



Search Engine Optimization

Campaign Review & Results

April 2020



Case Study Overview

MAIN TOPICS

- 2018–2019 Campaign KPIs YOY
- Strategic Shift in 2019
- Next Steps in 2020

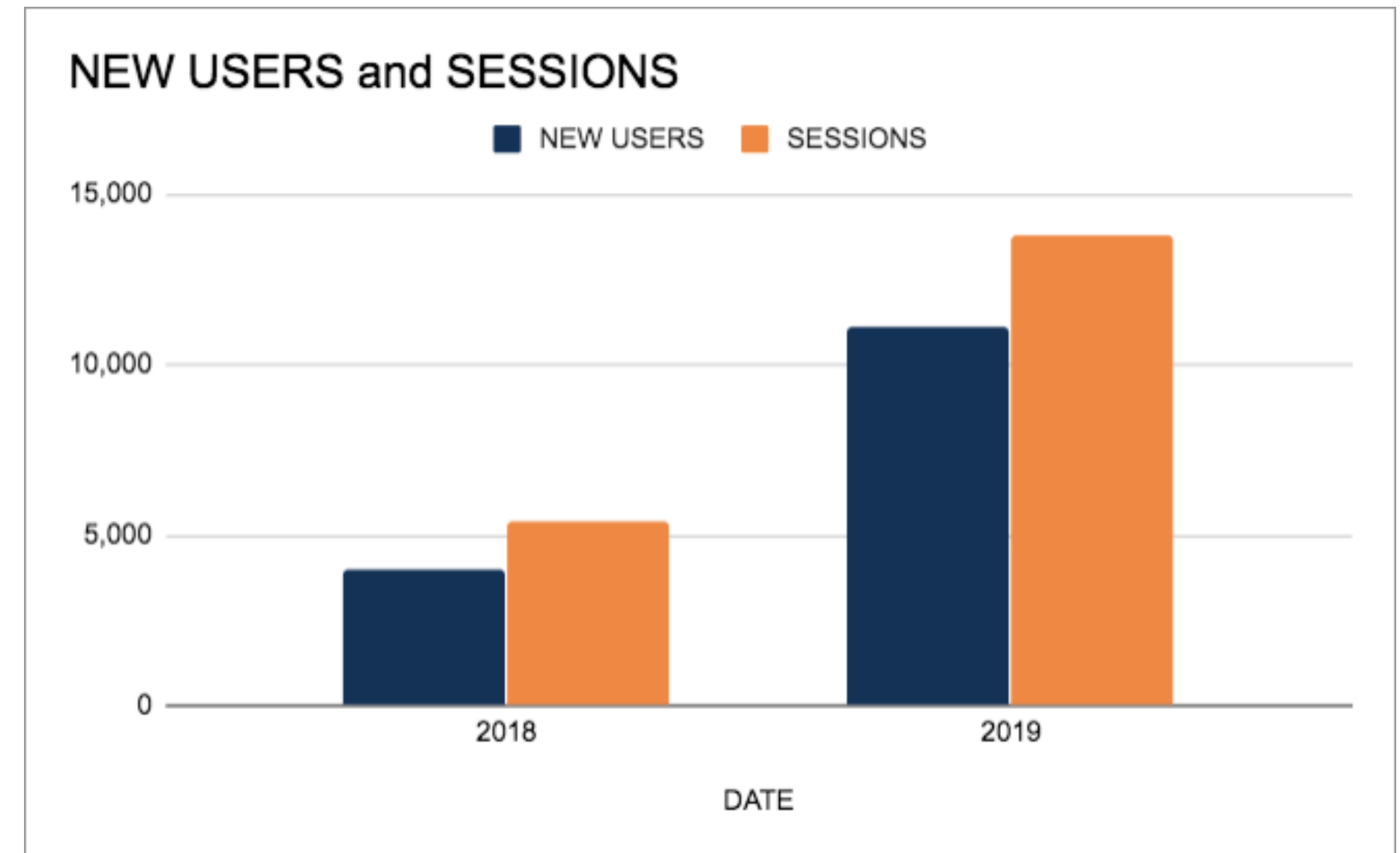
Sessions & New Users

159% INCREASE IN NEW USERS

The goal of organic growth is to expand the reach to new users who don't know about the brand. Heavy data and keyword analysis allow us to go after "low hanging fruit" which have led to this massive increase over 2018.

132% INCREASE IN SESSIONS

Organic sessions are key in understanding if clicks to the site are generating interest to keep a user moving through the funnel. One session requires two or more pages to be visited at once so this metric is a good sign of healthy increased engagement.



