



An SEO case study with sofa.com,
including the use of SEO Monitor to
determine “not provided” keywords



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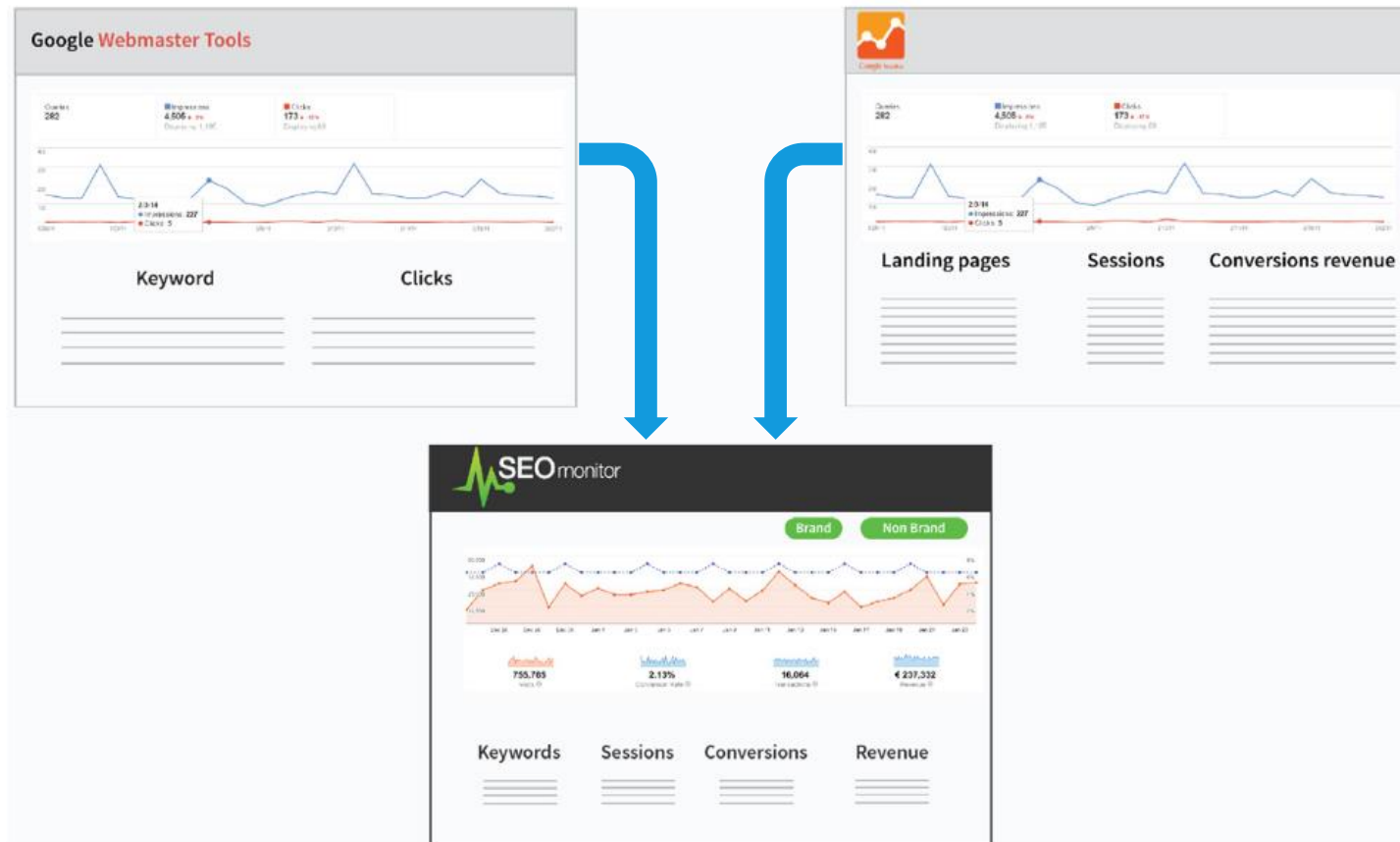


