



SUCCESS STORY: SEARCH ENGINE OPTIMIZATION (SEO)

About the Client

Our client is an over 50-year-old Outdoor Gear retail business from Northern Europe that has in the last few years, begun to bring its products and stores to the United States. The products are well made, high end, outdoor clothing and equipment.

The Challenge

The client had a U.S. version of it's website that was not getting much traction. In fact, the .Com version of the site, which belongs to the parent company in Sweden, came up before the .US version did in most searches. We determined that there were a number of technical issues that were stopping the Search Engines spiders from crawling the site. We also found that there was no on-page website optimization to speak of.

The Objectives

We were given the goals of increasing traffic to the Website in general as well as for specific product names, increasing in-store traffic, and increasing sales. All goals were to be tracked via a Google Analytics.

The Strategy

Given the almost complete lack of indexing of the website, the competitiveness of the client's niche, and the unfamiliar Swedish names of the products, we decided that a complete website audit and competitive review was the best place to start.

Our plan was to identify and fix any and all technical issues first as well as identify and review the U.S. competitors for the terms that U.S. visitors would be searching for products of this type. We also needed to make sure that the unfamiliar Swedish names of products would be optimized along with their American counterparts. i.e. Kanken with backpacks, Keb trousers with hiking pants, etc.

We reviewed Google Analytics data to confirm the most important demographics for the business and to establish baseline metrics to measure our success against as defined in the client goals.

Then, we worked through our 70 point audit to identify, page-by-page all the issues that needed to be fixed. Then we conducted in-depth keyword research to find appropriate search terms for our campaigns. We analyzed all terms for number of searches they receive each month and number of sites competing for rankings for those terms, both in natural search and paid search.

We worked directly with the website manager to address all the technical issues and then worked through all pages and products on the website to complete all other on-page SEO components to ensure the site would be indexed properly by the search engines.

The Results

The client was extremely happy with the results. Site visits increased overall by 47.87% and new visitors to the site increased year over year by 37.78%. Most importantly, transactions increased by 103.24%, proving that we were effectively reaching the client's target audience.