



Lighthouse Technologies

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Case Study: STL Beds

URL: www.stlbeds.com

Product: Retailer of mattresses and bedroom suites, mostly to the Saint Louis area

Campaign: Web Development, Search Engine Optimization

Time Frame: February 2007 – Present



Background:

STL Beds is a family-owned company that sells mattresses and bedroom furniture out of their one location in Arnold, MO. Originally called the Water Works Sleep Center, STL Beds was on the verge of filing for bankruptcy in early 2007.

Challenge:

Take a literal Mom & Pop store and turn it around from drowning sales and profits into an extremely profitable company with most of their sales coming from the Internet.

When starting out, the Water Works needed a fully redesigned website – a new look and feel for what they do. They had no call to action text on their site, and didn't want to put the money into a full-on ecommerce website. Additionally, their URL was hard to say and promote (at the time, it was www.thewwwbeds.com!). They had no one way backlinks to their URL and low or no rankings that area searchers might use to find their site.

SEO Strategy:

After the new website launch, we set about to further optimize for all things local, quickly dominating the “big three” for bedroom furniture related searches in Saint Louis. Over the following months we increased the amount of keywords we targeted, and continued to climb rankings for them.

Results:

	November 2007	November 2009
Unique Visitors from Google (+2162%)	292	6607
Unique Organic Visitors (+2407%)	358	8977
Indexed pages	12	300+



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Rankings:

In addition to overall traffic growth, STL Beds became a top player in Saint Louis furniture sales. They are number one for hundreds of terms including:

Keyword	Google Rankings Before SEO	Google Rankings After SEO	Page in Google After SEO
Bedroom Furniture Saint Louis	Not in Top 50	1	1
Waterbeds St Louis	Not in Top 50	1	1
Waterbeds in Missouri	Not in Top 50	1 or 2	1
Bedroom Store *	Not in Top 50	5	1
Double Sided Mattress *	Not in Top 50	1	1

* Denotes a national term, not geotargeted. Much more competition and traffic from these results