



Case Study - Using SEO and Site Redesign to Improve eCommerce and Franchise Performance for Relax The Back



Client:

Relax The Back, a retailer with online & franchise brick-and-mortar sales of back pain relief & comfort products.

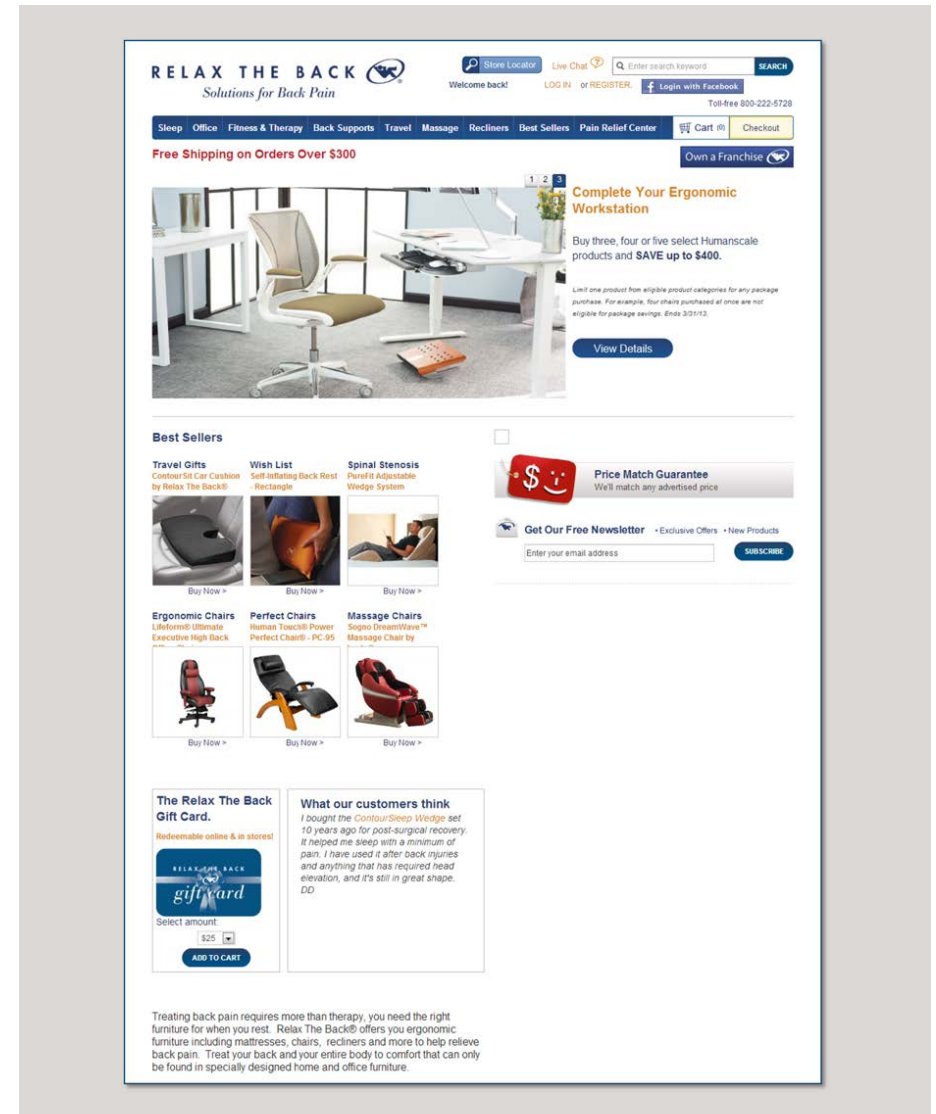
Challenge:

Balancing eCommerce performance against driving higher volumes of visitors to local (franchise) microsites

