

CASE STUDY

# Beddy's

Company Description:

Beddy's zipper bedding is a one-piece unit for your bed. Their fashionable bedding is quilted with high-quality fabrics and durable zippers that zip smoothly. Bedding so easy to make, it practically makes itself!

Categories:

Home Supplies, Bedding, Bedroom Supplies, Zipper Bedding, One-piece Zipper Bedding



## Goal

Beddy's wanted to implement a simple and effective solution to capture their customers seller and product reviews, feedback and their questions.

They wanted to leverage the feedback and answers to questions on their site to build trust, improve the conversion rate with future shoppers, and show the Questions and Answers and reviews in search results to help with SEO and traffic.

## Strategy

1. Install Google **Seller Ratings** from Shopper Approved to capture reviews about the website and the buying experience.

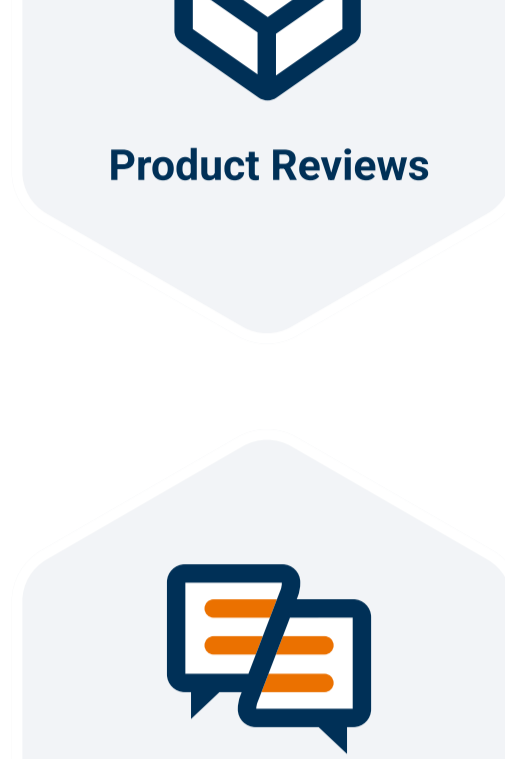
- a. Display those reviews and social proof on the Shopper Approved online Review Certificate.
- b. Display star ratings in the rich snippets within the online search results page to capture more attention, create more trust, and generate more clicks and traffic.
- c. Establish even more instant credibility by displaying the Shopper Approved review widget and seals on the home page and site navigation



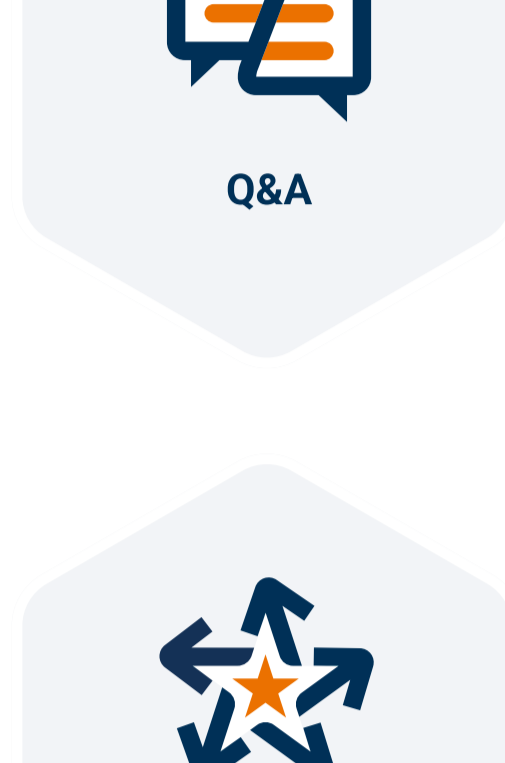
2. Ask for customers to leave **Video Reviews** from Shopper Approved by offering them unique promo codes at the end of their review collection process and syndicate these video reviews to YouTube and to use on their website.



