



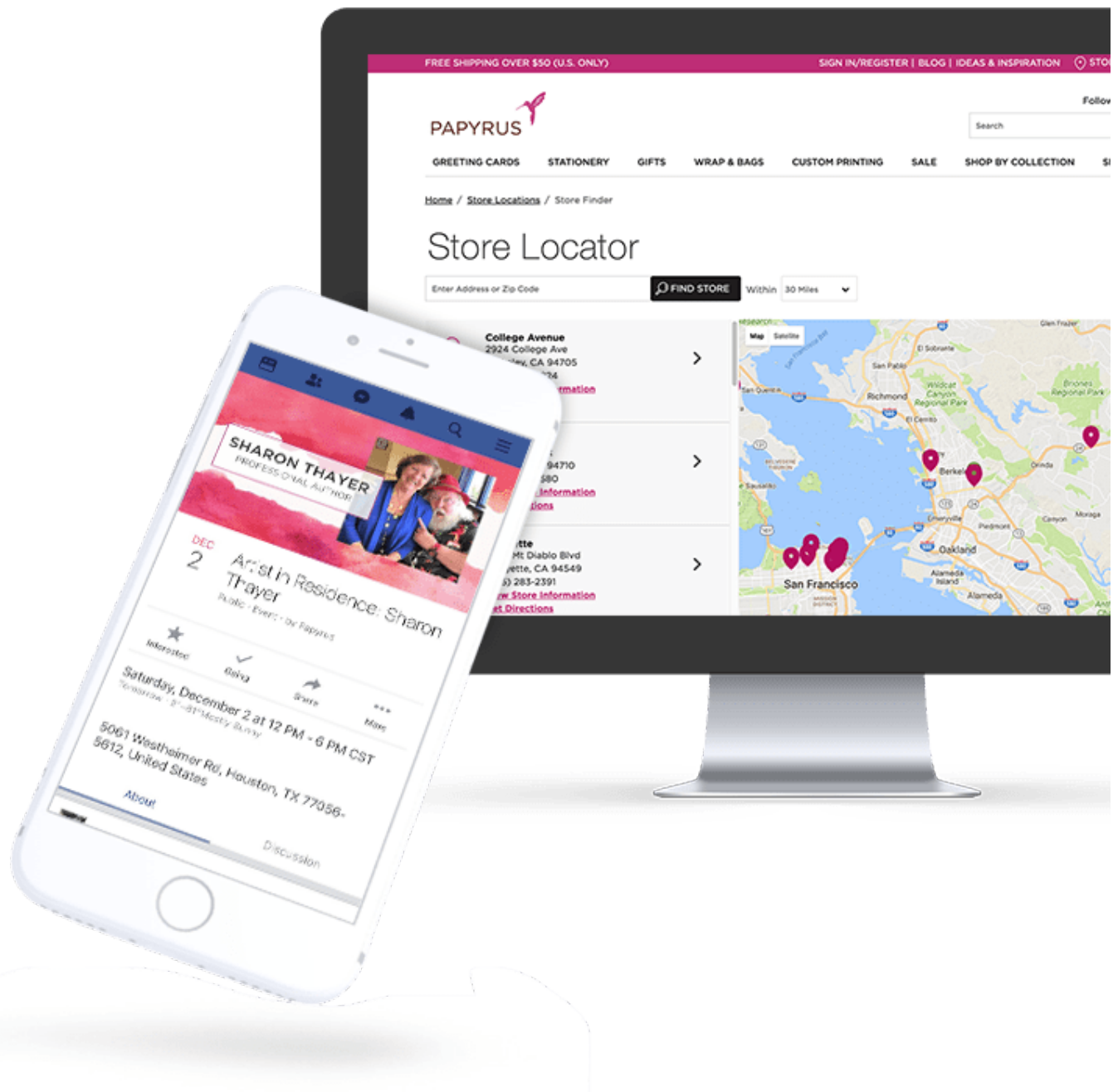
Dominique Schurman had a major concern when it came to taking over her family business, PAPYRUS: how was she going to expand this exclusively brick-and-mortar business into the digital space?

Dominique recognized the landscape was drastically evolving, and she was concerned her business vertical was shifting from paper products to digital elites. As she suddenly found herself competing with trendy online stores like Minted, Shutterfly, and Paperless Post, Dominique realized that if she didn't act more aggressively, PAPYRUS would be out of business. Ready to transform her business, Dominique decided she needed industry experts to guide the effort.

