



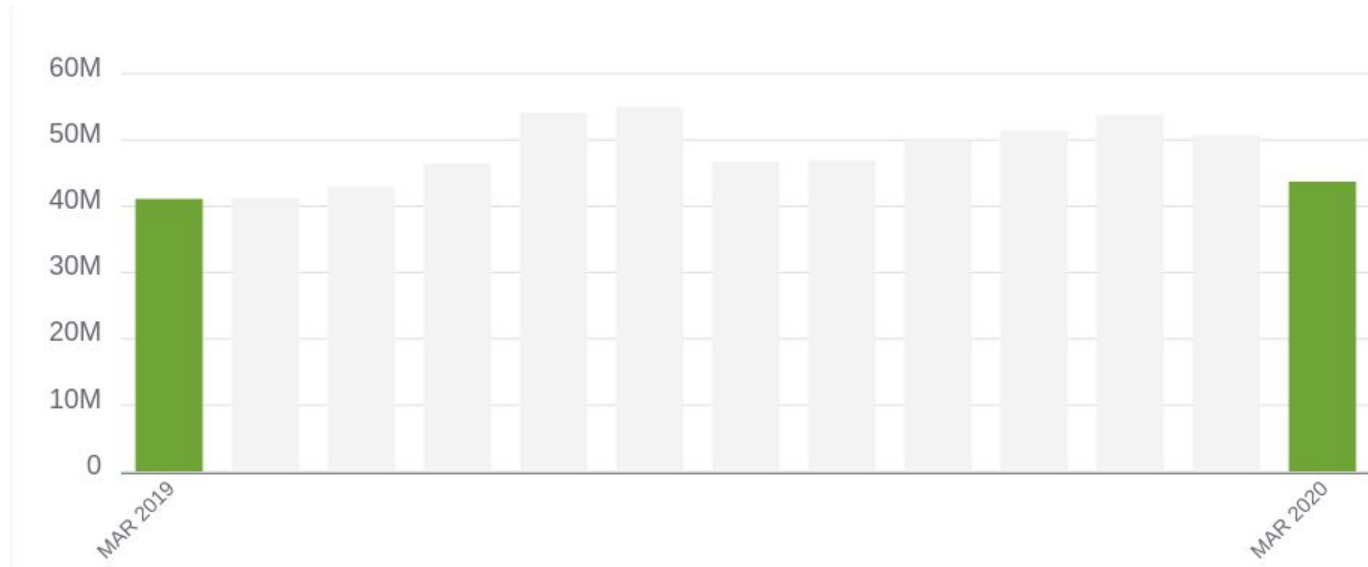
BED BATH & **BEYOND**[®]

