

# 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.

## SEO 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

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

**#2** 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).

**#3** 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

### Organic Research:

US 579 CA 56 UK 48

Overview

Keywords

579

3.21%

Traffic

577

2.12%

#### Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 Total



Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

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