

ORGANIC ROI BOOST AT 304% FOR UK-BASED SEX TOYS E-COMMERCE STORE



Our client is one of the UK's leading suppliers of sex toys. Based in the North West of England, the online company operates globally, catering to customers from the UK and Europe.

After the initial audit, together with shop owners, we decided to focus our optimization efforts on improving the store's visibility in search engines and, hence, substantially increasing organic traffic/organic purchases.

SEO CASE STUDY

Key facts

304%

generated organic ROI

by 95%

Increase in visibility in search engines

211%

increase in clicks from search engines

Project overview

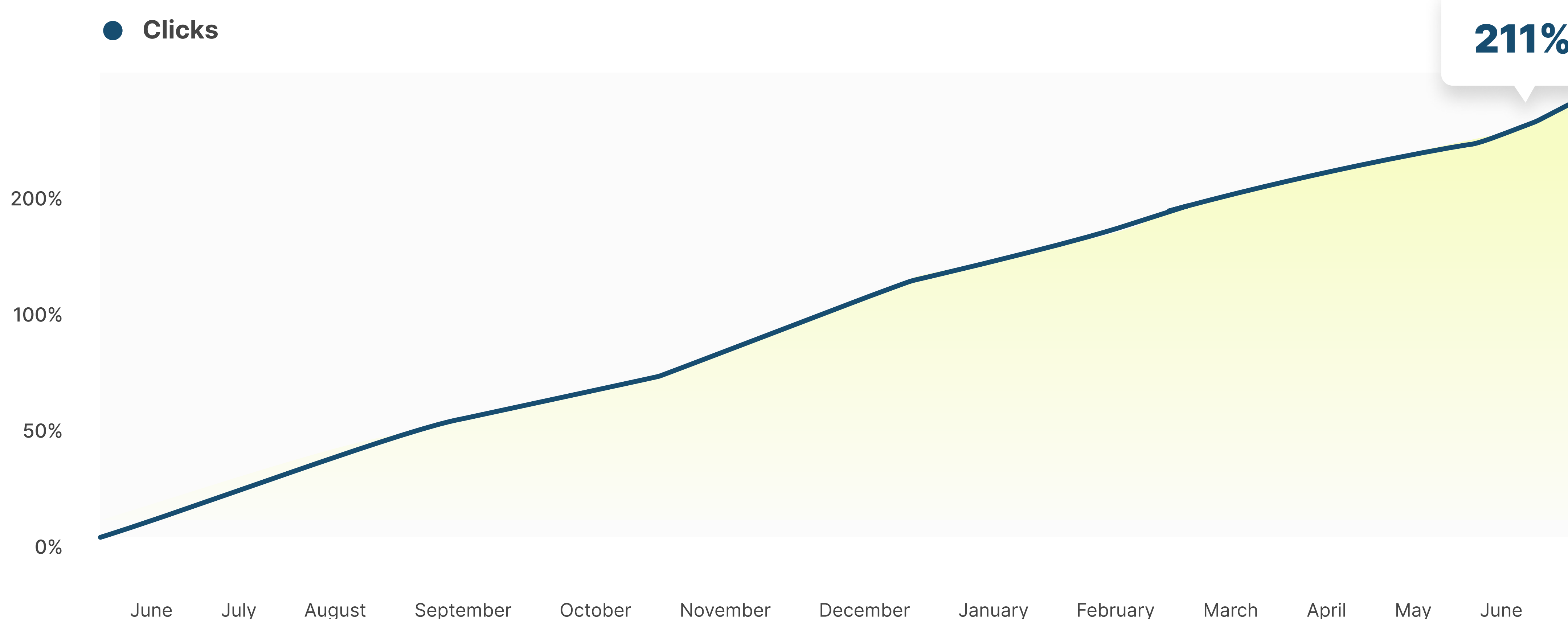
We split our optimization efforts into two core areas of impact.

#1 We took care of technical optimization, creating SEO-friendly meta titles and tags and removing spam backlinks that could potentially hurt optimization efforts. Adding the FAQ section helped us consistently include strategic keywords on the store's website. This enabled us to prepare the online shop for SEO crawlers.

#2 We've created a scalable link-building strategy to improve the page's authority, ensuring we position the business higher than the competition. For example, we helped to acquire five links in relevant sponsored articles, providing the anchor text for the strategic keyword phrase "adult toys, sex toys, and vibrators."

#3 Overall, our continuous positioning strategy helped the business increase visibility on the web, generating impactful ROI at 304%

Continuously growing performance



Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

415-228-9969

info@cyrusson.com