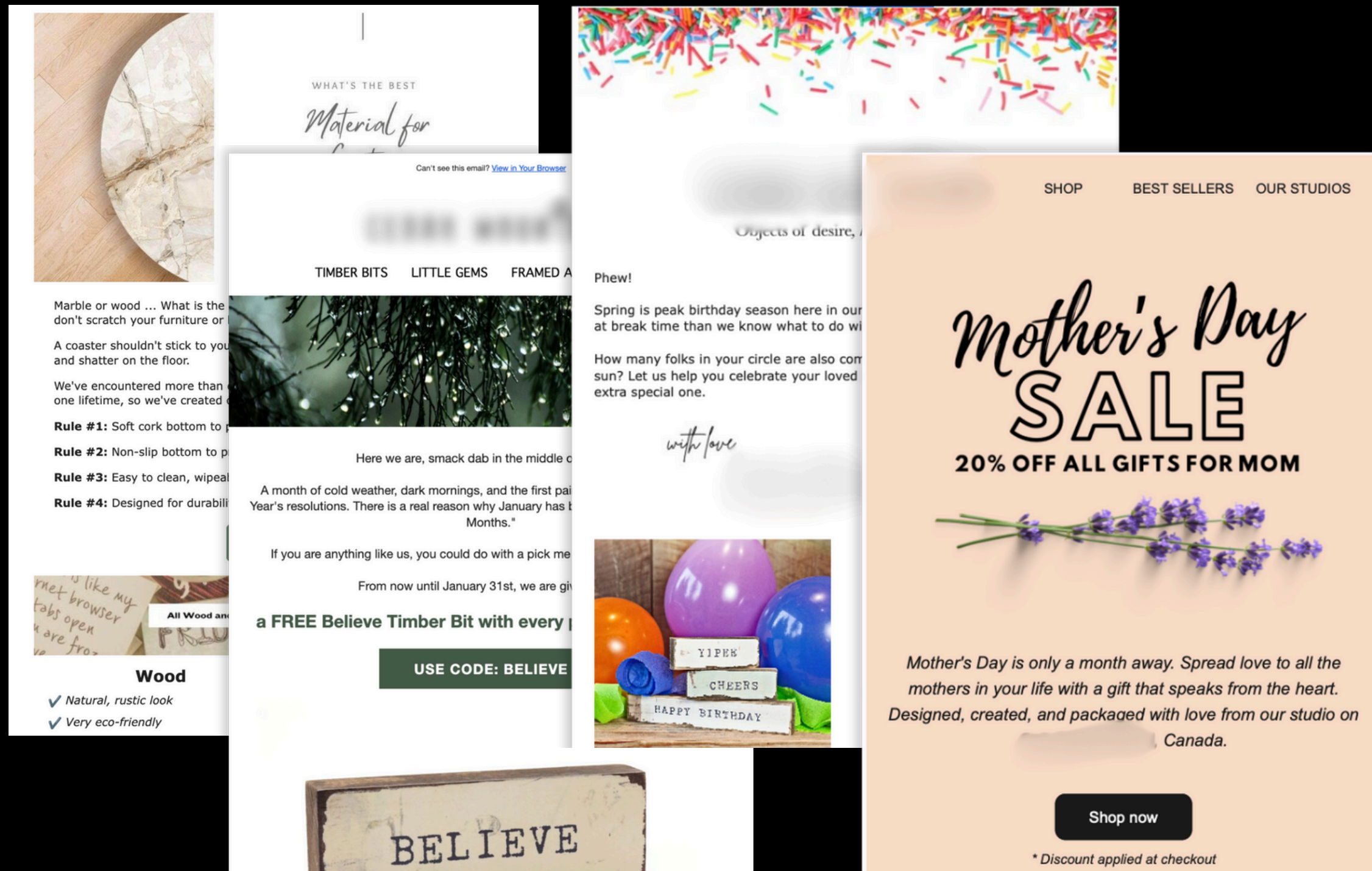
# INCREASED TRAFFIC

- SEO strategy increased organic traffic by 300%, laying the groundwork for continued traffic growth long after the project completed.
- Creation of SEO-driven collections, and content updates made to previous collection. Organic traffic to collections now accounts for 68% of total traffic.
- 50+ keywords with high commercial intent now rank in top 3, including “candles for men” and “framed word art.”



\*Project start

# EMAIL MARKETING



Optimized email flows and launched email campaigns (Jan to May).

Combined email marketing efforts achieved:

- 52% Open rate
- 2% CTR
- 1% Conversion
- 22K Attributed sales



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