

CASE STUDY

STRATEGIC LEVERAGING OF  
AUDIENCE INSIGHTS BOOSTS  
ORGANIC BLOG TRAFFIC BY 869%



# OVERVIEW

- CLIENT: Flooring America
- INDUSTRY: Quality flooring products
- SERVICES: SEO, Audience Analysis
- RESULTS: 869% increase in organic blog sessions; 264% increase in YoY organic traffic since implementation





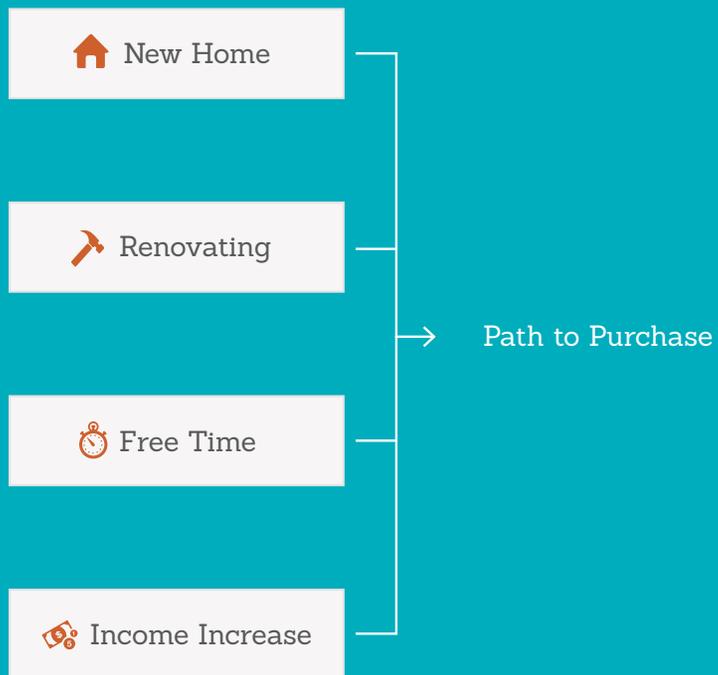
## The Challenge

When faced with competition from big-box retailers, how do you position yourself as an authority in your space and better serve your customers? By listening to those customers and identifying their wants and needs.

With over 500 stores throughout the U.S. and Canada and a reputation as a respected retailer of quality flooring products, our Flooring America wanted to both attract more customers to their brick-and-mortar locations as well as bolster their online presence. To do so, they wanted to identify impactful content opportunities to arm potential customers with information in the form of articles targeting do-it-for-me (DIFM) homeowners who are looking to improve their living space.



## Audience Analysis



Triggers

## The Approach

Seer conducted an audience analysis using a variety of tools to learn what triggered users to purchase flooring and what content helped inform that purchase. We collected data over a two-month period and learned that Flooring America's customer base was motivated by major life events like moving into a new home, renovating their current home, an increase in disposable income and free time. We learned more about their purchasing habits, consumer behavior, and the factors involved (such as cost, installation options, timing, and delivery) that impact their path to purchase.



Use of HotJar  
heatmapping  
technology



Visitor  
pop-up  
polls

Analysis of user  
comments, keywords  
and topics



Saw a trend that  
people were seeking  
more information on  
flooring maintenance

Create new content to  
offer visitors guidance  
they were looking for



## The Execution

One of the tools we used was HotJar, which incorporates heat mapping technology and user polls to gain user insights. Pop-up user polls asked visitors what brought them to the Flooring America website. We also used NGrams to analyze user comments, grouping keywords and topics.

Observing this data together, we saw a trend that people were seeking more information on maintaining, caring for, and repairing existing floors than purchasing new flooring. These users were looking for guidance and tips on topics ranging from restoring hardwood flooring to fixing carpeting that had been damaged by pets.

Based on our Audience Analysis, Seer recommended building new content to live on Flooring America's blog that would offer visitors the guidance they were looking for and position them as a trustworthy leader in the flooring space.



We could not achieve these results without the expertise provided by Seer. With their ongoing and thorough keyword research and implementation strategies, we are able to maximize the ROI on the amount of time invested to create this content. I am amazed at how quickly we are seeing increases in organic search traffic.

**– ANDY VALERIANI, VP OF DIGITAL  
MARKETING FOR CCA GLOBAL**



## The Results

- 869% increase in organic blog sessions
- 264% increase in YoY organic traffic since implementation

Following an algorithm update, Flooring America's blog saw a major spike in traffic nearly a year after it was launched, with a post on engineered flooring contributing significant traffic to the blog (7,408 sessions in a five-month period). Piggybacking off of this wave, one month after implementing our Audience Analysis findings, our client saw a 869% increase in organic blog sessions -- 19,700 organic sessions, based on a period-over-period comparison. Newly-created content that answered audience's questions around specific flooring concerns steadily increased traffic to the Flooring America blog, earning them Google answer boxes for several key terms.





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