



Case Study

naturalhealth

Client: Natural Health

Business: Ecommerce Website

Business Size: 7+

Conversion Increase: Sales Revenue

Objective

Conversion Detectives increased online sales revenue.

The Brief

Julie Goodwin is the award winning business owner (Natural & Organic Awards, Retailer of the Year). Although the main website was producing revenue it suffered a dip in sales. A Conversion Rate Optimisation report was commissioned to look into the dip and increase revenue from existing traffic, plus increasing visitors via organic search.

Actions

- Advanced CRO Report (including a 60 point competitor comparison table)
- Site analytic reporting & keyword research
- Site Specification, including wire frames, site redesign
- Fully integrated marketing & action plans

The Results

- Goal Conversion Rate: increased by: 26%
- Transactions: increased by: 119%.
- Revenue: increased by: 131%.
- Average Order Value increased by: 5.7%.

“Our Natural Health online store now looks much more attractive to our visitors and sales revenue has increased by over 130%, compared to the same period last year, in the first five weeks after launch, that's good isn't it?”

*Julie Goodwin
Owner
Natural Health*

2 Month Period (Jan – Feb)

E-commerce Overview

1 Jan 2013 - 22 Feb 2013

Compare to: 1 Jan 2012 - 22 Feb 2012

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

change in % of quantity: +0.00%

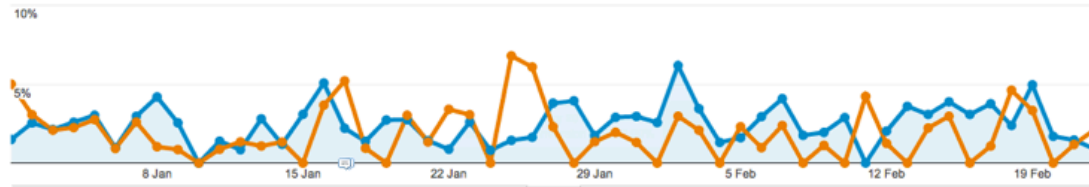
Overview

E-commerce Conversion Rate vs. Select a metric

Hourly Day Week Month

01-Jan-2013 - 22-Feb-2013: E-commerce Conversion Rate

01-Jan-2012 - 22-Feb-2012: E-commerce Conversion Rate



E-commerce Conversion Rate

26.39%
2.36% v. 1.86%

Transactions

119.15%
206 v. 94

Revenue

131.68%

Average Value

5.72%
£29.75 v. £28.14

Unique Purchases

74.55%
288 v. 165

Quantity

68.33%
473 v. 281

Conversion Detective Clients

Lucy Bee Ltd

Importer of organic ingredients

Services: Full digital marketing mix.

Result: Current.

Gonedigging.co.uk

A personalised gift company based in Hertfordshire.

Services: Affiliate programme management.

Linkdex.com

Search Engine Optimisation platform

Services: CRO reporting, website launch project management, video scripts.

Results: N/A.

MajesticSEO.com

SEO intelligence tool.

Services: Advanced CRO Report. Site optimisation wireframes.

Result: N/A

Metropolis Live Productions Ltd

International events band

Services: Advanced CRO Report, marketing action plan, blog creation and analytics.

Result: 37% increase in leads.

Hedley House Hotel

Family run hotel in York

Services: Advanced CRO Report.

Result: N/A.

Pilates Central

Pilates Studio in Islington

Services: Local SEO optimisation, Paid advertising

Result: 20% increase in organic traffic, online leads now the largest contributor to sales leads.

Conversion Detectives Ltd
Welwyn Garden City
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Company Number: 10690806

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