

CASE STUDY

How Divers-supply Improved Their
Reviews By

900%

The Result Of Migrating From Magento Reviews
System To TargetBay Review & QA

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**1100**

Generated 1100
Reviews In 3 Months

16%

Decreased PPC
Budget By 16%

32%

Increased SERP CTR
By 32% With Rich
Snippets

About The Company

Divers Supply is a world renowned Scuba specialist selling various diver equipments, making an annual revenue of \$1.5 million. They are popular for their diving courses and various top rated equipments. They are in the business since 1977, which has made them to be a leader in their industry.

“

Annual Revenue Off

\$1.5 M

Problem

- Lack Of Organic Traffic & High PPC Cost

They are a family run business looking to build their brand as a one stop destination for divers across the world. With their Magento website, they were looking to get exposure to improve their client base. Though they had high performing products and great brand value, they spent a fortune on PPC to bring traffic to their website.

This pushed them to come up with a solution that will help build a strong search engine presence to drive organic traffic. They lacked content on their website that rank for keywords that their potential customers would be interested in.

Solution

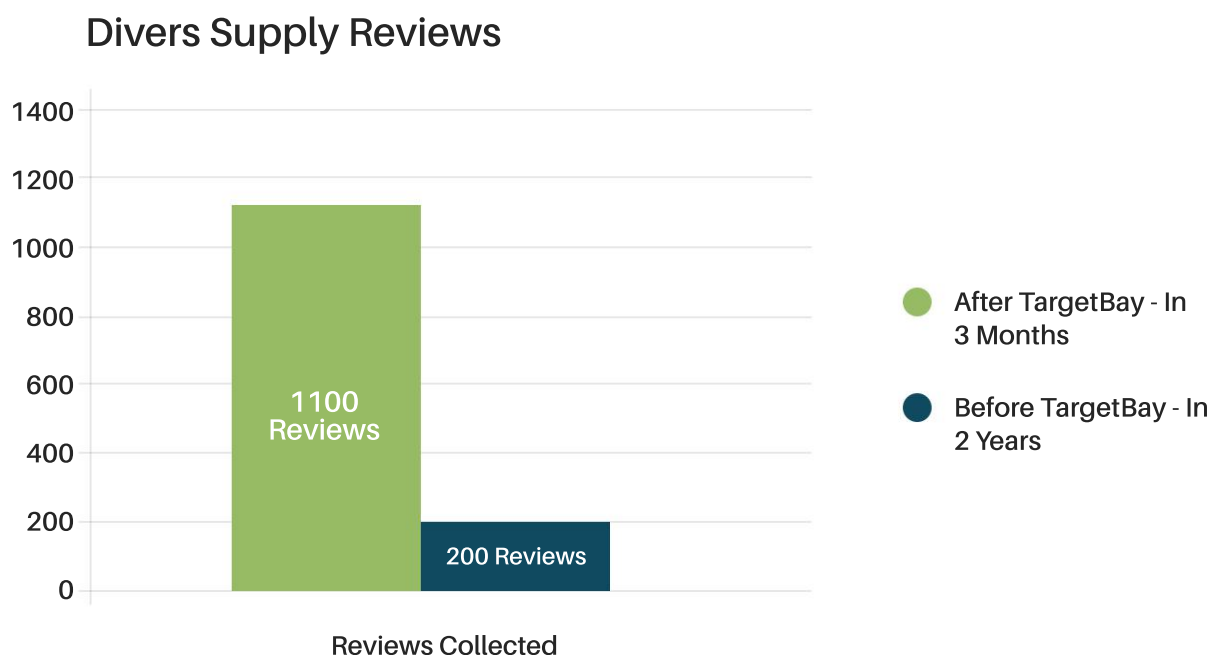
- Increase User Generated Content To Boost Organic Ranking

Diver Supply has a basic built-in Magento review module which hardly fetches them a couple of reviews per week. The client was looking to improve user generated content on the website and our review tool seemed like their best fit. They generated reviews through the TargetBay review widgets placed on their product pages. In addition to this, review emails were sent to the customer email address after their purchase.

