



# Baldwins Case Study



Organic Revenue  
**32% Increase**



*We are delighted with the outcome of this project. The concept from start to finish was well executed and implemented. The team have worked well together to ensure maximum return and delivery and has given us great return on investment. We will be working together to further improve our on-line presence for continued growth.*

**Tim,  
Baldwins**

## What did we do?

Baldwins are a well-known 'go to' online outlet for the apothecaries and herbalists. In the search results, Baldwins performs strongly for its brand name and product names and have a strong customer base of people that know exactly what they need. They have a strong online organic visibility of the products that they sell.

Even though Baldwins knew they had a strong existing customer base with a high return rate, they wanted to extend their visibility to a new customer segment; those customers who had not heard of the brand Baldwins but who had an interest in herbal remedies and natural products.

## What the data established

To meet Baldwins objectives Big Group first had to identify the areas of the organic traffic that were working well, which areas could be strengthened and what new areas could be implemented to drive new traffic to the site and add a new revenue stream from a new customer segment.

Using the audit report conducted on the Baldwins website Big Group were able to identify that the organic traffic growth strategy should focus on two areas; build and grow on the established organic visibility and widen the keyword scope to reach new potential customers online.

## Identifying additional customer segment Insights

The Content Team also used the audit to research and identify additional customer segments representing two new reasons why people would visit Baldwin's which would, if the strategy was correct, create a new customer base for Baldwins.

The two new reasons were:

**Needs** – People who know what they need but didn't know the name of the specific product ingredients they would require to create the remedy. For example, we found that searchers used keywords around 'natural remedy for a dry cough'.

**Occasion/Hobby** – People who look for aromatherapy, candle making, soap making projects/kits etc.



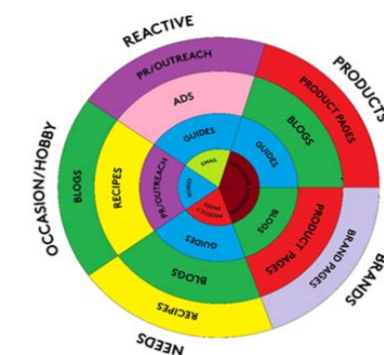
## Creating a new content area for a new customer base

Having identified these new reasons, a content area was built within the Baldwins existing website called 'remedies'. This new area would have the sole purpose of being a question and answer area to provide factual information which would direct new consumers to use the Baldwins products to create the remedy they were searching for.

The Content Team completed in depth keyword research to shape the content in the new area. The content was entirely demand driven and was completely optimised for the keywords driving the demand.

To create a user-friendly shopping experience a new 'add all to your basket' option was created allowing the visitor to buy all the ingredients required for the remedy or recipe they were interested in, as well as being given the option to just select the individual products they needed.

This new approach also gave online visibility to Baldwins in alternative market segments such as natural products and health & beauty which in turn has exposed them to a different target audience who have an interest in both of these areas.



## Delivering results and moving forward

Baldwins have enjoyed the following results year on year Jan-June 2017 v 2016:

- Organic Traffic Sessions (+32%) + 50,836 visitors
- Organic Revenue (+32%) + £61,982
- New Organic Users (+21%) + 35,100 new visitors

Baldwins have enjoyed an increase of traffic from a variety of new customer segments through the new content area. Through research and using demand driven keywords has opened new avenues and given them a new market for products which previously they would not have thought of.

Due to the ongoing success of the implementation of the content area, Baldwins are looking at re-categorising other sections within the website. Big Group are continuing to work on categories and infrastructure ideas which will strengthen the website further with stronger keyword hubs and new categories based on keyword research.



<p>Organic Traffic</p> <p><b>+32%</b> </p>	<p>Organic Revenue</p> <p><b>+32%</b> </p>	<p>New Organic Users</p> <p><b>+21%</b> </p>
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