

# ESQ CASE STUDY



## WEB SERVICES

STOP MARKETING BASED ON A GUESS. START MARKETING BASED ON THE DATA.

### 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 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 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 information 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 STATISTICS

- **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 internet connected devices to physical addresses, our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. The Esquire system is 100% cookie-free and connects to real people with unparalleled accuracy. We are the premier choice for digital advertising.

For more information, visit [www.esquireadvertising.com](http://www.esquireadvertising.com)

## QUESTIONS? CONTACT OUR ESQ TEAM FOR ALL YOUR MARKETING NEEDS!

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