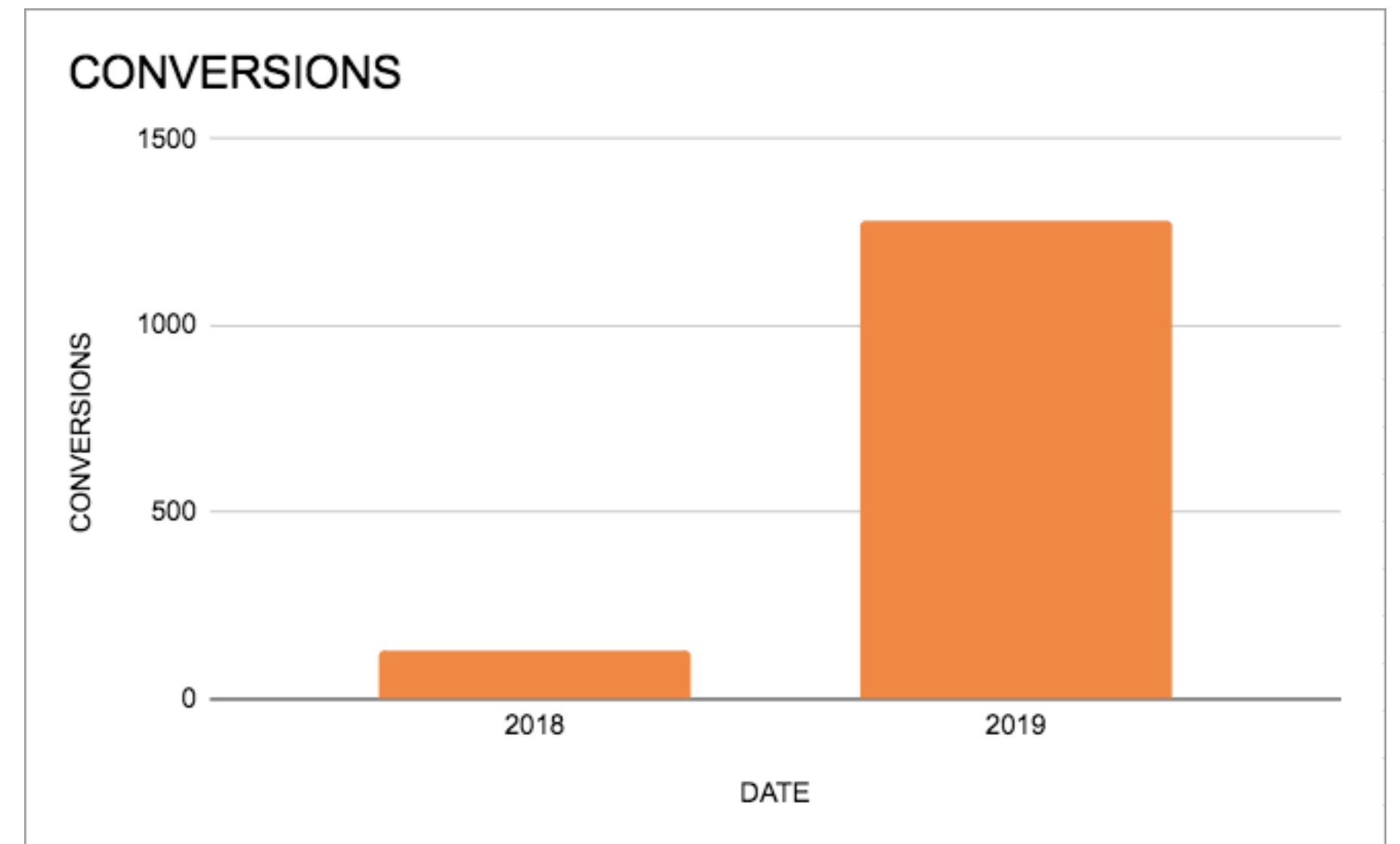
Organic Conversions

884.6% INCREASE IN TOTAL ORGANIC CONVERSIONS

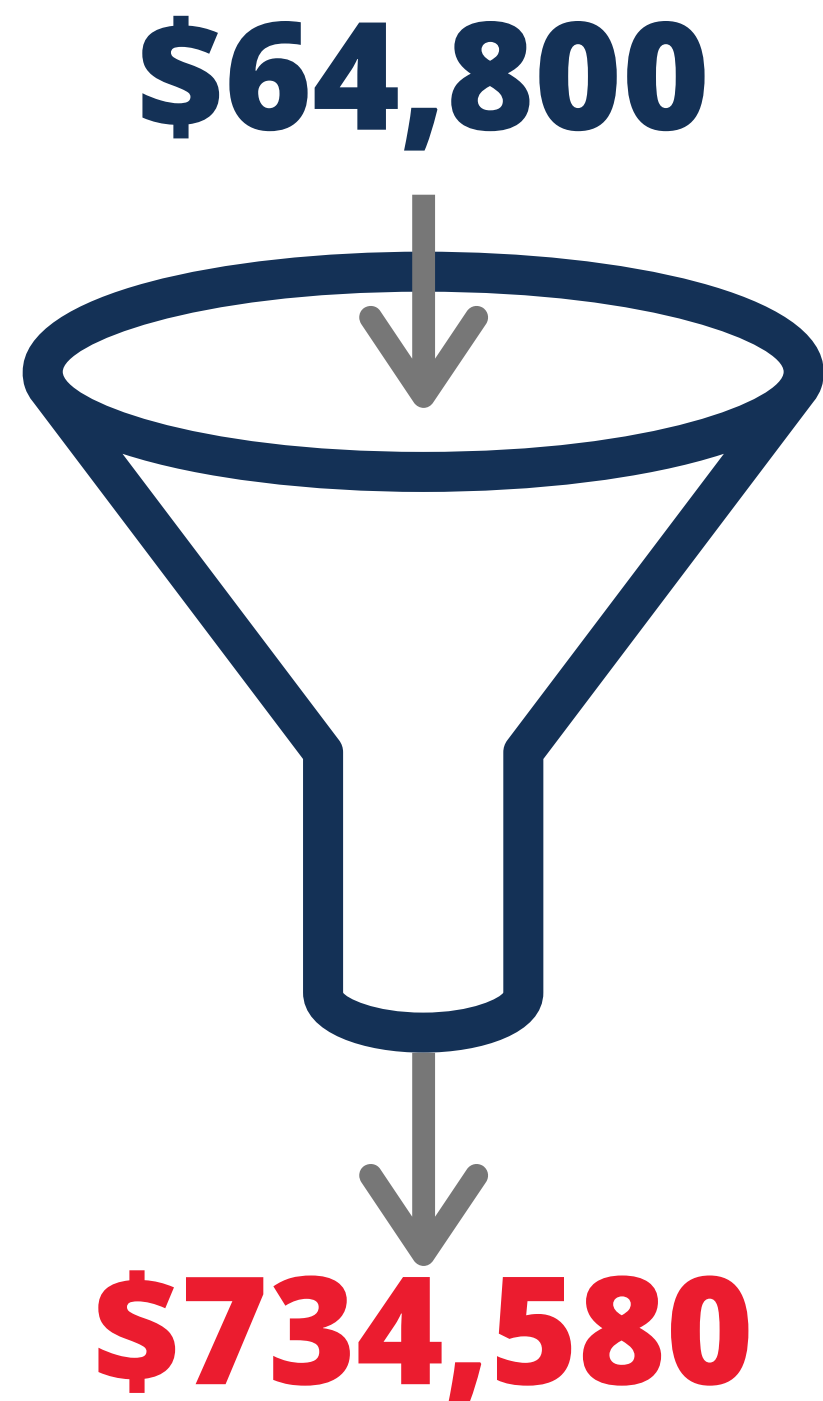
Organic conversions are the primary performance indicator of the campaign. 2019 brought a strong improvement YOY with more places for users to convert including lead magnets and various downloads.

9.29% INCREASE IN CONVERSION RATE

Conversion rate is determined by quality traffic and strong offers. The conversion points we increased with the development of great content which is a leading factor in this improvement along with better quality traffic.



ROI From Organic Lead Generation



Total Traffic Overall (2018 & 2019)– 13,391
Total Organic Traffic (2018 & 2019) – 4,323

Total Site Conversions (2018 & 2019)– 3,350
Total Organic Conversions (2018 & 2019)– 1,749

