



SEO Increases Revenue by 117%

A Wynsors Case Study

A BRIEF BACKGROUND

Wynsors World of Shoes are a UK retailer specialising in value footwear. With a strong off-line presence built up throughout 44 stores and over 55 years in business they sought our help to improve their traffic, conversions, and revenue via natural search results.

THE OBJECTIVES

- Increase non-branded traffic & revenue
- Increase visibility for seasonal keywords
- Increase number of non-branded transactions
- Improve rankings for keywords

WHAT WE ACHIEVED



Increased overall natural visits by **70.1%** and non-branded natural visits by **132.3%**



Increased non-branded conversions by **126.6%** and overall natural conversions by **38.4%**



Increased non-branded revenue by **117.8%** and overall natural revenue by **34.08%**



Increased non-branded phrases used to reach the site by **48%** and overall by **72%**



Increased rankings for core and seasonal keywords including **over 30** no.1 positions

LIKE WHAT YOU SEE?

LET US KICKSTART YOUR SEO...

To find out what we can do for you contact **James Pearson** today...



jp@fusionunlimited.co.uk



0113 226 2263



07715 124428

TESTIMONIAL

"Fusion already ran our PPC and affiliate activity and then we decided to bring all online marketing activity under one roof.

From the off the service and support has been excellent.

Fusion are extremely pro-active in their approach and spent a lot of time fully researching our website and business.

I am very impressed with the service Fusion has given to us and have certainly not looked back since making the decision to use them."

- Mark Chalmers - Finance Director
Wynsors World of Shoes

"FROM THE OFF THE SERVICE AND SUPPORT HAS BEEN EXCELLENT"

OUR CLIENTS



OUR CREDENTIALS

