



Med Lab Supply Transformation

End-to-End eCommerce Growth Strategy
for Wholesale Laboratory Distribution

SEO

PPC

CRO

UX

Magento Migration

Speed Optimization

The Client Context

Med Lab Supply, a wholesale distributor of laboratory products, faced an unstable Magento 1 platform, weak technical SEO, bleeding PPC campaigns, and critical Google Merchant Center visibility issues.

The goal: stabilize, optimize, and scale.

350%

Increase in Overall Online Sales

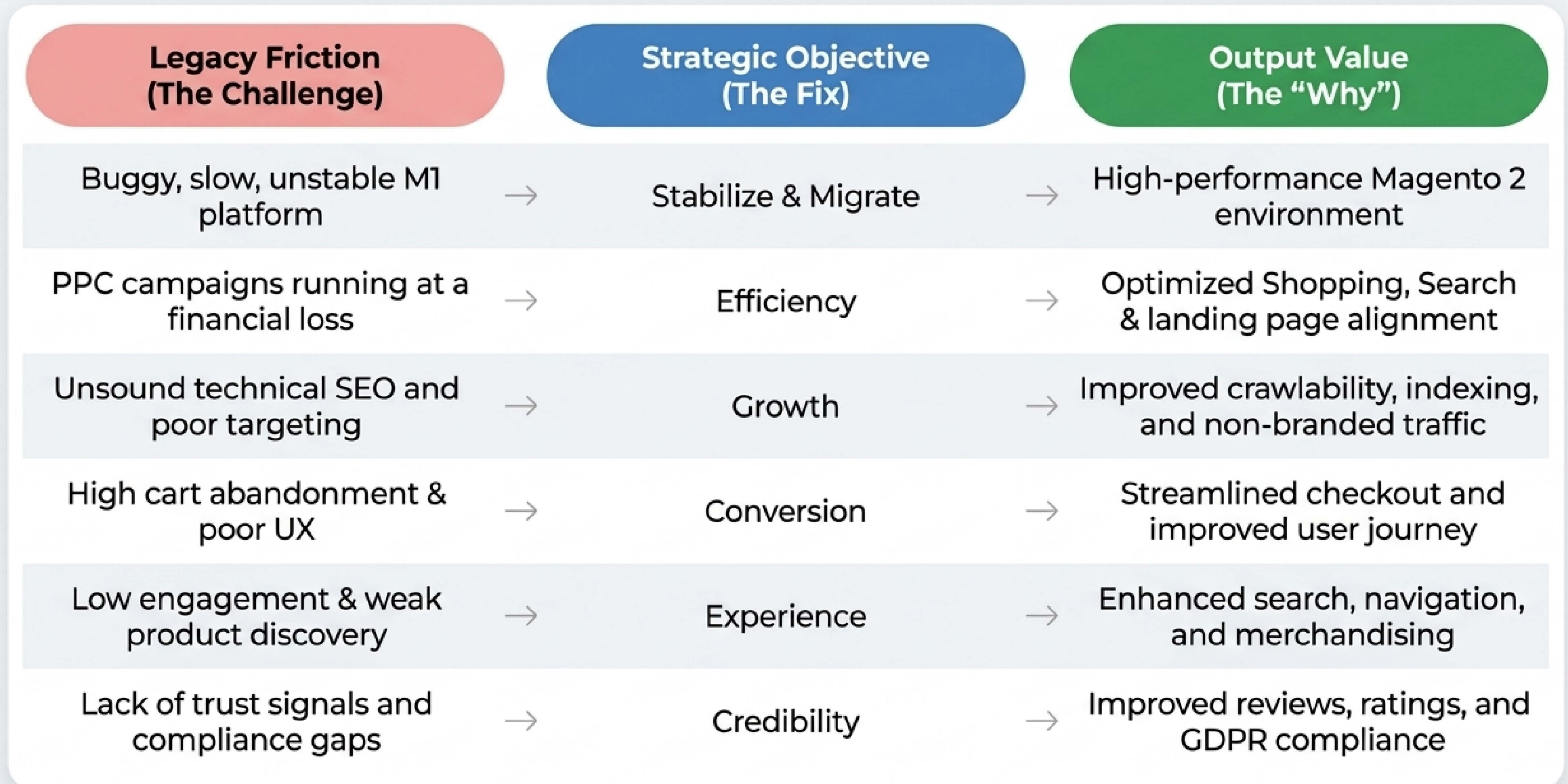
438%

Increase in Overall Traffic

290%

Boost in PPC Revenue

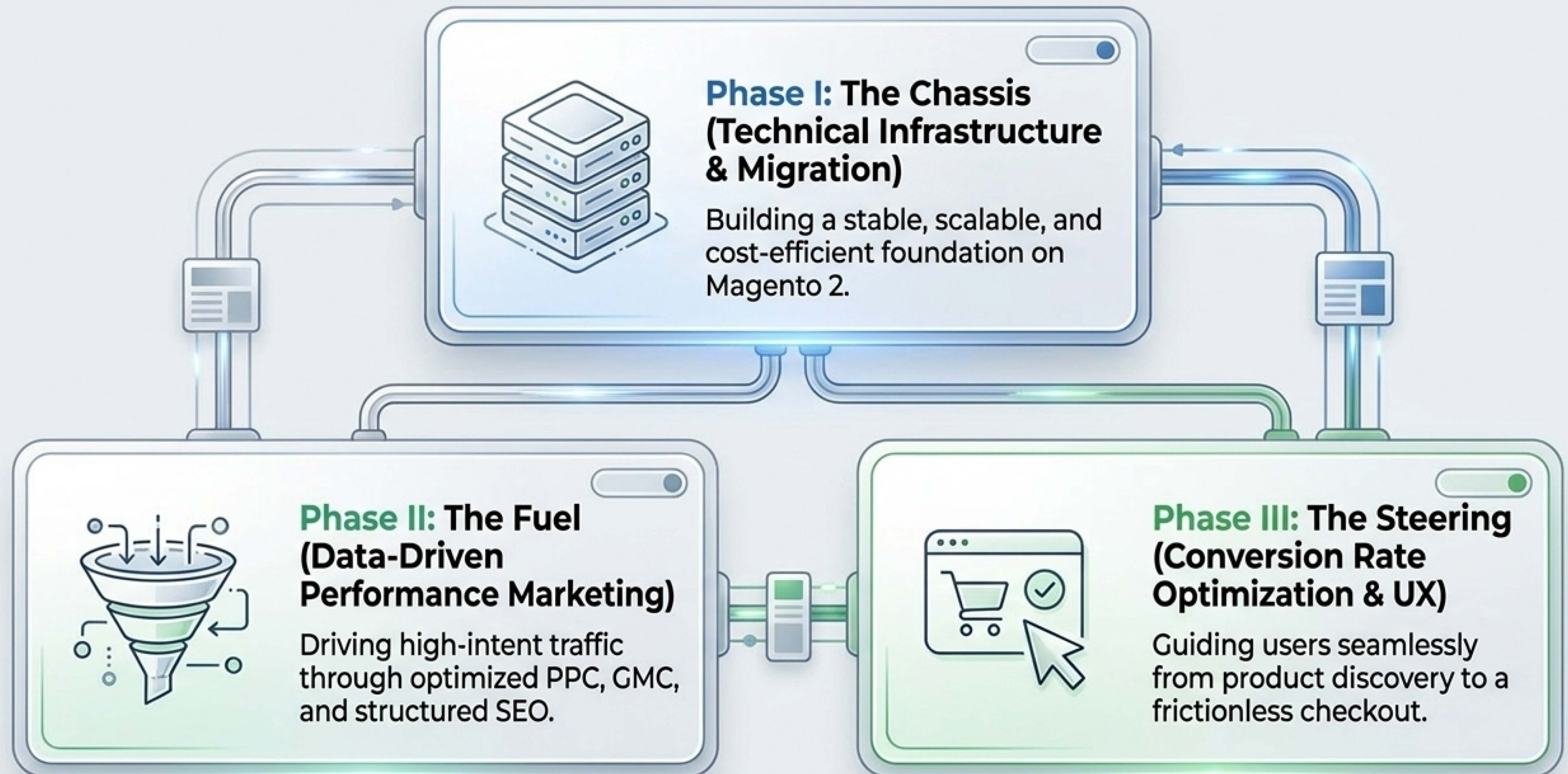
Diagnosing the Legacy Infrastructure



A Methodical Transition Framework



The 3-Phase eCommerce Growth Engine



Phase I: Securing the Technical Foundation



Platform Shift & ROI

Moved from Magento 1 Enterprise to Magento 2 Open Source. Preserved B2B workflows while achieving **\$45k/Year**, saved in licensing costs.



