



Home Utensils



Overview

Industry: Home & Decor

Website: [Home Utensils](#)

Shopping Cart: Opencart



Our Solutions

Service Name: Digital Marketing Services

Key Features – Paid Advertising Services



What The Company Is All About?

Founded almost 20 Years earlier as a physical store, Home Utensils decided to enter the digital world of eCommerce with setting up an Opencart e-store providing a wide range of the home essentials.

What Were Their Challenges?

Home Utensils has a variety of home essential products. But the website was not getting relevant traffic. As a founder, Muneer was confused about what to do to get a proper path for success as she was unaware of how to proceed to attract her target audience and how to improve the buyer's overall experience on-site.

The main challenge for Muneer was to attract the desired section of the audience and that is what made her decide to look out for expert help.

What Is The Solution And Where Did They Get That?

Paid Advertising Services from MakeWebBetter

How Does Paid Advertising Services Help Them Achieve Their Sales, Marketing, And Business Goals?

Website Audit

The key pain points were:

Improper paid campaign structure, Irrelevant Traffic, No Tracking setup so facing difficulties in campaign optimization.

Google Analytics Setup

Created and set up the Google Analytics account to track the visitors' activities on-site.

Google Ads Tracking Setup

Configured Google Ads account to track the progress in each step of conversion funnel from leads generation to sales.

eCommerce Tracking Setup

Helped in analyzing purchase activities of the visitor's onsite.

Campaign Audit

We analyzed the existing campaign theme and settings and made the necessary changes to ensure the most effective results.

Campaign Structure Improvement

To identify success areas, pinpoint the root causes of poor performance and positive results overall.

Keyword Research

For improving the visibility of the website and ranking on SERPs.

Ad Copies Improvement

Increased quality traffic on site along with the improved CTR while investing a comparatively lower cost.

How The Paid Advertising Services Improved Their Marketing Conversions?

Muneer from Home Utensils was happy to witness

- More Relevant Users
- User Engagement On the website Improved
- User Behaviour Enhanced

A Short Quote From Home Utensils



MakeWebBetter team gave a new life to my online endeavors. Being in business for 20 yrs and still not getting results for my eCommerce store was a real heart-wrenching feeling. But, after the PPC expertise efforts in running ad campaigns really saved my business with better-segmented traffic and more qualified leads."

Muneer, Founder

Is the Paid Advertising Services Worth Recommendable?

"Yes! Of course. I have every reason to recommend their services. The top-rated customer support, PPC market experts, the dedicated and hardworking team", says Muneer.

Results & Outcomes



↑ User engagement improved – 63.42%

↑ Bounce rate improved – 7.74%

↑ User stay time improved – 21.38%

(All data in % increase)