



Sneeze Defense reaches \$400K in sales

Discover how this personal protective equipment manufacturer achieved \$400K in sales revenue from Segment's managed SEO and PPC services.



Born during Covid-19

Sneeze Defense was established during the Covid-19 pandemic as a response to the growing demand for personal protective equipment (PPE). The company specializes in selling PPE products like plexiglass barriers and sneeze guards to schools, offices, and restaurants across the United States.

Struggling to find its mark online

The market was already saturated with numerous players, and Sneeze Defense was struggling to make its mark in the industry. The company needed a partner with professional SEO expertise and a strategic mindset to help generate greater website traffic, eCommerce sales, and to manage a large-scale website while finding opportunities to increase profitability from the B2B space.

Challenges

- Generate traffic from SEO and PPC
- Manage extensive product inventory that follows SEO best practices
- Gain more sales revenue from online marketing channels, especially SEO

Solutions

- Conduct technical audit to find site gaps
- Develop data-focused keyword plan to bring targeted traffic to the site

Results

- \$400K in sales revenue from Segment's campaigns
- Over 500 transactions and a higher average revenue per user

One of the significant challenges Sneeze Defense faced was its extensive product inventory. The company had a vast collection of products, which presented significant technical SEO challenges. The website had several issues that prevented it from appearing on major search engines like Google and Bing, resulting in low visibility and minimal sales.

The solution from Segment's data-driven SEO

To address the challenges faced by Sneeze Defense, the company partnered with Segment, a digital marketing agency specializing in SEO. The Segment team developed a custom digital strategy to optimize the website's on-page and offpage SEO profile. The strategy included a site-wide audit to uncover issues preventing the site and its product-line from appearing on major search engines like Google and Bing.

To improve website traffic, the Segment team designed an expansive national SEO strategy to expand the company's product visibility and eCommerce sales conversions for locations throughout the U.S.

Analytics All V						
t Home	Ecommerce Overview 🦻				B see 4 sees < see	RE 🛞 INDIGHT
Customization	All Users Vol.00% Sessions) + Add Segment		Jul 1, 2020 -	Jun 30, 2021 -
Realtime	Overview					
Audience	Aug. Order Value + VS Select a metric				Hourty	ay Week Month
Acquisition	Avg. Order Value					
Behavior	\$3,080.00					~
Conversions	82,000.00			~ /	\sim	
Conversions	Titoso en 	er 2020 October 2829	November 2020 Geoenter 2	2008 January 2021 Petruary 2021	Merch 2021 April 2021 Mery 20	21 Jane.
Conversions	August 2029 Septemb Reveeue & Conversion Rase	er 2020 October 2829	November 2020 December 2 Transactions Transactions	2028 January 2021 Petruary 2021 Arg. Oxfor Value	March 2021 April 2021 May 20	21 Jane.
Conversions	August 2020 Septemb Reveaue & Convention Rate Revenue Eco		Transactions		March 2021 April 2021 May 20	21 Jare.
Conversions	August 2020 Septemb Reveaue & Convention Rate Revenue Eco	mmerce Conversion Rate	Transactions Transactions	Avg. Order Value	March 2021 April 2021 May 20	21 Jane.
	August 2020 Septemb Reveaue & Convention Rate Revenue Eco	mmerce Conversion Rate	Transactions Transactions	Avg. Order Value	Meth 2021 April 2027 May 20	21 Jare.
Attribution ^{BER}	Angusi 2020 Segura Percesa & Conversion Rate Revenue \$42(2),874,91 0. Marketing Campaigne	namence Conversion Rate 87%	Transactions Transactions 551	Ang. Oxder Value \$778.36 Order Coupon Code	Affliction	21 Jane.
	Angust 2021 Expande Angust 2021 Expande Barvenue Barvenue Barvenue 0. Marketing 0.	mmerce Conversion Rate 87%	Transactions Transactions 551	Ang. Oxfor Value \$778.36		21 dere.

The Segment team also implemented a custom PPC campaign to acquire even more traffic to the websXThe team designed a comprehensive keyword research plan and leveraged Google Ads campaigns to create more exposure and an uplift in sales revenue.

Real results, real revenue

The custom digital strategy implemented by the Segment team helped Sneeze Defense generate over \$400K in sales revenue and over 500 purchases within a year's time. The Segment team's efforts increased SEO impressions by 1,690%, indicating that the website was now more visible to users searching for PPE products. The website's technical SEO issues were addressed, resulting in a significant increase in website traffic and eCommerce sales.

About Segment SEO

We're on a mission. Every day, we strive to help make SEO more meaningful, impactful, and understandable. At Segment, we aim to go above and beyond to serve our clients, offering a culture of openness and honesty that you won't find in other SEO agencies. We believe that high-quality data has the potential to power a successful SEO program.

Discover how you can improve your rankings, increase your website traffic, and win more customers with Segment, an award-winning SEO agency.

Visit **segmentseo.com** to learn how other businesses have improved their SEO programs.