SEO Performance - March 2020

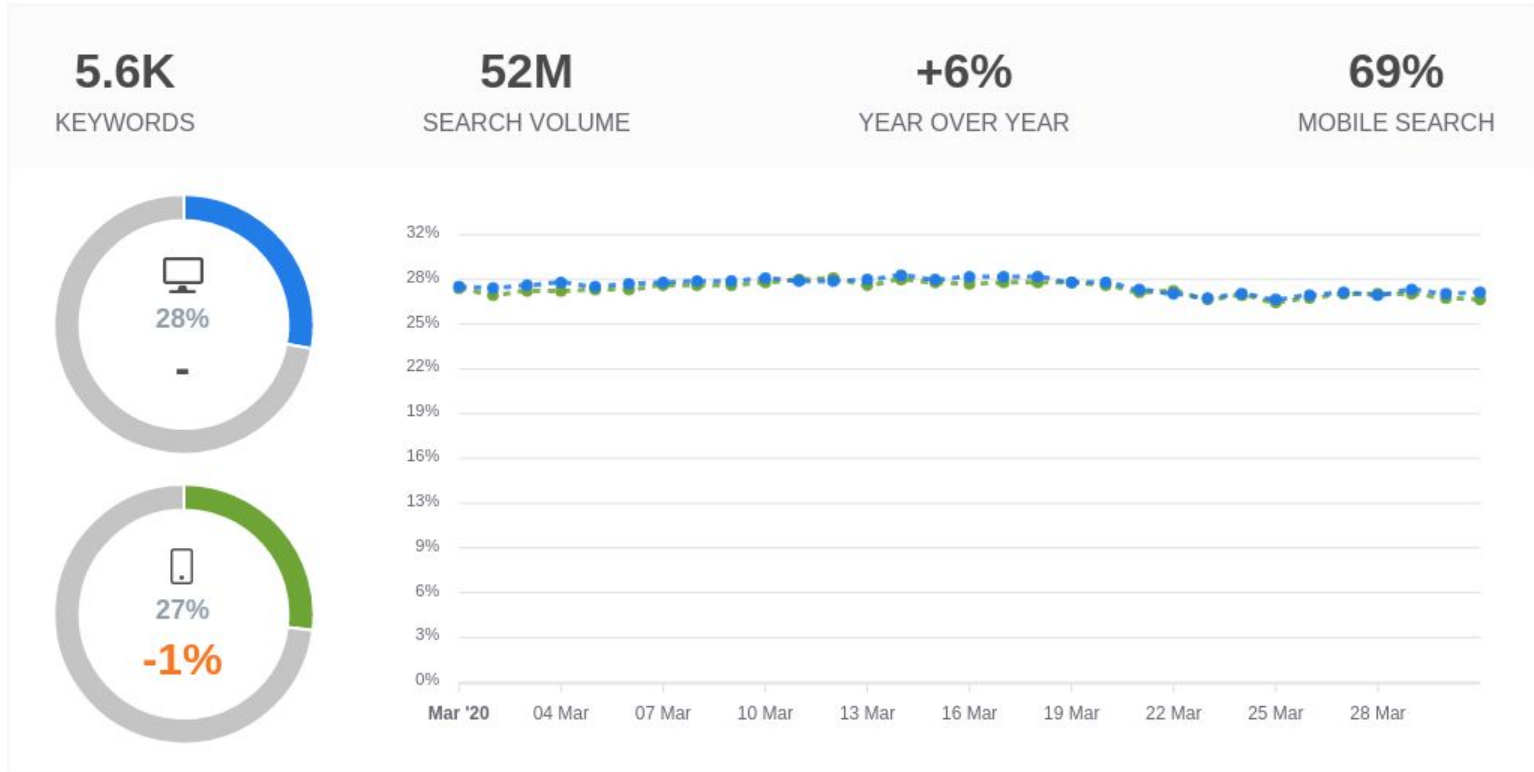
MAR 2019
41M
 SEARCHES

+6%

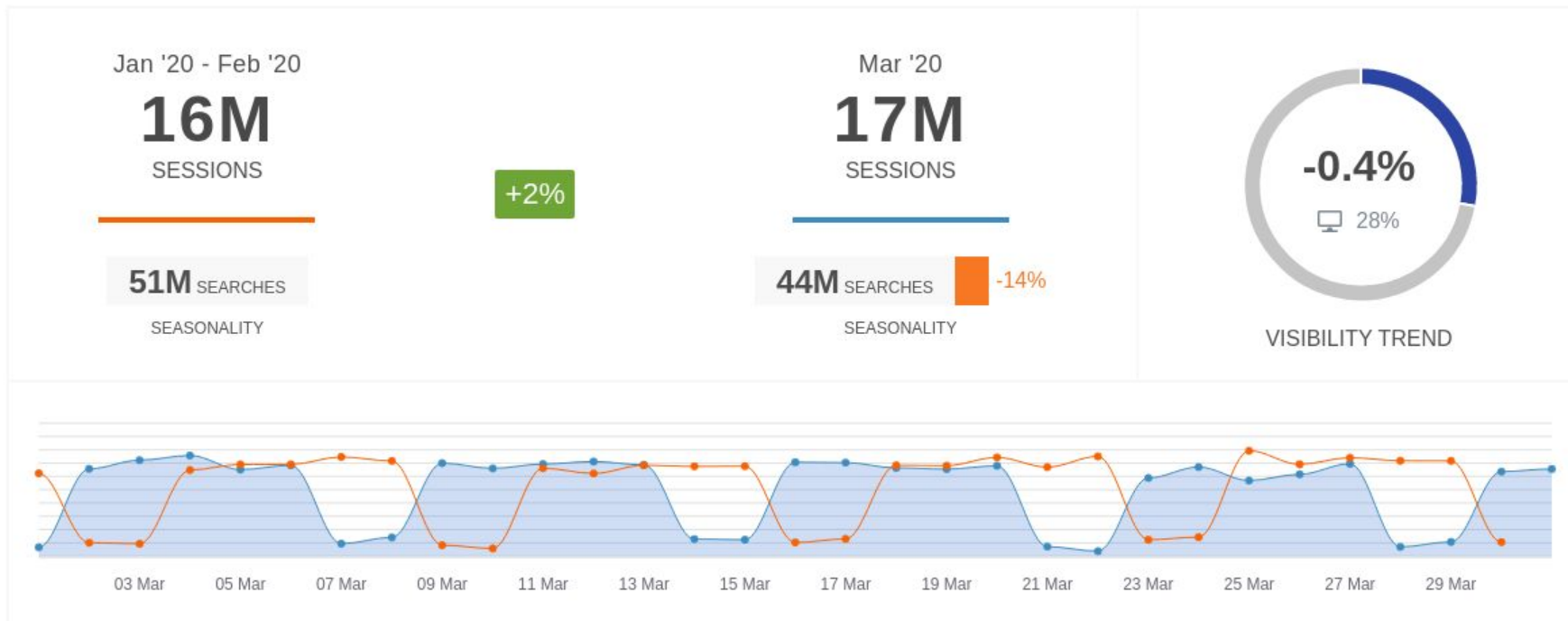
MAR 2020
44M
 SEARCHES



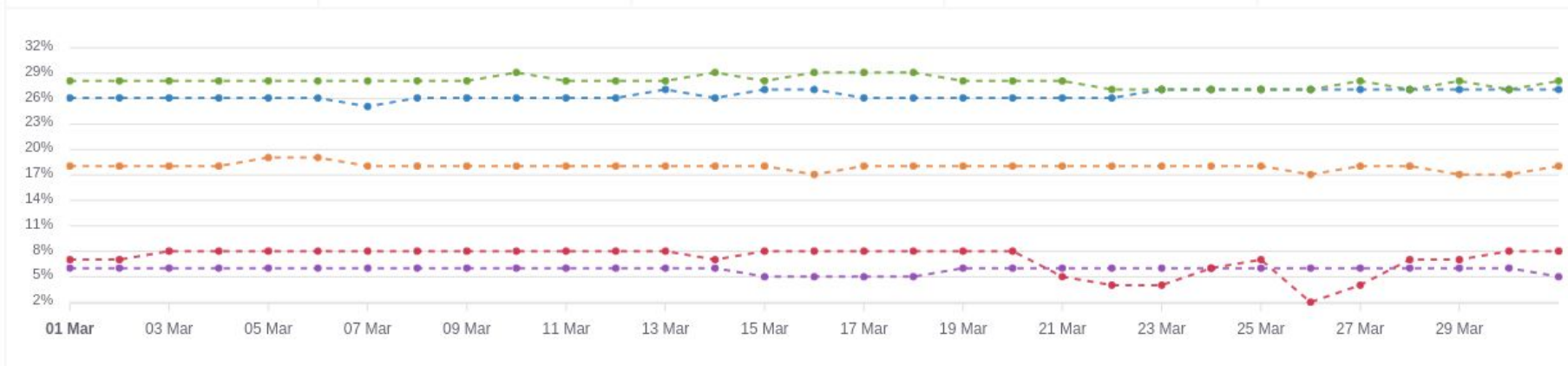
