

About Matches Fashion

Matches Fashion is THE global luxury-shopping destination for men and women.

Since the first Matches store opened near Tom and Ruth Chapman's home in Wimbledon in 1990, it has become a brand in its own right – an iconic retail experience, trusted by London's most fashion literate clientele, offering the best of the best in established and new international labels.

1. THE CHALLENGE

To increase revenue from non-brand search engine traffic

The high end designer clothing retailer enlisted the services of Hit Search after the business decided to invest further to aid the continued growth of the digital channel.

3. THE RESULTS

In the first 3 years we worked with Matches Fashion, revenue derived from both the Search Engine Optimisation and Pay Per Click channels **doubled year on year.**

2. OUR SOLUTION

The Hit Search fashion-focused team initially turned their attention to a number on-site changes that enabled search engine to index the www.matchesfashion.com site more easily, with the view to improve its online visibility to their target audience. From there, they moved on to a more rounded SEO strategy to include some elements of content marketing and outreach – driving non-brand traffic and revenue.

From this point, Pay Per Click (PPC) through Google AdWords and Bing was employed to attract a wider audience consisting of Brand and no-brand traffic. This was supported by building and managing a number of Affiliate networks, further driving revenue.

Each element was carefully put together with one eye on revenue and the other on generating the maximum ROI (return on investment)!

[Check out our downloadable resources](#)