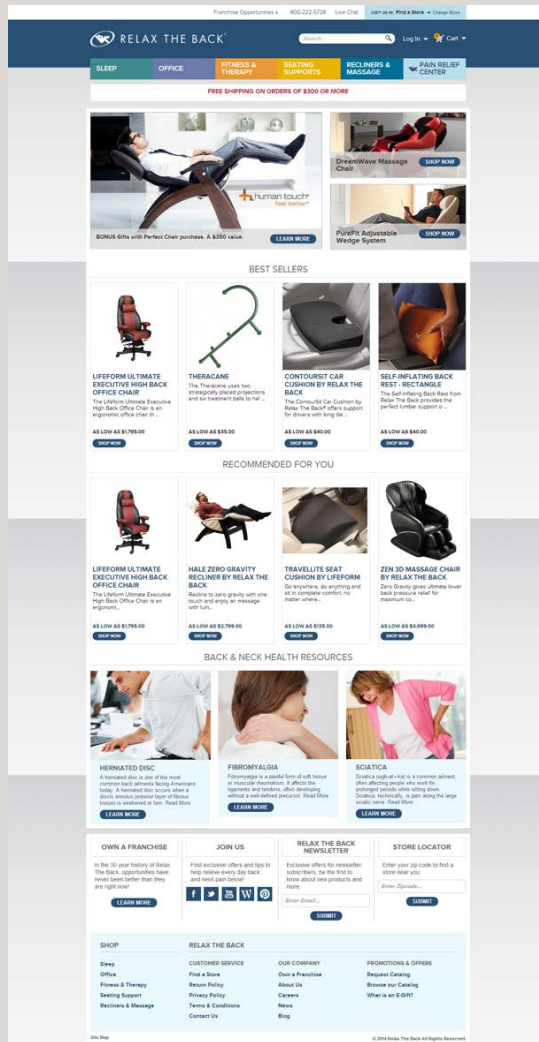
Solution:

1. Based on results from a website usability study, we unified the eCommerce site under one standard site experience that would be easily accessible across different devices.

OLD ECOMMERCE SITE DESIGN:

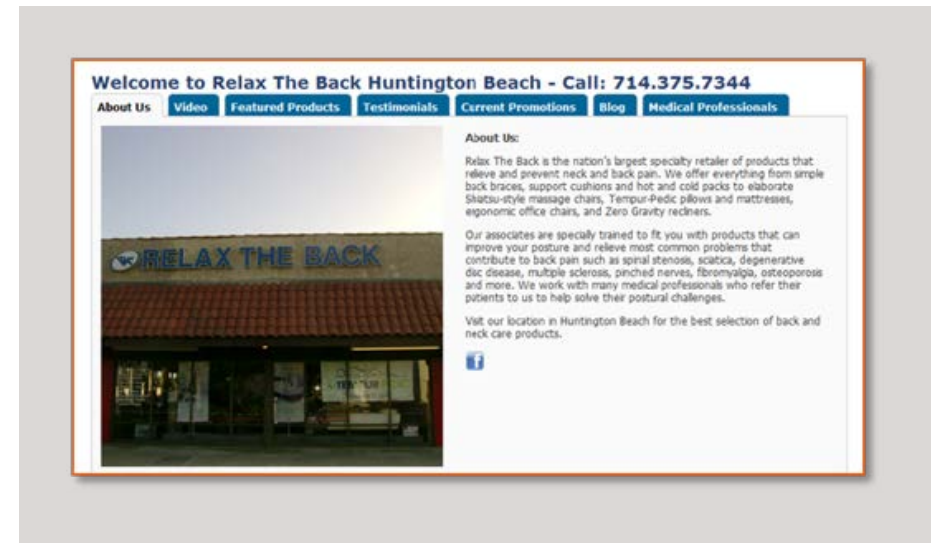


NEW ECOMMERCE SITE DESIGN:



- We moved the local microsites away from a single-URL iFrame structure and created static URLs for all subdirectories with expanded local content. This gave search engines and users more geo-specific options to enter the site. The new microsites mirrored the look and feel of the new ecommerce site, creating a cohesive user experience.

OLD MICROSITE DESIGN



Results (comparing Q1 2014 to Q1 2013)

1. Local traffic grew 59% while local conversions saw 89% growth.
2. eCommerce traffic grew 31% while online purchases increased 7%.

The screenshot shows the Relax The Back website homepage. At the top, there is a navigation bar with the company logo and a search bar. Below the navigation bar, there are several menu items: STORE INFO, TEMPUR-PEDIC, SLEEP, OFFICE, FITNESS & THERAPY, SEATING SUPPORTS, and MESSAGE/RECLINERS. The main content area features a large banner with the text "GET BACK TO A PAIN-FREE LIFE" and an image of a family. Below the banner, there are sections for "Welcome to Relax The Back", "Bellevue" (with address and hours), "RTB Facebook" (with a date), "Why Sitting is Killing You" (with a date), "Witness Benefits of Massage" (with a date), and "Different Seating Chair - Humanscale's newest office seating solution" (with a date). At the bottom, there are four boxes for "OWN A FRANCHISE", "JOIN US", "REQUEST NEWSLETTER", and "CATALOG REQUEST". The footer contains categories, company information, and contact details.





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