

Monthly SEO Case Study

SEO Analytics based on ongoing work provided for a website for company of furniture stores in the Midwest.



Website Pages Indexing in Growth

The Request

ZenFires was tasked to create a new website and provide SEO and website enhancements and maintenance on monthly basis for a furniture store owner. The website is for two furniture stores in Indianapolis, Indiana.

Our Work

Starting monthly at beginning of 2015 we began executing a new website, technology and hosting platform for this client, new SEO, ongoing editing, etc. We employed many strategic SEO initiatives to achieve results. We executed geo-local SEO and listings optimization, YouTube video optimization, keyword integrations into descriptions and social media pages, backlinking and link-sharing, and Google Images SEO with social media and website images. Our monthly SEO work (at a minimal cost/hours investment per month) has achieved a lot of work output, search results, awareness and end purchasing for the client. Importantly since our SEO efforts have represented the majority of the client's marketing efforts for year 2015.

The Results

In the following pages we compare the same period of comparison of 2 months between the previous provider (Dec. 2014 - Jan. 2015), and our services (Dec. 2015 - Jan. 2016). For organic searches (SEO; non-paid website traffic from search engines), results went from 6,000 sessions (website visits) in the previous year/provider to 8,500 organic search-based sessions in the new period with our services. "Average session duration" (the amount of time users spent on the website) also went up when comparing same periods, from 3:45 to 5:00 per user, indicating higher quality leads.

Zen Fires was also able to achieve number 1 Google local listings results for relevant non-brandname keywords for the client (including within YouTube for video optimization).

Top 20 keyword phrases driving traffic, for specifically new users to the new client website/new period, include important industry (non-brandname) words: 'furniture stores in indianapolis', 'furniture stores indianapolis', 'indianapolis furniture stores', 'discount furniture indianapolis', 'furniture indianapolis', 'furniture stores' and 'discount furniture'. The above keywords had not come up well for the previous period/website provider. Since new prospects should be less familiar with the brandname, and searching for their own furniture needs, SEO needs to provide for these searchers with keywords above. We have achieved new Google first-page results for website pages, Google reviews listings and even videos on primary Google results.

Zen Fires optimization efforts have been the primary marketing efforts for this company. Results were strong enough to enable the organization to announce a new store opening at end of 2015/beginning 2016.

Website Pages Indexing in Growth

Note the 2 periods below compared between years. And note the change in ceiling from 1,000 sessions to 2,000. Detailed data blow-ups shown in following pages.

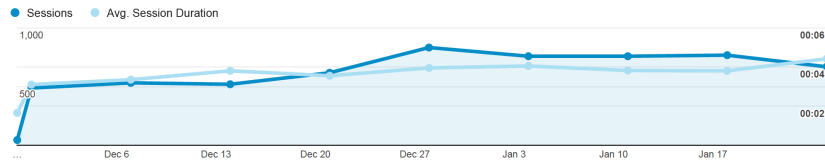
Channels

ALL » DEFAULT CHANNEL GROUPING: Organic Search



Explorer

Summary



Keyword	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	5,981 % of Total: 76.40% (7,829)	73.65% Avg for View: 73.00% (0.89%)	4,405 % of Total: 77.08% (5,715)	12.09% Avg for View: 14.93% (-19.04%)	14.25 Avg for View: 13.45 (5.99%)	00:03:47 Avg for View: 00:03:42 (2.37%)

Previous year, website & digital marketing provider

Nov 29, 2014 - Jan 29, 2015

New year, website & Zen Fires SEO & Digital Marketing Services

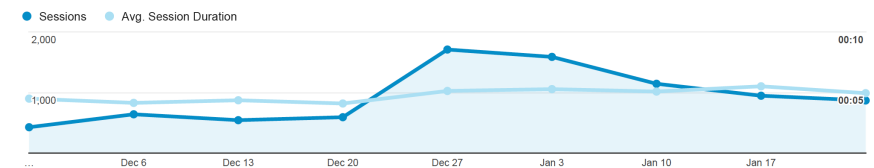
Channels

ALL » DEFAULT CHANNEL GROUPING: Organic Search



Explorer

Summary



Nov 29, 2015 - Jan 29, 2016

Keyword	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	8,470 % of Total: 70.47% (12,020)	69.82% Avg for View: 68.30% (2.23%)	5,914 % of Total: 72.03% (8,210)	22.72% Avg for View: 27.51% (-18.32%)	10.22 Avg for View: 9.69 (5.44%)	00:04:57 Avg for View: 00:04:51 (1.91%)

Previous Year, Website & Digital Marketing Provider

Note the flat average session duration below, and the data never to reach 1,000 website visits/week for results specifically from organic searches (previous website and digital marketing services provider).

