MANCINI'S SLEEPWORLD

inSegment

CASE STUDY

SEO

MANCINI'S SLEEPWORLD

ABOUT

Mancini's Sleepworld, an affordable, luxury, family-operated mattress chain with 33 locations across Northern California, was founded in Sunnyvale, CA in 1969 and is currently headquartered in Livermore, CA. For over 40 years, Sleepworld has provided the Northern California region with the largest local selection of mattresses, bedroom furniture, and more.

Sleepworld partnered with inSegment in hopes of optimizing their current site to drive customers to visit their brick and mortar retail locations.

GOALS

- To drive customers to visit one of the 33 Sleepworld locations across Northern California
- To leapfrog competitors in rankings for localized keywords pertaining to mattresses

CHALLENGE

- The mattress store space is currently very crowded, and prominent competitors like California Mattress, McRoskey, and Sleeptrain make competition for search engine rankings a major challenge.

METHODOLOGY

The Sleepworld optimization process was rather unique for a retail site, as Sleepworld's goal was to drive people to visit their locations more so than sell mattresses online. inSegment therefore aimed to focus more on rankings and local listings than conversions, so that Sleepworld ranked well when users searched "mattress" and the name of a town where there is a Sleepworld location.

To accomplish this, inSegment advised Sleepworld to create pages for each individual location, to ensure that each specific target keyword was associated with a specific page. Based on previous successes, inSegment has found this to be the most effective way to rank locally for physical locations. Next, the HTML elements of these pages were optimized: the title tag, meta description tag, header tags, and structured data.

Additionally on-page, inSegment provided extensive recommendations for inserting schema tags, a form of HTML markup that helps search engines pull important information from a page and display more detailed results. With these schema tags, information like store locations, hours, and telephone numbers were available to users before they even clicked through to Sleepworld's site. inSegment aimed to use schema tags to boost universal search ranking, rather than simply ranking in organic listings, so that Sleepworld could appear in the map listings at the top of SERPs.

For off-page SEO, inSegment worked with all the major and long-tail local listing sites to build links, share content and amplify Sleepworld's local listings online. Our team claimed business profiles across 40+ local directories, created business profiles in directories where Sleepworld was not found, implemented correct information such as address, hours of operation, and phone number, and included relevant keywords where possible.

Throughout the optimization process, inSegment monitored the organic and local rankings for both Google San Francisco – as using a local search engine plays a big part in results for localized campaigns – and Google US.

RESULTS

After optimizing Sleepworld's website for localized keywords, inSegment successfully achieved first page rankings for every location page. All keywords contain "mattress" and/or "mattress store" and the name of the town/location.

