



# SEO CASE STUDY: TOM'S OF MAINE

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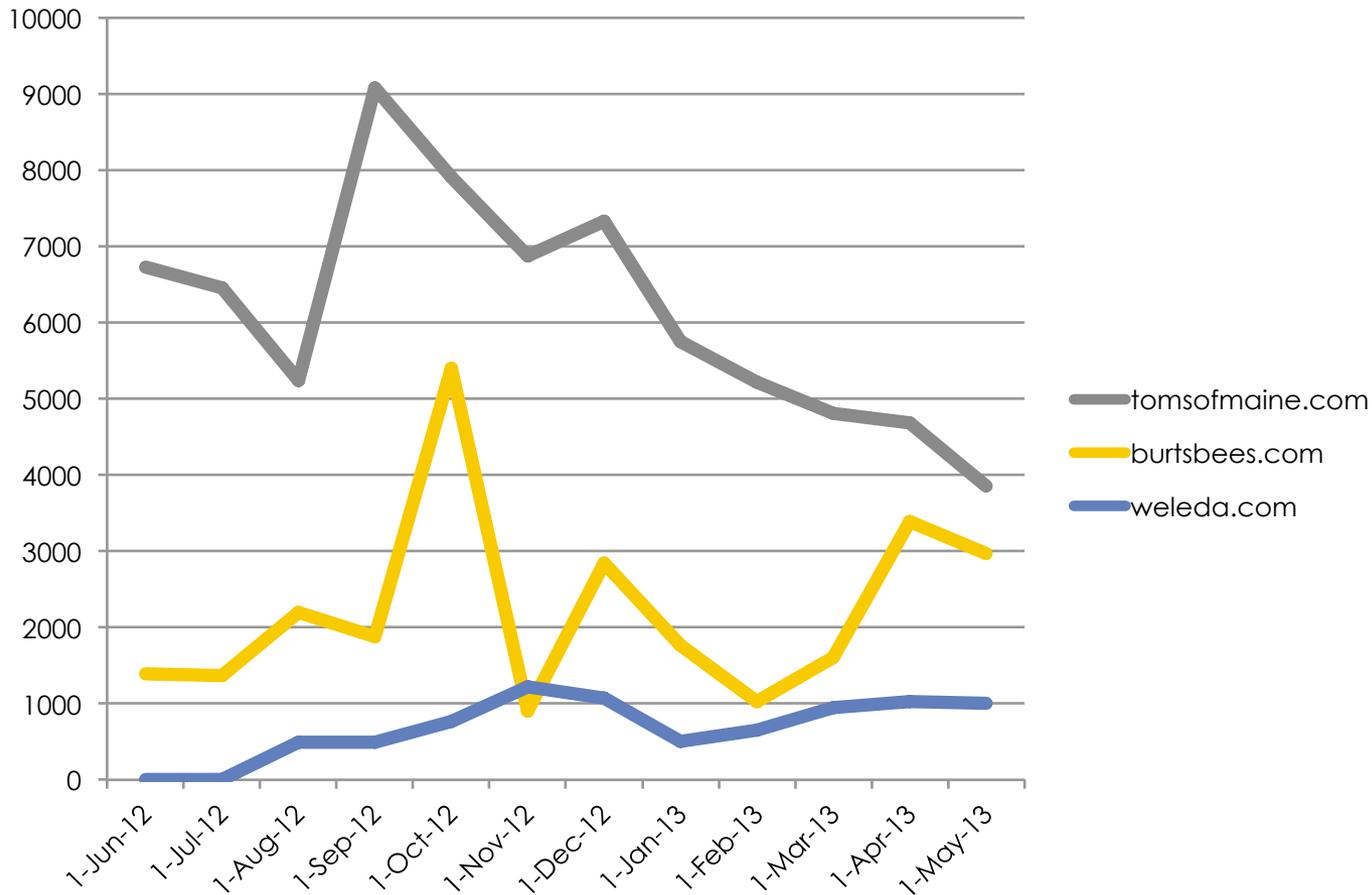
# COMPETITIVE SEARCH LANDSCAPE

