

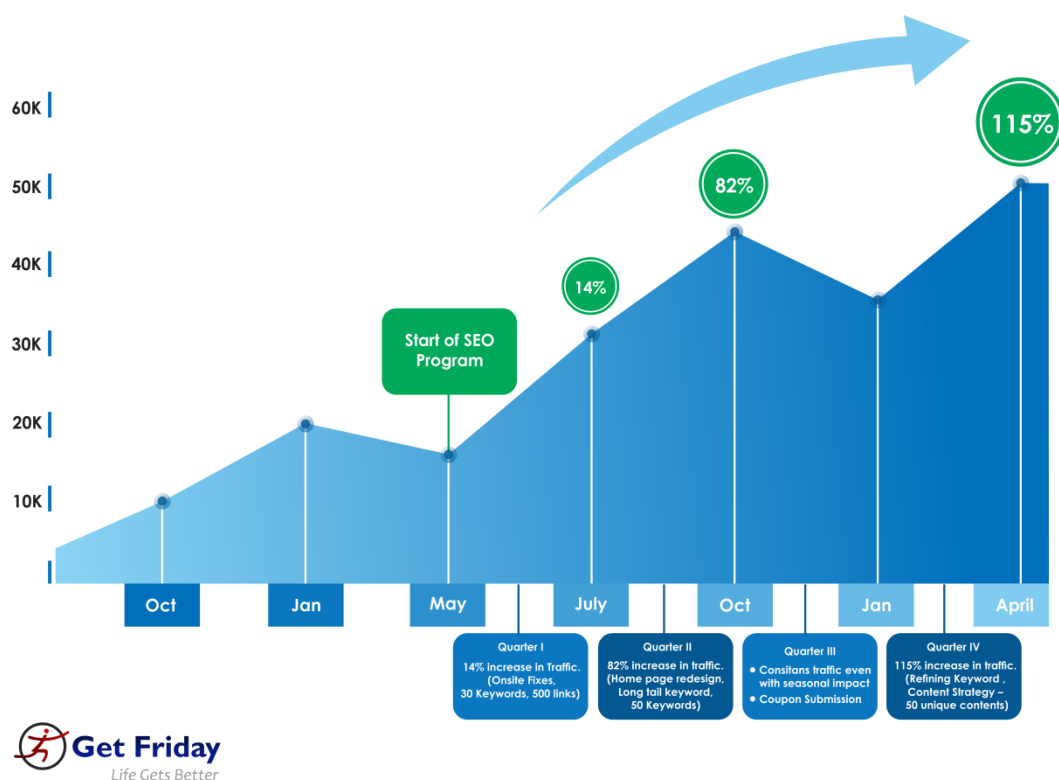
## E-Commerce SEO Case Study

### A Bodybuilding Supplement Store

#### Summary:

An Australian Body supplement website started their SEO program with us during May 2014 and concluded the project in April 2015.

Here is what we did for them during this time frame: a **115% increase in Website traffic**.



The bodybuilding site had around 2000 brands and products shipped across Australian and US zones.

We started with a comprehensive SEO audit for the website. The company provided us with the records of the previous SEO agency they were working with. We also analyzed all the reports, paying attention to every detail including the keywords and reports of the activities done previously.

The challenge was that the website was already getting sizable traffic with 2000 brands and product categories. With the huge website and content base, we needed to clean up

the unhealthy links, optimize the site and its products, in addition to examining the records of its previous SEO agency and rectifying its misses/mistakes.

### *Quarter #1: (May, June July)*

We had a discussion with the company to understand the following,

1. Best selling products and product categories
2. Best selling brands
3. Products that get repeat buyers/bulk purchases.
4. Other Online source of traffic and conversions %.

We dug deeper into the nuts and bolts of the website understanding the URLs, navigation and conducted a complete layout study. We worked on the following,

- ✓ Meta description tags
- ✓ Image alt tags
- ✓ URL page titles/Headings
- ✓ Product Descriptions and Optimization

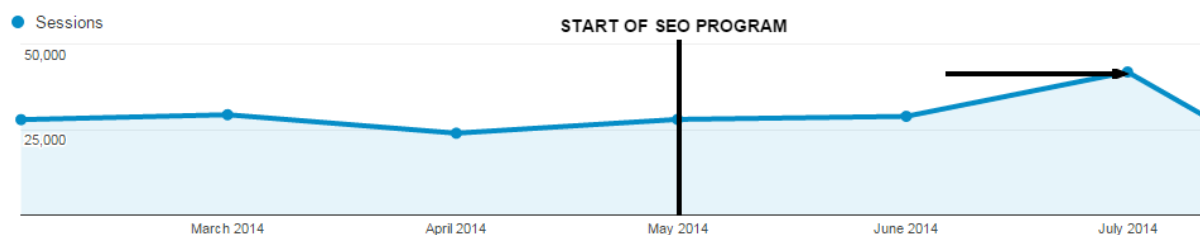
We decided it would be best not to change the structure too much and we started optimizing the existing site pages.

From the company insights on the products/brands, we did a comprehensive keyword research and zeroed in on 30 keywords to begin. Though it was a small start in terms of numbers, we had a strategy outlined with some permutations & combinations.

