

# MumsTheWord

“Over the time that MumsTheWord.com has been working with Impact Media, I have always found them to very professional in all their dealings with us. We have made significant progress as a business over the past year, and our association with Impact Media has been an integral part of that improvement”

Andrew Smith, Managing Director

MumsTheWord.com is an online retailer who is dedicated in providing a comprehensive range of products for all women, in all stages of pregnancy. By focusing on the mother, not just the baby, MumsTheWord.com has become an excellent resource of information and goods for all expectant mothers.

Recognising the need to increase visitor conversion rates, MumsTheWord.com approached Impact Media to run their Pay per Click (PPC) advertising, and increase natural listings in the search engines.

By creating highly targeted Google AdWords campaigns, researching organic keywords and continuously optimising the website for the search engines, Impact Media have achieved high rates of conversions, improved Return on Investment (ROI) and attained higher natural rankings for their keywords within the search engines.



## About MumsTheWord.com

Established in 2004, MumsTheWord.com started out with an initial focus on skincare, beauty and featured product ranges that were produced specifically for pregnant women. Over time the website has evolved to provide their customers with the most comprehensive range of maternity products to help them through every stage of pregnancy.

By offering exclusive items and unbeatable customer care, MumsTheWord.com have established themselves as the perfect website to all expectant mothers who want a one-stop-shop for advice, information and the must have products with some of the best discounts in the UK.

## Project Background

By recognising that organic and paid search is vital to the growth of their business, MumsTheWord.com approached Impact Media to manage a targeted Pay per Click campaign whilst working towards fully optimising the website.

## Objectives

- Increase visitor conversion rates
- Improve online visibility
- Increase website visitors
- Drive sales revenue

## Strategy

### Pay per Click

Impact Media's Pay per Click team kicked off the project by gathering information of MumsTheWord.com and of the vertical market. Then using a thorough understanding of Google AdWords, they methodically analysed the collected information and keywords, resulting in a catalogue of popular, highly targeted phrases which would ensure the very best traffic directed to the website. By completing a thorough competitor analysis of industry websites, and search engine results pages, they formulated a number of precise adverts which gave specific, yet competitive, information on MumsTheWord.com's services and products.

Continuing to build upon the Pay per Click work completed at the start of the project, Impact Media constantly tested Ad Text, reviewed copy, assessed the market place and examined the keyword list to ensure that AdWords campaign consistently strives to convert visitors whilst remaining within budget.

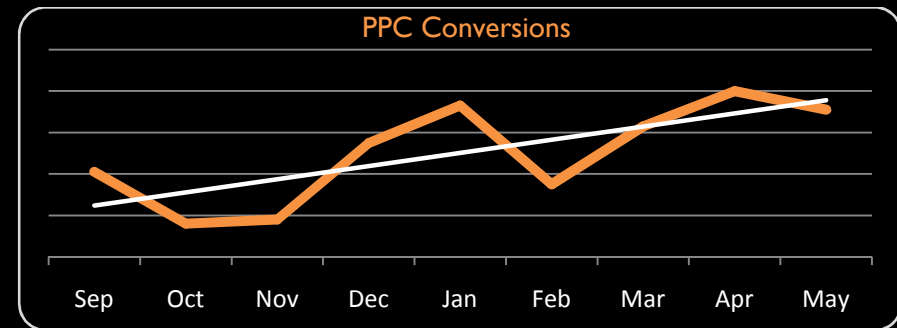
## Search Engine Optimisation

Working with information gathered from the Pay per Click team, self investigation, and knowledge suggested by the client, the Impact Media Search Engine Optimisation team created a working list of searched for keywords to target and review with the client.

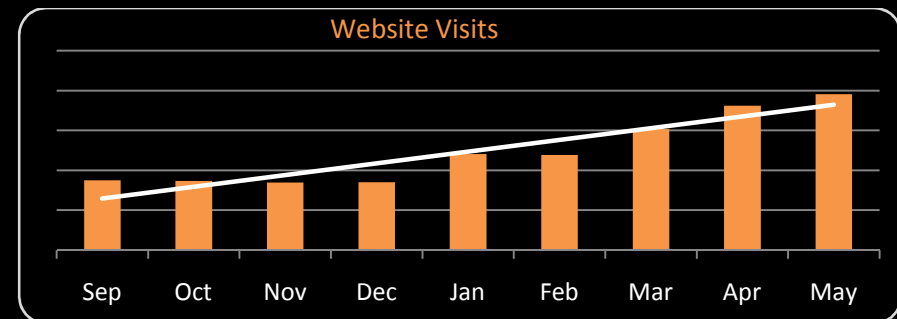
The team then provided systematic advice on the structure, code and copy of the website whilst continuing to build high quality links.

## Top Level Results

Through the continued success of the Google AdWords campaign, MumsTheWord.com has seen an increase on targeted traffic, leading to higher conversions ultimately leading to an improved ROI.



The Search Engine Optimisation side of the project has gone from strength to strength. High rankings on appropriate keywords ensure that visitors to the website not only continue to grow, but so does the visitor quality.



Impact Media will continue to work together with MumsTheWord.com to carry on the success of the project, and sustained growth of the company.