

Our aim is to partner with people, brands and companies that share our passion for digital, and the internet on the whole. We value learning, numbers, creativity and integrity above all else, and luckily enough, have acquired a diverse team and client base that share this with us.



Traffic and conversion for fashion footwear

JO MERCER

GMG transformed the digital presence of Jo Mercer's online store using data driven strategy.

Background

Jo Mercer engaged GMG to assist with creation of a digital strategy, focusing around traffic generated from search engines, along with conversion rate optimisation for their online store.

Mission	Increase sales via the Jo Mercer online store by driving increased volumes of search engine traffic as well as optimise online store user experience to ensure the highest percentage of this traffic completed a purchase.
Methodology	GMG benchmarked traffic and conversion data from the best performing shoe websites worldwide”. A user experience was tailored for Jo Mercer based on data-driven example of performance.
Process	The research dictated the organic search strategy implemented for Jo Mercer, which was instrumental in driving an influx of relevant traffic. GMG assessed the way customers moved through the site, identifying pitfalls in the shopping process, developing a customised one-step checkout process which dramatically increased conversions.

Results

200%
Increase in revenue
year on year

100%
Increase in traffic
year on year

250%
Increase In Google
traffic month on month

300%
Increase In website
conversion rate

Visuals

