

# 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

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October, 2016

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## Hotwheels.com SEO Audit

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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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## Barbie.com SEO Audit

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# Process - Overview

- In the backdrop of Mattel's media-forward 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.

|   |       |   |  |  |  |
|---|-------|---|--|--|--|
|  |       |   |  |  |  |
|  |       |   |  |  |  |
| Requirement   | Phase | Title   | Description  | Image (Please expand to see full size) | User Date                                |
| 1   | 1     | General Design Requirements                               | The Development Path should be forward compatible from Fisher-Price to Thomas to Bob   |  | 100, pending decision for requirement #6 |
| 2   | 1     | General Design Requirements                               | Products in the article template require a dynamic relationship with thirdparty so that Creative Add-Ons are synchronous. This cannot be managed manually, though authors do need to be able to override when necessary.   |  | In beta by 12/16, go-live by 12/19       |
| 3   | TBD   | General Design Requirements - Bob                         | Bob is going to use the article template for launch and will try to address using the common template soon.  |  | TBD                                      |
| 4   | TBD   | General Design Requirements - FP                          | FP is going to use the article template for launch and will try to address using the common template soon.   |  | January/February 2017                    |
| 5   | 1     | Naming conventions for proposed article template features | Naming conventions for proposed article template features:<br>• DEI<br>• Shopping Tool<br>• Body Font<br>• Block Quotation<br>• Popping Support<br>• Content Reorderer<br>• Featured Image<br>• Full Screen Video<br>• Skin Text Editor (ITE)<br>• Featured Product Module<br>• Facebook Instant Article Support |  | In beta by 12/16, go-live by 12/19       |
| 6   | 1     | Tridion Back-End: Sideplate                               | All articles should have these primary back-end fields:<br>• Name<br>• Schema<br>• Header Title<br>• DEI<br>• Authored By (with Top and Bottom author information position)<br>• Featured Image<br>• Image Credit  |  | In beta by 12/16, go-live by 12/19       |
| 7   | 1     | Tridion Back-End: Sideplate                               | For FP:<br>• Title field with limited RTE features - for title<br>• Reviewer QA Summary - for DEI<br>• Social Sharing - To enable/disable Add Ons  |  | In beta by 12/16, go-live by 12/19       |
| 8   | 1     | Tridion Back-End: Main Content                            | Embedded schemas that can be replicated will be used to add text, images, and videos (see previous)  |  | In beta by 12/16, go-live by 12/19       |