A/B Testing and SEO:

How the world's largest online marketplace for self-storage grew traffic 42% by applying a transferable A/B testing framework

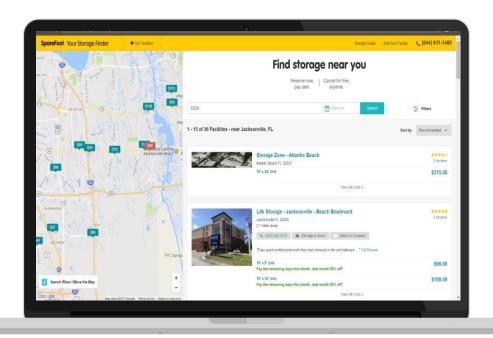
BRETT BILLICKChief Marketing Officer,
SpareFoot



Brett Billick

Chief Marketing Officer, SpareFoot

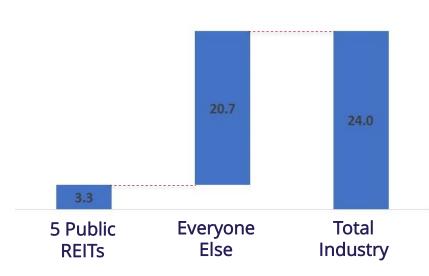
Who is Sparefoot?



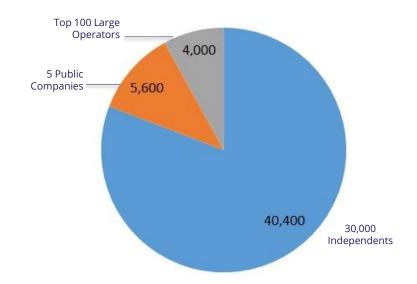
- Largest online market place for finding self-storage
- Raised 60 million from investors in Austin, TX
- Been there for 1.5 years
- Responsible for all marketing design and business development

Storage Industry: Huge & fragmented





Number of Facilities by Operator Type



Largest REITs Dominate Search

Search Results for "Dallas Self Storage"

Public Storage - Dallas - PublicStorage.com

4.3 **** rating for publicstorage.com
\$1 for 1st Mo. & Get 15% Off Rent. Reserve Online Now. No CC Required!
Well lit & clean · Climate controlled · Wide variety of sizes · Free reservations

Dallas Self Storage - Save 10% Every Month You Store www.unclebobs.com/Dallas TX + (877) 393-5590

Reserve by Phone or Online & Save. 24/7 Monitoring: Keypad Access Free Space Estimator Climate Controlled Pricing - Truck Rental - Locations - Reserve Now 9 4640 Harry Hines Blvd. Dallas. TX

Storage Dallas - SelfStorage.com

www.selfstorage.com/Dallas-TX ~ 4.7 **** advertiser rating Compare Storage Deals Side by Side. Book Online- Rates at \$19 / Month!

Dallas, Texas Self Storage Units, \$1 First Month's rent ...

https://www.publicstorage.com/texas/self-storage-dallas-b/ - Public Storage - Compare and reserve from 59 self-storage units in Dallas, Texas - \$1 for 1st month, limited time only, so reserve online now to get Dallas storage!

Public Storage 2420 N Haskeli ... - Public Storage 2861 Walnut ... - 75204 - 75208

Rent a Dallas, TX Self Storage Unit | SpareFoot

Dallas self-storage units: SpareFoot allows you to compare prices at 67 Dallas storage facilities, read 717 renter reviews and book a cheap storage unit in Dallas...

Dallas Self Storage Units: Storage Facilities at Extra Space www.extraspace.com/Storage/.../dallas/Default.aspx + Extra Space Storage -

We have the best facilities in Dallas and the most convenient locations. Rent a ... Dallas Self Storage Facilities in This Storage Units at Extra Space Storage.

4920 McKinney Ave Dallas, TX ... - 19211 Preston Rd Dallas, TX ... - Carland Rd

Cheap Self Storage Dallas, TX | SelfStorage.com

183 results - With over 10000 storage facilities, SelfStorage.com helps you find the cheapest self storage units in Dallas, Texas. Rent storage with climate control,

Dallas TX Self Storage Units | Uncle Bob's Self Storage

www.unclebobs.com > Find a Storage Facility > Texas *
With over 30 self storage facilities in Dallas, TX, Uncle Bob's offers storage unitsstarting at \$2.2. Rent storage today to save 10%.

