

A Oneupweb Case Study.

SMILEMAKERS®
A STAPLES COMPANY

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BE RELENTLESS™ *digital*

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SMILEMAKERS®

Over 30 years ago, SmileMakers was started with one simple idea—to be the absolute best supplier of fun products used to incent, reward and entertain both children and adults. A wholly owned subsidiary of Staples, Inc., SmileMakers' quality products bring smiles to both the young and the young at heart.

» THE CHALLENGE:

SmileMakers had independently launched a new e-commerce website and suffered major losses in search engine rankings, unique site visits and sales. Oneupweb worked quickly and closely with the SmileMakers team to implement several technical site updates to expedite recovery as quickly as possible. Once the most critical aspects of the strategy were implemented, Oneupweb rolled out additional usability recommendations to complete the recovery strategy.

» THE RESULTS:

- By implementing Oneupweb's technical and usability recommendations, the SmileMakers US site recovered and was quickly on the way to regaining lost market share.
- Over a six month period, SmileMakers saw a 157 percent increase in top 10 positions in Bing alone; and an impressive 1,157 percent increase in Google for the same time period.
- There was also a 123 percent increase in the top 30 positions in Bing, and a respective 434 percent increase in Google.
- As a result of the top search positioning, conversions grew consistently month-to-month, allowing Smilemakers to start financial rebuilding almost immediately. By the end of the first quarter, sales increased by 13 percent. And by the end of the second quarter, unique site traffic was up by 32 percent YOY.

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» THE TACTICS:

SEO was the key to recovery! Oneupweb immediately conducted a site usability and technical analysis to discover the reasons behind the sudden, massive drops in rankings and unique visits. Upon discovery, Oneupweb presented SmileMakers and their content management partners with their findings along with a course of action to optimize the site's content, title tags and meta data. As a result, SmileMakers is experiencing an unprecedented level in unique site visits.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for SmileMakers, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

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