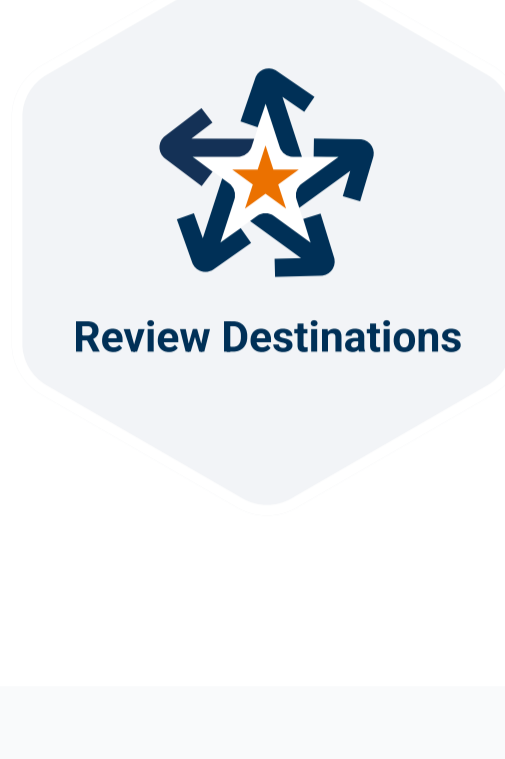
3. Collect **Product Reviews** from Shopper Approved and display those on the website and the Shopper Approved online Review Certificate and in Paid Ads where possible.



4. Implement **Q&A** from Shopper Approved to allow Shoppers to ask questions about their brand and products and then take those questions and place them on their website to proactively answer other shoppers' questions as they search their website and search engines.

