

INCREASED



SEO CASE STUDY

Conversions By 571%

In 6 Months

GOALS

With a new, updated website, Galaxy Design came to Markup Digi ready to take on the competition. Up against big players, Galaxy Design was competing against large marketing budgets. They needed to increase sales and boost their ROI through paid & organic campaign.

- Revenue
- Return on Investment
- Brand Awareness
- Increase Organic Traffic
- Acquire Competitive Rankings



CHALLENGES

Galaxy Design approached Team Markup Digi with a primary objective to increase online sales of treadmills and generate more revenue and ROAS. They wanted to improve these statistics through strategic paid marketing campaigns as well as organic SEO.

- The keyword theming had a scope of improvement as there were 15+ keywords added in one ad group. Having these many keywords in one ad group was affecting the quality score and conversions.
- There were many generic keywords added and the match types of the keywords needed to be improvised as well. This was resulting in unnecessary spend and irrelevant conversions in the account.
- In the display campaign, audiences were not added and as a result, the ad was shown to open audiences along with some targeted display keywords and placements, resulting in a huge amount of spend with no conversions.



ABOUT GALAXY DESIGN

For over 39 years Galaxy Design have been providing high-quality custom window treatments, dazzling drapery hardware embellished with Swarovski crystal, and luxurious fabrics to the greater Los Angeles area.

APPROACH

- ✓ Finding best keywords for the business
- ✓ Targeting pages using right keywords
- ✓ Creating A consistent blogging schedule
- ✓ Creating A link-building plan
- ✓ Website speed optimization for better user experiences
- ✓ Measuring our backlink performance
- ✓ Adding value to the old content
- ✓ Defining goals and budget for PPC
- ✓ Defining account structure
- ✓ Creating effecting ad texts
- ✓ Measurement and reporting

MARKUP DIGI PVT. LTD.

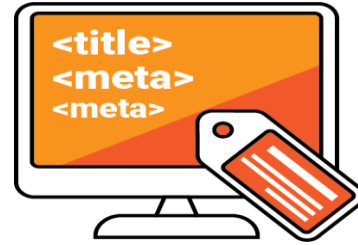
A-13, Sector 63, Noida 201301 (UP)

+1 786 633 0909

www.markupdigi.com

SOLUTIONS

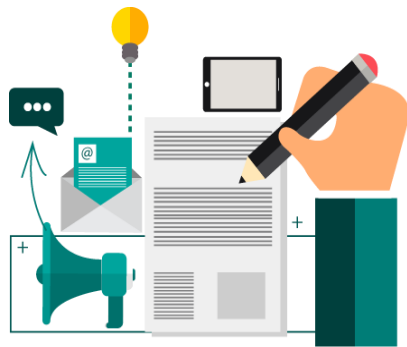
What We Did In SEO



We did extensive keyword research and then formed a final keyword strategy.

On-site improvements began with title tag and meta description revisions as well as rewrite to make it more search engine friendly.

We optimized and create local online listing, It helps to built the brand's credibility and awareness.



We Optimized Onsite Elements Of Galaxy Design's Website Using Activities Such As Keyword Density And Proximity Check, Content Optimization, Broken Link Fixing, Webpage Meta Tag Optimization, Web Pages Speed, And Image Optimization And Some Our Hidden Factors, We Have Optimized. It Helped Galaxy Design's Website Become More Search Engine And User Friendly And Ensured Its Crawled And Indexed Correctly.

Markup Digi launched a comprehensive link building campaign through strategic outreach and badging initiatives to gain more authority for better rankings in SERPs

KEY TACTICS

- Optimize the main service pages on the website
- Track conversions more granularly
- Improve on-site conversions
- Developed keyword-optimized content for main service pages and established quality links back to them
- Implemented on-site phone and form tracking
- Optimized usability and positioning of on-site forms

MARKUP DIGI PVT. LTD.