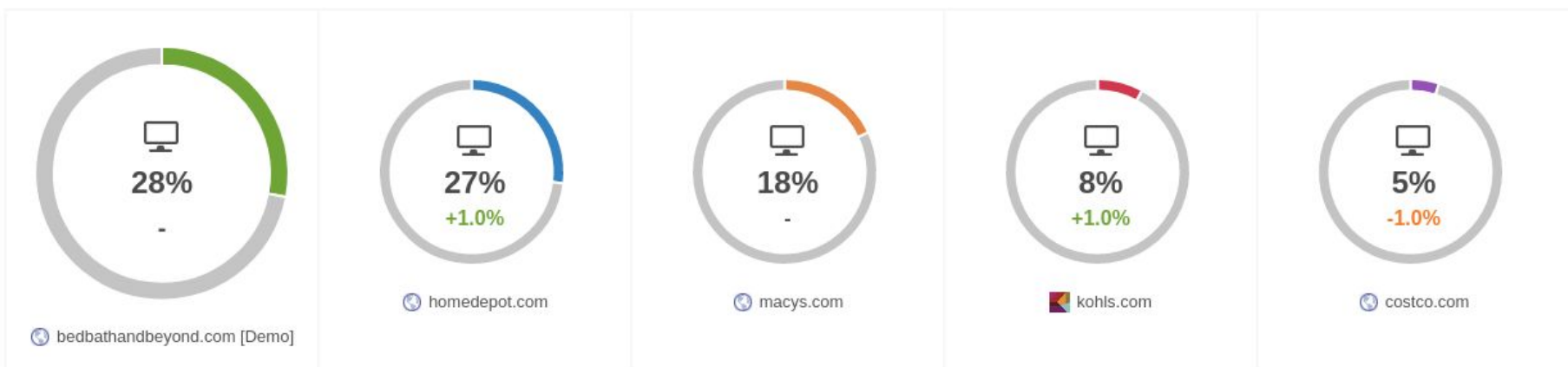
YoY demand has increased this month despite impact of COVID-19. Positive upward trend indicates further opportunity which has not been hindered by world events.



