

**CASE STUDY** 

# **Revolve LED**

# Click-through Rate doubled from .7% to 1.4% in one month after getting 100 reviews.

**Company Description:** 

Leader in Green Lighting and Energy Saving Solutions

Category:

Home and Garden Lights



#### Goal

Revolve LED was looking for a way to optimize its Google Ads ROI as well as it's product and brand organic search results. They also wanted to improve their organic search results (SEO) and online visibility with stars in Google Shopping ads, and capture the top search results for product questions.



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## 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 in organic search results with the Shopper Approved online Review Certificate, and dedicated reviews page on the website.
  - **b.** Display star ratings in the rich snippets within the Google Ads 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. Collect Product Reviews from Shopper Approved and display those on the website and the Shopper Approved online Review Certificate and in Google Shopping Paid Ads where possible.



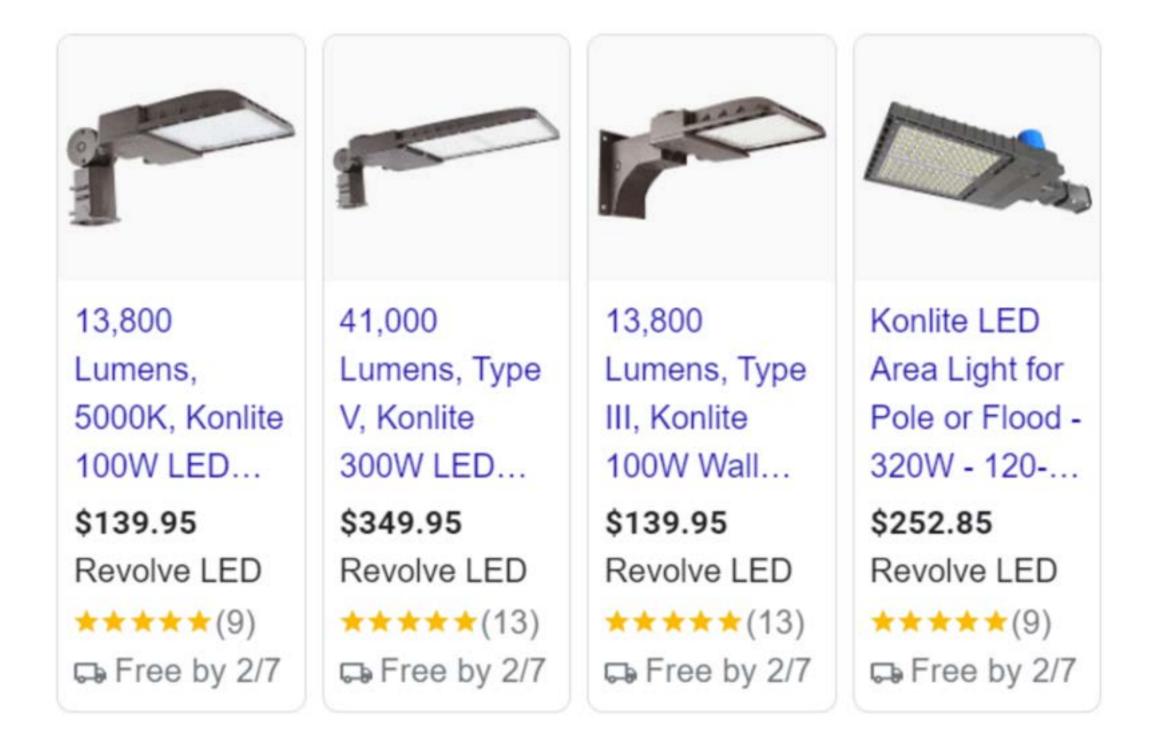


3. Implement Q&A from Shopper Approved to allow Shoppers to ask questions about their brand and products and then take those questions and place them on their website to proactively answer other shoppers' product questions as they search their website and search engines.

