

Case Study



Maximizing Search Potential to Maximize Profits



About YETI Coolers



is a **Texas-based manufacturer** of highly-durable, roto-molded 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, YETI offers 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

Prior to hiring Volacci, YETI Coolers suffered from a lack of online sales. YETI's staff faced the challenge of selling a durable good at a luxury price with little to no online visibility among their target market. YETI realized that Search Engine Optimization (SEO) and Paid Search (PPC) were crucial starting points for increasing their web presence within target demographics, and for maximizing their online sales growth rate.

Solution

- Volacci conducted a full Conversion Analysis, resulting in an extensive list of on-page optimization changes. These changes made YETI's website more visible for targeted keywords in search engine results.
- Volacci helped relaunch their website with specific redesigns appealing to the target audience.
- Volacci launched detailed and effective PPC and SEO campaigns that catapulted YETI Coolers up the search engine results increasing both traffic and conversions.

Results



- Increased traffic by 410%
- Improved website functionality and design
- In the campaign's first eight months, online sales growth rate outpaced total sales growth rate by 36%
- e-MDs' Conversion Rate Jumps 419%, while Saving Money

Key Takeaways

Quality products, like YETI Coolers, sometimes just need to be found in order to be purchased. Combining a disciplined focus on increased functionality and higher quality aesthetics with effective PPC and SEO campaigns was the winning strategy for dramatically increasing traffic and online sales for YETI Coolers.

Testimonial

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

-Johnny Kubala, YETI Coolers