Our services



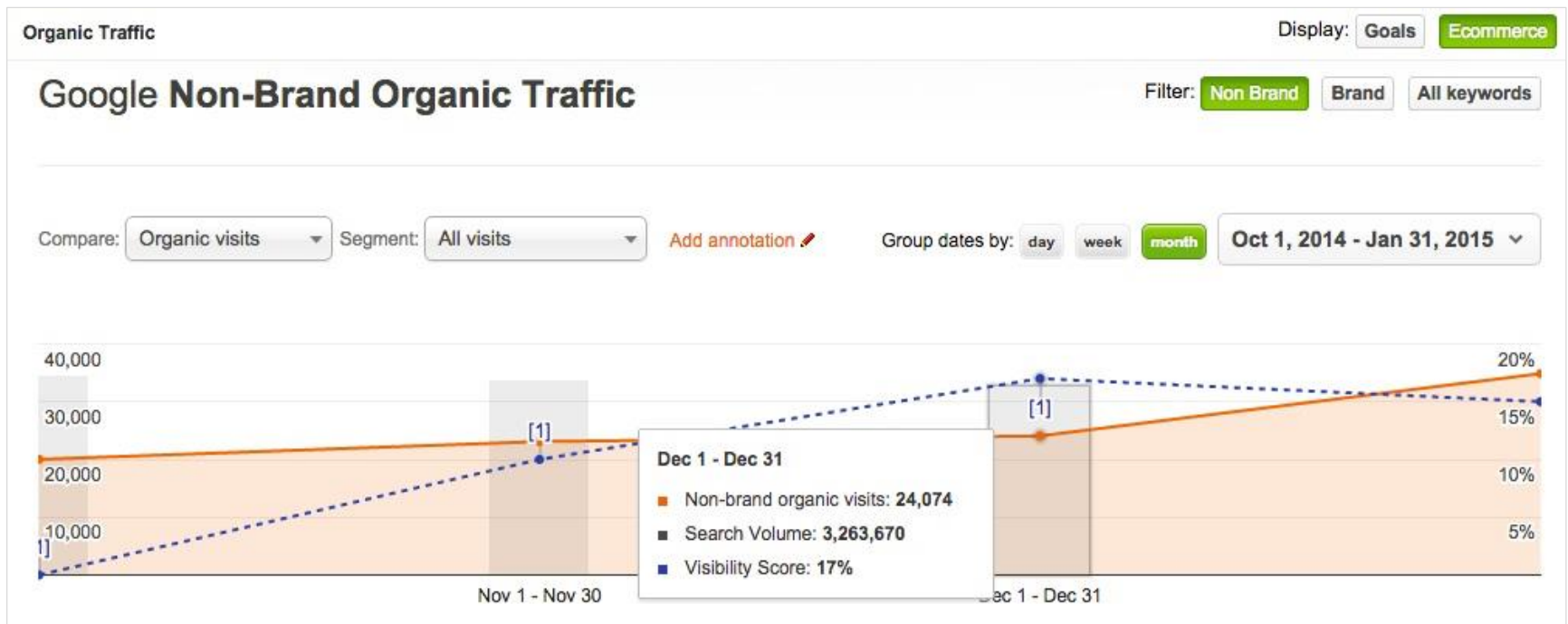
SEO Monitor – key features

- SEO Monitor uses data from **Analytics, Webmaster tools and AdWords** to estimate Google.xxx organic traffic and conversions by keyphrase (using the landing page as the common factor)