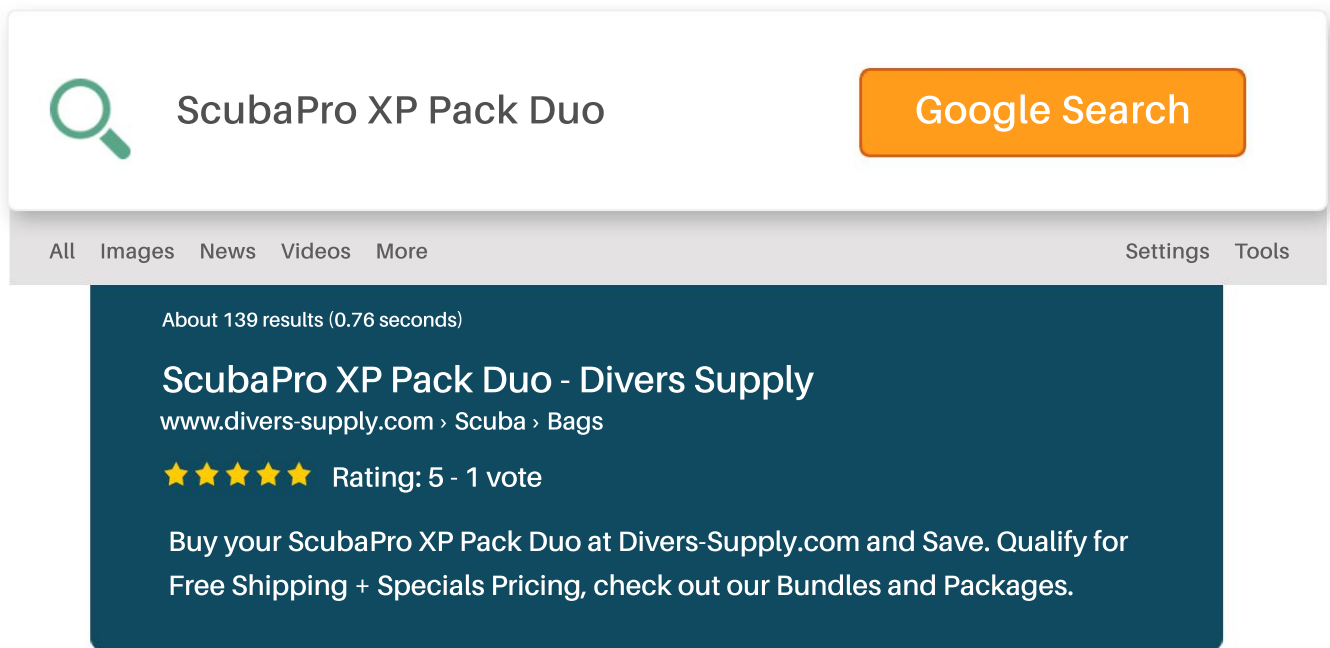
The Result

- Increased Reviews And Organic Traffic With Reduced PPC Budget

There was an exhilarating response and slowly reviews started generating for most products within the website. In just 3 months, they had collected over 1100 reviews. The client started ranking for plenty of long tail keywords that were customer centric and this resulted in increased organic traffic. The clients product page started ranking with rich snippets which increased their SERP CTR by 32%. This helps them build abundant traffic through organic ranking. Now, the client has considerably decreased their PPC budget by 16% with the additional organic traffic.



