

## 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

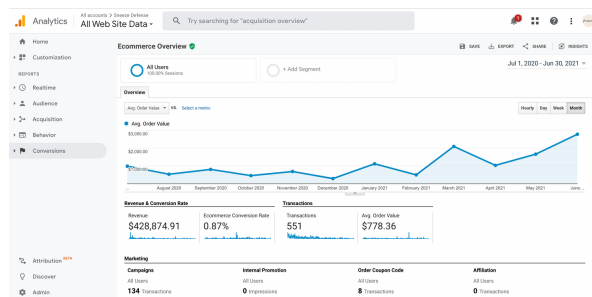
- \$400K in sales revenue from Segment's campaigns
- Over 500 transactions and a higher average revenue per user

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 off-page 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.



The Segment team also implemented a custom PPC campaign to acquire even more traffic to the website. The 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.

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