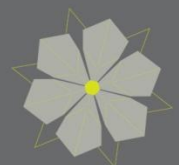
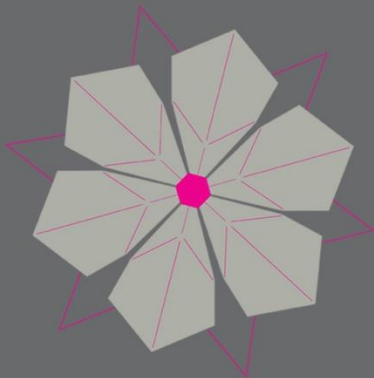
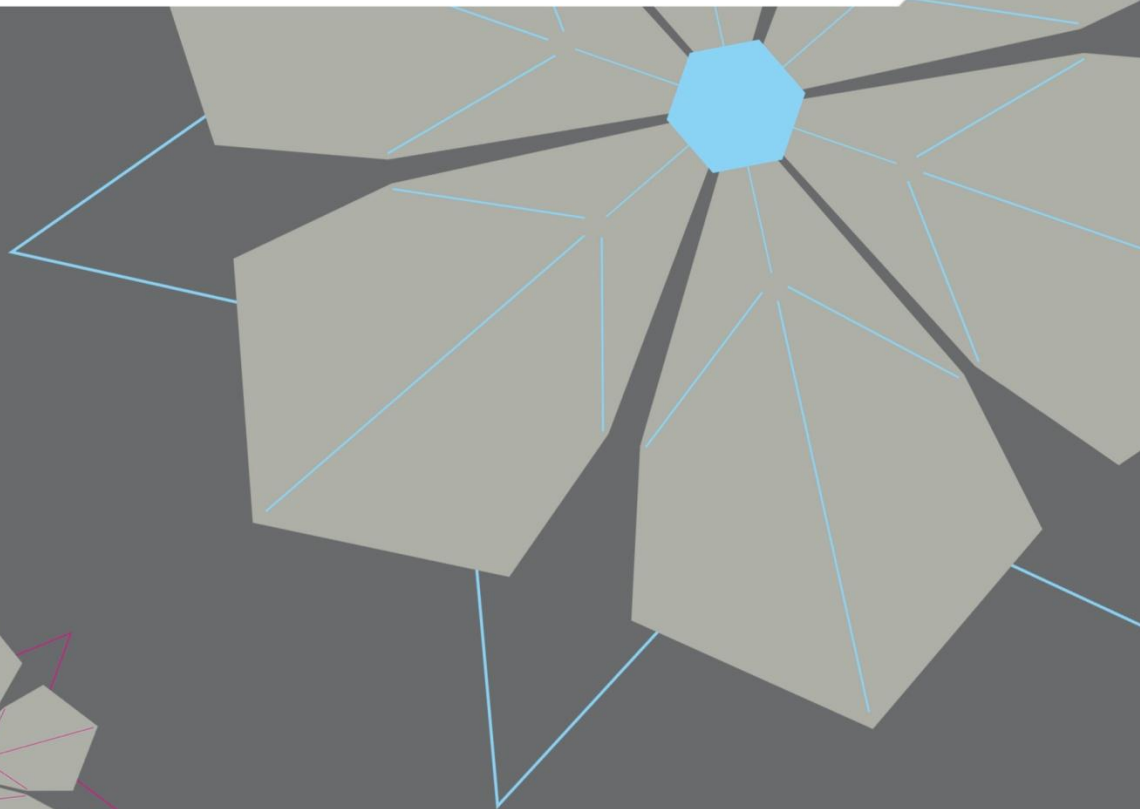




Leapfrog

Client case study

The Natural Curtain Company
natural search strategy



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Background

The Natural Curtain Company is an online retailer of high quality made-to-measure curtains, blinds and accessories all created from ethical and natural fabrics.

They approached Leapfrog in 2014 as they'd started to see a downward trend in search traffic and volume after Google started to devalue some of their links. As well as reversing the decreases in natural search traffic and revenue, The Natural Curtain Company also felt there was an opportunity to gain advantage over their direct competitors.

For the period June - December 2014, our objectives were to increase conversion rates and sales of ready-made curtains and grow their online traffic by 20-25%.

What we did

Link removal audit

During our insight and strategy phase we identified that The Natural Curtain Company had a large number of links that were outside of Google's quality guidelines as a result of a previous agency's poor link-building practices. We reviewed their backlink data and identified any links that needed to be removed in order to prevent Google penalties and worked closely with The Natural Curtain Company to get these links removed or disavowed.

Technical and usability audit

Our team advised the Natural Curtain Company on opportunities to improve user experience, conversion rates and natural search visibility. This included changes to page layout, integration of product filtering/faceted navigation and streamlining their ordering process.

Additionally, we undertook search term analysis and optimisation of the new ready-made section to ensure pages were targeted to relevant search queries.

Online PR to enhance brand awareness and support search visibility

In order to enhance brand awareness and support their search visibility, we carried out three campaigns, working in collaboration with influential interiors and lifestyle bloggers.

Each campaign generated positive comments about The Natural Curtain Company's products, whilst driving referral traffic; visits to the ready-made page were up 83% YOY, for example.

The Frame My View campaign involved working in collaboration with influential interiors bloggers, asking them to turn an everyday view from a window into a

beautiful series of photos – each window framed by The Natural Curtain Company’s ready-made curtains. Each blogger created a blog post and Pinterest board of stunning window and landscape views. Inspired by The Natural Curtain Company’s fabrics and colour options, the Fabulous Fabrics campaign asked interiors bloggers to create their dream living rooms by creating mood boards on Pinterest.

Finally, we worked with key photography and interiors influencers to create a time-lapse video themes on dressing the home for Christmas with The Natural Curtain Company curtains as the focal point (often the last thing to be considered at Christmas is the curtains to complete the room).

Social media recommendations

The Natural Curtain Company had a social media presence prior to becoming a Leapfrog client but no consistent strategy to build awareness and drive engagement. We provided social media recommendations for several platforms, with the initial focus being on Pinterest, leading to a 64% increase in referral traffic, 60% increase in unique page views and 10% increase in site dwell time.

Results

The work detailed above, in addition to the doubling of available products on the ready-made pages, contributed towards:

- 92% YOY increase in revenue specifically from the ‘ready-made curtains’ section of the site
- 83% YOY increase in visits specifically from the ‘ready-made curtains’
- 46% YOY increase in website conversion rate Jun to Nov

What did the client say?

“We have been hugely impressed with Leapfrog’s digital and retail expertise. They have proven to be adept at identifying and prioritising opportunities to increase awareness, revenue and customer experience. We look forward to continued success”.

Harry Cole, Managing Director, The Natural Curtain Company