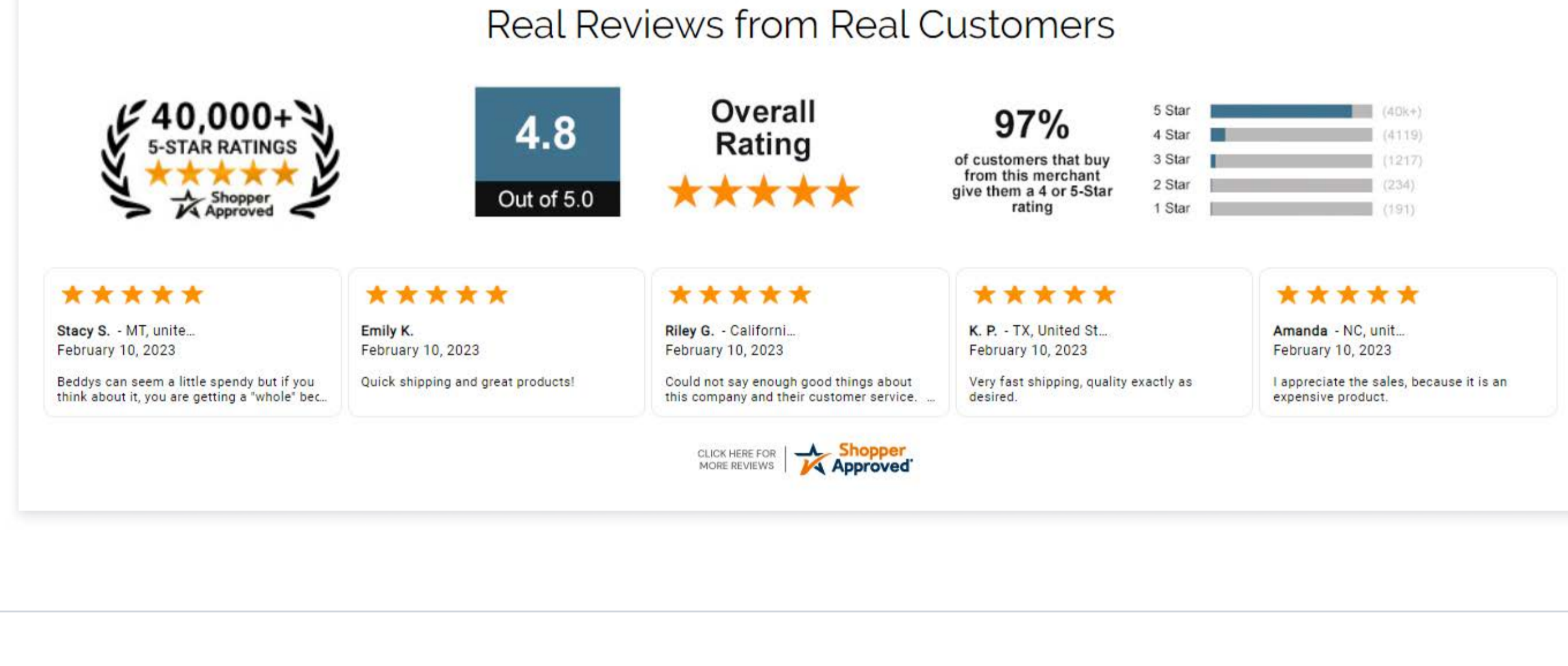


5. Set up **Review Destinations** to send more happy customers to other review sites online to help with their overall online visibility and reputation as well as improve their score on "passive" review collection sites that tend to attract those that have had a bad experience more than happy customers. This way a more accurate representation of their overall customer sentiment is showing all over the web.

