

Case Study

DollarDays Boosts Video SEO with Treepodia's Dynamic Video Sitemap

Who?

- Top online wholesaler helping small businesses compete against chain stores in terms of both selection and price.

What?

- Initially went live with Treepodia's Enterprise package creating videos for 5,000 products.
- Used the powerful Dynamic Video Sitemap for these first 5,000 videos.
- Upgraded to the Premium package shortly thereafter for full coverage of entire product line.

Results:

- 74% increase in conversion rates.
- All videos were indexed by Google within 24 hours of activating the Dynamic Video Sitemap.
- Higher Google listings for product specific (i.e. long-tail) search terms.

Background:

About DollarDays

With a huge inventory of over 135,000 individual products, ranging from decorative items to clothing to personal care products, greeting cards and more, DollarDays is the leading online wholesaler helping smaller businesses compete against larger chain stores.

By offering a wide range of high-quality bulk products which can be ordered in small quantities (single-case minimum) at competitive prices, DollarDays enables smaller merchants to in turn offer competitive pricing to their customers without the need to invest in excessive inventory.

Add Treepodia to your product pages.
See results immediately.

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www.treepodia.com

DollarDays.com

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The Need

With a huge offering of a wide range of products DollarDays' need was two-fold.

First, as an evolved online retailer, the company understood the advantage of having videos for popular products.

As Marc Joseph, President of DollarDays said, "With so many products to cover, and an ever-expanding product line, an automated solution was clearly the only option in terms of both sheer logistics and cost."

Second, the company needed to make sure its many products were found. As DollarDays has an eclectic product offering, long-tail search terms are particularly effective in terms of video SEO. Therefore, the added value of properly indexing each product video for Google's search algorithms and the associated video SEO were of particular concern for DollarDays.

The Solution

Treepodia Ecommerce Video Platform and Dynamic Video Sitemap

DollarDays originally opted for the Treepodia Enterprise package to create some 5,000 product videos as well as a Dynamic Video Sitemap to ensure these videos were being fully indexed by Google.

Once the success of this endeavor was realized, DollarDays upped their purchase to the Premium package for full coverage of their entire product line.

"We've been incredibly pleased with the results we've received from the Treepodia solutions," commented Joseph. "So much so, that within a month we'd already decided to expand the Treepodia solutions across our entire product offering."

The Results

The addition of product videos had a huge and immediate effect, the most dramatic of which was a 74% increase in sales.

In terms of video SEO the positive effects were also quickly felt as all products were fully indexed by Google within a single day. Most importantly, product specific long-tail search terms such as "bright pencil pouch" were yielding far higher results on Google, in many cases moving to first place.

"We've been incredibly pleased with the results we've received from the Treepodia solutions," commented Joseph. "So much so, in fact, that within a month we'd already decided to expand the Treepodia solutions across our entire product offering. Not only was the ROI quick and concrete, but the implementation was surprisingly simple."

