

# Targeted SEO Unlocks New Audiences

## National Furniture Retailer Expands Reach and Visibility

### OVERVIEW

A premium national furniture retailer was preparing to launch its new e-commerce platform. While the brand already attracted strong traffic from loyal customers, it needed to expand its reach beyond branded searches to capture shoppers actively searching for category-specific and product-related furniture terms. The objective: increase qualified organic traffic to fuel online growth.

### APPROACH

Postmedia conducted a comprehensive SEO audit to identify opportunities across the retailer's technical setup, on-page structure, and off-page authority. Key enhancements included refining the site's internal linking, optimizing content across priority product and category pages, applying keyword-rich metadata, and implementing schema markup. These updates were designed to elevate the brand's visibility in non-branded search queries and drive new high-intent users to the site..

### CONCLUSION

Postmedia's SEO strategy delivered impressive results, leading to a 40.4% increase in overall organic website traffic. Traffic from non-branded, product-related keyword searches surged by 26x, while category-specific searches increased 12x. These gains positioned the retailer for a stronger e-commerce launch by expanding its visibility and capturing a broader audience of motivated shoppers.

# 40.4%

INCREASE IN ORGANIC TRAFFIC

# 26x

INCREASE IN NON-BRANDED,  
PRODUCT RELATED KEYWORD  
SEARCHES

# 12x

INCREASE IN CATEGORY-SPECIFIC  
SEARCHES

