seotesting

How SEOTesting helped Ooni increase their organic search clicks by 200%

CASE STUDY

"Within a few weeks, SEOTesting painted a much clearer picture of how the optimizations we implemented impacted key SEO metrics. We can now track search changes easily and clearly."

Chris Cowan
SEO Manager
Ooni

CHALLENGES

Clunky and time-consuming processes

Ooni's SEO Manager, Chris Cowan, is pivotal in ensuring Ooni performs in search engines for crucial keywords worldwide. From strategy to execution across all their markets, he optimizes on-page, off-page, and technical SEO to elevate their online presence in the outdoor cooking space. Chris explains:
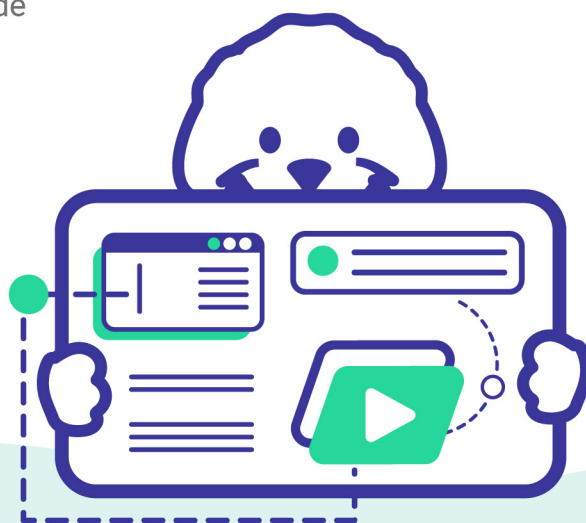
"Before using SEOTesting, our processes involved a fair amount of guesswork and the quite clunky process of using GA4 and GSC to interpret the results of our optimizations."

Chris recalls how long it used to take them to conclude and showcase the impact of their changes on traffic.

"There were a lot of time 'costs' when it came to trying to establish the impact of our changes. Using GA4 and GSC to interpret this was not the most effective process."

As a small SEO team at Ooni, it was essential for them to have more streamlined processes and the ability to be agile.

"Time 'costs' in the old process"

Too much information to sift through

Chris agrees that while both GA4 and GSC are very useful, they offered him so much information that it could be overwhelming.

"Previously, we were dealing with mountains of information to work through, rather than ready-made dashboards and reports, suited to specific metrics for tracking the impact of our changes."

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Difficulty in concluding the impact of optimizations

Chris explained that previously, it was difficult to truly conclude on the impact his team's modifications were having.

"I needed better visibility of optimizations I was making and what impact they were having on our organic search results."

This made it challenging for the team to make confident, data-driven decisions.

"Better visibility needed"

SOLUTION & RESULTS

A clear picture of how optimizations impacted traffic

Chris explains how by using SEOTesting, they can now track search changes easily and clearly.

"Within a few weeks, the tool helped paint a much clearer picture of how the optimizations we implemented impacted our metrics.

A good example would be a URL switch test we did, which after making a change, saw clicks improve 200% and impressions over 2000%!"

They appreciate the visibility and certainty the tool offers. Tracking and measuring performance is now much more straightforward:

"SEOTesting has made it easier for us to track the performance of business-critical pages on the website, in the context of SEO."

"Track and measure search changes with ease"

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Ready-made reports & dashboards

Chris is impressed with SEOTesting's ability to present their SEO data in an easy-to-understand and digestible way. He elaborates:

"The reports section offers so many useful insights; it's straightforward to see things like how new pages you've launched are ranking, keyword cannibalization issues and keywords you're on the verge of ranking for."

SEOTesting's reports made life easier for the team. Now, they could spot key actionable insights in a fraction of the time it took them before.

"I was impressed by the number of reports available, but not only that, they were set up to deliver actionable insights. In particular, the 'low content quality' report is really useful for spotting thin content and flagging it for repurposing."

"Reports that provide actionable insights"

"Reduced time spent on manual reporting"

A quick and streamlined process

Chris explains that having an agile and streamlined process is crucial for his team at Ooni. SEOTesting helped with that.

"SEOTesting helped reduce the time we spent on manual reporting, as well as offering actionable insights."

Plus, the dashboard features offered made it easier to visualize and quantify the impact of their changes.

For organizations looking to make better decision-making from their SEO efforts, Ooni recommends SEOTesting.

"If you're looking for a tool that helps you understand the results of your optimizations and remove uncertainty, SEOTesting is what you're after."

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Track and demonstrate the results of your SEO tests

Enable your teams to gather and determine clear results of SEO tests, whilst saving considerable time.
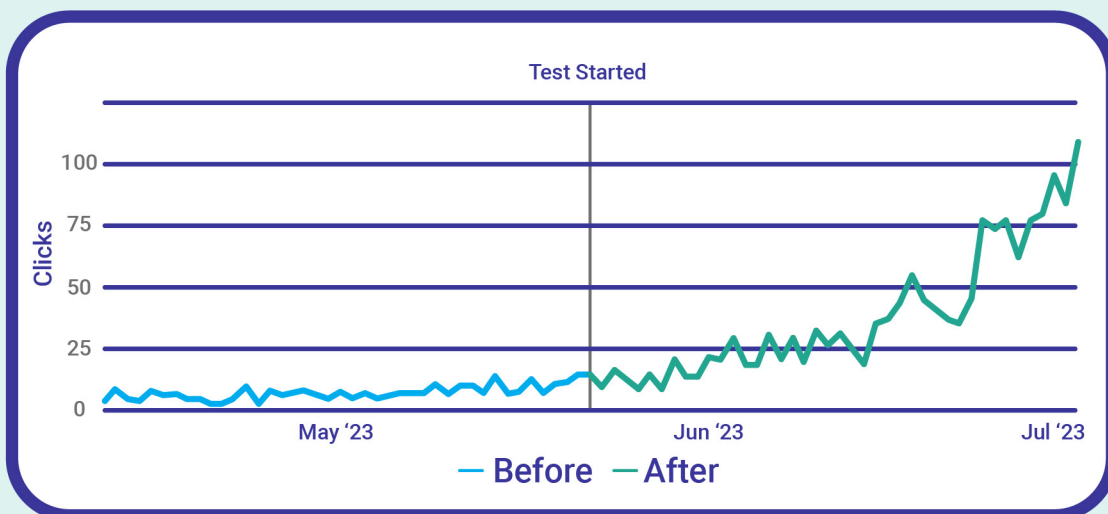
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Before and After example

Test Started

Clicks

100

75

50

25

0

May '23   Jun '23   Jul '23

— Before — After

Clicks per day
+ 593%

Site clicks per day
+ 2.2%

Impressions per day
+ 946%