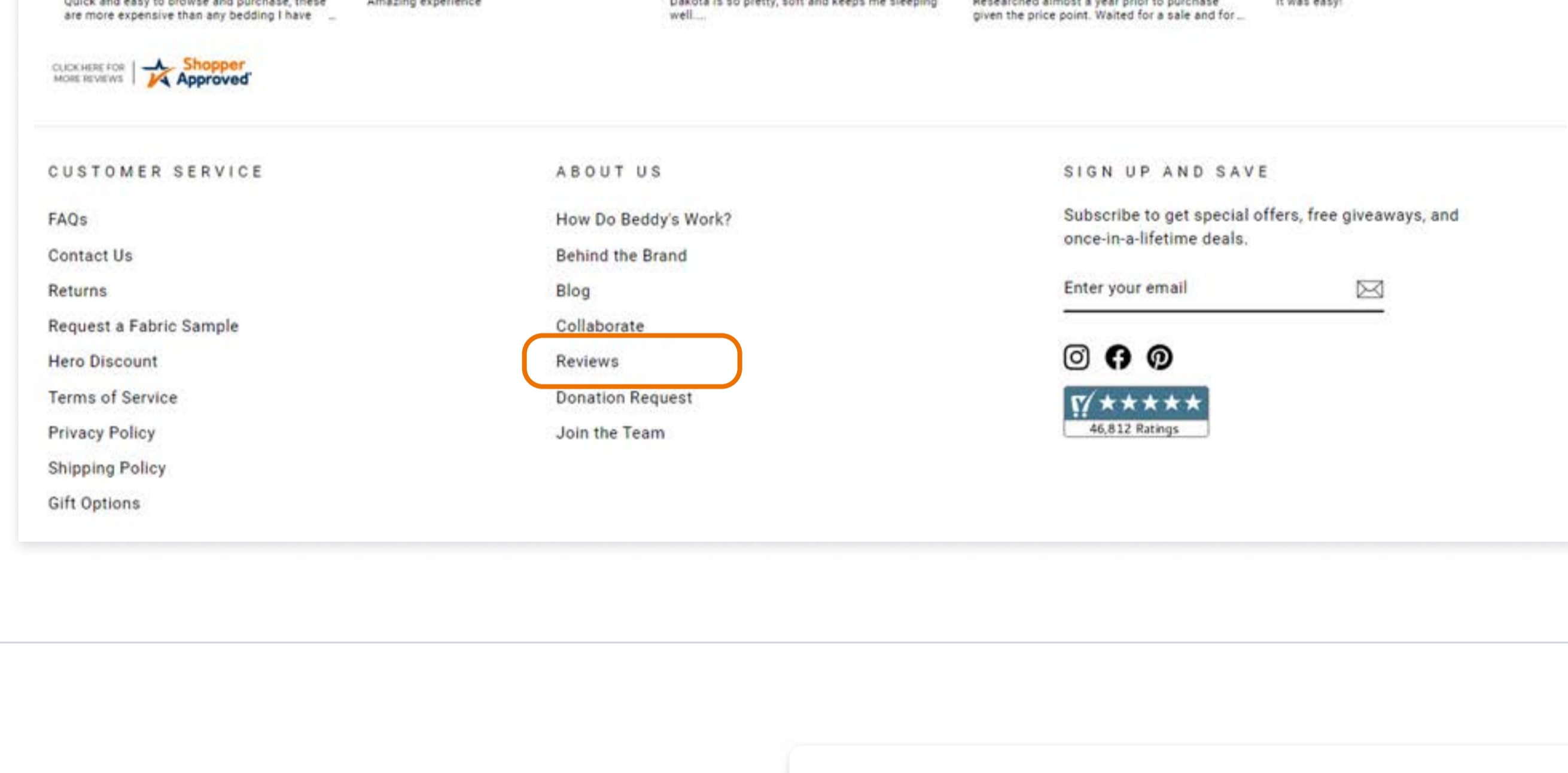


## Execution

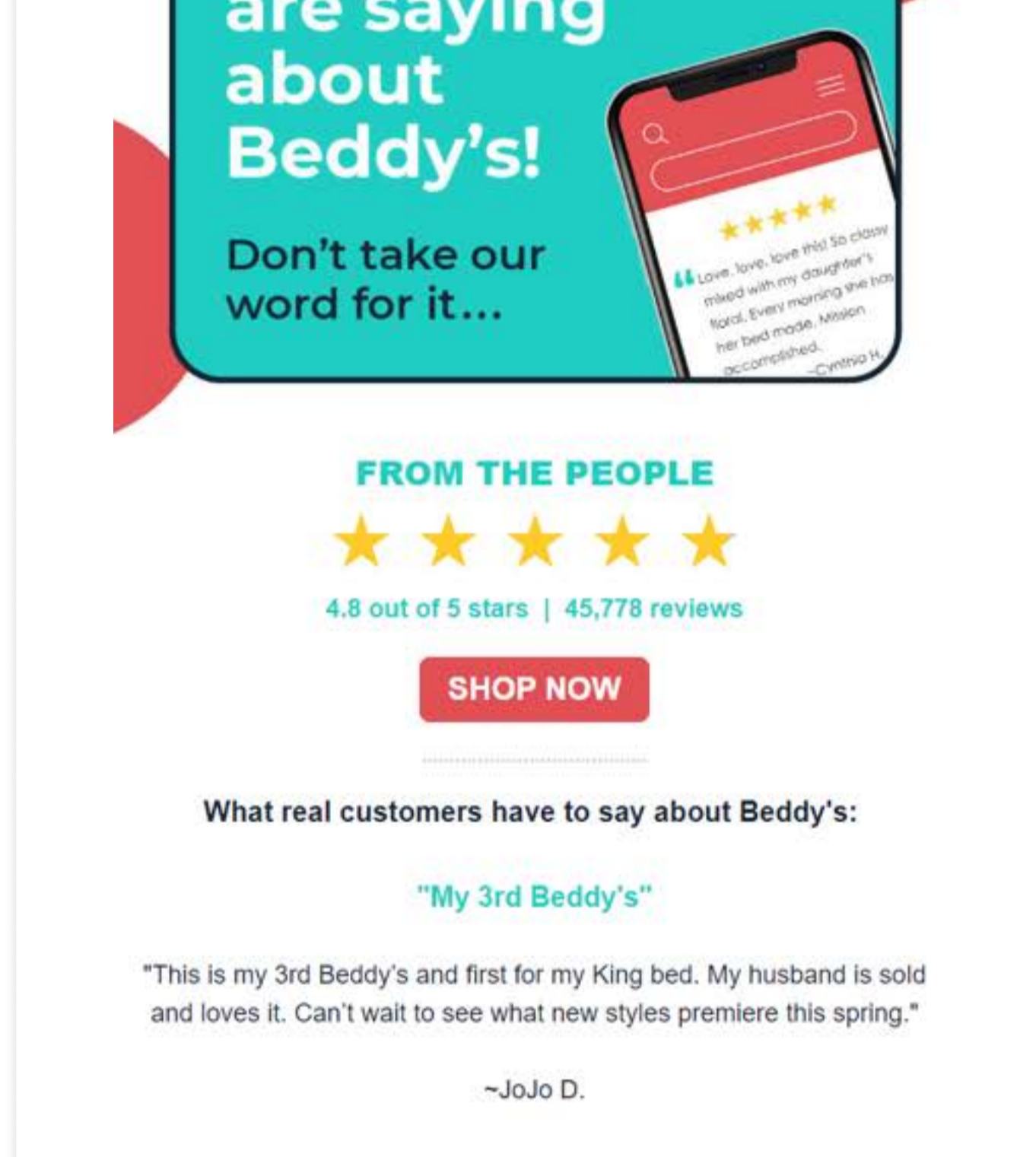
Review widget on their homepage:



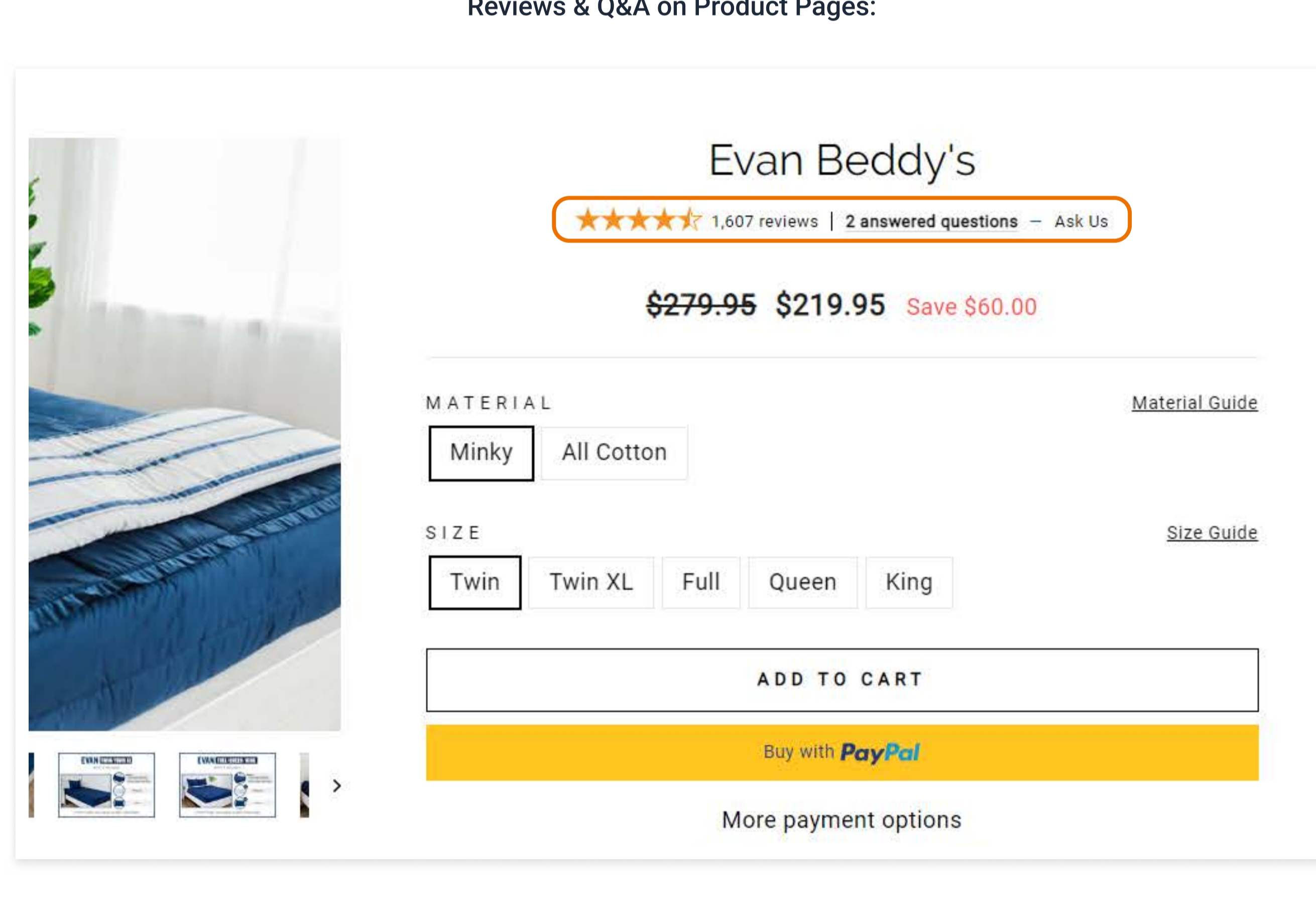
Review certificate link and seal in footer:



