

The
proof
is in the
results.

Traffic
92%
increase

Organic Search
215%
increase

Revenue
160%
increase

“ Website traffic, and most importantly, sales have increased dramatically over the past two years. ”

– Ed Eriksen, President, Manchester Wood

Introducing Manchester Wood.

Manchester Wood is a family-owned and operated company that has been designing and producing quality solid wood furniture in the Adirondack foothills of New York since 1976.

A longtime wholesale manufacturer for several of the nation's leading retailers, including L.L. Bean, Crate & Barrel, Pottery Barn, Ikea, Plow and Hearth, and Lands' End, Manchester Wood was eager to move further ahead in the retail market and contacted Collaboration 133 about search engine optimization in 2011.

Defining Goals.

Manchester Wood's goals were to cultivate online retail business at manchesterwood.com, increase the site's search engine rankings for solid wood and American made furniture keywords, and increase brand awareness by connecting with retail customers through social media channels.



Increase Organic Search Traffic

Improve E-commerce Conversion

Develop Brand Social Presence

Analysis. Building the roadmap to success.

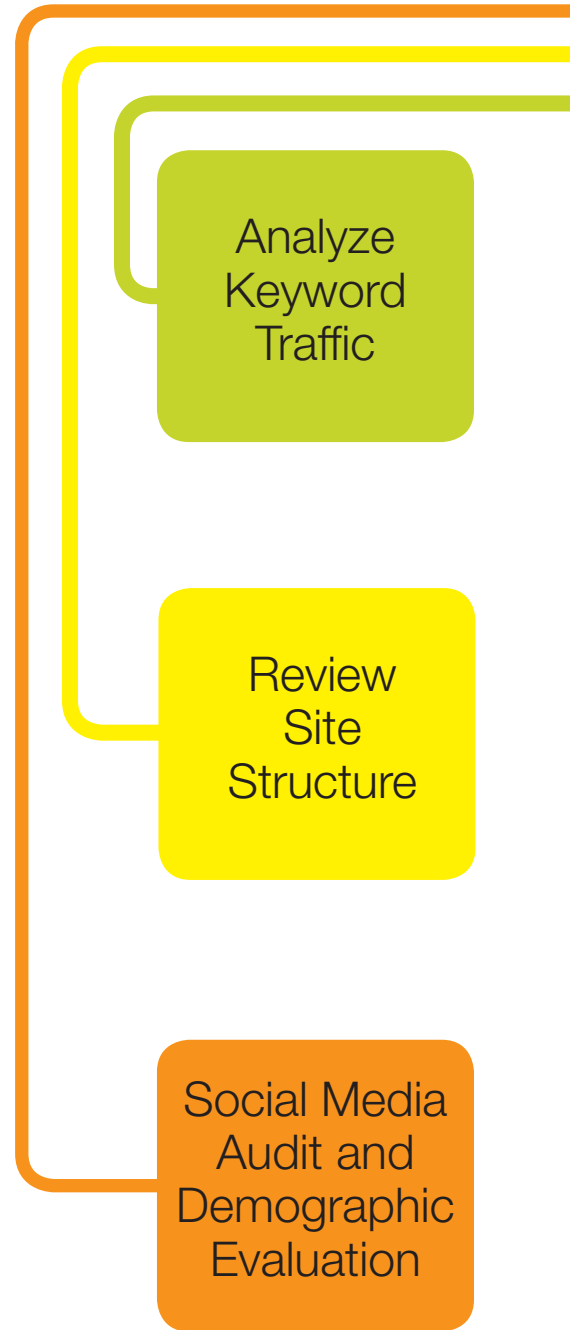
Manchester Wood had an established e-commerce website and a basic social media presence; however, the company needed Collaboration133's help in optimizing manchesterwood.com for e-commerce.

Search and Traffic

Our initial review showed that while the site was generating a steady amount of sales and traffic, there was much room for growth. Manchesterwood.com was receiving about 1,500 unique visitors per month and only ranked on the second or third page of search results for a number of its target keyword phrases. At the time, Manchester Wood was creating all of its content in-house, and most product descriptions and pages on the site were not optimized for search. The site also had several architectural issues that prevented search engine spiders from thoroughly crawling and indexing it.

Social Media

Manchester Wood's social media presence consisted of a blog, Facebook profile, and Twitter account. But these channels were not being used to their full potential, and the company was missing out on opportunities with other social media channels.