Total Marketing ROI \$1,633,800.00
Organic ROI **\$734,580.00**

Keyword 	Loc 	G Pos 	G Chg 	G 1st 	G Chg 	Pos 
ice dam melting system 	US	2	+1	8	+6	1
best roof ice melt system 	US	2	↔0	8	+6	2
ice dam prevention 	US	100+	↔0	100+	↔0	4
roof ice melt systems 	US	2	↔0	12	+10	5
roof ice melt reviews 	US	5	+1	9	+4	6
roof ice melter 	US	9	↔0	15	+6	8
ice dam heat cables 	US	27	+1	73	+46	12
prevent ice dams 	US	73	↔0	100+	+27	20+
roof ice dam problems 	US	42	+5	100+	+58	20+
ice melt systems for roofs  	US	3	+2	10	+7	20+
roof ice dam 	US	77	+12	100+	+23	20+
roof ice dams 	US	75	+1	100+	+25	20+
metal roof snow melt systems 	US	2	-1	10	+8	20+

RANKING HIGHLIGHTS

We are ranking in MN in the #1 spot for “ice dam prevention systems”

#1 spot for “roof ice melt systems”

#1 spot for “heated metal roof edge”

#3 spot for “best roof ice melt system”

Strategic Shift

PREVIOUS STRATEGIC FOCUS

In 2019 campaign strategy shifted from:

- Content creation to more conversion orientated strategies like lead magnets (Ice Dam Prevention Guide),
- Adding more CTAs across the top pages on the site
- Adding click to call links wherever there was an opportunity.
- We spent the time to understand which pages/areas on the site were contributing the most to conversions and capitalizing on any opportunities.
- We also gave the lower performing pages more authority on the site by linking to the pages that were top performers and we saw the benefits from these strategies.
- Increasing engagement by linking to the pages that were top performers and we saw the benefits from these strategies.

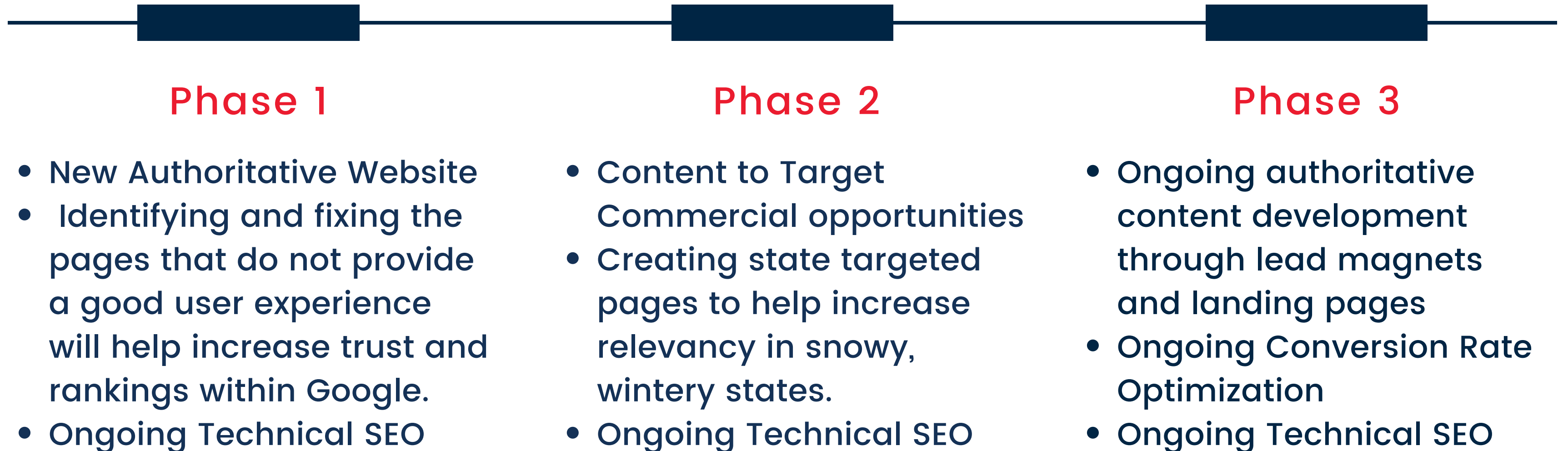
2020 & BEYOND APPROACH TO SEO

Our 2020 focus:

- We have focused our strategy on targeting more long-tail keywords that people looking for your product would be searching, like questions or problems caused by ice dams and building content around those topics to create new organic traffic funnels on the site.
- We've also created pages that are targeting snowy, wintery states and 58 of 184 total conversions from Jan-Apr included these new pages in the goal path.
- We are also focusing on more technical tasks like adding advanced Schema Markup and ridding the site of any content that is not beneficial to users (this type of content is now being penalized by Google).

Next Steps

TARGET AREAS TO ADDRESS





**Are you ready to see an ROI from your
marketing spend?**

LET'S GO!