

NICHE E-COMMERCE SEO CASE STUDY

Background

This is an online store that sells items that cost between ~\$50 – a few hundred dollars each. They had started SEO with us and did some blog content starting Feb 2017 and some linking starting April 2017.

Audit

This site had very little traffic until this year. They had No over optimization since most of the SEO was with us.

Easy Wins Analysis

We found 76 potential targets, mostly bottom of page 1 through page 3 all with CPC between .60 and \$2.50. These terms / URLs were a mix between homepage, product pages, and their blog content and we selected high priority targets with the customer.

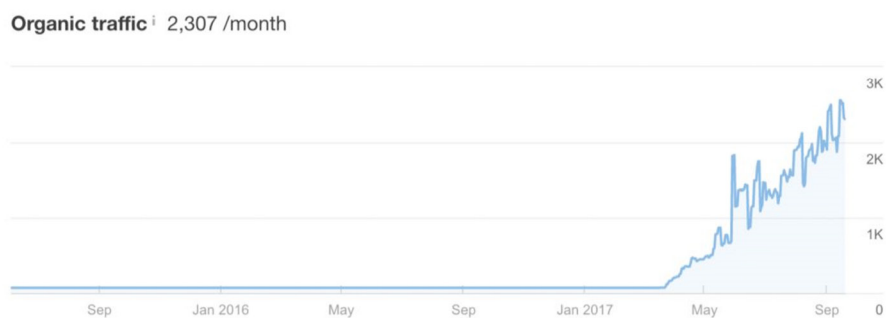
Competitive Gap Analysis

E-commerce is a bit different than other sites with the content gap analysis. When you run it, you often get a ton of product names that you may not sell. The other thing is that many stores have very little content on their product pages (not good for ranking). We work closely with the client on these and pick targets together. In this case they LOVED our content and we found some killer keywords where we could write long articles about.

Month 1 – 3 we kept strategy the same

- BrandLume Results – Focused on easy wins, exact and variations, homepage branding and URL
- Blog Service 4 X 1000 word with nice volume keywords related to the niche products

And for the results, the traffic starts improving when we started:



Going Forward

Now we have these awesome, long form blog content ranking (AND they are valuable pieces of content, as opposed to just product pages), we'll be able to do some surgical link building and get these pushed up even farther.

What's great is that we have LOTS of content to work with now... and it's beginning to show!

By following this strategy, we see Google starting to unlock the floodgates – This is showing the massive potential that we can target coming up:



Takeaways

Ecommerce needs content, and by writing long form blog posts, you can start ranking for your valuable keywords. These pages are easier to rank, and you can do an internal link to your product pages. After you have the content, it makes getting good links 1000X easier!