

DōMA  
HOME  
FURNISHINGS

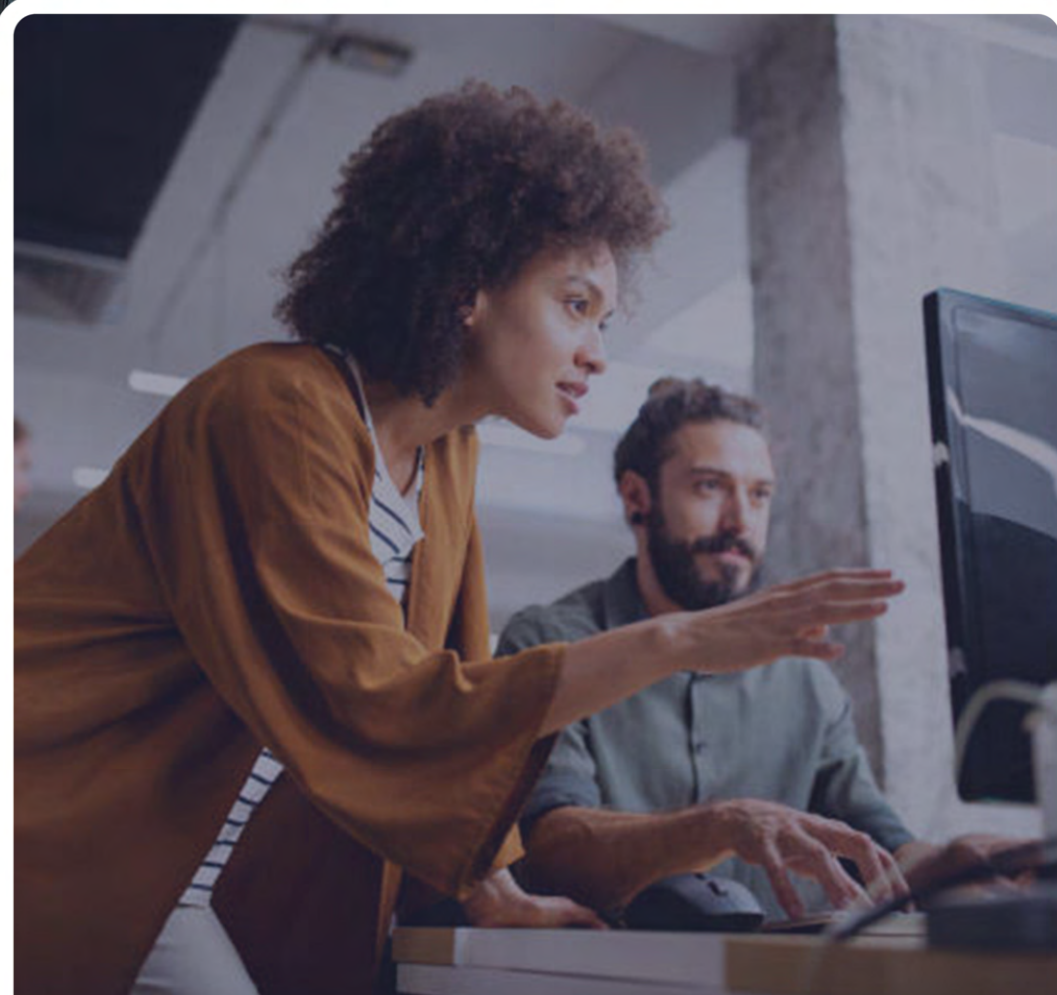
**DōMA**  
HOME FURNISHINGS

## THE STORY

### *COVID-19 CHALLENGES & HOLIDAY SHOPPING*

Like many other local retailers, DōMA was facing some tough challenges in 2020 due to COVID-19. Not only did they have to close the doors of all 3 of their furniture showrooms due to shutdown of non-essential workplaces in March and April, but they also permanently closed their DōMA OUTLET location in July, and they were facing the hard reality that 2020 was an election year. Historically, retail sales drop during election years and DōMA was already battling the loss of revenue from closing their doors earlier in the spring due to the pandemic.

