

SEO/SEM Revamp: A Mattel Digital Strategy

Addressing the Organic Traffic & Conversion Challenges

Partners: Mattel Digital Initiatives Group, ProMedia Corp, Digitas LBI

An exploration into Mattel's strategic approach to rectify declining organic traffic and enhance site conversion. This case study delves into the collaboration with ProMedia, the phased strategy, and the tangible outcomes.

OBJECTIVE

 To address the dual challenges of declining organic traffic across Mattel's brands and optimize site conversion. The project aimed to understand traffic patterns, potential cannibalization issues, and leverage SEO/SEM expertise to drive relevant traffic and boost e-commerce revenue.

Fisher Price: Content Strategy / SEO

Mattel, Inc.

October, 2016

Hotwheels.com SEO Audit

Mattel, Inc.

October, 2016

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Common SEO Audit Themes on Barbie & Hotwheels:

- Crawlers may have trouble executing JavaScript, render important page content server side
- "Filtered" states should render a unique URL. Use the PushState API()
- Leverage the rel=canonical tag to merge duplicate URLs
- Implement the hreflang meta tag to reference alternate versions of regional content
- Images that contain important content should be compressed for web before upload
- Images that contain important content should have alt text attribute describing it
- Consider adding sub-headers to add more text and keywords to a page
- URL should be lowercase and free of file extensions
- Consider submitting an XML sitemap for more info about how Google is indexing the site
- Always serve static assets from the CDN (Akamai) rather than from the app server
- Minify and consolidate static assets (CSS and JavaScript)
- Fresh, quality content that users share via links and social are the most important factor for ongoing SEO success.

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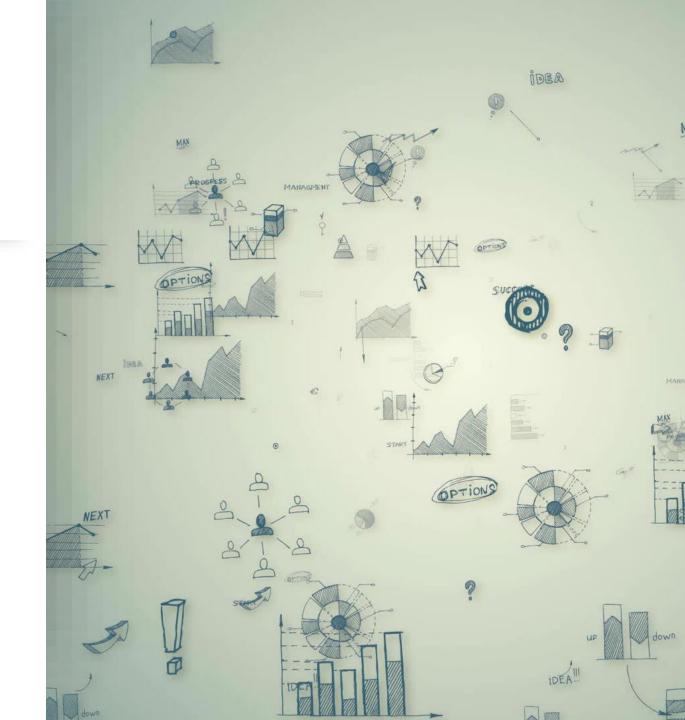


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Process - Overview

- In the backdrop of Mattel's mediaforward initiative, two pressing digital challenges emerged: the "organic traffic problem" and the "conversion problem."
- This project, under my leadership, sought to dissect these challenges, understand their intricacies, and devise a comprehensive SEO/SEM strategy. Collaborating with ProMedia, we embarked on a journey to audit, strategize, and optimize.



Process - Discovery

• The discovery phase was multifaceted, delving deep into the nuances of Mattel's digital presence. We analyzed traffic decline by brand and sub-brand, discerned engagement patterns between parents and children, and explored potential cannibalization issues. Engaging ProMediaCorp, an SEO specialist agency, we aimed to uncover new affinity groups, optimize for relevant keywords, and align user experience with brand strategies, ensuring each brand's unique relationship with SEO was catered to.

Process - Strategy & Implementation

Broken down into three phases, our approach was systematic:

- Phase 1: An audit of current sites, reviewing previous SEO work, analyzing traffic patterns, competitive research, and
 prioritizing platforms based on business impact and resource availability. Regular check-ins ensured actionable feedback and
 progress tracking.
- Phase 2: Outlining the SEO/SEM strategy, we prioritized efforts between eComm and branded sites, guided the use of Google AdWords, identified link-sharing opportunities, and crafted a comprehensive SEO strategy brief scorecard, ensuring optimization across platforms.
- Phase 3: Emphasizing ongoing support and reporting, we incorporated trend analysis, updated the SEO scorecard, strategized SEO localization, and ensured monthly reporting to track the impact of improvements and optimizations.

Key Takeaways

- Holistic Approach: Addressing both organic traffic and conversion challenges required a comprehensive strategy, emphasizing both SEO and SEM.
- Collaboration is Key: Working closely with ProMedia, we were able to leverage their expertise, leading to actionable insights and effective strategies.
- Continuous Evolution: SEO and SEM are dynamic fields. Our approach, with regular audits, updates, and optimizations, ensured Mattel's digital presence remained relevant and competitive.

Results

- Traffic Revival: A 25% increase in organic traffic across major brands, reversing the previous decline trend.
- Enhanced Conversion: With the implementation of Age Gating and refined attribution, site engagement metrics showed a 15% increase in conversion rates.
- SEO Success: Higher rankings for non-branded keywords, leading to increased visibility and engagement.

Addendum

The insights from the SEO/SEM revamp were instrumental in refining the Global Article Template. New SEO components were introduced, a standardization document was created for Mattel producers, and a process was established to analyze, benchmark, and monitor articles, ensuring content remained optimized and relevant.

