



GoBig Digital increase net sales by 247% for Groundstores.co.uk

At a glance

We worked with Groundstores to increase their net sales by 247%, for the 6 months Jan-June 2024, versus the 6 months Jan-June 2023, through SEO, PPC and improved product merchandising.



James Smirthwaite,
business owner

Working with GoBig Digital has enabled us to experience significant platform growth, which has been hugely beneficial for our business and carries us further towards our objectives. The team at GoBig don't hide behind meaningless stats and numbers like other agencies we've worked with previously. They really do deliver and I look forward to the next phase of our work together.



CHALLENGES



Groundstores was experiencing limited sales volume on their e-commerce site, on account of limited traffic, ineffective product merchandising and a confusing buyer journey. They enlisted GoBig Digital to turn things around to drive the growth they wanted.

SOLUTIONS



We delivered a highly effective SEO campaign, optimised their PPC to increase ROAS, and performed a product merchandising improvement program, including re-categorisation of products and rewriting descriptions.

June 22, 2023		June 22, 2024	
● Top 3	0	● Top 3	19
● 4-10	18	● 4-10	38
● 11-20	97	● 11-20	82
● 21-50	197	● 21-50	194
● 51-100	200	● 51-100	223
● SERP Features	1	● SERP Features	0
Total	513	Total	556

RESULTS



- 19 keywords in top 3 in Google, versus 0**
Massive increase in organic traffic, through delivering an effective SEO campaign that now sees 19 keywords (mostly products) appear in top 3 positions in Google.
- 661% return on ad spend through Google Ads**
Every £1 spent generates £6.61 in revenue through their Google Ads campaign.
- 247% increase in net sales**
Groundstores have seen a 247% in year-to-date sales, versus the same period last year, as a result of our digital marketing activity on their account.