Analysis of paid and organic

# ADVERTISING TOTAL KEYWORDS



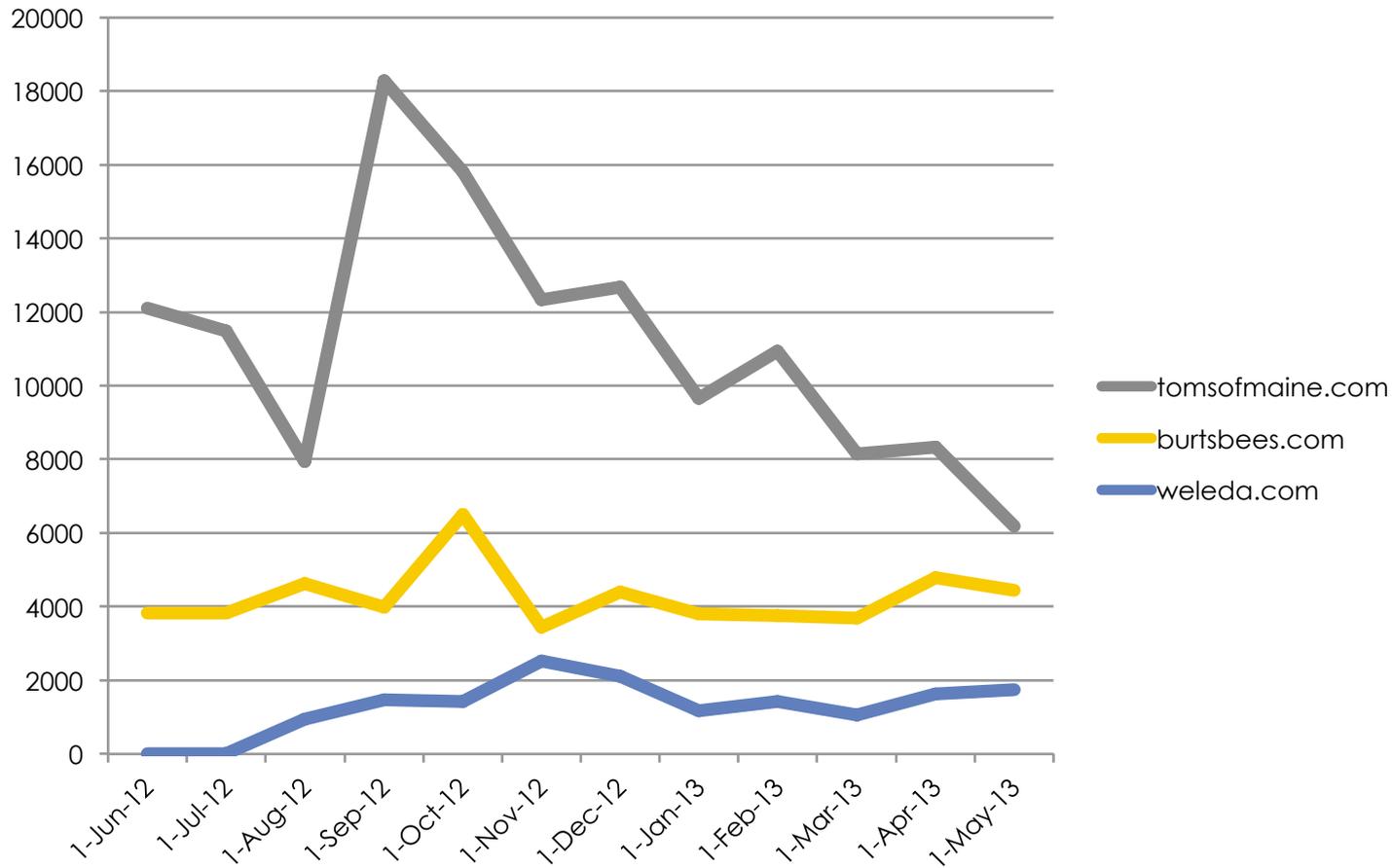
**Tom's of Maine has a larger share of paid search keywords than its competitors.**



# ADVERTISING TOTAL TRAFFIC



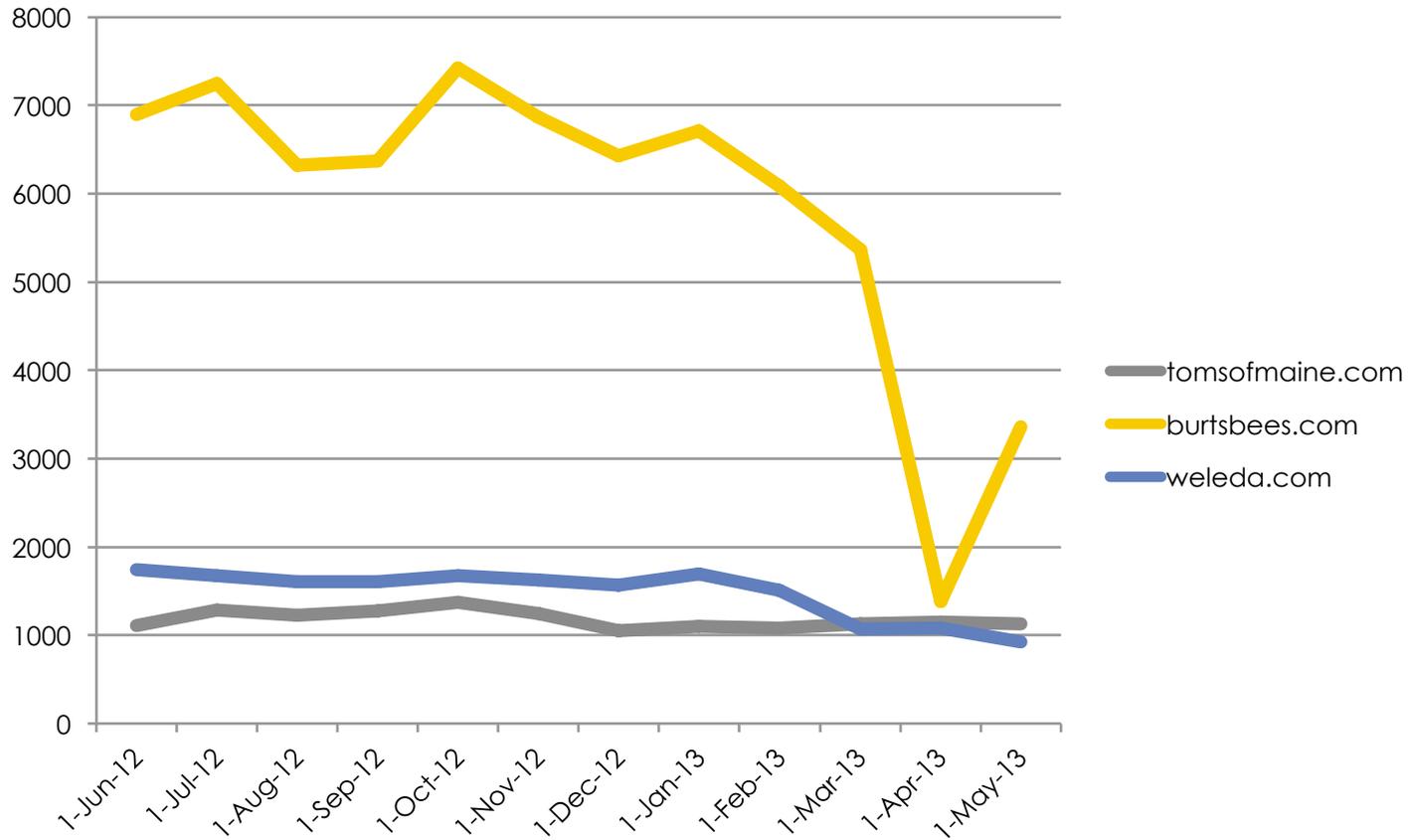
**As a result of its dominance over paid search keywords, Tom's of Maine's paid search traffic is higher than its competitors.**



