Lindley General Store

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 an example of how bundling partner services can have a significant impact on a business’s growth. Since partnering with LP for these services, they have seen dramatic growth across all channels. Lindley General Store was a prime example of how bundling partner services can have a significant impact on a business’s growth.

Our PPC approach was to use Campaign budget optimization (CBO) was also integrated. Audience. LP also moved to automatic placement and trusted Facebook to place the ad. Refined to exclude users from the ages of 18 to 24, since it was the least profitable. To be as efficient as possible when it comes to Facebook targeting, the audience was 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. Getting users to add to cart (ATC) per week. Much when it comes to conversions; however, after the first month, they were getting around 50 add to cart (ATC) per week.

To increase overall traffic to the site, LP initially built out some SKAG Search campaigns along with Single product ad groups, but they were not seeing the consistency they wanted. Prior to starting with LP, Lindley General Store would get some sales here and there, but they were not using the inventory they needed. LP initially did not set up Remarketing campaigns along with Branded and DSA. The DSA helps us maintain a presence with brands and caters to those that aren’t necessarily looking to buy right away but rather keep Lindley General Store’s domain authority above their competitors. Throughout the lifetime of Lindley General Store’s and LP’s PS partnership, LP obtained 472 goals.

Paid Social Approach

Paid Social Approach

Through the efforts, within a year, Lindley General Store’s keywords have grown over 500% and revenue has increased over 800%.

SEO Approach

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To build a solid SEO foundation for Lindley General Store, Logical Position (LP) began with applied optimizations at the website level. These optimizations were aimed at creating site structure and refining Title tags in order to address the site’s canonical issues.

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