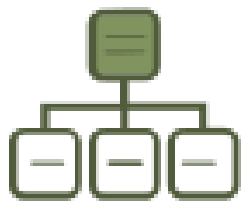
A-13, Sector 63, Noida 201301 (UP)

+1 786 633 0909

www.markupdigi.com

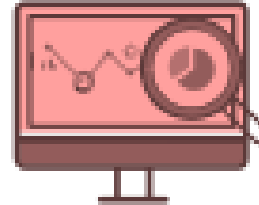
SOLUTIONS

What We Did In SEM



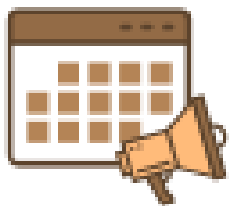
Campaign Structure

Created themed campaign structure after a deep analysis of the site and find relevant keywords by doing keyword research.



Campaign Optimization

The campaign was optimized on various levels by doing the keywords bid adjustment, checking Search terms, ad copies, extension and etc.



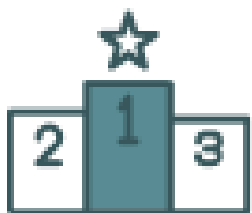
Ad Scheduling

Customization of the ads triggered was done by implementing day parting to spend the budget during the performing hours and control the spent during hours and days not delivering performance.



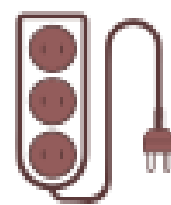
CPA Management

The different bidding strategies were applied to manage the Cost per Acquisition so that ROI can be maximized and having a control over the cost.



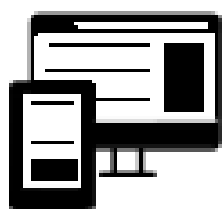
Ad Rank

The keyword quality score was maintained by adding keywords in proper match types to maintain the relevancy of ads yielding to high CTR which helped improving the Ad position.



Ad Extension

To increase the viewer interaction and provide maximum detail about the business, We added catchy extensions like site link, callout, call, structured snippet were added to the ad copies



AB Testing

Split test for ad copies was undertaken using different landing pages to find the most efficient version of the ad copies. Also, variations of ad copies were experimented to reach high CTR.



Remarketing

To target the previous visitors with the help of cookies based audiences, creative banners were added. Remarketed campaign was enabled focusing on the performing keywords based on historical data.

Cont.

MARKUP DIGI PVT. LTD.

A-13, Sector 63, Noida 201301 (UP)

+1 786 633 0909

www.markupdigi.com

SOLUTIONS

What We Did In SEM Cont.



KEY TACTICS

- ✔ Decrease costs over time by improving click through rate (CTR) and conversion rate.
- ✔ Emphasize granularity to attract the most relevant searches and avoid general traffic.
- ✔ Avoid wasted spend in competitive/expensive markets due.
- ✔ Narrowed campaign scope to target the most specific, best-performing keywords.
- ✔ Continually tested ad copy to increase CTR.
- ✔ Conducted extensive keyword level bid adjustments, using hyper-targeted positioning to gain highest click total, without hurting conversion rate.
- ✔ Emphasized Exact/Phrase match keywords over Broad to avoid non-relevant traffic and improve Quality Score.
- ✔ Tested landing pages to improve conversion rate.
- ✔ Created new ad groups as demand arose in new, more long-tail keyword categories.
- ✔ Continually tested bids to identify ideal position for cost-per-lead goals.

MARKUP DIGI PVT. LTD.



A-13, Sector 63, Noida 201301 (UP)



+1 786 633 0909



www.markupdigi.com

RESULTS

LEADS OUTPACE TRAFFIC

Lead volume increased 571 percent since the launch of our PPC campaign. Over the same time period, sales leads are up 53 percent. Improvements in conversion tracking enabled us to quickly improve the keyword focus of the campaign.

SOLID JUMP IN CTR

Since launch, CTR increased 5.23 percent, a substantial increase given the highly competitive nature of our client's business.

CONVERSION 571% INCREASE

Lead volume increased 571 % since the launch of our PPC campaign.

