

seo case study

Retail

Campaign Information

Industry: Outdoor Recreation Products

Location: Marquette, MI

Campaign Start Date: 05/25/2018

SEO Hours per Month: 5

Campaign Type: Local

Goal: Improve website visibility to increase online and in-store traffic

Results

The seasonality of our client's business required a more adaptable keyword ranking strategy. Our team focused on gaining authority through onsite recommendations and new onsite copy that included more of the targeted keywords. As the seasons changed, so did the client's inventory. We continued working with the client to build authority for the site by engaging in over 250 offsite articles, building a strong backlink portfolio with over 690 links, and submitting to a large number of online business directories. This strategy allowed the team to quickly rank keywords for a wide variety of existing and new products as the seasons changed.

Performance

KEYWORD PHRASE	START	CURRENT
hunting clothing Marquette MI	4	3
ice fishing shelter Marquette MI	101	3
ski rentals Marquette MI	101	4
ice fishing shack Marquette MI	101	4
snowshoe rentals Marquette MI	101	5



5

Keyword rankings improved

#3

Current top rank

5

Keywords in Google's top 10

Top SEO Tasks

- 36 online directory submissions
- 691 links built
- 1235 total work items completed
- 262 articles engaged