



CASE STUDY - TELECOM:

Improving a TV Services Page for **A Fortune 500 Company** by Red Door Interactive

Delivering Actionable Artificial Intelligence To Top Brands

© Market Brew 2019 – Do Not Distribute

The Task

The task was straight forward, but that didn't mean it was going to be easy. How do we improve the traffic, number of orders, and ranking potential of a TV services page on a major telecommunications website?

Market Brew made the answer to this question straightforward as it was able to isolate the primary ranking factors for our target keywords, taking the guesswork out of our optimizations and allowing us to focus on what we knew would drive results. Ultimately, through a combination of content and internal linking updates, we were able to drive an 11.2% increase in visits while orders increased by 39.6%.

“

ultimately, through a combination of content and internal linking updates, we were able to drive an 11.2% increase in visits while orders increased by 39.6%.



Ross Briggs, Director, SEO @ Red Door Interactive

What We Focused On

The real power of Market Brew comes from its ability to isolate which factors on a page have the highest probability of influencing rankings for a particular set of keywords.

In our case, these keywords focused on “**tv service**” and “**tv packages**”. We were able to isolate our primary ranking factors to:

- Page Title
- Domain Rank
- URL Path
- Domain
- META Description
- Link Flow
- HTML/On-Page Content
- Keyword Focus of the page (Market Focus)

Now, we were not able to influence some of the ranking factors such as Domain Rank and URL Path (the structure of the URL), so we decided to focus our efforts on the parts of the page that we could influence. This included the Title, Description, Link Flow, HTML Score, and Market Focus (Market Brew’s modeling of how modern search engines determine the semantic “meaning”) of the page.



We began by updating the title and description of the page so that they more effectively targeted our primary keywords, while also testing multiple META data variants with real users. We did this to ensure we not only optimized our META data to effectively improve the scores within our search model, but also wanted to choose the best variation based on how actual consumers perceived our content.

When working with most analysis tools, it's easy to start focusing solely on fixing all deficiencies without considering how the changes will affect the end user. Market Brew's user customizations and transparent data enable our team to strike a balance between what is going to help improve outputs from the tool and what is going to be best for the brand.

“

The Link Flow analysis is one of the most useful and thought-provoking aspects of Market Brew, as it allows us to see how link juice is flowing into and being distributed out from our target pages.

Next, we focused on improving our Link Flow and HTML score.

The Link Flow analysis is one of the most useful and thought-provoking aspects of Market Brew, as it allows us to see how link juice is flowing into and being distributed out from our target pages. Market Brew identified a



large amount of “Outgoing Link Loss” from our tv services page and was able to show us what links were contributing to this issue.

We soon realized that “offer detail” links and “shop now” buttons were sending link juice to pages that do not provide any organic search value such as legal disclaimers and shopping funnel pages that were blocked by the site’s robots.txt file. We downloaded a list of the links that contributed to the significant amount of Outgoing Link Loss and were able to effectively remedy the problem.

Once we were able to optimize Link Flow, we focused on improving the HTML score of the page.

At an extremely high level, this metric tells us how on-page content and the HTML mark-up on the page influences its ability to rank. With this in mind, we moved forward by making a variety of changes to the page that included increasing keyword frequency in headers, updating relevant p-tags to header tags where it was appropriate, and adding p-tags to content blocks where it was relevant.

These updates looked to increase the target keyword frequency in high priority areas (such as title tags) while also providing additional structure to the page so that crawlers could more effectively understand the on-page content.

The Results

After we were able to address the link loss and update the content on the page, we ran another Market Brew test to see how our updates impacted our priority metrics.

Notably, we saw a 1.8% increase in average Link Flow, a 17.6% increase in average Market Focus score, and an 18.3% increase in average HTML score. Even with the smaller increase in link-based metrics, we wanted to see how much of an influence these updates would have on traffic.

Comparing the three months before implementation and three months after implementation we saw non-brand impressions increase by 83% (from 160,000 to 293,000) while non-brand clicks increased by 52.2% (from 272 to 414). This was, of course, great to see but we also wanted to get a YoY perspective to account for seasonal fluctuations in traffic. The YoY metrics also told a great story, with traffic increasing by 11.2% (+1,584 visits) and the number of orders increasing by 39% (+36 orders) from November through March YoY.

“

We saw non-brand impressions increase by 83% (from 160,000 to 293,000) while non-brand clicks increased by 52.2% (from 272 to 414).





source: semrush.com

Conclusions and Take-Aways

Market Brew allowed us to spend our time targeting aspects of the page we knew would drive results. The tool's ability to clearly tell us what to focus on was invaluable as it allowed us to efficiently spend our time optimizing instead of pushing an update live and waiting to see how the search engines would respond. We were able to drive results for our client's TV services page and we look forward to continued testing as we work our way through the site.

How Does Market Brew Help Brands Do This?

Market Brew's software comes with world-class support. Each client is paired with a Solutions Engineer who acts as trainer and mentor, and provides solutions support for the life of the contract.

Sign up for a demo at marketbrew.com, to see why Market Brew is the trusted partner of CMOs and Data Scientists for top Global Brands.