The sales team at DōMA was eager to provide top quality service to holiday shoppers. But they needed to increase foot traffic in the door and entice online shoppers to come in and see all that DōMA has to offer for custom furniture and interior design services.





# THE GOAL



## Find Shoppers Searching for Contemporary Furniture

The DōMA management team had already planned out their holiday sales campaigns and needed Cyberlicious® to help spread the word locally. So our team doubled down and identified several local SEO campaigns that would provide increased web visibility and website traffic.



# DISCOVERY



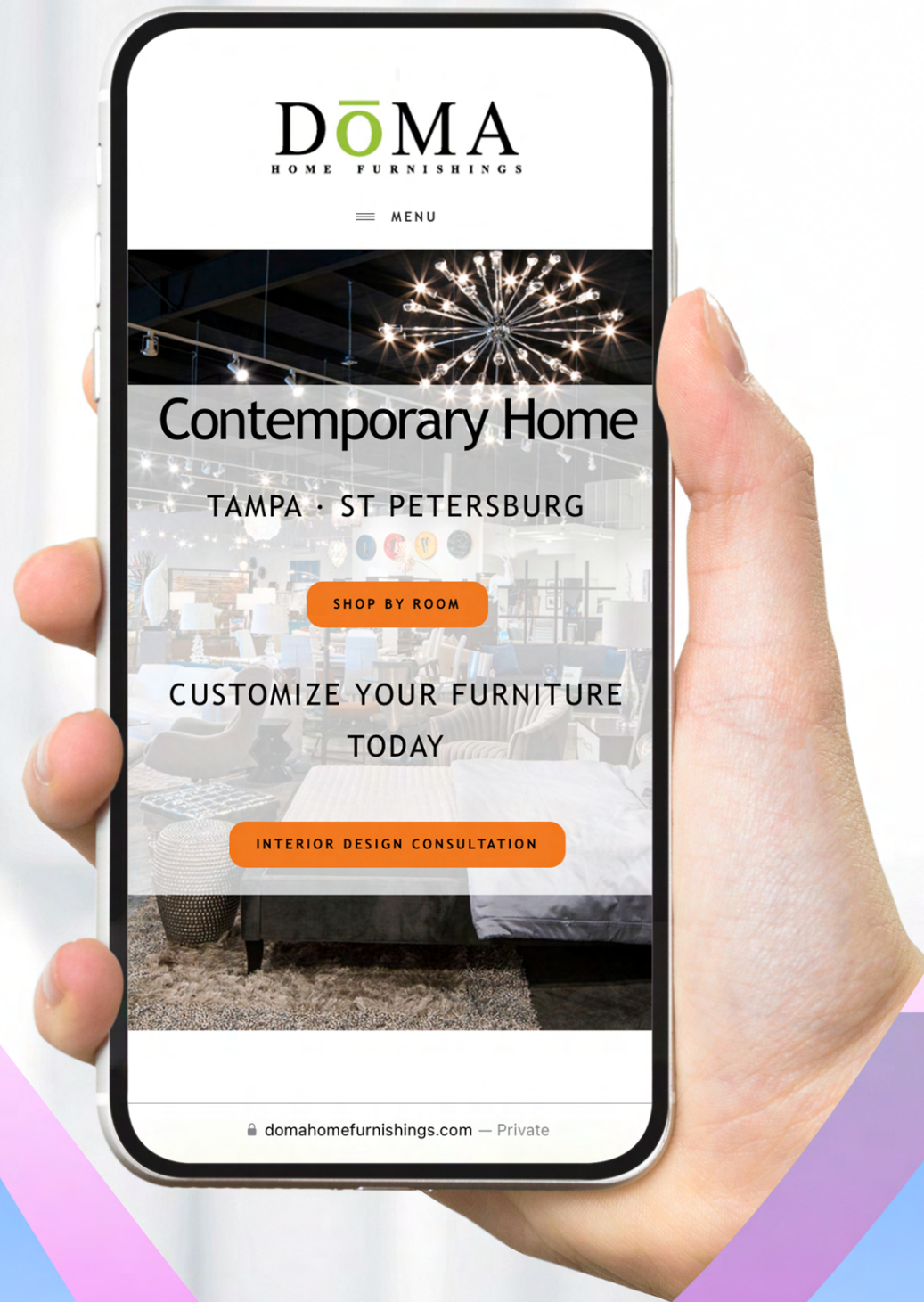
## Measure, Analyze, Strategize, Succeed

The Cyberlicious® team analyzed the sales and marketing data from 2019 holiday sales and identified several search terms, as well as, new and trending manufacturers that DōMA could leverage to drive more engaged website visitors and searches.

