

# ROI FOCUSED CONTENT FOR LANDS' END

Lands' End is a multi-channel retailer of casual clothing, accessories and footwear, and home products. The company operates through two segments: direct and retail.

The direct segment sells products through the company's e-commerce websites, international websites and direct mail catalogs. The retail segment sells products from brick and mortar storefront locations all across the United States.

## The Problem

In June 2018, Lands' End was looking to scale their need for compelling and SEO driven product descriptions to drive traffic to their ecommerce pages. Lands' End had difficulty scaling their content strategy with quality content. They were unable to hire an internal team, so they looked for an outsourced solution.

Scaling product descriptions is a common issue many companies face. As a large online retailer, it is vital to perform well in the SERPs.



# The Solution

To help Lands End solve their problem, CopyPress started by creating a style guide to ensure quality expectations. We recruited a team of writers and editors to work on the campaign consistently each month to maintain quality.

With CopyPress you can easily scale and then scale back when needed. Lands' End wanted to increase production for the holidays and our team of writers and editors allowed them to create additional pieces to meet their holiday rush. When the holidays were over, we were able to scale back down to meet their needs.

## CONTENT EXAMPLES:

[Women's black cashmere sweaters](#)

[Yellow rain coats jackets outerwear](#)

[Throw blankets](#)

[Girl's pink t-shirts tops tees](#)



# The Results

Since April 2018, CopyPress has created more than 2,800 pieces of copy for Lands End. We were able to produce high quality content targeting their SEO goals consistently with the creation of the campaign style guide as well as a full team of writers, editors, quality assurance, and campaign management.

Because of CopyPress' ability to produce content to any scale, we were able to scale even higher for the holidays to help their products rank for valuable SERPs.



ROI focused content provided Land's End with  
**OVER 2,800 PIECES OF SEO OPTIMIZED CONTENT**