

Case Study 1

Helping a Prominent Womens Essential Wear Brand Re-Focus Their SEO

Problem

A prominent womens wear brand had stagnated their current SE strategy and wanted to have some fresh thinking.

Our team was brought on to review current strategies and revise the approach.

What we found

- Strategy was too niche, in a market with a fledgling number of users who would purchase the products online.
- Some keywords had little to no activity over 12 months

What we did

- Restructure keyword focus to gain visibility from overall ecommerce sphere
- Coordinate with technical team to make key improvements to Shopify theme

Performance

Acquisition			Behaviour		
Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
21.80% ↑ 84,912 vs 69,713	19.29% ↑ 78,911 vs 66,153	14.19% ↑ 121,091 vs 106,045	16.04% ↓ 39.24% vs 46.73%	37.48% ↑ 6.70 vs 4.87	6.65% ↑ 00:03:38 vs 00:03:24

<input checked="" type="checkbox"/> Total clicks 53.8K — Last 6 months 50K ... Previous 6 months	<input checked="" type="checkbox"/> Total impressions 1.24M — Last 6 months 1.36M ... Previous 6 months	<input checked="" type="checkbox"/> Average CTR 4.3% — Last 6 months 3.7% ... Previous 6 months	<input checked="" type="checkbox"/> Average position 20.6 — Last 6 months 23.1 ... Previous 6 months
--	---	---	--

Case Study 2

Problem

A BPO subsidiary of a prominent holdings company wanted to rectify bad seo strategies and a poorly made website.

What we found

- Client was a victim of black hat SEO techniques.
- Site was poorly built.

What we did

- Fix all technical SEO problems

Before

63 / 100
SEO SCORE

32 / 50
PASSED CHECKS

15 / 50
FAILED CHECKS

3 / 50
WARNINGS

After

84 / 100
SEO SCORE

40 / 49
PASSED CHECKS

7 / 49
FAILED CHECKS

2 / 49
WARNINGS

- Optimize all on page content correctly.

Performance

Acquisition		
Users ? ↓	New Users ?	Sessions ?
17.08% ↑ 7,246 vs 6,189	17.51% ↑ 7,073 vs 6,019	19.07% ↑ 9,484 vs 7,965