
Case Study:

Google Panda & Penguin Recovery



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BUSINESS CHALLENGE

A B2C online-only furniture retailer noticed a steep drop in orders during the spring of 2012. Interactive Cleveland conducted a Google Analytics data analysis and a website audit. It was determined the retailer's website was impacted by the March 2012 Google "Panda" and April 2012 "Penguin" updates (see chart below). Monthly Google organic visitors dipped from roughly 5,400 to 800 per month. With declining organic visits and revenues, the online retailer was in need of a new digital marketing strategy.



SOLUTION

Interactive Cleveland conducted a full website audit, new keyword research and created a new digital strategy. The strategy also included a new Google AdWords campaign, increasing focus on social media presence and expanded content marketing. A monthly budget was set for ongoing organic search engine optimization and a new strategy was executed each month for a twelve month timeframe starting in June 2012.

RESULTS

After completing the assigned tasks on the website audit and maintaining ongoing search engine marketing campaign activities for roughly twelve months, the online retailer noticed a significant increase in Google organic visits and organic orders starting in August 2013 through November 2013. It was determined in August 2013 the online retailer was seeing no significant negative impact by previous Google "Penguin" or "Panda" updates.

- Google organic visits increased YOY 137% (July-November 2013 vs. 2012)
- Google organic orders increased YOY 237% (July-November 2013 vs. 2012)
- Google organic revenue increased YOY 238% (July-November 2013 vs. 2012)

