



CASE STUDY:

How ClearVoice Helped Cabela's Improve
Organic Search and Drive Revenue

THE CHALLENGE

Cabela's needed to develop a multifaceted content marketing strategy to boost their search rankings and drive sales. This prominent and beloved brand had a strong-performing site, but traffic and revenue from organic search were trending down:



Organic visitors
were down



Total sales from
organic search
were down

THE SOLUTION

PHASE

1

The **ClearVoice team**—made up of a content strategist, SEO specialist and an account manager—developed a comprehensive content strategy with the goal of improving Cabela's search rankings and growing revenue. We needed to:

✓ **Keyword analysis**

Conduct a keyword analysis to lay the foundation for all content initiatives

✓ **Creative assets**

Design a content distribution strategy for off-page content by identifying hundreds of reputable third-party sites in the outdoor space

✓ **Thought leadership**

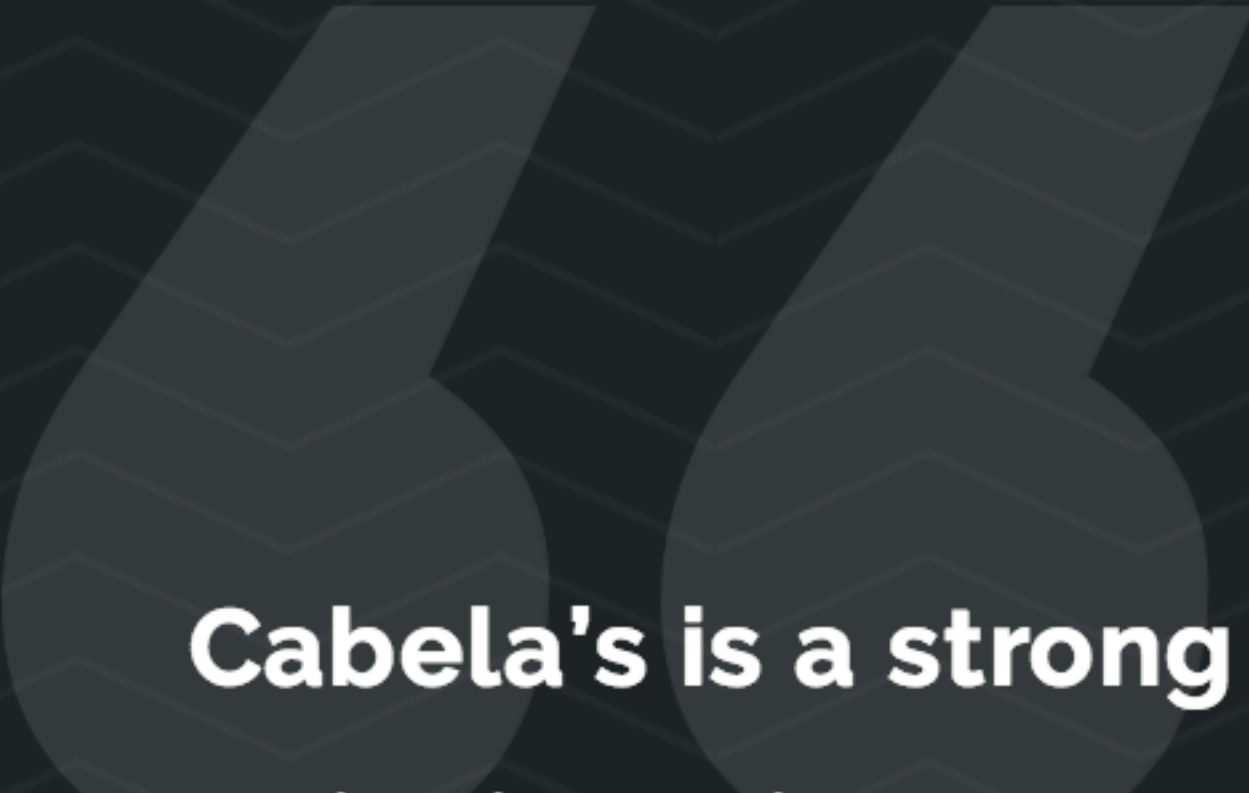
Develop compelling, shareable creative assets to increase their content reach

✓ **Distribution**

Determine which areas of the site would benefit most from an in-depth on-page content strategy

✓ **Content strategy**

Position Cabela's as an authority in the outdoor space



Cabela's is a strong brand with a history of smart marketing. They recognized that organic search was an open opportunity and invested in internal and external resources to ensure they remained highly visible. Working with them to design a strategy was a lot of fun, and the results have been outstanding.

