



SEARCH ENGINE OPTIMIZATION

CASE STUDY

Backyard Barns & More

Date Issued
September 20, 2024

OVERVIEW



Case Study: Backyard Barns & More SEO Strategy

Paul Keebler, owner of Backyard Barns & More, emphasizes the critical importance of securing top positions in keyword searches to drive traffic not only to the website but also to their other two located in Northeast Indiana.

Key Performance Indicators (KPIs)

Our strategy revolves around closely monitoring keyword phrases to enhance web traffic and conversions. Key objectives include achieving top rankings for keywords such as backyard barns, poly furniture, and sheds in the Fort Wayne area.

Increase in Page Views: Our goal is to achieve a 20% increase in page views to drive both online visits and foot traffic to our stores.

On-Page Engagement Time: We aim to increase visitor engagement to deepen interactions and improve conversion rates.

Google Business Optimization: Our focus is on optimizing Backyard Barns & More's Google Business profile by actively managing customer interactions, enhancing reviews, updating images, and engaging with the local community to boost visibility and credibility.

Strategy Implementation

To achieve these objectives, Backyard Barns & More has implemented the following strategies:

Content Optimization: Developing high-quality, tailored content including location-specific pages and detailed product descriptions.

Keyword Research: Identifying and integrating valuable keywords into our content strategy to improve search engine rankings and attract relevant traffic.

Technical SEO Enhancements: Conducting regular audits to optimize site structure, improve loading times, and ensure mobile responsiveness.

By focusing on these KPIs and executing these tailored strategies, Backyard Barns & More aims to enhance its online visibility, drive targeted traffic to its website, and ultimately increase foot traffic to its stores across Northeast Indiana.



Engaging with both our loyal customers and new prospects is a top priority for me and Backyard Barns & More as we drive our marketing efforts forward.

PAUL KEEBLER, OWNER OF BACKYARD BARNs & MORE.

FINDINGS

PAGE VIEWS

AUGUST 2023

| Page path and screen class | Views | Users | Views per user |
|---------------------------------|------------------------|----------------------|----------------|
| | 2,442 100% of total | 921 100% of total | 2.65 Avg 0% |
| 1 / | 1,206 | 833 | 1.45 |
| 2 /our-services/barns-sheds/ | 469 | 317 | 1.48 |
| 3 /our-services/poly-furniture/ | 228 | 153 | 1.49 |
| 4 /our-services/cabins/ | 140 | 103 | 1.36 |
| 5 /our-services/pole-barns/ | 133 | 109 | 1.22 |

JUNE 2024

| Page path and screen class | Views | Users | Views per user |
|---------------------------------|------------------------|------------------------|----------------|
| | 4,294 100% of total | 1,673 100% of total | 2.57 Avg 0% |
| 1 / | 1,723 | 1,288 | 1.34 |
| 2 /inventory/ | 567 | 262 | 2.16 |
| 3 /our-services/barns-sheds/ | 501 | 341 | 1.47 |
| 4 /poly-furniture-products/ | 421 | 291 | 1.45 |
| 5 /our-services/poly-furniture/ | 268 | 205 | 1.31 |

ACQUISITION

AUGUST 2023

| | Users | Sessions | Engaged sessions | Average engagement time per session |
|------------------|----------------------|------------------------|----------------------|-------------------------------------|
| | 921 100% of total | 1,221 100% of total | 802 100% of total | 1m 01s Avg 0% |
| 1 Organic Search | 629 | 859 | 622 | 1m 11s |
| 2 Direct | 206 | 255 | 116 | 35s |

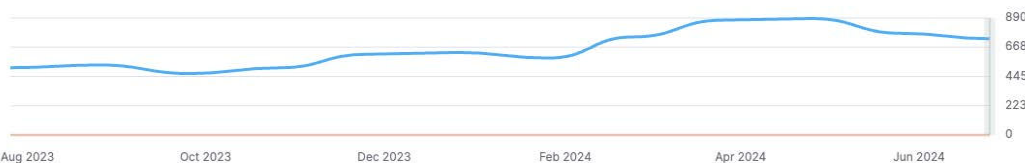
JUNE 2024

| | Users | Sessions | Engaged sessions | Average engagement time per session |
|------------------|------------------------|------------------------|------------------------|-------------------------------------|
| | 1,673 100% of total | 2,205 100% of total | 1,221 100% of total | 54s Avg 0% |
| 1 Organic Search | 873 | 1,246 | 897 | 1m 20s |
| 2 Direct | 356 | 472 | 206 | 25s |

1M 6M 1Y 2Y All time

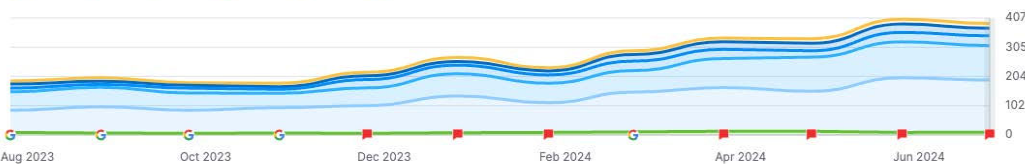
Organic Traffic 732/month

Organic Traffic Paid Traffic Notes



Organic Keywords 388

Top 3 4-10 11-20 21-50 51-100 SERP Features



Organic Search Positions 388

| Keyword | Intent | Position | SF |
|--------------------------------|--------|----------|----|
| sheds fort wayne | C | 7 | |
| backyard barns near me | T | 1 | 6 |
| sheds fort wayne indiana | C | 5 | |
| back yard barns | C | 1 | 8 |
| fort wayne sheds | C | 8 | |
| sheds for sale fort wayne | T | 7 | |
| barn yard store | N | 7 | |
| backyard barns | C | 1 | 8 |
| poly furniture fort wayne | C | 1 | 8 |
| backyard barns and more photos | N | 1 | 7 |
| backyard barns and more | N | 1 | 7 |
| sheds fort wayne | C | 2 | 7 |
| the backyard barn | N | 2 | 7 |
| sheds fort wayne indiana | C | 2 | 5 |
| fort wayne sheds | C | 2 | 8 |
| yard barns and more | I | 2 | 7 |
| backyard barns | C | 2 | 8 |
| portable barns near me | T | 2 | 4 |

