

Case Study

BIG LOTS

Big Lots wanted to continue optimizing their already successful SEO efforts by creating local landing pages for each of their locations.

THE SITUATION:

In 2014, Big Lots partnered with Placeable to create local landing pages for each of their 1400+ locations. This large national retail chain already had basic search and results pages, but they also wanted detailed landing pages for each store location to help maximize their SEO impact and improve the online experience for their customers.

THE SOLUTION:

Big Lots' internal team partnered with Placeable to enhance their existing SEO efforts. Placeable led the process by creating dynamic landing pages for each of Big Lots' 1,400+ store locations.

At the start of the program, Big Lots kept its existing locator and results pages, linking them to the details pages that Placeable created. This meant that there was no direct link to Placeable's locator from Big Lots' homepage, other than in the site's footer section.

Approximately six months into the program, Big Lots decided to remove their locator and rely on Placeable for the full scope of their location pages. As a result, the retailer can now take full advantage of Placeable's services without having to continue using their own resources.

Placeable Services used in this case study:

- Pages (creating local landing pages)
- Managed Services (cleansing data)
- Workbench (managing data, updating pages)
- Analytics (monthly analytics reporting)

In addition to using Placeable's locator, Big Lots added several enhancements to their details pages to further strengthen their SEO, as well as the customer experience. Placeable customized and expanded the original details pages to include multiple banner ads, videos, store images and marketing incentives for each location. All landing pages are mobile adaptive as part of Placeable's standard implementation.

Placeable also provided Big Lots with full-service location data management that included cleansing and normalizing the retailer's data, as well as syndicating their locations. After several months, once Big Lots was ready to transition from full-service to maintenance mode, the company received training on Placeable's Workbench platform so that they could maintain their location data autonomously. The retailer's internal team now has the flexibility to update any of their local landing page details 24/7 through Workbench's user interface.

"Workbench makes it easy to control all of our location data. If I find something wrong, I can make those changes and have them reflected within minutes. That's a huge advantage—something we couldn't do previously."

- Caitlin Gustafson, Online Marketing Specialist, Big Lots Stores

In addition to utilizing the Workbench UI to enter location updates, Big Lots sends daily hours of operation and store services updates via Placeable's Workbench API. This is especially beneficial for updating holiday hours, which change daily throughout the holiday season and must be published late in the evenings.

THE RESULTS:

Big Lots continues to enhance their SEO efforts thanks to their ongoing partnership with Placeable.

After having Placeable cleanse their data during their initial full-service engagement, Big Lots now has 100% confirmed map pin placement. Furthermore, sixteen months after launching the newly created details pages and migrating to Placeable's locator, Big Lots has enjoyed:

- Spikes in overall visits with a 100%-400% increase in online traffic month-to-month compared to the previous year.
- A steady upswing in organic visits, peaking at a 53% increase during the holiday season.

The fact that Big Lots has enjoyed continued growth in organic search over the past year is a strong testament to the success of Placeable's locator and the SEO impact of detailed local landing pages.

GOING FORWARD:

Over the past year and a half, Big Lots has grown to view Placeable as a trusted strategic partner. Currently, the retailer is working with Placeable to prepare for its upcoming ecommerce deployment in the second quarter of 2016.

Together, Big Lots and Placeable look forward to a continued partnership of SEO success.

"The team at Placeable has been great. They have been very easy to work with and demonstrated great flexibility. By working with them we have been able to capitalize on local search by creating relevant content and syndicating data to various partners." - Oscar Castro, VP Ecommerce and Omnichannel, Big Lots Stores