infront webworks

AWARD WINNING DIGITAL AGENCY

INDUSTRY INDUSTRY FOCUS - Retail/Vision Center

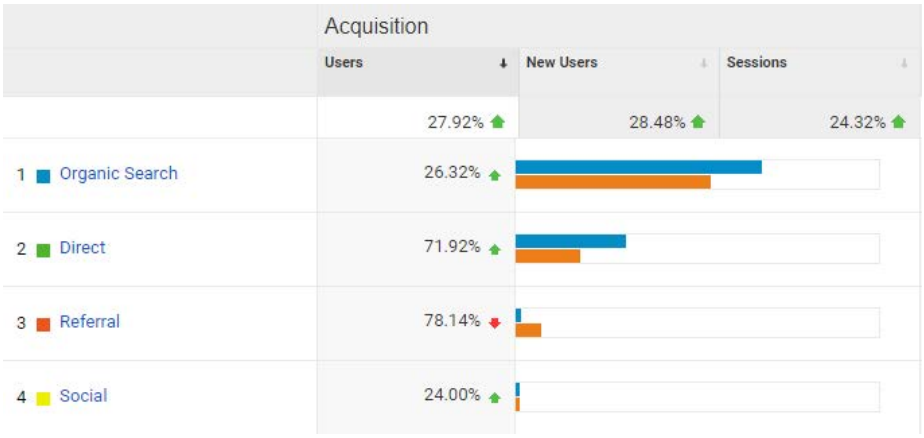
Organic Traffic ▲ 26.32%

New Users ▲ 28.48%

Sessions ▲ 24.32%

300+ ORGANIC WEBSITE VISITORS COMPARED TO PREVIOUS MONTH

ANALYTICS



	Acquisition		
	Users ↓	New Users	Sessions
	27.92% ▲	28.48% ▲	24.32% ▲
1 Organic Search	26.32% ▲		
2 Direct	71.92% ▲		
3 Referral	78.14% ▼		
4 Social	24.00% ▲		

CASE PROFILE

This vision care center offers a full variety of eyeglasses, frames, and lenses. They were looking to compete with bigger players in the area. We started with a website redesign, 301 redirects from old pages to new, and began the on-page cleanup of the website. From there, we moved the needle on site speed with compressing images and upping server/hosting resources. This improved dwell time on site as well as the bounce rate. We also created a directory and referral campaign, to help with local rankings and receive web 2.0 links for further domain authority.

SEARCH ENGINE OPTIMIZATION | PAY PER CLICK | WEB DEVELOPMENT