POCO sees improved rankings and a rising online performance curve thanks to Searchmetrics
In POCO’s furniture stores, price-conscious shoppers can find just about everything they need for the home, from furniture and kitchens to household goods, home textiles, paints, wallpaper, carpets, electrical products and gift items.

With more than 7,500 employees active in over 115 POCO markets in Germany, the high-performance online shop had sales of EUR 1.52 billion in 2016, helping the company based in Bergkamen, near Dortmund, to rank among the major German suppliers in the sector.

The company credits some of this growth to its decision to focus on meeting the highest standards of content and search engine optimization. Since it began using Searchmetrics Suite™, the shop under poco.de was able to record the following positive developments:

- Improvement of the SEO Visibility +329.19% (from 05-01-2014 to 11-12-2016)
- Strong positive development of the traffic +22.01% (Total 2014 to Total 2016)
- Positive development of the conversion rate

The Challenge:

Optimize content and search engine optimization in-house and increase the relevance of poco.de

"Of all the providers we have worked with, Searchmetrics has shown the best performance, both in terms of the software and the key account manager and his advice. We have felt well-understood and informed at all times and were closely supported during the onboarding process," says Marcel Bewersdorf, Head of Online Marketing / eCommerce, POCO.
After the decision to use Searchmetrics, POCO started implementation very quickly. Training was not necessary as the Searchmetrics Suite™ was self-explanatory for the employees working with it. To get more detailed expert knowledge and to go further into the topic, the POCO staff actively participated in the webinars offered by Searchmetrics.

The introduction of the software was actively promoted by the Head of Online Marketing. In doing so, employees were involved in the decision-making process to ensure the software's acceptance. These employees use Searchmetrics daily for reporting and potential analysis. The optimizations of poco.de are clearly based on the findings of the analyses in the software.

In the context of the relaunch project in 2015, POCO also used the technical consulting services provided by Searchmetrics, and the company was closely supported during this time. At the start of the project, the technical, structural and content challenges were clearly identified. On this basis, a comprehensive solution concept was developed by Searchmetrics. The concept was coordinated with all stakeholders and subsequently implemented. It was followed up by a description of content and technical solutions based on the recommendations, which helped the responsible departments with the implementation. All steps were pursued or actively supported by Searchmetrics.

The most important function was the Searchmetrics platform's Site Structure Optimization - it was essential for analyzing the POCO domain in detail and for identifying possible errors on the website such as broken links, link dead ends, 404 errors, etc. Afterwards, a comprehensive on-page optimization was carried out for poco.de. "Thanks to the professional support and advice provided by Searchmetrics, we were able to implement our relaunch, both in terms of content and technology," says Marcel Bewersdorf.
Since adopting Searchmetrics in March 2015, SEO Visibility of poco.de for relevant search queries on the first search results page of Google has increased almost threefold. As a result, POCO is now able to observe significantly more traffic on its own website, thus also witnessing increased access to its own product offers. “Improved rankings using Searchmetrics have a decisive influence on the performance of the shop – so you can definitely say that SEO has made a significant contribution to the company’s success,” reports Marcel Bewersdorf.

POCO attributes the improvements not only to search engine optimization, but also to work on the content of the shop’s pages – more content has been added to provide relevant information that covers the search intent of users. Relevant content, which comprehensively serves the search intention of POCO’s prospective customers at every point of the customer journey, now forms the basis of high visibility and good placements in the ‘organic’ search results. In the end, POCO was ultimately able to generate more traffic to the online shop and thus enjoy significantly higher sales.

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“We are very satisfied with our cooperation with Searchmetrics: our questions are answered immediately, that is, daily. Even larger challenges are also dealt with and solved in the short term with a corresponding professionalism,” closes Marcel Bewersdorf.