

seo case study

Clothing & Accessories

Campaign Information

Industry: Clothing - Custom Apparel Services

Location: Erie, PA

Campaign Start Date: 2/17/2021

SEO Spend per Month: \$750

Campaign Type: Local

Goal: Compete with other custom t-shirt shops

Results

In order to compete with other custom shops, we focused primarily on “shirt” keywords to improve their online presence and authority. Onsite content was created, approved, and implemented on different pages of the site to support the target keywords. New backlinks were created month over month to help establish additional trust. That trust continued to build as our teams maintained relationships and streamlined active business information across the web. We saw a significant increase in rankings, backlinks, and organic keywords with these optimizations. Continued focus on more competitive keywords and additional areas will secure more online presence over time.



11

New keywords in top 10 search results

32%

Increase in organic keywords

245

Total SEO tasks completed

Performance

KEYWORD PHRASE	START	CURRENT
custom graphic shirts erie pa	12	1
custom printed graphic t-shirts erie pa	10	1
shirts erie pa	23	4
DTG Printing T Shirts erie pa	3	1
custom t-shirts erie pa	3	2

Top SEO Tasks

- 2 new website pages created with custom copy
- 11 offsite custom blogs published
- 80 offsite industry engagements
- 36 business directory submissions
- 72 website bookmark submissions