

A Well-Known Furniture Company Increases Its Search Engine **Presence**

A furniture company with a strong presence in the northeastern part of the United States expanded its partnership with AdMax Local by adding SEO services to its paid search and paid social services.

The furniture brand's goal was to increase its organic visibility and establish itself as a trusted brand in a highly competitive market after seeing drops in these areas in previous years.



The Challenge

The furniture brand had common SEO pitfalls. These included slow page speeds, a lack of mobile-friendly best practices, little blog content, and an underutilized Google Business Profile.

AdMax Local knew they had to reestablish the furniture company on key online sites where prospective buyers actively looked for tips and guidance.



The Strategy

AdMax Local developed a multifaceted SEO strategy to address the client's challenges. The key strategic pillars of the strategy included improving the mobile responsiveness of the websites, producing search engine optimized blog content, improving and updating the Google Business Profile frequently, and posting insightful furniture posts on Quora and Reddit to engage potential shoppers.



AML began with a thorough SEO assessment of the website, identifying areas that slowed down page load times to achieve the desired outcomes for the furniture partner.

Following the audit's conclusions, the AML SEO team collaborated with the web developers of the furniture company to minify HTML, CSS, JavaScript, and huge picture files, compress them, and create blog entries that targeted search terms linked to furniture.

In addition, the SEO team got access to the client's Google Business Profile, which was updated with accurate contact information, engaging descriptions, and high-quality images. Regular posts highlighting promotions, new product launches, and customer testimonials were added to maintain visibility in local search results.

Last but not least, AML's SEO specialists found pertinent Quora conversations and subreddits devoted to interior design, furniture, and home décor. They established trust and increased referral traffic by posting perceptive answers and gently introducing the client's brand as a useful resource.



The Results

After nine months of original SEO adjustments, improved page speed, mobile optimization, and blog material drove a 125% increase in website traffic. Customers spent more time on the website and looked at more products because of the blog entries' 30% average engagement rate. Calls and in-store visits increased by 25% and local search impressions by 40% as a result of the enhanced Google Business Profile. 18% of new site visitors came via Quora and Reddit posts, and many of them became leads or customers.



The Conclusion

AML's comprehensive SEO strategy transformed the furniture company's online presence. The campaign significantly enhanced brand visibility, traffic, and conversions addressing technical issues, creating targeted content, leveraging local SEO, and engaging with online communities.

