



## Bellacor improves natural search traffic and the user experience



### COMPANY PROFILE

**bellacor.com**

Bellacor is a one-stop showroom that promises a new way to shop the entire lighting and home furnishings industry from the comfort of your home by providing superior personal service and access to the largest collection of lighting and home furnishings on the web.

### PRODUCTS

BloomReach Organic Search

### IMPACT

Significant year-over-year increase in natural search traffic has continued a two-year trend of profitable growth

*“When we look at the number of keywords that have driven orders for us, BloomReach has created more opportunities in just two years than paid search has in more than eight years.”*

—Chris Fowler  
Director of Marketing  
bellacor.com

## Business Challenge

Because lighting and home furnishings are products with relatively long useful lives, new customer acquisition is critically important to Bellacor. “We are constantly looking for new ways to get traffic to our site and to convert shoppers into customers,” says Chris Fowler, the company’s Director of Marketing.

Over the last several years, Bellacor has shifted its priority from paid search, comparison shopping engines, and advertising channels to natural search. “Natural search was a huge initiative for us,” Fowler states. “Costs are always a challenge with paid channels, and we recognized that we needed to look at other opportunities for profitable growth. With natural search, we were able to do a great job optimizing for head and torso terms. However, we needed a better way to reach searchers in the long tail.”

## Solution

BloomReach’s cloud marketing platform introduced a different mindset at Bellacor. “The BloomReach Web Relevance Engine sounded and felt fundamentally different in the way that it targeted the long tail,” Fowler continues. “The problems that it solves are otherwise very labor-intensive and require a lot of knowledge and sophistication to do right, if at all.”

# Results

## The Long Tail Has a Big Impact on Revenue and Profitability

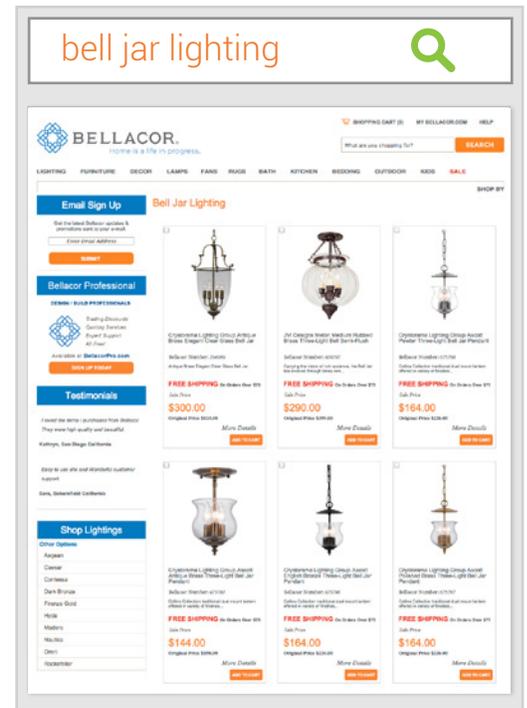
Since implementing BloomSearch in 2009, Bellacor has come to see the long tail of natural search as an important source of growth for its business. "We look at the long tail as a much deeper opportunity than we would have otherwise," Fowler comments. In the last year alone, Bellacor achieved a huge increase in the number of phrases driving conversions.

Natural search is now the largest source of traffic to [www.bellacor.com](http://www.bellacor.com), and BloomReach is driving a significant proportion of the site's total traffic – all in the non-branded (terms that don't represent brand names) long tail. Furthermore, the vast majority of this traffic represents new customers.

Fowler has dedicated his team's resources to making sure that he gets the most benefit from BloomReach Organic Search. "Since BloomReach is a big part of our business, we're constantly monitoring it to see what's most profitable, what's driving a lot of profitable order activity, and what's not," he reports.

## Thematic Pages Improve the User Experience

Visitors also benefit from targeted search result pages that curate and present the most relevant products from Bellacor's catalog. "Being able to send people to a page that fits the specific phrase they typed is a very good thing," Fowler remarks. "The thematic pages have helped improve conversion, and they continue to get better over time."



## The Bottom Line: BloomReach Helps Bellacor Beat the Competition

In summarizing the value of BloomReach, Fowler says, "BloomReach has allowed us to become much more competitive by focusing on the long tail of natural search without having a lot of resources on staff. The team at BloomReach is incredibly knowledgeable, and they are proactive about looking for ways to improve our business."

Fowler has used third-party tools to analyze trends in the number of keywords for which Bellacor is ranking, compared to its competitors. Bellacor exposes relevant content for almost twice as many keywords as its closest competitor. "That statistic is a direct testament to BloomReach," he concludes.

## ABOUT BLOOMREACH

The BloomReach Personalized Discovery Platform understands and matches your content to what people are seeking, across marketing channels and devices. BloomReach makes your content and products more discoverable with applications for organic search and digital marketing, site search (SNAP), site optimization and merchandising.

Learn more:  
[bloomreach.com](http://bloomreach.com)