

How SEO Drove a 125% Increase in Website Traffic for a Furniture Company

Industry: Home Furnishings

Channels: SEO & Paid Services



Client Goal: Increase organic visibility and establish itself as a trusted brand in a highly competitive market.



A furniture company with a strong presence in the northeastern part of the United States expanded its partnership with AdMax Local (AML) by adding **SEO services** to its **paid search** and **paid social services**. Their goal was to increase organic visibility after seeing drops in this area in previous years.



The Challenge

The furniture brand had common SEO pitfalls, such as:



Slow page speeds



Lack of mobile-friendly best practices



Minimal blog content on site



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.



Our Strategy

AML developed a **multifaceted SEO strategy** to address the client's challenges.

The key strategic pillars of the strategy included:

1. Improving the **mobile responsiveness** of the website
2. Producing search engine **optimized blog content**
3. Improving and updating the **Google Business Profile** frequently
4. Publishing insightful **furniture posts** on **Quora** and **Reddit** to engage potential shoppers



Execution

AdMax Local 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, and JavaScript
- Compress large picture files
- 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.

Lastly, AML's SEO specialists found pertinent Quora conversation and sub Reddits 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.



Results

After **nine months** of original SEO adjustments, the client achieved significant wins:



125% increase in website traffic, driven from improved page speed, mobile optimization, and new blog content



30% average engagement rate, new blog content kept customers on the page longer and had them exploring more products



40% raise in local search impressions as a result of enhancements made to the client's Google Business Profile



25% lift in calls and in-store visits, leading to higher chance of converting customers and raising sales



18% of new site visitors came from Quora and Reddit posts, many becoming leads or customers

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.