

dusk

Date Range - September 2018 - October 2018

Case
Study

Data-driven SEO + CRO

Service
Experience

Key Areas
Analytics
SEO
CRO

The Client

Australian company, DUSK holds a rich history as Australia's premium candle retailer. Over 18 years, DUSK has grown to become one of Australia's largest omni-channel retailers with over 100 stores and is a household name for candles, home fragrances, and giftware.

The Objective

Increase online sales while simultaneously improving online to offline results.

All statistics below are after just 1 month of work

Increased revenue from
-12% YoY to

+32%

Month-on-Month organic
revenue increased

23%

Increase In Traffic

10%

eCommerce conversion
rate increase

23%

dusk

The Challenges



Dusk had never done SEO before working with Alpha Digital. Several new players began to gain organic marketshare on the more established brand.

Before working with us, some conversion rate optimisation work was executed. This analytical, rather than executional approach meant that the conversion rate needed a boost. The final challenge was that the website produced a significant amount of search data that can be difficult to discern. We used our data-led approach to do the right work first, which generated the following strategy.

The Strategy



Data-led optimisation - Our data-led approach was essential because we were able to find opportunities that competitors simply couldn't. By using business intelligence tools we organised the large amount of data to get greater clarity. Search, user behaviour, and search volume data was blended into dashboards. These identified what needed to be improved and what the approximate dollar figure would be before each opportunity.

Click-through-rate optimisation - With strong positions in a number of key search terms, we knew that gaining more clicks from existing keyword positions would yield fast results. We improved click through rates by improving clarity of SERP listings and adding USPs more prominently.

Website structure and page optimisation - Using analytics data we were able to identify where pages should be built, combined, split, renamed and removed. By finding cannibalised pages, poor keyword-to-page matches, and several other reports we were able to make fast, informed decisions on website changes. Doing this quickly paid immediate dividends.

Usability high priority improvements - User experience analysis identified several areas for improvement on the website. By utilising screen recordings, frustration tracking, and user behaviour flow mapping, we prioritised the right work first. This generated the fast results that we've seen so far.