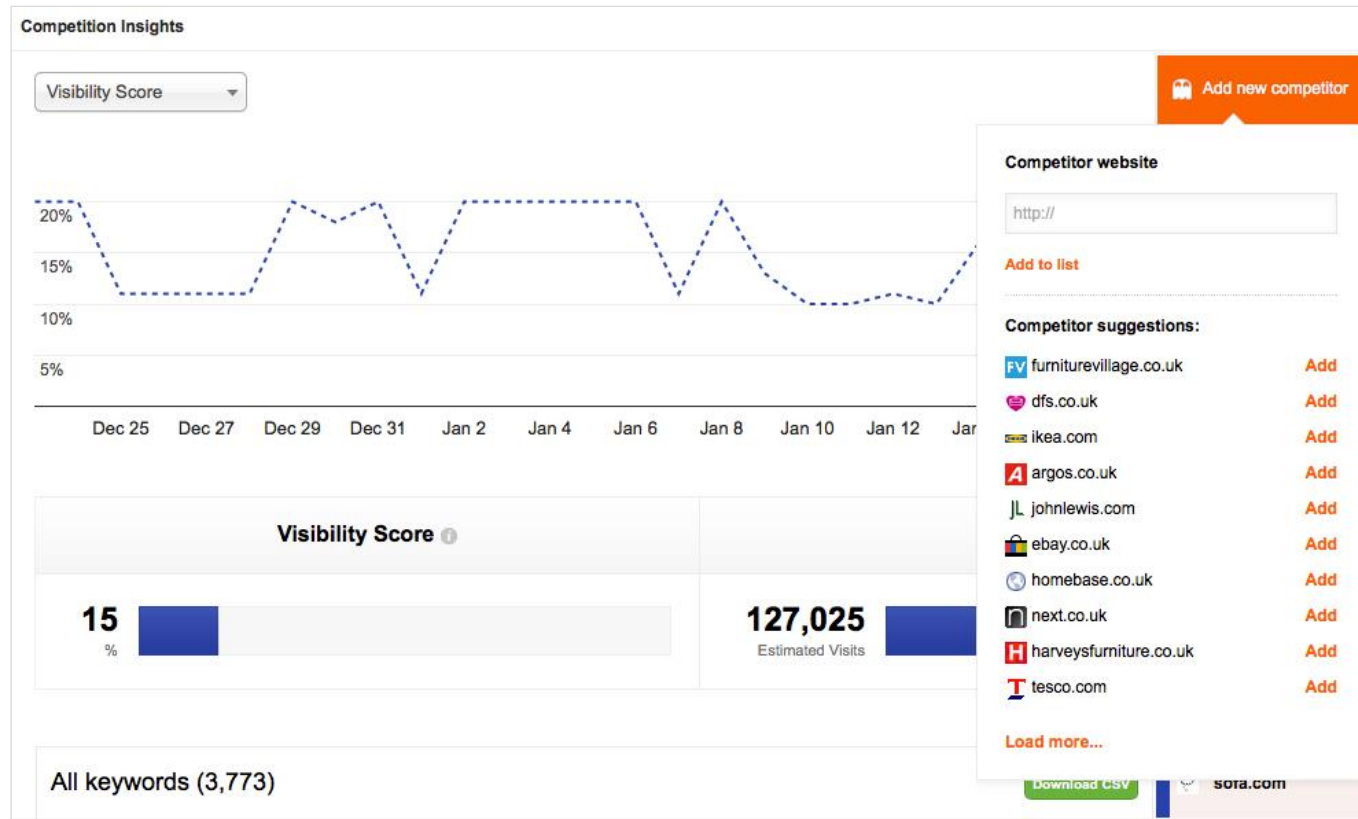
SEO Monitor – key features

- This gives insights into the performance of **not-provided keyphrases** (both brand and non-brand). Unlike Webmaster tools data, this information is retained and can be viewed months later
- SEO Monitor also calculates a **Visibility Score**, which is based on your rank and the search volume for the group of keyphrases. Visibility Scores give a true measure of your SEO performance even when organic traffic volumes vary due to seasonal fluctuations



SEO Monitor – key features

- SEO Monitor also tracks the positions of all the other **competitors** in the top 20 positions in the search results for your keyphrases, so you can see your rank and Visibility Score against that of your competitor



SEO Monitor – key features


- You can carry out keyphrase research or import keyphrases from AdWords (CSV) or Moz Pro, to create **groups of keyphrases** for tracking during your SEO project
- By having all the data in one place you can see current positions for target keyphrases and calculate the **opportunities or additional clicks** you will receive if you achieve position 3, 5 or top 10. It also shows the suggested bid in AdWords and a Difficulty score, so you can identify quick wins

The screenshot displays the SEO Monitor interface for 'Sofa.com'. On the left, a sidebar lists keyword groups: Armchairs (144), Brand (1), Chaise (51), Classic and traditional sofas (42), Colours (234), Corner sofas (192), Fabric (238), Footstools (70), Four seater (24), General sofas (92), Junior (11), JuniorB, and Leather (239). The main area shows a table of 239 keywords matching criteria. The table includes columns for Rank, Change, Op., Search volume, CPC, Diff., Bounce rate, Organic Visits, Conv. rate, Conv., and Revenue. A summary section below the table shows the target (Top 3) and estimated additional visits (~101 visits / month), estimated additional revenue (N/A), and estimated AdWords Cost (~138 £ / month).

Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	Conv. rate	Conv.	Revenue
1. leather chaise sofa	8	+1		210	1.15 £		49%				
2. small leather corner sofa	18	+4		480	1.37 £		45%				
3. brushed leather sofa	8	+5		30	2.30 £		37%				
4. leather sofa bed	18	+17		320	1.30 £		32%				
5. leather sofas london	11	+5		70	2.34 £		47%				
6. leather beds world	18	+3		40	0.77 £		14%				
7. corner sofa bed leather	12	+1		140	1.04 £		14%				
8. leather bed sofa	13	+4		20	1.02 £		14%				


Target: Top 3
Estimated additional visits: ~101 visits / month
Estimated additional revenue: N/A
Estimated AdWords Cost: ~138 £ / month

Case Study – Sofa.com




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lovely cushions - order by 15th February and we'll give you two free cushions!




sofas
absurdly comfy sofas at



armchairs
the seating equivalent of a dry













beds
for sweet dreamers and



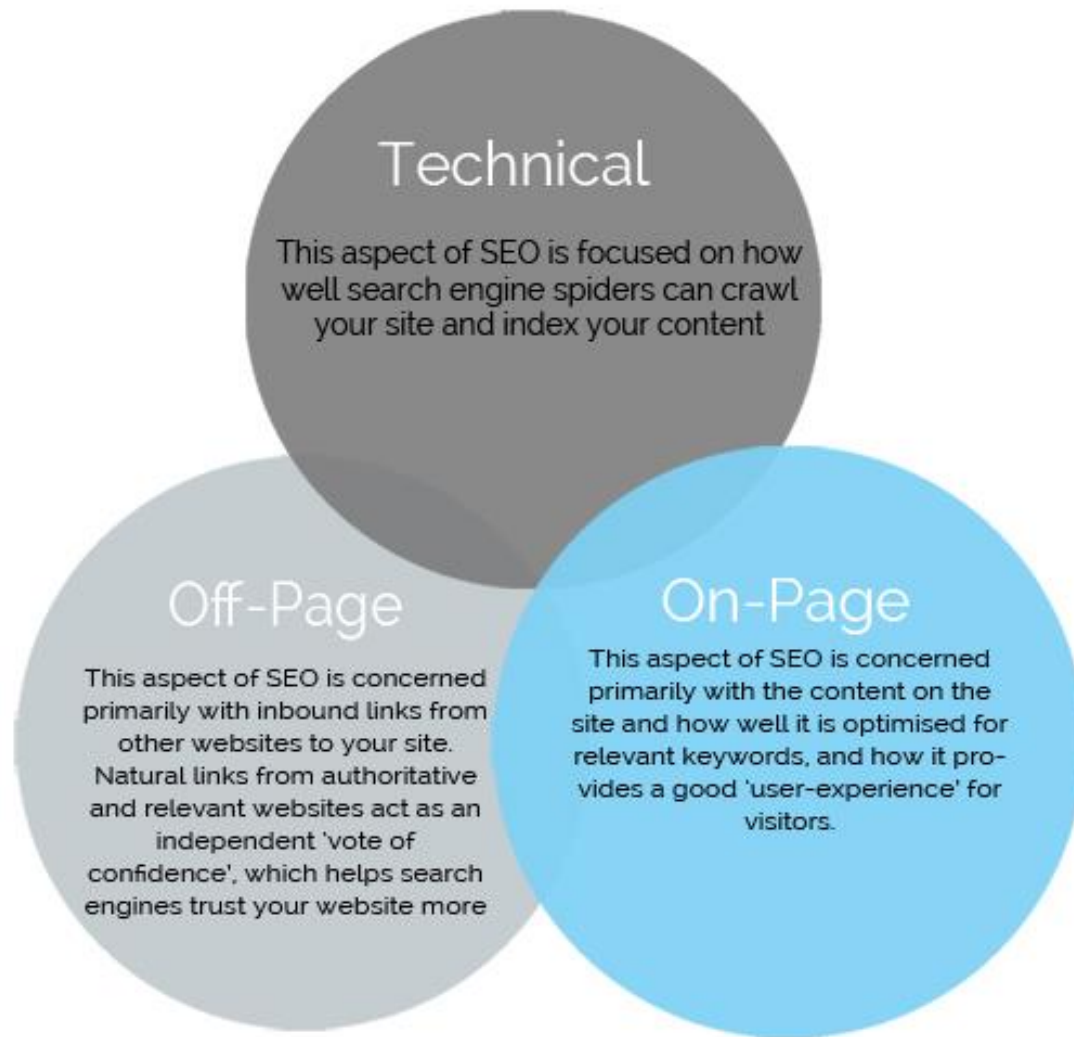
free samples
FREE fabric samples direct to

