

SearchVoice Inline contributes to 163% increase in Swanson Health's website traffic

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Swanson Health Products is an industry leader in bringing vitamins direct to consumers at the lowest prices possible. Founded in 1969, the company “brings wellness to the world” by distributing vitamins, supplements and natural health care products to millions of customers.

Swanson Health's team focuses on building search engine traffic as a key portion of their aggressive website strategy. In May 2007, they launched Bazaarvoice's Ratings & Reviews to help consumers make informed product decisions. In September 2009, Swanson Health used SearchVoice Inline (SVI) to enable the content of the first 25 reviews on each product to drive search traffic directly to product pages. This method allows fresh feedback from customers to dramatically increase natural search results.

Swanson Health uses several strategies to increase search engine traffic to their site each year; during 2009, those included architectural changes to the site such as simplified URLs and updated sitemaps. As with many aspects of SEO, all of the individual tactics contribute to the overall strategy and success of the goal: increased visits and conversions on the website.

What we measured

We analyzed search engine traffic to the Swanson Health product pages for the first quarter of 2009, before the SearchVoice Inline launch, and the first quarter of 2010, after SVI launched.

SwansonVitamins.com sees 163% increase in search engine traffic to product pages

Review content is updated daily and as new reviews are submitted by engaged Swanson customers, significantly increasing the crawlable content on product pages. This increase has had a noticeable positive impact on SwansonVitamins.com and has paved the way for future web initiatives.



Keyword reach increases by 67%

The benefit of adding updated, relevant content also affected the keyword reach of the website – namely, the number of keywords that drove traffic to the Swanson Health product pages year over year increased by 67%. This and other Bazaarvoice research supports that people who write reviews tend to use the “voice” as searchers. Search engines match pages with user-generated content on them to search queries more often than pages with standard marketing or product content.

The bottom line

When resources are tight, projects are prioritized based on their ability to efficiently acquire and convert new customers. SearchVoice Inline lets Swanson Health automatically enable relevant, unique reviews to drive traffic directly to product pages – just one click away from purchasing, helping them make the most of the user-generated content their customers contribute.