



Wellspring Digital

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CASE STUDY: SENSORIO - Search Engine Optimization (SEO)

From Zero to Sell Out Success for a Major California Destination



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From zero to 300,000 organic visitors and a sell-out success.

CLIENT: Sensorio

WEBSITE: <https://sensoriopaso.com>



THE CHALLENGE

The Field of Light at Sensorio is a Bruce Munro art installation in the rolling hills of Paso Robles, California. Located South of San Francisco, this destination is a popular Napa alternative. Of course, destinations need people. People go to places they can find.

The client's Public Relations agency and internal team were performing ad hoc digital marketing efforts, but lacked strategy, cohesion and the ability to tactically execute until engaging with Wellspring Digital.

Their primary focus was on PR, leveraging the reputation of the famous, international artist Bruce Munro to build website traffic and sell tickets. However, this generated very low levels of traffic apart from an occasional spike when the venue was featured in the television and media. This traffic disappeared as quickly as it came and did not convert.

The challenge was to generate meaningful visitors to the website who would book tickets to visit the installation.

THE SOLUTION

The SEO Team at Wellspring Digital performed a website and content audit, including a clean-up of the backlink profile (through submission of a Disavow file). The website was sped up considerably as it was slow and delivering a poor User Experience (UX), especially on Mobile devices.

A SEO strategy was developed to leverage the branding signals and link building opportunities afforded by an international artist and a good PR campaign. This involved working closely with the retained PR agency to effectively capture all linking opportunities.

Technical changes were also made to the website to make it more friendly for web crawlers, and also dealt with JavaScript issues which impacted Indexing by GoogleBot. This work was undertaken by the client's existing web developer and Wellspring Digital's dev team, under the supervision of our Head of SEO, Karl Hindle.

"The objective was to identify and drive the right traffic to the website and convert it."

Karl Hindle, Head of SEO Wellspring Digital

In addition, keyword research and the results of the content audit provided a content roadmap for onsite and offsite content creation.

This provided the framework for content creation and publishing, on the website, across Social Media and for use by the PR agency.

Sentiment Analysis was also conducted to identify user intent more precisely, and this led to the creation of more compelling consumer offers and packages.

Finally, layout and call outs were revised along with a simplification of the ticket ordering process (using EventBrite) and in conjunction with Sharpspring and Google Analytics, visibility into customer behaviour, conversions and attribution was created.

THE RESULT AND CLIENT SUCCESS

The initial phase of the campaign commenced in February 2019, which included completion of onsite technical work, cleanup of the backlink profile and resolving the crawling and indexation issues.

This work and testing concluded in March 2019, and recurring work commenced in April 2019 on the execution of the SEO strategy.

“The objective was to identify and drive the right traffic to the website and convert it,” said Karl Hindle, Head of SEO at Wellspring Digital, “in addition we needed to preserve and leverage the inherent branding and link power of Sensorio’s PR efforts, directing them so they delivered SEO value.”

The client experienced an immediate impact as can be seen from this snapshot from Google Analytics:

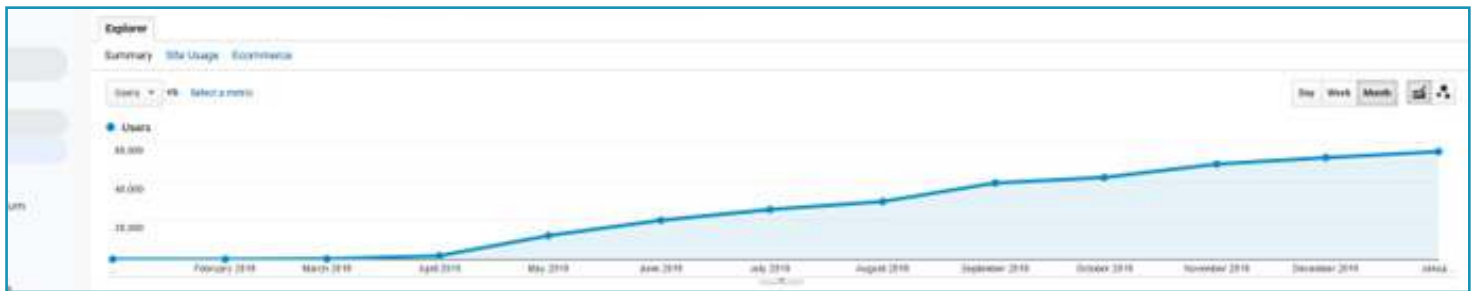
Tracy Strann, Executive Director of Sensorio Paso Robles said, “We doubled our SEO traffic within 3 months leading to our event being sold out continuously.”

In February 2019, organic traffic was zero, however by January 2020 the site saw over 55,000 visitors, with over 300,000 visitors being generated between April 2019 and January 2020.

Acquisition		
Users ?	New Users ?	Sessions ?
309,098 % of Total: 45.44% (680,225)	293,002 % of Total: 42.75% (685,425)	517,893 % of Total: 47.18% (1,097,707)

This success allowed the venue to extend ticket sales beyond its original event opening, “We have been able to extend our event opening into the Spring,” said Strann, “as demand is so strong.”

From July 2019, the Sensorio at Paso Robles has sold out and has continued an unchecked sell out record to date.



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