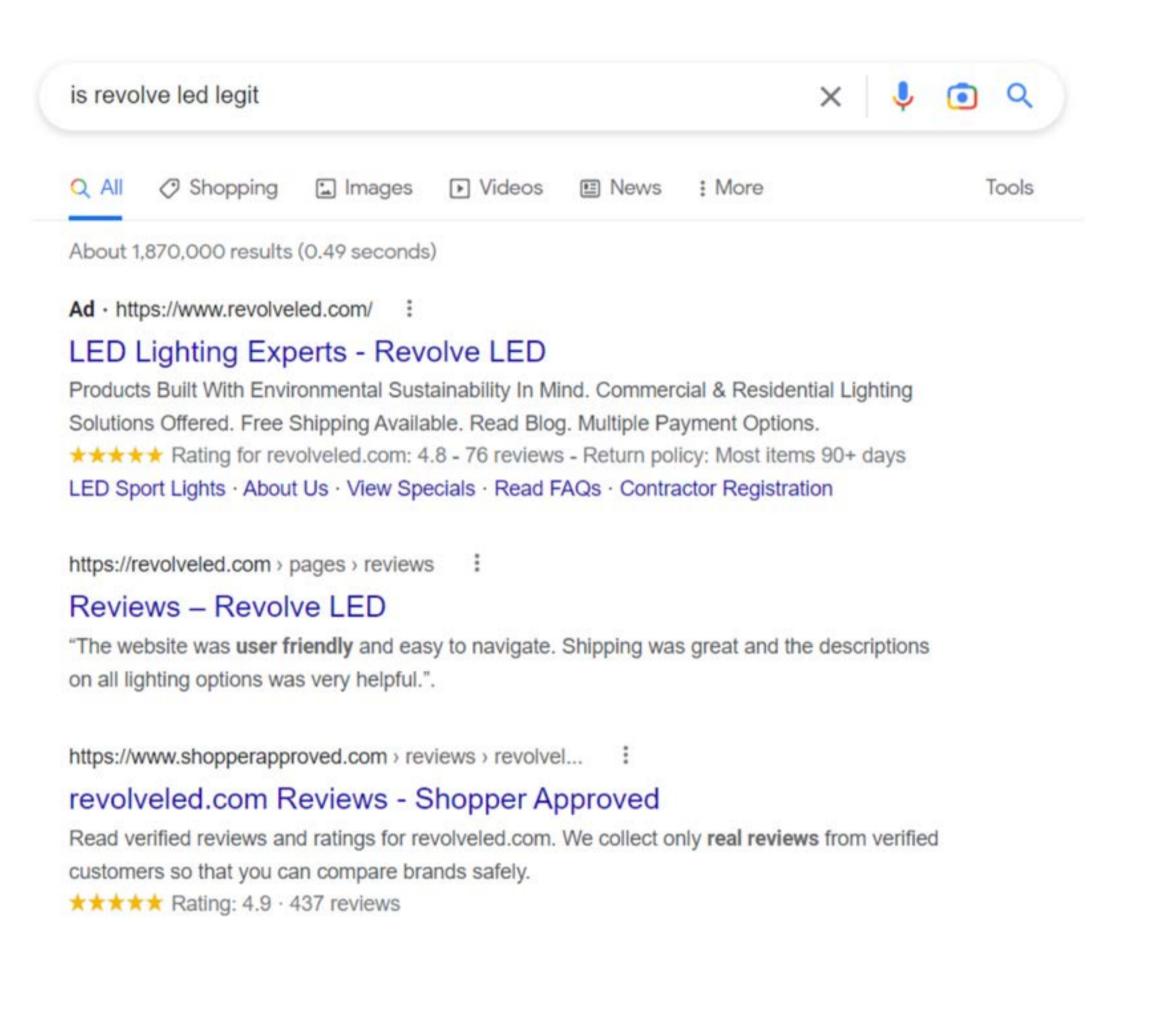


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	Review seal on the homepage (right	t top sticky nav):	
Q	🗙 Login / Signup	\$199 Free Shipping*   4.9★★★★★   ✓ ShopperApproved	
AYOUT CONT	RACTOR REGISTRATION REWAR	RDS PROGRAM	
	Review widget on the home	epage:	
Jayne S California, US 21 Dec 2022	Review widget on the home ***** Bryan K Louisiana, US 21 Dec 2022	epage:	
Jayne S California, US	Bryan K Louisiana, US	Belinda H Georgia, US 21 Dec 2022 Easy	
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Joyne S California, US 21 Dec 2022 Ad • https://www. Revolve LED Leader In Green L High-Quality. Ener Fixtures. Lighting	Image: State of the state	Text Ads: lelp Solve Your Lighting Needs. Shop Residential Needs! 100+ Light Notch Support.	per

Stars in Product Listing Ads:



# "Legit" search with social proof in google ads and organic search for their certificate page on Shopper Approved's website:



Getting questions from consumers and making those questions available on their website within the product pages (image below shows product reviews and answered questions on the product page):

### 2x2 LED Panel Light - Selectable Wattage And CCT - 3770 Lumens - Dimmable - Pack Of 4

Product Search Code: 11-0110 KONLITE SKU: RKPL06010MWMCDN22LF-4

\*\*\*\*\* 5 reviews <u>2 answered questions</u> - <u>Ask a question</u> <u>\$212.80</u>\$186.66

Results

 $\checkmark$ 

Doubled Click-Through Rate

Improved Clicks, Traffic, & Sales

## 66

We started collecting reviews in late 2021. By adding an easily identifiable star rating below our organic listings, Shopper Approved was able to relay trust and authenticity to first-time buyers of Revolve LED lighting products.

This, along with verifiable seller reviews, helped connect prospective product purchasers with satisfied customer reviews and ultimately **drive additional sales**. After hitting our 100th review in February 2022, **our Click-through Rate doubled from .7% to 1.4% in March.**"

Logical Position, Google Ads Agency for Revolve LED

Both Google Ads and Google Shopping Ads now stand out with reviews. Creating more clicks, traffic, and sales.

Shopper Approved has also helped us dominate the search results for "Is Revolve LED legit?" Which helps us with reputation management and organic traffic. **By** having the paid and organic search results in the top 3 search positions, we really feel like our brand is more competitive.



### The highest rated review platform online

As rated on the following platforms:

G	Capterra	BBB.	🖈 Trustpilot	GetApp
4.9	4.9	4.8	4.8	4.8