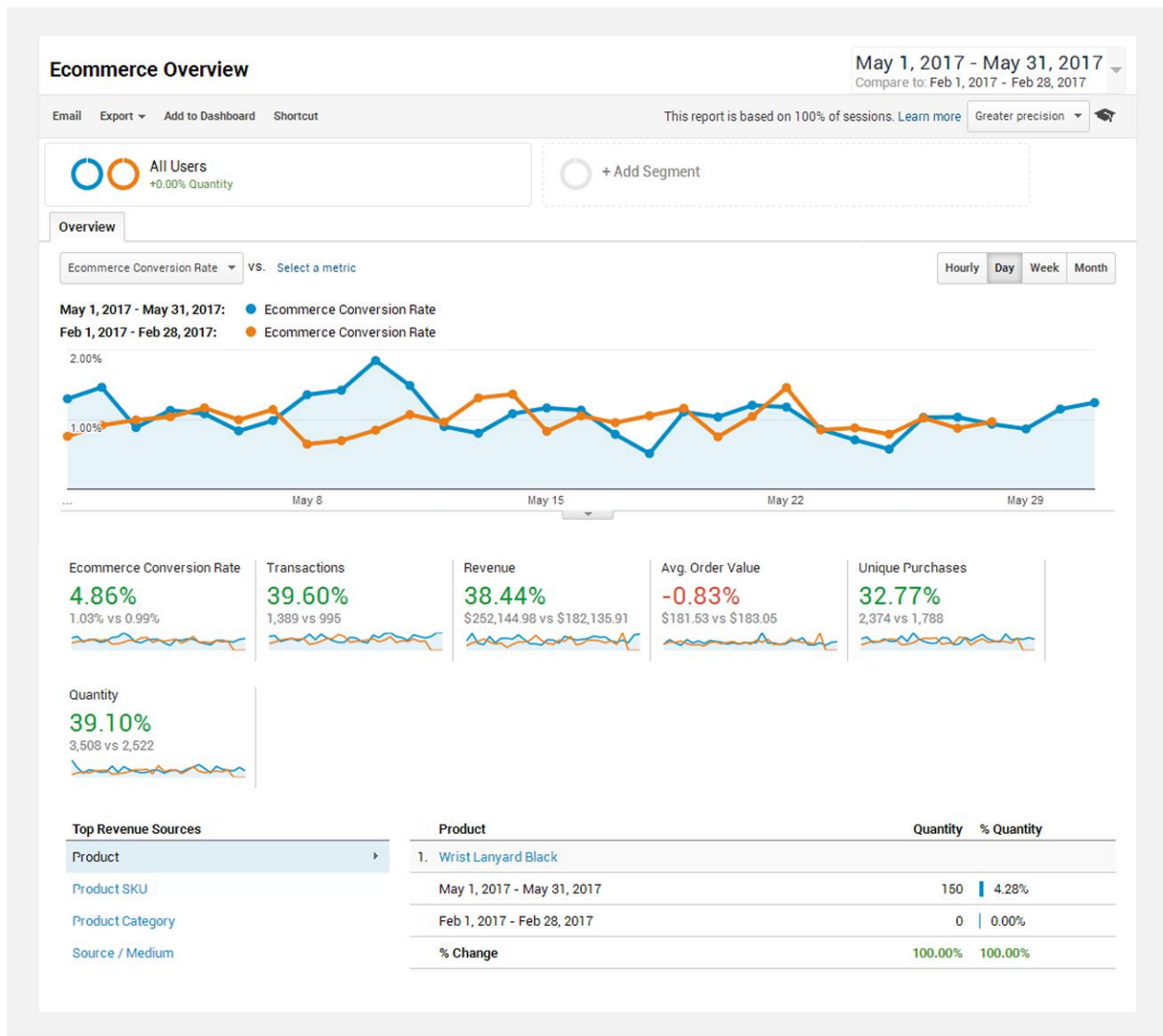
An additional perk that the client enjoys now is the reduced workload of their support team with the TargetBay Q&A widget integration. It lets customers ask questions directly on the product page to which the support team can address to the issues instantly.



Google Rich Snippet

Overall the client can see a considerable increase in the conversions as well as total orders generated.

“ Increase in the
conversions
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This resulted in them adapting to our email personalization products as well to improve on-site eCommerce experience for customers.



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