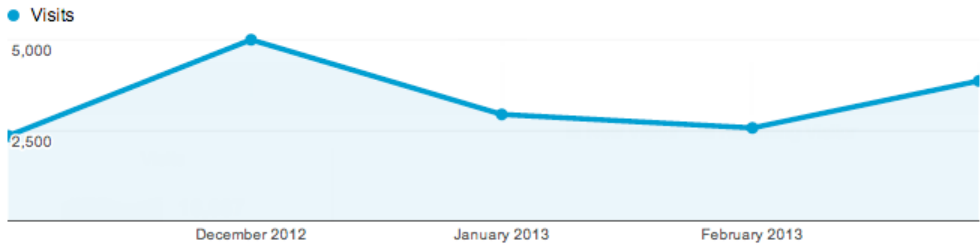


THE CLIENT	Dewey's Candy www.deweyscandy.com
THE DESCRIPTION	Dewey's Candy is a DUMBO Brooklyn, NY based candy store specializing in nostalgic and international sweets, as well as gummy and sour candy, catered events, corporate gifts and photo & video shoot location opportunities.
THE CHALLENGE	As a candy store that serves to evoke excitement and memories down childhood lane, Dewey's website was bland and severely lacked content in the form of photos and copy (it didn't even list the brand names of the candy it carried). And because of that, was difficult to find in the SERPs (search engine results pages). Dewey's was using social media, however customers had no incentive to engage on those platforms. Dewey's had also been the site of a few photo shoots and national commercials, but the site could not capitalize on the traffic of those PR pieces.
THE SOLUTION	<p>Liqui-Site evaluated online competitors for targeted key search terms based on the types of candy and service offerings available at Dewey's, and then designed a responsive website that conveyed the enthusiasm of customers – but focused on organic search engine optimization and lead capture. Liqui-Site also integrated Twitter and Facebook widgets into the site to increase user engagement, as well as make it easy for owner to post events in one platform and have them publish in multiple places online. For more, visit our Before & After Gallery.</p> <p>Dewey's Candy is also enrolled in Liqui-Site's SEO Priority™ Program, and most recently, Liqui-Site implemented the site on the Shopify ecommerce platform.</p>
THE RESULTS	 <p>Within just 3 days of site launch, Dewey's ranked Page 1 on Google for 8 of the search terms we targeted – and <u>outranked</u> their #1 competitor for 10 additional terms. But, “if it doesn't convert, it doesn't count”, right? Since site relaunch in November 2011, Dewey's has seen a 50% increase in qualified leads – 90% of which have resulted in sales. Overall revenue increased by 35% within 1 year.</p>
THE REFERENCE	Alison Oblonsky, Founder & CEO info@deweyscandy.com 718-422-1333