# ORGANIC TOTAL KEYWORDS



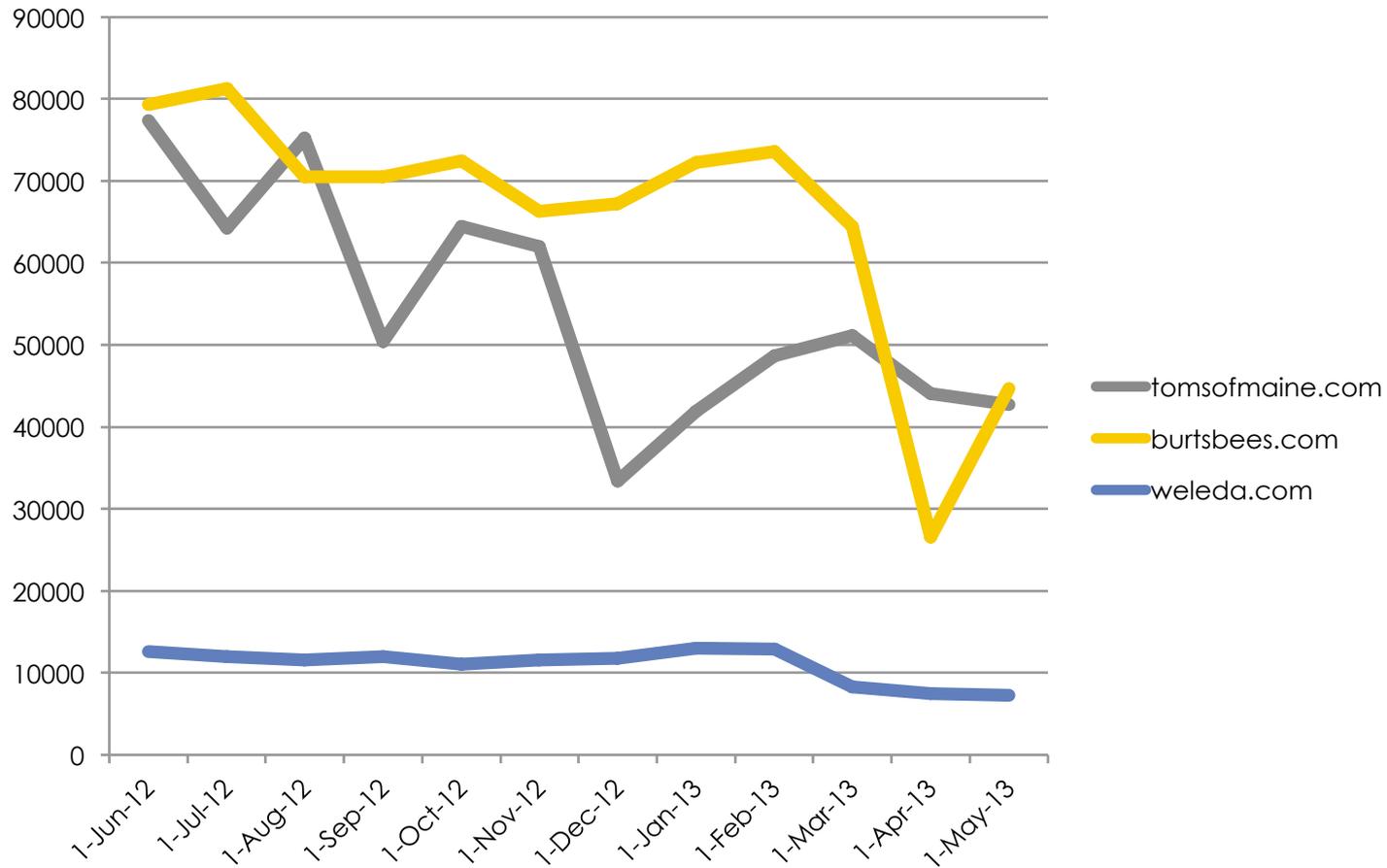
**Tom's of Maine has maintained a relatively consistent level of ranked organic keywords but lags behind Burt's Bees overall.**



# ORGANIC TOTAL TRAFFIC



**Tom's of Maine's organic keyword traffic is currently tied with Burt's Bees due to higher overall positions, but is trending downward.**