Rankings vs competitors (October)

This shows the raw data for 3,764 keyphrases identified before the target keyphrases and groups were agreed

All keywords (3,764)			 sofa.com	 furniturevillage.co.uk	 dfs.co.uk	 scs.co.uk
Keyword	Search Volume 	Avg. CPC 	Rank 	Rank 	Rank 	Rank 
1. sofas 	135,000	\$ 2.76	17 -	2 -	1 -	3 -
2. beds 	135,000	\$ 2.54	39 -	7 -	11 -	20+ -
3. jo malone 	90,500	\$ 0.50	99+ -	20+ -	20+ -	20+ -
4. sofa 	74,000	\$ 3.10	10 -	2 -	1 -	3 -
5. sofa beds 	74,000	\$ 2.13	31 -	3 -	2 -	20+ -
6. corner sofa 	60,500	\$ 1.92	28 -	2 -	1 -	3 -
7. sofa-bed 	40,500	\$ 1.99	33 -	8 -	3 -	20+ -
8. cushions 	40,500	\$ 0.58	99+ -	20+ -	20+ -	20+ -
9. sofa bed 	40,500	\$ 1.96	31 -	8 -	3 -	20+ -
10. sophie thompson 	33,100	\$ 0.21	63 -	20+ -	20+ -	20+ -
11. leather sofas 	33,100	\$ 2.50	47 -	1 -	2 -	3 -
12. free samples 	33,100	\$ 0.45	86 -	20+ -	20+ -	20+ -
13. headboards 	27,100	\$ 1.26	64 -	13 -	20+ -	20+ -

Key aspects of the SEO project



Site authority - can sofa.com compete with big budget TV advertisers?

	Moz Domain Authority	Moz Domain Links	Ahrefs Domain Rank	Ahrefs Domain Links
sofa.com	44	1,269	56	11,954
dfs.co.uk	46	803	56	6,713
furniturevillage.co.uk	45	4,452	57	7,253
scs.co.uk	36	1,503	52	4,577
harveysfurniture.co.uk	41	1,703	54	8,338

- Surprisingly the big budget advertisers did not have a significantly higher site authority as compared to sofa.com
- The poorer ranks for some of the target keywords (such as sofa, sofas, corner sofa and sofa bed) was likely to be due to technical and on-page issues (identified in the initial site audit)
- SEO Monitor allowed us to determine what keyphrases were driving traffic, which landing pages were found for each keyphrase and which keyphrases would be the best opportunities for an SEO project

