



LORDS & LABRADORS

CASE STUDY

A RECORD BREAKING YEAR

ABOUT THE CLIENT

Lords and Labradors is one of the UK's largest and most well respected eCommerce sites for pet products. Founded in 2013, Lords and Labradors broke into the UK pet market and have since expanded to 17 countries including Denmark, Italy, Japan, USA and Australia.

They noticed a demand for high quality puppy products and kits, and importantly somewhere to get support and advice at the same time.

Their core products are designed, developed and made in a specialist workshop in the UK, while toys, grooming products and coats are hand-picked from the very best suppliers worldwide.

Lords and Labradors initially engaged Click Consult in a bid to increase visibility and sales through their website, and have since gone on to have a full eCommerce and search marketing strategy. This case study highlights this work and the results that we have produced.

OBJECTIVES

Our objective for this campaign were as follows:

- Increase revenue
- Increase sessions
- Increase the number of new site users
- Boost the number of transactions
- Lower the bounce rate

For the Black Friday and key seasonal trading periods we planned to optimise the paid search strategy and run structured promotions, so that we delivered a higher return on ad spend (ROAS) and also that revenue would increase across both Google Ads and Microsoft Advertising.

HOW WE HELPED

As part of our agreed strategy we decided that to make the most of the current shift in consumer habits to online ordering and eCommerce, and also considered the effect that the Covid-19 pandemic had on retail in general. We opted for an accelerated SEO strategy and workflow which looked to identify new keyword opportunities and bolster the rankings of key product pages.

We laid out our strategy as follows:

- We first decided that the best course of action would be to conduct a full website audit and produce a keyword strategy planning document based on the fifty most visited pages on the site. We took our time and worked through the pages before producing a full keyword analysis for these pages.
- We then conducted a competitor analysis and highlighted any content gaps with a gap analysis.
- We used the above documents to form user focused content (UFC) briefs for all of the pages and refreshed them with content that we knew would lead to improvement in the SERPs and which would provide the answers to a string of commonly asked questions.
- We produced and uploaded all of the new content to the site and added in Schema mark-up to ensure that it adhered to all of the Google Rater Guidelines.
- In terms of PPC we restructured various Google Ads and Bing campaigns in the run up to Black Friday and Cyber Monday to ensure that the most traction was generated at the busiest eCommerce trading period.



RESULTS

The results for this strategy were some of the best that we have seen. We wanted to make sure that we gave our client the best possible opportunity to exceed their goals and make sure that eCommerce was up MoM and YoY.

The key trading periods such as Black Friday and Cyber Monday were up YoY and all key targets were exceeded.

The headline figures are as follows:

Revenue up 36.2%
Total transactions up 68.6%
New Users up 37.1%
Organic sessions increased by 35%

PPC results for Black Friday weekend:

Google Ads

Target ROAS: 5.7
Actual ROAS: 7.7
Black Friday ROAS: 8.8
Revenue: MoM increase of 29%

Microsoft Advertising

Target ROAS: 4.0
Actual ROAS: 4.0
Black Friday ROAS: 4.5
Revenue: MoM increase of 42%

