

CASE STUDY

An ecommerce site within the highly competitive pet niche approached us for link building services and technical SEO assistance. The site competed against major brand retailers, and wanted to improve the rankings of a specific converting page on their site.

Project Overview | Ecommerce

Competition Level: High

Project Duration: 30 Months

Project Goal(s):

Increase rankings for a specific converting page. Improve technical SEO.

STRATEGY DEVELOPMENT



Site Assessment:

After reviewing the client's website, we discovered there were a number of on-site issues that needed to be fixed. Page titles and meta descriptions were too long and stuffed with keywords, internal linking structure was suboptimal, and on-page content was thin. We also identified good content that existed in the format of images, rather than text on the page. We converted image based text to actual on-page text that Google could crawl and understand.

Along with these issues, this site also had usability problems. Navigation was difficult and confusing, and pages were not structured in a way that optimized user experience.

Potential Obstacles:

Assessing the client's situation, we identified the following obstacles:

- On-site and content issues would affect the SEO impact of links
- Usability problems would affect our ability to earn links
- Competition outclassed the client, in both name recognition, on-page SEO, and off-site SEO (links)

Strategic Plan:

After assessing the client's website and identifying potential hurdles, we developed the following strategic plan:

1. Remedy on-site issues to improve SEO and user experience
2. Create linkable assets and bolster the site's content profile
3. Earn links to target pages using proven tactics

Throughout the course of our link building activities, we created positive relationships with numerous webmasters and bloggers which have developed into long-term partnerships for our client.

EXECUTION



1. Remedy on-site issues to improve SEO and optimize user experience.

We partnered with the client's in-house web development team to implement SEO improvements including: page titles, H1 tags, keyword density, internal linking structure, and more. These changes improved crawlability and provided clearer signals of relevance and authority to search engines.

Our team of on-site SEO experts guided the client through a site re-design to create a cleaner and more logical user experience.

2. Create linkable assets and bolster the site's content profile.

Our professional content creators helped re-write and enhance existing pages, as well as create weekly content for the client's blog. Through this content we were able to develop linkable assets for future link acquisition efforts.

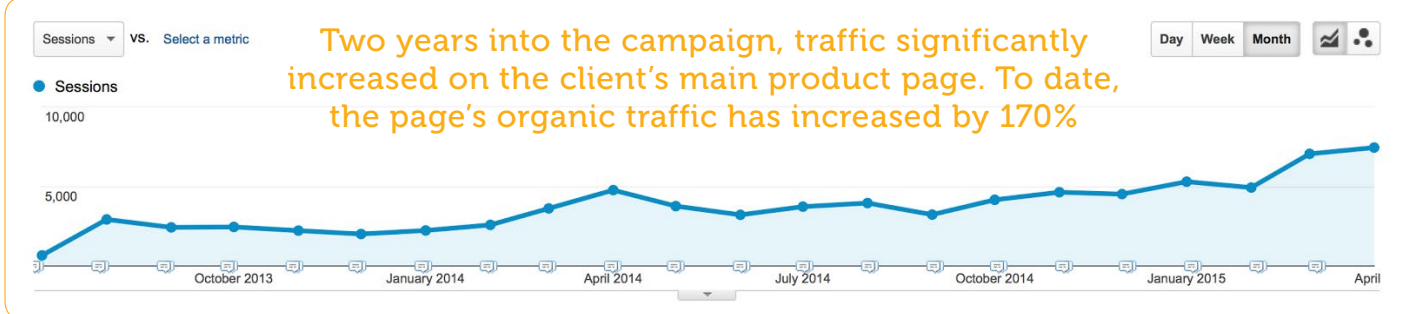
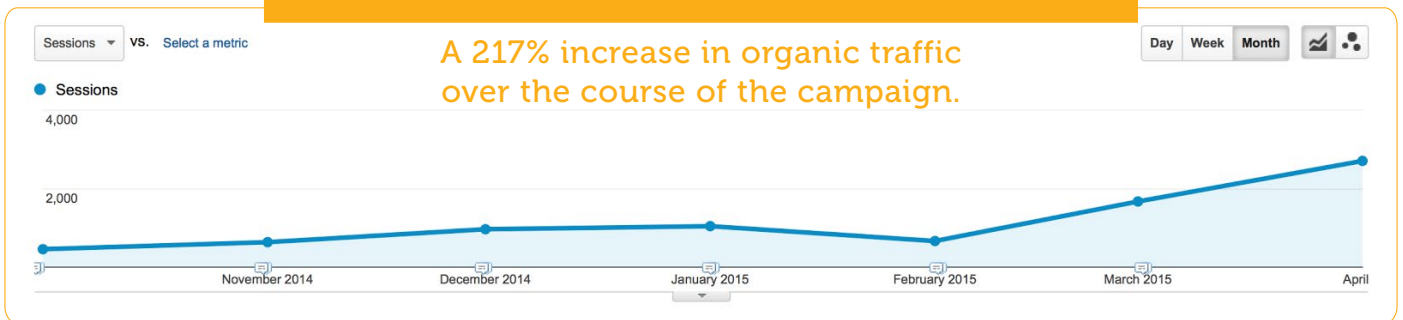
At the time of the project launch the client did not have the necessary resources to produce this content internally. Allocating internal resources, we developed, we developed an editorial calendar for our client to consistently produce blog content. Once the client was able, they took over content production again, and we continued to promote that content for links. This partnership between content (crafted by the client) and promotion (manual outreach by Page One Power) has been instrumental in the project's success.

3. Earn links to target pages using proven tactics.

Through new content creation and leveraging existing linkable assets, we were able to secure a number of relevant links to the client's content assets. We were also able to build relevant links pointing directly to the client's main product page, through manual outreach and promotion to relevant site-owners.

KEY RESULTS

Organic Traffic Growth



Increased Rankings

Rankings have improved across a variety of important keywords, achieving page 1 results.