

# National Furniture Retailer

## CASE STUDY

A well-known high-end national furniture retailer, preparing to launch an e-commerce version of their website, wanted to increase traffic. While they already had strong overall traffic and good returning visitor volume from brand loyalists, their goal was to drive more visitors through non-branded, category-specific furniture searches.

## STRATEGY

To inform the SEO strategy, Postmedia solutions conducted an audit of the website reviewing technical, on-page and off-page SEO.

To improve search results for key category and product pages and drive incremental traffic growth, recommendations included:

- Improvements to site structure and inner linking strategy.
- Optimization of page content.
- Keyword rich title tags and meta descriptions.
- Deep linking link strategy.
- Schema mark-up.



## RESULTS

By optimizing the site, we helped drive a 40.4% increase in overall website traffic for the furniture retailer, along with a 26% boost in searches for non-branded, product-related keywords. Additionally, traffic to category-specific pages grew by 12%.

**40.4%**

INCREASE IN ORGANIC  
TRAFFIC

**12x**

INCREASE IN  
CATEGORY SPECIFIC  
SEARCHES

**26x**

INCREASE IN NON-  
BRANDED PRODUCT  
RELATED KEYWORD  
SEARCHES