

# INCREASING THE RETURN ON INVESTMENT BY 700% FOR US-BASED E-COMMERCE IN THE HEATING SYSTEMS SPACE



Our customer is a Maryland-based (US) company specializing in retailing components needed for floor heating, domestic hot water heating, swimming pool heating, and other heating/plumbing systems. With 300+ products being sold to customers all over the US, the company had a great offering and product market fit but very low visibility on the web. When we started the SEO project for our client, the organic traffic was at 50 sessions monthly, generating no organic purchases. Within the first year, after the project kick-off, we positioned the company's website strategically in Google to help the business generate organic purchases at scale.

## SEO CASE STUDY

### Key facts

**700%**

ROI from organic traffic

**216%**

increased visibility from aprox. 1500 to almost 5000 keywords

**50%**

more impression in search engines. From aprox. around 400k to almost 600k impressions

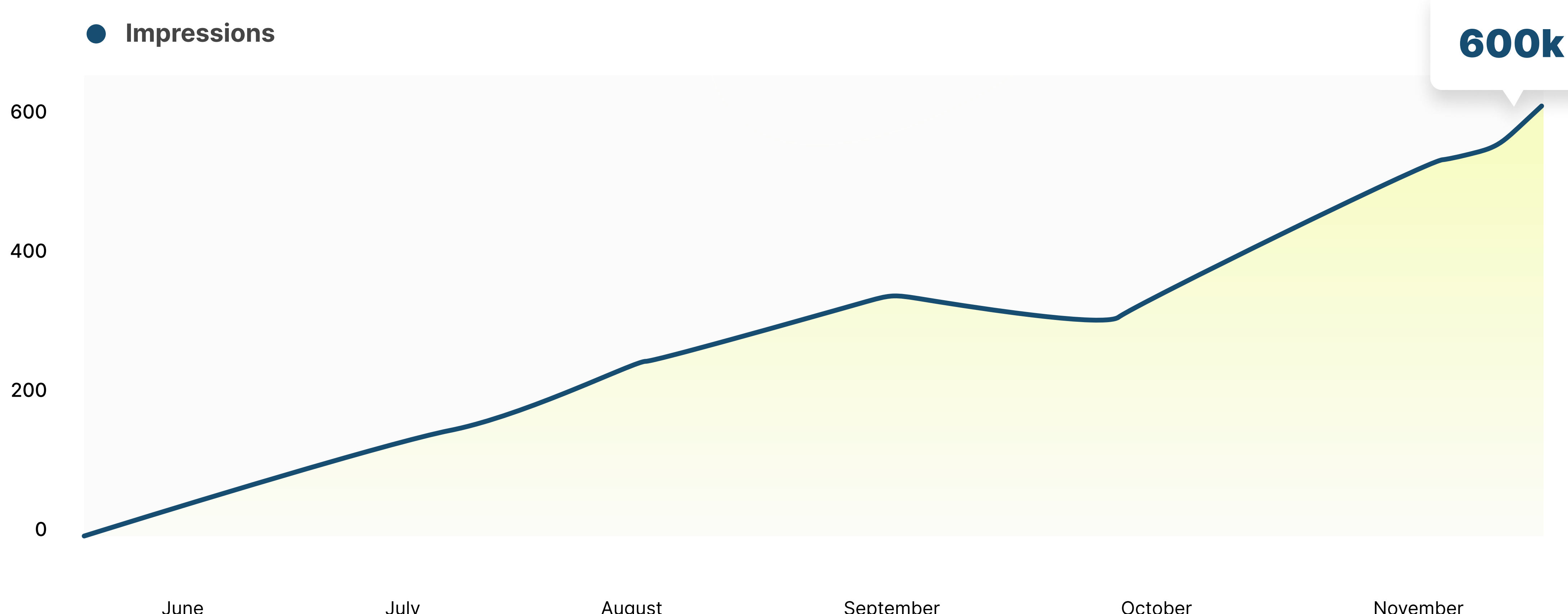
### Project overview

**#1** Based on the audit, together with business owners, we decided to focus our efforts on improving the UX of the website and optimizing the crawlability of the content on the web store to enable organic traffic. In the project's first phase, we took care of keywords strategy, meta tags creation, and a general link-building approach. This would help in the long term to position the store strategically for US-based customers with high intent to purchase products from the category the business operates in.

**#2** Next, we took under control the offsite optimization, increasing the number of do-follow backlinks from reliable sources and removing bad backlinks that may hurt the positioning.

**#3** In the third phase, we continued optimization of web elements of the e-store and added additional features to the site architecture. The project is ongoing.

### Continuously growing performance



Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

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