Nov 29, 2014 - Jan 29, 2015

Channels

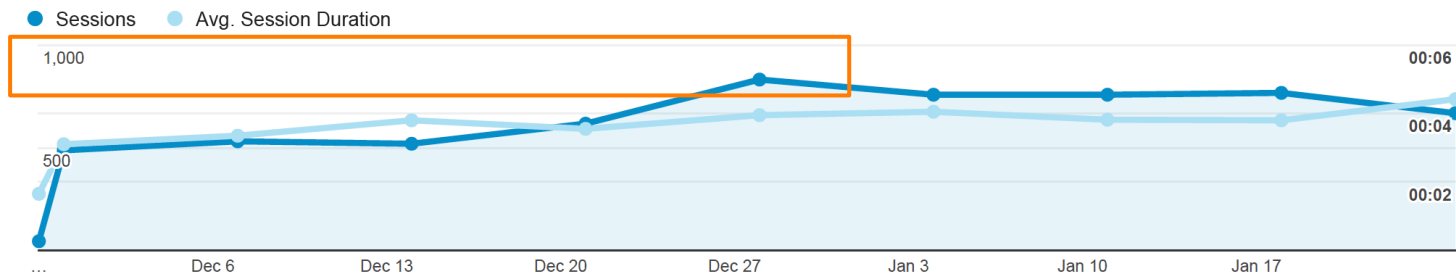
ALL » DEFAULT CHANNEL GROUPING: Organic Search



All Sessions
76.40%

Explorer

Summary



Keyword	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	5,981 % of Total: 76.40% (7,829)	73.65% Avg for View: 73.00% (0.89%)	4,405 % of Total: 77.08% (5,715)	12.09% Avg for View: 14.93% (-19.04%)	14.25 Avg for View: 13.45 (5.99%)	00:03:47 Avg for View: 00:03:42 (2.37%)

New Year, Website & Zen Fires SEO & Digital Marketing Services

Note the 2,000 website visits/week ceiling, from organic search results specifically below, for our work period.

Channels

Nov 29, 2015 - Jan 29, 2016

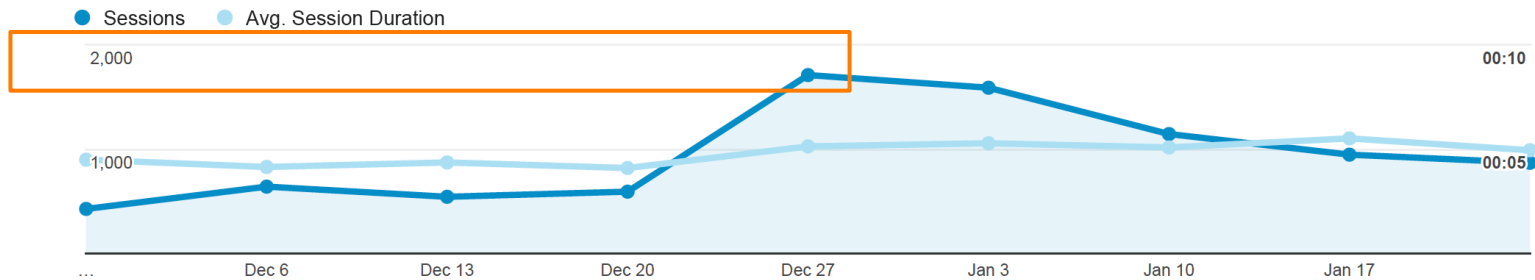
ALL » DEFAULT CHANNEL GROUPING: Organic Search



