

# CASE STUDY

Technical Guidance and Content Strategy for B2C Retail Ecommerce Site

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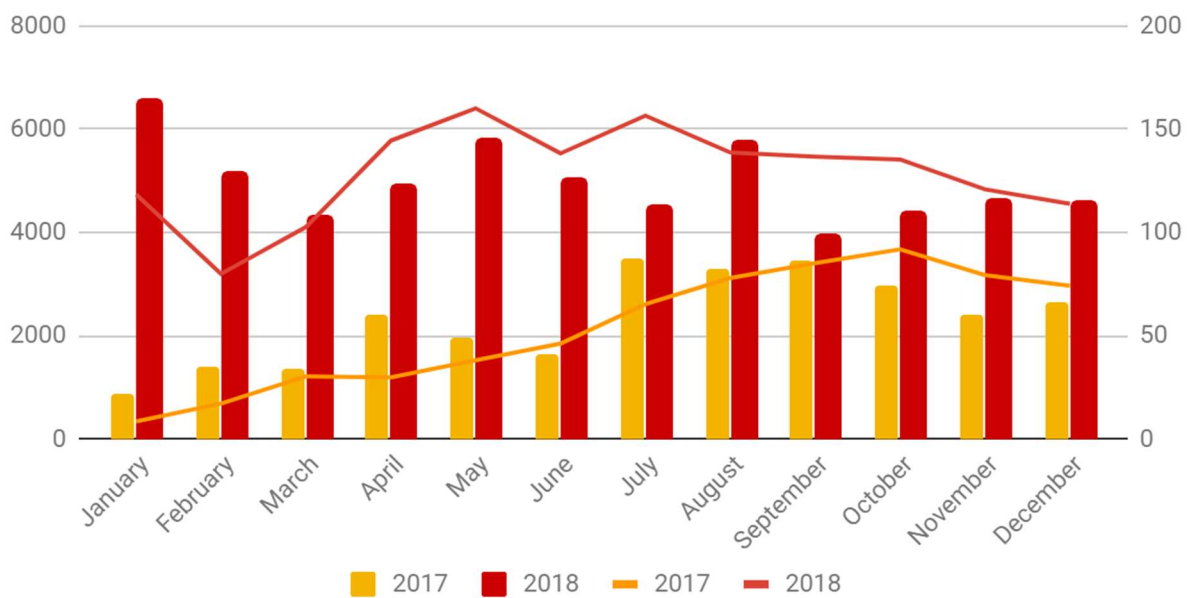
## Newly Launched Site

A client in the funeral service custom printing industry came to us looking to increase their visibility for a fairly newly launched site. The site was launched in Sept/Oct 2016 and our engagement began in January 2017 and we worked on the site for 2 years.

Since the site was launched at the end of 2016, there is no data to compare for that year. Additionally, no revenue data was available due to the complexity of the custom ordering system on the website.

### Organic Traffic & Conversions - YOY (2017 vs 2018)

Line - Organic Traffic / Bar - Organic Conversions



In 2017 (orange line and bar), traffic and conversions steadily increased each month until the end of the year. Note: Spring and fall are low seasons, while winter and summer are peak seasons for this industry.

In 2018 (red line and bar), we saw the fruits of our labor realized in January (a peak month), and continue throughout the year. **Year over year, organic traffic increased 140%, while organic conversions saw an increase of 114%.**

2017 vs 2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Organic Traffic	1286%	366%	238%	384%	320%	199%	140%	78%	60%	47%	52%	53%	140%
Organic Conversions	645%	269%	218%	105%	196%	207%	30%	76%	15%	49%	93%	74%	114%