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Enjoy Life Foods

Enjoy Life Foods offers allergy-friendly products, including cookies, snack bars, seed and fruit mixes, baking chocolate, and breakfast snacks.

Challenge:

Enjoy Life Foods engages Anvil for SEM and SEO services. These disciplines must work together to maximize overall performance.

Paid Media Challenge: Consistently generate 15% of overall revenue through paid search campaigns.

SEO Challenge: Attract high-quality traffic to site and increase conversions from organic visitors.

Strategy:

Anvil's Organic Search team tested allergen keyword modifiers for all of Enjoy Life's products. We discovered adding an allergen keyword modifier to products improved conversions no matter what the actual keyword used was. Through further testing, the best keyword phrase for each product was determined and the Enjoy Life Foods site was optimized to those specific keyword terms. New searchers visiting the site from these search terms were far more likely to purchase.

Quality traffic visiting the site but not converting was targeted through remarketing campaigns. As they visited other Websites they were shown ads featuring Enjoy Life Foods and the products they expressed interest in but had not yet purchased. These users were highly likely to return to the Enjoy Life site and make a purchase.

Results:

Overall traffic to the Enjoy Life Foods site improved in quality with each visitor being more likely to convert. Revenue generated through Paid Search campaigns beat the goal of 15%, consistently generating more than 19% in the final quarter of 2018.