

seo case study

eCommerce

Campaign Information

Industry: eCommerce : Luxury Goods

Location: Miami, FL

Campaign Start Date: 03/01/2019

SEO Hours per Month: 48

Campaign Type: National

Goal: Grow organic rankings and become visible for big name brand bags on a national level



Strategy

Our team started this campaign with aggressive link building strategies that saw immediate success. After seeing a pretty quick ranking result, we were able to move towards much more competitive terms only two months into the campaign. Since the site was in good health, we updated relevant on-site content to incorporate the targeted keywords. We have continued to write optimizable copy and focus a majority of our efforts on off-site link building.

Results

KEYWORD PHRASE	PAGE	RANK
hermes birkin bags for sale	6 ↗ 1	62 ↗ 1
buy hermes birkin bags	6 ↗ 1	57 ↗ 2
hermes 32cm kelly bag	1 ↗ 1	7 ↗ 1
hermes 35cm kelly bag	1 ↗ 1	6 ↗ 1
hermes 30cm birkin bag	1 ↗ 1	8 ↗ 1

Performance

7%

Increase in organic traffic

27

Avg increase in keyword rank

14

Keywords on page 1 of Google