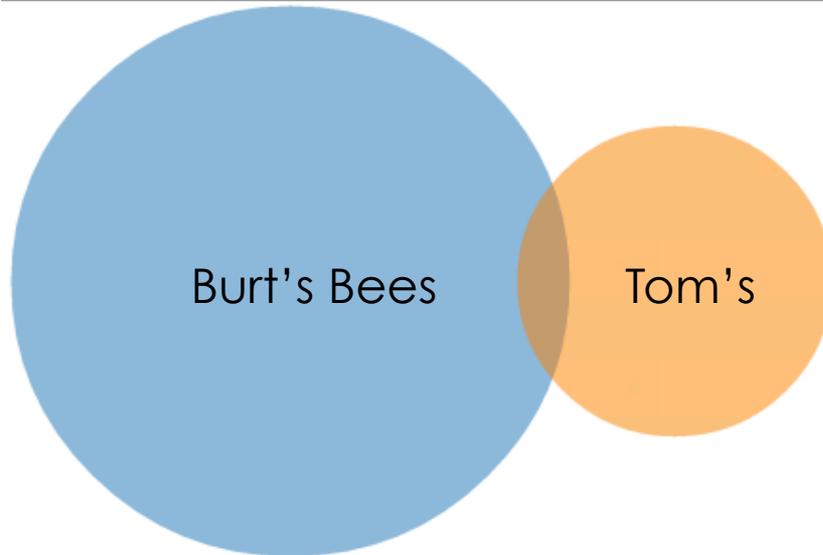
# COMPETITIVE ORGANIC KEYWORDS



**Tom's of Maine ranks for just 24 percent of competitive keywords in organic search compared to Burt's Bees, which dominates the space.**

Total 3,939

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Burt's Bees: 2,988  
Tom's of Maine: 951  
Weleda: 0  
  
Shared: 86



# KEYWORD RANKING



## ORGANIC

## PAID

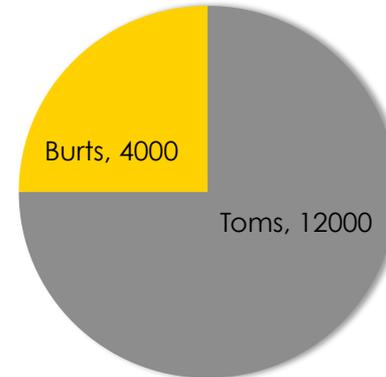
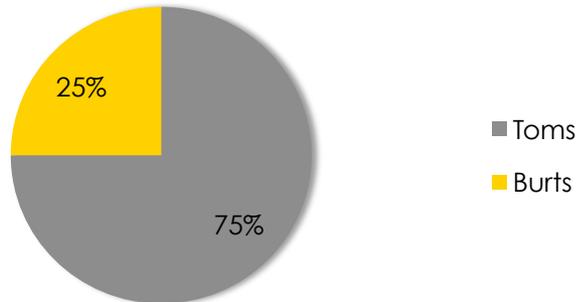
Keyword	Searches	Tom's	Burt's	Searches	Tom's	Burt's
deodorant	14,800	8	19	2,900	1	19
toothpaste	8,100	16	3	1,600	2	4
natural deoderant	2,900	6	19	880	2	2
deoderant	2,900	8	19	720	1	20
fluoride free toothpaste	1,600	13	4	480	1	17
natural toothpaste	1,000	5	2	320	1	19
tooth paste	880	19	6	260	2	5
Tooth paste without fluoride	880	14	2	260	2	10
deodarant	480	7	20	210	1	3
Toothpaste without sodium lauryl sulfate	480	2	17	210	2	4



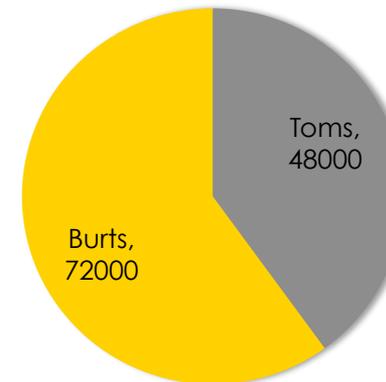
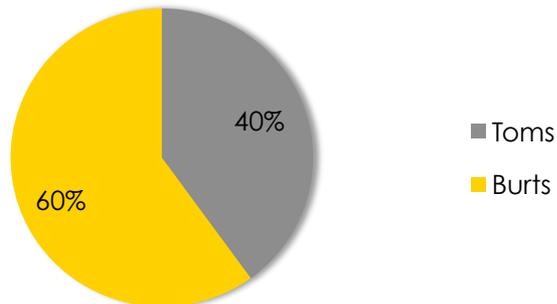
# FEBRUARY CASE STUDY



## Advertising Total Traffic



## Organic Total Traffic



When Burt's Organic traffic was at a high point Tom's Ad traffic was up. However, Tom's overall traffic was still 16,000 less than Burt's (76,000), which saw stable Ad traffic the same month. This suggests that more visibility and traffic can be gained from executing SEO and SEM simultaneously.



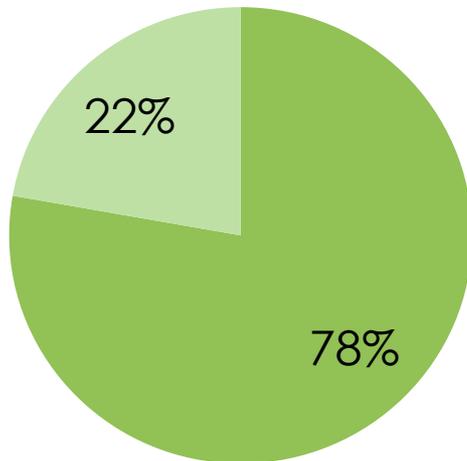
# SEM VS SEO



Tom's of Maine's current search presence consists mostly of paid ads. A more balanced approach to paid and organic may reduce campaign costs and increase overall web traffic.