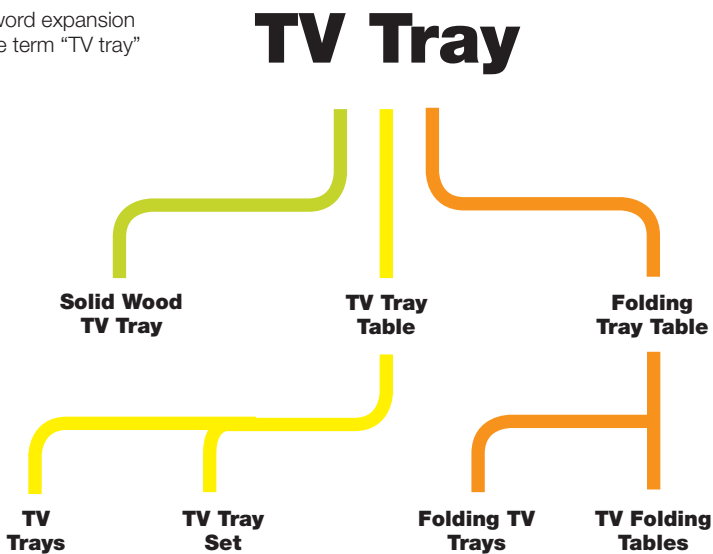


Crafting a Custom Solution.

To address the challenges facing Manchester Wood we needed to understand the company's current approach to the site and social media. We had several conversations with Manchester Wood and conducted a full audit of the site, Google Webmaster Tools, and all social media channels to identify areas that most needed optimization.

We also did in-depth keyword research to identify keywords relevant to solid wood furniture, American-made furniture, and the specific pieces of furniture offered on Manchester Wood's site. That data allowed us to identify overlooked keywords and recommend content that would appeal to potential customers.

Keyword expansion of the term "TV tray"



Research and Develop Keywords

Pinpoint Structural Optimization Needs

Identify Social Opportunities

Implementing the Strategy.

Once we had identified all areas needing attention and concluded the keyword research, we set about implementing strategies for improvement. We reviewed all existing content and product descriptions and overhauled areas that were not optimized for search. We then provided Manchester Wood with a customized set of SEO best practices for writing content, including keyword data and recommendations, to appeal to both potential customers and search engines.

We also optimized the site architecture to make it more search-friendly and to enhance usability. These changes were implemented to ensure that the site was crawled on a regular basis and to improve its e-commerce conversion rate.

We created a customized set of guidelines for social media management and expanded Manchester Wood's social media presence by creating company profiles on channels where it had not been previously active, such as Google+ and Pinterest. At the same time we reached out to a number of influencers and secured valuable backlinks through editorials, product reviews, and guest posts. As part of this outreach, we created a customized media kit and press releases for Manchester Wood.

Implement
Keyword
Program

Improve
Site
Structure

Establish
Social Media
Channels

Measuring the Results.

We began implementing the strategies right away and have continued performing SEO updates on the website on a monthly basis ever since. The impact of these strategies has been immediate: search engine rankings improved drastically after we implemented them. Organic search traffic increased substantially and most significantly sales skyrocketed as the e-commerce rate improved. Our keyword research also allowed Manchester Wood to tap into a number of valuable keywords that had been previously ignored.

The results speak for themselves:

Key Statistics

Google Analytics data comparing year-over-year performance of manchesterwood.com from 2010 to 2013.

Revenue

160%
increase

Overall Yearly Traffic

92%
increase

Organic Search Traffic

125%
increase

Organic Search Revenue

215%
increase

E-commerce Conversion

52%
increase



Client Perspective

“We are very pleased with the optimization services provided by Collaboration 133. Working with them has helped us expand and increase revenue. We also learned a lot about the ins and outs of e-commerce, search engine optimization, and social media. Collaboration 133’s support has freed us up to focus on other aspects of our business, such as developing new product designs and investing in new marketing initiatives. We recommend their services to any business looking to expand its online presence.”

– Ed Eriksen, President, Manchester Wood

Keyword Improvements

Using in depth keyword research, we were able to identify high traffic keywords for which Manchesterwood.com ranked poorly or not at all. By applying a custom keyword campaign we were able to help improve keyword rankings, thus driving traffic to the site.

Keyword	Google Rank 4/14/2011	Google Rank 2/27/13
american made furniture	20	10
solid wood furnitures	18	9
solid wooden furniture	18	9
shaker desk	31	7
coffee tables cherry	No Rank	9
folding tray table	No Rank	8
tv tray tables	No Rank	7
tv trays	No Rank	7
tv trays wood	No Rank	6
television trays	No Rank	3

What about your business?

If you would like to learn how Collaboration 133 can help your online business grow and generate more revenue, please visit us at <http://collaboration133.com> or email us at contact@collaboration133.com.