

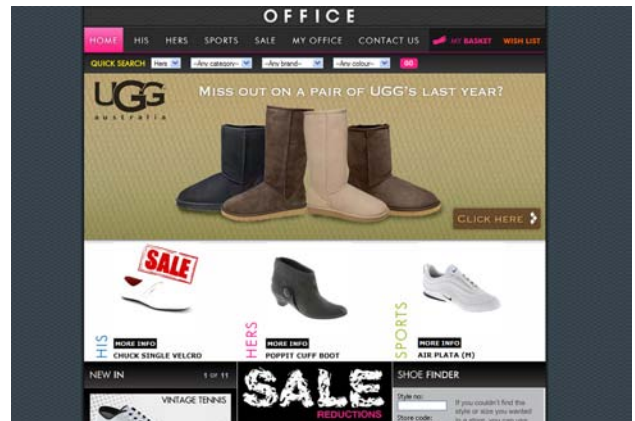


Case study.

Office Shoes

Online consultancy, usability study, strategy development.

www.office.co.uk



“Visitors from natural search have more than doubled, with a growth in sales of 148%”



Challenge

Develop an online strategy to make Office Shoes brand work harder.

Address comparatively low on-page conversion rates.

Increase average order values. Create a great user experience.

Deliver website sales not just an increase in site traffic.

Solution

- Consultation used to create a competitive benchmarking set; identifying market position, key strengths & weaknesses.
- Place the website at the centre of customer experience.
- Website review & usability study to identify improvements.
- Develop a comprehensive 12-month digital marketing strategy, including recommendations for SEO.

Results

- Improvements to the user journey dramatically increase conversion rates.
- SEO analysis provides a blueprint for strong results in natural search.
- Optimisation of online marketing activities; growing sales & reinforcing market position.

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