

CASE STUDY

Fine Furniture Store

Our goal was to expand our client's national presence, strengthen brand awareness, and drive online sales by increasing organic traffic through targeted SEO efforts.

Services Provided:



SEO



Content Creation



Content Management



Social Media Marketing



Web Development



Web Maintenance



Web Security

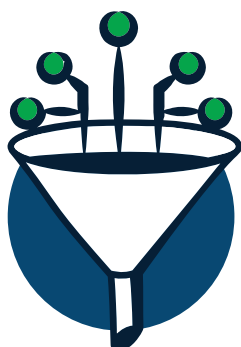


Hosting

PROJECT

Overview

This Toronto-based fine furniture store had built a strong reputation locally but wanted to expand its reach across Canada. With an emphasis on high-end, custom, and designer pieces, they needed a digital strategy that would showcase their unique offerings, drive national visibility, and grow online sales in a competitive furniture market.



THE CHALLENGE

What were the problems

- 01 Low Online Sales**

The website offered a premium shopping experience with high-end furniture, but online sales did not reflect their potential. Without stronger digital strategies in place, performance lagged, leaving significant revenue opportunities untapped.
- 02 Limited Brand Awareness**

While the store had built a respected reputation locally, awareness did not extend far beyond the immediate market, making it difficult to compete with other luxury retailers, especially as more customers turned to online research before making a purchase.
- 03 Insufficient National Organic Traffic**

The site was attracting visitors, but traffic levels were not high enough to achieve growth objectives. The absence of consistent national reach meant they were missing opportunities to connect with Canadians actively searching for luxury furniture online.

THE SOLUTION

What We Proposed

Digital Marketing Partner Program (DMPP)

- ✓ Implemented advanced SEO strategies to increase national organic traffic.
- ✓ Optimized the website to support online sales growth and improve user experience.
- ✓ Enhanced visibility to drive sales growth and expand brand awareness.



KEY METRICS

What we were able to achieve

2500+

Organic Keyword
Rankings

4000+

Monthly Canadian
Organic Search
Traffic

>300%

Increase In Organic
Traffic Through
Google

>400%

Increase in High-
Value Keyword
Visibility

THE RESULTS

Through our strategy, the store achieved a 400% increase in high-value keyword visibility and a 300% lift in organic traffic from Google. Monthly Canadian search traffic grew to over 4,000 visits, supported by 2,500 organic keyword rankings. These results provided a measurable boost in online visibility and sales opportunities, demonstrating the long-term ROI of a comprehensive digital marketing approach.

FUTURE PLANS

The store has remained a long-term client under the DMPP program, showing a continued commitment to digital marketing. Future efforts will focus on sustaining SEO performance, growing national organic traffic, and supporting steady online sales through ongoing monitoring and optimization. This continued partnership ensures their digital presence remains strong and aligned with long-term business goals.



Contact us!

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