

**GolfEtail | Conversions
increased sales by 500k
in six months**

Here is how we used conversion optimization and SEO to increase revenues dramatically for an Ecommerce site

Case Study Background

GolfEtail, an online discount golf club site, was intrigued after hearing about McDougall Interactive from a story that Internet Retailer did on McDougall's ecommerce marketing efforts.

After examining the client's considerable budget and activities, McDougall began formulating a plan to help generate a stronger ROI. GolfEtail was devoting considerable resources to SEO and yet were mostly only ranking for brand terms and had no social presence or A/B testing strategy.

Ecommerce Conversion Optimization Strategy

Generating 10,000+ visits in six months to a new blog they created was a great initial achievement, but McDougall knew they needed to increase sales from all traffic sources.

GolfEtail had a massive email list that was driving significant traffic, but the overall conversion rate was low. Email marketing was consistently showing to be a significant revenue driver with high ROI, so the focus became decreasing cart abandonment and getting more people to sign up for the popular email list.

Marketing Tactics

- Shopping cart analytics funnel set up and tracking
- Google website optimizer testing design and management
- A/B testing of the cart (one page versus multi-page options)
- Email value proposition testing
- Email newsletter signup call to action design, placement, and testing
- Email newsletter signups from contests and Facebook ads
- Email pop-up window testing (with pop-up window at site visit, without pop-up, and variations in the pop-up, etc.)
- About Us page and value proposition optimization

Results

- The improvement in the shopping cart checkout process generated \$500,000 of additional revenue in six months
- The conversion rate increased from just under 1% to nearly 2% (1% increase)
- An increase of 379 emails per month x12 months meant 4,548 additional email sign-ups

Additional results for SEO, social media, and blogging

- SEO revenue increased by 106% in one year
- Results in the top 50 increased by 300%
- Blog traffic increased by 10,000 visits in the first six months
- 3 Facebook contests and other activities generated approximately 10,000 Facebook 'likes' in less than one year

Click here for more info on our [conversion optimization services](#).