

YourlabelsNOW: The Art of E-Commerce & Conversions

YourlabelsNOW.com is an all digital label printer which was created to provide customers the most efficient, and economical way to order labels and stickers online. YourlabelsNOW.com provides the fast, inexpensive, high quality, digital printing. YourlabelsNOW.com is the only e-commerce website that allows users to input the specifications of a project and receive real-time pricing quotes.

Problem

YourlabelsNOW wanted to create a website that specifically offered online quotes and ordering capabilities for small business owners. The main goals were to build a highly visible website to attract quality traffic and to generate sales.

Solution

2008

Marcel Media first partnered with YourlabelsNOW in 2008 to assist in the buildout of a new website with e-commerce functionality.

2009

- The YourlabelsNOW.com e-commerce site first launched in late February of 2009
- Marcel Media launched a Pay-Per-Click campaign to drive targeted traffic to the site

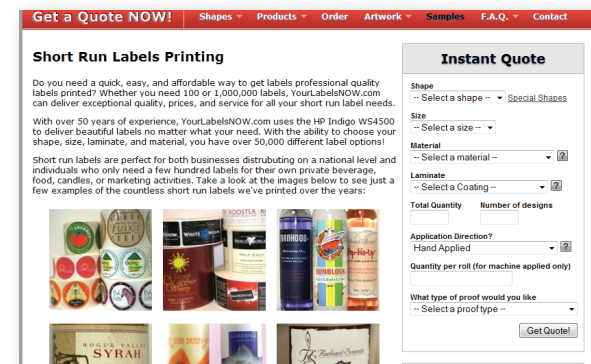
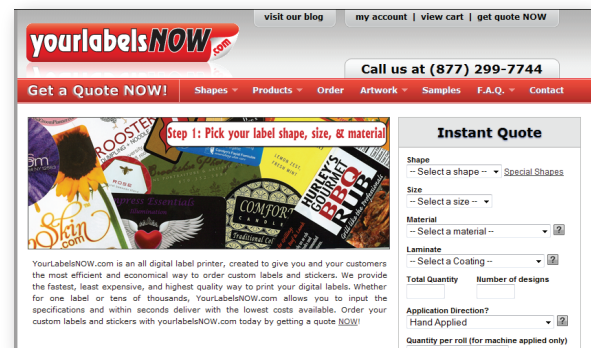
2010

- Marcel Media worked with YourlabelsNOW.com to update the website design and enhance the user experience
- In January 2011, Marcel Media began an aggressive SEO program with YourlabelsNOW.com
- Marcel Media initiated A/B Testing with Google Website Optimizer to assess user experience improvement
- Marcel Media expanded website to include interior pages focused on top products

Results

Marcel Media Optimized YourlabelsNOW.com

Marcel Media ran a number of Search Engine Marketing campaigns, which included SEO, Pay-Per-Click and Conversion Optimization. These campaigns increased brand awareness, drove qualified traffic to the e-commerce site, and increased conversions. Sales rose over 200% since 2009. And, non-branded, organic traffic is up from 11 visitors in December of 2009, to 3355 as of January 2011.



Partner with us for your success story.

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