Dallas, TX Storage Units | CubeSmart Self Storage

www.cubesmart.com > Storage Locations > Texas - CubeSmart - We offer great Storage Prices in Dallas, TX. Book a Self Storage Unit today and get up to 1 month Rent Freel No credit card required.









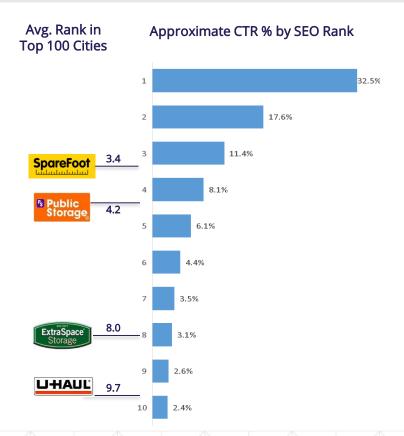












The Customer Experience

las vegas self storage





Self Storage in Las Vegas, NV - Get Your Online Specials.

Ad www.townestorage.com/Las/Vegas-NV/SelfStorage ▼ (702) 948-3611 365-Day Access, On Site Manager, U-Haul Rental. Reserve Your Unit Online!

Photos

Easy online bill pay · Climate control · Web specials · Daily access

₱ 6995 W Dewey Dr, Las Vegas, NV - Open today · 9:00 AM - 6:00 PM ▼

Map & Directions Unit Sizes & Prices

Self Storage Las Vegas - Rent Storage Month to Month.

Ad www.lifestorage.com/ *

Features

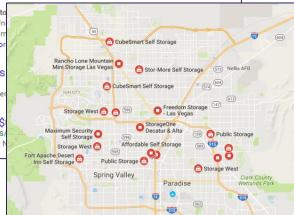
It's Your Life, Store It With Care. Reserve **Self Sto** Month-to-Month Rentals · Climate-Controlled Un Types: Personal Storage, Vehicle Storage, Comm Storage Units Near Me · Why Life Storage? · Stor

Extra Space Storage™ - Las Vegas Adl www.extraspace.com/ ▼

Get Up To One Month Free & 15% Savings. Rese

\$19/Mo Las Vegas Storage - Pay \$ Ad www.rightspacestorage.com/Locations/

Ad www.rightspacestorage.com/Locations, Find the Cheapest Storage Deals in Las Vegas, I



Las Vegas, Nevada Self Storage Units, \$1 First Month's rent - Public ...

https://www.publicstorage.com/nevada/self-storage-las-vegas-nv ▼

Compare and reserve from 19 self-storage units in Las Vegas, Nevada - \$1 for 1st month, limited time only, so reserve online now to get Las Vegas storage!

89102 · 89110 · Self Storage Facility Features ... · Property Reviews for 1900 N ...

10 Cheap Self-Storage Units Las Vegas, NV (with Prices) | SpareFoot

https://www.sparefoot.com/Las-Vegas-NV-self-storage.html >

Find **storage** units in **Las Vegas**, NV: Compare the greatest variety of **storage** deals and reserve for FRFFI Read 220 reviews and view local prices

12 Cheap Self-Storage Units Las Vegas, NV: 1st Month FREE

las-vegas-nv.findstoragefast.com/ ▼

Results 1 - 20 of 69 - Las Vegas self storage facilities: The #1 site to compare prices, reviews and reserve for FREE at all 82 Las Vegas storage facilities.

Looking for Storage Near You in Las Vegas, NV? - SelfStorage.com

https://www.selfstorage.com/self-storage/nevada/las-vegas/ •

155 results - Cheap Las Vegas, NV self-storage units: Prices starting at \$50/month. Browse the best deals and guarantee you never overpay!

Self Storage Las Vegas - Your Las Vegas, Nevada Storage Solution

www.selfstoragelasvegas.com/ -

If you are looking for RV **Storage**, boat **storage**, trailer **storage**, camper **storage**, car **storage** or motor home **storage** in North **Las Vegas**, **Las Vegas**, or Henderson.

Self Storage Units at 5801 W Charleston Blvd, Las Vegas, NV | Extra ...

https://www.extraspace.com/Storage/Facilities/US/Nevada/Las_Vegas/.../Facility.aspx ▼

★★★★★ Rating: 5 - 8 reviews

Our no credit card rental process gets you into your unit with no hassle. Our Las Vegas storage facilities are the cleanest and securest around. Store your ...

