



## CASE STUDY

MPC USES HUCKABUY'S TECHNICAL SEO SOFTWARE TO GROW ORGANIC CHANNEL 182%



*"Huckabuy increased our organic traffic 182% in 6 months"*

— Jason Shaw, Founder-CEO of MyPerfectColor (MPC)

### THE CHALLENGE

MyPerfectColor (MPC) sells custom spray and touch up paint primarily to industrial businesses and government organizations with very specific branding requirements and hex codes. Because of these customer requirements, they have a large website with hundreds of thousands of pages for all the variations and combinations of paint colors utilized.

To grow their organic channel, they were publishing a lot of new content. But they were missing out on a number of technical optimizations that would make it easier for Google and users to navigate their website and interact with their content. For example, their product pages were missing all sorts of structured data-related class items that could qualify their content for rich results in search.

Furthermore, MPC did not have the in-house capacity or knowledge to implement the technical optimizations — quickly and at scale — that would significantly grow their organic channel.

### THE SOLUTION

Huckabuy SEO Software

MPC partnered with Huckabuy to implement structured data markup and dynamic rendering on their website.



#### STRUCTURED DATA

In the fall of 2019, we installed our automated structured data markup software on their site. This would help Google understand their site better and add rich features, like Availability, Frequently Asked Questions, and Pricing



#### DYNAMIC RENDERING

Then in January 2020, we added dynamic rendering to the mix. This would help Google crawl their site faster in order to index more content.

## THE RESULT

### INCREASED TRAFFIC QUALITY, TRANSACTIONS, AND REVENUE

Huckabuy's structured data markup qualified MPC's content for valuable product and FAQ-related features embedded directly in search results. This extra information built trust by helping customers comparison-shop right there in the search results and resolve queries faster. These "rich results" increased click-through rates by over 18% for various high-converting, competitor-brand terms, like "Ralph Lauren Paint."

At the same time, Huckabuy's dynamic rendering service improved MPC's average site response time by 34%, which made it easier for Search Bots to crawl more of the site and add new pages to search results faster.

Ultimately, MyPerfectColor's decision to use Huckabuy technical SEO software resulted in massive overall organic growth. They were able to reap benefits from Google "rich results" and solve crawling problems for their website through an automated solution.

#### ORGANIC SEARCH CHANNEL GROWTH

April 2020 - September 2020

#### ENHANCED SEARCH APPEARANCE

FAQ Rich Results: +267%  
Product Rich Results: +482%

#### ORGANIC SEARCH GROWTH

Clicks: +182%  
Impressions: +137%  
Average CTR: +18%

#### TECHNICAL SEO IMPROVEMENTS

November 2020 - January 2021

#### CRAWL STAT IMPROVEMENTS

Average Response Time: 34% faster