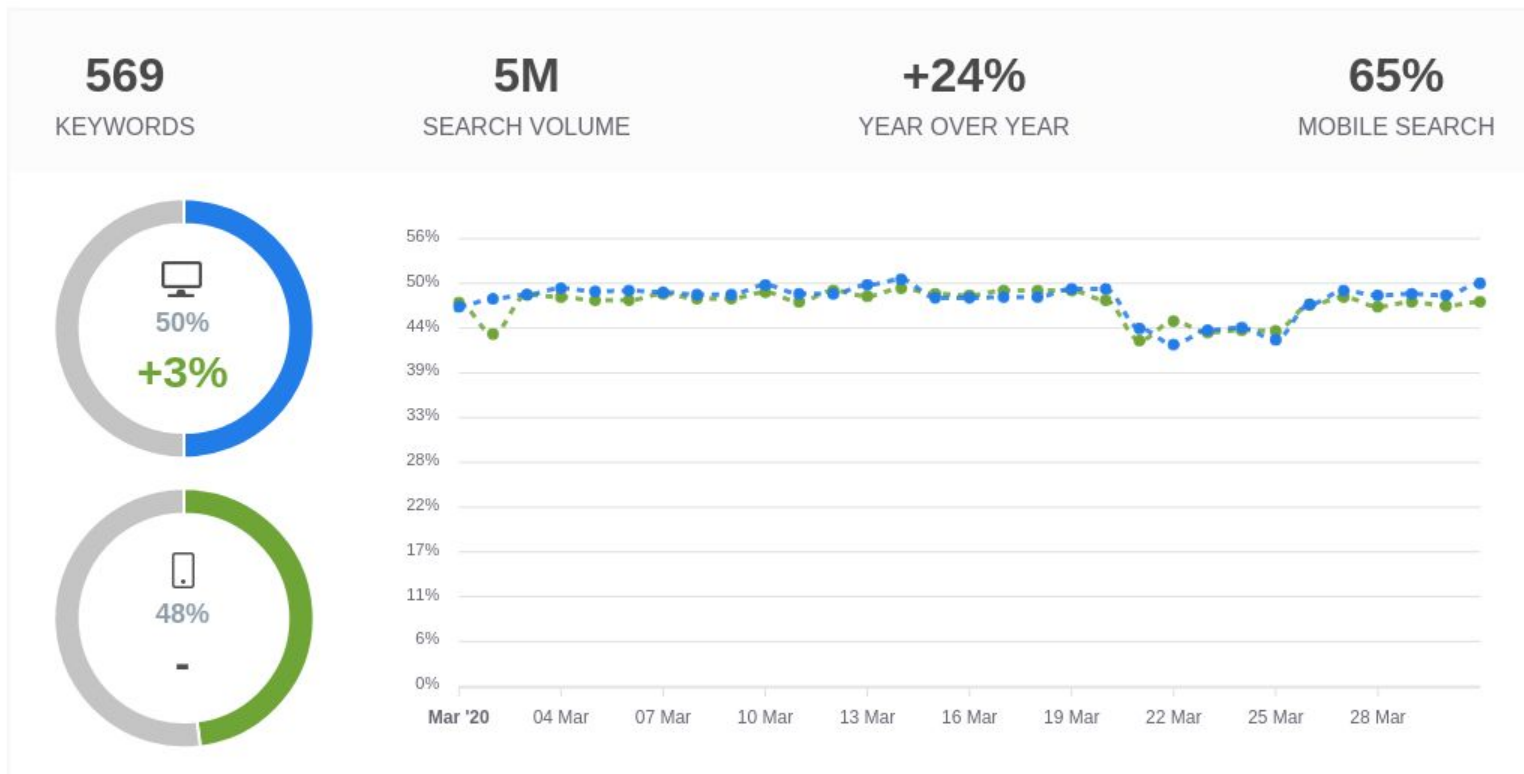
March 2020 saw BedBathandBeyond.com maintain visibility score on desktop, however saw a slight drop on mobile. Overall trends remain stable and performance has been positive in high value keyword groups such as “bedding” & “kitchen”.



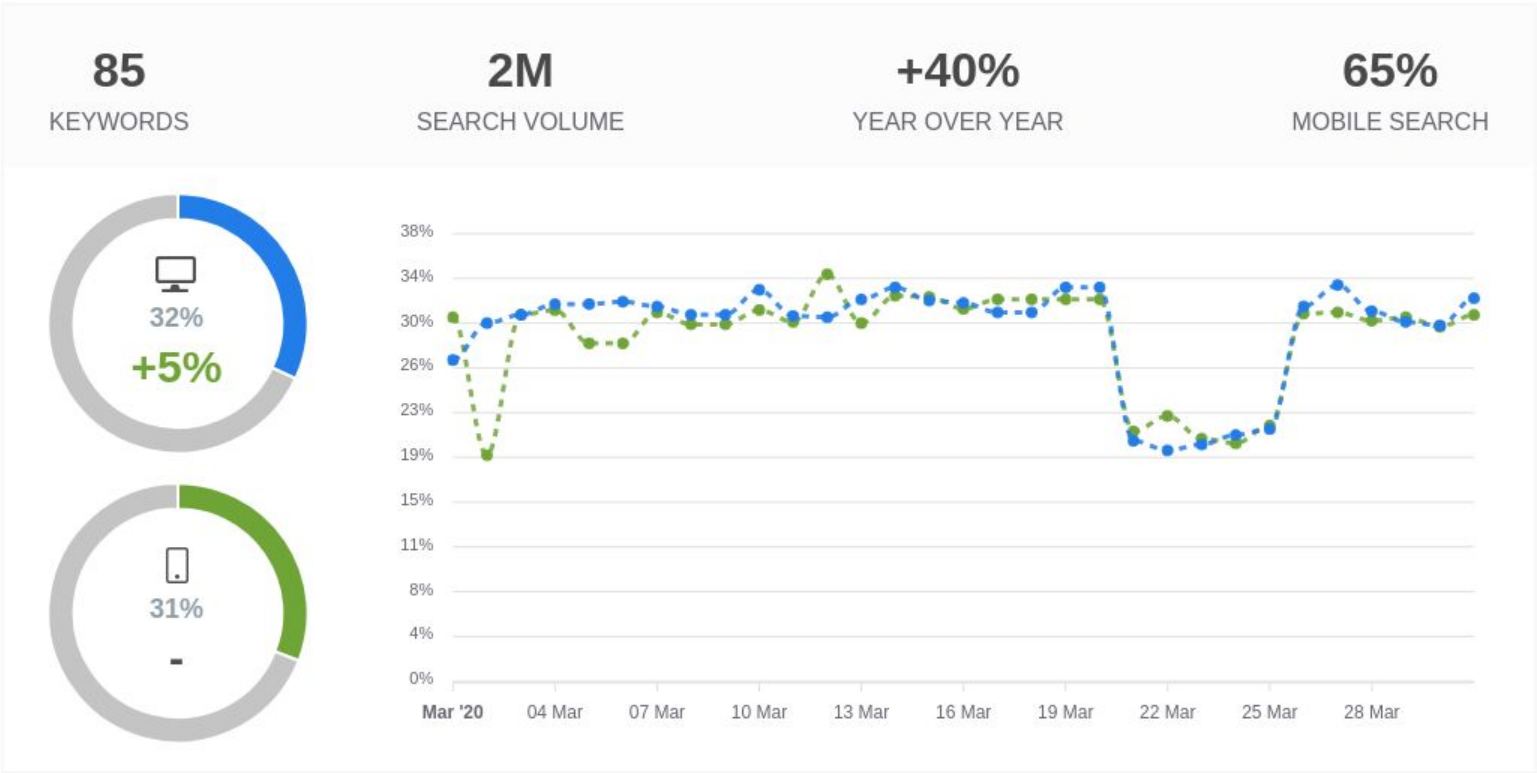
Despite a slight drop in visibility trend, non brand traffic has grown by 2%. MoM demand has dropped due to seasonal impact at start of year but has seen an increase YoY.



