

WEBSITE PERFORMANCE CASE STUDY

A Stronger Website. Stronger Growth.

HOW A FOCUSED WEBSITE PERFORMANCE STRATEGY TRANSFORMED SOFA GIANT'S ONLINE PERFORMANCE

SG

CLIENT

Sofa Giant

+93.94%

ORGANIC REVENUE

+48.10%

GOOGLE CLICKS

+37.97%

IMPRESSIONS

93/100

WEBSITE HEALTH

THE BRIEF

What did we set out to achieve?

Make Sofa Giant impossible to overlook online

Sofa Giant competes in a crowded UK furniture market, where visibility, relevance and technical performance directly influence who gets discovered. The campaign was built to strengthen the website itself, improve category page relevance and expand visibility across commercially valuable searches such as sofas, chairs and garden furniture.

The approach combined high-intent keyword targeting, long-tail search coverage, on-page optimisation and technical improvements, creating a faster, healthier and more mobile-responsive website designed to support stronger engagement and sustainable growth.

WEBSITE PRIORITIES

01

Higher visibility

Compete more strongly for valuable furniture searches

02

Qualified traffic

Reach people actively looking to buy

03

Technical excellence

Build a healthier base for long-term growth

Website goals Sofa Giant aimed for

Three priorities shaped the campaign from the ground up.

1

Improve website visibility

Help more customers discover Sofa Giant through stronger page relevance, category targeting and technical structure.

2

Increase engaged website traffic

Bring more qualified visitors to key product pages and keep them interacting with the site for longer.

3

Build a stronger website foundation

Improve technical health, mobile responsiveness, loading speed and content structure for lasting growth.

THE NUMBERS

Key website performance gains

Reported for June to August 2025.

JUNE 2025* TO AUGUST 2025

METRIC	JUNE 2025*	JULY 2025	AUG 2025	CHANGE (JUN-AUG)
Engagement Rate	58.77%	63.10%	66.40%	+12.98%
Clicks (Google Search)	501	628	742	+48.10%
Impressions (Google Search)	85,816	101,700	118,400	+37.97%
Click-Through Rate (CTR)	0.58%	0.62%	0.63%	+7.35%
Average Position	43.7	38.8	34.2	21.74% better
Enquiries	14	20	24	+71.43%
Online Revenue	£5,215	£7,620	£10,114	+93.94%

*June baseline derived from reported figures. CTR is calculated from clicks and impressions. Revenue is organic search revenue: 7, 10 and 13 orders at an average order value of £745, £762 and £778. Site health score from Search Atlas.

What the website improvements mean for the business

66.40%

Engagement rate

A consistently stronger engagement rate shows that visitors found the website more relevant and more useful. Stronger page structure, clearer content journeys and a better user experience kept more people meaningfully engaged.

+12.98%

742

Google clicks

More people reached Sofa Giant directly from Google, creating more opportunities for product discovery, enquiries and sales. Better page relevance and stronger listings attracted higher-intent visits.

+48.10%

118.4K

Impressions

The website appeared in significantly more searches and reached a broader audience. Focused keyword targeting and stronger page relevance expanded Sofa Giant's visibility across the UK furniture market.

+37.97%

+9.5

Positions gained

The website climbed 9.5 positions across three months, moving closer to the searches that matter most. Sustained, that rate of movement brings key pages into competitive territory.

21.74%

£10,114

Online revenue

Organic search revenue grew 93.94% across the three months and enquiries rose 71.43%. Added visibility converted into measurable commercial return.

+93.94%

Why these gains matter to the business

The strongest website improvements do more than lift a metric. They create a compounding growth loop.

01

More high-intent visibility

The campaign strengthened category and product page visibility for commercially relevant searches such as sofas, chairs, garden furniture and sofa sale. That placed Sofa Giant in front of more people actively researching products and more likely to become qualified visitors.

+37.97%

IMPRESSION GROWTH

02

Stronger engagement on the website

Clicks rose by 48.10% while engagement increased by 12.98%. More visitors were not just finding Sofa Giant, they were spending more meaningful time with the website. Relevant page content, better loading performance and mobile responsiveness supported a stronger browsing experience.

+12.98%

ENGAGEMENT RATE UPLIFT

03

A compounding growth advantage

Better website performance creates more visibility, more visibility creates more qualified visits, and stronger engagement creates more enquiries. Across three months that loop produced 71.43% more enquiries and 93.94% more organic revenue.

+93.94%

ORGANIC REVENUE

THE STRATEGY

A website performance strategy built around real buying intent

Every improvement was designed to align Sofa Giant's website with what customers were genuinely searching for and how they actually browse online.

01

Technical website improvements

The campaign strengthened website health through cleaner structure, improved load speed, mobile responsiveness, clearer page hierarchy and better internal connections between key pages. Search Atlas scored the resulting site audit at 93/100.

93/100

WEBSITE HEALTH

02

Product page relevance

Core pages were aligned with commercially valuable searches such as sofas, chairs, garden furniture and sofa sale. This made the website more relevant to the searches that matter most and improved the quality of traffic landing on the site.

+48.10%

GOOGLE CLICKS

03

Long-tail and semantic expansion

Broader search variations such as cheap modern sofas UK and sofa shop Broadstairs expanded reach beyond broad head terms. This helped the website capture more specific searches, increase relevance and support natural, conversational search behaviour.

+37.97%

IMPRESSIONS

WHY IT WORKED

The strategy matched search intent with product relevance and a stronger website experience. Across three months the result was 48.10% more Google clicks, 37.97% more impressions, 71.43% more enquiries and 93.94% more organic revenue, positioning Sofa Giant as a decisively more competitive brand in its market.

THE OUTCOME

A stronger website foundation. Better engagement. More room to grow.

Across three months, Sofa Giant grew organic revenue by 93.94% and enquiries by 71.43%, on the back of 48.10% more Google clicks, 37.97% more impressions and a 93/100 site health score. Stronger technical performance and clearer content structure turned added visibility into measurable commercial return.

IN THE CLIENT'S WORDS

"We knew we were being outranked by bigger names and could not work out why. Webshure rebuilt how our category pages were structured and the difference showed up within weeks. More people are finding us, and the ones who land are staying to browse."



Digital Marketing & Web Design Agency - webshure.ae

Results reflect reported Sofa Giant website performance, June to August 2025. Health score from Search Atlas site audit.