Speed & Performance

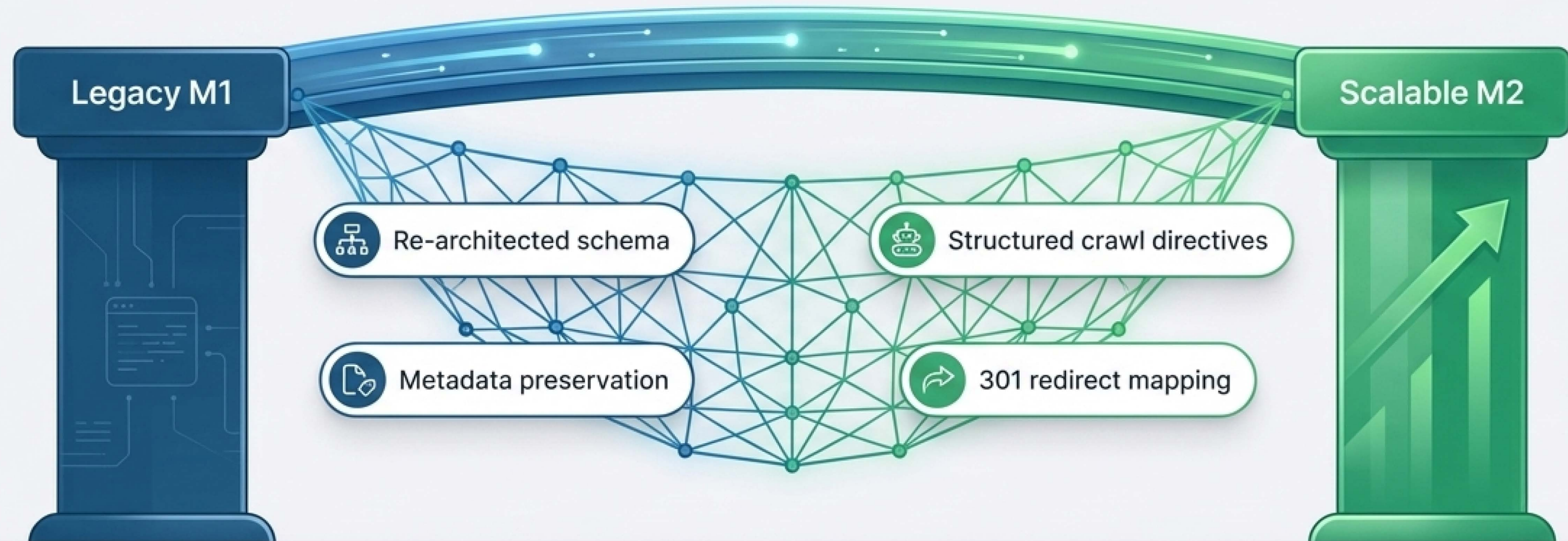
Overhauled Core Web Vitals (LCP, CLS, INP). Optimized rendering and caching layers to resolve backend/frontend bottlenecks.



Compliance & Security

Implemented strict GDPR compliance protocols, improved platform stability, and established a scalable infrastructure for future traffic spikes.

Engineering an SEO-Safe Platform Shift



Result Callout: **Stabilized technical SEO foundation** and **optimized site architecture**/internal linking for immediate crawlability upon launch

