

CASE STUDY

SEO



CLIENT: Watson's
INDUSTRY: Home Furnishing
TENURE: 18 months

Watson's is a home furnishing company with locations all over the Midwest. Watson's features a wide variety of quality home resort products.

CHALLENGE

Watson's had a very strong regional presence, but it was only operating out of its physical locations. Watson's was not generating any online revenue. The company was launching an ecommerce website and needed to create an organic online presence to drive as much targeted traffic to its site.

STRATEGY

We created a successful SEO campaign for the top keywords related to pools and pool supplies, which are Watson's top-selling products.

We successfully created a national campaign that brought new customers to Watson's from all over the country. We were able to create a national campaign by using REL canonical tags, which allowed Watson's to use the same content for all its franchised sites.

This allowed Watson's to have consistent branding and create leads for all franchised locations, yet did not penalize the "master site" for having duplicate content. Meanwhile, we created successful local search campaigns so that all individual franchise websites ranked well locally and drove local sales.

RESULTS

103%
increase
in page views