## Current SE Presence

■ Ads ■ Organic



## Cost of Organic vs Ads

Organic vs Ads	
Organic Search Traffic	42,703
*Organic Search Price	\$22,505
Ads Traffic	6,186
Ads Traffic Price	\$19,225

\*Estimated price to capture same number of traffic using paid search



# SOCIAL MEDIA & CONTENT

improving online reputation & engagement



# SOCIAL MEDIA COMPARISON



**Tom's of Maine lags behind Burt's Bees in social media. It lacks of presence on Pinterest where women – key household purchase decision-makers – are known to be highly active.**

Company	Facebook	Twitter	Youtube	Google+	Pinterest
Tom's of Maine	412,656 Likes	15,016 Followers	171 Subscribers	+40 In 36 circles	N/A
Burt's Bees	1,520,233 Likes	38,664 Followers	1,136 Subscribers	+150 In 37 circles	4,134 Followers
Weleda	46,548 Likes	13,653 Followers	251 Subscribers	+45 In 45 circles	529 Followers

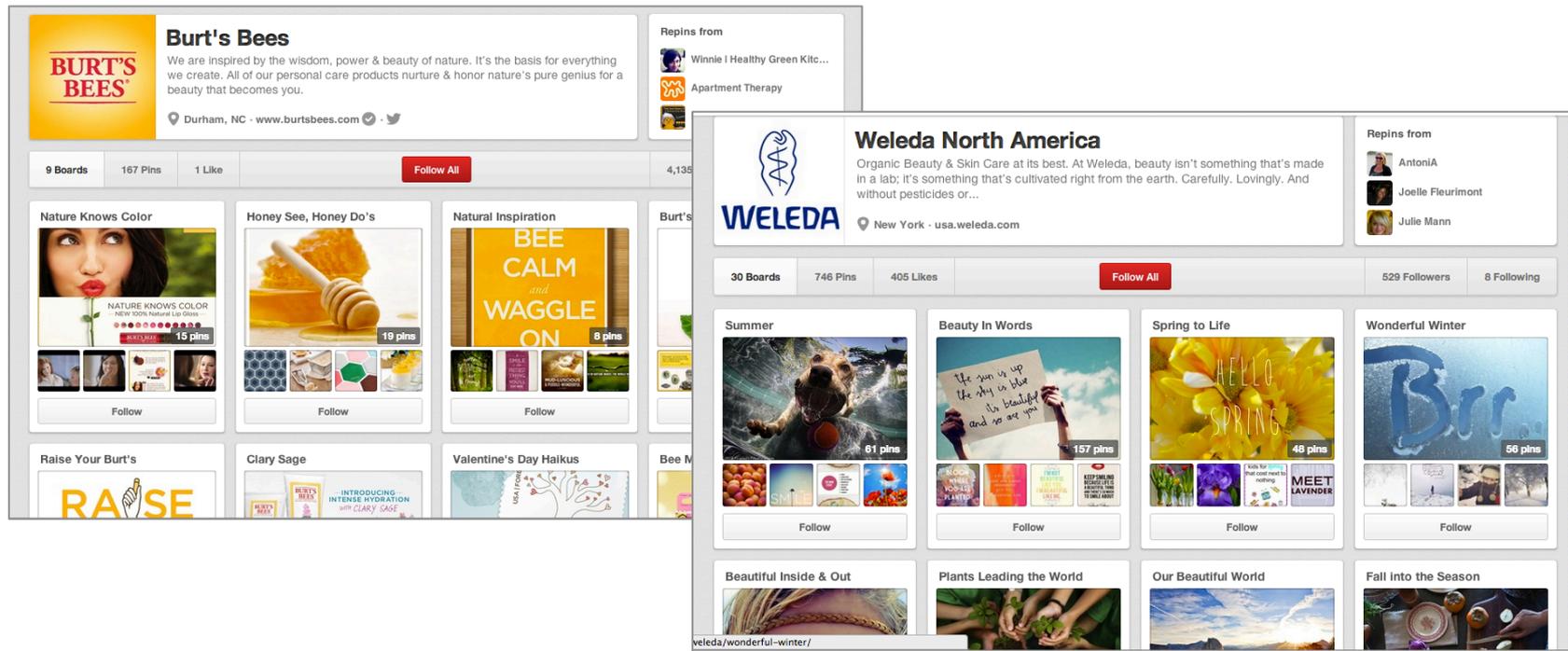


# ABOUT PINTEREST



**Pinterest is a popular social networking site for a key demographic target for Tom's. There are also added SEO benefits to activity on Pinterest:**

- It's indexed by Google based on the keywords attached to photos, videos and other infographics, so content pinned to Pinterest boards can be optimized with keywords and keyword phrases related to a site's content and brand.
- Since Pinterest operates on a series of image boards, the videos, photos and other information posted there can be shared quickly and easily with the whole Pinterest community as well as the web as a whole.



# ABOUT GOOGLE+



**Social activity has been found to have a positive correlation with rankings. As the social network of Google, engagement on Google+ is important for SEO.**

- When users search for your brand, your Google+ page will pop up on the top right hand side of the results page. Currently, this is happening for Burt's Bees but not for Tom's.
- A Google+ profile can influence search rankings if it has significant social signals
  - Google+ Plus1's (similar to Facebook Likes and Twitter Tweets), post sharing, and commenting all can help make a difference when you have a large base
- You can insert "do follow" links into the Google+ pages (allow Google to crawl through those links to help rankings, Facebook does not allow this)

About 12,700,000 results (0.36 seconds)

Ad related to **burt's bees** ⓘ

[BurtsBees.com - Burt's Bees Official Site](http://www.burtsbees.com/)

[www.burtsbees.com/](http://www.burtsbees.com/)

Celebrate Natural With **Burt's Bees**. Free Shipping on Orders Over \$49!

