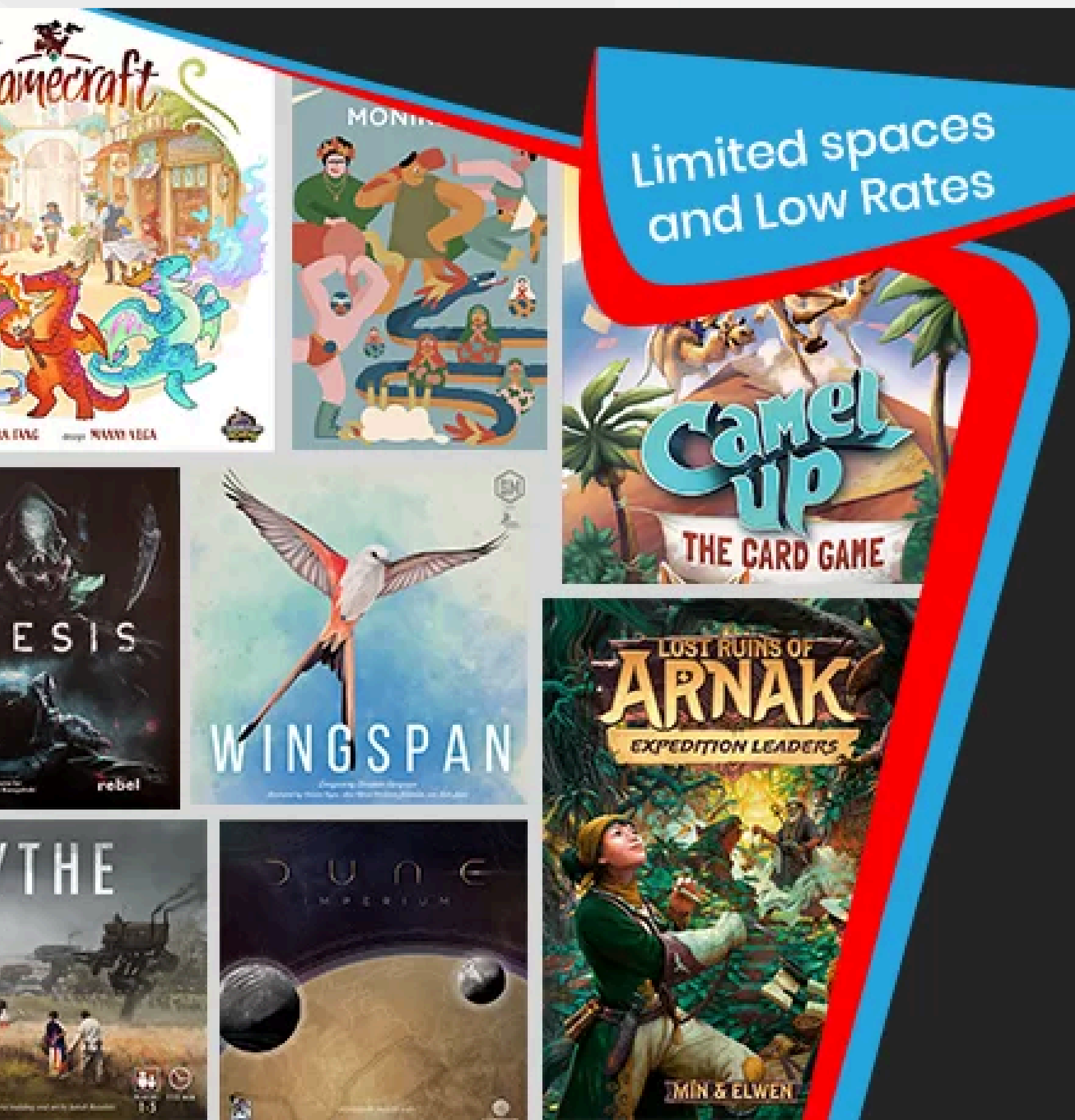




Engaging the Board Game Community

188% Improvement in Sales through Content, Local Presence, and Data-Driven Insights.





Company Bio

BoardGamesNMore, a passionate family business, curates innovative modern board games for all experience levels. They cater to families seeking a fun game night or strategic players craving a challenge. Beyond the selection, they foster community through free local events, teaching new games and providing a welcoming space for families to connect.

Join them to discover the magic of modern board games - they're more than a store, they are a place to create memories through the power of play.

BIO

Major Challenges

- Engagement time on the website was significantly low, with several visitors leaving the website without exploring the games or making a purchase.
- BoardGamesNMore was not ranking well for searches related to modern board games, hindering their visibility to potential customers.
- The website was not attracting many visitors from search engines, which is a crucial source of potential customers.
- These online challenges were translating to a lack of sales and order conversions.