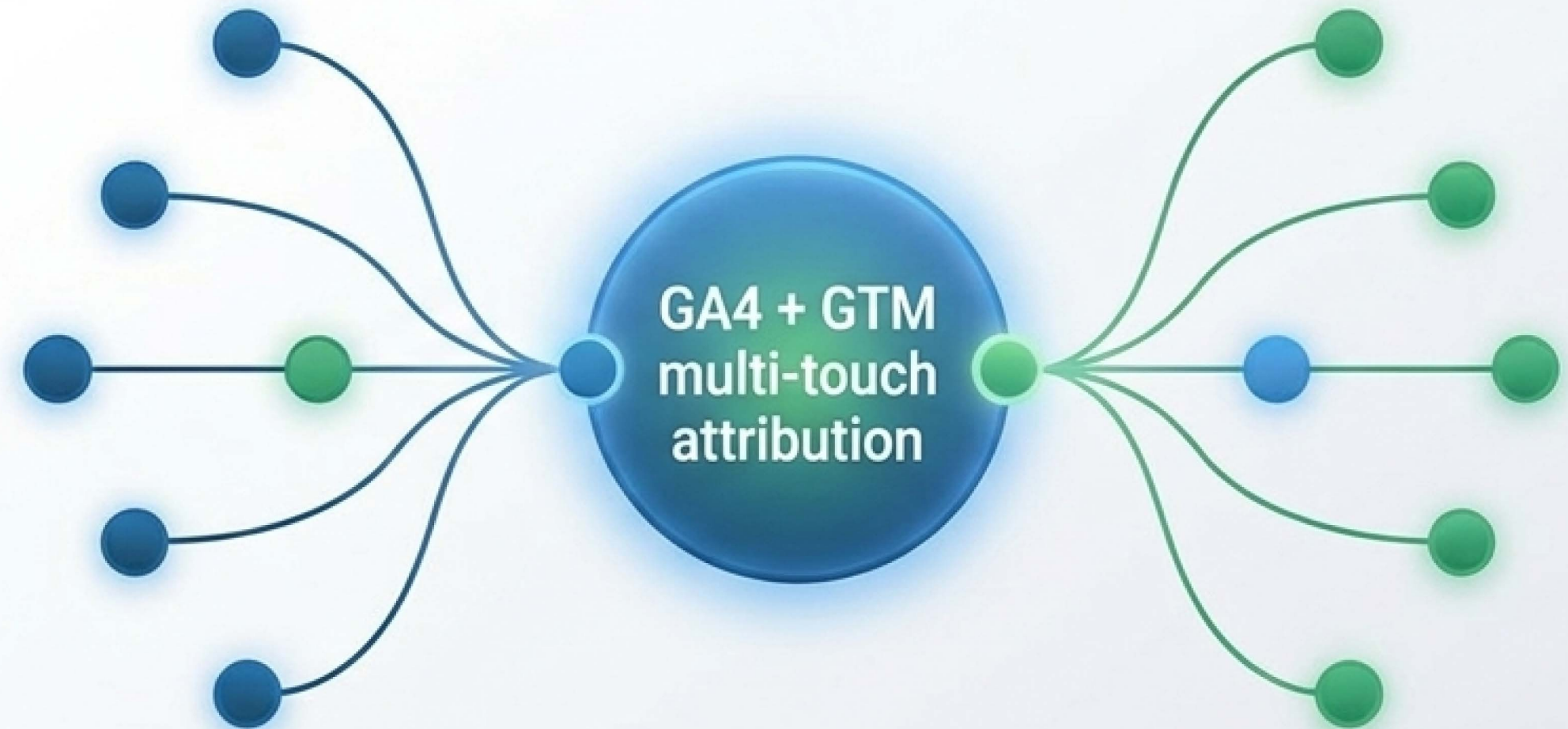
Phase II: Calibrating Performance Marketing



Restructured Google Ads (PMax + Search) to improve targeting and ROI.



