



charming charlie Sees 250% Increase in Website Traffic with Local Search

Local SEO Efforts Lead to Explosive Growth

Women's fashion and accessories retailer, charming charlie, has 240 store locations nationwide, but its stores faced challenges being found on the web and mobile web by local customers.

With a small e-commerce support team of three people, it was difficult to support a growing number of store locations plus their local business listings. By automating its local search process, charming charlie was able to quickly ramp up localized search results for all of their store locations.

Within 90 days of deploying local search automation software from Rio SEO, charming charlie gained first-page search results, cut the time needed to create local landing pages, experienced huge year-over-year growth in website traffic and a major boost in mobile traffic.

State of the Local and Mobile Search Industry

Sources such as Google and comScore note that about 70 percent of all online searches are local, making it essential that retailers and other multi-location businesses have strong local visibility on the web and mobile web.



"Most of the company's focus had been on stores," said Kim LaFleur, vice president of e-commerce at charming charlie, in a February 2013 Internet Retailer article. "There was little internal infrastructure dedicated to managing our web presence."

Local search efforts at charming charlie were conducted manually with static store locator pages and maps. An additional challenge was keeping the store hours up to date.

The Challenge >

As a women's fashion, jewelry and accessories retailer with some 240 stores, charming charlie recognized the importance of local search results on the web and mobile web to attract new customers and increase sales. However, with limited resources, the web team was challenged with coordinating local content, building local store landing pages and then optimizing those pages to be found for local and mobile search.

"What was happening is that someone would sometimes update a Word document when something changed and provide it to the internal team," LaFleur said. "But it was often tough for the small team dedicated to the web to keep up with the newest information."

The combination of these factors led to poor search engine results for branded and non-branded consumer search queries. With the help of the team at Rio SEO and its automated search engine optimization solutions, charming charlie was able to focus on local search efforts across its stores nationwide.

The Solution ➤

charming charlie deployed the Rio SEO Local Search Solutions™ automated software suite to ramp up its local presence across the three major U.S. search engines. Within 90 days of initial implementation of the software tools, the retailer achieved double the number of first-page search result positions for all of its locations.

With the location builder feature, charming charlie was able to build local and mobile landing pages for each store location. Both the web and mobile web versions of charming charlie local store landing pages were optimized for the targeted term “fashion accessories.” With the retailer’s previous store locator function, all traffic was delivered to a single page on the website and search engines were unable to index the information on them. Furthermore, customers were not able to have clickable search results, which hindered conversions.

The local search software suite from Rio SEO automatically optimized and integrated best practice local SEO elements into charming charlie’s local store landing pages. The software tools delivered more local search web traffic and valuable web analytics so the retailer could continue to optimize search results and content relevancy for regional customers.

The map feature of the Rio SEO local search platform has created automated, optimized local map listings for each of charming charlie’s store locations. This allows customers to view maps supplied by Google, Yahoo and Bing, and then pinpoint the most convenient exact store location with relevant and consistent information that is targeted to them. This solution replaced a previously cumbersome, manual task that burdened their team. Plus, Google Maps evaluates the local landing page URLs that are attached to the map listings and helps businesses gain high web page visibility.

An additional feature of the technology is that it helped manage local business listings and link development by distributing optimized, current, consistent local business data. It also increased search engine page rankings while building relevant back-links through Internet Yellow Pages and business directories

The Results ➤

Within 90 days of deployment, charming charlie experienced strong results driven by Rio SEO’s automated local search tools, including major upticks in website traffic and significant improvement in visibility across the three major U.S. search engines. Specifically, charming charlie achieved:

