

How Lindley General Store Saw A 736% Increase In Transactions

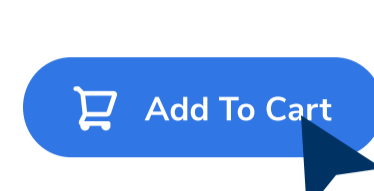


Background

Lindley General Store is a family-owned online market that sells sewing and quilting supplies, as well as a few special grocery items. They operate out of Canada and specialize in Canadian-themed gifts.

Lindley General Store is currently utilizing three of Logical Position's services including SEO, Paid Social, and Google Ads PPC Management. Since partnering with LP for these services, they have seen dramatic growth across all channels. Lindley General Store is a prime example of how bundling multiple services can have significant impact on a business's growth.

Key Metrics



736%

Increase in Transactions



1,141%

Increase in Return on Ad Spend with Paid Social Advertising



590%

Increase in Keywords

"We were told when we started with Logical Position that it could take time to see results, which I expected it to take several months to notice an increase in sales; however, sales started to climb almost immediately across all channels. We have grown steadily since, and a lot of that I credit to the incredible work from our SEO, PPC, and Social teams at LP. It's been phenomenal having professionals to lean on, and I look forward to continuing our growth moving forward!"

-Abigail Kelly, Owner

Goals

- To increase overall targeted traffic to the site
- To increase revenue from online sales
- To increase site speed
- To increase brand awareness

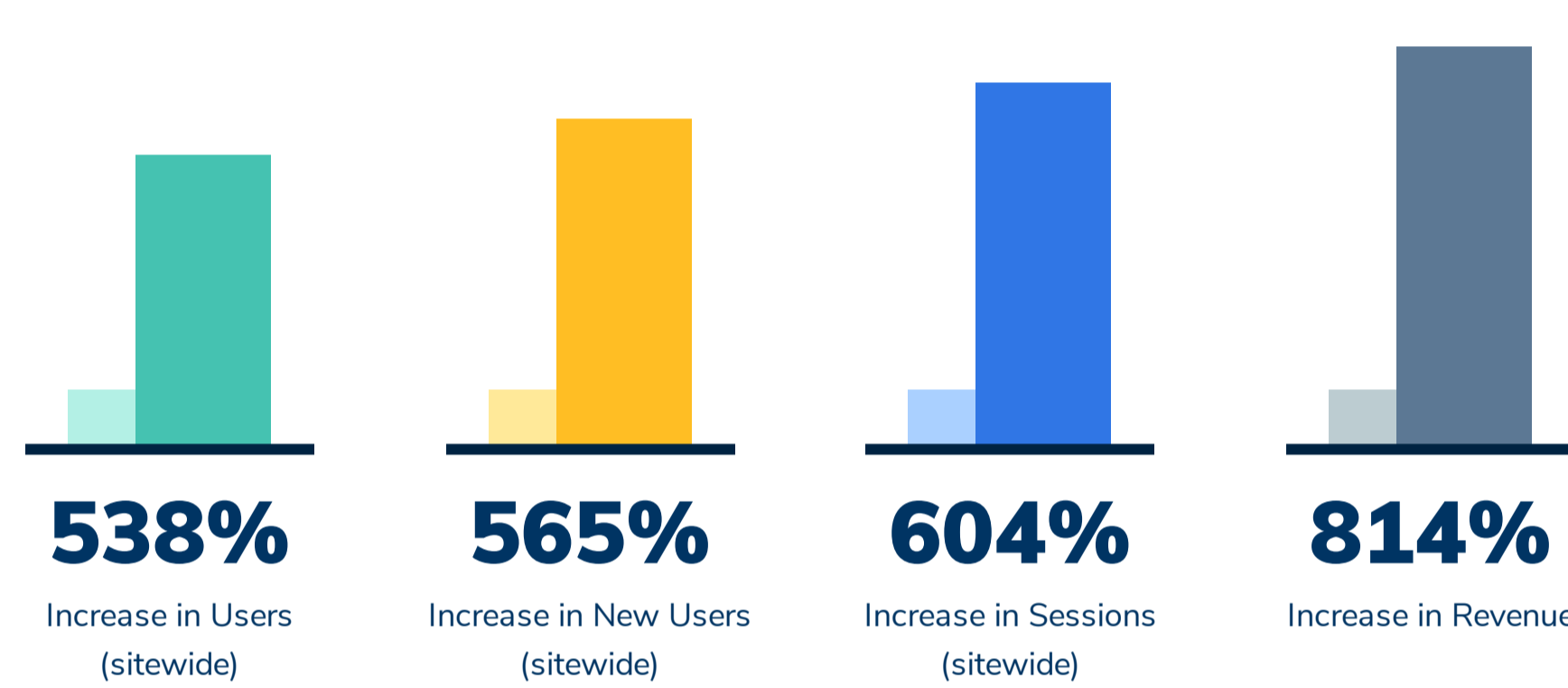


SEO Approach

To build a solid SEO foundation for Lindley General Store, Logical Position (LP) worked to identify key phrases and terms that potential customers search for online and reflected those terms to optimize the site's category page content. Beginning with a selection of category page URLs, pages were hand-selected with the highest potential and traffic opportunity to see optimal results quickly. Throughout the campaign, LP also optimized additional category pages, fixed technical work, wrote on-site blogs, and created off-site deliverables to help push Lindley General Stores' domain authority above their competitors.