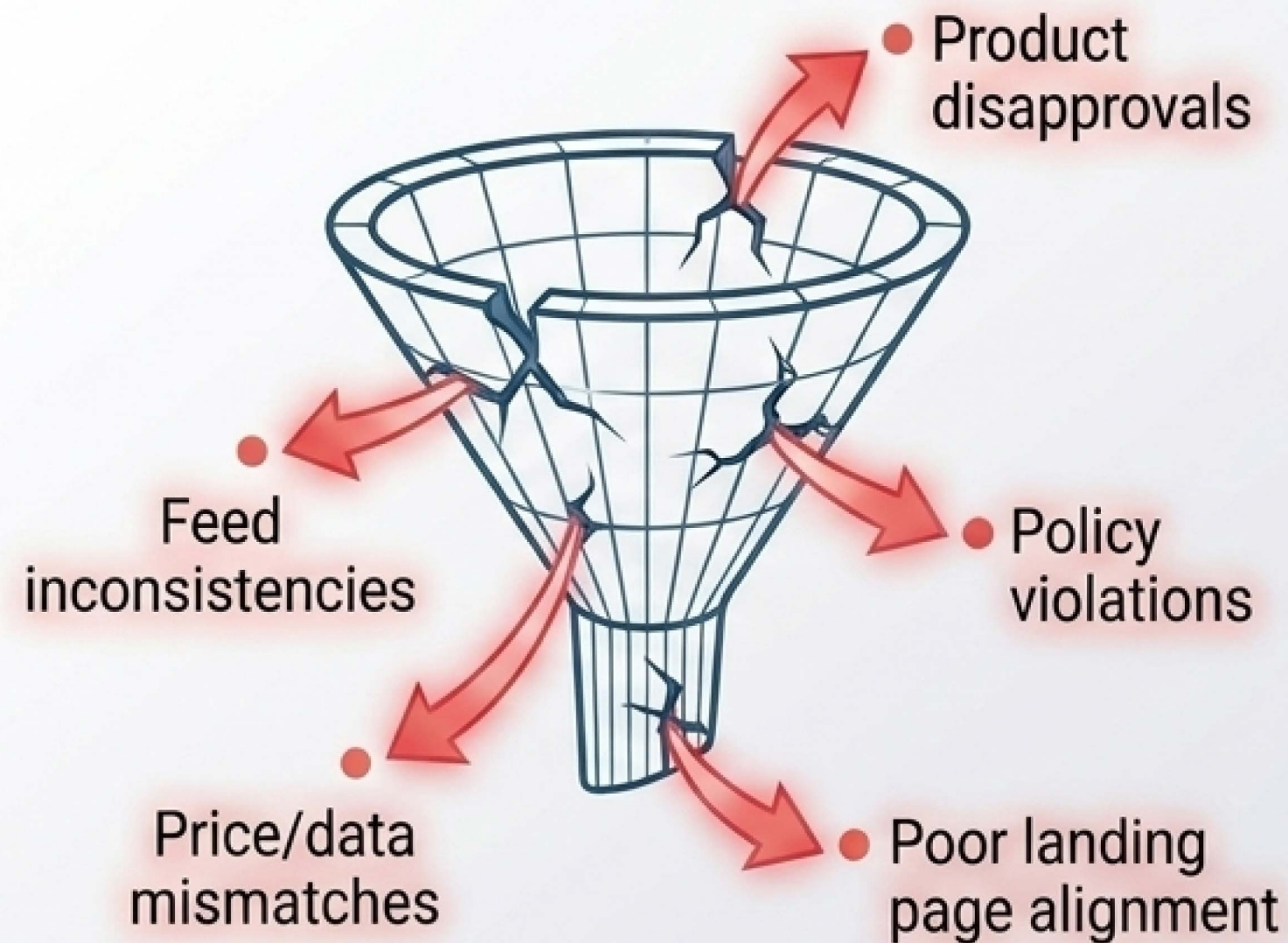
Developed intent-driven, keyword-aligned content and local SEO strategies to improve Quality Scores and non-branded acquisition efficiency.



Full enhanced **eCommerce tracking** established for accurate performance measurement and cross-channel ROAS alignment.