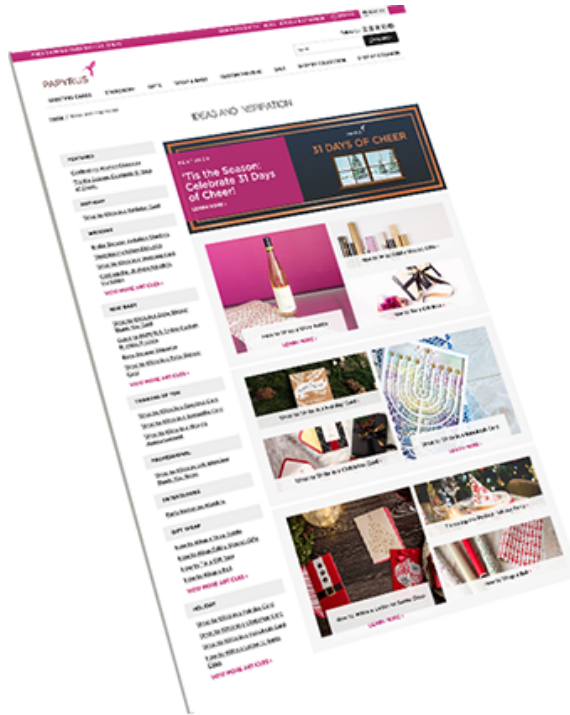
With the business's future at stake, Dominique started working with Wpromote to build a new business strategy around multi-channel, fully integrated digital marketing campaigns, with a focus on achieving 100% brand visibility from a local SEO perspective.

To make this dream a reality, two specific goals needed to be met: increasing in-store traffic, and boosting overall brand visibility in the local SERPs. To begin, Wpromote guided PAPYRUS through an overhaul of their local landing pages, which included sending surveys to every PAPYRUS store manager to learn more about each store's community, local events, exclusive collections, and unique services. With this information, Wpromote developed keyword-rich static content for over two hundred individual store locations and thirty-four state pages. We also created a custom Find A Store tool, designed Facebook event pages, and optimized the brand's Google My Business listings. Two new on-site channels were also built to draw more visitors, engage them, and drive them into stores: a

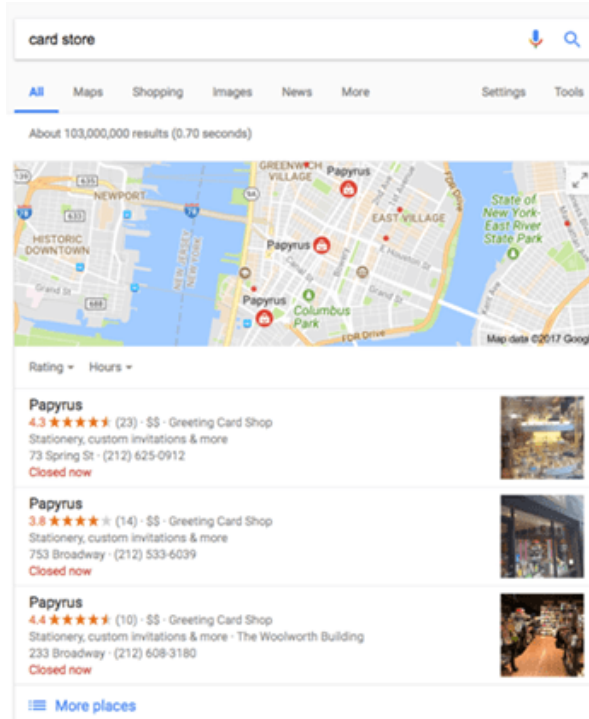
beautiful blog full of posts about local artists, and an inspiration section of the site to help customers envision what they could create with PAPYRUS. All of this work was done in conjunction with email marketing, paid search, and paid and organic social campaigns.



Becoming A Beloved Local Fixture Through SEO



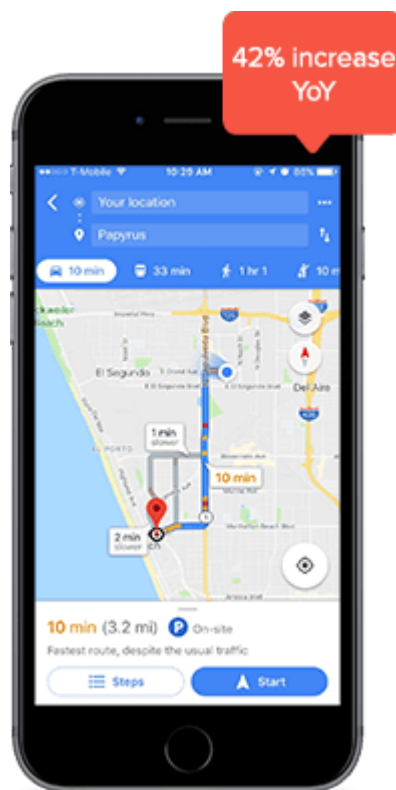
Through optimized landing pages, timely blog posts, and an inspiration section, PAPYRUS drew searchers to the site and then to stores