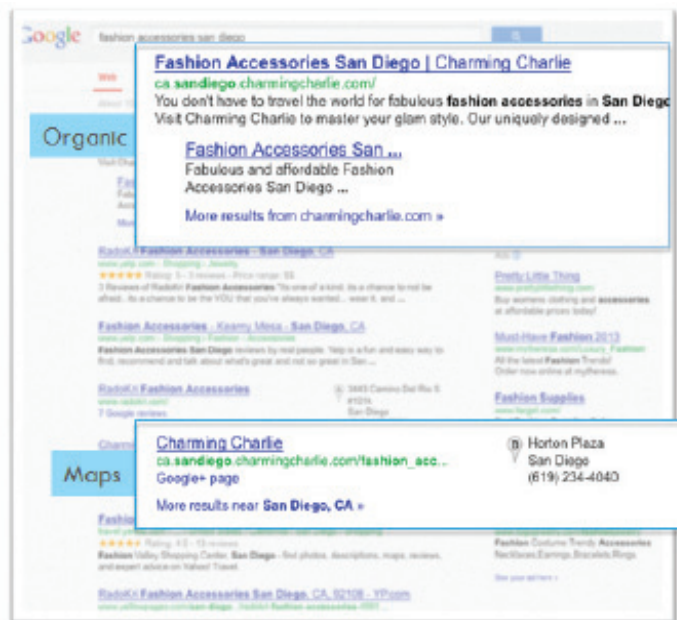
- A 250% increase in website traffic year-over-year
- Double on-average the number of local first-page Google search rankings in all 240 store locations within the first 30 days

- Five times the growth in first-page positions in 90 days
- About 55 percent of search traffic came from mobile devices and tablets
- 75 percent of this mobile traffic is from new visitors
- A 50 percent reduction in time spent creating local store landing pages

For the non-branded search “fashion accessories San Diego,” charming charlie appeared 99 percent of the time on the first page of the search results. Within a week’s time, the retailer rose to the No. 1 position on the first results page. Within 90 days, charming charlie increased its first-page visibility to 2.5 positions. Prior to deploying Rio SEO Local Search Solutions, none of the retailer’s 240 store locations were found on the first results page when consumers searched in San Diego.

Using a branded term “charming charlie San Diego,” it took only 90 days for the retailer to achieve the top three positions on the first search engine results page when customers searched locally.

Organizationally, the charming charlie web team has saved on operational costs by using the Rio SEO local software tools, along with one consistent content management system. It now takes the team half the amount of time to create a store location web page than it previously did. This time savings is now being applied to



other online marketing initiatives.

Additionally, the Rio SEO local search platform can be implemented quickly and with minimal IT support.

According to John Hnanicek, chief information officer of charming charlie, “There was virtually no disruption in our online marketing operations. The deployment and integration of the local SEO automation system was handled quickly and efficiently without a hitch.”

Since social media networks influences local search visibility, the software suite also enabled localized sharing on local store landing pages. As a result, charming charlie has experienced a lift in customer social check-ins (e.g. Facebook likes).

About charming charlie >

charming charlie, the award-winning fashion accessories retailer, is the one-of-a-kind source of style that's been helping women find their fabulous since 2004. Winner of several awards over the past few years, charming charlie has been recognized for leading a retail revolution. Its uniquely designed in-store experience features an unparalleled variety and volume of accessories, ingeniously arranged by color, making that perfect accent fun and easy to find. With more than 200 stores in the U.S. stocked full of all the latest trends, charming charlie is spreading style from coast to coast with fabulous, affordable fashions and insider style advice that has women coming back again and again. More information is available at www.charmingcharlie.com or <http://www.facebook.com/charmingcharlie>.

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About Rio >

Rio SEO Local Search powers store finder software, mobile store finder software, and local business listing management software. We offer Automated Local SEO services to multi-location businesses allowing them to optimize, distribute, and claim their local listings in Google, Yahoo, Bing, Infogroup® expressupdate, Neustar® Localeze®, Acxiom™, Factual™, Yext, Social Networks and other online local data aggregators. Based in San Diego, Rio SEO is among the largest independent providers of SaaS based, local SEO automation solutions and patented SEO reporting tools. Customers include brand marketers, retailers, and digital agencies. More information about Rio SEO is available at www.RioSEO.com.