



# Tailored SEO recommendations and content campaigns drive a 312% revenue uplift

Gaining organic visibility in a competitive marketplace

**Builtvisible.**

# THE **CONRAN** SHOP

## Client

The Conran Shop

## Industry

Retail

## Services

SEO / Digital PR

With a heritage spanning over 50 years, the Conran name has established itself as a brand synonymous with all areas of design.

The Conran Shop is a leading lifestyle retailer, offering an eclectic and handpicked collection of gifts, furniture, lighting and accessories from some of the world's most respected designers alongside emerging talents.

## The challenge

The Conran Shop approached us with a typically classic online retailer's problem. They're a well known high street brand, and as a result have a great deal of branded organic search traffic online. They had, however, a limited amount of non-branded organic search traffic. Recognising their potential, their marketing team got in touch with and hired our team to fix that problem.

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## The solution

Over 6 months, we helped The Conran Shop identify and fix "quick SEO wins" on their soon to be replaced eCommerce platform, providing a more detailed keyword research, technical spec and site architecture for a future platform. We carried out a creative content marketing campaign which took them to first place in Google.co.uk for "designer chairs" and brought top 3 positions for "designer lighting" and "designer lights".


With terms such as "lighting" and "designer chairs" now on page 1 of Google's results, The Conran Shop are enjoying significantly higher non-branded organic revenues and assisted SEO conversions.

## The results

- Search Engine Visibility up 56% in 6 months
- 312% uplift in revenue via non-brand organic traffic (30 day period YOY)
- 54% increase in non-brand organic traffic



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