

CASE STUDY

# S&S Firepits

Category:

Outdoor equipment, firepits, firewood racks

Company Description:

S&S Fire Pits creates handcrafted, solid steel fire pits and related products to last a lifetime and offers



## Goal

S&S Fire Pits was looking for a solution that would automate collecting and distributing reviews and answer questions proactively. They were growing and beginning to see traction in their SEO efforts but knew that, since their price point is on the higher end of the fire pit market, they would need to gain the trust of discerning shoppers looking for a super premium product. They also wanted to attain a Google Seller Rating in order to both improve their overall search engine rankings and display stars in their Google Shopping ads to improve the click-through rate.

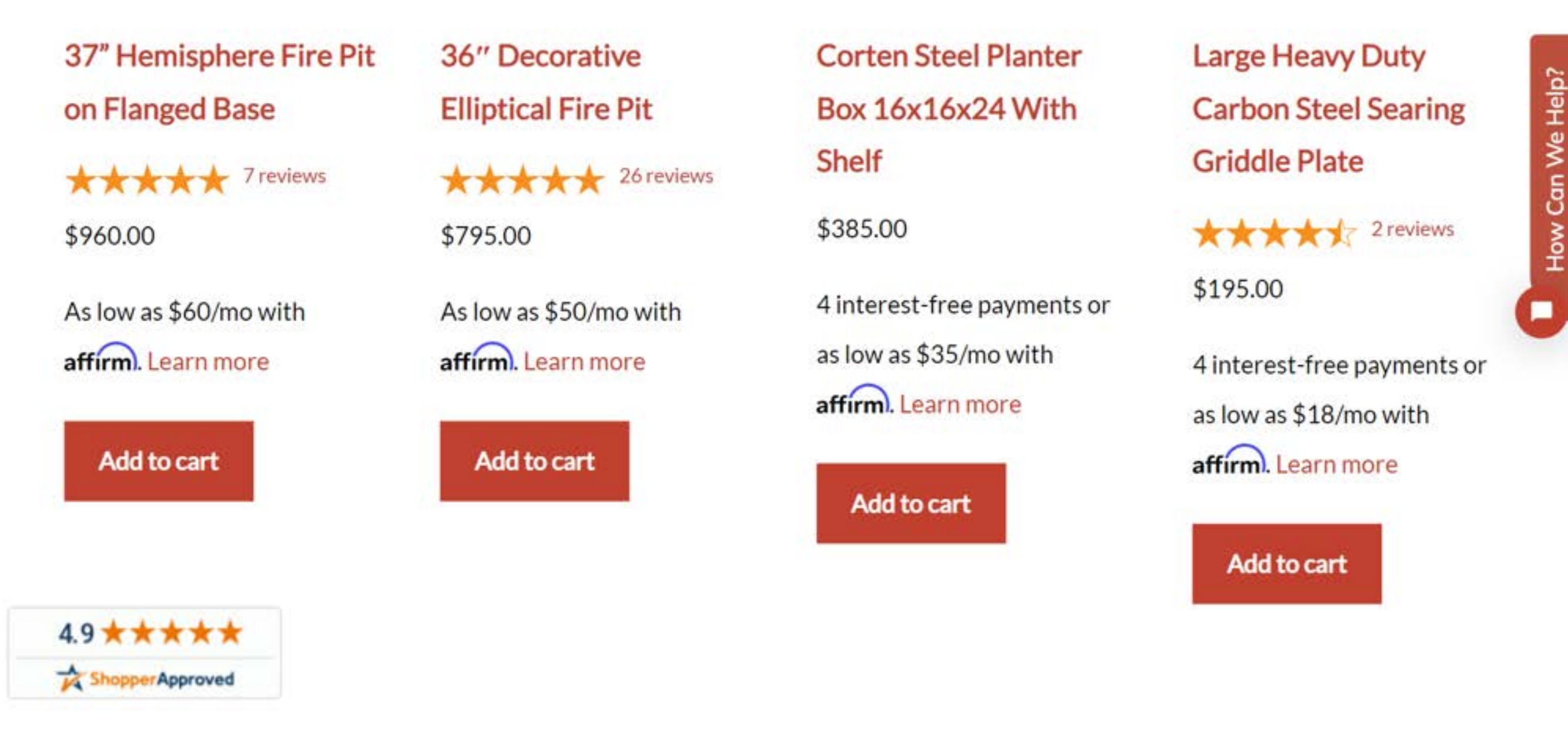
## Strategy

1. Install Google **Seller Ratings** from Shopper Approved to capture reviews about the S&S Fire Pits website and the buying experience.
  - a. Establish social proof by displaying those reviews on the Shopper Approved online Review Certificate to improve their online reputation and search results for their brand name reviews search.
  - b. Establish even more instant credibility by displaying the Shopper Approved review widget and seals on the home page and site navigation.
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2. Collect **Product Reviews** from Shopper Approved and display those on the S&S website and the Shopper Approved online Review Certificate, as well as in paid ads where possible.
3. Implement **Q&A** from Shopper Approved to allow customers to ask questions about the S&S Fire Pits brand and products and then place those questions (and answers) on the S&S website to proactively answer other shoppers' questions as they visit the website and research fire pits via a search engine.