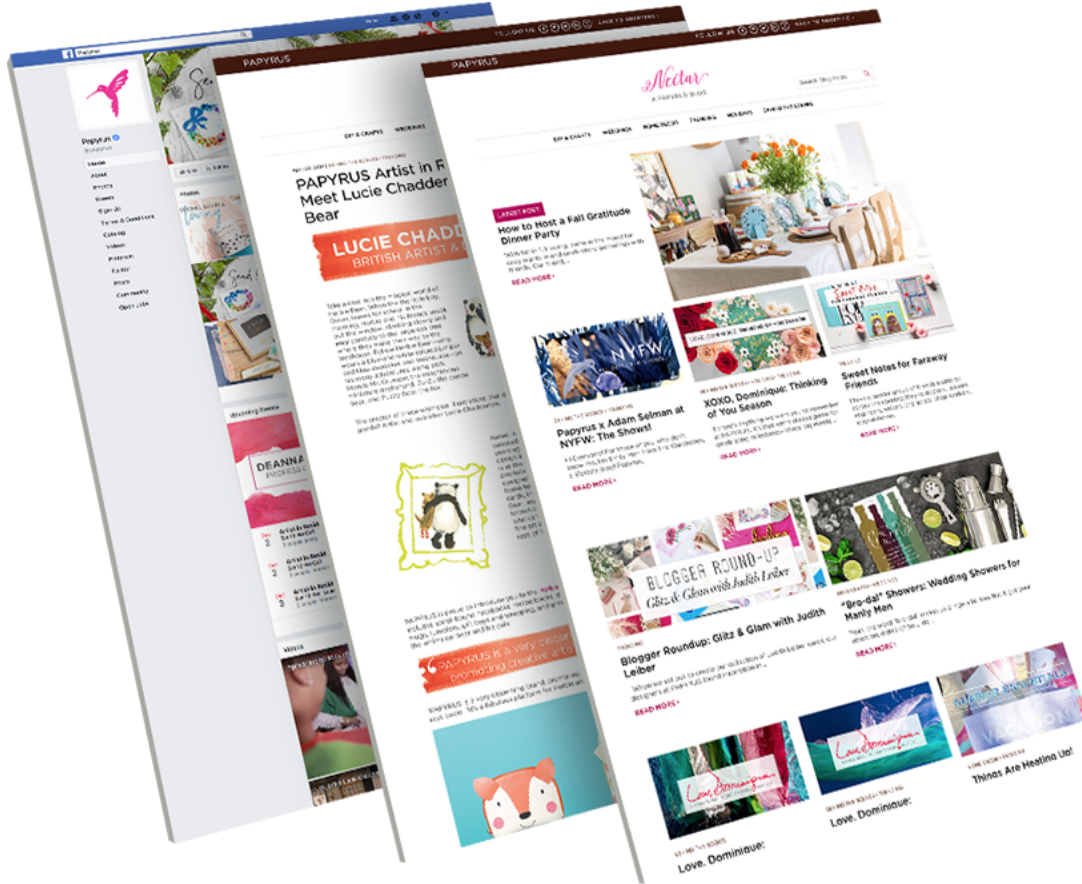
PAPYRUS now owns almost complete local pack visibility for priority keywords in their most competitive locations



Local pack rankings for individual stores increased by as much as **229%**



Organic requests for directions
increased **42% YoY**



Thanks to extensive on- and off-site SEO optimization and the two new content channels, PAPYRUS experienced a transformation in their organic traffic.

Local stores' first position local pack rankings increased by 229%, and organic requests for directions climbed 42% year-over-year, bringing in a total of over 45,000 potential in-store customers. The newly optimized local landing pages gained a significant number of new, quality referring domains thanks to local artist events and digital PR placements from editorial and blogger sites. PAPYRUS and Dominique had already begun to dominate on a national stage; now, they've become the brand to beat in local and regional markets as well.