Las Vegas, NV - 1399 N Rainbow Blvd Self Storage Facility

https://www.extraspace.com/Storage/Facilities/US/Nevada/Las_Vegas/.../Facility.aspx ▼

★★★★★ Rating: 4.9 - 12 reviews

Our no credit card rental process gets you into your unit with no hassle. Our Las Vegas storage facilities

The Customer Experience

las vegas self storage





Self Storage in Las Vegas, NV - Get Your Online Specials.

Ad www.townestorage.com/LasVegas-NV/SelfStorage ▼ (702) 948-3611 365-Day Access, On Site Manager, U-Haul Rental. Reserve Your Unit Online!

Las Vegas, Nevada Self Storage Units, \$1 First Month's rent - Public ...

https://www.publicstorage.com/nevada/self-storage-las-vegas-nv ▼

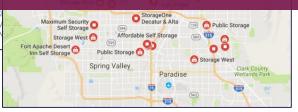
Compare and reserve from 19 self-storage units in Las Vegas, Nevada - \$1 for 1st month, limited time only, so reserve online now to get Las Vegas storage!

89102 · 89110 · Self Storage Facility Features ... · Property Reviews for 1900 N ...

10 Cheap Self-Storage Units Las Vegas, NV (with Prices) | SpareFoot https://www.sparefoot.com/Las-Vegas-NV-self-storage.html ▼

Strategy: Improve rank through testing and optimizing for CTR

\$19/Mo Las Vegas Storage - Pay \$
[Ad] www.rightspacestorage.com/Locations,
Find the Cheapest Storage Deals in Las Vegas, N



nttps://www.extraspace.com/Storage/Facilities/05/Nevada/Las_vegas/.../Facility.aspx

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Our no credit card rental process gets you into your unit with no hassle. Our **Las Vegas storage** facilities are the cleanest and securest around. Store your ...

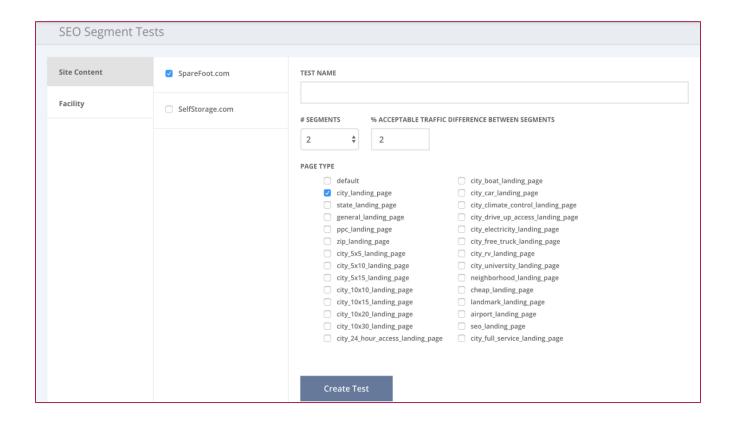
Las Vegas, NV - 1399 N Rainbow Blvd Self Storage Facility

https://www.extraspace.com/Storage/Facilities/US/Nevada/Las_Vegas/.../Facility.aspx •

★★★★★ Rating: 4.9 - 12 reviews

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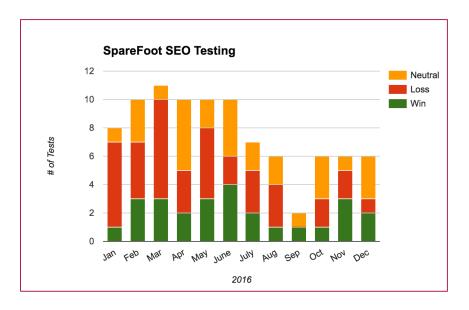
Setting Up Campaigns

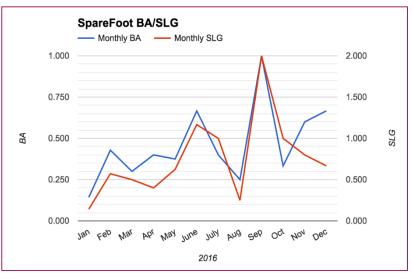


Testing Tool



Comparing Performance





Comparing Performance

CTR 12/29 - 2/9 (Search Console):



CTR 2/28 - 3/27 (Search Console):



Example Test #1



10 Cheap Storage Units Austin, TX: \$25/month | SpareFoot

https://www.sparefoot.com/Austin-TX-self-storage.html

Find storage units in Austin, TX: Compare the greatest variety of storage deals and reserve for FREE! Read 155 reviews and view local prices.



10 Cheap Storage Units Austin, X (with Prices)

https://www.sparefoot.com/Austin-TX-self-stologe.html

Find storage units in Austin, TX: Compare the greatest variety of storage deals and reserve for FREE! Read 155 reviews and view local prices.