We charted a content strategy with 7-8 unique articles every month to begin with. The keywords for the content strategy were also finalized, with again, a back work of permutations and combinations.

We started to build quality links with the content, along with other linking strategies. The links were manually checked for quality and expiry before submission. We submitted close to 500 links every month.

Yes, this effort paid off with a whopping 14% increase in traffic in the first 3 months and resulted in 74k unique visits in this span of time.



*\*Monthly Sessions*

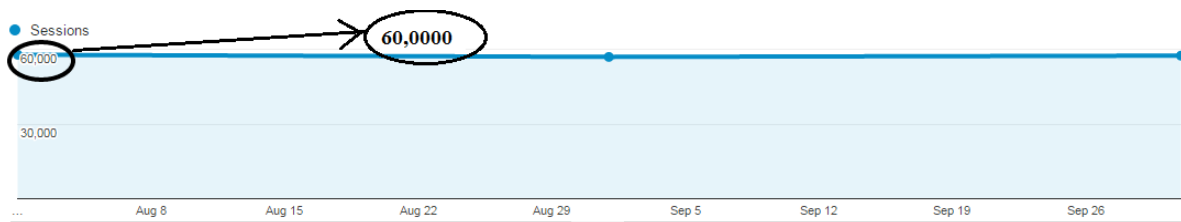
In terms of keyword rankings here are some competitive keywords which we were ranking at the end of the Quarter.

Keywords	May 2014	June 2014	July 2014
Optimum Gold Standard 100% Whey	Not in top 100 searches	5	1
Beast 2Shredded	84	5	3
ProMera Sports CON-CRET	80	34	27
Optimum Glutamine 1000 Caps	Not in top 100 searches	35	14

### Quarter #2: (Aug, Sep, Oct)

In the Quarter II (Aug, Sep, Oct) planning, we increased the number of targeting keywords to 50 and increased our efforts in content strategy. Along with these efforts, we suggested changes in the home page design and navigation. We incorporated some testimonials, products discounts, chat options, URL suggestions and better design changes.

We worked on the Long tail keywords for content writing and had 20 unique content written every month and promoted them in different places. Some of them were published in the website as well.



*\*Monthly Sessions*

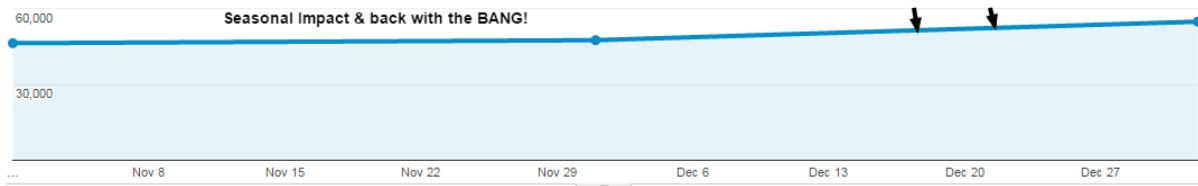
The design suggestions were implemented and the traffic showed a 68% hike compared to the last quarter.

We showed improvements in terms of keyword ranking as well. Out of 50 keywords around 25 keywords were on page 1 and 10 of them were #1 ranking.

### Quarter #3: (Nov, Dec, Jan)

Quarter III was a bit tough as it was off- season for most businesses. So, the focus for this quarter was to maintain the consistency in traffic and rankings.

As it was the holiday season, we focused more on coupon promotions. The keyword size was increased with inclusion of new products and combo packaging. We started off with multi-tier link building, coupon and content marketing.



*\*Monthly Sessions*

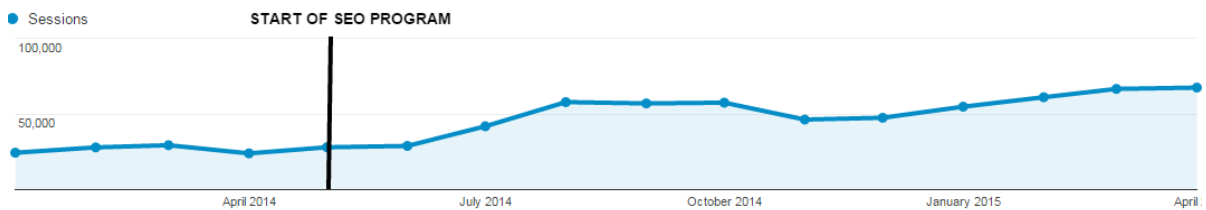
This quarter, we maintained consistent traffic and January onwards; we started to see a hike in traffic again. We managed to kick-start the New Year with a bang!

**Quarter #4: (Feb,Mar,April)**

There was meticulous planning for the post-New Year SEO program and website promotion.

We expanded the keyword base, removed a few keywords from the target list, replaced some and added a few more. We gave 75% focus to content, and spun around 50 unique contents per month with specific keywords and combinations.

And lo and behold, we saw a surge of 33% in the traffic! Here is a complete picture of the traffic after the SEO Program



*\*Monthly Sessions*

From over 25k monthly visit to 50k monthly visits and more than 60k monthly sessions - altogether, our able team bought about a 115% surge in traffic to the client's website.

Need traffic and ranking? Then you are in the right place! Contact us for a quote today!

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