March saw a stable competitor landscape, with no movements in the hierarchy. HomeDepot.com and Kohls.com saw slight increases, however Costco saw a drop and Macy's have stagnated. Throughout March we saw fluctuations for top spot between BedBathandBeyond alongside HomeDepot & Kohl's made a strong recovery following a drastic drop on 26 Mar.



The “Kitchen Department” saw strong performance in both visibility and demand in March. Desktop visibility increased across all 569 keywords, with mobile remaining steady. YoY demand remained increased substantially and this is a positive sign for such a high value keyword group.



“Small Kitchen Appliances” saw heavily fluctuations throughout the month before ending on an increase of 5% on mobile. Cannibalization issues have been identified as a potential reason for these fluctuations and we have implemented a strategy to address this in April.

Campaign Performance to Date

17 Jan - 15 March



MONTH	EST. IMPROVED TRAFFIC	ACTUAL TRAFFIC	SEARCH SEASONALITY
JUL	203K	198K	5M
AUG	202K	184K	5M
SEP	222K	180K	5M
OCT	276K	201K	6M
NOV	421K	342K	7M
DEC	310K	238K	6M
JAN	340K	244K	6M
FEB	286K	195K	5M
MAR	236K	243K	5M
APR	213K	-	4M
MAY	220K	-	5M
JUN	265K	-	5M

After 7 months of being slightly below the target, we've reached our forecast and we believe we can finish our 12-month campaign with better results than we've estimated.





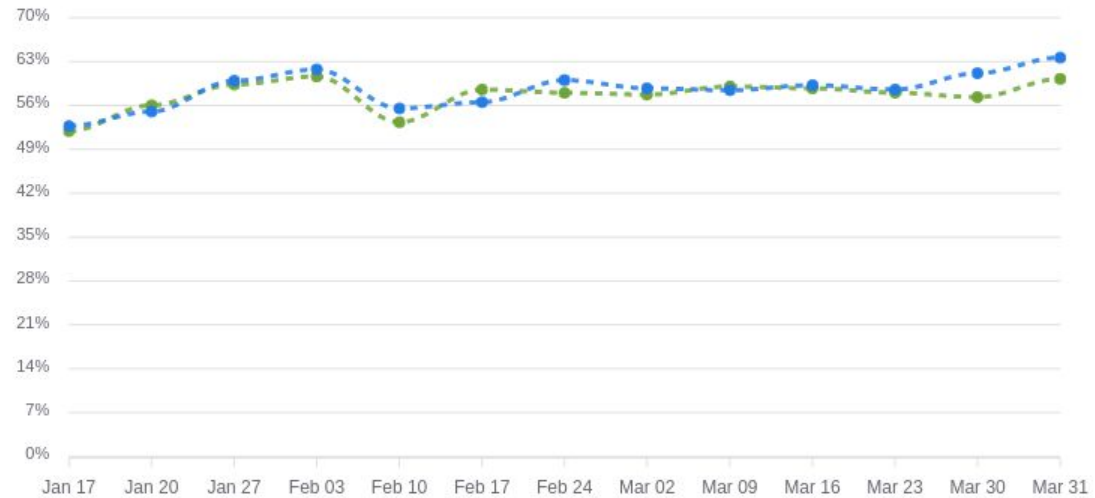
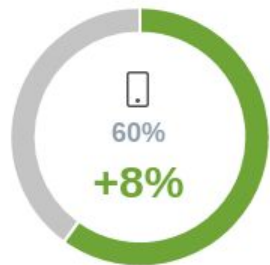
Overall search visibility remains stable this month with slight drops on both desktop and mobile. This has been offset by increased demand and supported by strong performance in specific keyword groups.