Strategy

A thorough analysis of BoardGamesNMore's website and analytics revealed key areas for improvement.

- We decided to implement a dynamic sitemap.xml to improve website crawling and indexing by search engines.
- We also focused on meta tags optimization with relevant keywords, ensuring search engines understand the website's content and improve search ranking.
- Created a Google My Business listing to enhance brand visibility.
- Optimized and added alt text to images, providing valuable context and improving accessibility for visitors.

»» Making the Business Reach the Right Audience

We conducted a technical SEO audit to improve how search engines crawl and understand BoardGamesNMore's website. This included fixing technical issues and optimizing the website structure. We then researched relevant keywords with high search volume and low competition. By optimizing website content for these keywords, BoardGamesNMore appeared higher in search results for modern board games, reaching a wider online audience.

Additionally, we established and optimized a Google My Business listing to ensure that BoardGamesNMore appeared in local searches for modern board games. This listing included accurate business information, relevant keywords, high-quality photos, and positive customer reviews, making the store more discoverable by local customers searching online.

Leveraging Data-Driven Decision Making for Improved Results

Implemented powerful website analytics tools to track website traffic, user behavior, and conversion rates, providing us valuable insights into how users interacted with the website, what content resonated with them, and where improvements could be made.

By analyzing this data, we were able to make data-driven decisions about SEO strategy, website content, and user experience, ultimately improving website performance and driving conversions.

SOLUTION

Content Management Workflows

They required a content management workflow that seamlessly balanced topic selection, writing, editing, approvals, publication, and promotion. We addressed this challenge by iteratively refining the content project to align perfectly with BoardGamesNMore's specific needs. We implemented a streamlined workflow that eliminated friction and ensured efficient collaboration.

As the content management process matured, we assumed full ownership of managing content creation, editing, and publication. This comprehensive approach replaced a previously stalled process, resulting in a significant improvement in overall efficiency.

SOLUTION

➤ **Search Engine Optimization (SEO):**

We meticulously analyzed and optimized the website to rank higher in search engine results pages (SERPs) for relevant keywords. It helped ensure that potential customers searching for relevant keywords discover BoardGamesNMore organically.

Google My Business (GMB):

We established and optimized the Google My Business listing, showcasing BoardGamesNMore in local search results. It helped increase local visibility, provide valuable information to potential customers, and encourage them to explore the online offerings.

Website Analytics:

We leveraged powerful analytics tools to gain deep insights into website traffic, user behavior, and conversion rates. This data guided our optimization efforts and ensured that we made data-driven decisions to improve website performance and user experience.

OPTIMIZATION

Content Marketing:

We crafted engaging and informative content that resonated with the target audience. Blog posts, product descriptions, and social media content to highlight the unique value proposition of BoardGamesNMore's modern board game collection, educate potential customers, and establish BoardGamesNMore as a thought leader in the board game community.

OPTIMIZATION

Results

- Our SEO optimization propelled several key pages to the coveted first position on Search Engine Results Pages (SERPs) for relevant keywords
- This surge in visibility translated directly to a phenomenal 269% increase in organic traffic
- We saw a staggering 188% improvement in sales, demonstrating the power of a strategic online presence for BoardGamesNMore
- Successfully onboarding 40 new clients in the last two weeks, bringing our total customer base to over 2,400
- Generated CA\$ 491.5K total revenue

188%

Sales Increase

2400

Total Customers

\$491.5K

Total Revenue

RESULTS

Working with Woosper was among the best decisions I took for BoardGamesNMore. Their team's expertise in both on-page and off-page optimization has significantly boosted our website traffic and led to sales that I had only dreamt of before. They don't just talk strategy – they use data-driven analysis to identify what works and tailor their approach accordingly. Plus, their dedication to optimizing our Google My Business profile has ensured we show up prominently in local searches. Thanks to Woosper, we're seeing real results that translate to more customers through the door.

-Anonymous @Boardgamesnmore



significant Impact

Many see GMB, SEO, and content marketing as separate tactics. However, a smarter strategy lies in understanding how they work together. SEO and content inform and educate users, establishing your brand as a valuable resource. Engaging content addresses user needs and builds trust. GMB strengthens your local presence, making you easily discoverable for relevant searches.

Analytics, meanwhile, tracks the user journey, revealing where content resonates and where GMB can be further optimized. This holistic approach fosters a nurturing environment, guiding users toward the brand offerings and ultimately driving conversions.

IMPACT

Thank You

We build your online presence, and give your brand a voice.



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