

seo case study

Ecommerce

Campaign Information

Industry: Ecommerce | Subscription Service

Location: California

Campaign Start Date: 03/18/2021

SEO Hours per Month: 10

Campaign Type: National

Goal: Gain new subscribers through increasing rankings and online traffic

Results

Working with a brand new website, our team started with the fundamentals to improve the client's online presence. We kicked off the campaign with recommending and implementing some onsite edits focused around the target keywords. We also started on some link building strategies to grow their online authority. After just a few months, we started seeing some excellent growth. As keywords started to rank in the top 10 results, the website saw over a 248% average increase in organic traffic, quarter over quarter. From our efforts, the website is starting to rank for more competitive keywords, resulting in even more online traffic. Moving forward, we will perform additional keyword research to find additional ways to help them grow their business further.

Performance

KEYWORD PHRASE	START	CURRENT
equestrian lifestyle subscription box	15	1
horse lifestyle subscription box	13	2
horse lifestyle products	101	2
horse subscription box for trainers	14	1
equestrian subscription box	80	6



284%

Avg increase in organic traffic QoQ

224%

Avg increase in organic keywords QoQ

21

Keywords in Google's organic top 10

SEO Task Overview

- 226 total SEO tasks completed
- 23 aged article inclusions
- 102 article engagements
- 69 bookmarking submissions
- 69 business directory submissions