

# CASE STUDY SPANX

## IMPROVING BOTTOM LINES

While Spanx was achieving growth through positive media coverage and word of mouth, the company was unable to improve consumer initiated demand from its e-commerce web site. As a result Spanx was missing out on a valuable opportunity to grow its online sales. To respond to this challenge, Spanx sought guidance from Sherpa! to aggressively improve search engine generated traffic and produce sustainable growth for their online initiative.

Referrals from the main search engines -- Google, Yahoo, and MSN -- increased by 438% to generate complete ROI in just three months.A

### MEASURABLE RESULTS

- Search engine referrals increased by 438% in the main search engines -- Google, Yahoo, and MSN.
- Improved total site traffic by increasing search engine traffic share nearly 6-fold from 4% to 23%.
- Improved brand awareness by snatching top key-phrase ranking for both branded and non-branded products.
- 65% of the tracked key-phrase listing were in the Top 10 results of the major search engines such as Google.
- Increased conversion rate of site visitors into actual customers by driving clearly defined, targeted traffic.

404 492 6281  
1123 ZONOLITE RD  
SUITE EIGHTEEN  
ATLANTA GA 30306  
SHERPAWEBSTUDIOS.COM

**SHERPA!**  
WEB STUDIOS

“  
The Sherpa! team delivered results that continue to serve Spanx well.

”

David Felfoldi,  
Chief Experience Officer

### CHALLENGES

Web site was a highly customized e-commerce web site with limited adherence to search engine optimization (SEO) best practices.

Firm competed with many other small on-line retailers that were well immersed in SEO.

Executives were concerned about the initial outlay of funds for the project.