



case study



SEO Drives Traffic and 121% Revenue Increase for ID Shop



As a respected and reputable company providing ID cards, card supplies, credentials and more, ID Shop earned rave reviews from its customers for both quality and service. It wanted to be known as “the ID experts” and reach a larger base of potential customers.

The company had an impressive, high-profile clientele that included names such as Whole Foods, the University of Alabama and JetBlue, but it struggled to stand out online and differentiate itself from low-priced, low-quality imitators.

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the challenge

When ID Shop hired madison/miles media, it wanted to generate more traffic online. While many of the company's sales are generated through trade shows and face-to-face contact, ID Shop wanted to increase web-related transactions.

The m3 team realized that ID Shop was missing opportunities to reach new and prospective customers online. It needed a stronger presence — both on its social media channels and its website, which wasn't attracting the traffic needed to make the online store as successful as it could be. It also needed to separate itself from similarly named but lower quality competitors.



idshop

the approach

One of the most obvious starting places for m3 was to give ID Shop a more robust website. ID Shop carries a wide selection of products and options, and the website benefited from added pages that provided more opportunities to showcase and describe products. These pages also gave m3 more chances to use keyword-rich content to help benefit SEO and engage visitors.

m3 also expanded the site's existing blog and began adding posts on a regular schedule. The team relied on keyword research to help determine relevant topics and was able to increase traffic and generate more interest. Blog posts used highly specific SEO titles to draw attention to educational and informational topics.





Organic revenue improved
121%
over the previous year

As the COVID-19 pandemic created new challenges for businesses, ID Shop was able to use its blog to showcase new contactless options and to demonstrate how its products could help companies keep employees safer.

SEO played a pivotal role in the success enjoyed by ID Shop. Using a highly specific keyword map, madison/miles infused the content and product descriptions with appropriate keywords using best practices. m3 also improved performance by utilizing technical SEO including page speed optimization, error resolution and site structure. To increase click-through rates from search engine results pages, m3 performed meta description optimization.

the results

Working with m3, ID Shop was able to achieve a better response to its online store and increased its monthly website visits and revenue. In the first month after launching an SEO program, organic revenue (revenue from users who found the company via a search engine) increased 69% over the previous month. The year-long results were even better. For the 12-month period after beginning an SEO program, organic revenue improved 121% over the previous year.

It also enjoyed a bump on social media, with increased followers on Facebook, Twitter and LinkedIn. Today, these efforts result in about 25 new leads per month with an average conversion rate of 1.61%.



Are you considering a content marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

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