JULIAN CHARLES

SINCE 1947

Julian Charles is a luxury home furnishings retailer that prides itself on offering superb style and exceptional value, and in delivering beyond customers' expectations. Family-run for almost 65 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

Our SEO, PPC content marketing, outreach and social media teams have been collaborating since 2014 on an integrated search marketing strategy aimed at strengthening Julian Charles' search visibility, increasing high quality traffic volume and, ultimately, maximising revenue.

HOW WE HELPED

Our SEO work focuses on improving the rankings of generic and long tail terms to drive traffic and therefore increased revenue to the site.

In February 2017 there was a Google quality update called Phantom 5, and the following month, Google released an updated version of its 'Search Quality Evaluator' guidelines. As a result of this, we analysed a selection of pages on the Julian Charles site to ensure that it was in-line with the Search Quality Guidelines, that content adequately fulfilled search engine users' needs and communicated the expertise, authority and trustworthiness of the brand.

This lead to us:

•   Delivering a full keyword planning document.

•   Creating additional content on categories pages that was unique and specific to that category, and focused on targeted keywords.

•   Revising homepage content to increase trust levels with new visitors.

•   Content marketing, outreach and social media campaign

•   Our #RenovateDecorateInspire campaign created a natural, high quality link building pattern to support SEO. We did this by engaging relevant, influential bloggers with a 10 page eBook developed by our content and design teams, full of tips and advice on how to transform your home at a much lower cost than having to move house.

The campaign's content encouraged bloggers to write about small changes people could make to transform the look of a room. We also provided bloggers with fact sheets to give them some inspiration and help them write the post. Our aim was to increase awareness of the Julian Charles brand, and to support Julian Charles' organic search presence for certain products and webpages.

We achieved the objective number of blog placements, each on a website with the required Domain Authority score.

The #RenovateDecorateInspire campaign was successful in improving and maintaining ranking positions for targeted keywords, raising awareness of the Julian Charles brand across social media, and supporting SEO activity.

PPC (PAID SEARCH)

Julian Charles recognised that key dates throughout their calendar such as End of Season, Black Friday and Christmas offer great opportunities. We were tasked with applying the best possible promotion and campaign management throughout these periods and beyond, while still providing our continuous efforts for innovation and thought leadership.

Diverse campaign types

The plan was to use an array of campaign types: Search, Remarketing (Dynamic and Image Based), Display, Dynamic Search Ads and Shopping. This diversity this meant we have been able to connect with not only their current audience base, but also new and future potential convertors resulting in growth.

Using our own in house projection tool, ProTRAX, we were able to take projections to the next level and find the most profitable points throughout the year in which to push additional revenue through. This non-linear model allowed us to expose the true potential throughout the year and pushed growth much further than a rigid, even split, budget would have.

Thorough research

Competitor research allowed us to find opportunities with regards to what and where to target in order to gain market share. One example of this is that we were able to prepare for the "Crushed Velvet" rush ahead of the industry and position ourselves as market leaders during the Christmas period.

Innovative strategies and methods

Below are a few successful projects we ran within the account:

- Dynamic Search ads for research only basis

- Shopping segmentation

- Shopping optimisation

- Business data and localisation

- Remarketing lists

THE RESULTS

215% INCREASE IN OVERALL SESSIONS

259% INCREASE IN OVERALL NEW USERS

68% INCREASE IN ORGANIC SESSIONS

32% INCREASE IN ORGANIC CONVERSION RATE

64% INCREASE IN PPC SESSIONS

6% INCREASE IN PPC CONVERSION RATE

558% INCREASE IN PPC TRANSACTIONS