

Case Study

Client: United Furniture Industries/Simmons (www.unitedfurnitureindustries.com)
Case Study Term: December 2009 – April 2011

Background

For 135 years Simmons Bedding Company has been a global leader in bedding products. United Furniture Industries (UFI) is the exclusive US manufacturer of Simmons Upholstery. UFI hired IMI to build a new website and expand their presence on the web. IMI began building the new website in late 2009, launched in mid 2010 and has been performing exceptional Search Engine Optimization ever since.

The Strategy

When UFI/Simmons hired IMI, we knew we had a daunting task ahead of us and a client with aggressive goals. The strategy began with rebranding UFI and developing new website designs. The goal was to launch a new website within six months and begin SEO for highly competitive “furniture” related terms for a website with essentially no history. The two key elements of the campaign have been:

>> **Website Design & Development**

>> **Search Engine Optimization**

The Results

The great results began with the launch of their amazing new website in June 2010. The goal was to create a clean and user-friendly website that was easy to navigate.



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Recognized
Quality.
Exceptional
Value.
Outstanding
Service.

For over 133 years Simmons has been the brand of choice. United Furniture Industries is the exclusive U.S. manufacturer of Simmons Upholstery. Our goal is to provide exceptional value with outstanding service. We offer a large range of trendsetting styles and designs that include stationary sofas, Beautyrest upholstery, reclining sofas, recliners, sectionals and Hide-A-Bed sleepers.



During the last month of website development, IMI began the keyword research process with UFI/Simmons. Together we developed a list of highly competitive broad and long tail keyword phases to target. Once this was complete we began the keyword mapping process and SEO was under way.

Here are the key highlights from the campaign thus far:

Month	Total Visits	Unique Visits	Direct Traffic	Search Engines- Total	SEO Organic (Non-Paid)	Referring Traffic	SEO Traffic %	Page Views	Pages Per Visit	Yahoo Backlinks	Avg. Time On Site	Bounce Rate
August-10	9,560	6,034	3,685	3,918	3,918	1,957	41.17%	67,945	7.12	241	4:36	28.44%
September-10	9,836	6,300	3743	4,226	4,226	1,867	42.96%	68,896	7.00	276	5:04	26.74%
October-10	10,729	7,192	3538	4,615	4,615	2,576	43.01%	71,389	6.65	2954	4:47	28.15%
November-10	12,406	8,438	3,544	6,207	6,207	2,655	50.03%	81,133	6.54	6,504	4:37	26.63%
December-10	12,427	8,584	3,440	6,483	6,483	2,504	52.17%	84,315	6.78	6,896	4:59	26.24%
January-11	17,192	12,352	4,065	8,794	8,794	4,333	51.15%	110,028	6.40	7,232	4:29	26.98%
February-11	16,185	11,379	4,068	8,348	8,348	3,769	51.58%	98,927	6.11	7,338	4:31	27.57%
March-11	17,965	12,868	4,334	9,913	9,913	3,718	55.18%	103,220	5.75	7,301	4:28	28.74%

SEO Campaign Highlights (over 8 month period)

Total Visits	88%	↑	SEO Traffic %	34%	↑
Unique Visits	113%	↑	Page Views	52%	↑
SEO Organic	153%	↑	Backlinks	2,929%	↑

SEO Organic Traffic Increases

