giggle creates relevant content for parents

giggle.

COMPANY PROFILE
giggle

giggle is an infant and baby goods retailer, focused on curating the best products for new, discerning parents. giggle is unique because they vet and curate only the best in healthy, innovative and responsible baby care products.

PRODUCTS

BloomReach Organic Search

IMPACT

2,300+ inlinked pages
10x lift in thematic pages visits

"This is a BloomReach kind of problem — they can help us. I didn't have to overthink it, because I know that it works."

—Shawna Hausman, VP
ecommerce & digital marketing

Business Challenge

Soon after joining the company, Shawna Hausman, giggle's Vice President of E-commerce and Digital Marketing, started taking inventory of giggle's existing content practices and looking for ways to optimize SEO and SEM with giggle's valuable, curated and unique content. Based on more than a decade of retail management experience, Hausman knew that proper content management, creation and optimization could positively impact a company's bottom line and help giggle compete with the larger retailers.

"I know that relevant and abundant content is critical for SEO success," Hausman explained, "we just didn't have the hands on deck to create the amount and quality of content to make an impact." In addition to being able to produce quality content at scale, inlinking was also a challenge for giggle given their hundreds of SKU's and curated content.

While auditing the content on giggle.com, Hausman and her team unearthed thin content and content duplication as key problems hurting giggle's return on SEO investment. In addition, "we had links to nowhere" added Hausman, "which was most definitely hurting our findability in organic search."

Like many retailers, giggle regularly created promotional pages many of which had very little, irrelevant or duplicate content. And to make matters worse, these pages sat idle on the site long after the promotion ended, "the pages would live on, so we were showcasing less than optimal content for search engines to crawl and index, or worse, not index," explained Hausman. "The e-commerce team was aware of the problem, but it was the sort of problem that was not a priority given the small staff and all they had to do."

Solution

Having leveraged many technology partnerships in the past, Hausman knew that there must be a better way to solve giggle's problem using technology rather than people alone. Hausman worked with BloomReach at her previous company and thought, "This is a BloomReach kind of problem – they can help us. I didn't have to overthink it, because I know that it works."

Hausman decided to explore the possiblity of integrating BloomReach at giggle. "I was confident that BloomReach's Organic Search would help us not only gain more visibility into the performance of our content but also help create quality content at the scale that we needed to be successful," explained Hausman. "I saw what BloomReach did at my previous company and knew they could move the needle for us."

Results

In addition to giving giggle the ability to measure and manage their content for optimal content discovery and navigability, BloomReach's Organic Search application also helped enhance giggle's **findability** in organic search while improving the company's **link graph**.

In addition, the Pages feature quickly became an important asset for giggle providing then with valuable tools to **help create, curate, manage and retire pages for any channel at scale in a matter of minutes.** One example is the ability to create unique pages using giggle's proprietary criteria tags (see below). With Pages, giggle could create relevant pages for each tag like: *Travel Friendly Gear* or *Space Saving Furniture* or *Healthy Infant Toys*. "This capability gave us a very quick way to create the type of content people are searching for on giggle. We have our products already structured to highlight the criteria and now we can merchandise according to these features, as well."

giggle criteria tags:

best basics   multi-use   healthy   innovative   travel-friendly   space-saving   responsible

Hausman and her team find the BloomReach Pages interface easy and intuitive to use, "we've been able to create pages quickly and easily for multiple channels, including email." To date, BloomReach has **created 100+ thematic pages for giggle and optimized content findability with inlinking on more than 2,000 pages**. Thematic pages has proven to be particularly successful for giggle for their email initiatives with a more than 10x lift in visits when used for email.

"BloomReach is truly my partner. We explore options that help giggle be the best that it can be," added Hausman. "Best of all, we have a relationship of dual accountability. They genuinely want to see us succeed."
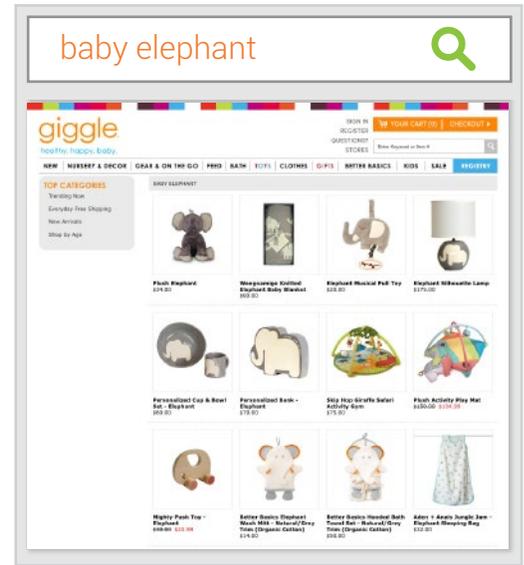
thematic page

related widgets

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