



How The Big Phone Store used A/B tests with SEOTesting to increase their website traffic by 3.6x in 6 months



- Website traffic surged by 360%
- 2-3 hours of time saved on data gathering per day
- Significant results within just 6 months



Steven Athwal
Founder & Managing Director,
The Big Phone Store

CASE STUDY

“We began seeing significant results within just a few months of implementing SEOTesting, not just in terms of time and money saved, but also in increased traffic to our site.”

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CHALLENGES

Countless wasted hours using Google Search Console to produce reports

Steven Athwal is the Founder & Managing Director at [The Big Phone Store](#) - a leading refurbished phone seller in the UK, operated by Euro Communications Distribution Ltd. One of Steven's key priorities is maximizing traffic to their core pages and highest-converting product pages.

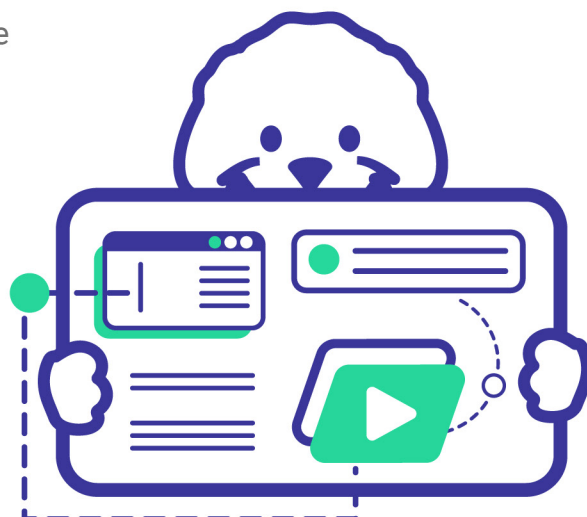
What makes this more complex is that The Big Phone Store has hundreds of product pages, with page performance often unpredictable. Steven explains:

"Using Google Search Console to produce our reports previously was incredibly time-consuming and inefficient."

Steven describes how they used to create countless individual Google Sheets for anything beyond the most basic analysis.

"At worst, this used to take up hours and hours."

"Numerous Google Sheets of data"



Challenges with A/B testing often "hid" patterns in the data

With a huge amount of product pages, page performance was often 'chaotic'. Steven recalls

"It was hard to see patterns emerging, without being able to A/B test different strategies on different pages effectively."

This rendered it more challenging for the team to make data-informed decisions.

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Complex and inefficient processes

Steven describes how his team used to manage their SEO tracking by manually testing every individual page of a testing group using Google Search Console.

“Doing this for every URL individually on Google Search Console was a very labour-intensive and inefficient process.”

“Time consuming, manual testing”

No quick way to view the impact of SEO changes on page performance

A major pain point for Steven was not being able to see page performance easily himself.

“Previously, when I wanted to view individual page performance, I would need to pester the SEO lead for more details.”

Prior to SEOTesting, viewing the impact of the team’s changes on traffic wasn’t quick, or easy.

“Whenever our content writer or I wanted to know the details of how a specific change had performed, generating that report could take up the whole day for our SEO lead.”

“No easy way to view key insights”



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SOLUTION & RESULTS

**“Insightful
pre-configured
reports”**

Reports are produced very quickly

Steven was impressed when he saw improvements straightaway.

“The first thing that we noticed when we began using SEOTesting was that we were immediately able to get a much tighter turnaround on the reports that we wanted.”

Ready-made reports also made life much easier for everyone.

“The wide variety of pre-configured reports was also a key factor that impressed us, as well as the inclusion of additional data such as statistical analysis.”

Increased traffic performance

Within a short time frame of using SEOTesting, Steven was pleased to see the positive results on traffic performance.

“We began seeing significant results within just a few months of implementing SEOTesting, not just in terms of time saved but also in traffic to our site.

We are now able to quickly A/B test templates for the content copied across all of our product pages.”

Steven highlights a powerful stat where, by using SEOTesting, they achieved incredible results: traffic surged by **360%**!

“With this added detail of being able to effectively A/B test with SEOTesting, in the 6 months after adopting the tool, we saw The Big Phone Store’s website traffic reach 3.6x what it was before!”

**“Reduced
time spent
on manual
reporting”**

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An effortless view of the Impact of SEO changes


"Knowing that individual page performance is just a click away for me, means that I don't need to pester the SEO lead for more details I can see the details for myself."

Steven also appreciates the extra features of weekly reports to give him an overview of performance.

"I love the fact that every seven days, I get a 'winners and losers' report emailed directly to my inbox."

Previously, the team were checking Google Search Console on a daily basis, which could take hours each day.

"The stand-out feature of SEOTesting is how much time it saves both myself and my team."



"View key data in just a few clicks"

An intuitive system with minimal training needed

Steven found that training the team on SEOTesting was straightforward, meaning it was quick to implement and embed with minimal effort.

"The system is intuitive enough that even our content writer was able to pick it up with almost no training."

Time and money saved

For organisations looking to streamline their SEO processes, and increase traffic performance, The Big Phone Store recommends SEOTesting.

"I'd strongly recommend SEOTesting to anybody who's still using Google Search Console to manually track their website's performance."

The amount of time and money that it has saved us has meant that the tool has very quickly paid for itself."



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seotesting

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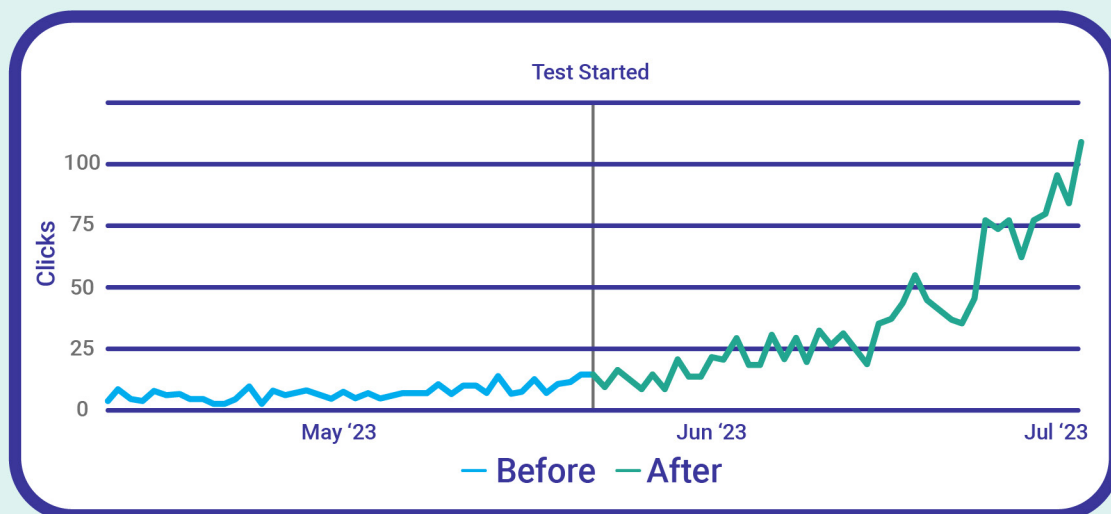
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Before and After example



Clicks per day
+ 593%

Site clicks
per day

+ 2.2%

Impressions
per day

+ 946%

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