

Hunting for the "Long Tail" of Natural Search

Program drives natural search channel visibility, traffic, and sales

Background:

With a selection of more than 200,000 distinct SKUS, outdoor outfitter Cabela's was searching for a way to maximize their brand popularity through natural search, by getting more of their web pages to convert unbranded search queries into sales. At first, they chose an SEO firm that provided a handful of optimized, static category and subcategory pages, but soon discovered that this approach limited their chance for success. Cabela's vast inventory, combined with their dynamic e-commerce website platform constraints, required a scalable solution that would not only unlock their "hidden" pages, but also implement SEO "best practices."

Goals:

1. Free SEO efforts from IT dependencies
2. Maximize natural search brand visibility
3. Increase search traffic and revenue

Solution:

GravityStream is an easy-to-implement natural search channel management platform that delivers measurable results without requiring extensive IT resources.

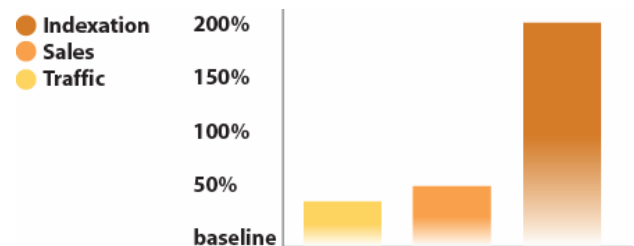
By implementing GravityStream, Cabela's gained a real-time, crawler-friendly version of their e-commerce site. GravityStream provided Cabela's with the tools to overcome their content management system constraints on their native site, and the ability to optimize their existing pages, without forcing them to rebuild their entire site.



"We have seen an impressive 50% increase in year over year organic search sales using a powerful new approach to SEO. Best of all, we didn't have to change our core website. GravityStream gives me the flexibility we need to systematically manage our organic search business."

- Derek Fortna,
Marketing Programs Manager, Cabela's, Inc.

Total traffic from natural grew by 200% in just six months (September 2006 – February 2007)



Outcomes:

1. GravityStream empowers Cabela's marketing team with control over the natural search channel
2. GravityStream shattered indexation goals by 45%. This led to 200% more traffic and 50% more sales.
3. Cabela's brand is well-positioned in over 200,000 long-tail search markets, with over 40,000 pages driving traffic.