



# How OMcollective Doubled CTR for their Ecommerce Client using SEOTesting

The OMcollective logo is displayed in a white circle. It features the letters "OM" in a bold, black, sans-serif font, followed by the word "collective" in a smaller, lowercase, black, sans-serif font.

**OMcollective**

## CASE STUDY



**Pieter Serarris**  
Digital marketing consultant -  
SEO & CRO expert  
[OMcollective](#)

“SEOTesting has become a vital tool in our workflow, allowing us to conduct controlled experiments, validate hypotheses, and provide concrete data to clients. This enhances both trust and performance without risk.”

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# CHALLENGES

## A decline in click-through rates (CTR) for a key client

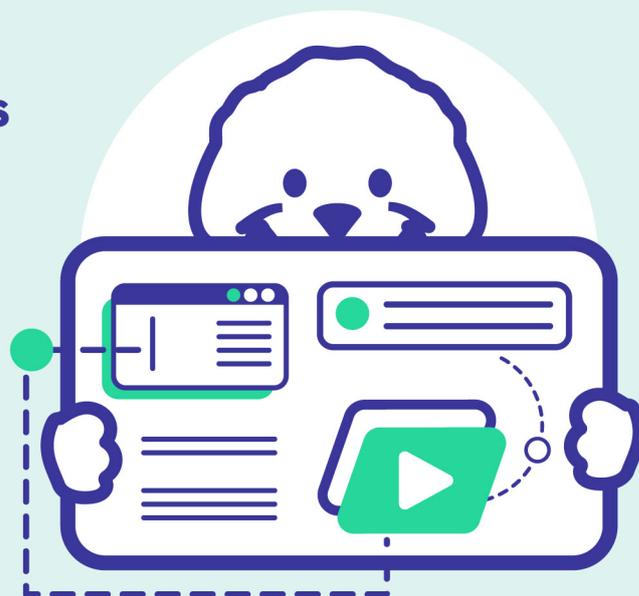
Pieter Serraris is a Digital Marketing Consultant focusing on SEO & CRO at [OMcollective](#) - a leading digital marketing agency based in Belgium.

One of OMcollective's key clients, a notable B2B ecommerce company, was experiencing a steep decline in click-through rates (CTR) on its product display pages (PDPs).

Pieter explains:

**"When we noticed that the CTR was declining, we had a few initial ideas on how to improve it, but couldn't really guess which one would work best."**

Pieter recalls how identifying the exact reasons for declining CTR was difficult without structured A/B testing.



**"We needed a way to experiment without putting our clients' website or visibility at risk, while ensuring our recommendations were backed by data."**

Prior to using SEOTesting, the team relied on Google Search Console (GSC) and spreadsheets. This made it difficult to systematically track and analyze changes, and importantly for them as an agency, being able to visualize results for clients.

**"Without clear data, we knew the client would be reluctant to approve modifications that could affect search rankings and traffic."**

## SOLUTION

### A Purpose-Built Solution for SEO Experimentation

OMcollective integrated SEOTesting into the client's SEO strategy to confidently test hypotheses before scaling optimizations across their website. Pieter explains how using SEOTesting's Top Queries report, they identified keywords that were underperforming and hypothesized that adjusting titles on PDPs could improve CTR.

**"We also used SEOTesting's Split and Group tests to precisely measure impact."**

Using Google Tag Manager (GTM) helped them implement the test without disrupting the site.

**"It allows quick and efficient data gathering about web pages and keyword usage, saving considerable time."**

**"Validating hypotheses with measurable data"**

**"Data-backed decisions"**

### Structured Testing Implementation

Split tests and group tests were set up through SEOTesting to compare different PDP title variations. Based on the results of the first test, additional optimizations were tested in subsequent iterations.

**"By systematically testing hypotheses before implementing large-scale changes, we ensured that our recommendations were not only innovative, but also effective."**

Pieter explains how SEOTesting transformed how they approached SEO, making optimization efforts more structured, measurable, and impactful.

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## Efficient Monitoring and Reporting

Pieter describes how SEOTesting's capabilities allowed them to monitor changes efficiently, while showcasing their SEO efforts using the reporting features.

**"SEOTesting made it easier to track changes and visualize performance improvements, reinforcing client confidence in our strategies."**

He also sums up something that we hear a lot: **"It makes the SEO black box open up that little bit more."**



## RESULTS

### 100% increase in CTR

By leveraging SEOTesting, OMcollective reversed the declining CTR trends for its B2B ecommerce client.