All Sessions
70.47%

Explorer

Summary



Keyword	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	8,470 % of Total: 70.47% (12,020)	69.82% Avg for View: 68.30% (2.23%)	5,914 % of Total: 72.03% (8,210)	22.72% Avg for View: 27.81% (-18.32%)	10.22 Avg for View: 9.69 (5.44%)	00:04:57 Avg for View: 00:04:51 (1.91%)

Business Prospect Quality Search Keywords Driving Traffic to New Website

Here are sample keywords from the list of top keyword phrases driving traffic to the new website under Zen Fires SEO and digital marketing services. Because these are non-brandname keywords, representing actual prospect demand searches, these are qualitative results. (Many of the other keywords in top 15 were brandname searches).

Keyword	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
furniture for less	266	60.90%	162	24.81%	12.46	361.94
furniture stores in indianapolis	35	62.86%	22	20.00%	12.31	390.77
furniture stores indianapolis	21	85.71%	18	14.29%	8.86	180.14
indianapolis furniture stores	7	100.00%	7	42.86%	8.14	85.43
discount furniture indianapolis	7	85.71%	6	0.00%	13.86	345.43
furniture indianapolis	7	85.71%	6	14.29%	9.57	281.29
furniture stores	6	100.00%	6	33.33%	4.67	59.17
discount furniture	7	71.43%	5	42.86%	6.29	61.00
furniture	3	100.00%	3	66.67%	4.67	107.67

Number 1 Listing Result for Google Local

Zen Fires, employing geo-local SEO techniques, was able to achieve the number 1 spot for relevant keyword phrase 'indianapolis furniture stores'

The screenshot shows a Google search for 'indianapolis furniture stores'. The search bar at the top contains the text 'indianapolis furniture stores' and a blue search button. Below the search bar, there are tabs for 'All', 'Maps', 'Shopping', 'News', 'Images', 'More', and 'Search tools'. The 'All' tab is selected. Below the tabs, it says 'About 1,990,000 results (0.28 seconds)'. The search results are divided into two columns. The left column contains several text-based search results for furniture stores, including 'Rooms To Go Furniture - RoomsToGo.com', 'Contemporary To Modern - Havertys.com', and 'Indy Furniture Store - Great Selection, Best Prices'. The right column contains several text-based search results for furniture stores, including 'Furniture Warehouse', 'Wayfair Furniture Warehouse', 'CORT Clearance Furniture', 'The Comfortable Couch Co', 'Gill Bros. Furniture', 'Bassett® Furniture Stores', and 'Furniture Store'. In the center of the page, there is a map of Indianapolis showing the locations of several furniture stores. The map is titled 'Indianapolis' and shows major highways and landmarks. Below the map, there is a list of furniture stores with their names, ratings, addresses, and opening hours. The first store in the list is 'Furniture For Less', which has a 4.6 star rating and is located at 5729 E 84th Ave. This store is circled in orange. Below it are 'L Fish Furniture' and 'HomePlex Furniture'. To the right of the map, there are links for 'Website' and 'Directions' for each store.

Rooms To Go Furniture - RoomsToGo.com
Ad www.roomstogo.com/
Modern Designs At Affordable Prices No Interest Payments Until 2020.
Next Day Delivery · High-Quality, Low Prices · Over 200 Local Showrooms
Categories: Living Rooms, Bedrooms, Dining Rooms, Mattress, Accessories...

100 Rooms Start At \$588
Shop Now For Bed, Living, Dining
& More. All Under \$1000. Ends 2/2.

Home Décor and Accents
Shop Our Selection Of Rugs, Mirrors
& More To Help Complete Your Space

Contemporary To Modern - Havertys.com
Ad www.havertys.com/FurnitureStore/
Havertys® Has The Furniture You'll Love @ The Price You Want. Shop Now

Indy Furniture Store - Great Selection, Best Prices
Ad www.weekendsonly.com/
Shop Online, Pick Up In Store.