Patching the Funnel: GMC & Paid Media Optimization

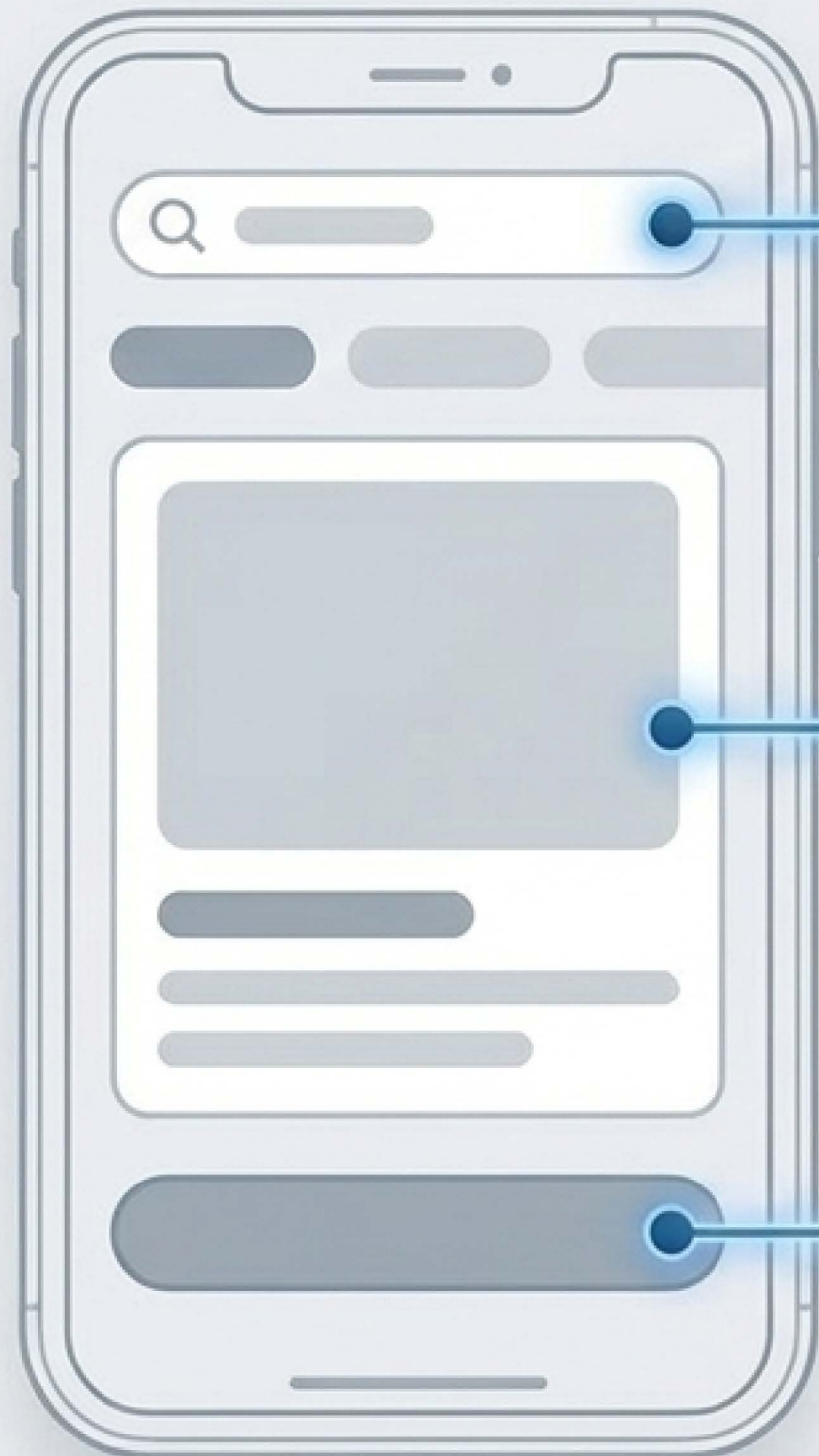
The Leaky Bucket



The Optimized Funnel



Phase III: Designing for Frictionless Conversion



Discovery

Advanced Search. Deployed predictive/type-ahead and weighted search logic to dramatically enhance product discovery.

Experience

Upgraded PDP/PLP. Integrated product comparison, quick view, and related product recommendations. Added promotional features (wishlist, store credit).

Trust & Action

Conversion Drivers. Integrated customer reviews and rating systems to boost credibility. Culminated in a One-Page Checkout to minimize cart abandonment.

An Integrated Digital Ecosystem






Harmonizing platforms, payment gateways, advertising networks, and analytics engines into a single, cohesive revenue-generating ecosystem.

The Compounding Effect: Speed + Intent + Trust = Revenue



The Measurable Impact of Holistic Transformation

Operational Efficiency

68%  
\$45K 

- Faster Site Speed
- Saved Annually
(Eliminated M1 licensing)

Reach Expansion

251% 

- Growth in Non-Branded Clicks
- Stabilized GMC product performance & organic visibility

Conversion Efficiency

279% 

- Increase in Transactions
- Elevated ROAS through exact targeting and GA4 tracking accuracy

Client Voice

“

The performance of the Rave Team **far exceeded our expectations!** The results we've seen from PPC and Organic are **unlike any metrics** we have experienced...

Greg Blackledge, President & CEO, Med Lab Supply