66
KEYWORDS

719K
SEARCH VOLUME

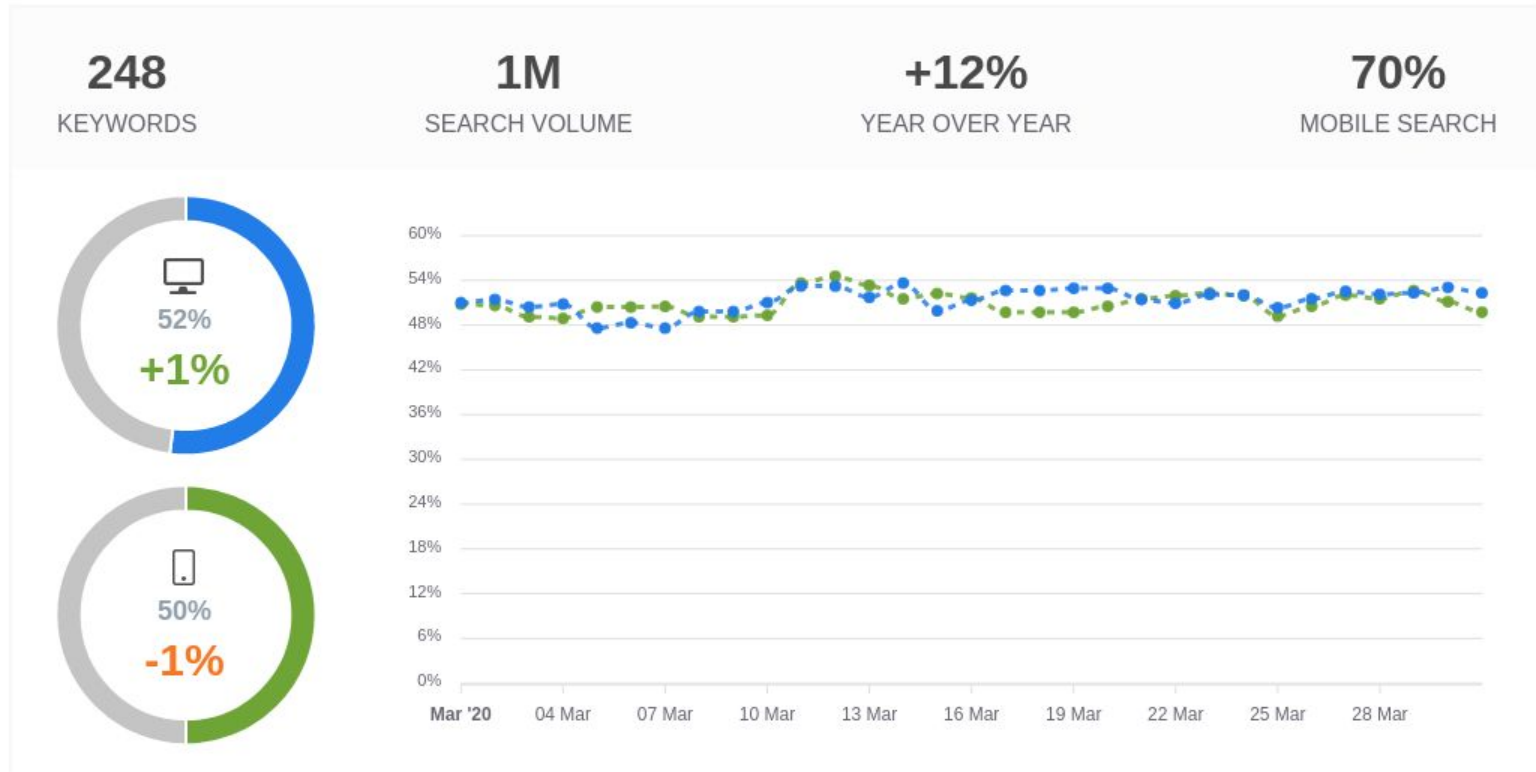
+19%
YEAR OVER YEAR

77%
MOBILE SEARCH

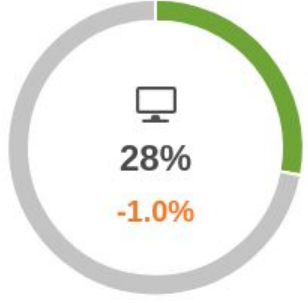


The “Closet Storage” group has seen strong growth with substantial visibility increases on both desktop and mobile. This, combined with the increased search demand means that this group has seen increased contribution to non brand traffic.





The “Bedding” keyword group has seen a large increase in search demand YoY. Visibility for this group has seen positive growth on desktop, however a slight drop in mobile visibility. As 70% of the traffic for the keyword terms in this set are from mobile searches, it’s important we turn our attention to mobile site performance and speed to ensure excellent UX.



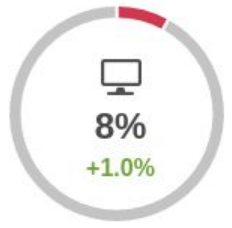
bedbathandbeyond.com [Demo]