[Lotions & Moisturizers](#)

[Take \\$1.50 off All Lip Products](#)

[Natural Lip Balms](#)

[Save \\$3 on Intense Hydration](#)

[Gift Sets](#)

[Buy Shampoo Get Conditioner 50% off](#)

[Burt's Bees Natural Skin Care Products & Natural Personal Care ...](#)

[www.burtsbees.com/](http://www.burtsbees.com/)

Discover why natural skin care products from **Burt's Bees** are the beautiful choice. Our natural personal care products work without harsh chemicals and are ...

[Lips](#) - [Face](#) - [Outlet](#) - [Baby](#)

You visited this page on 6/24/13.



Burt's Bees ♥

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The beekeeping chefs of the InterContinental Hotels & Resorts bring you an easy and versatile recipe for a Spring Salad of Herbs and Flowers, topped with Lime ... Jun 20, 2013

# REPUTATION MANAGEMENT



A quick survey of social activity reveals some negative reviews. Actively surveying review and question/answer sites that display negative comments when people search for your business can put you in control of the conversation.

- Create accounts to access and monitor those review listing sites
- Identify the source where the negative reviews are coming from to stop it from spreading
- Acknowledge the reviewers who made the complaints
  - Address the complaints in public
  - Identify and take care of the false reviews

 **Resolved Question** [Show me another »](#)

### What is a great deodorant for sensitive skin?

I've tried Tom's of Maine and it gave me a terrible burning sensation that took a while to go away. Right now I'm using the deodorant crystal but I start to smell after a few hours.

6 years ago [Report Abuse](#)

**Additional Details**  
I dont want any antiperspirants. I'm looking for something organic.  
6 years ago

- **Help Reduce Wetness**  
**Gillette® Clinical Is Formulated to Keep You Dry. Try It!**  
Gillette.com/Clinical

Sponsored Results

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 **Best Answer** - Chosen by Asker

Have you ever heard of the crystal body deodorant? Try this link...

<http://www.thecrystal.com/> or  
[http://www.drugstore.com/qxp41032\\_332828...](http://www.drugstore.com/qxp41032_332828...)

Hope this helps.  
Source(s):  
<http://www.thecrystal.com/>  
[http://www.drugstore.com/qxp41032\\_332828...](http://www.drugstore.com/qxp41032_332828...)

6 years ago [Report Abuse](#)

Asker's Rating: \*\*\*\*\*

 **Resolved Question** [Show me another »](#)

### What are some truly animal testing free tooth pastes?

Tom's of Maine sold out and are now owned by Colgate who test on animals. What are some ethical toothpaste companies? I'm considering making my own but that would be sort of a pain.

3 years ago [Report Abuse](#)

ided links where I could do further research.



# TECHNICAL ASSESSMENT

Improving search engine visibility & relevance

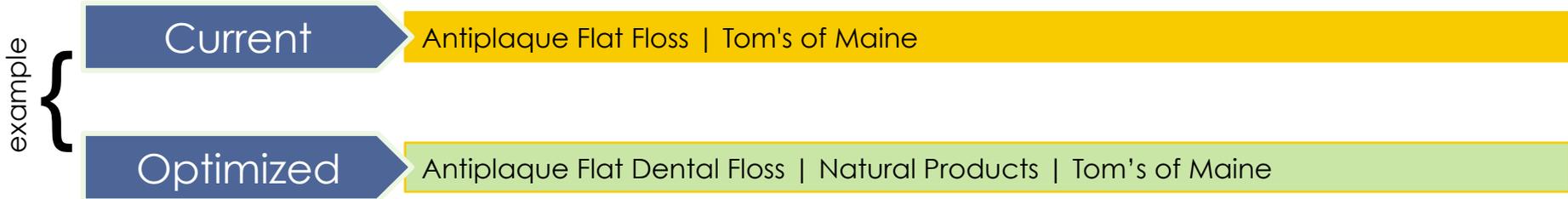
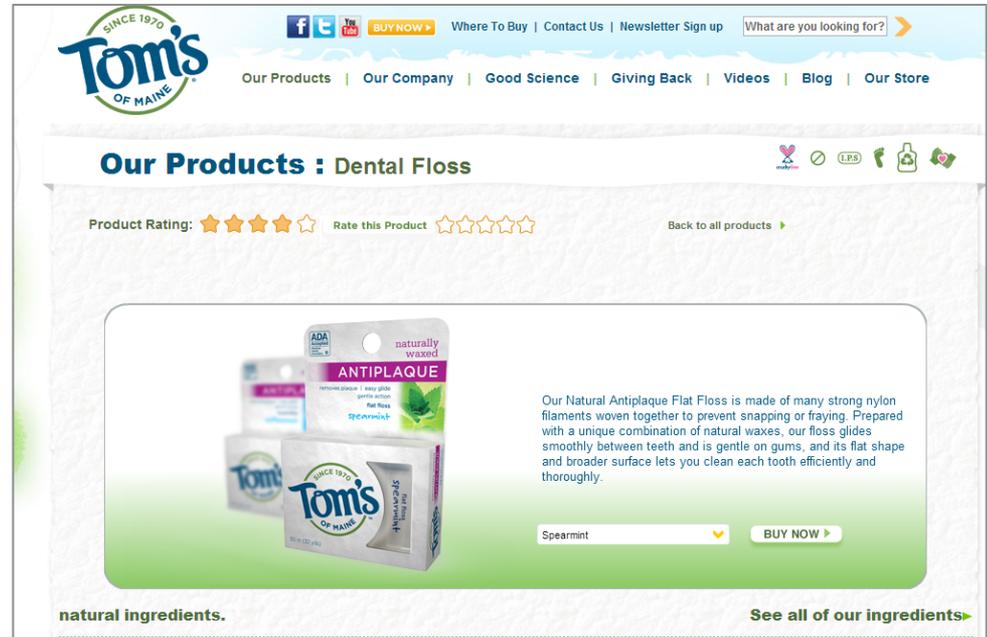


# TITLE TAGS



Title tags are the most important on-site element to influence rankings. Title tags should be between 66 and 80 characters with the brand at the end and the primary keyword at the beginning.

