

CASE STUDY

CHALLENGE

The Client wanted to increase downloads of its free antivirus software. They had been getting an average of 105,485 visitors per month for the last six months, and an average of 3,796 downloads. This comes out to an average conversion rate of 3.60%.

STRATEGY

After analyzing the Client’s traffic and conversion data, Sproutfire developed a strategy to drive more downloads through a combined Search Engine Optimization (SEO) and Conversion Rate Optimization (CRO) campaign.

The first step of the campaign was to develop a customized SEO strategy that addressed the gaps in the Client’s traffic. Sproutfire initiated a competitor keyword analysis to identify keywords and topics where the Client’s closest competitors had an edge over the Client

Sproutfire then broke the keywords into categories, sorted them by search volume, and created sub-categories based on where in the buyer’s journey the keyword best fit. Then we created topics based on the keywords.

After reviewing the keywords and topics with the Client, Sproutfire built silo maps outlining the website structure that we planned to build around our topics. The silo maps create a site architecture, designed to drive traffic up the funnel, to high-converting pages.

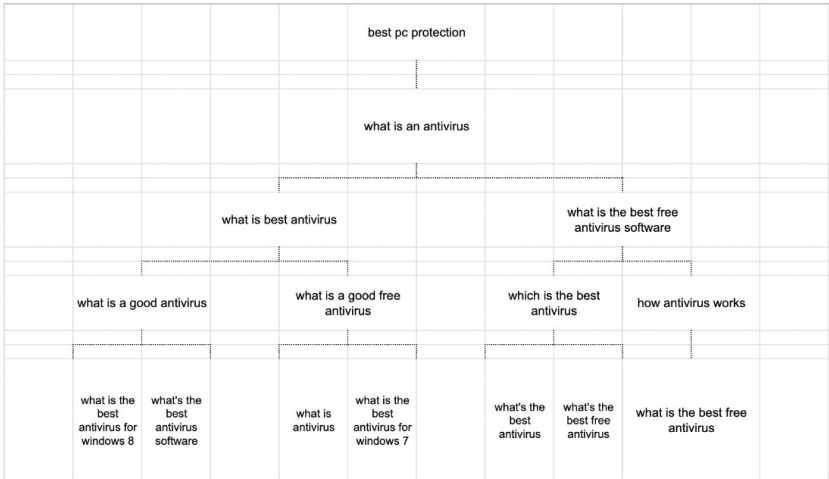


Exhibit 1: Example of a Silo Map

CASE STUDY

STRATEGY (CONTINUED)

Next, we started creating content for each of the topics. We created detailed, longform articles that incorporated diagrams, relevant images, and quotes from technical and sales leadership at the Client. Each page was optimized for mobile and its HTML to text ratio was validated before deployment. Once deployed, we verified page speed and made any adjustments necessary. Then we added the page to the sitemap, checked the SEO score, and submitted requests to Google and Bing to index the page.

This SEO strategy drove incremental improvement in the site’s traffic. Over the course of the year long campaign, traffic grew as follows:

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
110,186	105,321	105,241	117,218	123,717	150,522	137,421	133,544	129,858	137,906	143,176	147,883

Exhibit 2: Website Traffic

Traffic grew from an average of 105k visitors in the previous 6 months to 147k visitors one year later. This is an increase of 40%.

At the same time as the SEO campaign, Sproutfire was also conducting a CRO campaign to increase the percentage of traffic that the website converted. As mentioned in the “Challenge” section, the Client’s website had a conversion rate of 3.60% prior to Sproutfire taking over CRO.

The CRO process began with a deep analysis of the Client’s current landing page. Sproutfire analyzed the page’s traffic, bounce rate, and visitor behavior, to identify areas of friction that were leading to users bouncing from the page.

After conducting the analysis, Sproutfire concluded that the best approach would be conducting an A/B Radical Redesign test. We came up with a research question, “Which page design will motivate a potential user to download this antivirus product?”

Based on this question, we developed a hypothesis:

We can increase the conversion rate of the page by implementing a radical design that improves the user experiences and look of the page. We need to add a features comparison to differentiate available versions of the antivirus. We also need to update the headline and copy on the page to better communicate the value proposition and emphasize the exclusivity of the offer. By implementing these changes, we can increase the appeal of the offer and reduce friction, therefore generating a higher number of conversions.

CASE STUDY

STRATEGY (CONTINUED)

We redesigned the page and rewrote the copy accordingly, and then deployed the page to A/B test the current version vs. our variation. We split traffic to the pages 50/50, and ran the test for one month-long enough to achieve a 90% statistical confidence interval.

The end result: our redesigned landing page increased the conversion rate 28.93%, from 3.60% to 4.66%.

OUTCOMES

As a result of the increase in traffic and conversion rate, the Client increased their downloads from 3,796 before Sproutfire launched the campaign to 6,891 downloads by the last month of the campaign. This represents an overall increase of 81.5%.

SOLUTIONS

Analytics and reporting, content marketing, cro, seo, web design and development