

About Sweaty Betty

Born in the heart of London's Notting Hill, Sweaty Betty has been ensuring style meets performance in women's fitness clothing for over 15 years. The aim is to 'inspire women to find empowerment through fitness'.

Now with over 30 Sweaty Betty boutiques around the UK, including concessions in world famous department stores Harrods and Selfridges, Sweaty Betty active wear has become synonymous with innovative, feminine designs for enhanced performance.



1. THE CHALLENGE

To identify and execute an integrated multi-national SEO and PPC strategy to increase profitable revenue.

Hit Search were appointed after a pitch process due to demonstrating cutting edge search strategies and a vast retail and fashion client base.

The challenge set during the pitch process was from a PPC point of view, to find cost efficient ways to increase the existing budget and generate scalable revenue increases. From an SEO point of view, we needed to identify a number of strategies geared at increasing non-brand revenue.

2. OUR SOLUTION

To re-structure the existing PPC account with a view to improving the existing ROI whilst increasing the budget. The SEO strategy response was focused around increasing the visibility of the products to the main US, UK and European search engines.

After the first year of working together, PPC was expanded to target America and a number of European countries outside of the UK.

3. THE RESULTS

Within the first year Sweaty Betty saw an increase in SEO revenue of 42% and a 58% increase via their PPC channel, considering only a slight increase in PPC budget, it was an impressive result.

Year 2 saw increased PPC spend to target the USA along with multiple European countries outside of Europe.

[Check out our downloadable resources](#)