

Floor and Décor Case Study

200% Revenue Growth

Floor and Décor Outlets of America Inc. serves do-it-yourself consumers and professional contractors, focusing on the residential remodeling segment. In their competitive industry, Floor and Décor turned to us for Search Engine Optimization. When we started, Floor and Décor had low rankings for keywords and not enough conversion points. The objective of the SEO campaign is to improve the Floor and Décor web presence and drive business to the ecommerce store at www.flooranddecoroutlets.com.

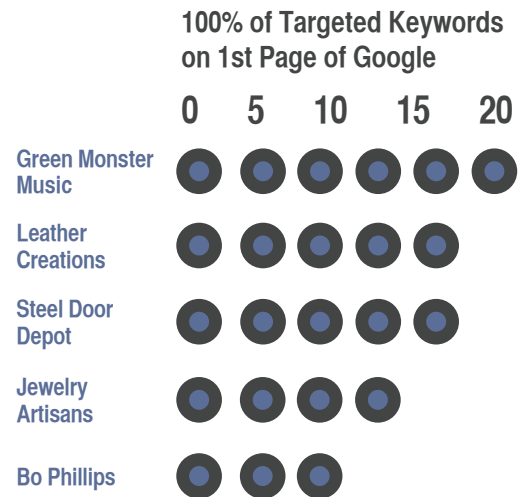
The Results

- Prior to their engagement with Vayu, Floor & Décor had 2 keywords on page one of Google. Today, they boast 126 keywords on the first page.
- Their organic search revenue is up 140% with spikes of up to 200% during periods.
- Page views are up 200%.
- All top-tier competitive keywords we targeted are in top 3 Google positions.
- Though seasonal spikes are expected, the trend line is moving from 12.5k to 25k weekly visitors.
- The revenue/ \$1 SEO spent is at 12.7 vs. PPC of 1.8.

Conclusion

Over several months, we optimized the Floor and Décor site and measured that the traffic SEO was driving contributed to higher revenue and visitor count than other sources. The organic growth has eliminated the need for the PPC investment and offset the cost of our SEO services by the reduction in PPC spend.

More Retail Campaign Success Stories



“The increase in organic revenue and keyword ranking has been great; however, the level of service provided by Vayu has been exceptional.”

- **Cozean Hedrick**
Floor & Décor Outlets, Inc.