

## SEM Case Study:

# Baby Bedding, Baby Furniture, and Baby Supply Superstore

### Summary

Working closely with SpiderSplat Consulting for the past four years, this baby superstore has achieved unprecedented returns on investment and record breaking sales. This highly competitive market is now dominated by the client due to a fanatical attention to detail and “above and beyond” consultative work by our entire team of SEM professionals. SpiderSplat has been directly responsible for a sales increase of over 500% during this engagement.

### Project Outline

The client embarked on a long-term performance relationship with SpiderSplat, knowing full well that the fiercely competitive baby bedding market would require more than a typical vendor association. By retaining SpiderSplat’s services the client was able to build an unassailable visibility lead in their product category. This relationship involved several areas of consultancy including the disciplines of search engine optimization, paid advertising, conversion strategy and web analytics.

### Results

Baby Bedding Town initiated their online marketing campaign buried in a highly competitive market - but soon rose to the top of the search engine results.

- #1 position on Google for “baby bedding” and others phrases for over 3 years
- Number one position on Yahoo for all critical keywords
- Revenues from online sales doubled year-to-year
- In-depth consulting on conversion strategies lead to January 2006 being the best month ever for revenue
- Highly-detailed and customized reporting