BY THE NUMBERS

75.8%

Percentage increase in page views from August 2023 to June 2024

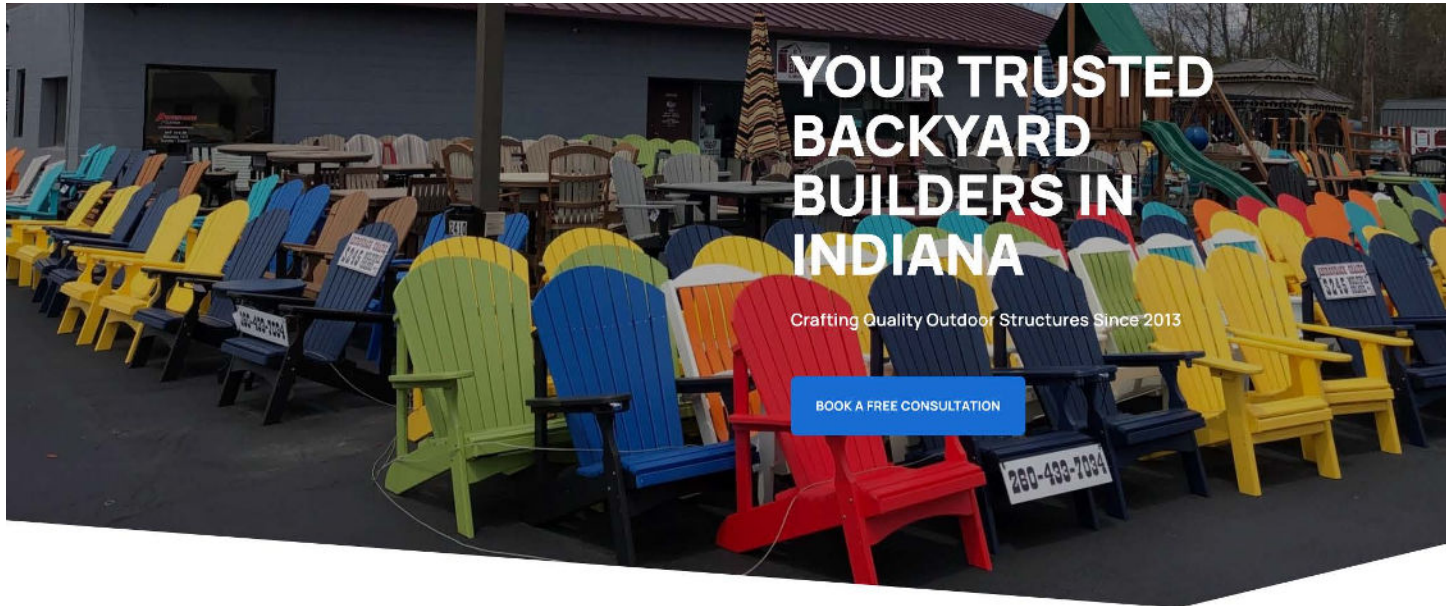
22

Number of highly searchable keywords that in the first, second, and third position on Google's SERP.

9s

The seconds increased of average engagement time from August 2023 to June 2024

CONTENT STRATEGY



**YOUR TRUSTED
BACKYARD
BUILDERS IN
INDIANA**

Crafting Quality Outdoor Structures Since 2013

BOOK A FREE CONSULTATION

Backyard Barns Brings You Quality Craftsmanship



Welcome to Backyard Barns & More. We help homeowners transform their outdoor areas into beautiful, functional spaces. Our experienced craftsmen use premium materials to create custom backyard structures that seamlessly integrate with

Backyard Barns & More optimized their website for improved performance, redesigned their home page to highlight quality furniture and competitive prices, and enhanced local SEO through dedicated location pages and targeted email campaigns with a high open rate.

Website Optimization

We initiated several improvements to accelerate website performance, including code minification, converting images to WebP format, optimizing alt tags, and crafting compelling meta descriptions to drive increased clicks to the site.

Home Page Redesign

We redesigned the home page to enhance information clarity and visual appeal, emphasizing our quality furniture offerings and competitive pricing.

Created Landing Pages

We developed an “Outdoor Oasis” page for targeted email marketing campaigns, featuring a 20% discount coupon to attract new customers.

Developed Location Pages

To boost SEO for Backyard Barns & More’s Lima Road and Columbia City locations, we created dedicated pages with location-specific content.

Email Campaign Creation

Our bi-monthly email campaigns highlight exclusive deals and showcase new products to our existing customer base, achieving an impressive open rate of approximately 30%—well above the industry average of under 20%.

Google Business Optimization

Significant effort was dedicated to optimizing our Google Business profile by updating photos, descriptions, related content, and product listings to enhance visibility and engagement.



neowolf
— DIGITAL —