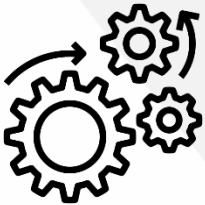


Managed Website Optimization for A National Cycle Sports Retailer Leads to Improved eCommerce Sales

OVERVIEW

A national cycle sports retail brand operating for over 27 years, headquartered in Texas with annual revenue of \$1.5M, approached J Toral Consulting to improve its eCommerce sales. Since opening its online store in 2013, the company has struggled to improve its online sales, which have plateaued compared to its physical stores.

THE PROCESS



Working with the brand, J Toral Consulting did a deep dive into the brand's current marketing and conversion practices. The process included an audit of all marketing and conversion meta-analytics around historic website performance, sales processes, traffic origination, competitor performance, and other essential data points. Then, J Toral Consulting worked with the client to identify the weakest performing activities to improve their outcomes by removing redundancies in their processes and leaning into smart automation of repetitive tasks. This approach helped lessen the burden on operating resources and improved the ROI of the client's customer conversion optimization activities.

The audit uncovered two prime opportunity zones previously unknown to the client:

- 1 The company's website lacked a metadata structure that was legible to the top search engines.
- 2 The company's product organization structure was outdated and created additional barriers to product discovery and consumer shopping experiences.

THE CHALLENGE

Since its inception six years prior, the company saw only a 30% CAGR of its online revenue and struggled to convert sales, having a 95% cart abandonment (well above the 85% industry average). Additionally, the online store struggled to obtain high-value transactions, with the average sale hovering below \$800.



THE RESULTS

The final result included a visually overhauled website that adapted to the brand's core customer groups' shopping preferences, heavy technical SEO updates and overall improved user experience from technical and visual updates.

ONE YEAR AFTER THE COMPLETION OF THE PROJECT, THE COMPANY SAW:

80%

Increase in sales

25%

Increase in average order value

75%

Increase in total online revenue

10%

Increase in closed sales

3%

Improvement in inbound conversion rate

An overall improved SEO ranking for higher quality keywords