



DECORILLA

NEW YORK, NEW YORK
INTERIOR DESIGN
300+ EMPLOYEES

CASE STUDY

GREW ORGANIC SEARCH TRAFFIC BY 58%.
DOUBLED THE NUMBER OF KEYWORDS RANKING IN THE TOP 100.
INCREASED THE NUMBER OF KEYWORDS IN THE TOP 3 BY 170%.

How Northcutt Helped Decorilla Redecorate its Online Showroom to Drive Traffic

Decorilla is an affordable interior design company that connects customers with professionally vetted interior designers who create curated 3D and VR spaces based on customer style preferences and budget.

The platform enables users to set foot into their newly designed rooms even if they don't exist yet. This experience allows Decorilla customers to make profoundly informed purchase decisions.

To get potential customers to the online platform required optimizing the company website (<https://decorilla.com/>) and creating content to drive the most people with the highest interest in interior design there.

And that meant partnering with the Northcutt.

In late 2018, Decorilla CEO and Co-Founder Agnieszka Wilk realized her company's website required better rankings and more search traffic, and to help "some of the low-hanging fruit opportunities in terms of technical improvements," Wilk said. Most leads were by word of mouth and referrals, so the company also needed dynamic content that would generate a higher volume of prospects directly from the site.

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“We knew we had this innovative platform but were overwhelmed by what we needed to do to get people to discover it. Northcutt was the catalyst that took us to the next level of success.”

GROWING ORGANIC SEARCH BY 58%

In November 2018, Northcutt created a new SEO strategy designed to increase organic traffic. Decorilla now had a timeline of monthly objectives to achieve; weekly meetings helped track progress so that the company never strayed from reaching those goals.

“Northcutt was excellent in establishing a vision. Our team now knows best practices on how to drive the most traffic through our content and best SEO practices,”

In just six months, Northcutt:

- ⊕ Grew Decorilla’s organic search traffic by 58%.
- ⊕ Doubled the number of keywords ranking in the Top 100.

- ⊕ Increased the number of keywords in the top 3 by 170%.
- ⊕ Delivered optimization recommendations that improved the ranking of their target keywords into the top 3, many reaching the top 1 or top 2 spots.

The virtual doors to Decorilla’s online interior design platform are flying open now. Wilk said the strategy, the optimization, and fresh initiatives that Northcutt created for her company made the difference between being online and leading online traffic in her industry.

“We now know so much more about what it takes to drive traffic. Word of mouth is important, but a strong digital presence has done wonders as well. When it came to increasing organic traffic, they understood what it takes more than we did.”

