



Case Study:

How Lever Interactive Grew Littman Brothers' Organic Traffic 195 % through Search Engine Optimization



About Lever Interactive

Lever Interactive provides full-service performance-based marketing management. With a focus on search engine marketing, Lever combines the experience of seasoned search and online professionals with the latest in advertising technologies. Services include pay-per-click advertising, shopping comparison and feed-based programs, affiliate marketing and search engine optimization (SEO). With over 10 years of direct and interactive marketing know-how, the team at Lever Interactive provides leading expertise in today's most advanced online marketing opportunities.

Customer Profile

Littman Brothers is a full-service lighting gallery based out of Schaumburg, Illinois complete with an extensive online showroom. Since 1979, Littman has provided customers with lighting knowledge, design ideas, technical information, installation tips and purchasing power to make their shopping experience enjoyable. www.LittmanBros.com

Business Situation

In November 2008, Littman Bros. was informed by their website design and hosting vendor that they were terminating their business relationship. Littman was given one month to move their entire site over to a new e-commerce platform. This switch resulted in a loss of all their search engine rankings and their natural traffic dropped 62% from November 1st to December 1st.

Technical Issues

The switch to a new e-commerce platform, and as a result new URLs, caused the loss in rankings. This loss in rankings resulted in a loss in traffic and in turn a loss in revenue. While Lever Interactive had been managing Littman's paid search campaign at the time, Littman was using another agency to manage their search engine optimization. In May 2009, Littman hired Lever to manage their SEO.

Solution

Lever implemented a full suite of SEO best practices that included:

- Correcting re-direct issues that were causing duplicate content
- Adding additional text content
- Optimizing the sitemap
- Enhancing link building and removing ineffective links
- Re-designing their website

Benefits

In one month (June 15th to July 15th 2009), **natural traffic increased 195%**.

Contact Information

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