

# esquire advertising

## HYPER TARGETED MARKETING

### CASE STUDY: WEB SERVICES

#### THE BACKGROUND

A west coast retailer with 6 store locations with a new website had a goal to increase web traffic, google search ranking, and positive online presence.

#### THE CHALLENGE

Esquire was tasked with improving the web presence of a retailer with under-performing SEO and SEM. When the project was assigned to Esquire, the retailer website rank appeared on page 15+ of google search based on relevant search terms.

#### OUR APPROACH

Esquire began the SEM process with a dynamic and long-tailed keyword strategy and continually optimized keywords based on the most commonly used search terms in the market. Changes were made to the front-end and back-end of the website, such as optimization of image sizes and the implementation of Schema and J-SON which is constantly updated and maintained. In addition, a back-link strategy was developed to improve rank, traffic, and validation from Google. This was done through the creation of several external websites offering informative articles and links to the client's website. The website saw an increase in organic product likes and reviews as a result, which further improves SEO. In just a few months, the client's website could be seen on page 1 of Google based on relevant search terms..

#### PERFORMANCE

- WEBSITE RANK IMPROVED TO PAGE 1 SEARCH RESULTS FROM PAGE 15 BY THE END OF MONTH 5
- IMPRESSIONS INCREASED BY AN AVERAGE OF 166,620 PER MONTH
- AVERAGE CTR 0.32% (\*NATIONAL AVERAGE CTR = 0.10%)
- 22% INCREASE IN MATTRESS KEYWORDS
- MONTH OVER MONTH IMPROVEMENT IN AD VISIBILITY & INTERACTION

#### ABOUT ESQUIRE

Through our proprietary approach of matching Device IDs and IP Addresses to physical addresses, our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. Our system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. We are the premier choice for digital advertising. For more information, visit [esquireadvertising.com](http://esquireadvertising.com).

#### CONTACT

ERIC S. GRINDLEY  
eric@esquireadvertising.com

JAMIE GASTON  
jamie@esquireadvertising.com

JARED PARIS  
jared@esquireadvertising.com

LAUREN STRONG  
lauren@esquireadvertising.com