Compare Pricing on Austin, TX Storage Units SpareFoot

https://www.sparefoot.com/Austin-TX-self-storage.html

Find storage units in Austin, TX: Compare the greatest variety of storage deals and reserve for FREE! Read 155 reviews and view local prices.

Example Test #2



10 Cheap Storage Units Austin, TX (with Prices) | SpareFoot

https://www.sparefoot.com/Austin-TX-self-storage.html

View the best Austin storage units on SpareFoot: Prices at 48 local storage facilities, 583 renter reviews, and exclusive discounts on self storage.



10 Cheap Storage Units Austin, TX (with Prices) | SpareFoot

https://www.sparefoot.com/Austin-TX-self-storage.html

Top rated self-storage units in Austin, TX: Compare prices at all 48 Austin storage facilities and read 583 reviews. No credit card required!



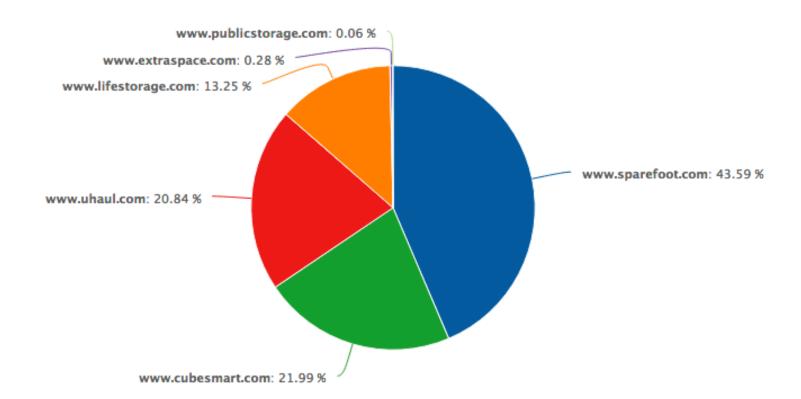
5%

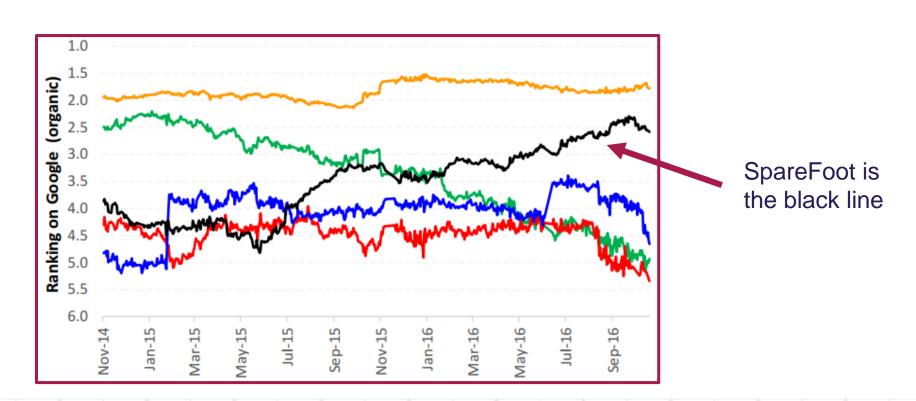
10 Cheap Storage Units Austin, TX (with Prices) | SpareFoot

https://www.sparefoot.com/Austin-TX-self-storage.html

Top rated storage units in Austin, TX: Find specials and reserve for FREE! Read 583 reviews and view 960 local storage prices.

Keyword Ranking





Key Insights

Las Vegas, Nevada Self Storage Units, \$1 First Month's rent - Public ...

https://www.publicstorage.com/nevada/self-storage-las-vegas-nv ▼ \$23.00

Compare and reserve from 19 **self-storage** units in **Las Vegas**, Nevada - \$1 for 1st month, limited time only, so reserve online now to get **Las Vegas** storage!

89102 · 89110 · Self Storage Facility Features ... · Property Reviews for 1900 N ...

What works in PPC does not always work in organic.

Looking for Storage Near You in Las Vegas, NV? - SelfStorage.com

https://www.selfstorage.com/self-storage/nevada/las-vegas/ ▼

155 results - Cheap **Las Vegas**, NV **self-storage** units: Prices starting at \$50/month. Browse the best deals and guarantee you never overpay!

Final Takeaway



Take the first step — start with a Minimal Viable Product.





Thank You!

Brett Billick, Sparefoot obrettbillick

