



case study

How Jessops used search-optimised reviews to grow product page traffic

Reevoo SEO Boost embedded consumer reviews on Jessops' product pages to attract high-intent search traffic. The consumer reviews, optimised for search engines, boosted organic search traffic by 34% and extended keyword reach by 87%.

THE PROBLEM

Every online business needs traffic. Without it, everything else – conversions, return visits, bounce rates, order size – is irrelevant. But it's both hard and expensive to create rich product pages that reach the top of search rankings, and maintain them so they stay there.

Search engines love regular, dynamic, natural language content. And they love consumer reviews. But most reviews are invisible to search engines and fail to deliver any conversion-ready traffic. In search terms, it's like missing an open goal.

Jessops, a long-time user of Reevoo's consumer reviews to boost customer conversions and engagement, wanted more. In 2010, it switched on Reevoo SEO Boost to unlock the search power of consumer reviews and deliver conversion-ready traffic.

THE SOLUTION

Reevoo SEO Boost's optimised consumer reviews consistently surpassed the search performance of Jessop's standard product pages. Three key factors worked to ensure optimum traffic returns for Jessops:

- Embedding search-engine friendly, in-page reviews instead of using formats that search engines can't crawl (JavaScript, Flash or iFrames)
- Publishing each review in only one location to avoid diluting SEO value by duplicating content
- Updating pages automatically and regularly with new reviews to ensure fresh content reaches the pages with no ongoing maintenance

200%

improvement in search ranking position compared to standard product pages

34%

increase in organic traffic for pages optimised with consumer reviews

"We've used Reevo's consumer reviews to drive customer conversions and boost engagement since 2006. Now we've also proven that Reevo's social content can bring more organic search traffic to our product pages, especially from valuable and hard-to-target long-tail terms."

Sean Emmett
Marketing & Ecommerce
Director, Jessops

HIGHLIGHTS

Boost natural traffic

Reevo SEO Boost's optimised consumer reviews boost organic search traffic by over a third.

Increase visibility for product pages

Pages with embedded reviews climb further up search engine results pages, and stay there for longer.

Get less traffic for more money

Reevo SEO Boost optimises landing pages by deploying rich, user-generated content that search engines love, reducing reliance on paid traffic.

Maintain higher traffic levels

Regular, automatic refreshing of review content continues to generate high traffic levels long after launch.

RESULTS

34%

Product pages optimised with embedded consumer reviews delivered 34% more organic traffic. Traffic continued to grow long after launch: optimised pages kept moving up the search rankings long after standard product pages hit a plateau.

200%

Optimised pages were 200% more likely to improve their search ranking position than standard product pages. The ranking increases were sustained: only three optimised pages lost their initial ranking gains after three months.

87%

Keyword reach expanded dramatically: optimising pages led to an 87% growth in search terms that led to site visits, including highly-specific, conversion-friendly long-tail terms.

FIND OUT MORE

Contact Reevo for a demonstration of how our ratings & review solutions can help you:

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WHY REEVOO?

Reevo's managed ratings & reviews service generates more and richer review content, faster than any other method.

Many of the world's fastest-growing brands choose Reevo to attract consumers, boost conversions and accelerate purchase journeys across all channels. Unlike passive, software-only solutions, Reevo works closely with its clients to generate return on investment and continually improve results.

Reevo's independent Trustmark approach and rigorous methodology delivers market-leading results for its clients.