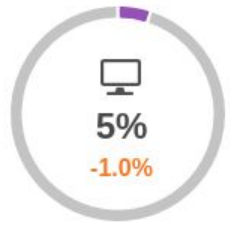
homedepot.com



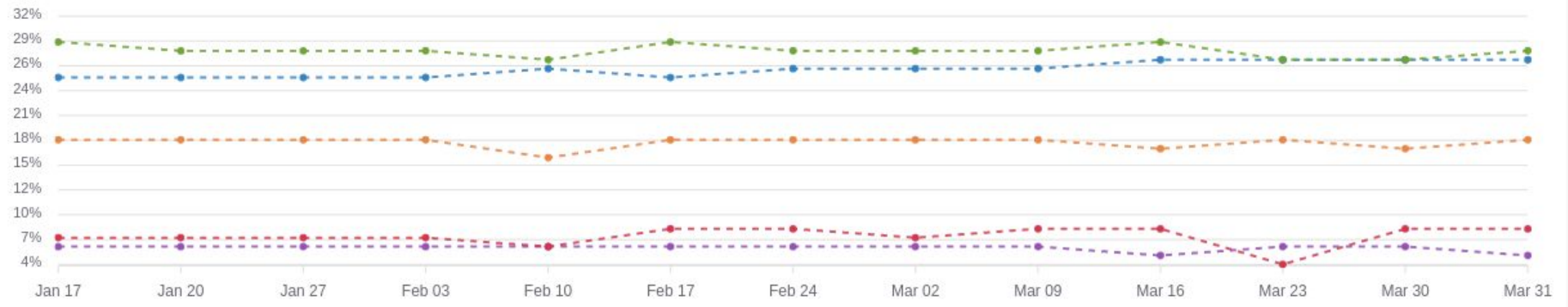
macys.com



kohls.com



costco.com

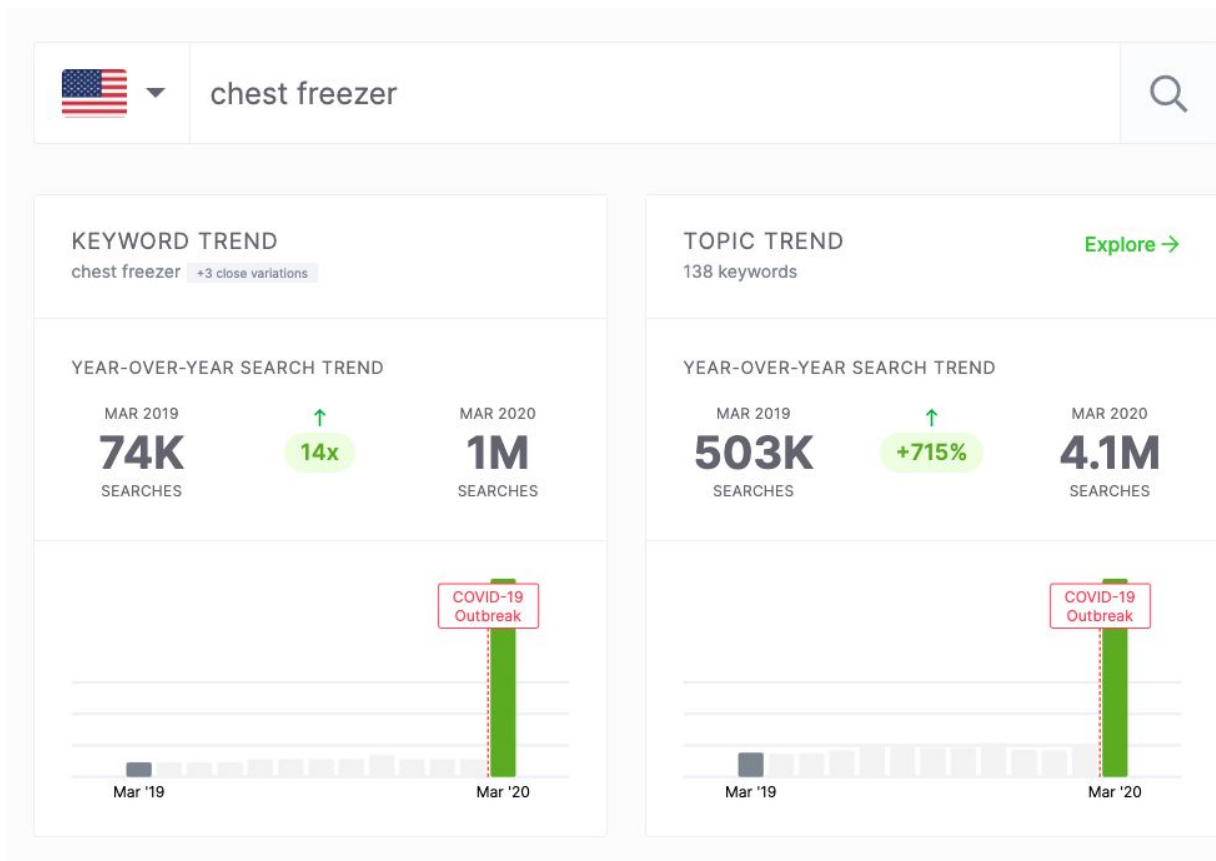


Competitor visibility has seen noticeable shifts with BedBathandBeyond.com & Costo.com seeing slight drops of -1.0% HomeDepot.com & Kohls.com both saw slight growth, with HomeDepot.com now only slightly behind us. Macy's Visibility remained stable in March.



