

We identified, targeted and tracked **786** keywords

**15.6** %

15.6% of the 786 keywords became **Top 3** organic keywords

**39** %

39% of the keywords resulted in **first page rankings** on Google

#### A/B testing



Through A/B testing we were able to generate a **40% improvement** within the ecommerce conversion funnel and checkout process between May to July 2013.

## Results

**129.51** %

#### Individual Product Performance



Individual products also improved significantly with some products reaching 129.51% improvement within one year.

Jan 1, 2013 - Nov 20, 2013: Quantity  
Jan 1, 2012 - Nov 20, 2012: Quantity



Google Analytics - Product A Performance