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The Domino Effect: How SEOTesting Delivered a Double-Digit Boost to Domino's CTR & Conversions

CASE STUDY

Helen Freeman
SEO Manager, Domino's
(UK & Ireland)

"We have seen double digit percentage growth from a number of our tests using SEOTesting, both from a click-through rate and conversion rate perspective. Being able to tie these uplifts to a revenue impact has been highly rewarding.

It has made it easier for us to speak the language of the wider business, and meant we are perceived much more as a data-driven team."

CHALLENGES

Linking SEO efforts to Sales and Revenue Increases

Helen Freeman is the SEO Manager for Domino's, a multinational pizza delivery chain. She has the pivotal role of growing their organic visibility to reach new customers, and enhancing the user experience across key touchpoints in the customer journey.

Helen explains that it was previously challenging for them to link their SEO efforts to key metrics:

"We wanted to make it easier to tie the traffic changes resulting from optimization work to real sales and revenue impact."

Measuring performance impact was not precise for Helen's team before, and given the number of external factors that can affect organic search, she felt they were not as advanced as other marketing channels in terms of judging which tests were statistically significant.

"We knew that our work was making a difference, but we wanted to be able to demonstrate the ROI in an easily digestible format for non-SEOs to understand too."

> "SEO is seen as a 'black box' by some"

Prioritizing which opportunities to go after for growing organic traffic

A major pain point for Helen was not being able to accurately test out opportunities identified to grow organic presence.

"We knew there were plenty of opportunities to go after to keep growing our organic presence, but found it hard to prioritize them."

There was a need for something to help with this.
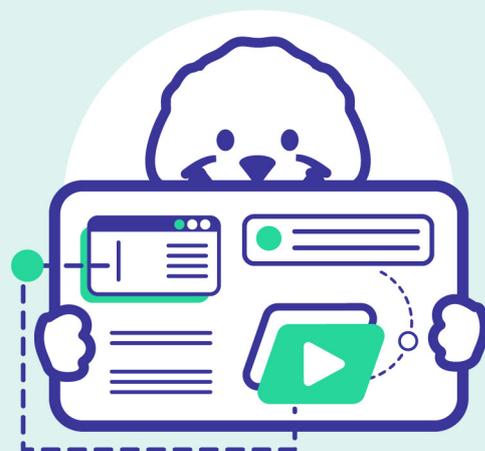
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Considerable time spent digging into data

Gathering SEO data at Domino's was an essential, yet time-consuming process previously. Helen details:

"We wanted to share more insights with the wider business, but found we were spending more time than necessary digging into the data and distilling things down."

The need for quick and easy onboarding processes for new tools

Helen expresses that striking the right balance between implementation and measurement, was key for them to keep moving at pace.

"We needed a tool to help with testing that we could onboard quickly and without a steep learning curve for the wider team."

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SOLUTION & RESULTS

"Connecting the dots between action and impact"

A tool that showcases the positive impact of SEO efforts on Sales and Revenue

Helen describes how having SEOTesting has made it easier to share their learnings and showcase their efforts.

"It connects the dots between action and impact. When fielding questions now, the cliche 'it depends' answer has been replaced with 'let's test it and see'."

The double digit percentage growth from a number of their tests in SEOTesting has been testament to that.

"SEOTesting has helped us to develop more data-driven processes. Our optimisations can now be more easily tied to revenue uplift."

Faster data gathering, and easier sharing of results

Domino's SEO team were happy to have a tool that could help them share information with the business more efficiently.

"SEOTesting enabled us to share our results in an easy and impactful way, especially with other teams. It has made it easier for us to get stakeholder buy-in, particularly for any changes needing to go through our Product team."

Helen explains how the Reports section of the tool gives her team valuable insights at their fingertips. They also found the tool useful for looking at the impact of algorithm updates on different areas of their websites.

"Between the Reports and our test data, we can be much smarter with our resources."

"From a ways of working perspective this has been invaluable, as we are now working with other teams more closely than ever in a mutually beneficial way".

A tool that effectively prioritizes growth opportunities

Helen explains that they knew there were plenty of opportunities to go after to keep growing their organic presence. She was pleasantly surprised that prioritization became a lot easier using the tool.

"Testing has been key for prioritizing implementing tactics that we know impact the bottom line. From the off it was clear that SEOTesting would give us this clarity."

Quite a compelling story from Helen is when she describes how they had some negative tests. She explains how this stopped them from fully rolling out changes that would have impeded performance.

"Running tests across multiple markets has also given us insights into what to prioritize implementing on our different sites, informed by the size of the gains we see in the testing phase."

"More clarity"

A solution that could be onboarded quickly

"Value added immediately"

Helen describes how onboarding a new tool can sometimes feel like an extra complication, but describes:

"We found the onboarding of SEOTesting to be pretty easy thanks to the user-friendly UI. We could see the added value straight away."

As a result, Helen's team have been one of the key channels involved in getting a cross-discipline testing programme off the ground.

"Our focus was on upskilling the team on designing robust and insightful tests and prioritizing them, so having an intuitive tool on hand meant we didn't have to worry about that as another learning curve."

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Track and demonstrate the results of your SEO tests

Enable your teams to gather and determine clear results of SEO tests, whilst saving considerable time.
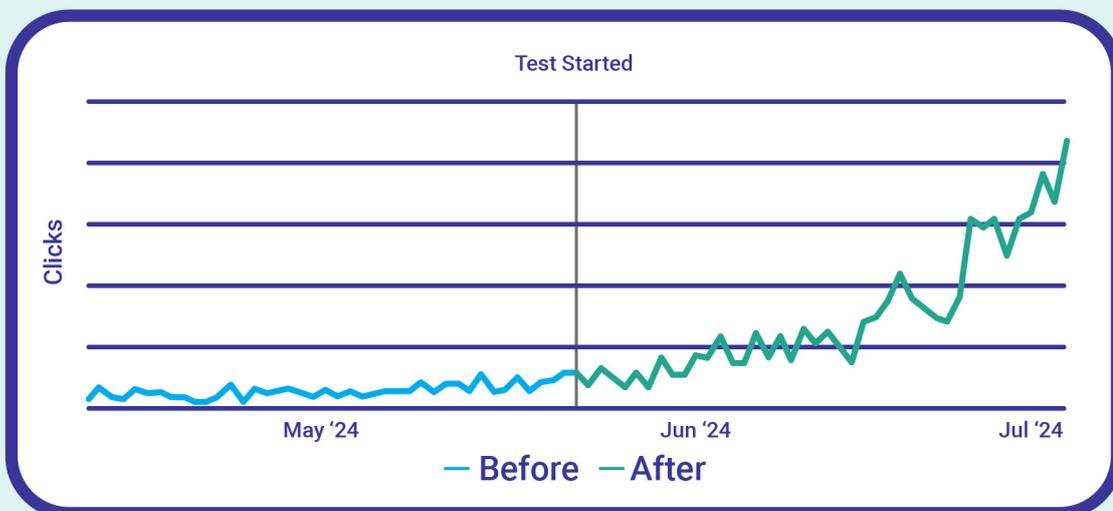
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Before and After example

Test Started

Clicks

May '24   Jun '24   Jul '24

— Before — After

Clicks per day
+ 593%

Site clicks per day
+ 2.2%

Impressions per day
+ 946%

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