

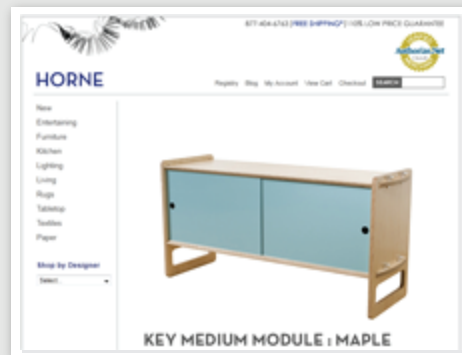
# “SEO and CRO for E-Commerce Store HORNE”

**Overview** **SEARCH AND CONVERSIONS**  
HORNE, a modern furniture design company, retained Highly Relevant to perform organic search engine optimization and conversion rate optimization for its website <http://shophorne.com>. They wanted to increase traffic for their major brands, improve the conversion rate of their website, and develop a long-term relationship with an agency.

**Objective** **PROJECT GOALS**  
End goal: Increase search engine presence in all major search engines and substantially increase overall conversion rate of the website.

- Generate more revenues from the store
- Drive targeted SEO traffic
- Convert traffic into sales at a high rate
- Develop long-term traffic strategy

**Solution** **SEO & CRO COMBO STRATEGY**  
Highly Relevant worked closely with HORNE to create both a conversion rate and search engine optimization strategy that could easily be implemented. Tactics included a 10-point check-up of the sales funnel and buying process, full on-page SEO analysis, organic link building to targeted prospects, and content marketing.



HR RESULTS

## REVENUES SOAR OVER 226% IN 3 MONTHS!

Our initial goal was a 25% increase in traffic and a 10% increase in conversion rate. After three months, we got several key rankings for the client, which results in over 50% increase in search traffic. After our conversion rate optimization tactics were implemented, the site began converting at twice the amount that it was converting at previously.

**HORNE Benefits:**

- Over a 113% increase in conversion rate
- SEO-referring traffic visitors is up over 62%
- Revenues over the past three months are 226% higher than they were last year
- Average order value has increased nicely

“The month of December alone generated a return on our investment with Highly Relevant.”

- Ryan Walker, Shop HORNE

