



ELEMENT  
THREE

# CONSUMER-FOCUSED CONTENT CASE STUDY

*Creation of customer-centric content focused on driving traffic, engagement, and leads*



25.4%

Increase in organic search traffic after implementing recommended content

7.2%

Increase in overall leads across the site

13.5%

Conversion rate of new content

## CLIENT

BraunAbility is the world leader in wheelchair vans, wheelchair SUVs, and wheelchair lifts. Founded by Ralph Braun after he was diagnosed with spinal muscular atrophy, BraunAbility has revolutionized what independence means to wheelchair users over the past four decades.

## SITUATION

After BraunAbility launched a mobile responsive version of their website in April 2016, they saw organic traffic drop by 50% and struggled to rebuild that traffic. Additionally, they were looking for assistance generating leads and developing brand affinity as they repositioned themselves from a B2B product upfitter to a consumer-facing brand.

In other words, BraunAbility sought to increase organic traffic, improve user interaction within their site by making it easier for users to access content, and generate more leads from the end consumer - wheelchair accessible vehicle purchasers.

## SOLUTION

Following the research and delivery of an SEO roadmap, Element Three identified “how to buy a wheelchair accessible vehicle” as a common customer pain point that was not being properly addressed on the BraunAbility website. To solve this, an interactive product discovery tool was created that helped to generate leads in the short term and generate organic traffic value in the long term.

Since this was part of a larger repositioning toward building the BraunAbility consumer brand, Element Three designed the tool so that it introduced new users to the brand and encouraged them to spend more time in other areas throughout the client’s website.

## IMPACT

After implementing the “how to buy a wheelchair accessible vehicle” content in Q4 of 2016, the **“help me buy” content piece is the third most-visited page from organic search** behind BraunAbility’s homepage and wheelchair SUV page, **accounting for 5.75% of all organic traffic on the website.**

Along with organic search success, **this new content now drives the second most leads of any page on the website (5.8% of all leads).** It’s also proven to be engaging, with an **average page duration 1:35 longer than the rest of the site.**

[See the final “Help Me Buy” content hub here.](#)