Adding a unique title tag to each page summarizing the focus of the page will improve relevancy and search engine rankings for targeted keywords.



## Issues

- 464 duplicate titles
- Titles missing targeted keywords

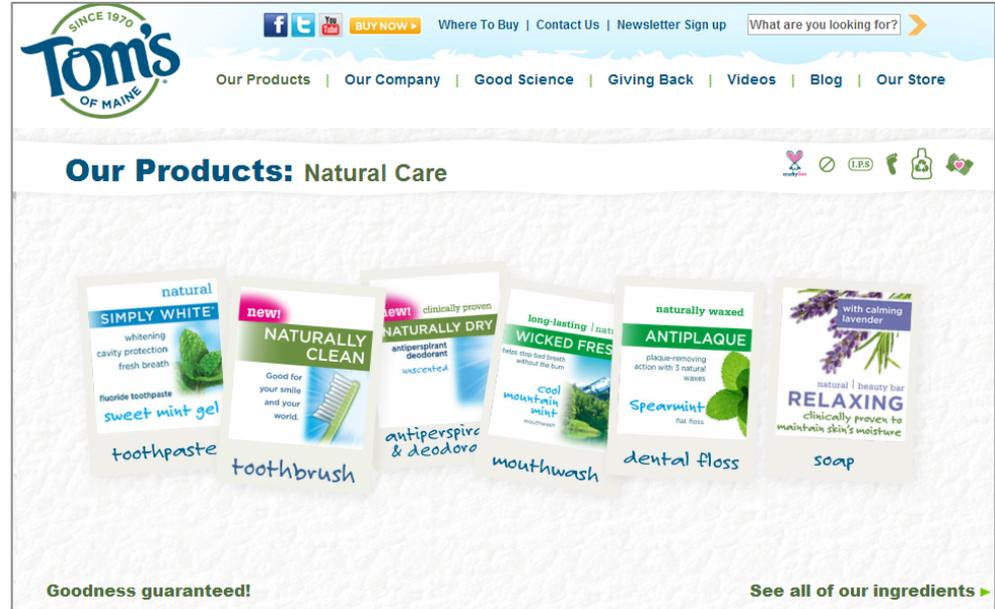


# HEADING TAGS



Heading tags outline the hierarchy of content and must be unique to each page to help search crawlers understand the topical focus for a specific page and its subsections.

Adding unique H1 heading tags to each page summarizing the focus of the page will improve relevancy and search engine rankings for targeted keywords.



## Issues

- 247 Duplicate H1 heading tags
- 922 Missing H1 heading tags
- Heading tags missing targeted keywords

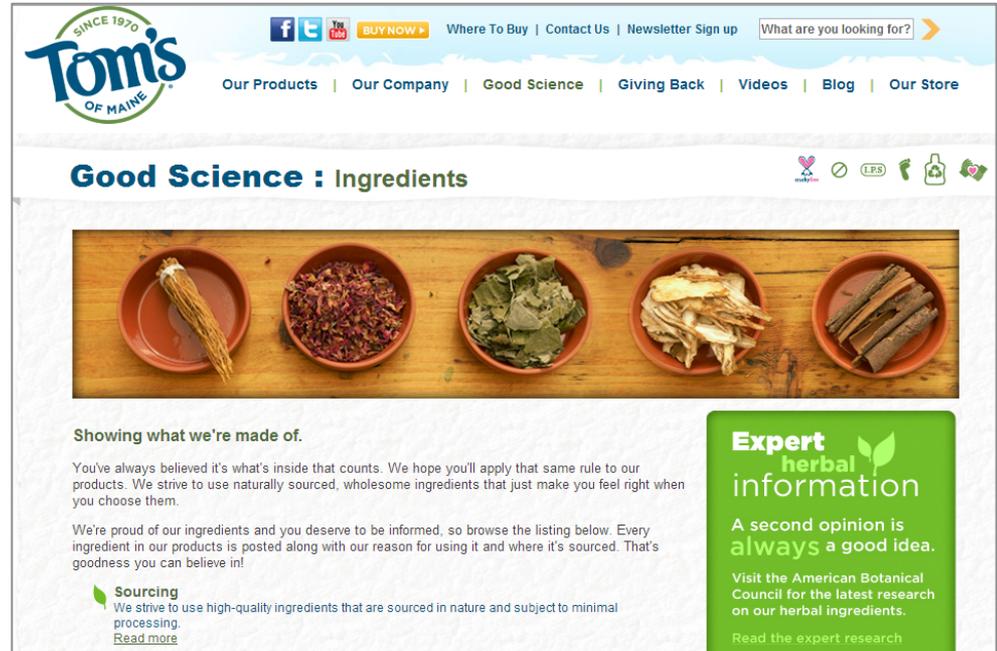


# META DESCRIPTIONS



Meta descriptions are displayed in search results much like paid advertisements. Optimized meta descriptions are known to improve click through rate.

Ecommerce Meta descriptions should include a call to action and align with the title and H1 tag of a page.



example

Current

[none]

Optimized

Tom's of Main uses wholesome ingredients to produce natural personal care products. All our personal care products are sourced through sustainable processes.

