

Big Lots

Big Lots Uses Ignite's Placeable® Solutions to Maximize Their SEO Impact and Improve the Online Experience for Their Customers



Big Lots, Inc. is an American retail company headquartered in Columbus, Ohio. Big Lots has over 1,400 stores in 48 states.

The Situation

In 2014, Big Lots partnered with Ignite's Placeable team to create local landing pages for each of their 1400+ locations. 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 Ignite'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.

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.



"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

Ignite'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 24/7 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 Ignite Technologies.

After having Ignite'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:

- Spikes in overall visits with 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.

The fact that Big Lots has enjoyed continued growth in organic search over the past years is a strong testament to the success of Placeable's locator and the SEO impact of detailed local landing pages.

Going Forward

Over the past year and a half, Big Lots has grown to view Ignite as a trusted strategic partner. Currently, the retailer is working with Ignite's Placeable team to prepare for its upcoming ecommerce deployment.

Together, Big Lots and Ignite Technologies look forward to a continued partnership of SEO success.

About Ignite Technologies

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit www.ignitetech.com