DōMA had just recently added an exclusive manufacturer studio to their Tampa location and based on the data and user trends we knew that developing a local SEO strategy for these targeted campaigns would prove beneficial.



# THE SOLUTION



## LOCAL SEO

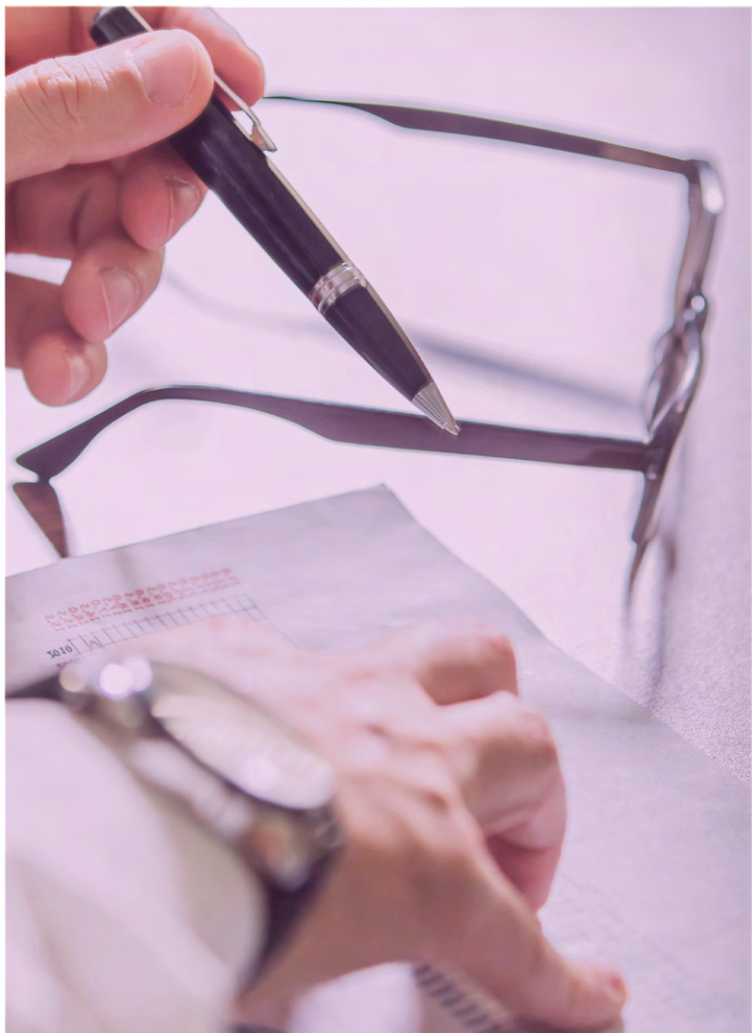
**Cyberlicious® began adding and optimizing new manufacturer products and inventory to the website. By creating SEO copy and optimizing images for fast load times we ensured that visitors and Google bot would love this new content.**

**We also enlisted our design team to help with the design of magazine, website, and social media graphics to help promote each holiday sale and DōMA's Annual Give Some Get Some Holiday Sale campaigns.**





# GOALS EXCEEDING





# THE RESULTS

## Data for the 2020 Holiday season (November 1st - December 31st)

- 116K total impressions during the 2020 holiday season.  
( ↑ 43K compared to 2019 data )
- 1.84K website click during the 2020 holiday season.  
( ↑ 61K compared to 2019 data )
- 162 search terms ranked in the top 10 during the 2020 holiday season.  
( ↑ 22 compared to 2019 data )
- Raised over \$27K for local charities during the 2020 *Give Some GetSome* Holiday Sale Campaign.  
( more than doubling the money raised compared to 2019 data )