Furniture Warehouse
Ad www.americanfreight.us/Indianapolis
4.0 ★★★★★ advertiser rating
Furnish Your Whole House For Cheap
Visit Our Furniture Warehouse
8920 Corporation Dr, Indianapolis, IN
(317) 579-7979

Wayfair Furniture Warehouse
www.wayfair.com/
4.5 ★★★★★ rating for wayfair.com
70% off Furniture and Home Décor!
Free Shipping On Orders Over \$49

CORT Clearance Furniture
indianapolis.cortclearancefurniture.com/
Discount Furniture in Indianapolis.
Up to 70% Off Name Brand Furniture!

The Comfortable Couch Co
www.cococohome.com/FactoryDirect
Luxury Comfort and Affordability.
Shop at our Buckhead Showroom.

Gill Bros. Furniture
www.gillbros.com/
Best Furniture At Great Prices -
Shop Our Furniture Selection Today
1406 E 53rd St, Anderson, IN

Bassett® Furniture Stores
www.bassettfurniture.com/Atlanta
Find Your Local Store Today!
Delivered in 30 days or less.




Furniture Store
www.bovafurniture.com/
(770) 242-6666
High Quality & Great Design Modern

Furniture For Less
4.6 ★★★★★ (45) · Furniture Store
5729 E 84th Ave
Open until 9:00 PM
Website Directions

L Fish Furniture
3.5 ★★★★★ (7) · Furniture Store
8401 E Washington St · (317) 897-8401
Open until 8:00 PM
Website Directions

HomePlex Furniture
Website Directions

Google Search Engine Results



[All](#) [Maps](#) [Shopping](#) [News](#) [Images](#) [More ▾](#) [Search tools](#)

About 210,000 results (0.54 seconds)

Furniture Store Greenwood Park Mall - Macy's Greenwood ...
l.macys.com › IN › Greenwood › 1251 U.S. 31 North ▾ Macy's ▾
Shop for Home Goods, Furniture, Bed and Bath and more at Macy's Greenwood Park Mall in Greenwood, Indiana and find deals and events going in store right ...

See your ad here »


Furniture For Less - Greenwood, Indiana 46142 ... - Coaster
www.coasterfurniture.com/StoreProfile.aspx?StoreId=55367 ▾
Furniture For Less located in Greenwood Indiana 46142 Coaster Fine Furniture ...
1251 US 31 South space P160 / The Outdoor Shops of Greenwood Park Mall

Complete List Of Stores Located At Greenwood Park Mall ...
www.simon.com/mall/greenwood-park-mall/stores ▾ Simon Property Group ▾
Get a complete, print friendly list of all of the stores, dining and entertainment options located at Greenwood Park Mall.
Mall Map - Women's Fashions - Shoes & Footwear - Rack Room Shoes

Welcome To Greenwood Park Mall - A Shopping Center In ...
www.simon.com/mall/greenwood-park-mall ▾ Simon Property Group ▾
Among the 150 plus stores, Greenwood Park Mall provides a diverse shopping experience featuring Von Maur, Macy's, jcpenny, Forever 21 and The Buckle.
Store Directory - Mall Map - Open today from 10am to 9pm. - News & Events

Greenwood Park Mall Department Store - JCPenney in ...
stores.jcpenny.com › Indiana › Greenwood ▾ J. C. Penney ▾
Visit Greenwood Park Mall JCPenney department store and discover all of your ...
with our inspiring selection of home decor, furniture, bedding and housewares.

Sears Greenwood Park Mall - Greenwood, IN 46142 ...
www.sears.com › Sears Store Locator › Indiana ▾ Sears ▾
317-865-8300 - Sears Greenwood Park Mall has everything from appliances to tools. ... Sears Store Locator - Indiana; Sears Greenwood Park Mall ... You can find furniture, appliances, clothing and more to keep you and your home chic and

Greenwood Park Mall Furniture Stores - YouTube
https://www.youtube.com/watch?v=dWtR_7sqUio
Dec 31, 2015 - Uploaded by Furniture
Visit us online at http://www.indvfniti

YouTube video is number 7 organic search result in Google for keyword phrase “Greenwood Park Mall Furniture Stores,” as a result of the optimization of the YouTube video for this location.

Thank You!



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