Over a six-month period of implementing testing and optimizations, CTR improvements ranged from 50% to 100%, depending on the product category.

## Enhanced PDP Performance

Using SEOTesting, the team at OMcollective were able to determine specifically what made their Belgian consumers click more on the PDP links in Google.

Insights from the tool also informed additional optimizations, including:

- Adding product names to PLPs for better visibility.
- Testing human-written versus AI-generated content on category pages to improve engagement.

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## A Culture of Testing and Continuous Optimization

**"SEOTesting helped us create a strong culture of experimentation for our client, by illustrating what truly works (and doesn't!)."**

For this client and several others, Pieter explains that SEOTesting is simply part of the weekly tool stack: monitoring the changes, setting up split tests when in doubt, and spotting opportunities in the many reports. He explains how it is a great help to keep a recurrent SEO project on the rails and to keep finding the right things to do.

**"We always like to try new things, without risk to the client- so implementing SEO tests is a great way to do this."**



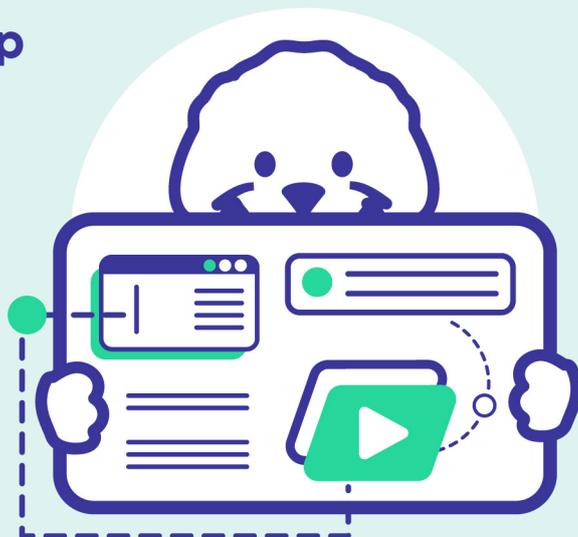
**" Pinpointing opportunities"**

## A Strengthened Client Relationship

Pieter also explains how the tool demystifies SEO, giving them and their clients confidence in the decisions they make.

**"The ability to test on a small scale before rolling out major changes built strong trust between us and our client"**

Pieter emphasizes that being able to provide concrete data has really helped with buy-in and engagement for future recommendations.



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# Track and demonstrate the results of your SEO tests

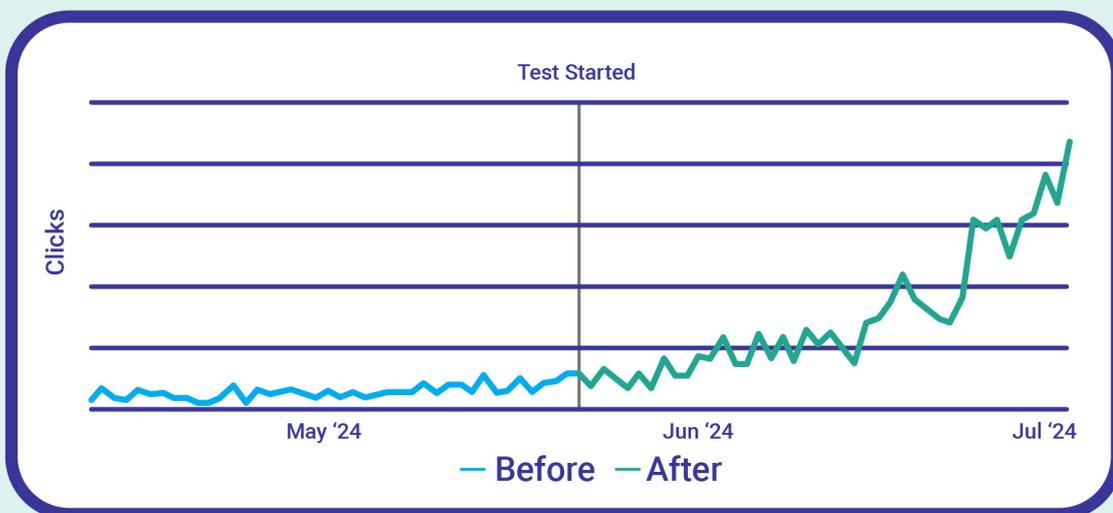
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### Before and After example



Clicks per day  
**+ 593%**  
Site clicks per day  
**+ 2.2%**  
Impressions per day  
**+ 946%**

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