# HOW DID WE HELP THE GERMAN CLOTHING E-COMMERCE BRAND GENERATE MORE ONLINE STORE'S PURCHASES



Our client is a german clothing brand, operating globally.

Our customer produces high-quality festival outfits for EDM fans all over the world. With a big focus on Europe and North

America, their initial challenge was to optimize a relatively new online store for Google crawlers to enable searchability in target locations, increase visibility in Google, and hence start generating organic purchases.

SEG CASE STUDY

# Key facts

16%

more organic traffic within the first 3 months

600%

increase in online shop's site visibility

33%

more transactions coming from Google Search

### Project overview

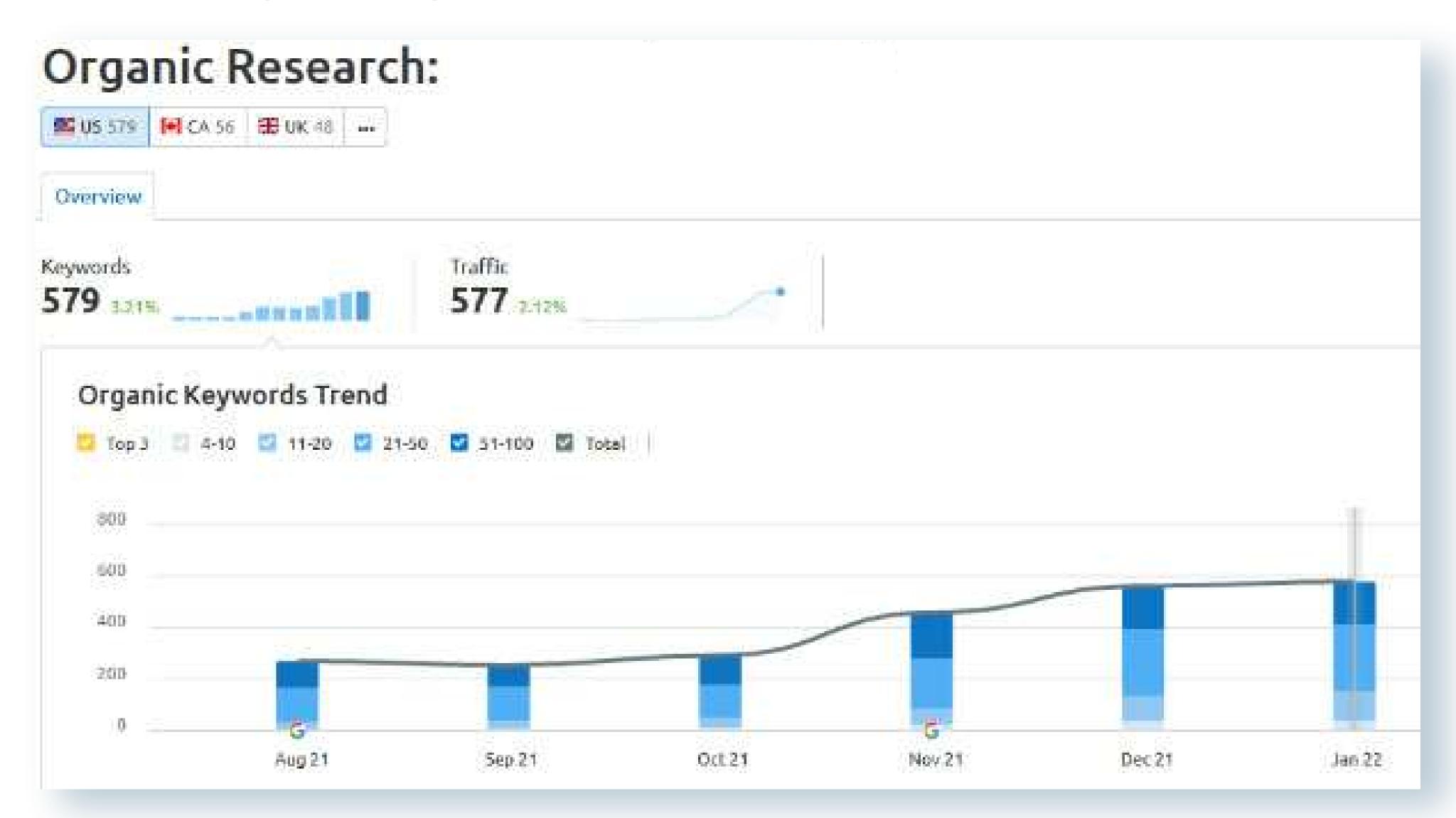
Our dedicated SEO experts crafted a unique SEO strategy, taking into consideration target locations and relatively high competitivness of positioning keywords relevant for the brand.

Then, our on-demand technical department, in the first month, managed to conduct a thorough technical audit, along with on-site improvements required to make the store visible in Google (meta robots tags, header structure, 404 error page, removal of internal duplicates, crawl budget, FLC and

Microdata).

In the first quarter after signing the deal, our content team provided a dedicated SEO content for all strategic pages and product listings, making sure to include all relevant keywords in the right places. This helped position the site for search engines and generate impactful uplift in organic online purchases already in the first 6 months (33% more transactions).

## Continuously growing performance



### Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

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