



case study



SEO & Content Strategy Lead to 800% Increase in Web Traffic for ID Shop

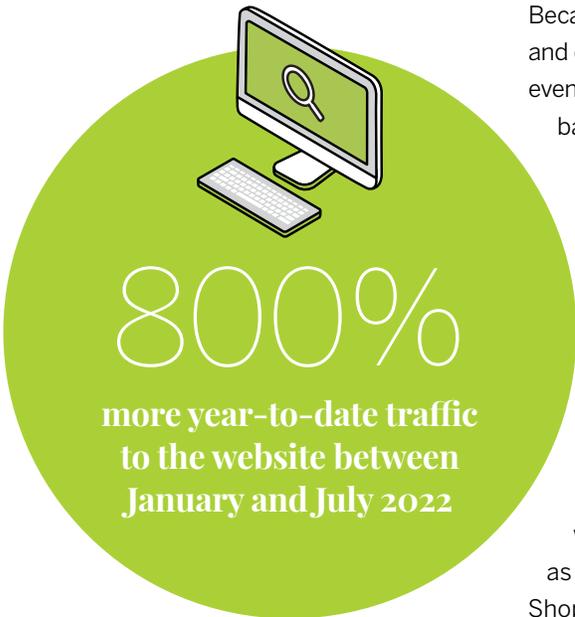
A family-owned company with deep roots in the Southeastern United States, ID Shop supplies high-quality ID cards, credentials, badge holders, card printers and ID card products to customers across the country. The company prides itself on high-quality, American-made products designed to outperform and outlast the others in the field.

Because much of ID Shop's business relies on badges worn at in-person events and organizations, COVID-19 shutdowns posed a challenge. As conferences and events began to return in late 2021 and into 2022, ID Shop was looking to bounce back with increased visibility and traffic to its website.

the challenge

ID Shop services a wide range of verticals — from schools to conference and event planners. The company's client roster includes national names like Whole Foods and JetBlue, but the ID Shop also wanted to boost e-commerce traffic to its website after COVID-19 slowdowns and find ways to connect directly with new and existing customers.

madison/miles media (m3) created an SEO plan focused on increasing website traffic as well as a tailored content strategy that positioned ID Shop as an expert across verticals. By developing flagship content pieces around ID Shop's unique differentiators, m3 drove 800% more year-to-date traffic to the website between January and July 2022, exceeding the client's expectations.



the approach

To help the company reach its objectives of increasing web traffic and highlight its authority and expertise, m3 focused on three main areas: pay-per-click (PPC) advertising, SEO and a targeted content strategy.

PPC. In the spring of 2022, m3 took over PPC management from a third party and created a customized pay-per-click advertising strategy for ID Shop. The hands-on strategy brought in more qualified traffic to ID Shop’s website through Google Ads, resulting in more conversions and higher KPIs.

With weekly monitoring, m3 was able to tweak the keywords and targeting based on the data from the previous week, which helped distill the right audience and find the sweet spot when it comes to conversions.

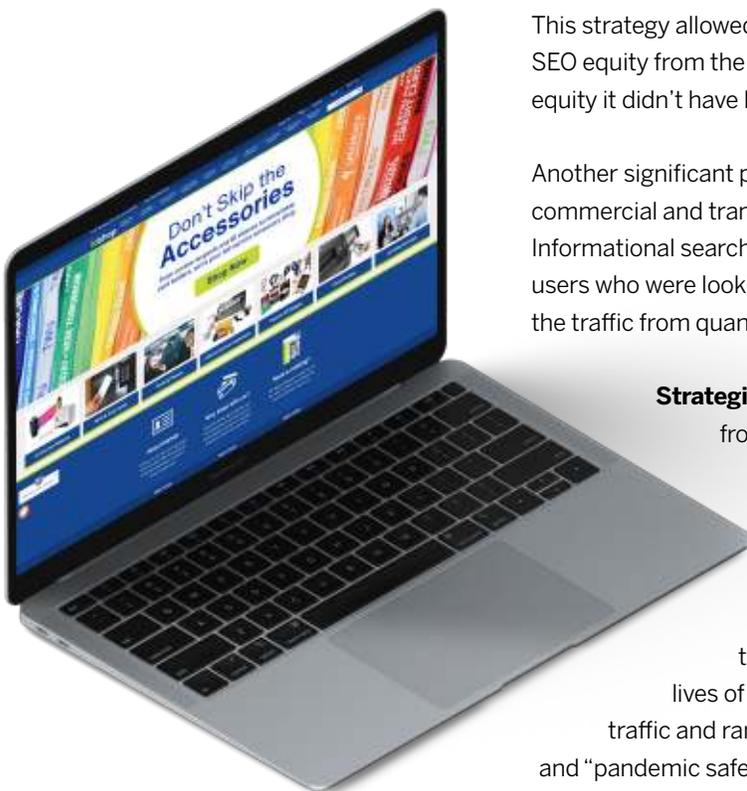


m3 also added a LinkedIn strategy focused on brand awareness and bringing in new users. With the addition of LinkedIn, ID Shop has seen an increase in traffic from social and an increase in conversions on Google Ads.

SEO. Search engine optimization was key to driving traffic to ID Shop’s site. In addition to curating keyword-rich content for the site’s blog and targeted landing pages, m3 created behind-the-scenes schemas for each of the site’s product pages to make them more visible in Google searches.

This strategy allowed m3 to create silos — or URL hierarchies — that pushed SEO equity from the product pages up to the category pages, giving the site SEO equity it didn’t have before.

Another significant part of the SEO strategy was to add keywords with commercial and transactional search intent. By taking away keywords with Informational search intent and replacing them with keywords that brought in users who were looking to make a purchase, madison/miles was able to change the traffic from quantitative to more qualitative.



Strategic content plan. m3 helped ID Shop reposition its messaging from a focus on product/sales to a content marketing approach that made ID Shop products relevant and compelling to key players in the spaces they were trying to reach.

By building out engaging content that touches on topics that continue to be pervasive in people’s lives, then weaving in how ID badges and products can enrich the lives of those using them, madison/miles media was able to drive traffic and rank higher in search results for topics like “school security” and “pandemic safety.”



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121%

over the previous year.

The keyword-rich blog posts — along with informative infographics and shareable relevant content — worked to attract and engage potential customers. Blog posts continue to perform well months after they go up, both in terms of search engine visibility and in driving traffic, creating more sustainability for the site.

m3 also built out landing pages to group products for specific industries, reaching audiences with lists of products relevant to them. These keyword-rich landing pages were promoted through social media and PPC campaigns and brought industry-specific products directly to ID Shop's target audiences. Not only did ID Shop customers save time by having all its industry products in one place, but the company also positioned itself as a knowledgeable leader in the space.

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 an SEO or PPC strategy to boost your revenue?

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info@madisonmilesmedia.com • madisonmilesmedia.com