SEO Results

Since partnering with Logical Position for a National – Intermediate SEO campaign, Lindley General Store has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic, and they continued to grow throughout the campaign. Due to LP's efforts, within a year, Lindley General Store's keywords have grown over 500% and revenue has increased over 800%.

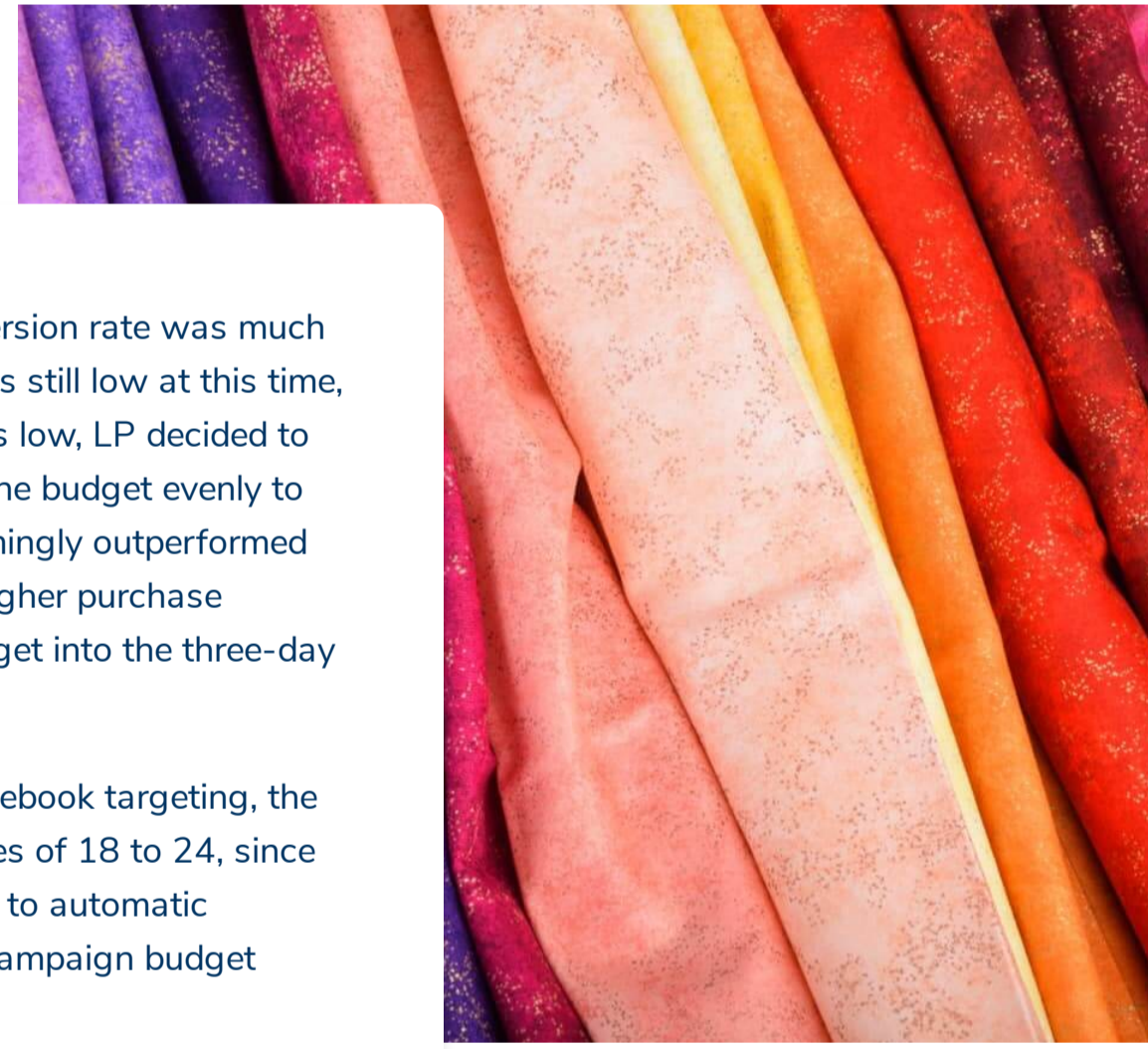


Paid Social Approach

LP built the campaign based on dynamic remarketing, as the website had tons of products, and doing a catalog sale made the most sense. Since Lindley General Store's account was still young and did not have enough traffic, LP started optimization with View Content, as they did not have much when it comes to conversions; however, after the first month, they were getting around 50 add to cart (ATC) per week.

