

CASE STUDY



CLIENT

BEAUTY STORE CHAIN

1088 LOCATIONS ACROSS THE US

KEY OBJECTIVE

A large beauty retailer in the United States was looking to gain control over their Local presence by getting listed across key directories. Their objectives included establishing brand consistency, improving their search rankings and generating more consumer engagement.

With over 1,000 locations each featuring different inventory and in-store services, they faced a particular challenge in ensuring that each location was not only consistent with their branding but also uniquely represented. They were looking to build store locator pages to allow their customers to search directly from their website, book store-specific services and filter by inventory while establishing more authority for search engines.

OUR SOLUTION

SweetIQ's Local Experts audited their local presence and identified great opportunities for improvement. Our crawlers detected listings with inconsistencies and inaccuracies, low coverage across key directories, and duplicates that were hurting their brand and credibility with search engines.

Our strategy consisted in claiming or creating the necessary local listings across the directories that mattered for their industry. Through our Smart Network, our partnerships with big directories like Google, Apple Maps and Yelp; and our relationship with aggregators and other key directories, we were able to accurately syndicate their Local Data across the web. The results speak for themselves.



977 LOCATIONS ANALYZED IN Q1 2017
INCREASED TO 1,088 LOCATIONS BY Q4

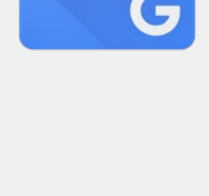
DIRECTORY COVERAGE
GREW FROM 39% TO 98%
OVER 1 YEAR

+59%



REVIEWS INCREASED
FROM 35K TO 105K

+200%



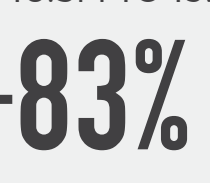
GMB TOTAL VIEWS WENT
FROM 11.7M TO 30.6M

+161%



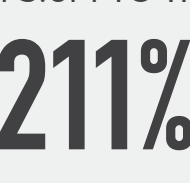
CLICKS-TO-ACTION ON GMB WENT
FROM 925K TO 1.6MK

+73%



SEARCH VIEWS ON GMB WENT
FROM 10.5M TO 19.3M

+83%



MAPS VIEWS ON GMB WENT
FROM 3.6M TO 11.2M

+211%

CLICKS TO DRIVING DIRECTIONS
WENT FROM 515K TO 808K

+60%



CLICKS TO CALLS WENT
FROM 294K TO 436K

+48%

OUR STORE LOCATOR & MICROSITE SOLUTION

Using our award winning Store Locator & Microsite Software, we built a Store Locator, along with microsites for each of their locations. This allowed them to ensure consistent branding while highlighting each store's unique set of product and service offerings. Customers can now filter by brands carried and the services offered. More importantly, customers can actually book in-store services with the expert of their choice at their preferred location, making the Store Locator a key piece of their omnichannel strategy. Too far from an Store Location? Store Locators will also encourage any shopper out of range to check out the online store directly.



SINCE DEPLOYING
THEIR STORE LOCATOR
PAGES IN Q1 2017, WE
WERE ABLE TO PRODUCE:

IN Q1 2017

1 million

STORE LOCATOR PAGE VIEWS

IN Q1 2018

3.2 million

STORE LOCATOR PAGE VIEWS

198%

INCREASE
YEAR OVER YEAR

140%

YEAR OVER YEAR AVERAGE
INCREASE PER STORE



WITHIN A YEAR



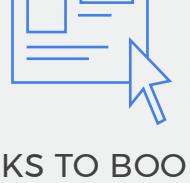
TOTAL PAGE VIEWS

9 million



TOTAL UNIQUE PAGE VIEWS

7.3 million



CLICKS TO BOOK
APPOINTMENTS

1 million



CLICKS TO
DIRECTIONS

57,000

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