JOE GRIFFIN,
ClearVoice CEO



THE IMPLEMENTATION

PHASE

2

Supported by freelancers from the ClearVoice Marketplace and our own teams of in-house editors, designers and SEO specialists, we created content strategies focused on creation, optimization and distribution. We:

- ✓ **Keyword mapping**
Mapped the right keywords to the right pages and got internal buy-in
- ✓ **Link optimization**
Optimized internal linking and focused on the pages ripe for better rankings
- ✓ **Relationship building**
Developed numerous of relationships with the leading publishers in the outdoor space
- ✓ **Premium content**
Launched Camp Cabela's, a popular on-page hub of premium content
- ✓ **Robust user experience**
Worked with UX to get user-friendly, SEO-optimized copy in the ideal locations on-page
- ✓ **Industry research**
Discovered various lucrative content opportunities through competitive analysis
- ✓ **Influencer recruitment**
Recruited numerous outdoor-expert writers to create engaging content
- ✓ **Creative assets**
Created a number of compelling infographics that improved engagement (see a few examples [here](#)) and landed high share counts and external references

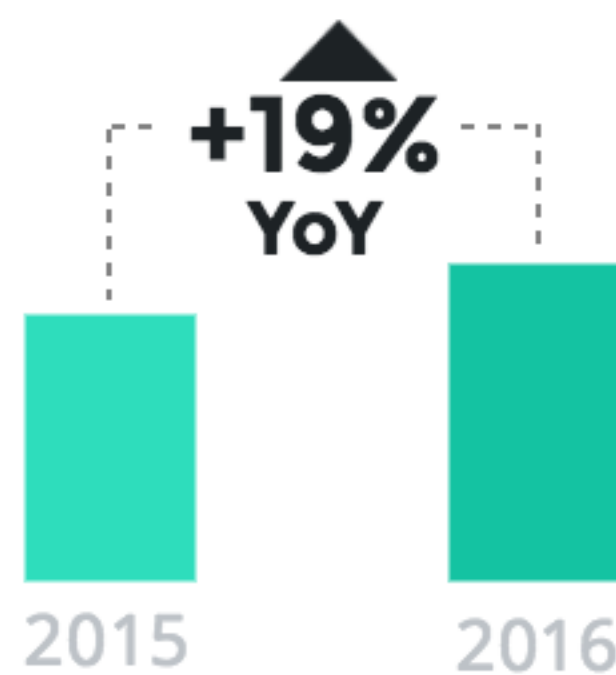
THE RESULTS

PHASE

3

We grew Cabela's organic search by 20% in 12 months. Rankings across thousands of keywords improved, leading to significant incremental search traffic:

Year-over-year traffic increase:



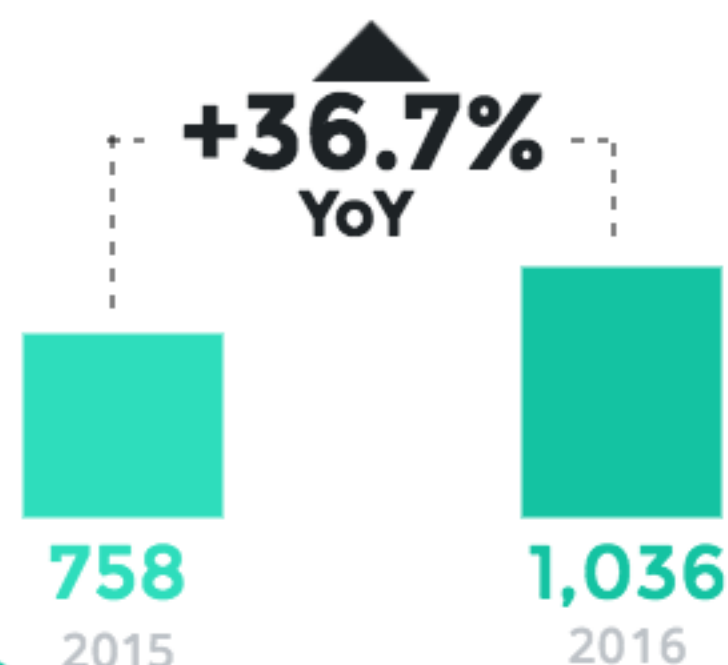
Total number of keywords ranking:

11,648 tracked keywords saw an increase in ranking overall (any tracked keyword that saw a rank change of >1)

▲ **+20.3%** YoY

Page 1 rankings:

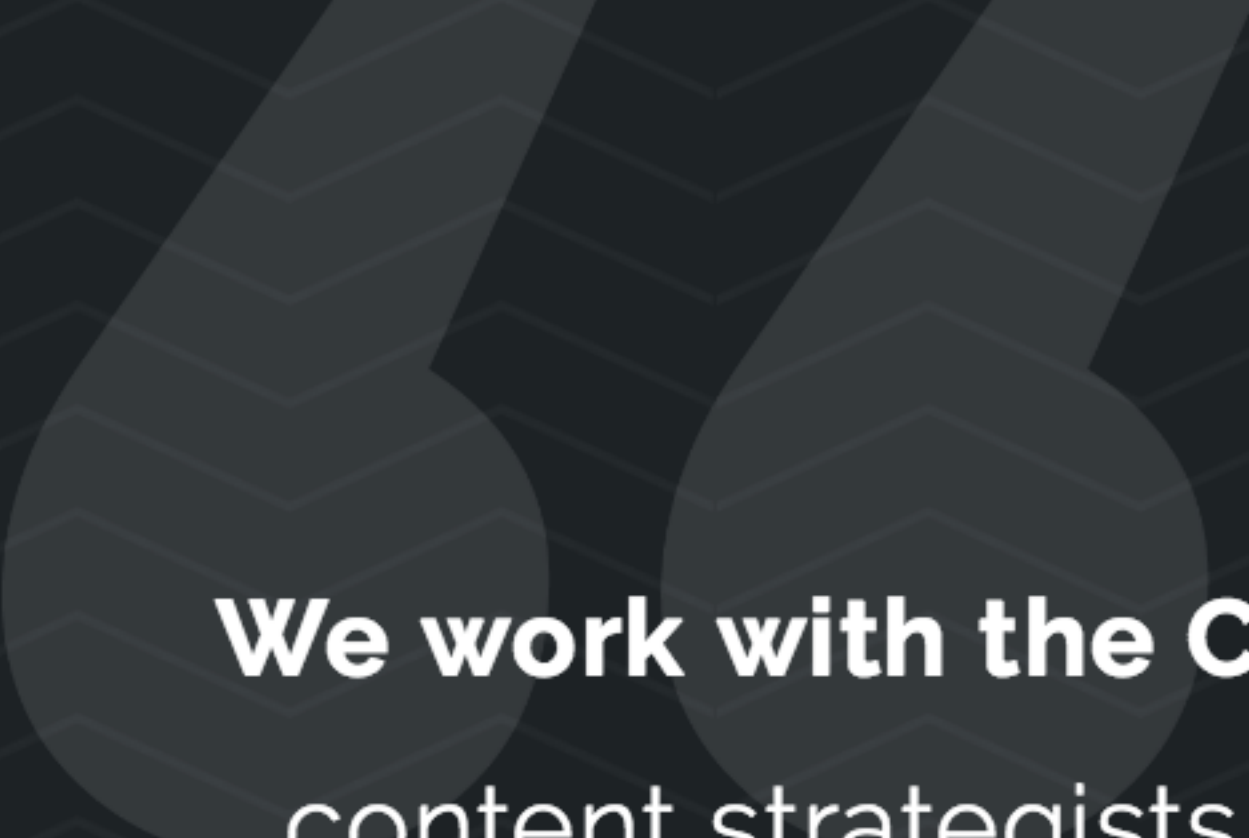
When looking at comparable tracked keywords



Adwords Quality Scores improved and CPCs decreased:



▼ **-30%**



We work with the ClearVoice platform and their content strategists to plan and create editorial content. We're able to collaborate on concepts, review drafts and approve copy and creative all from within the platform. They also have an impressive roster of influencers and relevant content creators who help us get the right voices and amplification behind our content.

CHRIS ROCHA,

Sr. Manager Digital Marketing at Cabela's



FEATURED RANKINGS

Several of Cabela's most important pages shot up to #1 in **Google**. These are the top keywords we created the in-depth on- and off-page content for.

KEYWORD RANKING INCREASES:

17 to 1

Camo pants

14 to 1

Air rifle

10 to 1

Bow

10 to 1

Camouflage pants

10 to 1

Safety boots

9 to 1

Air rifles

6 to 1

Men's steel toe boots

5 to 1

Steel toe boots

5 to 1

Rifle scopes

4 to 1

Steel toed boots

4 to 1

Riflescopes

2 to 1

Crossbows for sale

CONTENT MARKETING FROM CLEARVOICE

ClearVoice is a content marketing software with an integrated freelancer marketplace that brings every aspect of your brand's content marketing into one channel. **Use it to:**



Plan

Identify what's trending in your industry and come up with content ideas



Create

Get matched with qualified freelance writers who meet your budget and subject matter needs



Manage

Streamline your internal and external creation and distribution processes and grow your content marketing efforts at scale

**Now you can strategize, hire, collaborate
and distribute, all from one place.**



www.clearvoice.com

REQUEST A DEMO TODAY!

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