

How SearchPilot supported M&S to achieve **190%** of their annual SEO target in 3 months

M&S



Marks and Spencer (M&S) is one of the UK's most iconic retail brands, with a heritage that dates back to 1884.

M&S's digital marketing delivery team needed to increase the visibility and understanding of organic search and search engine optimisation (SEO) among the company's experimentation and leadership teams.

To do this, **M&S partnered with SearchPilot** to ramp up SEO testing and bring SEO to the same level of experimentation excellence already in place in other digital channels throughout the business.



The challenge

Due to the competitive nature of online retail, M&S already had a mature SEO setup, with SEO's importance and visibility growing in recent years.

The SEO target was rolled up into the overall e-commerce target, which was ambitious and set with revenue generation in mind.

When asked how he planned to achieve M&S's ambitious organic search revenue targets, their SEO Manager proposed integrating SearchPilot's enterprise SEO testing technology into M&S's leading experimentation team. The whole team needed a reliable SEO testing platform to run more tests, help reach the company's organic search revenue targets, and access the data required to showcase how SEO translates to revenue.



Our solutions



1. Advanced SEO test bucketing

SearchPilot collaborated with M&S's online and technology leadership teams to integrate its application programming interface (API) for [advanced test bucketing](#), which identifies control and variant groups of pages for SEO tests at scale.

Deploying the API enabled M&S to fully leverage advanced [bucketing and analysis capabilities](#). This included the ability to test *anything* about the HTML, structured data, design, or the layout of product detail pages (PDPs) and product listing pages (PLPs) without requiring internal data science resources for each test.



2. Complete integration with M&S's existing processes

For the experimentation program to be as successful as possible, SearchPilot needed M&S's engineering team to build tests rapidly. This led the teams to collaborate on an SEO experimentation program that fully integrated with M&S's existing engineering, quality assurance (QA), and release processes.



3. Finding and deploying winning changes at scale

The M&S and SearchPilot teams designed a high-cadence testing program that capitalised on the website's large scale. By building a backlog of testing ideas and intelligently segmenting product listing pages and product detail pages into statistically similar subsets, the teams could run a large volume of tests in parallel to find winning changes. Then, thanks to SearchPilot's intelligent API, winning tests could be immediately rolled out to 100% of the applicable pages.



4. Professional services support and collaboration

SearchPilot's professional services team supported the core M&S team and its agency partners in test ideation and design, measurement, and analysis. When technical and compliance issues affected the reliability of exporting daily analytics data, the teams collaborated on a solution:

Using statistical analysis, they proved that Google Search Console data could supplement the missing analytics data to a high degree of accuracy. The SearchPilot team then quickly released a new Google Search Console integration to deliver the insights the business needed.

This is built on an [existing SearchPilot feature](#) and enables Google Search Console click data to be used as a primary metric for analysing test results (instead of Google Analytics session data). Solving this issue was critical to the success of the whole program.



5. Making SEO results 'speak the language' of business

M&S needed to translate specific channel metrics into business metrics that could be forecasted and analysed. To do this, the internal and external SEO teams collaborated with the analytics team to develop a robust revenue forecasting methodology that everyone could stand behind. They combined revenue per session with a decay factor representing how long uplifts from winning tests are expected to last to account for changes that Google and its competitors make. The team could then feel confident that their hard work translated into increased revenue.

The results



190% of annual SEO targets in just three months

The key impetus for bringing SearchPilot in was beating the forecasted organic search revenue performance. In only three months of working with SearchPilot, M&S beat its annual organic search revenue targets. As a result, the entire multi-year SearchPilot investment was paid for many times over in the first few months of working together.



Enhancing customer experience

SearchPilot's tests helped M&S identify winning changes that improved the on-site experience for website visitors and customer satisfaction—a clear priority for the retailer throughout this investment. One test, for example, improved the natural language of the PLPs, improving the overall customer experience and leading to a 14% uplift in organic traffic.



Raising SEO's internal visibility (and credibility)

Both M&S and SearchPilot emphasised the importance of judging the project based on business metrics. Along with securing the results, SearchPilot helped M&S's marketing delivery team improve SEO's legitimacy and reputation in the wider business by enabling them to report on business metrics to the leadership team easily and more accurately.



You could be the next success story

Want to move your SEO strategy out from behind the scenes into the limelight to start yielding and proving results?

At SearchPilot, we help businesses get the insights they need to implement winning SEO changes that increase traffic and deliver attributable ROI.

If you'd like to see how we can improve your SEO testing strategy, [book a tailored discovery call today](#).

So, what are you waiting for? It's time to start doing SEO differently.

Request a demo



Total Won Sessions

18,275 monthly

Total Rescued Sessions

8,227 monthly

Completed Tests

146 out of 152

Running Tests

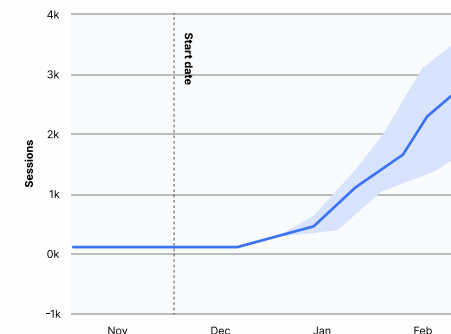
6 out of 152

Completed Tests Summary



Most recent significant results

Test: Updated live in title tag



Uplift
7.2%

Won Sessions
9,589
monthly