Keywords Ranked on Page 1

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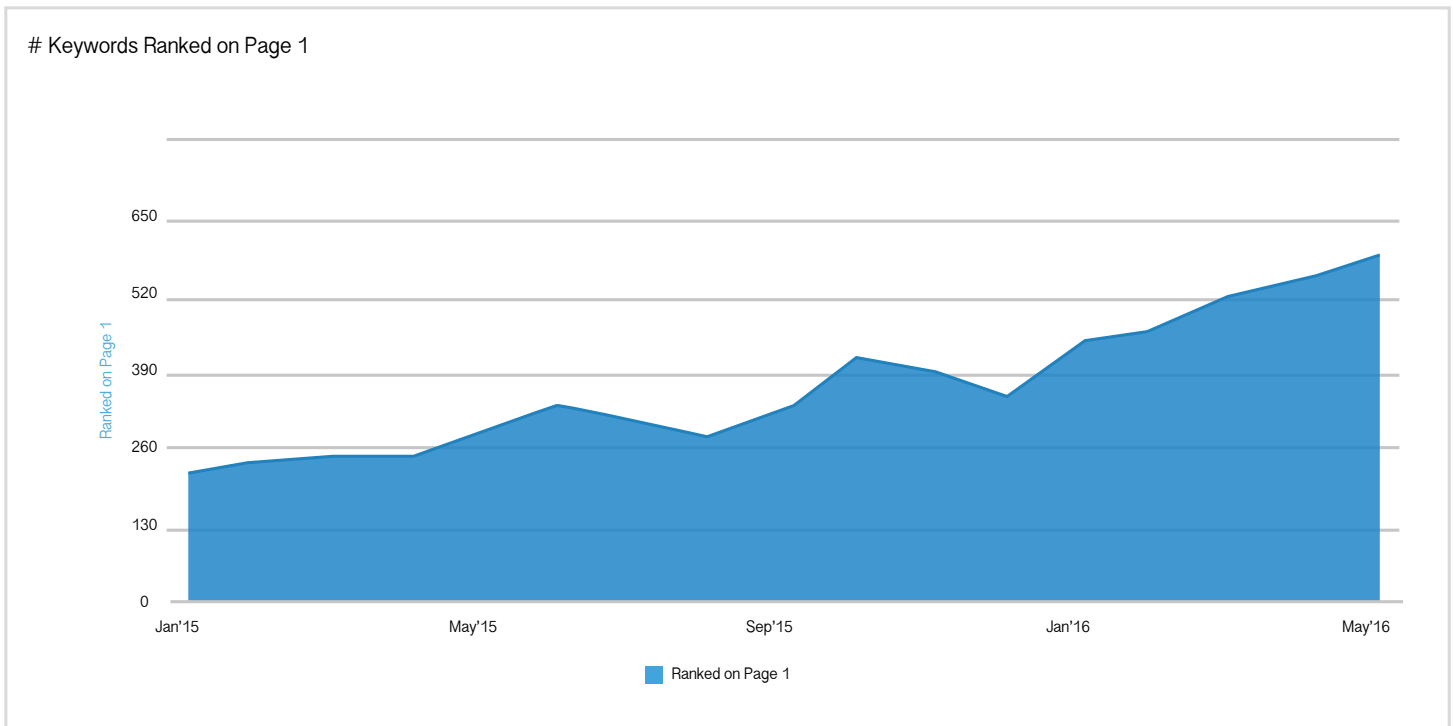
Keyword	Blended Rank	Blended Rank Change
Fairfield mattress	17	12 ▲
Fremont mattress	3	7 ▲
Modesto mattress	3	5 ▲
Salinas mattress	3	5 ▲
Walnut Creek mattress	7	4 ▲
Saratoga mattress	12	2 ▲
San Jose mattress	1	2 ▲
Dublin mattress	7	2 ▲
Stockton mattress	2	1 ▲
Sunnyvale mattress	2	1 ▲

inSegment's efforts in optimizing page elements for search terms and localized content assisted in increasing page ranks as well as keyword rankings.
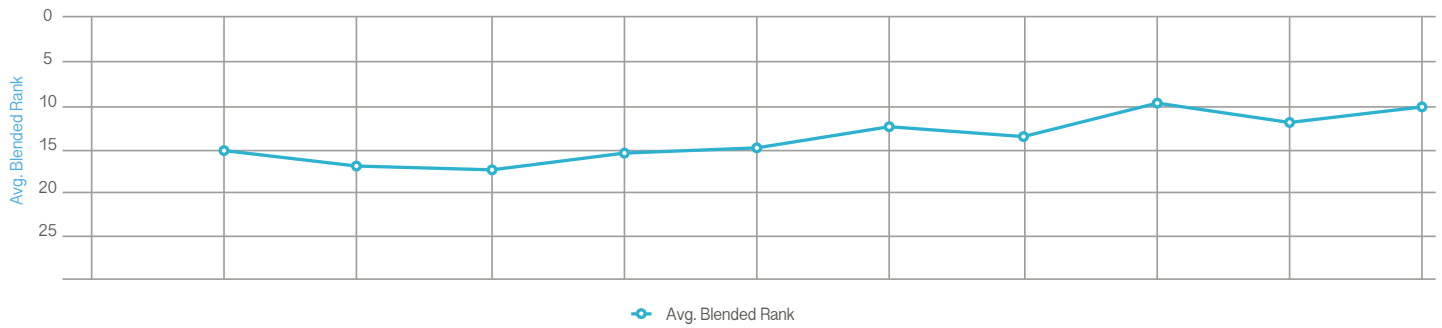
However, inSegment continues to optimize Sleepworld's site to ensure consistent improvement in keyword ranking, as SEO is constantly changing. Through regular upkeep of the site, inSegment hopes to help Sleepworld overtake competitors in the mattress e-commerce space.

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