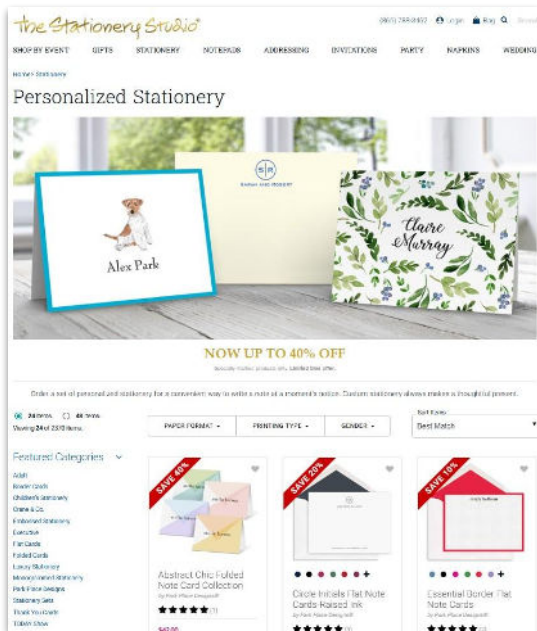


The Stationery Studio®

The Stationery Studio + JumpFly
Buffalo Grove, IL, USA · TheStationeryStudio.com

JumpFly SEO Turns Landing Pages into Conversion Engines



The challenge

Organic search traffic and revenue for critical ecommerce landing pages, like personalized stationery and custom napkins, had come under pressure as the search landscape evolved. The usually effective approach to content optimization, strengthening internal linking, improving technical SEO, and other strategies was not producing lasting performance improvements.

The approach

JumpFly's SEO team determined that The Stationery Studio's landing page templates, which were heavier on promotional content and displayed fewer products, did not conform to Google's expectations for transactional content, and recommended a hybrid approach for the critical landing pages.

For the keywords Google considers "transactional," meaning Google thinks that someone wants to make a purchase, competing pages that ranked well featured a grid of products. The Stationery Studio's pages did not, and thus were not sending strong transactional-intent signals to Google.

To boost transactional keyword signals, JumpFly SEO worked with The Stationery Studio to test using a hybrid page template that allowed for both promotional content and a full grid of shoppable and filterable products.

The results

The hybrid landing page project saw immediate growth, with 57% more clicks and 37.9% more revenue in organic search year over year (YoY), and the two most valuable pages saw 54.2% more revenue YoY.



"We had been stuck in a paradigm with our landing page layouts. Utilizing JumpFly's SEO expertise, analysis and testing, we were able to quickly unlock exceptional gains through simple changes."

- Joan and Robert Asher, Owners, The Stationery Studio

Featured SEO Consulting Solutions:

Research & Analysis:

- ▶ Competitive Content Analysis
- ▶ In-Depth Organic SERP Analysis
- ▶ Organic Search Performance Analysis

57.0%

Increase in Google organic search clicks YoY*

37.9%

Increase in organic search revenue YoY*

*comparing Feb. 20, 2026 - Mar. 19, 2026 YoY to 2025