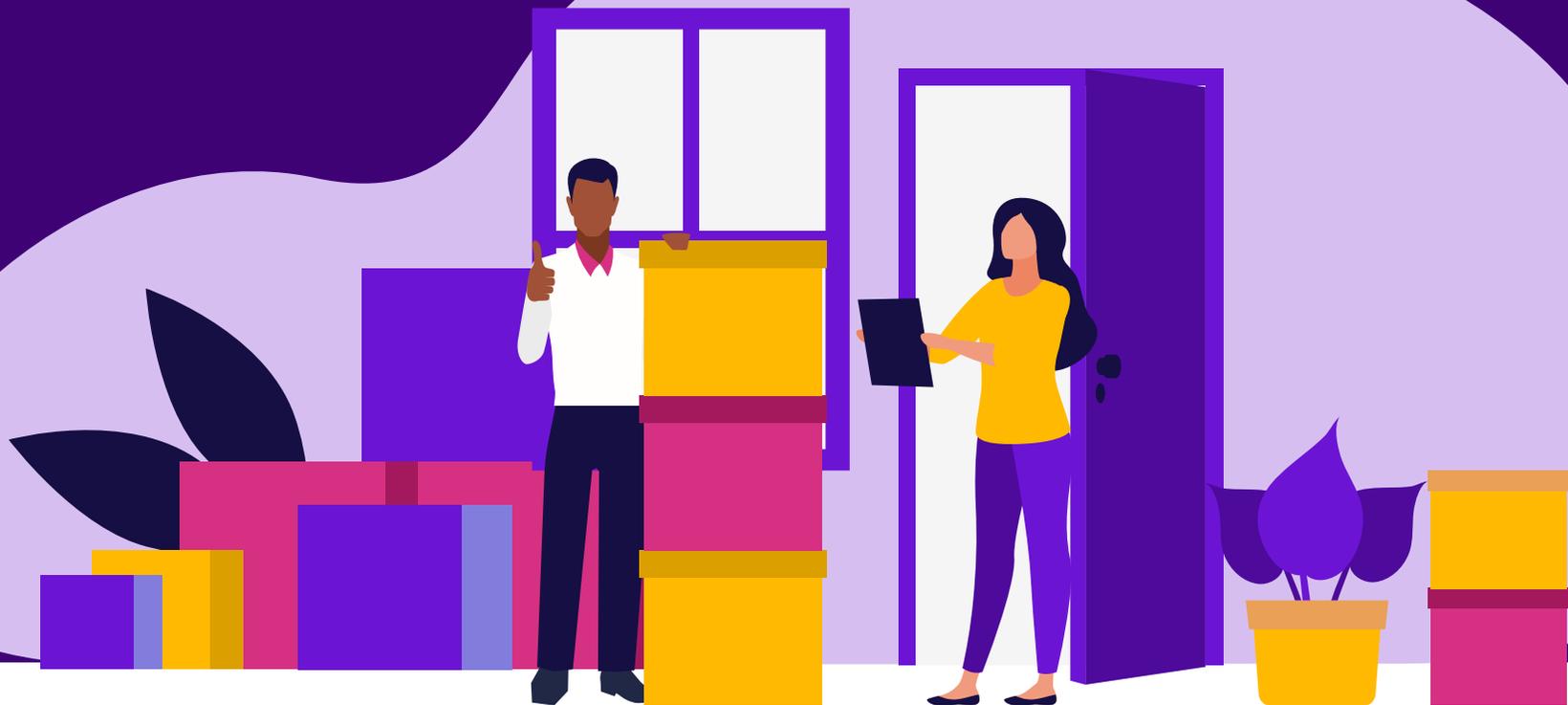SearchPilot

Customer Success Story

How full funnel testing increased organic traffic by 57% and conversion rates by 339% for this real estate business

The company at the heart of this case study is a US real estate business that operates over **1,100 sites** across **38 states**. It is the fourth largest self-storage property manager in the US, and, last year became part of another business, which brought their combined store count to **3,500 locations** across **43 states.**

Clearly, the company has had ambitious goals since its origins in 1982. And as it's grown, it's relied more and more on its website to support those ambitions.

And yet, while its website receives 1.1 million monthly sessions, only 18% of that was from organic search. With such high traffic volumes and an annual revenue of $1bn, even incremental changes to organic traffic could significantly impact its revenue. So, the company needed to develop a strategy that enabled it to improve its conversion rates *without* negatively impacting its almost 200,000 monthly organic visitors.

