



Ecommerce Case Study Epestsupply

Epestsupply Turns to Answerbase to Grow Search Traffic, Increase Sales, and Reduce Costs

“Answerbase has doubled the overall traffic to our ecommerce site, and increased our organic search traffic by four times...sending tens of thousands of new customers to our site each month!”

Epestsupply was a pioneer in offering online purchasing of professional pest control products and today their name and our website are globally recognized, with customers in over 35 International Countries. Their pest control experts are licensed, seasoned professionals and certified entomologists who can help with almost any pest, termite, lawn, weed or wild animal problem.

The goal – Increase sales through thought leadership and growing search traffic

Ron Dawson, owner of Epestsupply, recognized the value of putting all of their experience and expertise online in order to help customers and build valuable content.

“It’s difficult to understand how a customer thinks sometimes. The information we have on certain products in our catalog may not address the particular concern the customer has.”

Not only was Ron wanting to effectively address his customer’s needs, but also have that in a format which will impact his bottom line. Ron recognized that common questions they answer for customers every day are asked through search engines daily, as other customers are looking for answers to their pest problems.

“I needed a way to answer questions from customers and put them in a searchable format for reference. Everything was kept in emails and there was no way to put the emails online for everyone to see and reference.”

This created the opportunity for a huge upside if Epestsupply could find the right solution to appropriately manage and distribute the content in a way that was friendly for SEO. These goals led them to Answerbase.

The solution – Integration of Answerbase’s ecommerce product Q&A

Epestsupply teamed up with Answerbase to power ecommerce Q&A on their site.

“Answerbase was exactly what I was looking for. Easy to use and very affordable.”

Answerbase’s ecommerce Q&A was installed on Epestsupply’s product pages, so if customers can’t find the information they’re looking for in the product description they can view the most popular questions for each product or ask their own question. Questions that have been answered before are addressed

automatically so the visitor can continue with their purchase immediately. When the visitors have brand new questions, they can easily submit those for Epestdsupply to answer which continues to build that Q&A database for future customers.

Additionally, Answerbase creates a new landing page for each Q&A thread so when other potential customers who are asking similar product questions via search....they can be led to Epestdsupply's content and can get the answers and products from them.

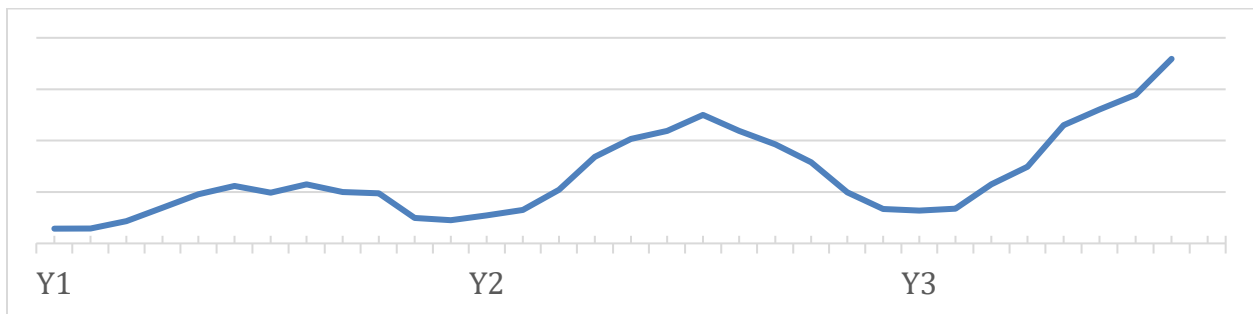
The results – Increased sales conversions, reduced costs and consistently growing search traffic

Answerbase accomplished Epestdsupply's goals, increasing sales while simultaneously reducing costs.

“Answerbase gives us a way to respond to each individual question and links those questions to individual products. This increases purchases for certain products and also increases sales. It also reduces costs because a lot of questions are very similar, and a customer may find that an answer to a question addresses their question, reducing our costs.”

Answerbase has effectively positioned Epestdsupply as an influencer in the pest control space with Google recognizing Epestdsupply's expert content as the most relevant for popular searches about common pest problems. As a result, Epestdsupply has experienced years of search engine traffic growth to their Q&A content. The Q&A landing pages that are created by Answerbase attracts tens of thousands of new potential customers **per month**.

The following chart represents the last 4 years of search traffic to Epestdsupply's Q&A landing pages, powered by Answerbase;



Ron shared his thoughts on the results.

“We made the right move in going with Answerbase, otherwise we would not have this traffic. Answerbase has doubled the overall traffic to our ecommerce site, and increased our organic search traffic by four times...sending tens of thousands of new customers to our site each month!”

Epestdsupply continues to grow and working with Answerbase to continue to optimize conversions as well as engage their customers. Answerbase is looking forward to servicing their needs for years to come as they continue to scale.