April Opportunities



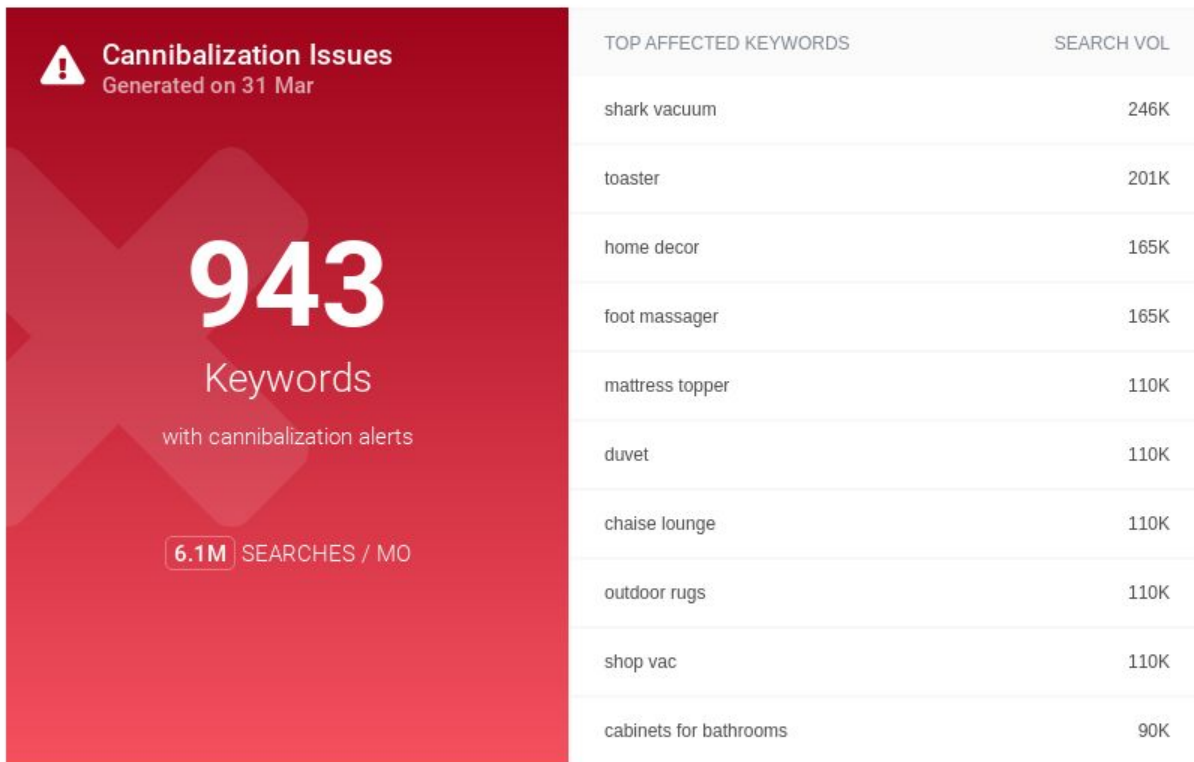


Brand new opportunity to capitalise on significant increase in demand for “chest freezers” due to recent market shifts.

<input type="checkbox"/> 138 Keywords <small>curated from 3,840 keywords.</small>		▼ Relevance	SERP	Search Vol.	YoY	CPC (USD)	homedepot.com <small>📺 ⬆️</small>	bestbuy.com <small>📺 ⬆️</small>	bedbathandbeyond.com <small>📺 ⬆️</small>
<input checked="" type="checkbox"/>	chest freezer +4	●●●●●	📺📺	165K <small>tdn</small>	📈	\$ 1.02	1 -	2 -	99+ -
<input type="checkbox"/>	deep freezer chest +1	●●●●●	📺📺	14.8K <small>tdn</small>	📈	\$ 1.09	1 -	2 -	99+ -
<input type="checkbox"/>	small chest freezers on sale	●●●●●	📺📺	720 <small>tdn</small>	+515%	\$ 1.1	2 +2	1 -	99+ -
<input type="checkbox"/>	deep freezer +1	●●●●●	📺📺📺	135K <small>tdn</small>	+643%	\$ 1.26	1 -	2 -	57 -
<input type="checkbox"/>	small freezer chest	●●●●●	📺📺	22.2K <small>tdn</small>	N/A	\$ 0.5	2 -	1 -	99+ -
<input type="checkbox"/>	small chest freezer +3	●●●●●	📺📺	22.2K <small>tdn</small>	+511%	\$ 1.13	1 -	3 -	99+ -
<input type="checkbox"/>	chest deep freezer	●●●●●	📺📺	14.8K <small>tdn</small>	N/A	\$ 0.54	1 -	3 -	99+ -
<input type="checkbox"/>	small chest freezer for sale	●●●●●	📺📺📺	720 <small>tdn</small>	+515%	\$ 1.1	2 +2	1 -	99+ -
<input type="checkbox"/>	chest freezers on sale +4	●●●●●	📺	9.9K <small>tdn</small>	+816%	\$ 1.19	1 -	4 -	99+ -
<input type="checkbox"/>	cheap small chest freezer	●●●●●	📺📍	170 <small>tdn</small>	+433%	\$ 1.16	6 -	4 +1	99+ -

Identifying large opportunity in “chest freezer” keyword set which we currently do not compete in. Top competitors hold top 2 positions. Area of opportunity to build landing pages, produce content and build links.





Together with the BadBathandBeyond.com team we'll focus in April to fix the identified cannibalization issues that would help us improve rankings on keywords searched for 6.1M times a month.



upswing

Let us know your feedback!

We put data at work through Content & SEO
in **our mission** to develop **the most effective digital strategy** YOU could get