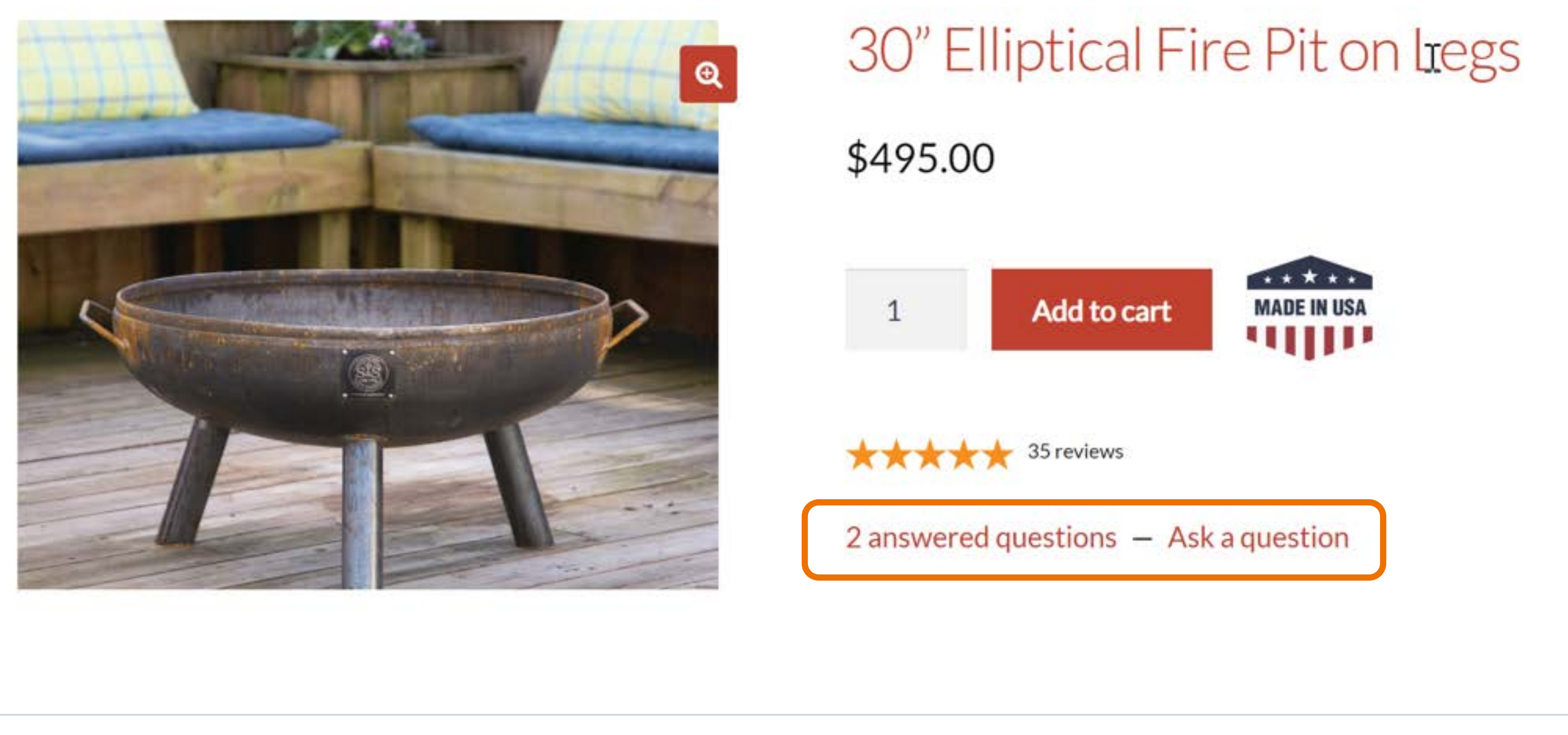


## Execution

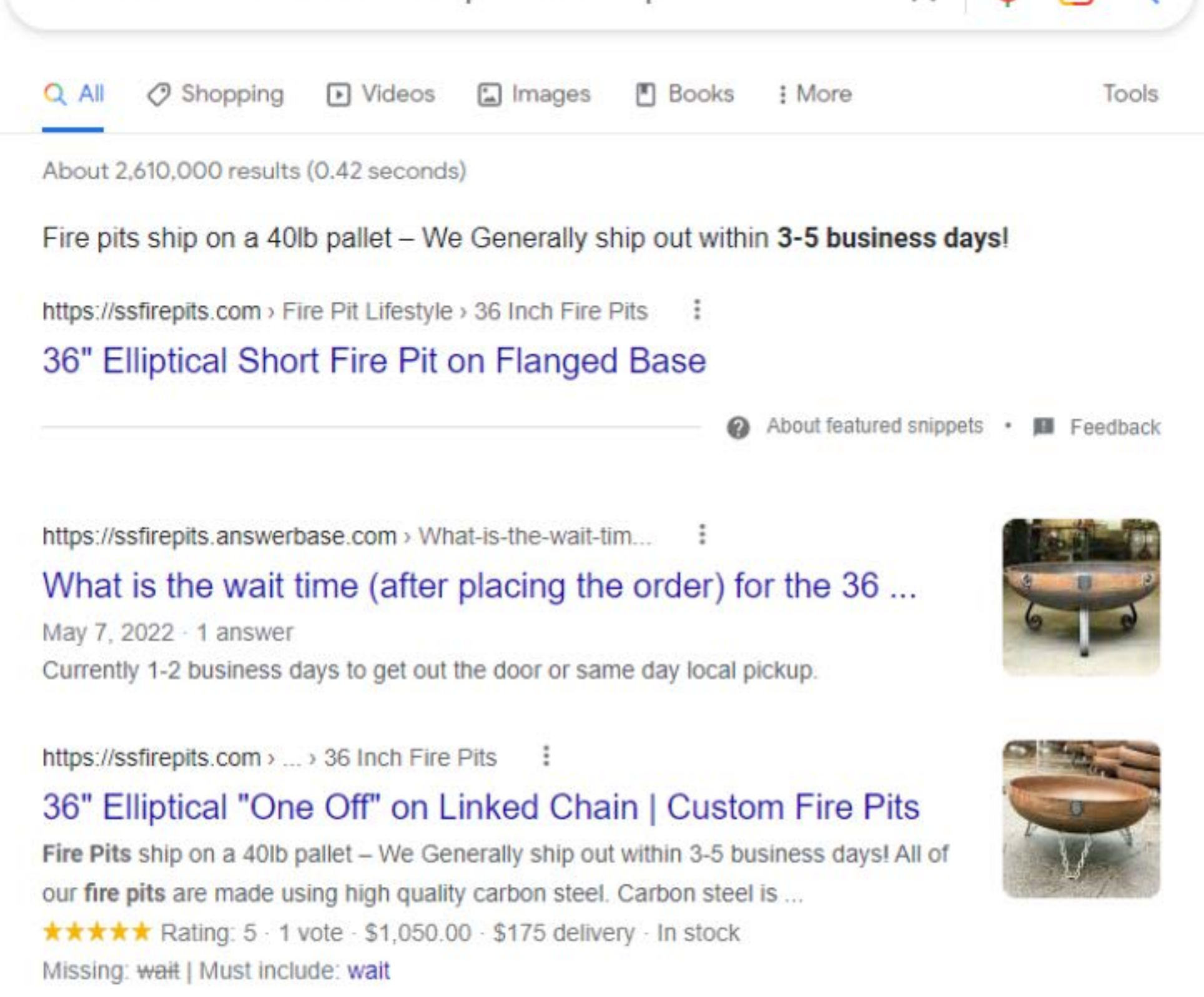
Review widget on their homepage & the Review certificate link and seal in the Footer:



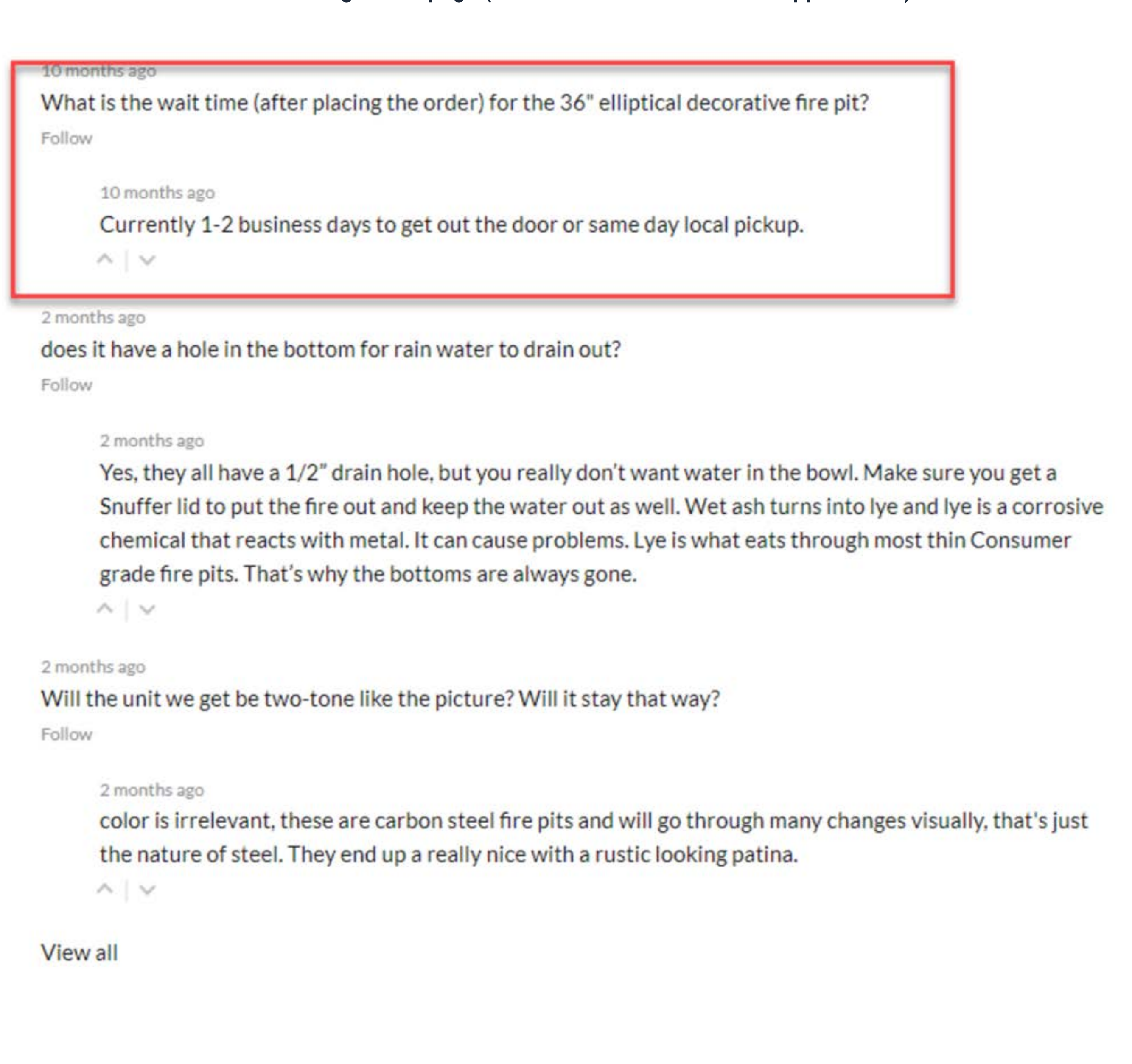
Reviews & Q&A on Product Pages:



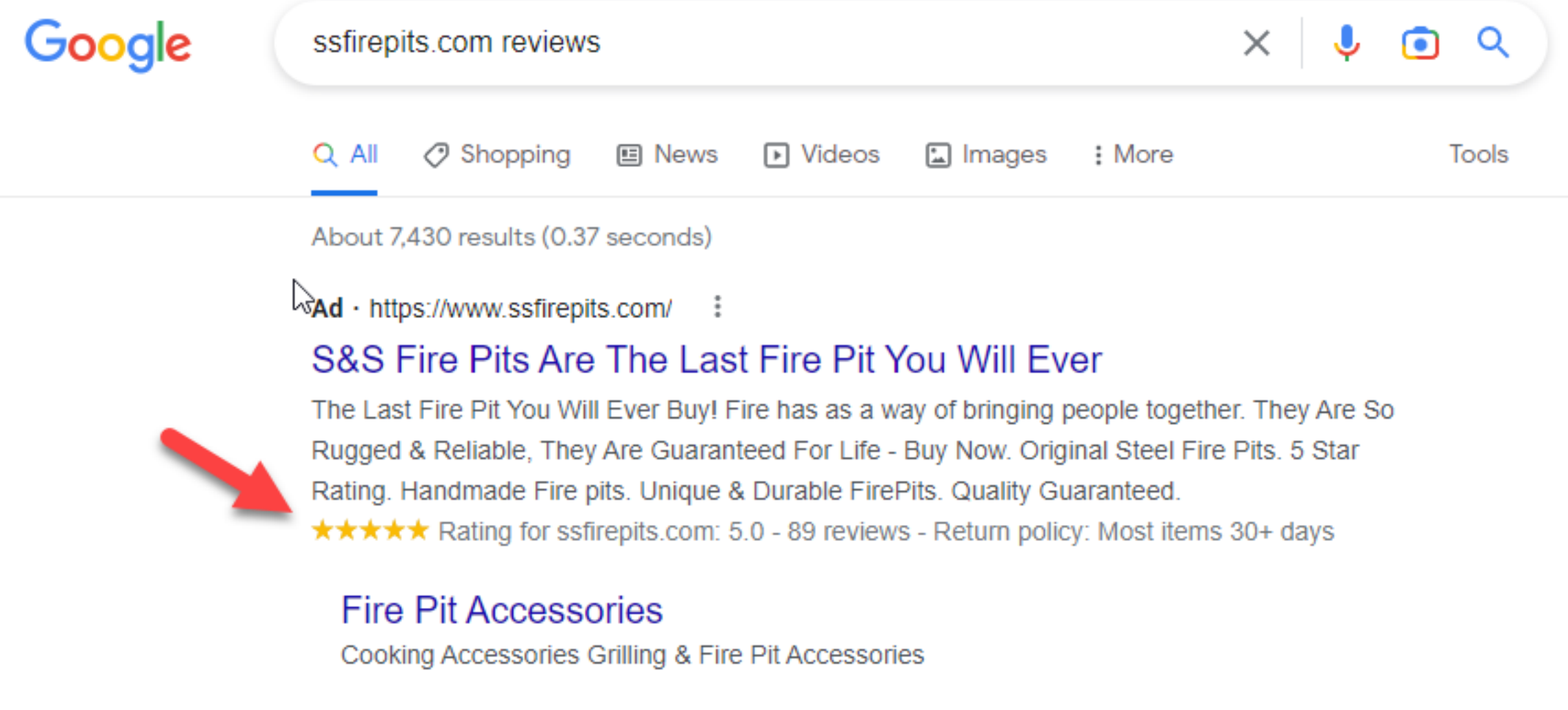
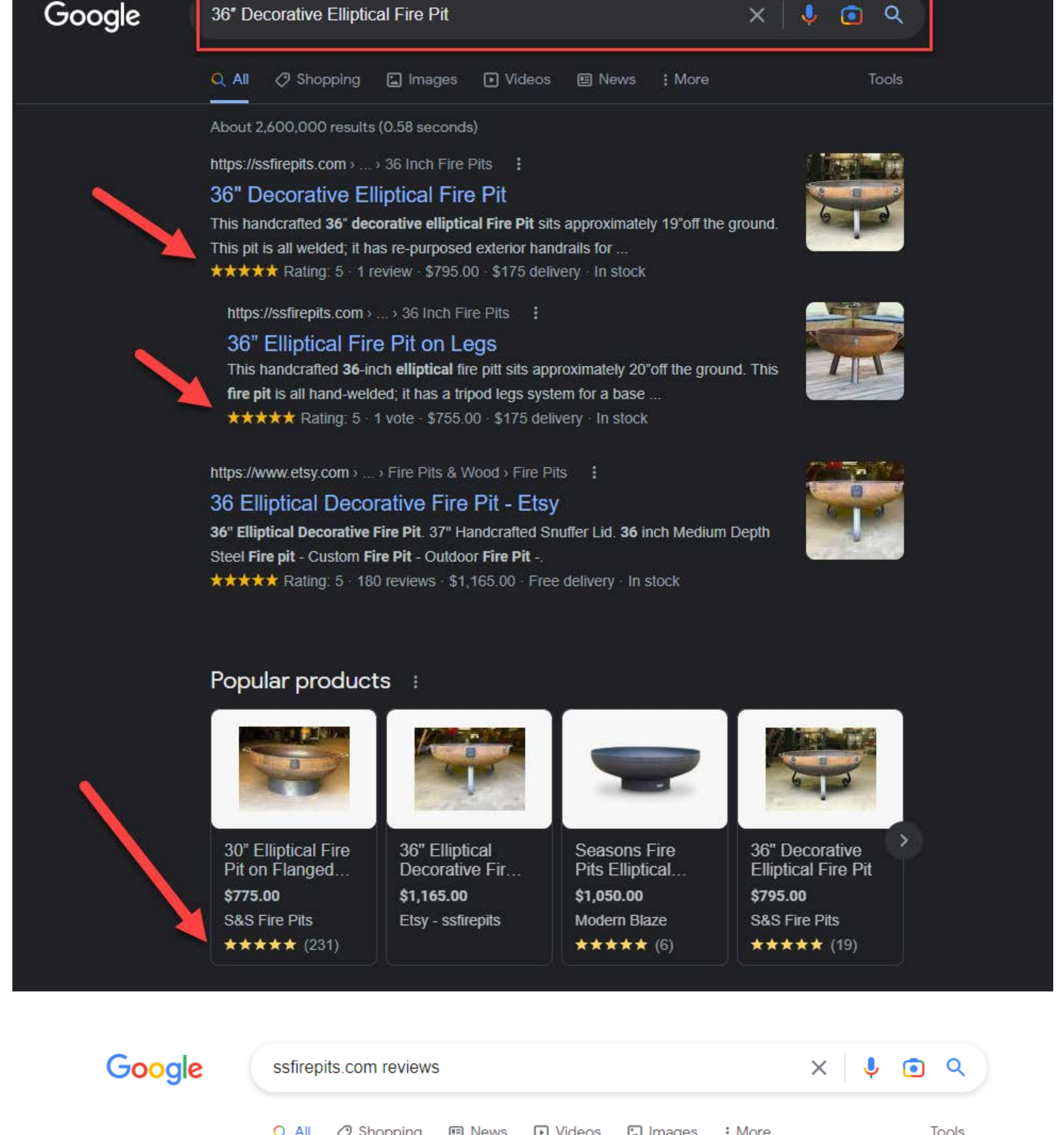
Q&A Showing in Search Engine Results Page (SERP) featured snippet:



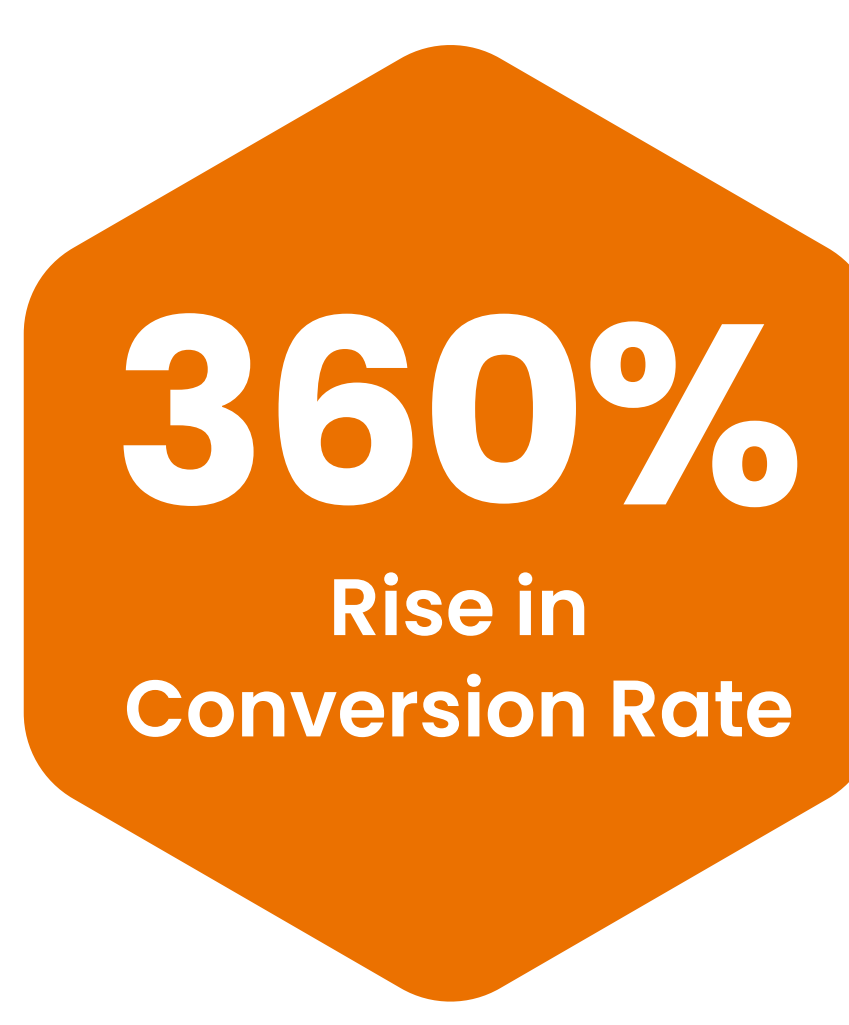
Q&A Showing on the page (linked from SERP featured snippet above):



SERPS showing stars in Google Text Ads, and stars in Organic Product Listing Ads, and stars in Organic search:



## Results



With the help of the tools that Shopper Approved offers, S&S Fire Pits saw a lift in some of the most important ecommerce website metrics. They are enjoying a 6.2% click-through rate on Google Ads, which is bringing more high-intention traffic to their site. That has given them an impressive 360% rise in their conversion rate, from a starting point of just 0.36%. Not only are more visitors making a purchase, but S&S Fire Pits's average order value is 30% higher than it was before as well.