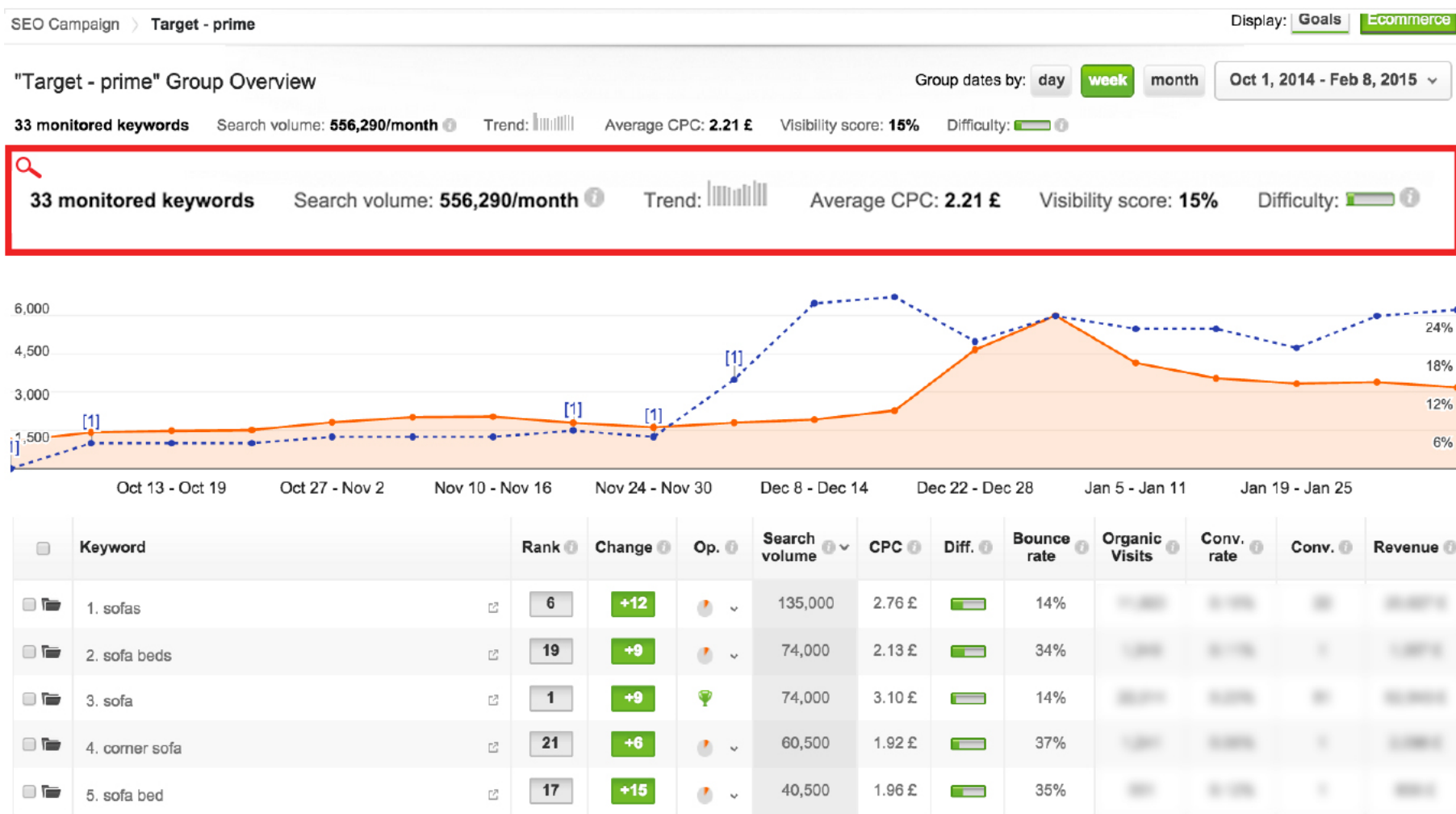
Using SEO Monitor to understand “not provided” traffic and conversions (at the start of the project)

<input type="checkbox"/>	Keyword	Visits ▼	Bounce rate	Conv. rate	Transactions	Revenue	Group
<input type="checkbox"/>	sofa	7,179	14.02%	1.18%	85	£1,000	Junior and 1 more
<input type="checkbox"/>	sofas	5,597	13.99%	1.18%	67	£1,000	Junior and 1 more
<input type="checkbox"/>	small corner sofa	124	44.71%	0.81%	1	£50	Target - corner sofas and 1 more
<input type="checkbox"/>	corner sofa	404	30.4%	0.99%	4	£50	Junior and 3 more
<input type="checkbox"/>	sofa beds	367	31.18%	1.18%	4	£50	Target - prime and 1 more
<input type="checkbox"/>	armchairs	277	21.91%	1.18%	1	£500	Target - prime and 1 more
<input type="checkbox"/>	velvet sofa	217	35.93%	0.91%	1	£50	Target - prime and 1 more
<input type="checkbox"/>	corner sofa bed	191	15.31%	1.18%	1	£50	Sofa beds
<input type="checkbox"/>	upholstered beds	181	23.67%	0.83%	1	£50	SEO Opportunities
<input type="checkbox"/>	corner sofas	162	44.84%	0.62%	1	£50	Junior and 3 more
<input type="checkbox"/>	sofa bed	157	31.29%	1.18%	1	£50	Junior and 2 more
<input type="checkbox"/>	velvet sofas	152	35.78%	0.66%	1	£50	Junior and 2 more
<input type="checkbox"/>	armchair	140	21.09%	1.18%	1	£50	Junior and 2 more
<input type="checkbox"/>	love seat	137	29.26%	0.73%	1	£50	Loveseat