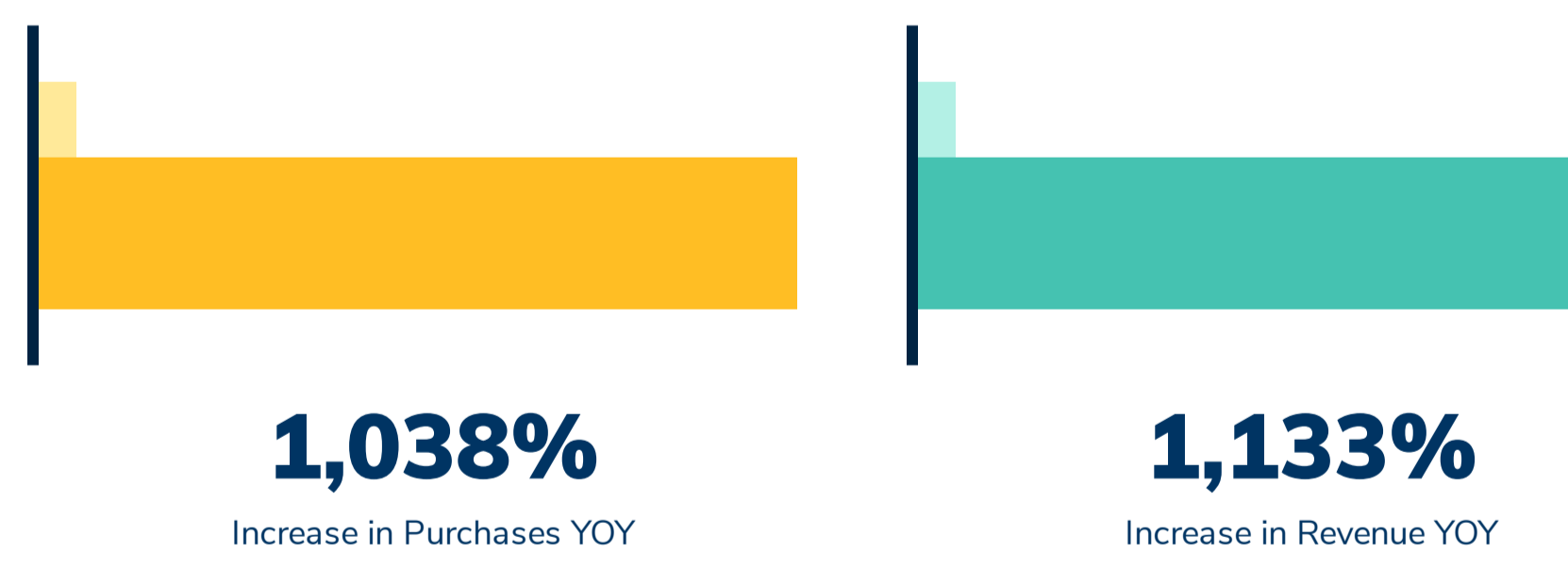
Getting users to ATC was a success, but the conversion rate was much lower than anticipated over to purchase. Traffic was still low at this time, but seeing that the frequency of the seven-day was low, LP decided to launch a three-day remarketing window and split the budget evenly to compare. As time passed, the three-day overwhelmingly outperformed the seven-day with a higher conversion rate and higher purchase numbers. As such, LP continued to push more budget into the three-day remarketing window.

To be as efficient as possible when it comes to Facebook targeting, the audience was refined to exclude users from the ages of 18 to 24, since it was the least profitable audience. LP also moved to automatic placement and trusted Facebook to place the ad. Campaign budget optimization (CBO) was also integrated.



Paid Social Results

Throughout the lifetime of Lindley General Store's and LP's PS partnership, LP obtained 472 purchases for 18.96 return on ad spend (ROAS) and a revenue value of 1,141%. Currently, Lindley General Store's revenue has increased 1,133% from paid social ads, purchases increased 1,038%, and cost per purchase decreased by 10% YoY. This means that while purchases and returns went up, the cost of attaining the purchases went down. In the last 30 days, ROAS is much higher at 96.02, since the ads have been running successfully for almost two years and have gathered useful data.



PPC Approach

Prior to starting with LP, Lindley General Store would get some sales here and there, but they were not seeing the consistency they wanted.

LP initially built out some SKAG Search campaigns along with Single product ad groups for shopping and discovered over time that Shopping performed the best, and now only run on that, along with Branded and DSA. The DSA helps us maintain a presence with text ads, while not having to bid too competitively and cannibalize our budget.

After a few months of success, LP brought this strategy over to Microsoft to help further their reach and grow their budget to improve impression share on both platforms.

PPC Results

Before LP After First Month of LP Current

