

Office Furniture Source

The Challenge:

- Strategically communicate the Office Furniture Source brand story in a new search engine optimized website
- Increase traffic from qualified prospects to the website and have a greater opportunity to increase sales

The Solution:

- Developed new brand story, and created the tagline: "Largest Showroom. Experienced Team. Designed for ROI."
- Created new website with SEO content
- Started a new SEO project – incorporating keyword research and implementation, site analysis and SEO copy – to increase web traffic

The Results:

Holland successfully increased organic visits to the site, strategically positioning the site with SEO copy to achieve higher search rankings. Within 90 days, the Holland team helped the Office Furniture Source site achieve first page rankings. A keyword research report of 31 keywords revealed that by May 1, 2015, all keywords were ranking in positions 1-4 on the first page. The average position was 1.77.

In addition, Holland helped Office Furniture Source see a significant increase in website traffic. In April of 2014, the site saw only 13 organic visitors – new visitors that got to the page as a result of a search. In that same month of the following year (April 2015), the site saw 500 organic visitors – a 3000 percent increase from one year to the next. By the end of 2015, Office Furniture Source is expecting to see a 30% increase in sales over the previous year.