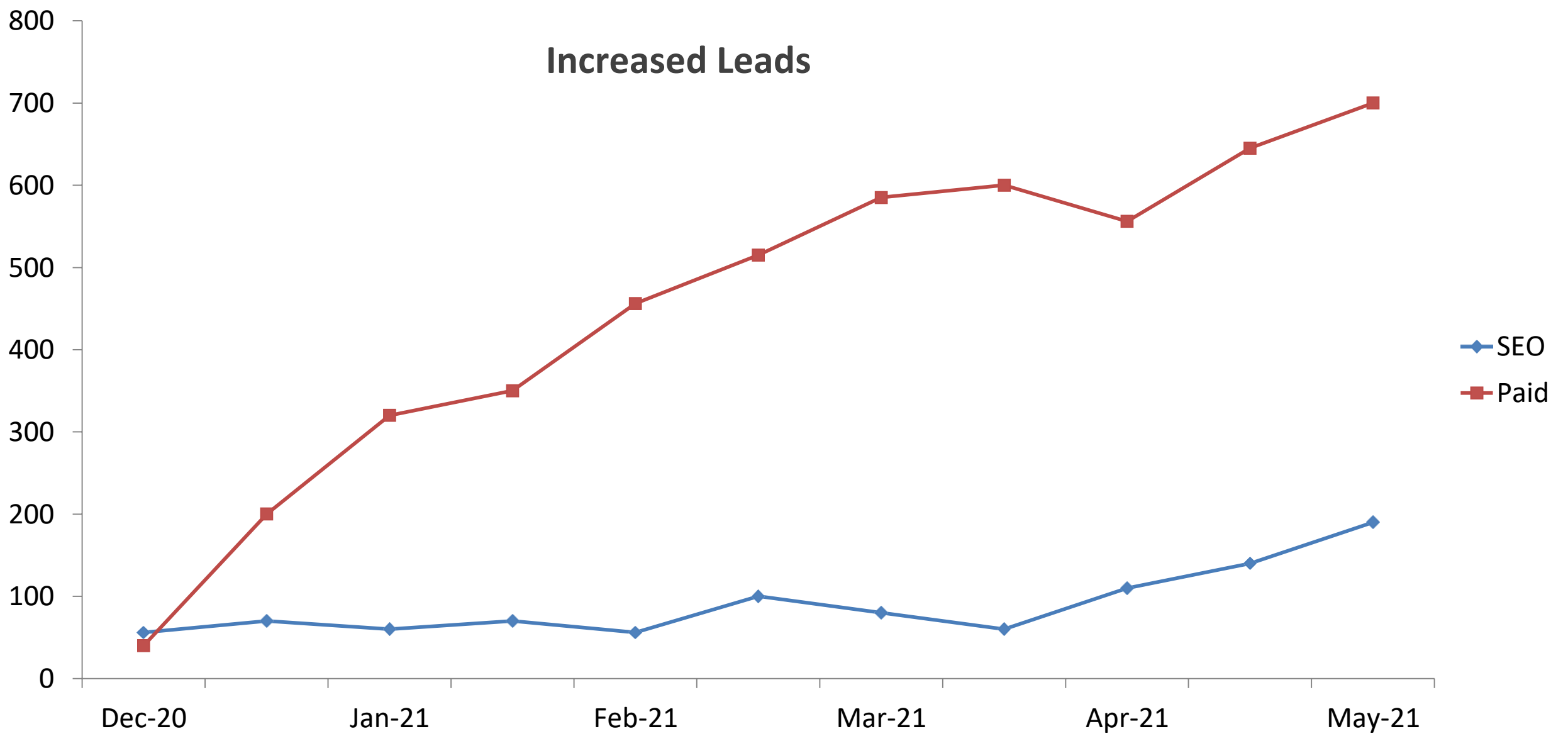
AMAZING FACT

PPC TRAFFIC NEARLY TRIPLED

The 1890 percent increase in PPC traffic is a similarly strong achievement in the heavily advertised services this industry.

43 IN 5

Five months into our SEO campaign, organic site traffic is up 43 percent.



MARKUP DIGI PVT. LTD.

A-13, Sector 63, Noida 201301 (UP)

+1 786 633 0909

www.markupdigi.com