II

How **Theravent** Utilized SEO To Get Ahead In Google Search Rankings

The Client

Theravent is an over-the-counter medical device used to treat snoring with an international consumer base.

The Challenge

In 2014, Theravent approached us with a new challenge for their eCommerce website.

They wanted to increase sales and reach more people who had a snoring problem but didn't necessarily know about Theravent yet.

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SNORE THERAPY STRIPS

The Analysis

The majority of Theravent's search traffic came from non-branded terms, and the client primarily worked with repeat customers.

Their website had a "buy-first" approach that made it hard to connect with new potential customers who were just beginning their search for an anti-snoring device as well as customers higher up in the funnel that recognized they had a snoring problem, but didn't know of a solution yet. The company struggled to relay information in a cohesive way that made it easy to understand the products themselves, which limited their ability to drive traffic into the top of their sales funnel.
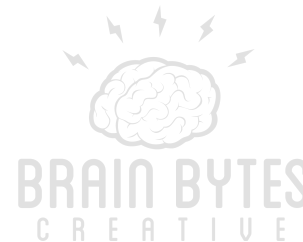
01 Theravent received 136k sessions from organic traffic (50% of overall traffic), most of which was branded.

02 Organic search accounted for 39% of overall transactions, more than 60% of which were branded.

The Solution

We worked closely with Theravent to understand the target audience, prioritize brand awareness goals, and develop an integrated plan of attack.

01

Step One:
We performed extensive keyword, industry, and competitor research, developing an integrated organic strategy that would bring the right traffic to the site.

02

Step Two:
BBC conducted in-depth research to develop content and ensure that it was relevant, unique, and optimized in a way that Google would reward with increased exposure and improved search engine rankings.

03

Step Three:
Supported by our in-house content and SEO team, BBC focused on the rapid production of informative blogs to drive more non-brand organic traffic into the top of their sales funnel. Our strategy centered around the concept of "evergreen" content, or keyword-rich information that is likely to remain relevant far into the future. This type of content can help deliver a short-term boost to non-branded rankings, but more importantly, it sets up a solid foundation for long-term ranking success. When done correctly, a strategic content framework is the gift that keeps on giving. For example, we hypothesized Theravent's audience would constantly be interested in learning about different ways in which you can stop snoring, and the fundamental information on that page would continue to be relevant indefinitely

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The Results

One Year Later

Sessions

↑ **91**%

Organic sessions were up 90.71%, accounting for 70% of overall traffic (at least 75% of which was non-brand traffic).

New Users

↑ **107**%

Organic transactions were up 41.71%, accounting for 51% of overall transactions.

Transactions

↑ **42**%

Organic new users were up 106.81%, accounting for 71% of overall new users.

Revenue

↑ **39**%

Organic revenue was up 39.40%, accounting for 47% of overall revenue.
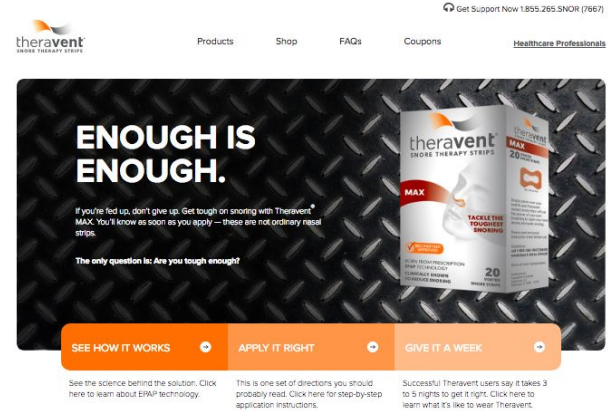
The Takeaway

By leveraging our data-driven SEO and thoughtful content marketing, Theravent invested in a solution that will pay dividends far into the future.

A great content strategy can help address immediate concerns, short-term objectives, and low-hanging fruit, but it's most important to ask, "What will this strategy be doing for me in 1 year…2 years…5 years?"

To that effect, we like to compare the end result of effective content marketing to a growing forest. With time and care, what starts as a field of saplings will become a grove. Then it blossoms into a thriving ecosystem.

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"The best time to plant a tree was 20 years ago. The second best time is now."

- Chinese Proverb

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