

# VIONIC®

WALK MOVE LIVE™

## Client Profile

Vionic is one of the leading global makers of consumer and medical footwear. They offer sandals, shoes and slippers in streamlined silhouettes which feature concealed podiatrist-designed technology.

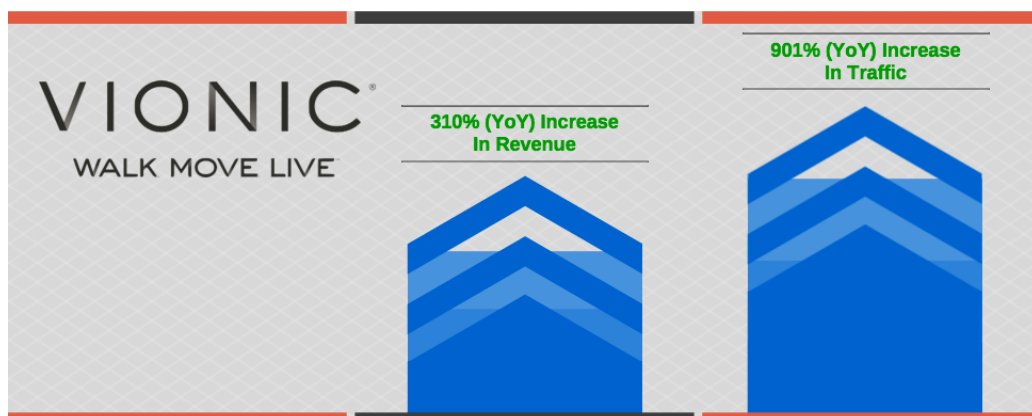
*"Blast's breadth and depth of SEO knowledge that helped us through a major brand transition is now helping us to grow the visibility and awareness of our brand. Their team members, each with key strengths, work seamlessly together to identify opportunities and orchestrate solutions."*

**Christina Goebel**  
Director, Digital



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## Search Engine Optimization Enhancements Lead to Increased Visibility, Traffic & Revenue



## Overview

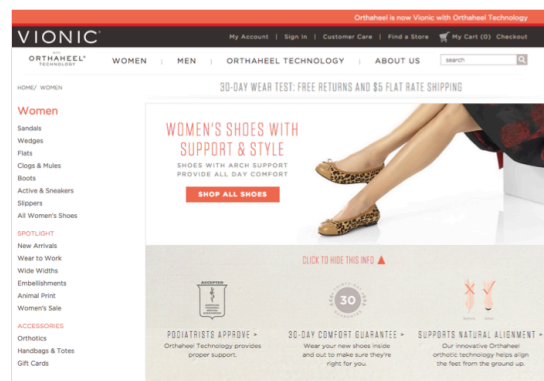
Vionic shoes are designed to relieve foot pain by naturally aligning your foot, so Vionic wanted to **increase their visibility for specific keywords relating to “arch support shoes.”** The goal of targeting “arch support shoes”, and other related terms, was to **generate more awareness for their brand and increase sales through non-branded terms.**

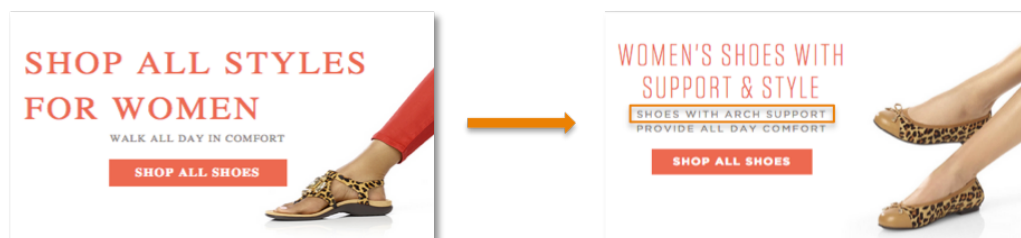
## Challenge

While Vionic was ranking well for branded terms, they were not seeing the results they had hoped for with non-branded terms. They ranked 43rd for “arch support shoes” and 36th for “shoes with arch support.” **They were losing out on valuable traffic**, and since organic is a more cost effective channel, they **had an increased cost of acquisition** throughout their other marketing channels.

## Solution

By increasing traffic through non-branded terms Vionic would receive an immediate boost in revenue. This would also lead to long term revenue gains as well, since customers who generally suffer from these types of ailments become life long customers, purchasing multiple pairs per year.





In March, guided by the theme strategy and extensive keyword research, Blast **recommended simple on-page content optimizations including commercial intent keyword inclusion and page title updates** for the women's shoes page [www.vionicsshoes.com/womens-shoes](http://www.vionicsshoes.com/womens-shoes).

The women's shoes page was optimized for the following terms:

- Arch support (8 times on page)
- Arch support shoes (1 time on page)
- Arch support shoes for women (1 time on page)
- Shoes with arch support (2 times on page)
- Comfortable shoes (1 time on page)
- Orthotic (7 times on page)
- Heel pain (4 times on page)

Blast also **recommended the creation of a plantar fasciitis theme to create topical authority and subsequently benefit other related keywords**. Vionic added a main plantar fasciitis pain page and both men's and women's plantar fasciitis category pages.

## Results

Working with Blast to implement content recommendations, Vionic quickly saw results. Both the **primary and secondary keywords are now ranking #1, as well as 73 tertiary keywords associated with the targeted content theme strategy**. This led to a significant increase in search visibility:

- **238% Increase in Search Visibility (Nov 2014 vs Nov 2015)**

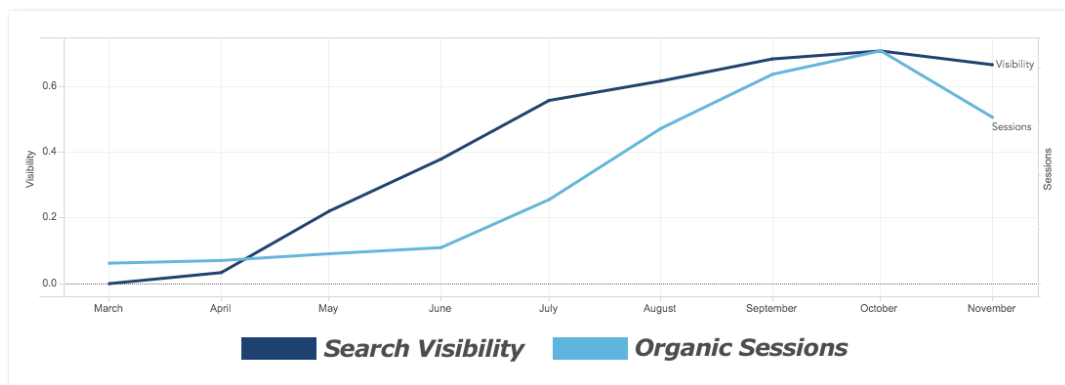
Keyword	Search Rank Prior to Optimization	Search Rank Following Optimization
<b>arch support shoes</b> (primary keyword)	43rd	<b>1st</b>
<b>shoes with arch support</b> (secondary keyword)	36th	<b>1st</b>



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As a result of the increased search visibility, customers now saw Vionic as a top result when looking for shoes with arch support. This **increase in visibility led to gains in both traffic and revenue** as well:

- **901% Increase in Traffic (YoY for month of Nov)**
- **310% Increase in Revenue (YoY for month of Nov)**



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