

A Conductor Success Story

Major Museum's Online Store Organic ROI Soars 1525% with MoreVisibility and Conductor Searchlight

"Most of the pages that were included in this project didn't have any Organic transactions for the entire year prior to bringing on Searchlight. Now, every single page in these categories are driving revenue."

*Kayla Kuruc,
Manager of Strategic Accounts,
MoreVisibility*

One of the world's most renowned museums has been a MoreVisibility client for over a decade. The museum's ecommerce store showcases and sells books, pictures, home décor, and more. The online store helps the museum achieve its long-standing mission of making its collections known, understood, and appreciated by diverse audiences.

The marketing challenge for the museum's store was three-fold: to find the right audience for its unique products; to overcome stiff competition from massive online retailers like Amazon or Nordstrom; and to increase visibility of key products, from jewelry to apparel, many of which were not visible in Organic search.

To accomplish these goals, MoreVisibility used Conductor Searchlight to research and optimize the museum store's organic web presence, with the goal of increasing product sales and overall ROI for over seven specific product categories.

According to Matt Crowley, Manager of Optimized Services at MoreVisibility, "The goal

was not just to get this selection of the museum store's pages in front of more people. It was to get them in front of the right people. We wanted to increase the visibility of their ecommerce subdivision to help spread the museum's collections to a wider, relevant audience and introduce more people to their incredible work."

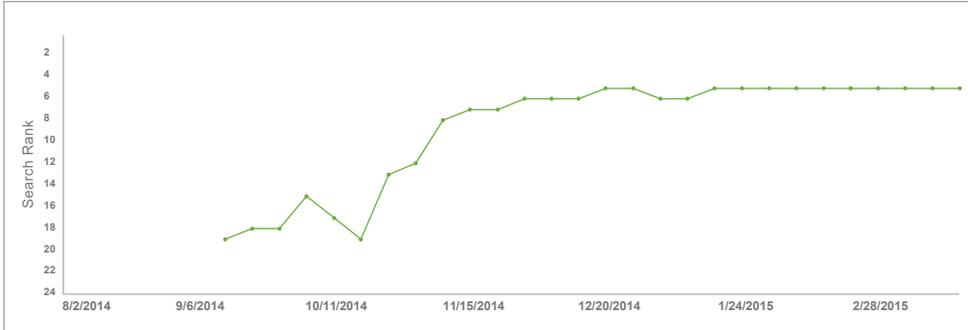
Identifying Organic Opportunities with Searchlight Results in 15x ROI

Prior to the efforts detailed below, many of the museum store's category and sub-category pages were not being found through organic search. The selected pages were only visited by users who were already on the site, or when they were actively promoted on social media or through email marketing;



MoreVisibility is a full-service, interactive marketing agency that takes a comprehensive approach to online strategy, looking at digital footprints from every angle to develop a strategy with lasting impact.





the 18+ pages lacked a source of steady, converting organic traffic.

Year-Over-Year Stats:

- +193% Revenue
- +1,525% ROI*
- +68% Sessions
- +139% Transactions
- +217% in Pages Delivering Organic Transactions

**ROI was calculated by subtracting costs and services from organic revenue.*

MoreVisibility concentrated their efforts on these pages, using Searchlight's Opportunities Tab to identify and suggest updates for underperforming pages, and Searchlight's

Business Case Builder to prioritize their efforts and focus on areas of the site that would yield the highest possible ROI.

After five months of using Conductor Searchlight to optimize specific category and sub-category pages on the website, these pages showed astronomical gains in both organic visibility and revenue. Not only has ROI on these pages increased 15x over from the previous year, but now all of these pages are converting Organic traffic into revenue.

SEO Is Never "Done" - Organic Opportunities Are Always Around You

Great returns from a focus on Web Presence Management and SEO don't just happen to brands overnight. A concerted effort on research and optimization in conjunction with a powerful tool like Conductor Searchlight can mean exponential gains, no matter how advanced your digital marketing strategy is.

"You're never done with SEO. The museum has been working with MoreVisibility for well over a decade, and we've never run out of ways to find great returns on Organic efforts. There are always new opportunities to explore, especially when you bring on a powerful platform like Searchlight."

*Andrew Wetzler,
President,
MoreVisibility*



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