Issues

- 689 Missing Meta descriptions
- Meta descriptions missing targeted keywords



# SEPARATE DESKTOP / MOBILE SITE ANNOTATIONS



When using separate desktop and mobile URLs, implement a two-way annotation that helps Google discover your content and understand the relationship between your desktop and mobile pages.

desktop

```
<link rel="alternate"
media="only screen and (max-
width: 640px)" href="http://
m.tomsofmaine.com"?>
```

mobile

```
<link rel="canonical"
href="http://
www.tomsofmaine.com" >
```

sitemap

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/
schemas/sitemap/0.9"
xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>http://www.tomsofmaine.com</loc>
    <xhtml:link
rel="alternate"
media="only screen and (max-width:
640px)" href="http://m.tomsofmaine.com" /
>
  </url>
</urlset>
```



# AUTHOR TAGS



Google provides the authorship tag which allows users with a Google+ page to have their profile images show up along with a snippet of the article/blog.

- The addition of the profile image gives your search result credibility; it makes it stand out and can help attract searchers to click on the link in search results.
- Using Google Webmaster Tools, you can also keep track of the social traffic and demographics of the users. This information can be used to inform further content marketing efforts.

## Author tag rich snippet examples

Web Images Maps Shopping More Search tools

About 135,000 results (0.34 seconds)

[Study Shows Business Blogging Leads to 55% More ... - HubSpot](#)  
[blog.hubspot.com/blog/.../Study-Shows-Business-Blo...](#)

 by Rick Burnes - in 99 Google+ circles - More by Rick Burnes  
Aug 17, 2009 - I imagine that companies with **blogs** are **more** digitally savvy - so the **traffic** is probably generated by a range of techniques - including **blogging**.

[12 Revealing](#)  
[blog.hubspot](#)  
by Pam  
Oct 23,  
or more  
at all.

[A Breakdown](#)  
[blog.hubspot](#)  
by Core  
Jan 2, 2  
marketi  
which k  
becaus

 [f](#) [t](#) [v](#) [BUY NOW](#) Where To Buy | Contact Us | Newsletter Sign up

[Our Products](#) | [Our Company](#) | [Good Science](#) | [Giving Back](#) | [Videos](#)

**Blog: Good Matters™ Blog**

Posted on [June 17, 2013](#) [Previous](#)

**Natural Toothpaste Tips: Getting your Kids to Brush**

Posted by Rob, Brand Manager of Citizen Engagement

 Now that I'm a parent to two kids, I've learned something very important - never assume that the lessons you learn with the first child will apply to the second. Case in point: getting your kids to brush their teeth. Since I work for a company that makes natural toothpaste you might think teaching my kids good oral hygiene habits would be a breeze. But while my son took to brushing pretty easily, my daughter has been a bit more of a challenge. Here are two things I've learned along the way.

Tom's Good Matter's Blog



# RICH SNIPPETS MARKUP



## Google looks favorably upon sites with high engagement and user-generated content sends that signal to Google

- Google features products that have received several reviews. Implementing the review schema can lead to rich snippets in SERPs, which can improve product click-through-rate.
- Customer reviews can help you better understand consumer sentiment regarding products and know which products to promote in the future.

Site: [tomsofmaine.com](http://tomsofmaine.com)

keyword: "natural toothpaste"

[Tom's of Maine: \*\*Natural Toothpaste\*\*, Deodorant, Soap and More](http://www.tomsofmaine.com/)  
[www.tomsofmaine.com/](http://www.tomsofmaine.com/) ▾

Specializing in **natural** products for hair, teeth, skin, and cold care. Includes frequently asked questions, and a newsletter.

[Toothpaste - \*\*Natural\*\* Personal Care Products | Tom's of Maine](http://www.tomsofmaine.com/products/toothpaste/)  
[www.tomsofmaine.com/products/toothpaste/](http://www.tomsofmaine.com/products/toothpaste/) ▾

Our Products : **Toothpaste**. cruelty free no artificial color, flavors or ingredient.purpose.source sustainable practices recyclable volunte

Site: [bertsbees.com](http://bertsbees.com)

keyword: "natural toothpaste"

[Natural Toothpaste – Whitening with Fluoride - Burt's Bees](http://www.burtsbees.com)

[www.burtsbees.com](http://www.burtsbees.com) > [Natural Products](#) > [Toothpaste](#) ▾

★★★★★ Rating: 4.2 - 75 reviews

We've packed enough **natural** whitening power into each tube to brighten teeth in just two weeks. This minty-fresh **natural** and effective **toothpaste** is clinically ...

[Natural Toothpaste - Multicare with Fluoride - Reviews - Burt's Bees](http://reviews.burtsbees.com)

[reviews.burtsbees.com](http://reviews.burtsbees.com) > [Reviews Home](#) > [Toothpaste Reviews](#) ▾

★★★★★ Rating: 4.2 - 74 votes

Burt's Bees product reviews and customer ratings for **Natural Toothpaste - Multicare with Fluoride**. Read and compare experiences customers have had with ...

Bert's Bees has rich snippets!



# SUMMARY

Technical, content, social



# FINDINGS



- Burt's Bees owns the greatest portion of competitive organic keywords at 76%, however, Tom's of Maine has higher positions for the most searched terms and in May, both brands received equivalent traffic. This demonstrates the importance of SEO.
- Tom's average position in paid search is 1.5 while its top competitor is 10.3. The difference accounts for nearly 2,000 visits per month. However, the combination of Paid and Organic presence led to Burt's beating Tom's in traffic by 16,000 in February.
- Tom's receives nearly 44K organic visits a month for top competitive terms, with an average position of 10. However, when total organic keywords peaked in February for Tom's top competitor its organic traffic was closer to 72K. Strategic on-site optimization can help Tom's own more organic market-share.
- Tom's lacks a presence on Pinterest, a key social site for household purchase decision-makers.



# QUESTIONS/COMMENTS?



## Get in Touch

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**Thank you.**

