

# CASE STUDY

Content Creation & Calendar for B2C Retail Ecommerce Site

JC Cheney

IN CONTEXT, INC. - 7330 W. Greenfield Avenue, Suite #207, West Allis,  
WI 53214

### Executive Summary:

We began working with a B2C retailer in the fans and lighting industry in the spring of 2018, when they came to us looking for help with recapturing lost organic traffic after a poorly executed site rebuild the prior year.

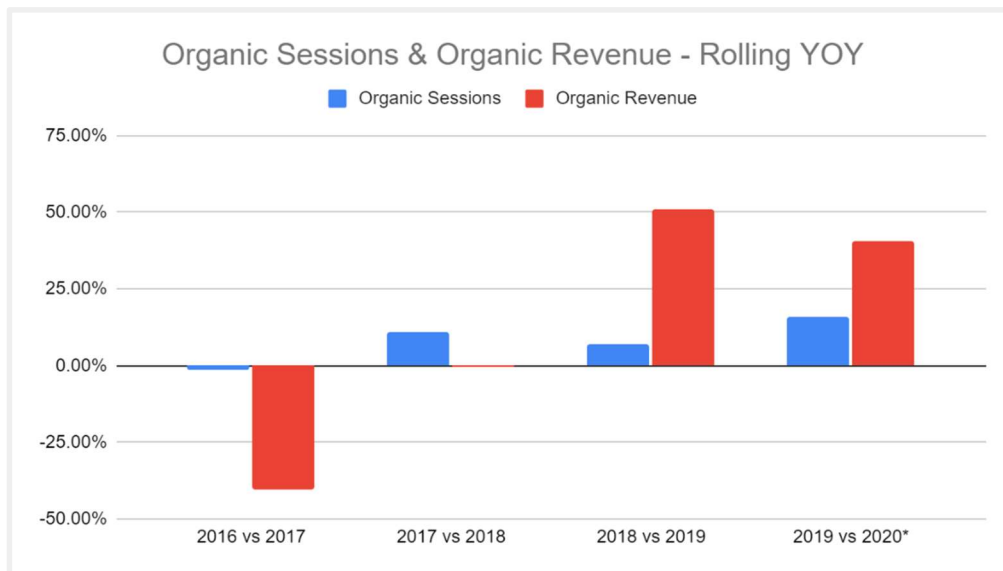
This client has a solid reputation in the industry and has strong seasonality for their products. Customers start to tackle home improvement projects in the fall and spring and are looking to keep cool indoors and outdoors during the summer months.

We started with a technical audit in Q1 of 2018 and started implementing the recommendations from the audit immediately and continued to work with them on developing their content, specifically educational content to build brand awareness and drive users to convert.

As you can see from the graphs below, they broke even in 2018 from a 30% deficit in 2017 and have continued to improve thereafter. In Q2 of 2019, they hit their highest peak in organic revenue, which is the highest they've seen in three years.

In 2020, we continued to work with them working as a strategic SEO partner providing guidance and input on products and categories, navigation structure, and aiding in content development and creation. They continued to see growth, all while in the midst of a pandemic. In fact, in Q2 2020, they proceeded to break the previous record from Q2 in 2019.

**The Results** (Showing percentage deltas year-over-year only for privacy reasons):



Q2 2018 – Audit work performed; Q2 2018 - Technical Work Implemented

Q2 2018 to present – On-going content calendar, content creation, and on-page optimizations

Time Period	2016 vs 2017	2017 vs 2018	2018 vs 2019	2019 vs 2020*
Organic Sessions	-1.24%	10.90%	6.87%	15.94%
Organic Revenue	-40.55%	-0.46%	50.73%	40.42%

\*Coronavirus Pandemic