

# SIMPLIFIED BUILDING

## 2 Million Website Visits & Over \$150,000 in Revenue

Simplified Building is an e-commerce website that sells pipe fittings, railing solutions, and DIY building kits for projects such as desks, tables, and other furniture. In my time working with them as a client, we produced over 170 articles that, to-date, have brought in 2+ million visits to the Simplified Building website that have resulted in over \$150,000 in revenue.

Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
2,146,193 % of Total: 28.51% (7,528,017)	85.10% Avg for View: 80.47% (5.75%)	1,826,466 % of Total: 30.15% (6,058,049)	61.93% Avg for View: 51.28% (20.75%)	1.82 Avg for View: 2.62 (-30.53%)	00:05:38 Avg for View: 00:06:39 (-15.33%)	453 % of Total: 1.70% (26,716)	\$154,596.28 % of Total: 1.69% (\$9,146,571.06)

1.	/projects/59-diy-shelf-ideas-built-with-industrial-pipe	188,941 (8.80%)
2.	/blog/59-diy-shelf-ideas-built-with-industrial-pipe/	134,749 (6.28%)
3.	/projects/build-an-entire-home-gym-from-industrial-pipe	128,150 (5.97%)
4.	/projects/7-diy-corner-desk-ideas	98,637 (4.60%)
5.	/blog/build-your-own-diy-computer-gaming-desk/	61,156 (2.85%)
6.	/projects/build-your-own-kayak-trailer	52,017 (2.42%)
7.	/projects/diy-free-standing-pull-up-bar	51,987 (2.42%)
8.	/projects/15-customer-railing-examples-for-concrete-steps	50,375 (2.35%)
9.	/projects/build-your-own-diy-computer-gaming-desk	46,787 (2.18%)
10.	/projects/diy-table-ideas	42,392 (1.98%)

I oversaw and conducted keyword research, content strategy, and content production (including assigning content to our team of writers, managing deadlines, reviewing content, and working with writers to revise content accordingly).

I also developed social media posts and email newsletters to promote each new blog post.

The screenshot to the left shows the top 10 articles to date by number of sessions.



**42,000+**  
Keywords  
ranked



**80,000+**  
Website  
visitors/month



**2,000+**  
New  
backlinks



**180,000+**  
Words of new  
content

Results as of 8/4/2020