Using SEO Monitor to understand Keyword Difficulty and Opportunities

3,764 Keywords match your criteria			Status	Info					Traffic & Trar	
<input type="checkbox"/>	Keyword		Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits
<input type="checkbox"/>	1. sofas		18	-		135,000	2.76 £		13%	108
<div><div>Target </div><div>Top 3</div></div> <div><div>Estimated additional visits</div><div>~ 23,764 visits / month</div></div> <div><div>Estimated additional revenue</div><div>N/A</div></div> <div><div>Estimated AdWords Cost</div><div>~ 65,651 £ / month</div></div>										
<input type="checkbox"/>	2. beds		35	+4		135,000	2.54 £		17%	17
<input type="checkbox"/>	3. jo malone		99+	-		90,500	0.50 £		N/A	0
<input type="checkbox"/>	4. sofa		10	-		74,000	3.10 £		11%	732
<input type="checkbox"/>	5. sofa beds		29	-1		74,000	2.13 £		40%	55
<input type="checkbox"/>	6. corner sofa		29	-2		60,500	1.92 £		52%	53
<input type="checkbox"/>	7. sofa bed		31	+1		40,500	1.96 £		39%	10
<input type="checkbox"/>	8. cushions		99+	-		40,500	0.58 £		19%	1

5 months of results for 33 target keyphrases



Note: increase in rankings and Visibility Score is due mainly to correction of technical issues, as on-page SEO has only just been implemented

Using topics or groups of keyphrases

Keyword groups

- Footstools (70)
- Four seater (24)
- General sofas (92)
- Junior (11)
- JuniorB
- Leather (239)
- Linen (44)
- Loveseat (50)
- Modern and contemporary (32)
- Other fabrics (30)
- SEO Opportunities (1867)
- Showrooms (43)
- Sofa beds (404)
- Target - corner sofas (10)
- Target - prime (34)

SEO Campaign > **Sofa beds** Display: **Goals** **Ecommerce**

"Sofa beds" Group Overview Group dates by: **day** week month **Oct 1, 2014 - Jan 31, 2015**

404 monitored keywords Search volume: 189,960/month Trend: Average CPC: 1.55 £ Visibility score: 3% Difficulty:

"Sofa beds" Group Overview Group dates by: day **week** month **Oct 1, 2015**

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SEO Campaign > **Leather** Display: **Goals** **Ecommerce**

"Leather" Group Overview Group dates by: **day** week month **Oct 1, 2014 - Jan 31, 2015**

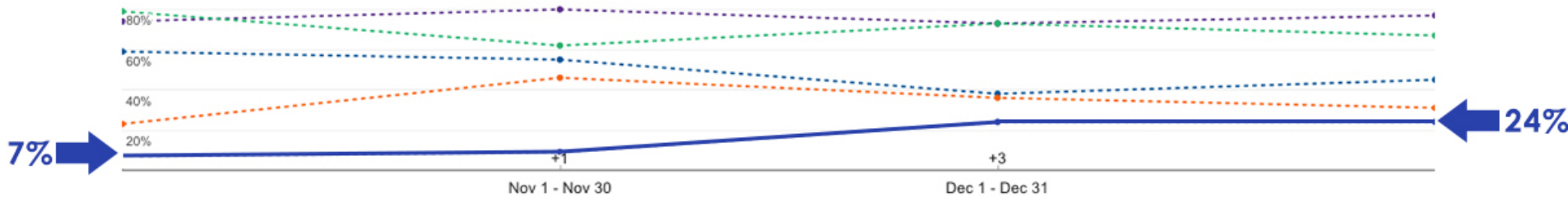
239 monitored keywords Search volume: 113,390/month Trend: Average CPC: 1.71 £ Visibility score: 2% Difficulty:

"Leather" Group Overview Group dates by: day week **month** **Oct 1, 2015**

239 monitored keywords Search volume: 113,390/month Trend: Average CPC: 1.71 £ Visibility score: 2% Difficulty:

Competitor rankings and Visibility Score

Target - prime (33)			sofa.com	furniturevillage.co.uk	dfs.co.uk	scs.co.uk	harveysfurniture.co.uk
Download CSV							
Keyword	Search Volume	Avg. CPC	Rank	Rank	Rank	Rank	Rank
1. sofas	135,000	\$ 2.76	7 +11	1 +1	2 -1	3 -	4 -
2. sofa beds	74,000	\$ 2.13	20 +8	4 +2	2 -	20+ -8	20+ -5
3. sofa	74,000	\$ 3.10	1 +9	3 -1	2 -1	6 -3	4 -
4. corner sofa	60,500	\$ 1.92	21 +6	2 -	1 -	4 -1	5 +1
5. sofa bed	40,500	\$ 1.96	17 +15	4 +4	2 +1	20+ -8	20+ -
7. corner sofas	22,200	\$ 2.11	16 +10	2 -	1 -	6 -2	3 -
8. armchairs	18,100	\$ 1.90	17 +12	12 +1	20+ -	20+ -	20+ -10
9. armchair	12,100	\$ 1.48	15 +11	6 -	20+ -	20+ -	18 -8
10. footstools	12,100	\$ 0.81	20 +1	15 -8	7 +2	20+ -10	20+ -



Performance of an individual keyphrase

SEO Campaign > Sofa

Display: **Goals** **Ecommerce**

Keyword "sofa"

Groups:

Junior x

Target - prime x

Group dates by:


day

week

month

Oct 6, 2014 - Feb 9, 2015 ▾

Search volume: **74,000/month** ⓘ

Trend: 

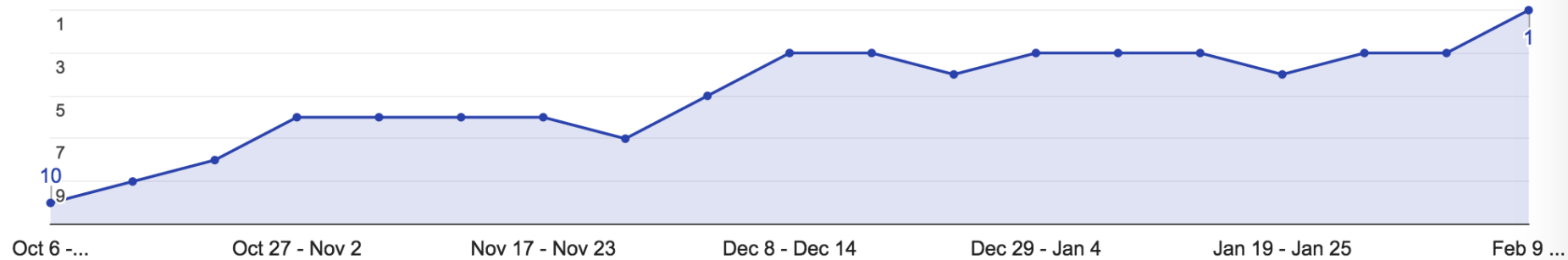
Difficulty:  ⓘ

Rank: **1** **+9**











Landing Page » /

Rank

Add annotation 



Top 10 competitors

- #1  furniturevillage.co.uk
- #2  scs.co.uk
- #3  -2 dfs.co.uk
- #4  harveysfurniture.co.uk
- #5  2 johnlewis.com
- #6  - ikea.com
- #7  1 homebase.co.uk
- #8  1 argos.co.uk
- #9  2 sofa.com
- #10  -5 next.co.uk

Forecasts

The desired rank **Top 5** will generate:



~14,522 / month
Estimated additional visits



£1,119 / month
Estimated additional revenue



40,119 £ / month
Estimated adwords cost (for 14,522 clicks)

Key take-aways

- You don't need to be a big budget TV advertiser to have a similar site authority to your competitors
- There are now tools such as SEO Monitor that provide “not provided” keyword data
- Having all the essential data in one dashboard (such as keyphrase positions, search volumes, Difficulty Score and Opportunities); makes the initial process of determining keyword targets and topic groups much faster than traditional SEO techniques
- Performance tracking and reporting is easy with SEO Monitor's Visibility Score and positions (for your own site and your competitors)
- Try it for yourself – free 30 day trial using promo code SES2015



Thank You!

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