



Case Study: Committed to Grizzly-Proofing Your Results

About YETI Coolers

YETI Coolers is a Texas-based company that manufactures highly-durable, rotomolded polyethylene ice chests. They are committed to providing the highest quality coolers for a broad range of activities. Whatever outdoor adventure or commercial enterprise demands, they offer a cooler designed to suit the need. They even sell a line of coolers that are certified grizzly-proof by the International Grizzly Bear Committee (IGBC).



Problem

In February of 2009, YETI Coolers was suffering from lack of online sales from their website. They faced the challenge of selling a durable good at a luxury price online with little to no visibility to their target market. They realized that Search Engine Optimization (SEO) and Paid Search (PPC) were crucial starting points for increasing their web presence within their target demographics and for improving their online sales growth rate.

Solution

YETI Coolers goal was to generate more sales from their website. YETI partnered with Volacci to create an search engine optimized website that converts. Volacci began YETI's campaign with a full Conversion Analysis, resulting in a list of recommended changes to their on-page optimization. These changes helped YETI's website become more visible in the search results for their targeted keywords. Volacci helped relaunch their website with specific website redesigns that specifically appealed to their target audience. Volacci also launched a thorough and effective PPC, SEO and link building campaign that catapulted YETI Coolers up the search engine results and into the minds and pockets of consumers.

Results

- Traffic increased by 410%
- Improved website functionality and design
- From February 2009 to September 2009, online sales growth rate outpaced total sales growth rate by 36%.

Key Takeaways

Quality products sometimes just need to be found in order to be purchased, like YETI Coolers. Volacci implemented a site redesign and on-page optimization that increased functionality and aesthetics, combined with effective PPC and SEO campaigns not only brought ample traffic to the site, but helped increase YETI Cooler's online sales dramatically.

Testimonial

"Volacci takes care of all of our SEO needs, they have always delivered the results they promised!"

- Johnny Kubala, YETI Coolers