The challenge

Before working with SearchPilot, the web development and design teams focused on user experience (UX), user interface (UI), and conversion rates (CRO). All had the potential to boost website revenue and the SEO team could see how valuable this activity was. But they also knew that maintaining high levels of monthly organic traffic was vital to underpin any success.

While the UX, UI, and CRO changes may have been improving the site or conversion rates, they may have also been narrowing the pool of website visitors (the people they need to convert). But without any data, the SEO team was limited in its ability to challenge any potentially damaging changes.

The company needed to align its teams and create shared, cohesive goals for its website, backed by accurate data, enhanced visibility, and powerful testing capabilities. That's where SearchPilot's full-funnel testing came in.

Web Traffic Data

SearchPilot

Our solutions

Full-funnel testing enables customers to measure the relative impact of SEO and CRO changes at the same time - exactly what this real estate business needed.

Here's how we helped its teams:

2. Easily deploy winning changes

Thanks to SearchPilot's meta-CMS functionality, this real estate business was able to capitalize on winning changes quickly, ensuring they only rolled out changes that influenced the website positively. From 2019-2022, the SEO team conducted 36 experiments, with six leading to net positive outcomes. This meant they avoided deploying several negative changes that would have impacted the website's performance.

1. SEO and CRO data visibility

The company implemented our full-funnel testing solution. This works by splitting pages into control and variant groups. We start by gathering SEO test data. Once we have enough, we then transition to a CRO test. While this CRO test is running, SearchPilot layers the conversion rate impact on top of the already-measured SEO impact. Using this functionality, the company could ensure the site saw a net positive change in both conversions and organic traffic.

3. Valuable engineering time saved

By implementing SearchPilot's full-funnel testing approach, SEO and CRO teams are more aligned, delivering significant efficiency for the engineering team's deployment schedule. The company saw an 80% reduction in development and deployment time for its engineering team because they only had to spend time on proven winning changes for both SEO and CRO.

The results

When all teams began operating at full speed and in the same direction, the company started to achieve more impactful results faster.

A more cohesive team

This real estate business needed more than a high-performing website to support its ambitious goals. It needed to align its website experts to achieve one shared goal: **revenue**. With a shared tool and unified view of all website data, the team could work together to prioritize impactful website changes. They no longer needed to choose between reach and conversions — instead, they could elevate the company's website to reach its full revenue-generating potential.

Valuable insight into specific website changes

This real estate business saw positive results from 17% of its tests. Not every experiment will have a positive outcome, but the more you test, the more you learn. In turn, this improves an SEO team's ability to formulate hypotheses, helping them identify what will work and what won't. This leads to more effective ideation, better collaboration, and enables them to put valuable testing insight into practice.

Cohesion sparks higher conversions

The company saw a 339% increase in its website's conversion rate. With better-aligned goals, the company's design, UX and SEO teams were able to work together to prioritize revenue. Full-funnel testing provided the teams with enhanced visibility that enabled them to grow their organic traffic — without putting conversions on the back burner.

The results

Significant traffic gains with SearchPilot

The company saw a 57% increase in annual organic traffic between 2019 when it started testing with SearchPilot, and 2022. It has also seen a 62% increase in organic traffic to the pages SearchPilot ran tests on.

Top tests

Adding FAQ Schema to City Pages	↑ 22% increase	in organic traffic
Removing the CTA Banner on City Pages	↑ 12% increase	in organic traffic
Expanding 'nearby cities' link block	↑ 9% increase	in organic traffic

SearchPilot

Take SearchPilot for a test flight

With **full-funnel testing**, marketers can take a holistic view of their website metrics. It doesn't have to be organic traffic or conversions — you have the opportunity to maximize organic traffic **and** conversions. By aligning your tests and accessing intelligent data, you can deliver exceptional website performance and impressive results.

SearchPilot's intelligent testing platform gives you access to a firm foundation of proven data to build your SEO strategy. If you want to see SearchPilot in action, **sign up for a walkthrough** today. Gain an in-depth overview from one of our experts, and you'll see the power of SEO and full-funnel testing in a new light.

SearchPilot

Total Won Sessions		Total Rescued Sessions	
18,275	monthly	**8,227**	monthly

Completed Tests		Running Tests	
146	out of 152	**6**	out of 152

Completed Tests Summary

● Positive   ● Inconclusive   ● Negative

Most recent significant results

Test: Updated live in title tag

Uplift
7.2%

Won Sessions
9,589
monthly