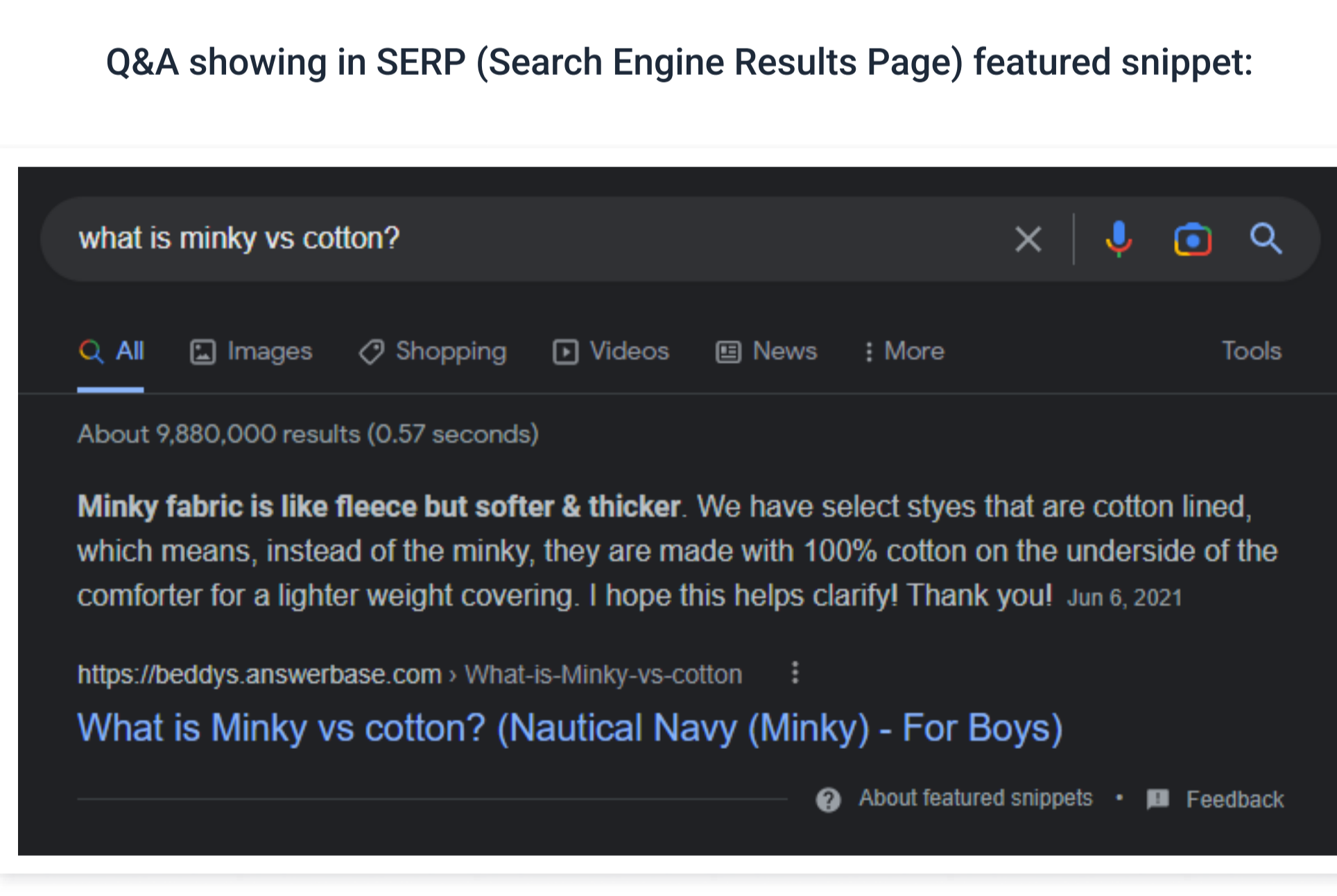
Using reviews in their email marketing:



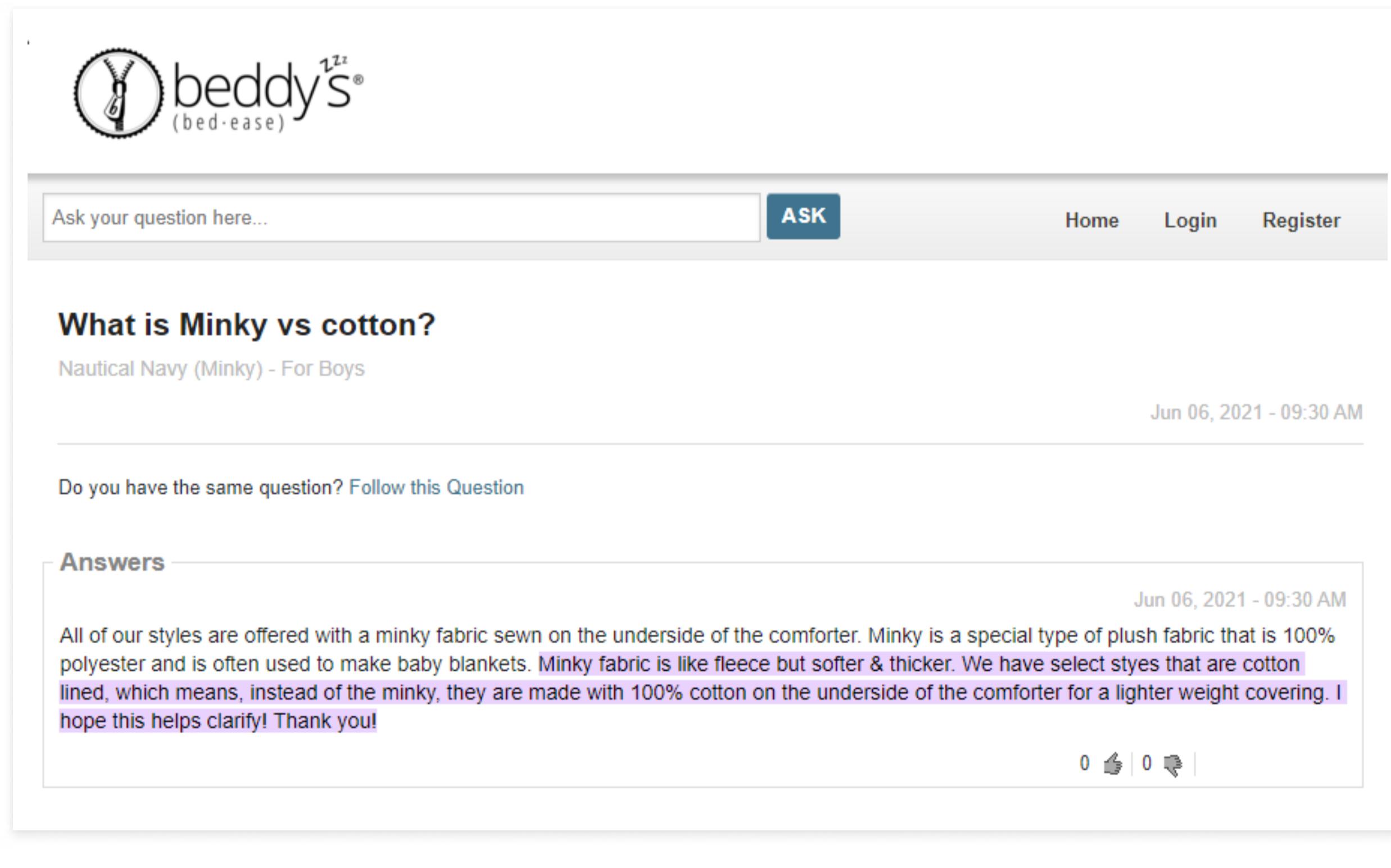
Reviews & Q&A on Product Pages:



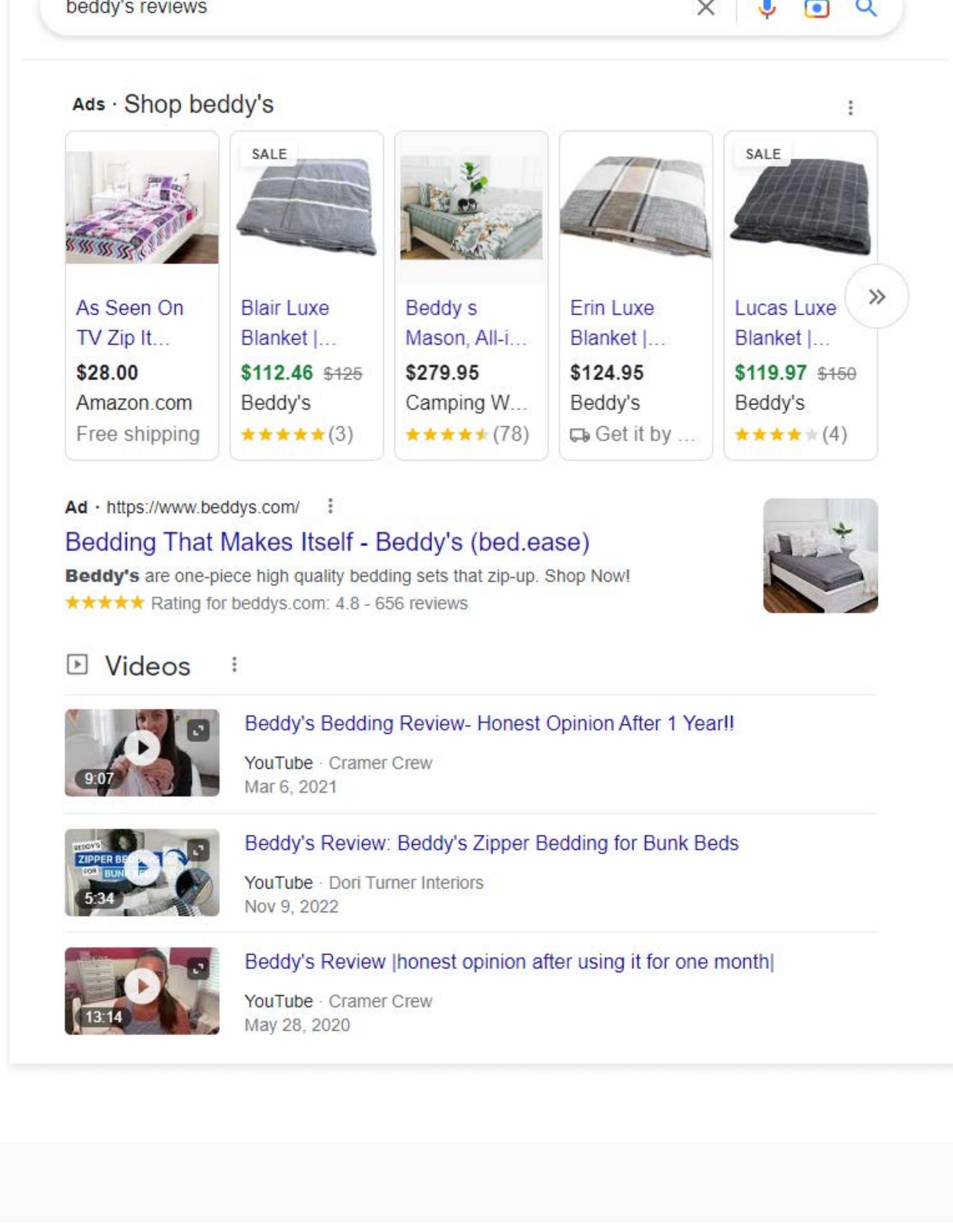
Q&A showing in SERP (Search Engine Results Page) featured snippet:



Q&A showing on the page (linked from SERP featured snippet above):



SERPS showing stars in Google Text Ads, stars in Google Product Listing Ads, stars throughout the web, video reviews showing:



## Results



“Shopper Approved has been great for us. We like that it has user generated content that posts to our site and to YouTube. **It has helped out with our SEO. We have been able to create a high level of trust for our customers to see reviews on our site. The staff has been very responsive with our needs.**”

Rochelle D.  
Website Specialist, Beddy's