



*Case Study*

# **BIG LOTS USES PLACEABLE SOLUTIONS TO MAXIMIZE THEIR SEO IMPACT**

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**Company**  
Big Lots

**Industry**  
Retail

**IgniteTech Product**  
Placeable

**Customer Website**  
[www.biglots.com](http://www.biglots.com)

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Headquartered in Columbus, Ohio, Big Lots, Inc. is a community retailer operating more than 1,400 Big Lots stores in 47 states, dedicated to friendly service, trustworthy value and affordable solutions in every season and category — furniture, food, decor and more.

## **THE SITUATION**

This large national retail chain already had basic search and results pages, but they also wanted detailed landing pages for each store location to help maximize their SEO impact and improve the online experience for their customers.

## **THE SOLUTION**

Big Lots' internal team partnered with IgniteTech's Placeable team to enhance their existing SEO efforts. The Placeable team led the process by creating dynamic landing pages for each of Big Lots' 1,400+ store locations.

At the start of the program, Big Lots kept its existing locator and results pages, linking them to the details pages that the Placeable team created. This meant that there was no direct link to Placeable's locator from Big Lots' homepage other than in the site's footer section.

Approximately six months into the program, Big Lots decided to remove their locator and rely on Placeable for the full scope of their location pages. As a result, the retailer can now take full advantage of Placeable's services without having to continue using their own resources.



“The team at Placeable Solutions has been great. They have been very easy to work with and have demonstrated flexibility. By working with them, we have been able to capitalize on local search by creating relevant content and syndicating data to various partners.”

**Oscar Castro**  
VP eCommerce, Big Lots

In addition to using Placeable’s locator, Big Lots added several enhancements to their details pages to further strengthen their SEO as well as the customer experience. Placeable customized and expanded the original details pages to include multiple banner ads, videos, store images and marketing incentives for each location. All landing pages are mobile-responsive as part of Placeable’s standard implementation.

IgniteTech’s Placeable team also provided Big Lots with full-service location data management that included cleansing and normalizing the retailer’s data, as well as syndicating their locations. After several months, once Big Lots was ready to transition from full-service to maintenance mode, the company received training on Placeable’s Workbench platform so that they could maintain their location data autonomously. The retailer’s internal team now has the flexibility to update any of their local landing page details 24x7 through Workbench’s user interface.

In addition to utilizing the Workbench UI to enter location updates, Big Lots sends daily hours of operation and store services updates via Placeable’s Workbench API. This is especially beneficial for updating holiday hours, which change daily throughout the holiday season and must be published late in the evenings.

## THE RESULTS

Big Lots continues to enhance their SEO efforts thanks to their ongoing partnership with IgniteTech.

After having IgniteTech’s Placeable team cleanse their data during their initial full-service engagement, Big Lots now has 100% confirmed map pin placement. Furthermore, sixteen months after launching the newly created details pages and migrating to Placeable’s locator, Big Lots has enjoyed:

- ✓ A 100% increase in online traffic month-to-month compared to the previous year
- ✓ A steady upswing in organic visits, peaking at a 53% increase during holiday season

Big Lots has enjoyed continued growth in organic search over the past year, a strong testament to the success of Placeable’s locator and the SEO impact of detailed local landing pages.

## GOING FORWARD

Over the past 18 months, Big Lots has grown to view IgniteTech as a trusted strategic partner. Currently, the retailer is working with IgniteTech’s Placeable team to prepare for its upcoming ecommerce deployment. Together, Big Lots and IgniteTech look forward to a continued partnership of SEO success.

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## LEARN MORE

To learn more about how IgniteTech’s Placeable solution can help you drive revenue through location data management, visit [ignitetech.com/placeable](https://ignitetech.com/placeable).