infront webworks

AWARD WINNING DIGITAL AGENCY

INDUSTRY INDUSTRY FOCUS - e-Commerce Health Store

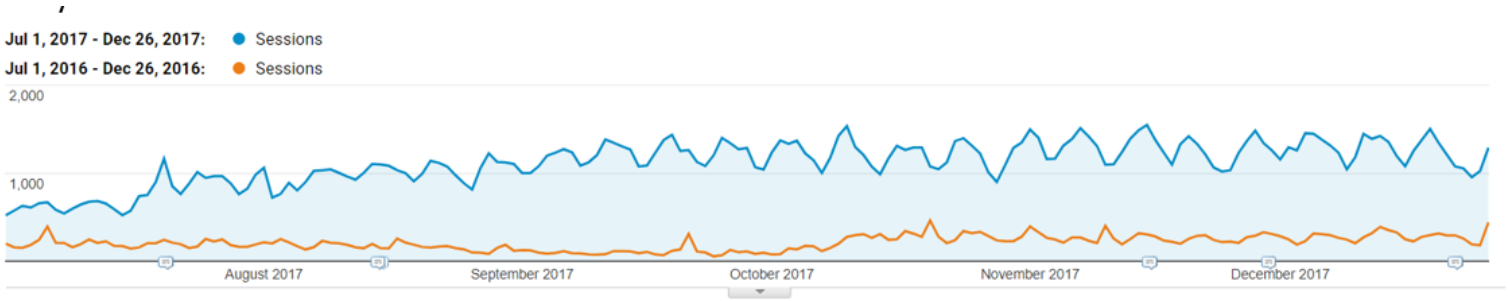
Organic Traffic ▲ 1657%

Keywords at #1 ▲ 2147%

Top 10 Keywords ▲ 55%

Organic Traffic Increase of 1657%

ANALYTICS



CASE PROFILE

The original objective was to rescue a faltering e-commerce website that lost 70% of Online traffic & 100% Online revenue after a website redesign epic fail. We built a new e Commerce site that focused on UX and effective e Commerce design to improve purchase funnel. We reestablished credibility with search engines and implemented a fully managed SEO program that included keyword research, establishing proper 301 redirects, correcting technical issues, link building, citation-building, implemented an email marketing campaign and Facebook Advertising. We simplified technical jargon through out site and blog posts, improved calls to action, added different creatives on the site including new product angles and images, added a 2nd buy now button to products, streamlined order forms and more. Within a year, traffic skyrocketed with nearly 200 keywords in the #1 position, optimized and specialized blog content which resulted in 51 position 0 Google answer boxes, improving site visibility, brand awareness, and visits to the website. In just six months, revenue increased by 55%.

SEARCH ENGINE OPTIMIZATION | PAY PER CLICK | WEB DEVELOPMENT

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